

SUPPLY SIDE

Quantifying Beauty Influencers' Impact

By Rich Zeldes

The rise of influencer marketing at once delighted and flummoxed CMOs. The lure of incredible visibility, a fresh form of persuasion, and engaging content battled with an overall inability to prove ROI and assess how much to pay and for which activities. Yet the benefits quashed the negatives, and influencers of all tiers flourished. Concurrently, the beauty industry surged, in part as a response to the hyper-visual world of social media. Beauty also accelerated because new direct-to-consumer brands changed the way that they spoke to consumers. Education and communication around products became friendlier and simpler, and women felt more

comfortable trying new things from their social feeds. There is now more data around influencer effectiveness that can help guide brand strategy.

Top Motivators

In the last year, influencer-sponsored content on Instagram in North America surged 150%. #Fashion is the top-trending hashtag, but beauty influencers are driving three times the number of mentions than those promoting fashion brands. Gen Z, in particular, leads the conversation, while Millennials and Gen X are bringing their considerable purchasing power to the discussion. So, what are the factors driving this cross-generational engagement? In general, women seek

out influencers for education and remain for entertainment. 69% of Gen Z and Millennial women follow beauty influencers for the tutorials, 52% follow to discover new products, and product reviews motivate 49%. Another niche seeking benefits from beauty influencers are busy mothers.

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BEAUTY CARE

Dispelling ROI Woes

Understanding how influencers affect the path to purchase and drive sales is becoming more important, and more apparent. Instagram beauty bloggers impacted the purchases of 34% of respondents in a recent survey; 28% felt similarly, but with celebrities. Products that do not require choosing a shade perform better via social media. For example, 57% of women surveyed reported that they purchased hair care as a result of social media; skin care and body care are also thriving due to influencers. And although YouTube is essential — particularly with Gen Z — much of this activity happens on Instagram, a behavior set to continue. Instagram debuted new in-app checkout in March, and it now allows users to shop directly from influencer posts, too. This development will simultaneously redefine the conversation around influencer ROI and bolster Facebook's formidable grasp of user data.

Not All Rosy

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rupted the \$52 billion beauty industry significantly already. That said, there are issues with trust and plenty of skepticism. Women continue to rely on friends and family for recommendations mainly, and only 32% of women surveyed trust internet celebrities. Younger generations ask

more from brands, and the call-out culture very much applies to the beauty industry, with accounts like Estée Laundry determined to keep brands honest. So, while the data persuasively recommends that brands play in the influencer beauty space, they still need to take care with messaging and prepare for negative responses. Most importantly, consumers need to feel that the partnership between brand and influencer is honest.

In a sign of their growing power, many influencers are, like Kylie Jenner, creating their own beauty lines. One to watch: Target's launch of a new body care brand called LoveAnyBody, in partnership with YouTube and Instagram influencer Loey Lane. Target is betting that Lane, who has a powerful message of size inclusivity, will inspire women and stand out in the crowded beauty space.

EBIN Pushes Self-Expression

TETERBORO, N.J. —

EBIN New York has quickly emerged as a leading brand in the multicultural hair care and false lashes categories by providing consumers with the creative freedom to express their beauty.

Its 24-hour edge tamer styling gels have become a staple in the fast-growing multicultural hair category. The 24-hour edge tamer products come in three different holdings — Ultra Super Hold, Extra Mega Hold and Extreme Firm hold — that cover hair of all types, from 1A to 4C. And its groundbreaking 3-D lashes have been a game changer by allowing users a touch of glamour within an overall look that is natural.

"EBIN New York's 3D Lashes have multiple layers to give users dramatic length and volume for a peerless, exotic look, as well as natural lashes that blend well into the user's real lashes," said James Park, EBIN New York's founder and chief executive officer. "People can transform their overall look simply by applying lashes. False lashes have become huge."

The company's lashes are available in seven lines — Wild Cat, Sexy Cat, Doll Cat, Natural Cat, Color Cat, Wonder Cat and Mink Cat — in a total of 100 SKUs.

Since its launch five years ago, EBIN New York has established a bond with both retailers and consumers on the strength of its trustworthy, quality products, according to Park.

The bulk of EBIN New York's sales in the U.S. are made through the 20,000 beauty supply stores it serves nationwide. The company also has an international presence, mainly in the European Union. "This fall we are getting into Kroger stores, and we continue to explore beneficial relationships with other mass retailers in the multicultural hair and lashes categories that we can grow together with," Park said.

Eyebrow Makeup

For 12 Weeks
Ended 3/24/19

DOLLAR SALES

\$86.1 mil. (+9.9%)*

UNIT VOLUME

14.1 mil. (+7.4%)*

Percent Change

vs.

Prior 12 Months

Supermarkets

+10.8%

Drug Stores

+72%

Supermarkets

+5.7%

Drug Stores

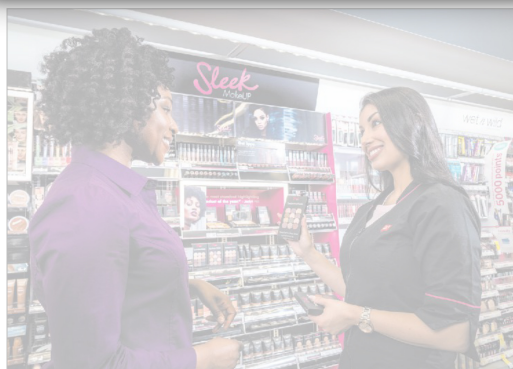
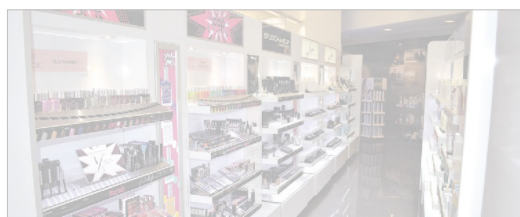
+5.9%

Top Brands

	Dollar Sales	Unit Volume
1. Maybelline Tattoo	\$11.2 mil.	1.1 mil.
2. Revlon ColorStay	7.1 mil.	0.9 mil.
3. L'Oréal Brow Stylist	5.6 mil.	0.7 mil.
4. e.l.f.	3.9 mil.	1.6 mil.
5. Maybelline Eye Studio	3.4 mil.	0.5 mil.
6. L'Oréal Unbelieva	3.2 mil.	0.2 mil.
7. Maybelline Eye Studio	3.0 mil.	0.4 mil.
8. L'Oréal Brow Stylist	2.9 mil.	0.3 mil.
9. NYX Micro	2.8 mil.	0.3 mil.
10. CoverGirl Easy Breezy	2.7 mil.	0.6 mil.

* Total of supermarkets, drug stores, discount stores, military commissaries, and selected warehouse clubs and dollar stores.

Source: IRI



C'est Moi Promotes 'Clean Beauty' Products for Sensitive Skin

SANTA MONICA, Calif. — C'est Moi Beauty makes and markets "clean beauty" products for people with delicate, sensitive or blemish-prone skin.

"Preserving and nourishing your skin with healthy ingredients and effective formulas to keep your skin balanced, calm and clear is what we do best," a company spokesperson said. "As a symbol for youth, we are a movement dedicated

to redefining what it means to be beautiful. We believe in celebrating what makes us all uniquely beautiful, both inside and out. With a sincere focus on the Gen Z market, our mission is to deliver clean, high-quality and affordable beauty that services their specific skin care needs and allows them to enjoy being their best self."

C'est Moi's specially formulated skin care line includes facial

cleansers, moisturizers and sunscreen. The makeup line consists of a complete palette of eye shadows, liners, powders, lip glosses, mascaras and nail polishes.

The company recently introduced face masks that deliver results for even the most sensitive of skin types.

All of its products are made without synthetic fragrance, parabens, sulfates, phthalates, mineral oil, PEGs, BHT,

propylene glycol, silicones, talc or coal tar dyes. Additionally, the products are hypoallergenic, dermatologist tested, cruelty free and Environmental Working Group-verified.

"We believe in educating our customers on our simple solutions and regimens that are easy to follow," the spokesperson said. "Our three-step Gentle Skin Care regimen is the perfect healthy-skin solution for

everyday skin care."

C'est Moi Beauty aims to inspire and uplift a new generation of girls through unique learning experiences and mentorship in partnership with the nonprofit Step Up, while empowering girls through education, self-discovery and advocacy.

For C'est Moi, the quality of the ingredients it puts into its products is a reflection of its integrity as a brand.