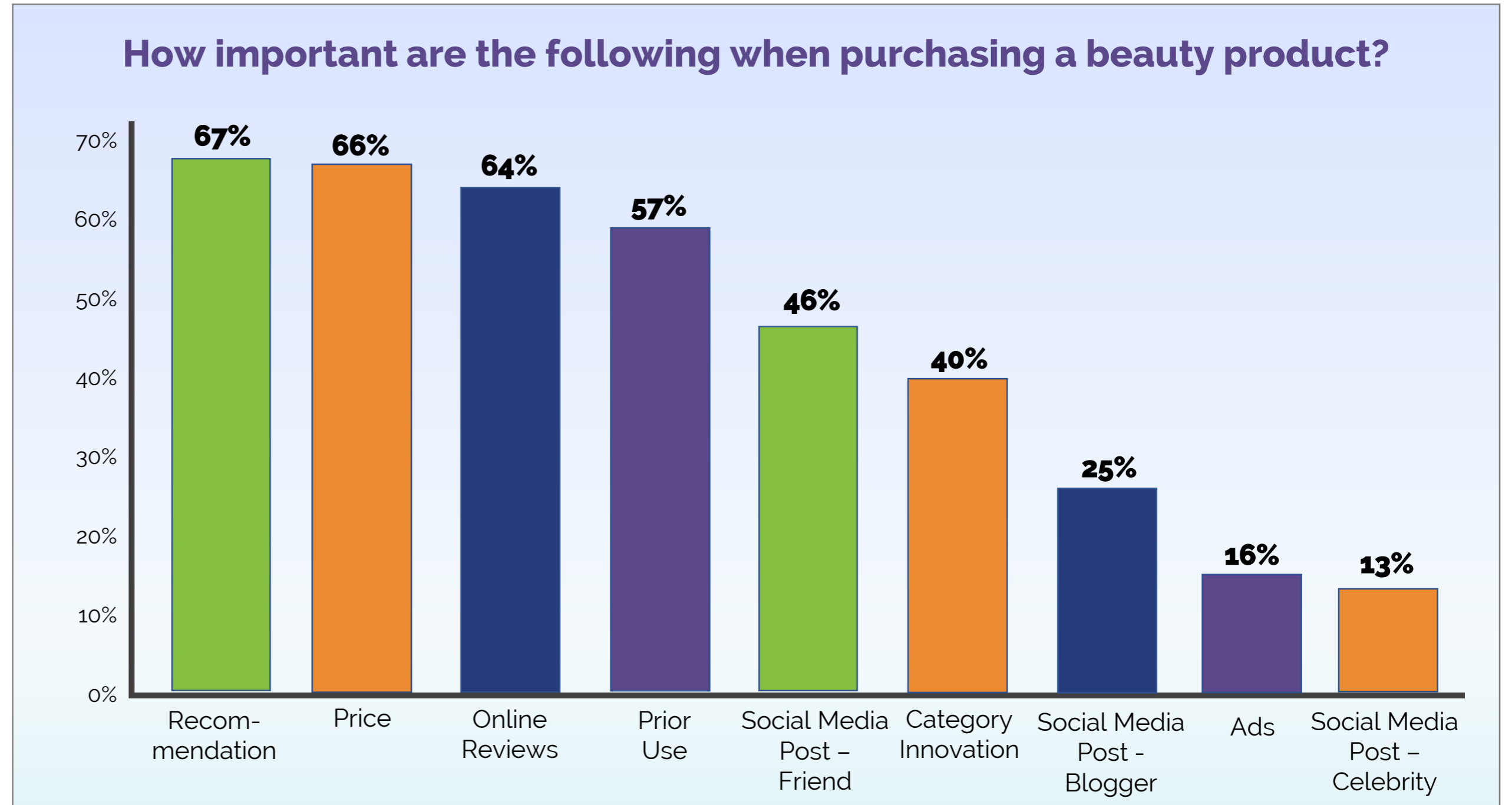


RIPPLE STREET RESEARCH REVEALS THAT RECOMMENDATIONS ARE THE PRIMARY DRIVER OF PURCHASE FOR BEAUTY PRODUCTS

- Recommendations from friends/family, price, online product reviews and prior use have the greatest influence in driving purchase of beauty products.
- Seeing a social media post from a friend is 4x as impactful as seeing a post from a celebrity; 2x as impactful as a post from a blogger in terms of driving purchase of beauty products.
 - Social media posts from celebrities are even less impactful than ads.



Sample: n=1,919 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

Ripple Street Research is a fast, easy and affordable way to gain statistically reliable insights in 24 hours.

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