

THE CONSCIENTIOUS CONSUMER: BEAUTY EDITION

Consumers of beauty products are thoughtful and discerning when it comes to making purchases. They **prioritize ethical and sustainable choices in their skincare and cosmetic selections**, aligning their values with products that promote responsible practices and support communities.

When considering a new beauty product, the **most important attributes** for consumers overall are:

- + Ads appear authentic with no visual distortion/filtering (67%)
- + Company doesn't test on animals (63%)
- + Product uses organic ingredients (58%)
- + Company is focused on sustainability (57%)
- + Ads include all ages (56%) and races (54%)

Multicultural people think it's **important for a brand/product** to be part of a company that is:

- + Minority-owned (89%)
- + Independently-owned (81%)
- + Female-owned (77%)

WAYS TO ENGAGE WITH THIS AUDIENCE:

Fuse Media can help reach beauty consumers through:

- + Thematic content alignment
- + Custom ad product solutions
- + Buy Small partnership

