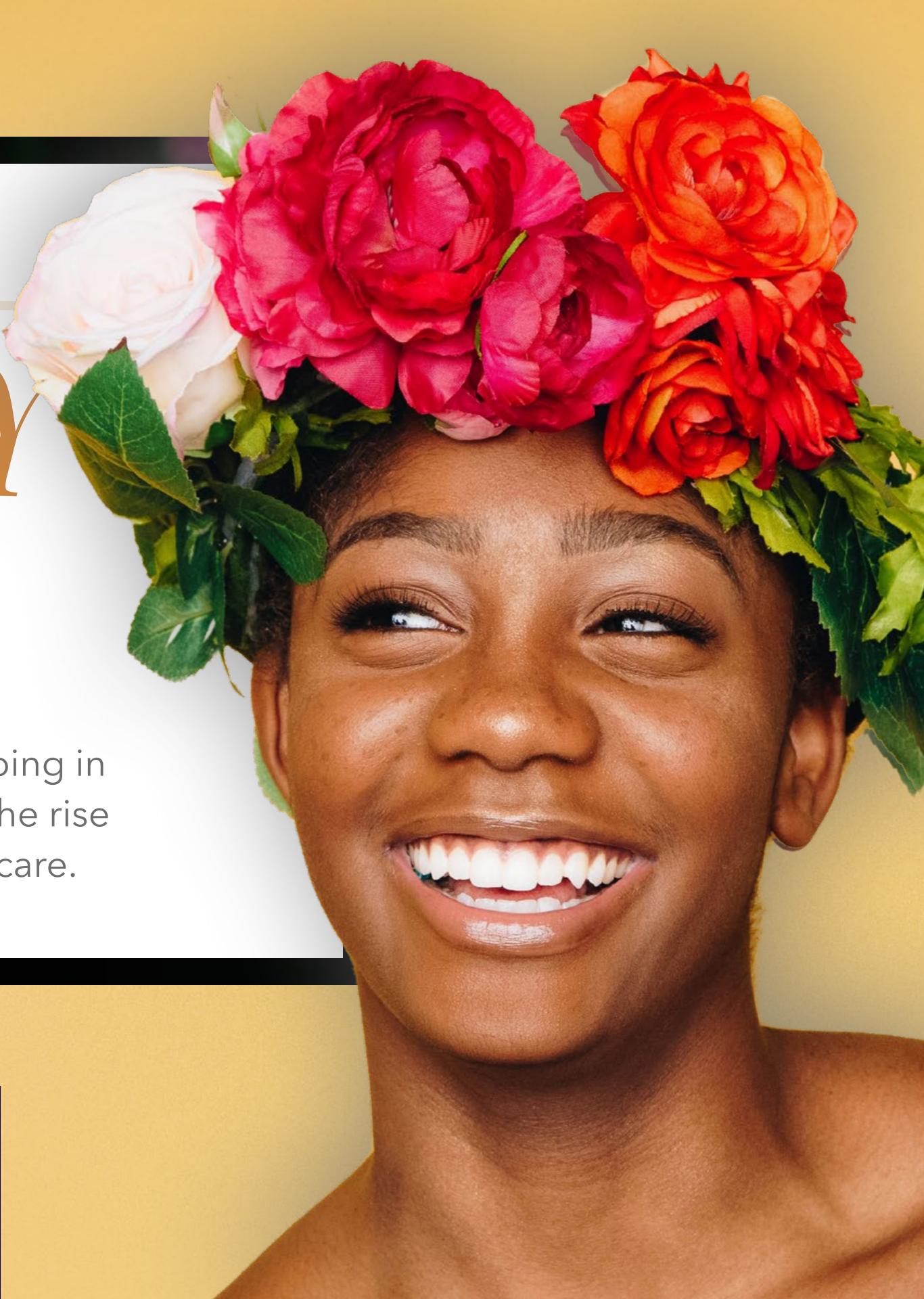


A close-up portrait of a person with vibrant blue curly hair and matching blue face paint. They have green eyes and are wearing a bright red, ribbed turtleneck top. The background is a soft-focus garden.

The **BEAUTY** *REPORT*

Executive Summary

How beauty brands can grow by tapping in to culture. We explore two tribes on the rise in beauty, cosmetics, and personal care.

A close-up portrait of a woman with a warm complexion and a joyful expression. She is adorned with a lush, colorful floral crown made of pink, red, and orange roses. Her eyes are closed in a moment of pure happiness.

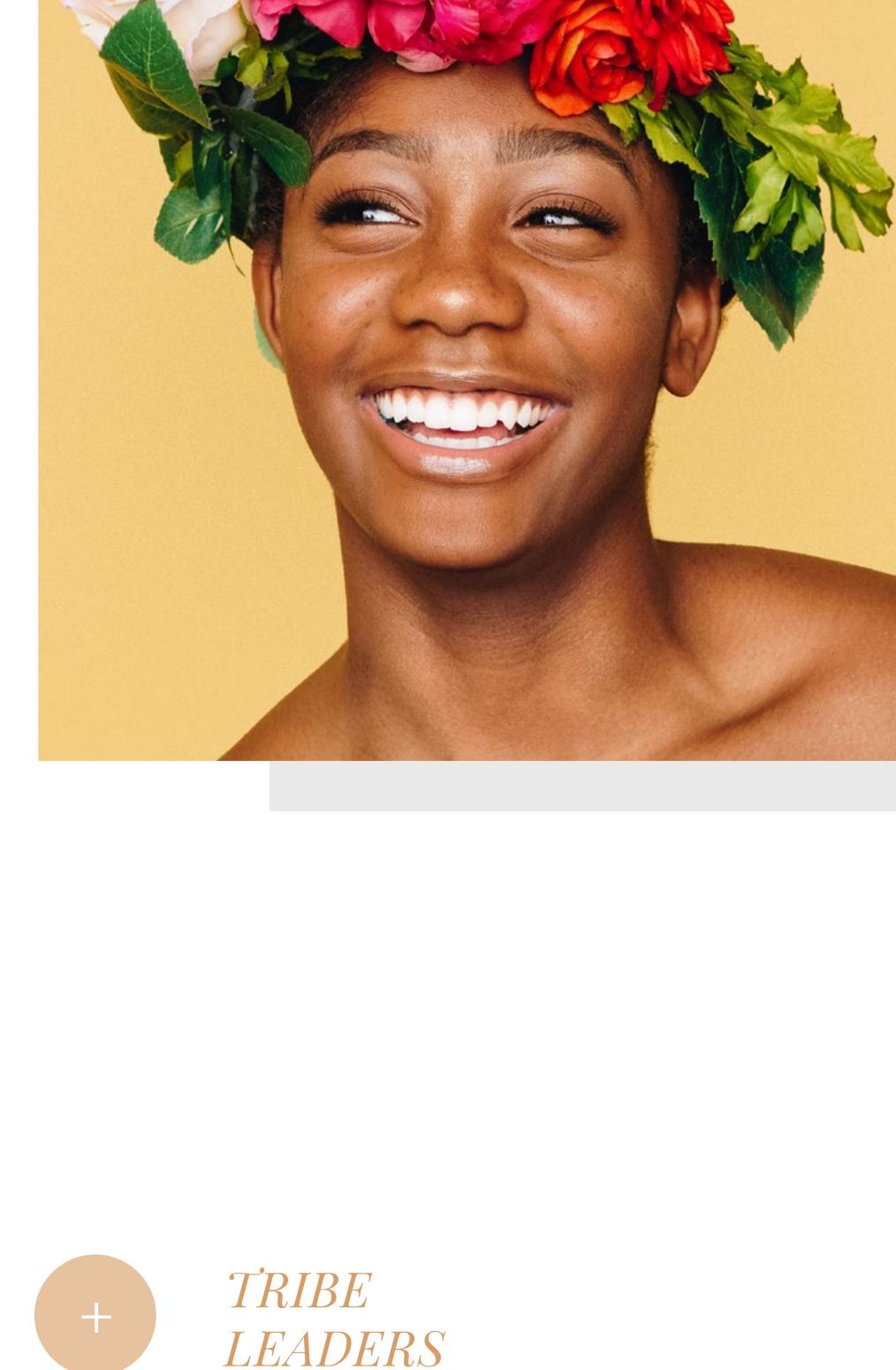
TWO TRIBES ON THE RISE IN BEAUTY

Codec presents two tribes on the rise for beauty, cosmetics, and personal care categories. Tribes are collections of people connected by shared passions, values and behaviours. We uncover them through AI-driven analysis of online content engagements.

Eco Seekers

Conscious consumerism meets aspirational living

Eco Seekers value clean, natural and sustainable beauty as part of their vision of living an aspirational lifestyle. Open, curious, and self-expressive, they are driven by a need for harmony in their dealings with others and their impact on the planet.



TRIBE INTERESTS

Beauty

- Organic and natural cosmetics
- Organic and natural toiletries

TRIBE PERSONALITY

- Open to change
- Value helping others
- Harmony
- Curiosity
- Self-expression
- Stability

Ethical production

- Sustainable fashion
- Fairly traded goods
- Second hand and vintage fashion
- Upcycling

BRANDS WINNING WITH THIS TRIBE

Burt's Bees, Aveda, Drunk Elephant, Neal's Yard Remedies

TRIBE LEADERS

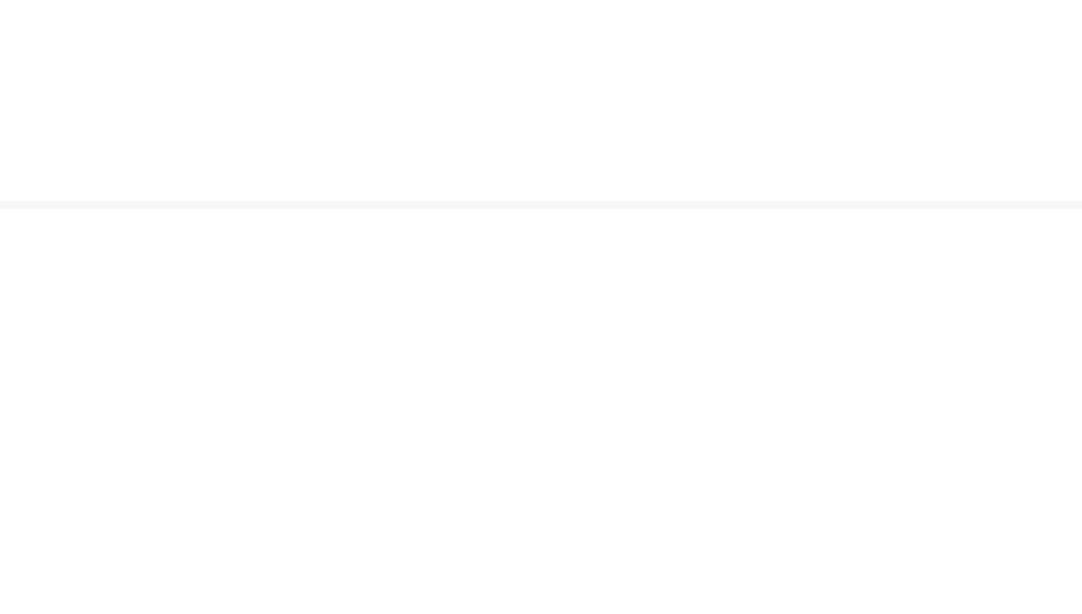
Logical Harmony, Beauty Balm, Beauty Bible, Vegan Beauty Review

TRIBE HABITATS

- Images
- Articles
- Posts
- Longer videos

TRIBE VISUAL LANGUAGE

- Aspirational lifestyle shots
- Ditch the 'green' eco aesthetic
- Texture, light and shade



Beauty Bros

Male personal care moves mainstream

Beauty Bros value self-care and self-expression through beauty, from natural looks through to full-faced dramatic makeovers inspired by subcultures such as goth, punk and rave culture. Extravert and highly self-expressive, their strong values drive decision-making and define their relationships with brands.

TRIBE PERSONALITY

- Hedonism
- Self-enhancement
- Open to change
- Need excitement
- Curiosity
- Self-expression
- Closeness

BRANDS WINNING WITH THIS TRIBE

Dragun Beauty, ColourPop, wet n wild, Kat von D

TRIBE LEADERS

Kam Lester, Alannized, Nick Snider, Lipstick Nick

TRIBE INTERESTS

Beauty

- Skin, nail and hair care
- Beauty tutorials

Inclusivity

- LGBTQ+ rights and culture
- Body positivity and mental health

Subculture

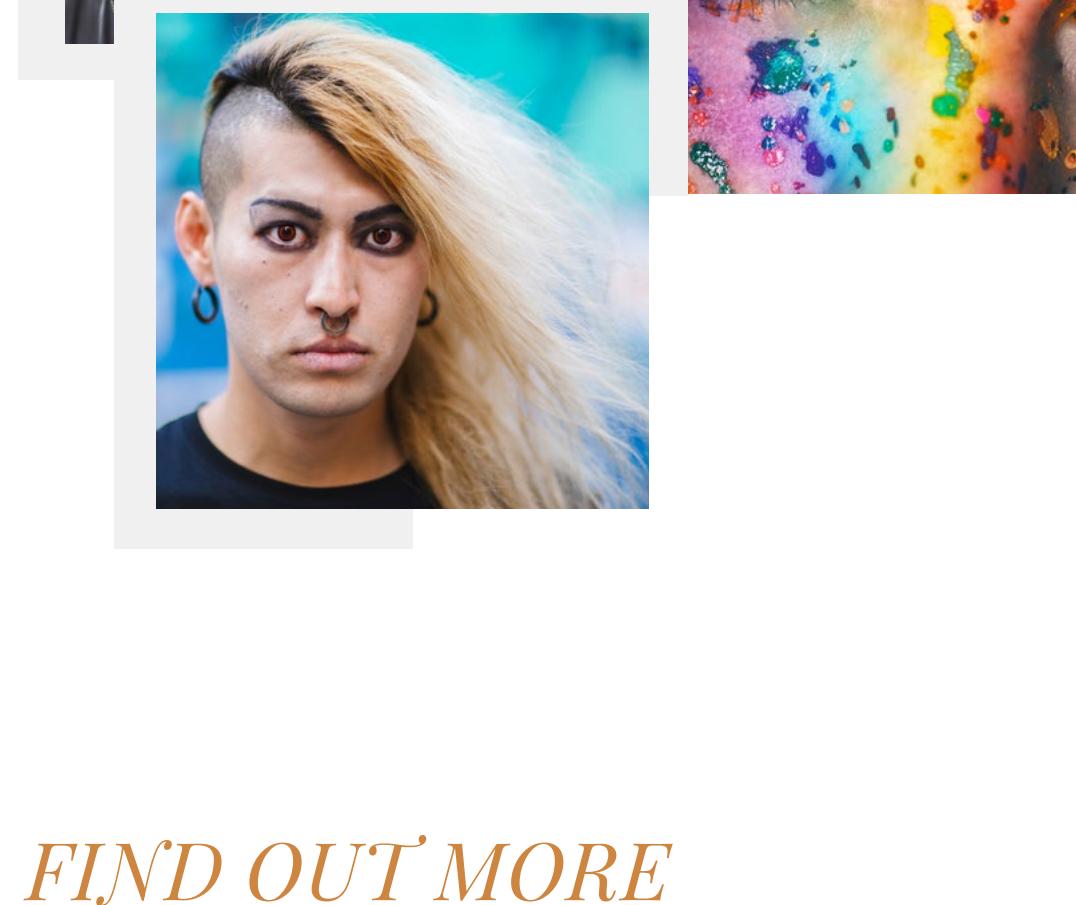
- Rocker
- Emo
- Goth
- Punk
- Anime
- Rave
- Cosplay

TRIBE VISUAL LANGUAGE

- Variety - from natural looks to visual drama
- Subculture front and centre

TRIBE HABITATS

- Images
- Photos
- Photos
- Longer videos



FIND OUT MORE

Get the full picture of the Eco Seekers and Beauty Bros tribes, and understand how tapping in to culture can help your beauty brand grow.

Speak to a Codec strategist at info@codec.ai

DOWNLOAD THE BEAUTY REPORT