

the Pink Paper Report

White pages for the beauty industry

Beauty and Personal Care Products Represent 5 of the Top 10 Non-food Categories with Highest Growth in Coupon Distribution



Coupons with a Personal Touch

Despite most shoppers claiming they know what they want to buy, 70% of all decisions are made in the store. In fact, 20% impulsively buy in categories they had no intention of purchasing before entering the store.

Personal distribution of coupons to shoppers reflects in a much higher coupon redemption rate. Cosmetic Promotions can help add that personal touch that makes all the difference.

Volume Growth Rank	% Change	Category
1	32.0%	Hair Care
2	32.3%	Shaving Needs
3	24.0%	Detergents
4	26.2%	Deodorant
5	45.7%	Oral Pain Relief Medications
6	10.1%	Oral Hygiene
7	11.6%	Skin Care Preparations
8	15.1%	Paper and Plastic Products
9	95.1%	Toys
10	29.1%	Frozen Prepared Foods

Shopper decisions *and coupon importance*

70% of all shoppers' decisions are made **in the store**

customers who state that **coupons generate loyalty** to a brand or product **63%**

83% have made **unplanned purchases based on coupons** or promotions

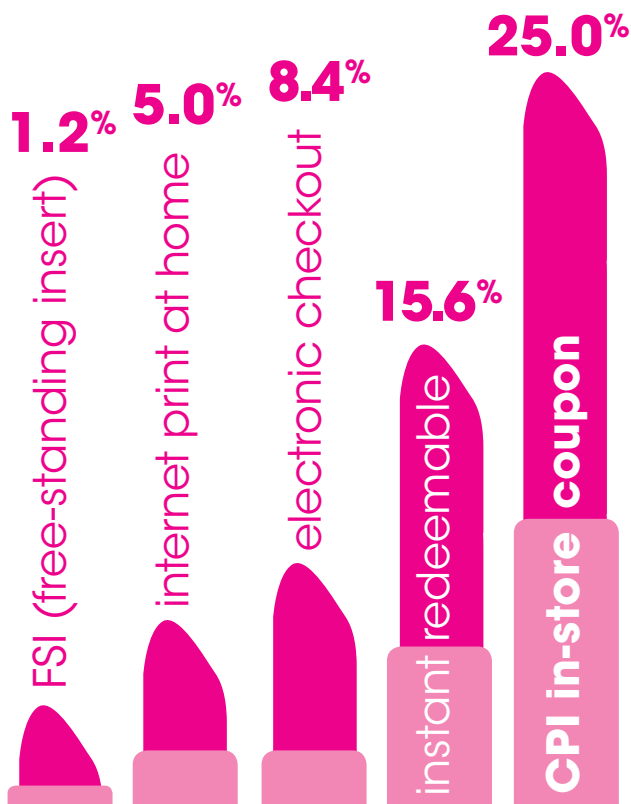
Benefits of In-Store Coupon Distribution

- Offers reach consumer at the point of purchase in the store
- Allows cross-promotion with other related products
- Provides strong competitive advantage
- Can encourage brand switching and attract new users to the category
- Results in customer loyalty
- Allows direct sample delivery
- Encourages new product trial

Average Coupon Redemption

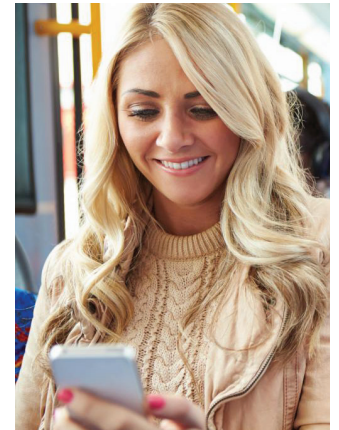
2.7% Average coupon redemption rate (all methods combined).

25% Average redemption rate of **Cosmetic Promotions** coupons.*



47%

of surveyed shoppers want retailers to send them a coupon while they are either in the store or close by.



Mobile Application for Events

All of Cosmetic Promotions' events are featured on the Sample Up mobile app. We make sure to alert consumers when we are doing in-store events so they can be the first to know about in-store coupons, free samples and demonstrations.



How We Can Help

Cosmetic Promotions has over 24 years of experience providing in-store vendor coupons to be distributed by beauty experts and store associates.

We offer programs at major drugstore chains that include coupons, product demonstrations and samples, all which affect shopper's decisions.

One of our recent programs resulted in a tremendous 59% coupon redemption rate!

Don't wait - contact us today for more information on how our customized programs can help you!

*Based on one full year of coupons in Beauty Boxes and Saturday store events that are distributed in stores by a store associate or CPI provided makeup artist.

888 • 644 • 9916
www.cosmeticpromotions.com
 or email Joann Marks: joann@cosmeticpromotions.com