



LOOKING AT THE NATURAL BEAUTY CONSUMER

WHO THEY ARE • WHAT THEY SEEK AND THE BRAND RESPONSE

HERE'S A STATISTICAL SNAPSHOT OF OUR UPCOMING INSIGHT-FUELED WEBINAR

CONSUMERS MAKE A CONNECTION BETWEEN THEIR SKIN AND THEIR HEALTH

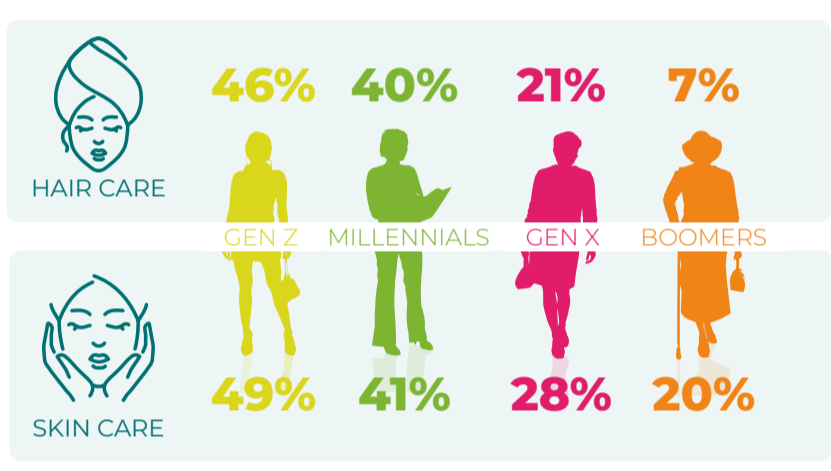


CONSUMERS ARE SEEKING NATURAL BEAUTY PRODUCTS

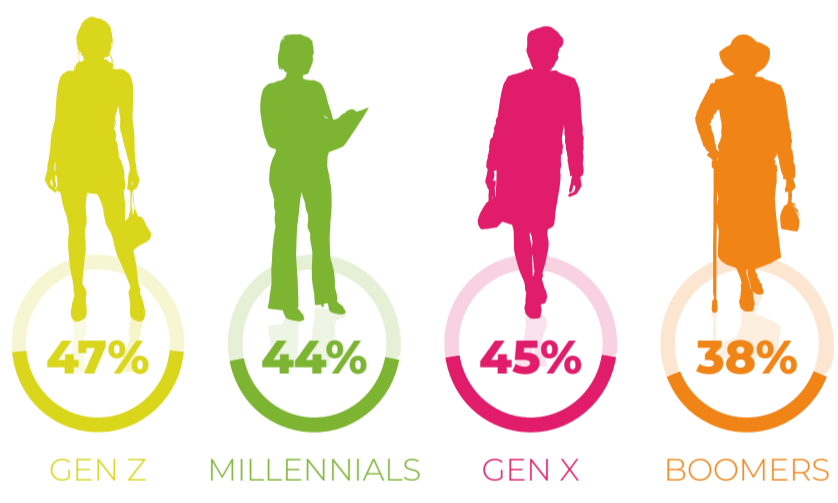
% OF CONSUMERS REPORT BUYING:



CONSUMERS REPORT BUYING MORE NATURAL BEAUTY PRODUCTS THAN THEY WERE A YEAR AGO



CONSUMERS WANT TO KNOW WHAT'S IN THE BEAUTY PRODUCTS THEY BUY



TOP 5 CATEGORIES USING "BETTER-FOR-YOU" POSITIONING STATEMENTS IN THEIR NEW ITEMS*



*based on new packaging presented to HRG during 2018

THERE IS OPPORTUNITY TO PROVIDE THE CONSUMER WITH **MORE NATURAL OPTIONS** IN THE BEAUTY CATEGORY



JOIN THE CONSUMER & INDUSTRY TRENDS FUELING NATURAL BEAUTY WEBINAR

21 AUGUST 2019 1:00PM EST

JOIN LINKAGE RESEARCH AND HAMACHER RESOURCE GROUP FOR AN INFORMATIVE WEBINAR ABOUT THE NATURAL BEAUTY CONSUMER TO GAIN INSIGHT TO:

- ▶ WHO THIS CONSUMER IS ◀
- ▶▶ WHAT THEY ARE SEEKING IN NATURAL BEAUTY ◀◀
- ▶▶ HOW BRANDS AND RETAILERS CAN APPEAL TO THIS CONSUMER ◀◀

Note: Consumer data is based on a large-scale internet-based study with 2,000 US Households from January – March 2019. The study is representative of the U.S. Population based on geography, gender, age, race, and income.