

# we are More



**MORE SUBSCRIBERS ARE BEAUTY MAVENS! ON AVERAGE, THEY SPENT OVER \$400 ON MAKEUP, SKINCARE, HAIR CARE PRODUCTS IN THE PAST 6 MONTHS.**

## BEAUTY PROFILE

### ESSENTIAL

- Makeup used regularly
- 84% Lipstick
- 82% Mascara
- 78% Blush
- 72% Foundation
- 71% Eye Shadow
- 68% Nail Polish
- 44% Make-up Remover
- 27% Bronzer

### HAIR CARE

- Products used regularly
- 96% Shampoo
- 83% Conditioner
- 65% Hair spray
- 39% Hair Gel
- 36% Mousse

### HAIR COLOR used regularly\*

- 82% Hair Color
- Of that,
- 50% Color at a salon
- 22% Color at home
- 10% Color both at home and at a salon

### SKIN CARE

- Products used regularly
- 87% Body Lotion & Moisturizer
- 87% Facial Moisturizer
- 72% Facial Cleanser
- 68% Sunscreen/Suntan Products
- 65% Body Wash
- 64% Anti-Aging Cream
- 53% Eye Cream
- 49% Exfoliating Cream/ Scrub

### FRAGRANCE used regularly

- 70% Perfume/Cologne
- \$85 spent on fragrance\*

### INNOVATORS

- 71% are more likely to try new products

### INFLUENCERS

- 75% are likely to recommend cosmetics/beauty products to friends and family

Source: MORE 2005 Subscriber study;  
Base: Total Respondents  
\* In past 6 months

Smart Talk for Smart Women