



# WORKING WOMEN

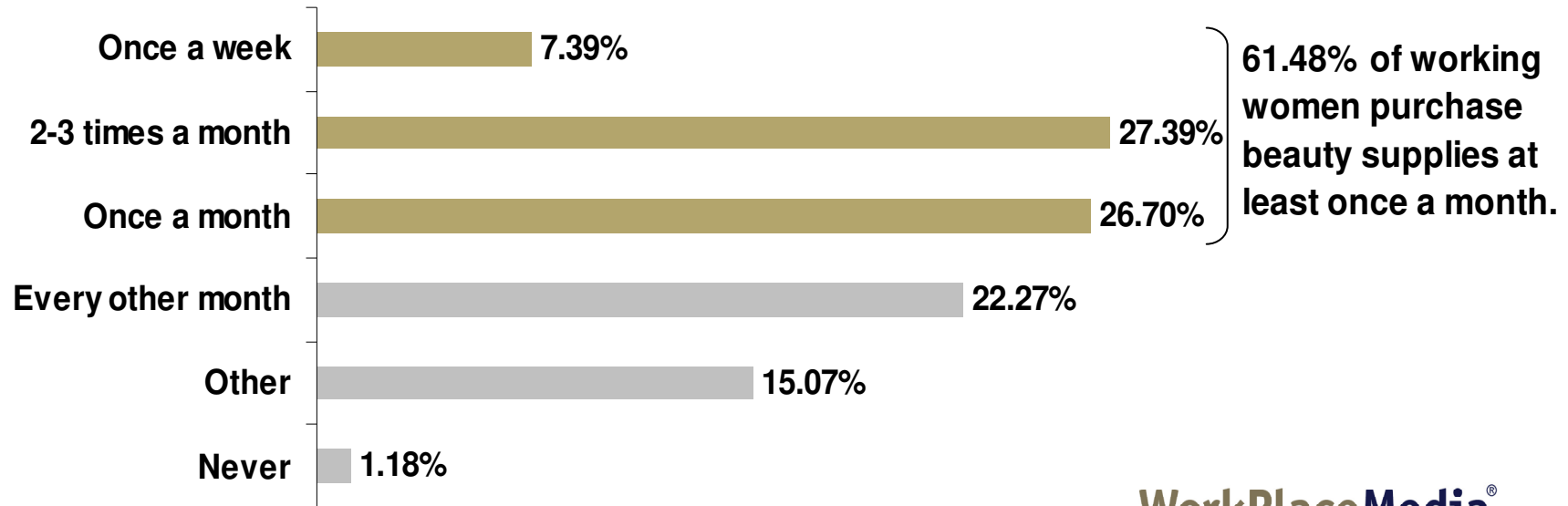
## Beauty Supply Purchases

### Complimentary Insights

Source: WorkPlace Media, "Beauty Supply Purchase Patterns of Working Women," July 2010  
Based on sample size of 1,005 working women.

61.48% of Working Women purchase beauty supplies at least once a week. This coincides with their career-oriented goals. Additionally, their employment status means that they have regular income, thus making them a more lucrative consumer segment when unemployment is high.

### WORKING WOMEN Beauty Supply Purchase Frequency

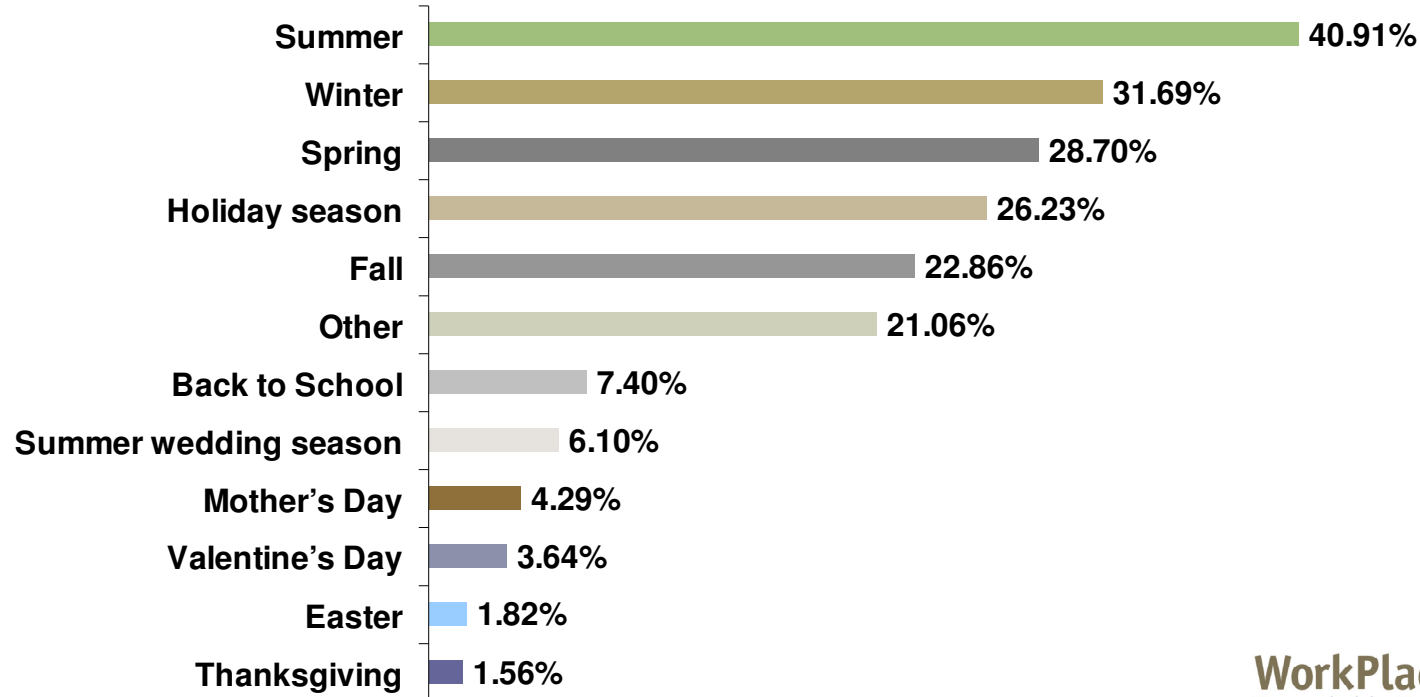


Source: WorkPlace Media, "Beauty Supply Purchase Patterns of Working Women," July 2010

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Summer is the leading time period for purchasing beauty supplies among Working Women. With more than half of Working Women purchasing beauty supplies at least once a month, their focus is broader than on one-day events (Mother's Day, Easter, Valentine's Day, etc.), and they are a source of regular revenue for beauty supply manufacturers..

### WORKING WOMEN Beauty Supply Purchase Timing



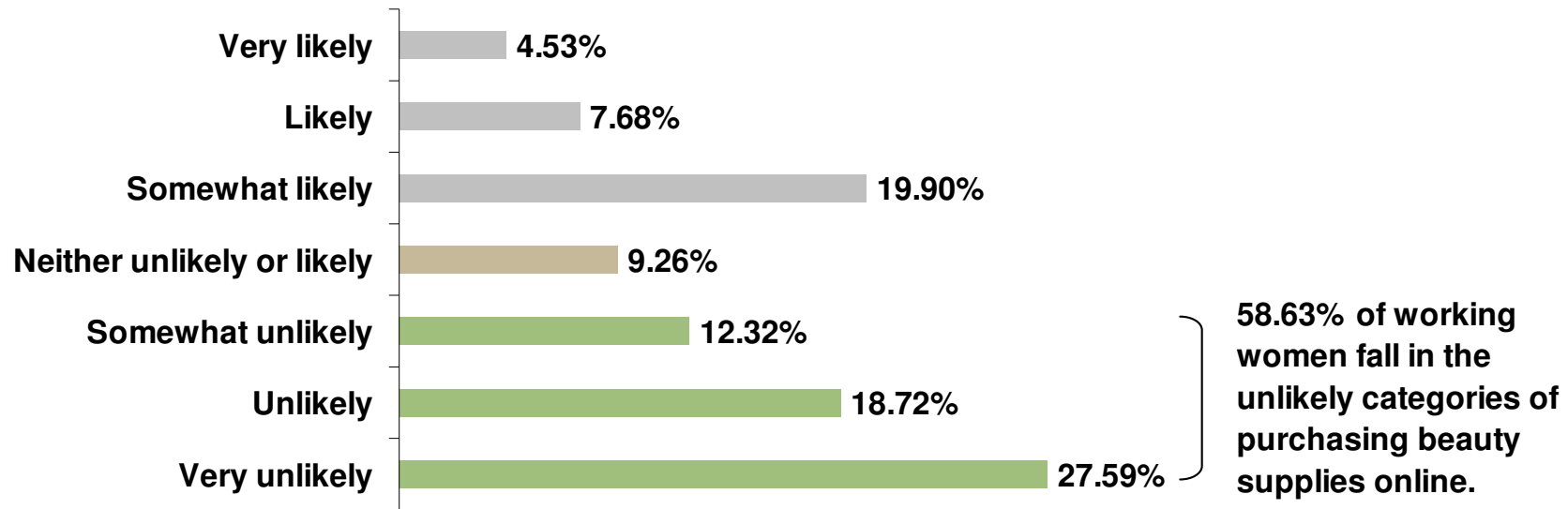
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Despite their connected status through Internet use, more than half of Working Women still prefer to make beauty supply purchases offline. This indicates that they maintain an element of wanting to see, touch, and feel the product before making the purchase. As a result, reaching them in the workplace is a way for beauty supply marketers to make their brand stand out due to the uncluttered nature of that environment.

### WORKING WOMEN Likelihood of Purchasing Beauty Supplies Online



Source: WorkPlace Media, "Beauty Supply Purchase Patterns of Working Women," July 2010

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# More Information

For questions regarding the data contained in this report or to see other data about Working Women, please contact:

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