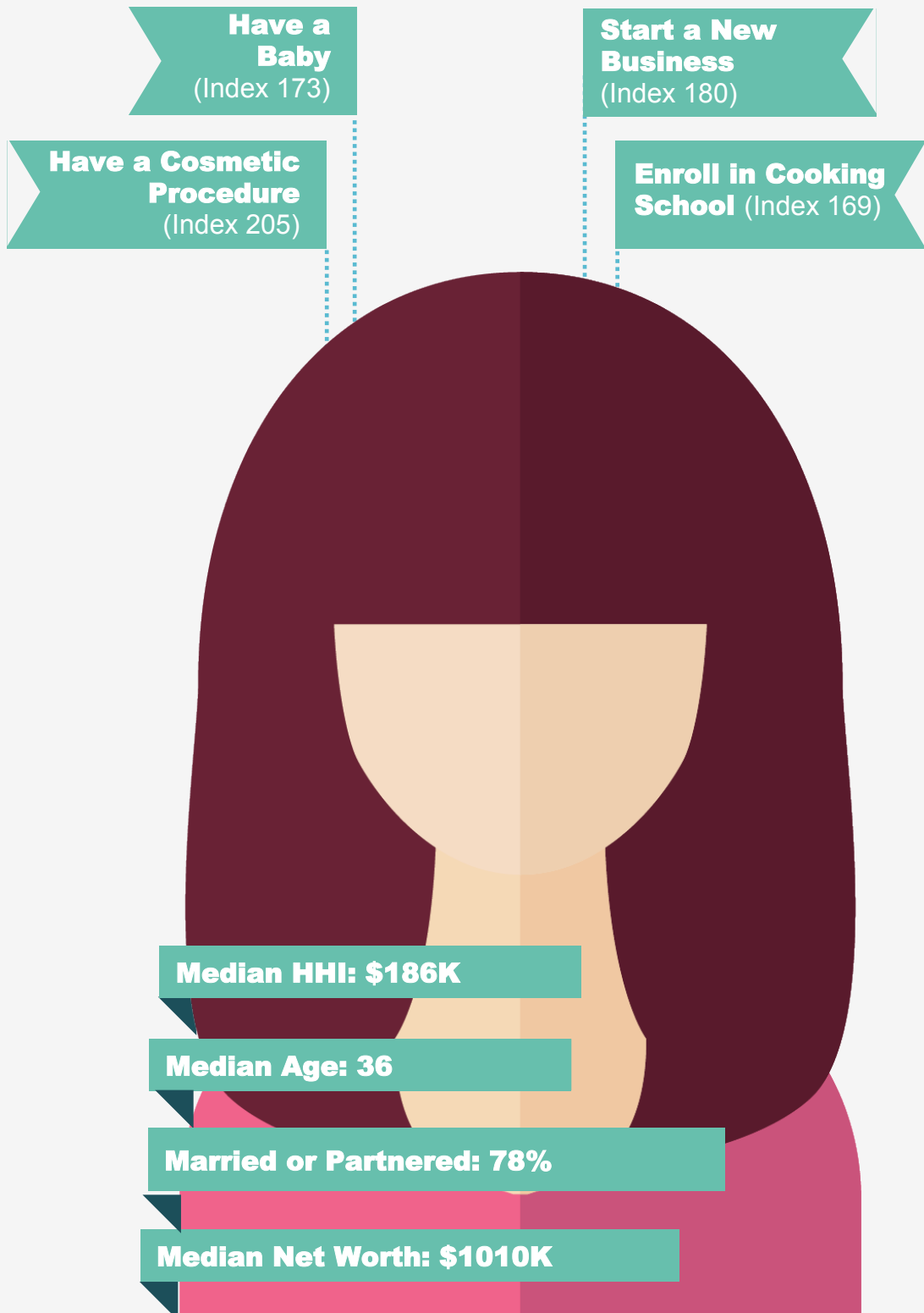


THE SKIN CARE AND COSMETICS AFFLUENCER

The women (and men) other consumers turn to for recommendations and advice—in person or on social media

Skin Care and Cosmetics Affluencers have a lot planned **for the year to come**



They're **fashion mavens** who **seek out the finer things**, whether products or experiences

PSYCHOGRAPHICS



They include a surprising number of **males**, almost half are **Millennials**, and they're culturally diverse

DEMOGRAPHICS

