



# BEAUTY TRENDS

Looking beautiful makes Latinas feel like they can take on the world, whether it's as a stay-at-home mother or a career-oriented individual. Beauty is considered a reward for Latinas who work hard to make their lives function. It is part of the 'me-time' they feel they need and deserve. In fact, they enjoy the process tremendously, often as much as the final result.

In addition, 81% of Latinas say that they get excited to do their hair and makeup to go out. This excitement also translates to Latinas being beauty pioneers, with 61% saying that they are constantly staying on top of beauty trends vs. 50% of Non-Hispanics. In addition, they're always the first to try the latest beauty trends (51% vs 32% for NH women)





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## THE IT INGREDIENT IN SKINCARE: VITAMIN C

“LATINAS BELIEVE THAT  
**THE EYES**  
ARE A REFLECTION OF THE SOUL;  
AND IF THEIR EYES DON'T HAVE  
**A LITTLE SHINE,**  
THEY LOOK OPAQUE AND SAD.”

✓ Latinas are driving the \$ sales growth in  
**specialized beauty products:**

### FALSE EYELASHES

**1.4X** faster than Non-Hispanics vs YA (+36.9% vs 25.9% for NH). Hispanic Contribution to total growth is 26%<sup>2</sup>

**13%** of Hispanic women use false eyelashes vs 5% of NH women<sup>4</sup>

### CONCEALERS & & COLOR CORRECTORS

**1.8X** faster than Non-Hispanics vs YA (+17% vs 9% for NH). Hispanic Contribution to total growth is 22%<sup>2</sup>

**42%** of Hispanic women use concealer vs 35% of NH women<sup>4</sup>

### EYEBROW MAKEUP

**1.1X** faster than Non-Hispanics vs YA (+30.3% vs +27.2% for NH). Hispanic Contribution to total growth is 18%<sup>2</sup>

**34%** use eyebrow pencil vs 28% of NH women<sup>4</sup>

Dollar sales of Facial Cleanser and Moisturizers with Vitamin C claims grew 1.8X faster among Hispanics than among Non-Hispanics (6.2% vs 3.4% respectively). Hispanic Contribution to total growth is 23%<sup>3</sup>

“Vitamin C has been popping up for a while in skincare ingredients, prized for its skin brightening, pollution-fighting, and hydrating properties. Now brands are creating innovative concoctions that claim to capture this very volatile vitamin in stable formulations. This ingredient has health benefits when ingested (albeit in different formats) alongside their topical effects on the skin, showing new dovetails between health and beauty”

J. WALTER THOMPSON INTELLIGENCE.  
100 TRENDS FOR 2018