

How Has Beauty Care Changed in the Time of a Pandemic?

There is no doubt that the global pandemic has forever impacted the way we work, live and interact with our colleagues. Hello, Zoom meetings on-camera six hours a day?! But how has it impacted our self-care routine? Curiosity set out to explore the trends in personal care by surveying 100 women ages 25 to 60 who are choosing to either add to their beauty care regimen or “go all-natural” in favor of the at-home lifestyle.

Beauty Care Importance

15%

beauty care is more important than before the pandemic

43%

stayed the same level of importance as before the pandemic

“I’ve stopped using makeup and care more about good moisture! I got some CeruVe moisturizing cream which is killer. Super soft and rich. I’ve purchased Vitamin C serum and anti-wrinkle eye serum.”



The window is open

The pandemic has provided a huge window of opportunity for beauty care, self care and fitness brands. As with many rituals consumers only re-evaluate their regimen just a few times in their lives.

The plus to the pause

The pandemic created a pause of reflection for women. Some refined their skincare (less is more), for some it brought out insecurities (more is more).

Zoom is UNNATURAL

You watch yourself for 8 hours a day!!! This definitely messes with the consumer’s mindset. Zoom fatigue is real!

Two types of consumers have emerged

- 1 The ‘screw it, I don’t care’ consumer—opting out.
- 2 ‘OMG—I have GOT to do better’ consumer—opting in.

Focus on the T-Zone

Aging, puffiness and dark skin/circles has become a focus. Skincare items like eye masks, serums, mascara, anti-aging and eyebrow gels have increased.

Hacked hair routine

Consumers have hacked their hair routine for what is visible on Zoom. (Party in the front, bed head in the back).

Wrapped up together

Fitness and self-care are wrapped up together in this beauty care convo. Peloton, Nordic Track and brands dealing in self care are getting unprecedented engagement.

Six messages that resonate include

- | | |
|----------------------|------------------------|
| 1 hydrating | 4 brightening |
| 2 reducing puffiness | 5 anti-wrinkle |
| 3 glow | 6 forehead frown lines |

Zoom is an Influencer

26%

consumers are on Zoom more than 3 hours a day

32%

consumers are on Zoom some throughout the day

Self-Care

34%

increased self-care

50% Read a book

51% Go for walks

44% Binge TV

33% Take baths

32% Get manicures

... and The 'Return to Normal'

52%

feel a mixture of these statements:

"I have loved this past year. It's been great to just feel like my beauty care is on my own terms. I don't feel pressure to do my makeup or feel 'Instagram' ready all the time."

"I have not loved this past year. I miss my people. I miss the spa or salon. I miss getting dressed up, doing my makeup and being around people."

Skin Care Increase

24%

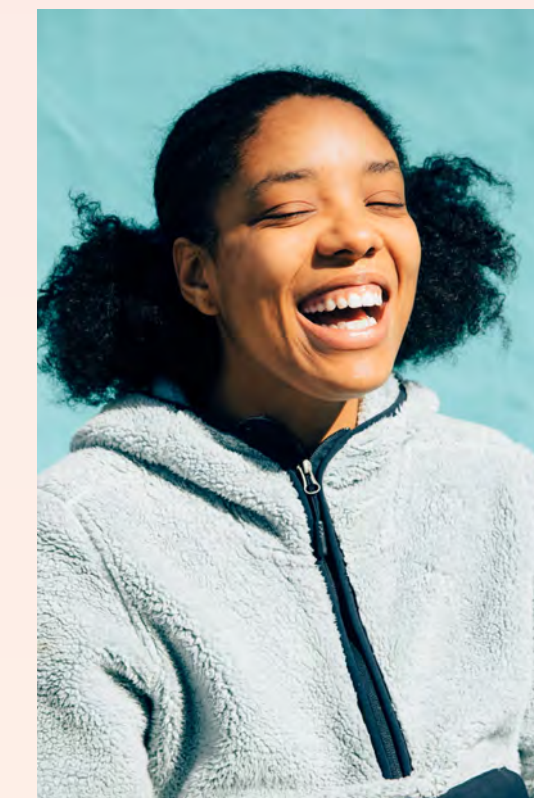
skin renewal increased

17%

increased face lotions

18%

increased body lotions



Pandemic Stress and Insecurities

44%

stress increased

11%

increased their insecurities due to weight gain, acne and Zoom

