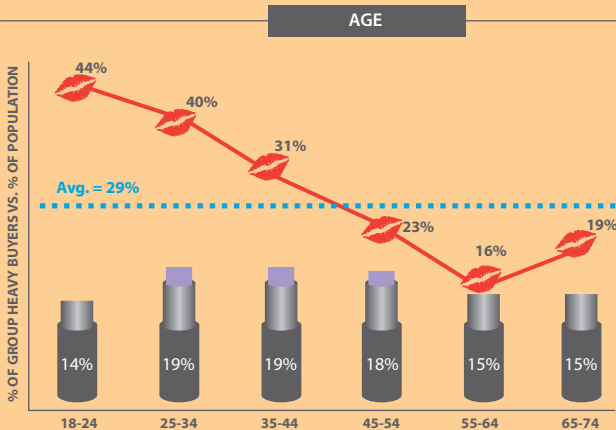


Cosmetics Buyer Trends

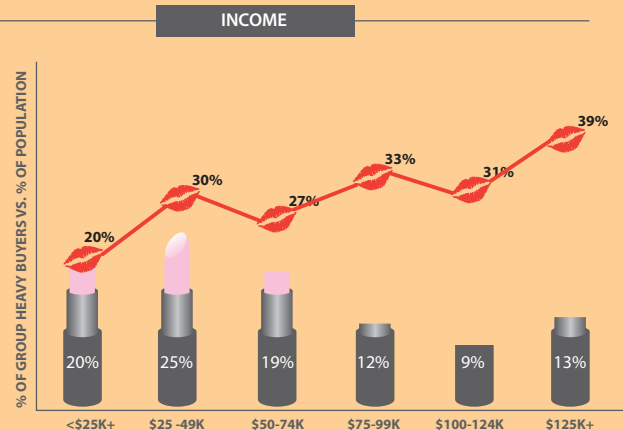
TABS Group 2015 Study

Millennials are 2 times more likely to be heavy cosmetics buyers than the rest of the population.

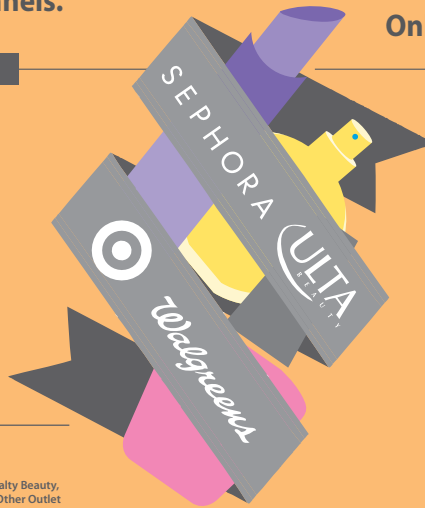
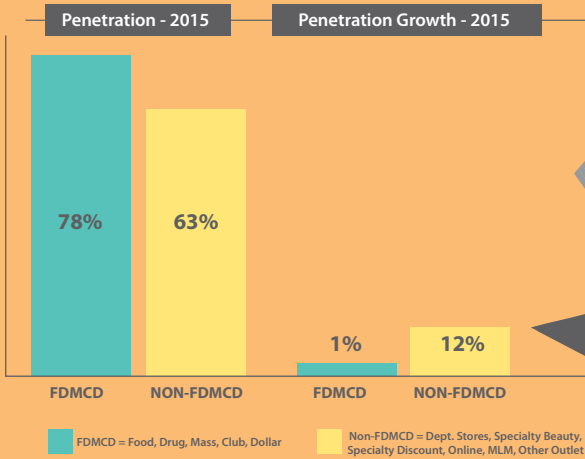


2015 % of Group Heavy Buyer
% of Population

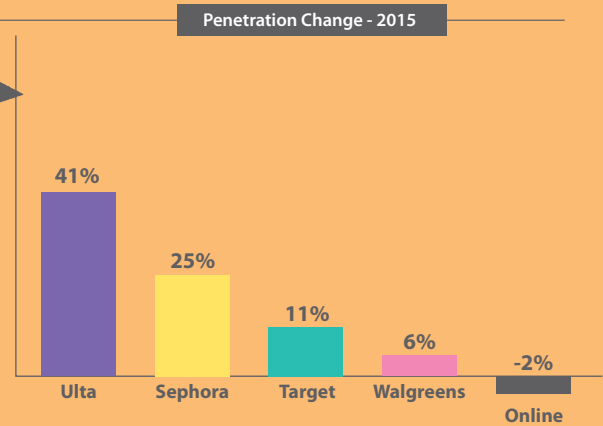
As household income goes up, so does the likelihood of being a heavy cosmetics buyer.



Non-FDMCD channels are driving cosmetics growth vs. general market FDMCD channels.



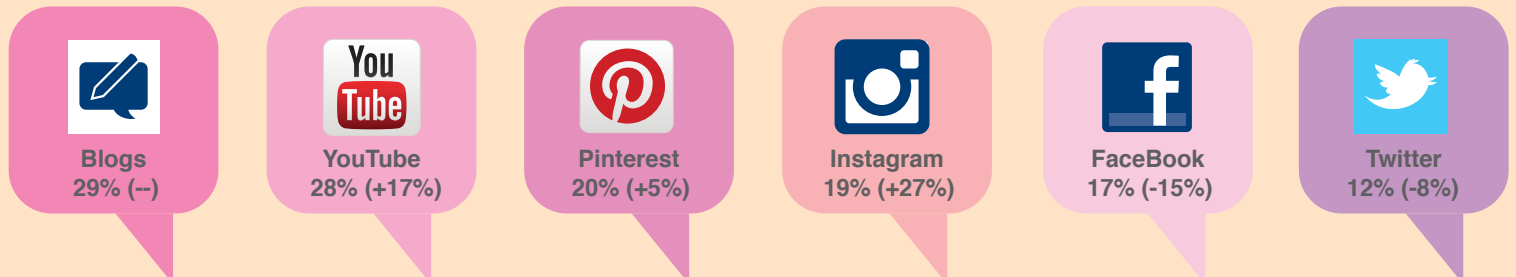
The highest cosmetics penetration growth came from Ulta and Sephora; Online penetration declined 2% in 2015.



Social Media Preferred Over In-Store Beauty Advisors

47% of heavy buyers* say social media is very important in making their purchasing decisions compared to 31% of heavy buyers who prefer to shop in stores with in-store beauty advisors.

Percentage of Heavy Buyers Relying On Social Media – 2015 vs. 2014



*Heavy Buyers: 10+ Types Purchased