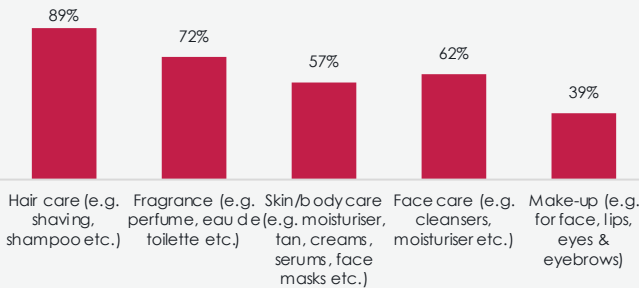


# Beauty, Grooming & Cosmetics

This month, we asked our Northern Ireland audience community all about beauty, grooming and cosmetics. Everything from their own personal use to gifting, thoughts on celebrity endorsed products, designer versus high street brands and even aging and growing older. Here's a snapshot of what they told us...

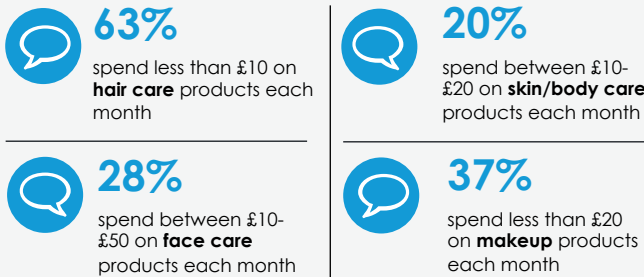
## Products regularly used



## Beauty, grooming & cosmetic statements



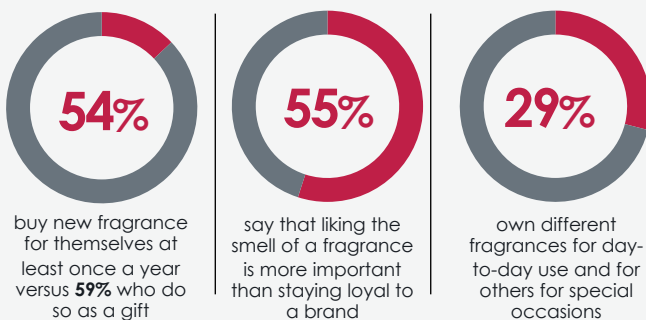
## Average monthly spend



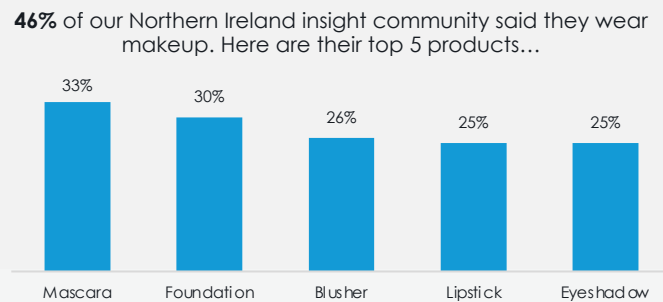
## Premium versus high street brands



## Fragrance



## Top 5 makeup products regularly used



## GROWING OLD GRACEFULLY

**69%** say that looking good for their age is more important than looking younger

## AUTHENTIC ATTITUDE

**88%** say it's important to be true to themselves rather than to be, or look, perfect

## STEADFAST SMELLS

**34%** are loyal to fragrance brands, buying the same ones over and over again

For more insights and opinions visit:

[workshopplay.ie/opinions](http://workshopplay.ie/opinions)