

the 2022 gen z  
**state of beauty report**

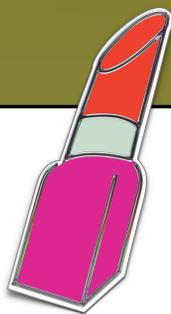


*then, now & next*



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**KYRA** & **GENEVA**



# table of contents



*executive summary..... 6*

*survey methodology..... 7*

*gen z beauty at-a-glance..... 8*

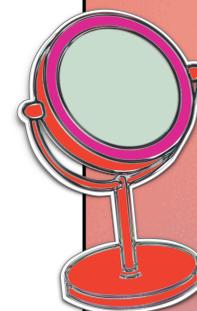
*skincare: then, now & next..... 13*

*fragrance: then, now & next..... 22*

*hair: then, now & next..... 29*

*makeup: then, now & next..... 36*

*let's hear from creators..... 43*





## executive summary



After the overwhelming success of last year's report, we're back with The Gen Z State of Beauty Report 2022 — and it's been quite a year. Our aim for this year's report was simple: we wanted to deep dive into the **Then, Now** and **Next** of Gen Z and their relationship with all things Beauty.

A window into the most influential generation to date, much of what's fueling a substantial proportion of Beauty's overall growth as a vertical is Gen Z's passion for Beauty, Wellness and Personal Care. The compounded growth rate globally for Beauty & Personal Care is 4.75%, predicted to exceed \$716B by 2025 and \$784.6B by 2027. And as far as Gen Z are concerned, they're just getting started.

We welcome Hair Care, Body Care, and Fragrance as new sub-verticals we explored within this year's report, reflecting the broadening of this audience's passion for Beauty. And of course, picked up where we left off in 2021, exploring and celebrating what matters to this audience, their attitudes, and approach to purchasing products, consuming content & connecting on socials. The insatiable appetite of Gen Z, combined with the infamous Lipstick Effect, will carry beauty trends and consumption across the economic challenges faced by us all, as we predict the **Next** in each of our sub-verticals.

Trend-wise, we see Gen Z continue to be knowledge and results-first, developing their relationship with skin care and hair care most notably. TikTok stands out as the key platform, not only for discovery (as we saw last year) but now decisively for education and finding sustained habits. Creators continue to be acutely influential and remain a key driver for purchase - and with the boom of the Creator Economy alongside, this is hardly a surprise.

Kyra & Blended offer the annual State of Gen Z Beauty to everyone in the global Beauty community - fans, brands, creators, creatives, analysts, writers and all of the hybrids in between - as we watch the **Now** and **Next** unfold.

Big love,

*Marina Mansour*

*Vice President, Beauty & Wellness @ Kyra*





## survey methodology

Here at Kyra, we're the home of creators. Our mission is to empower creators everywhere and inspire a digital generation of Gen Z'ers through captivating social content. So, it was only fitting we produced a comprehensive report that captured data from both sides of the phone screen. Not only did we want to hear from Gen Z beauty consumers, but also the creators who are shaping the industry at large.

Tapping into our robust creator community, we gathered insights from expert creators along with Gen Z consumers from the US & UK. In turn, we've produced a first-of-its-kind beauty report that informs brands, creators, & consumers from all points of view.

### consumers

#### *Demographic*

- Gen Z 18-25 Y/O
- 1k Total Participants
- 52% Female
- 15% Male
- 17% Non-Binary
- 7% Gender Fluid
- 6% Transgender Male
- US & UK

#### *Time of Study:*

- July — August 2022

#### *Format*

- Instagram survey

### creators

#### *Demographic*

- TikTok Beauty Creators
- 20 total respondents
- 15 Female
- 3 Male
- 2 Non-Binary
- US & UK

#### *Time of Study*

- July — August 2022

#### *Format*

- Email creator survey





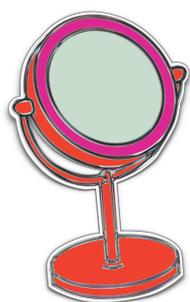
# gen z & beauty **at-a-glance**



novices  
**no more**



Gen Z is wise beyond their beauty years. In Kyrä's 2021 State of Beauty Report, we dubbed them 'skintellectuals' in the making, which certainly holds true year over year. In fact, this digital-savvy generation has continued to learn, adapt and grow their beauty knowledge and beauty regimes — all thanks to the rise of various social media platforms. Ahem...we're looking at you TikTok...



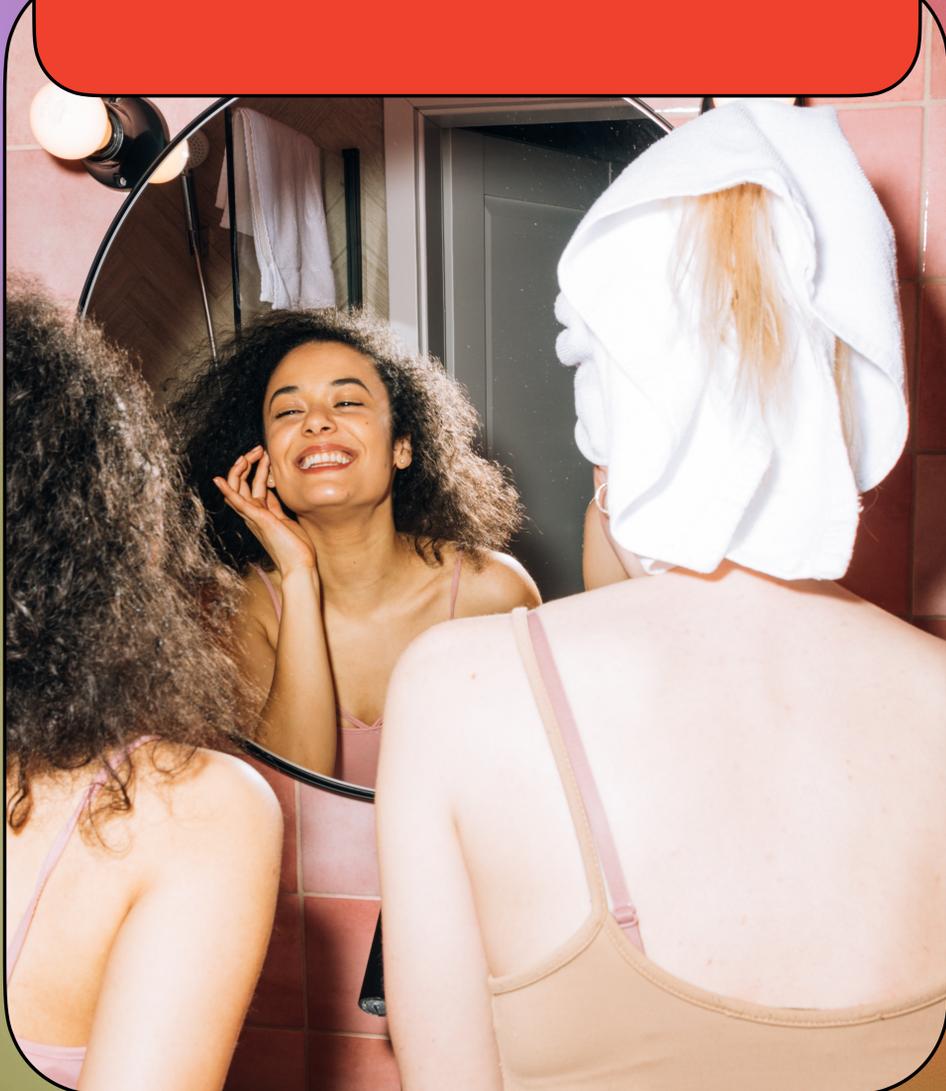
So with access to the big wide world of beauty at their digitally adept fingertips, we believe this young generation are certainly novices no more. They're eager to dive deeper into ingredients and what works for their personal beauty journeys, but at the same time realize that beauty isn't just the products you lather onto your skin — it's so much more.



for gen z, beauty has layers —  
**from surface to skin deep**



Gen Z'ers are certainly skincare aficionados and makeup mavens more-so than generations prior, but they're also incredibly open & accepting. So when we asked our respondents what beauty meant to them, the responses overwhelmingly followed a similar pattern — **beauty starts with & compliments your inner beauty first & foremost.**



*what does beauty mean to you?*



*"Beauty is for me a way to express myself and my personality. By the way I dress and use makeup, it helps me accept myself."*



*"Beauty is how you feel inside and out. It's what makes you happy."*



*"Beauty is the point at which you accept your appearance and improve your wellness and mental well-being — and from this, reaching a point of happiness"*



*"Beauty is within, allowing yourself to feel comfortable in your own skin."*



*"Beauty to me means feeling my most authentic self while loving it and not worried about any other opinions."*

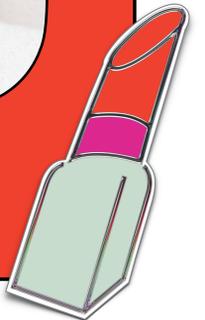


**Gen Z respondents in US & UK**



# the duality of **URL** vs **IRL**

We all know Gen Z is a digital-first generation. They're the first of all of us to truly grow up with social media, and we're seeing first-hand how this generation has adapted to a life on the internet. While social media (notably TikTok) reign supreme for product, brand, and trend discovery, interestingly, much of this generation is still buying the old-fashioned way — at the store.



**50%**

Are *discovering* beauty products online

**40%**

While ultimately *purchasing* them IRL in stores



so, how can you create engaging content that **prompts gen z to interact?**

survey says...

**21%** Before and after videos

**19%** Routine videos

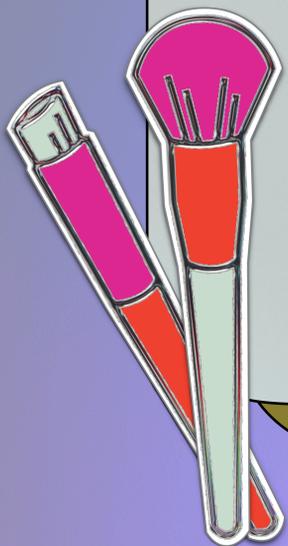
**17%** Tutorial videos



Brands   
**Take Note!**

# 40%

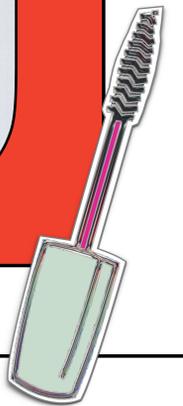
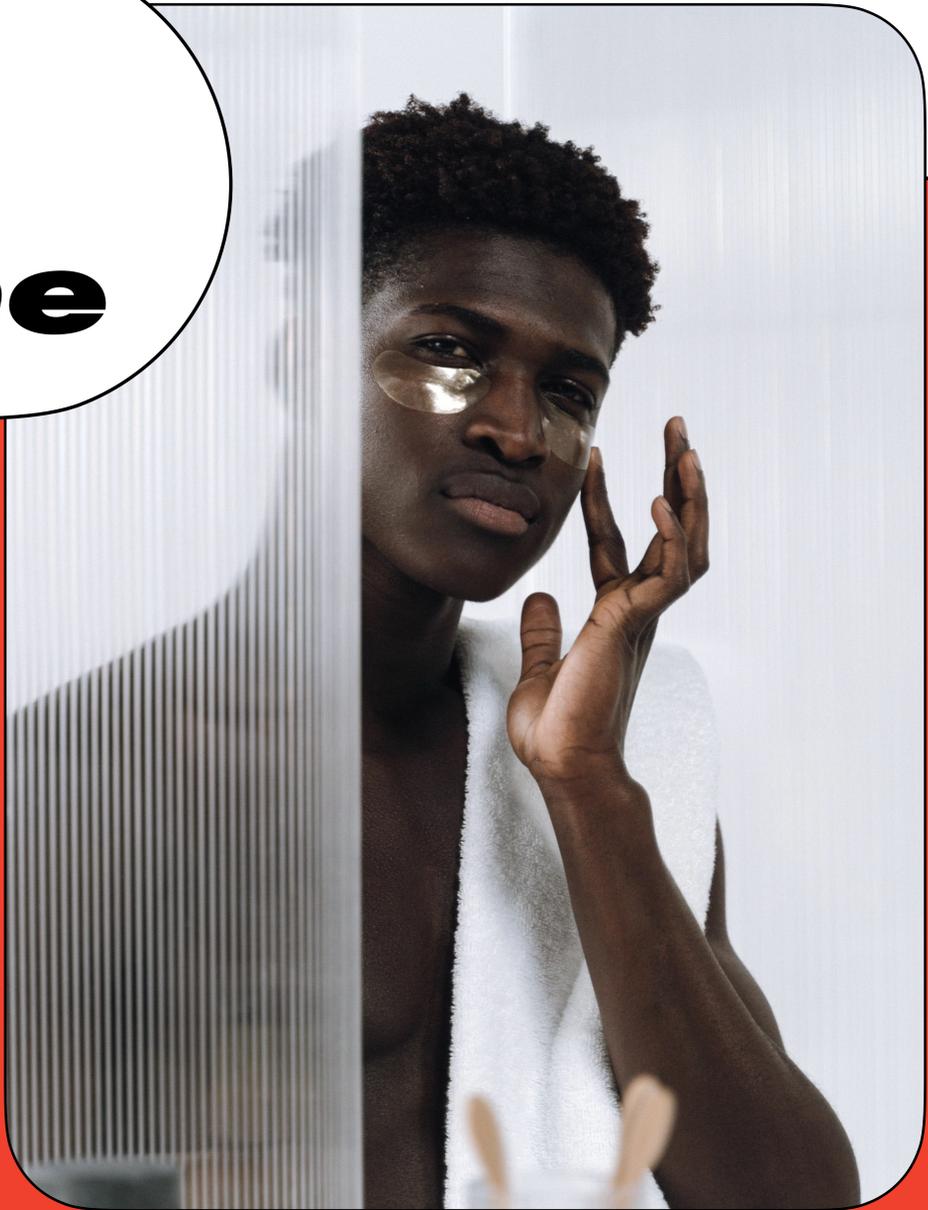
Brands needs to capture Gen Z's attention while it's hot! 40% of respondents noted they're **buying a new product they discovered online every two months or more**. Be sure to cultivate relationships with this generation on socials to reap the benefits of purchase conversions down the line.





creators  
**reign  
supreme**

The creator economy is in full swing, but it's worth noting just how much influence creators have over Gen Z – and social media at large. In fact, **48% of our respondents** noted they absolutely love a product they bought after it was recommended to them by a creator — a shockingly high statistic given the breadth of product choices in market.



when asked what primarily **engages** gen z with beauty creators...

**17%** Honesty

**16%** Humor

**16%** Relatability



what do they **want to see more** of from their fave beauty creators?

**17%** Tutorials

**16%** Funny content

**14%** Giveaways

**69%**

Gen Z is gender agnostic too, noting that a beauty creator from another sex is just as influential as one from their own.



# ***skincare***

*then, now & next*





# skincare **then**

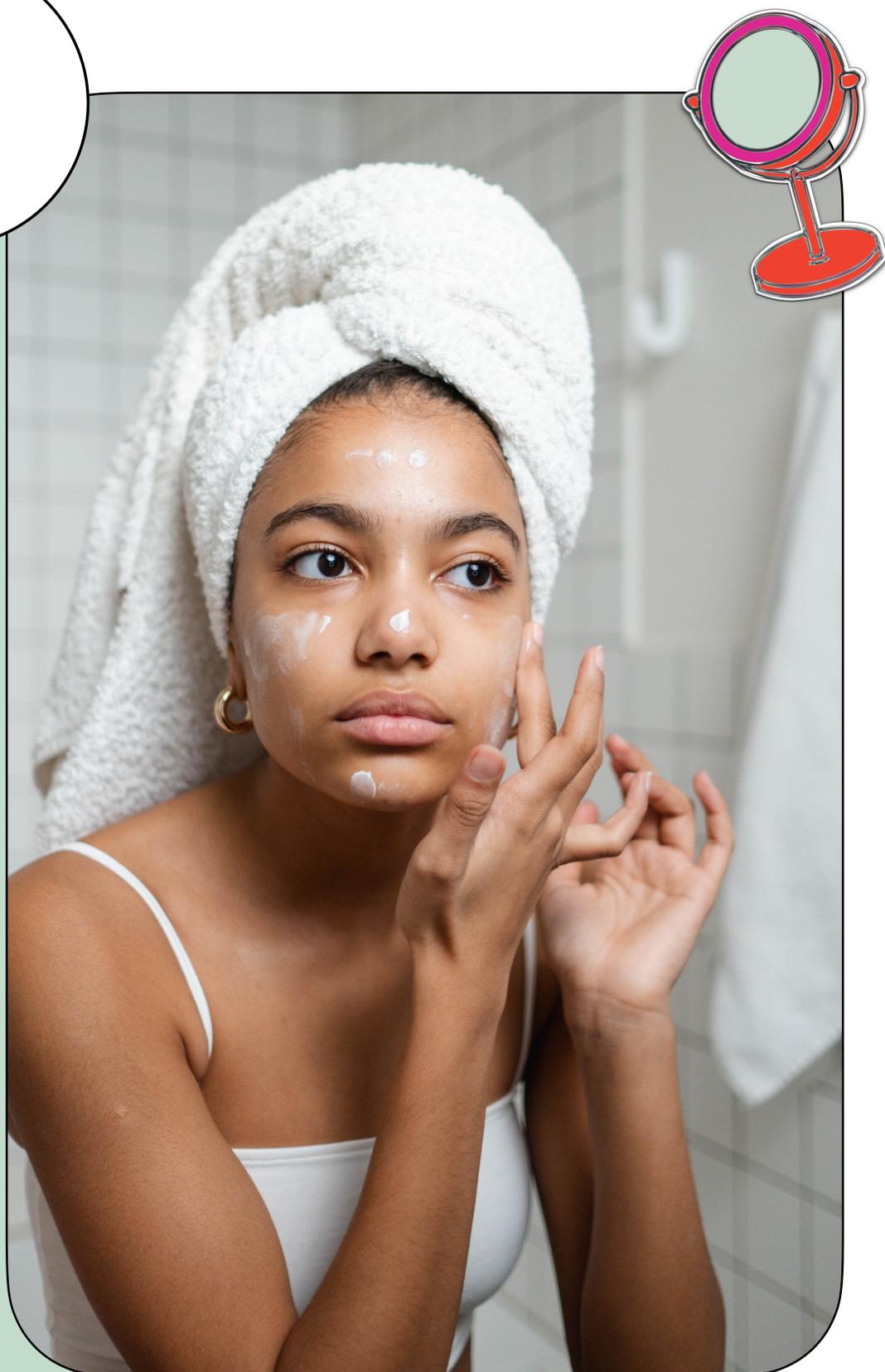


## learning & **curing**

Gen Z is maturing into adulthood – and so is their skin – which explains why skincare trends in days past looked a little, well, different than they do today.

Prior to this year, Gen Z was just embarking on their skincare journeys, looking to gain an understanding of their own skin concerns and treatments.

Looking back, the products & trends really reflected this **need to 'cure'** as they fought against those pesky teenage years (ugh, acne). It was all about the likes of acne cleansers and scrubs and moisturizers, vs. the 'maintaining' products with hyaluronic acid & SPF that we see today.



All in all, proving this has been a really pivotal year for Gen Z, marking a significant turn in their skincare needs – and accordingly – their skincare habits.



# skincare **now**



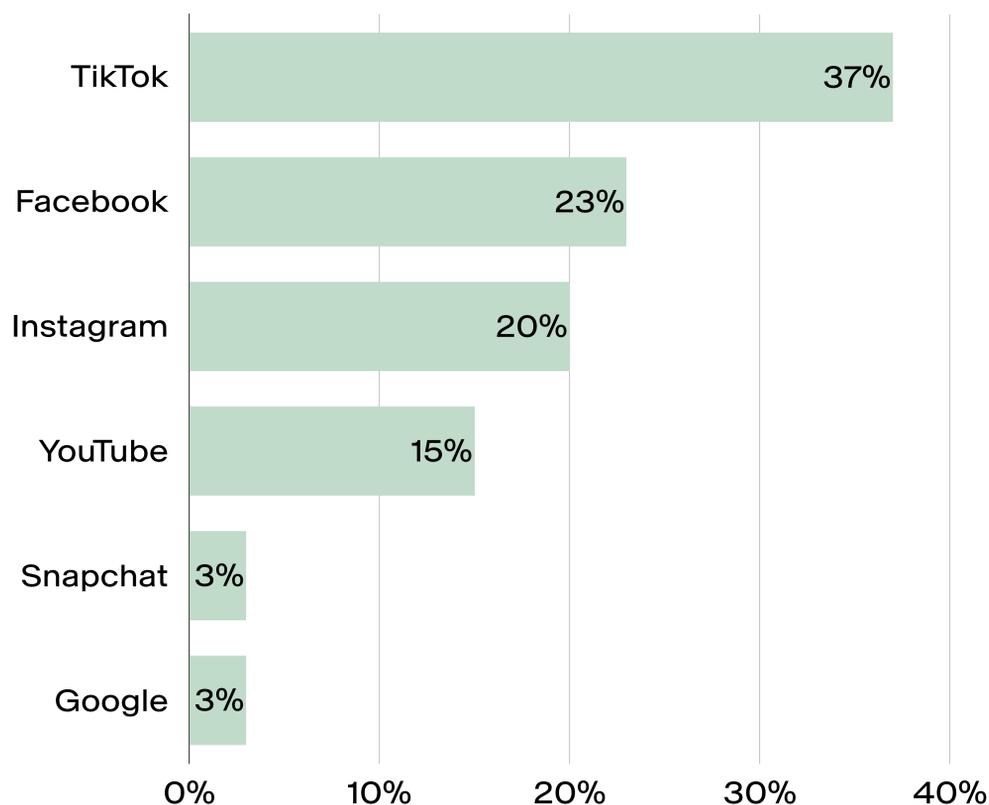
## knowing & **growing**

Now, with a wealth of skincare knowledge under their belts, along with an arsenal of internet and social media data fueling them, Gen Z has info and insights galore to help guide their skincare journeys.

In fact, we're now seeing this foundation of knowledge being used as a building block to further their skincare routines. Gen Z is putting their knowledge to the test, building **hyper-personalized skincare regimens** that places them well beyond their beauty years – especially compared to their generational predecessors.

**first and foremost, this gen is getting all their skincare knowledge from tiktok**

We asked our audience which social media platform they learned the most about maintenance for their skin type...



**Brands  
Take Note!**

Additionally, these skintellectuals understand that skincare is more than just lathering your dermis. When asked about how skincare ties to their overall wellbeing...

**40%**

find that their skincare journey is very much linked with their overall wellness and personal wellbeing

**1/3**

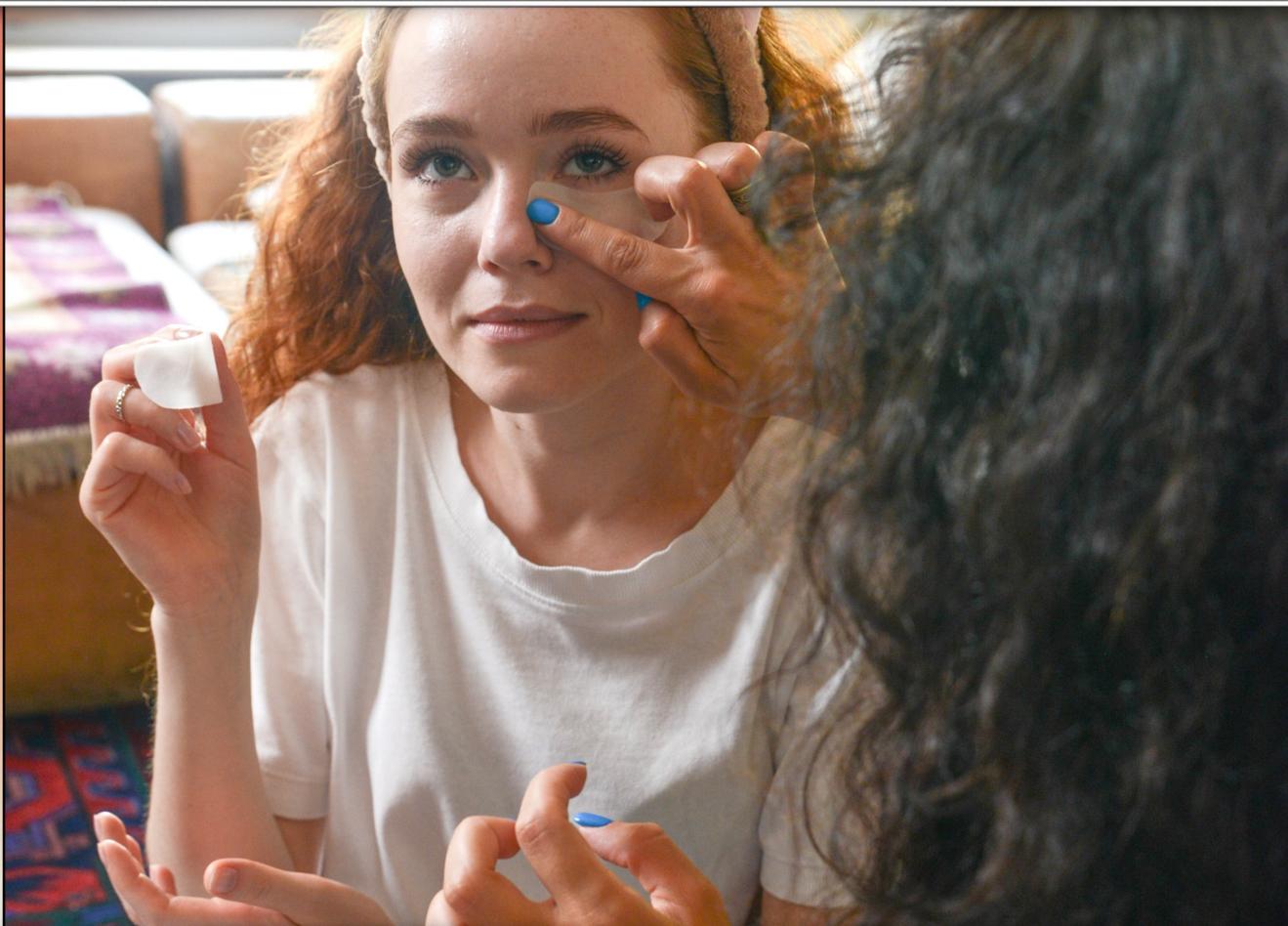
More than 1/3 expressed positive results from their skincare journey over the past 2 years with 23% attributing that to a new routine



//

*I only started caring about my skin June last year. Skincare makes me feel refreshed, and it's a great feeling when your skin goes from flaky & dry to moisturized and glowy. I suffer with eczema and it was really bad on my face until I came up with a stable skincare routine.*

//



//

*I went from just washing my face to using an oil cleanser, a personalized cream for my acne, and a moisturizer. My face has really changed, and I've gotten rid of some of my acne and my face feels so much more moisturized.*

//



## ***informed & in-tune***

Today, Gen Z is more informed about which products they're selecting. When asked about the ***products they can't live without*** they said...



***hydration***  
is key



smart  
about ***SPF***



expanding  
their  
***repertoire***

**#1**

Moisturizer is their #1 choice

**#2**

SPF moved up from spot #4 to spot #2 since 2021

**#3**

Face Masks were consistent year over year in spot #3

**#4**

Hyaluronic acid jumped to #4 from #8 in 2021

**#5**

Vitamin C also jumped in the ranks from spot #9 to #6



and when we asked which products are in their **regular skincare routine...**



*the **top 10 winners** prove this generation knows what it takes to keep their youthful skin looking its best for as long as possible...*



**#1**

Moisturiser



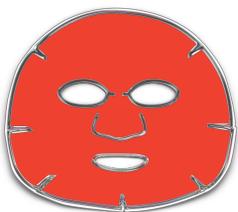
**#2**

SPF & Sunscreen



**#3**

Serums



**#4**

Face Masks



**#5**

Vitamin C



**#6**

Foam Cleanser



**#7**

Eye Cream



**#8**

Oil Cleanser



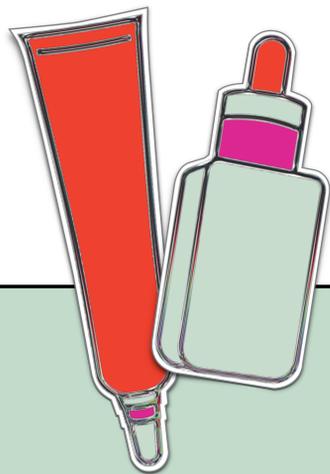
**#9**

Hyaluronic Acid



**#10**

Face Peels



## results **oriented**

Gen Z now understands their skin, and knows exactly what skin issues they want to tackle. Their goals are as clear as they're hoping their skin will be — whether it's to combatting facial issues like acne, or improving their overall body moisture.

**We found that all our users have a facial skincare routine, but also that 3/4 have a bodily skincare routine as well!**

### **what is your biggest goal with skincare?**

**41%**

**combat acne**

**29%**

**staying moisturized**

**23%**

**combatting skin texture**

### **what are your top body care products used?**

**19%**

**the #1 body product they use is vitamin C**

**14%**

**vitamin E came in second place**

**12%**

**SPF rounded out the top 3 list**



# so what are gen z's **top skincare brands** for face and body?



## the top 10 brands for face

#1	CeraVe
#2	Simple
#3	OLAY
#4	Cetaphil
#5	E45
#6	Dove
#7	CLINIQUE
#8	The Ordinary.
#9	NIVEA
#10	Clean & Clear

## the top 10 brands for body

#1	Dove
#2	NIVEA
#3	CeraVe
#4	The Ordinary.
#5	Avène
#6	Cetaphil
#7	E45
#8	dermalogica
#9	Melaleuca The Wellness Company
#10	VERSED



# skincare **next**



**prevention,  
prevention,  
prevention**

So in the past, Gen Z looked to cure their skincare issues, while this year they're maintaining the skin they've cured. But the big question is — what's next?

Our take: **prevention**. That's right, this year it's moisturization, next year, it's anti-aging. As Gen Z grows older, their skincare concerns will shift, and we'll start to see this generation lean into anti-aging solutions — which means anti-aging products will be utilized at an earlier age than ever before. Millennials may have jumped on the anti-aging train in their mid and late twenties (some even in their 30's), but we believe Gen Z will start to use products as early as 20 years old. We've already started to see this trend take shape with baby botox, but the name of the game moving forward will be consistency and prevention at all costs for Gen Z.



## **advice to advertisers**

How can brands continue their dialogue with this generation? The key is continuing to **feed their appetites**. We know this generation likes 'before and after' content and 'routine' videos, so let's feed their educational hunger with more skincare content! And be sure to discuss with Gen Z your products' distinctive ingredients — providing insight on the benefits of preventive anti-aging as a focus. Lastly of course, partner with creators who not only know their skincare, but can relate to Gen Z on this very same level of growing their skincare journeys together.



# ***fragrance***

*then, now & next*





# fragrance *then*



## fragrantly *frugal*

Traditionally, the advertising landscape for perfume was rooted in the glitz & glam of cinematic ads. Perfume brands didn't have the ability to parlay their fragrance through a TV screen, so they flipped the narrative and led with high-impact visuals to convey the mood, aesthetic and overall essence of their scent.

Then came along social media platforms like Instagram and Pinterest — still rooted in static imagery — where the perfume scents were often left to the consumers' imagination. It wasn't easy to use socials to find the right fragrance for you, which kept generations affixed to glossy ads in magazines or sampling testers at the mall before purchasing. In short, fragrance exploration in the past has been often **difficult and inaccessible** — leading consumers to be less likely to test and take risks in the perfume department.





# fragrance **now**



## time to **test**

With the eldest of Gen Z's being in their early-to-mid-twenties, they're in the exploratory phase of life. They're figuring out who they are as they navigate adulthood independently — and part of that is looking for their signature scent. We've seen it time and again — you grow older, find that one perfume that you can't part with, and it becomes synonymous with your personal brand. But Gen Z isn't quite there yet, so they're experimenting with scents to figure out a signature aroma that truly embodies them.



**60%**

Own over 3 perfumes with a majority (31%) owning 3-5 total

**16%**

In fact 16% own 6-9 total fragrances!



*they're testing, and they're testing often...*



**21%**

Gen Z'ers use a fragrance every day

**19%**

Are using their fragrances on most days – likely due to working from home



the  
***lifestyle***  
crossover

Some might not associate wellness with their personal scent. But for Gen Z, their aesthetic doesn't stop at their style — as they strive to build a cohesive, 360 wellness lifestyle for themselves, fragrance is a piece of that puzzle. Gen Z feels beauty and wellness is intrinsically linked, and their fragrance of choice plays a major factor in that.

**28%**

Respondents said they choose a scent that helps them to relax and destress

**18%**

But of course personal branding is still important with 18% of respondents noting they look for fragrances that help them express their personality





how to get  
**gen z to  
convert,**  
you say?



In this wild, wild west that is the testing phase, Gen Z is sampling dozens of scents a month, but the survey says: **IRL and aesthetics** are key to winning their hearts.



**48%**

Smelling a fragrance IRL on someone drives them to purchase

**36%**

Discovering a new fragrance through social media

**43%**

Would wear a gender-fluid fragrance

**57%**

Noted the bottle's look played a major factor in their purchase decision

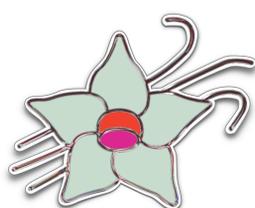
**36%**

Have bought a fragrance promoted by a creator



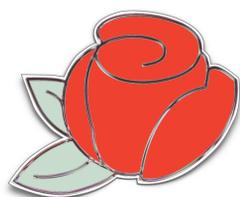


so what are **top scents & profiles** gen z is coveting?



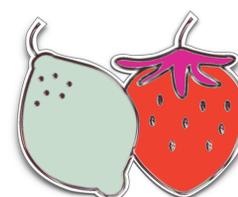
**#1**

Vanilla



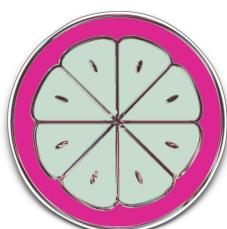
**#2**

Rose



**#3**

Fruity



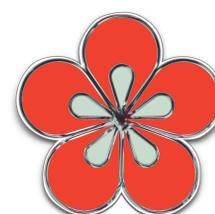
**#4**

Citrus



**#5**

Lavender



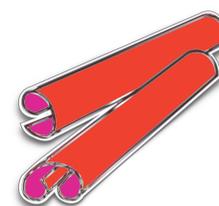
**#6**

Floral



**#7**

Pineapple



**#8**

Cinnamon



**#9**

Apple



**#10**

Jasmine



# fragrance **next**



## **social meets sensory overload**

The days of glitz & glam are long gone. Gen Z doesn't want to see a celebrity face on your perfume ad being whisked away to the French Riviera. What this generation wants is a connection through TikTok and social media that allows them to understand the scents and the emotions behind a perfume.

**TikTok is shifting the fundamental nature of perfume discovery**, and it's not slowing down soon. The app is connecting like-minded users who are able to describe through words & emotions just how a perfume makes them feel, what it reminds them of, and even describe the scent in a myriad of ways — something a good ol' fashioned TV commercial just couldn't (or didn't) do. Our hot take: TikTok is the new path to purchase for this young generation of perfume lovers.



## **advice to advertisers**

Don't underestimate this generation's understanding of fragrance. They're the first generation to utilize peer-to-peer advocacy to bring fragrances to life through sensory language around notes, scents, ingredients, longevity, and more. Gen Z now celebrates fragrance the way most celebrate a skincare product filled with active ingredients. And if your brand plans to lean into aesthetic storytelling that captures their attention — and senses — keep it native to the TikTok platform and relatable above all else.



# **hair**

*then, now & next*





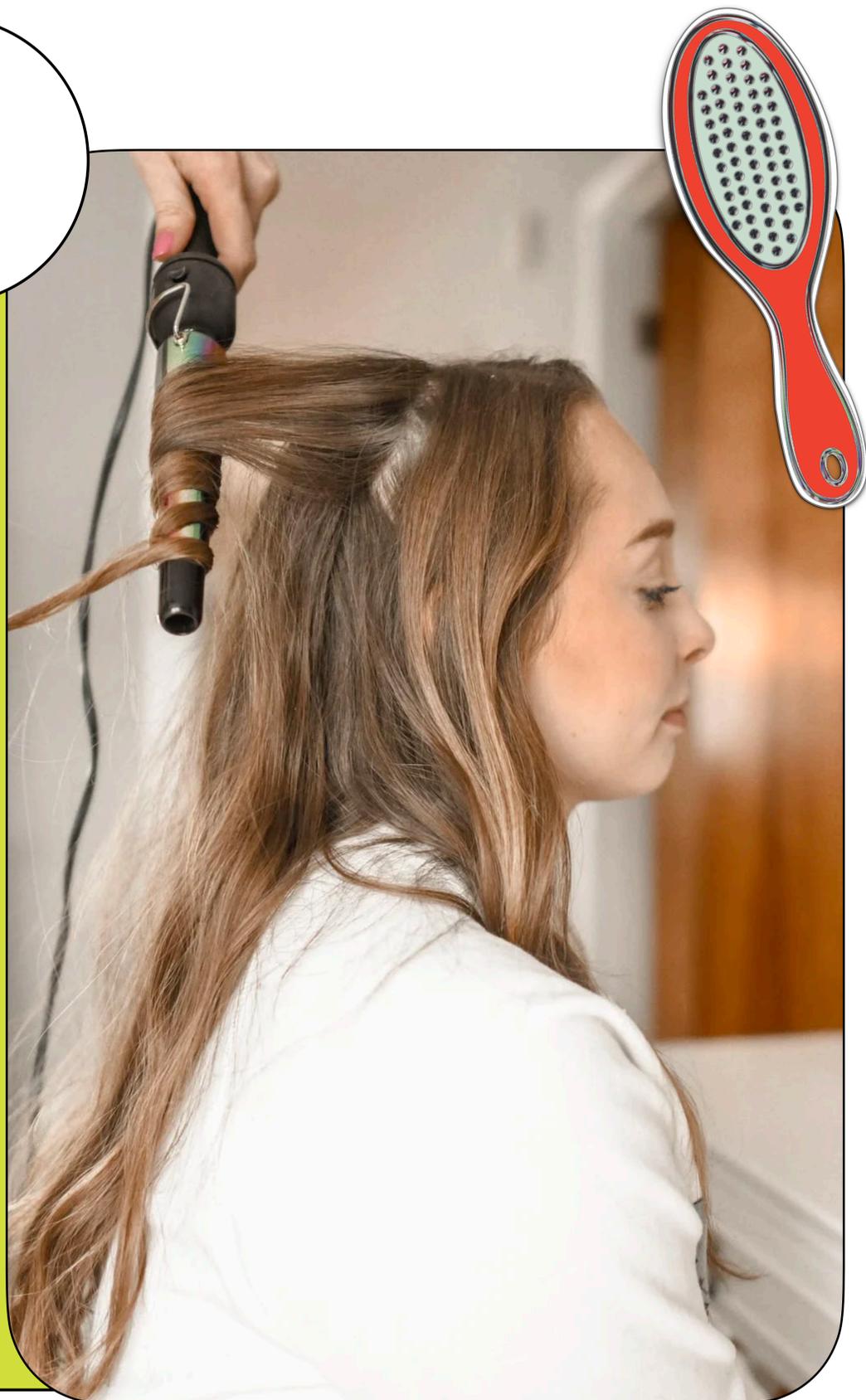
# hair **then**



## mass mane **appeal**

It's safe to say the hair care industry has seen a fundamental shift within recent years. With the ongoing skinification of hair in full force, we've seen multi-step methods added to our daily locks regime — just as we're accustomed to with our skincare routine.

However, before this movement, Gen Z'ers were really left with simple choices when it came to haircare. Many weren't aware certain ingredients could be harmful to your hair type, and more often than not, the name of the game was **simply lather, rinse, repeat.**



At large, the previous trend for hair catered to the masses rather than a hyper-personalized approach. And with no two tresses being the same, this certainly wasn't a long-lasting way of operating in today's individualized beauty world.



# hair **now**



## strands **in training**

The era of hair education is now upon us. Forget haircare for the masses; we don't want any more 3-in-1 shampoos. It's time we all finally had a good look into the nuances of our own hair type and start treating it with the right products.

The good news is: Gen Z is leaning into the education head-on, getting their hard-earned hair knowledge from — you guessed it — TikTok. **In fact, 36% of our respondents are learning about their hair type & how to tame it from the platform.**



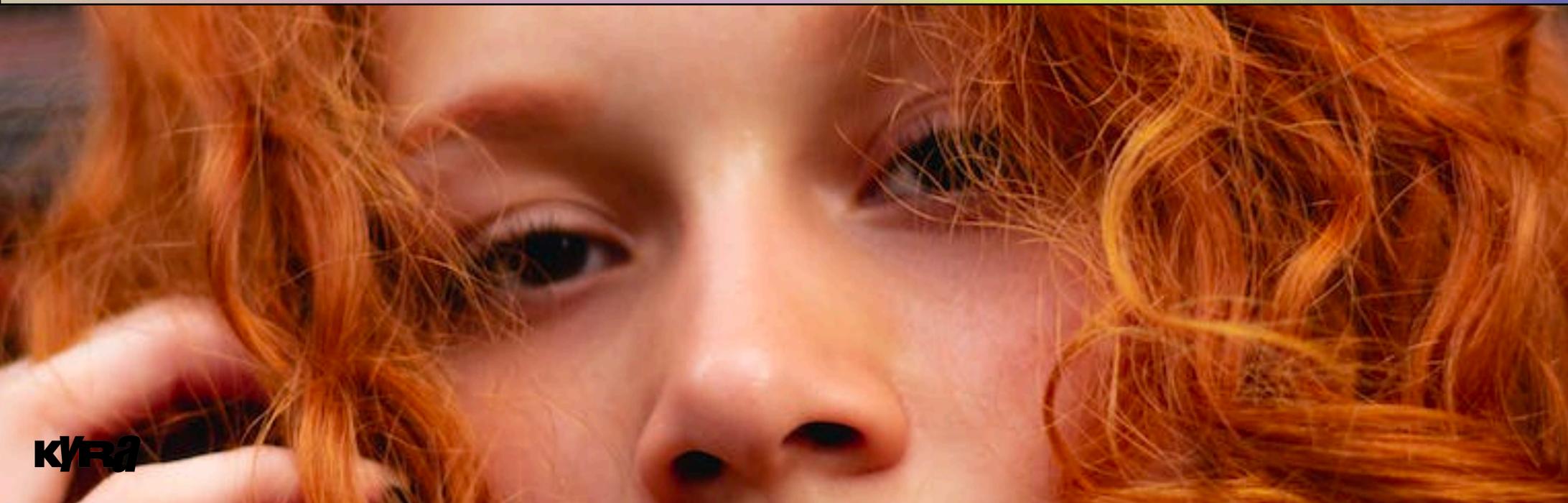
Brands  
**Take Note!**

### 60%

When asked how important their hair type was in purchasing a product, 60% listed it as the top priority

### 74%

Were able to define their specific hair type for us, down to wavy 2a/2b/2c (19%) and Straight 1a/1b/1c (14%)





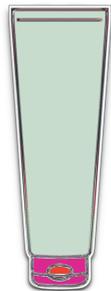
gen z's hair care routines exemplify their **new & elevated hair proficiency**

outside of shampoo and conditioner, the **top 3 hair product winners** used by Gen Z are...



**#1**

Hairspray



**#2**

Leave-in conditioner

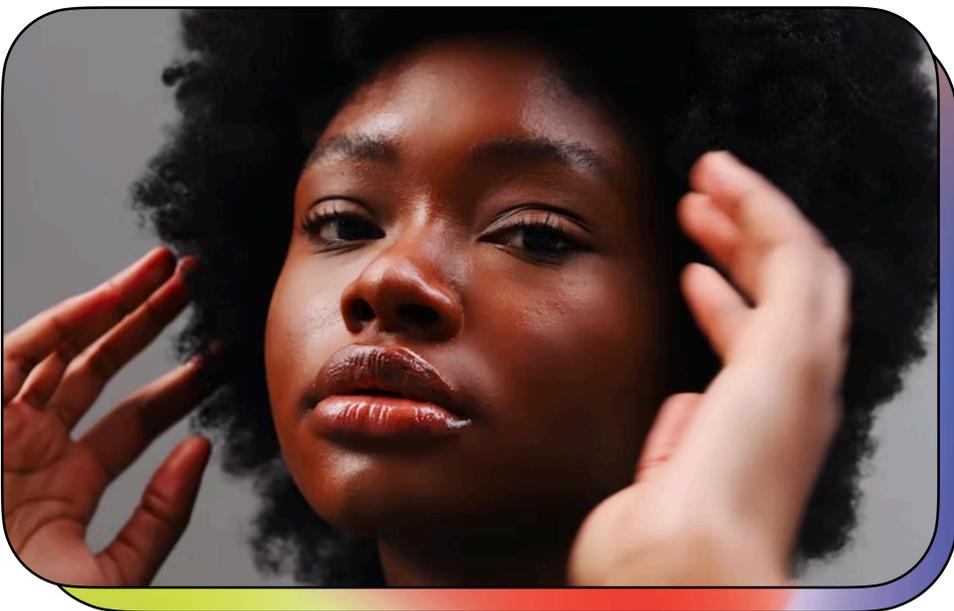


**#3**

Hair Oil



the **top 3 hair products** Gen Z can't live without...



**#1**

Leave-in conditioner

**#2**

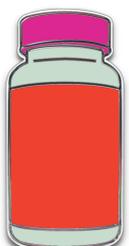
Heat protectant

**#3**

Hair colorant



**top 3 products** they plan to add to their routines...



**#1**

Hair Protein



**#2**

Deep conditioner



**#3**

Hair Serum



# how to get **#hairgoals**

We understand everyone is at a different point in their haircare journey. Some may feel like they've achieved their ultimate #hairgoals, while some may be just a few steps shy...

But Gen Z knows that education is the first step to achieving those desired end results. So, if their hair isn't #hairgoals quite yet, they know what to add to their search bar in order to get there. **When asked what their goals were with their hair care, they said...**

**22%**

The #1 answer was **hair growth at 22%**

**17%**

**Moisture** came in at #2 on the list

**12%**

Rounding out 3rd place was **anti-frizz**





# so what brands are helping this generation **achieve their coveted tresses?**



**#1** TRESemmé

**#2** aussie

**#3** head & shoulders

**#4** PANTENE

**#5** Herbal Essences

**#6** alberto balsam

**#7** COCO & EVE

**#8** MOROCCANOIL.

**#9** Dove

**#10** PANTENE PRO-V



**key takeaway:** Gen Z hasn't quite opened up their wallets for haircare like they've done with skincare, keeping their sights set on affordable and attainable products.





# hair **next**

## ***the sophistication of haircare***

The skinification of hair has begun — and in fact, may be passing its prime trend years. So what comes next after the hyper-detailed routines that have been a result of this era of education?

The answer: **the sophistication of hair**. The natural evolution after the skinification of hair is an even more personalized approach. Now that we all understand it's more than just 'getting your suds on in the shower', it's time to really tend to your tresses — and take them to the next level. We're talking everything from a healthy scalp, to personalized hair care products to a full pre & post-shower routine that makes your hair bounce, curl and shine like never before. Before we know it, we'll be doing hair masks every other day (along with our face masks) to ensure the longevity of our locks.



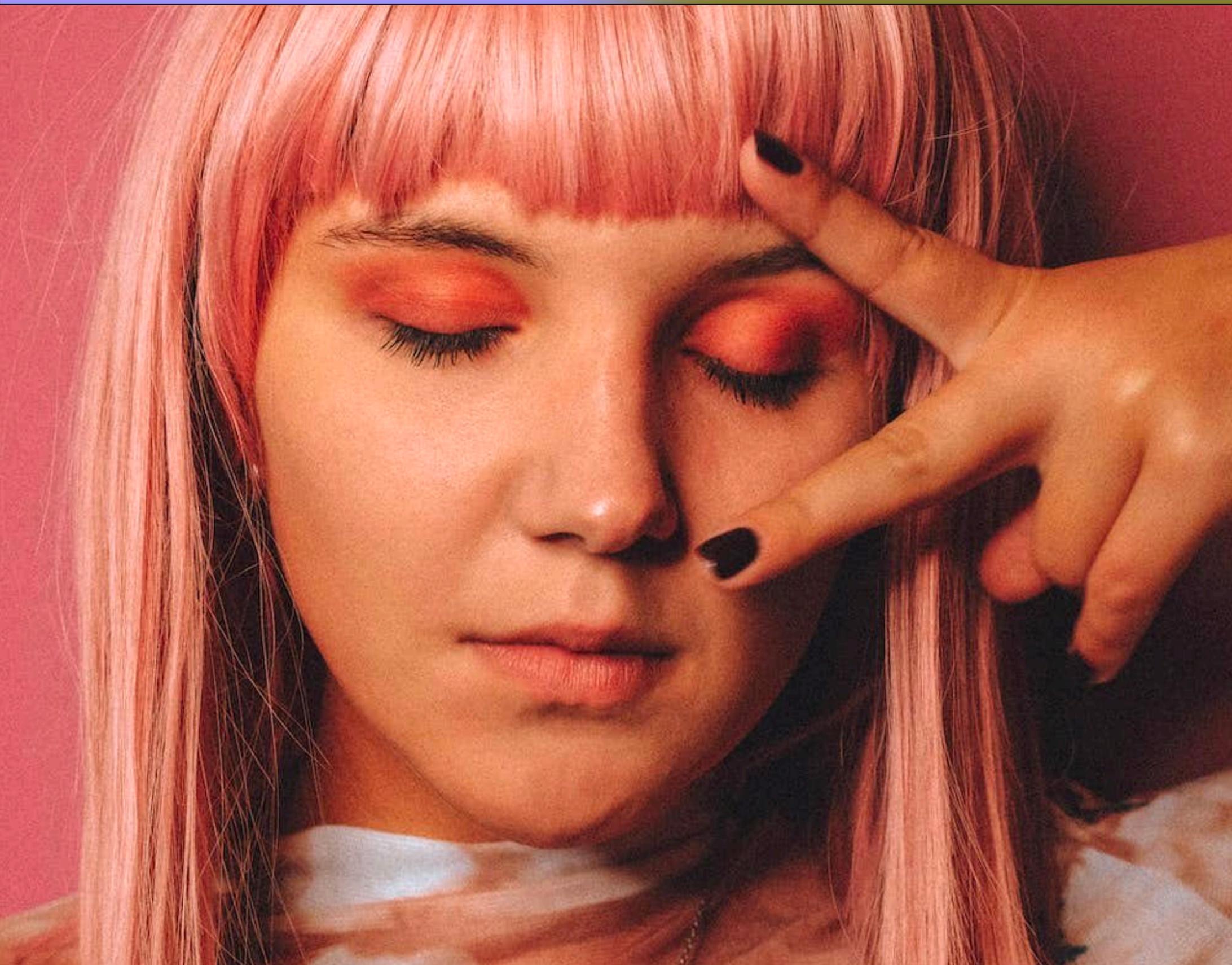
## ***advice to advertisers***

There's a similar story with hair as there is with skin. Gen Z loves to see results in the content they are consuming, so be sure to educate them on what your products can do for them — whether that's partnering with creators, showing before & afters, or tutorials, or a combination of them all! But more importantly, since Gen Z isn't quite splurging on haircare quite yet, educate them on why spending on your product is critical to their hair routine. They need to be convinced why your shampoo is a better solution for their hair vs. all the drugstore options they have available to them.



# ***makeup***

*then, now & next*





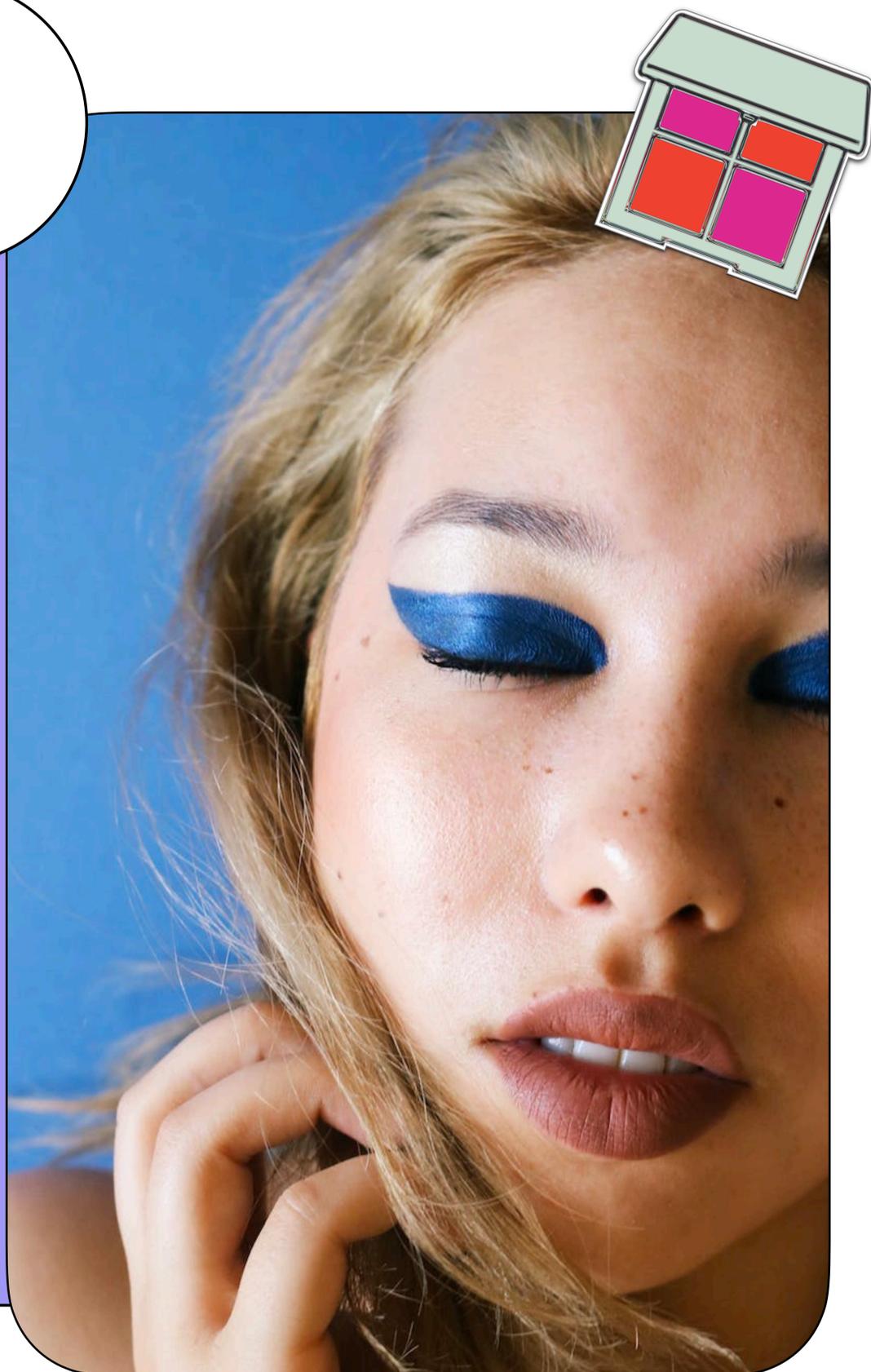
# makeup **then**



## born to be **seen**

In our past 2019-2020 studies, Gen Z makeup trends leaned away from a bare-face and towards the medium-and-heavy-coverage realms.

Clearly reflective of the trends at the time, we saw that only 21% of our respondents in previous years went with a 'bare face, skincare only look' – which says a lot, considering the age group of the respondents (spoiler: Gen Z)! So looking back, it's safe to say that makeup was meant to look like – well – makeup. And Gen Z was really leaning into this notion, giving their cosmetics a moment to shine. As they should.

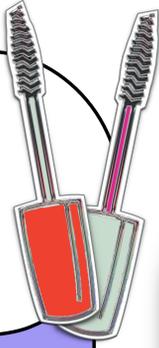


And it's not to say this makeup-moment-to-shine isn't prevalent today, but it's clear that consistent, everyday high-level makeup application is a thing of the past.



# makeup **now**

## baring **it all**



Cut to today, where we're seeing that makeup has a time and a place. That's because with skincare maintenance on the rise, this generation is looking to bare it all from day-to-day, letting their complexion do the talking.

But let's be clear that **full-faced makeup is still a key player** — primarily when it comes to special events. We're now seeing the more 'made-up' looks we once saw every day are reserved for those special occasions — so be prepared for those glam looks at prom, weddings and more.

### 33%

1/3 of our respondents said they prefer a no makeup, just skincare look for day-to-day

### 32%

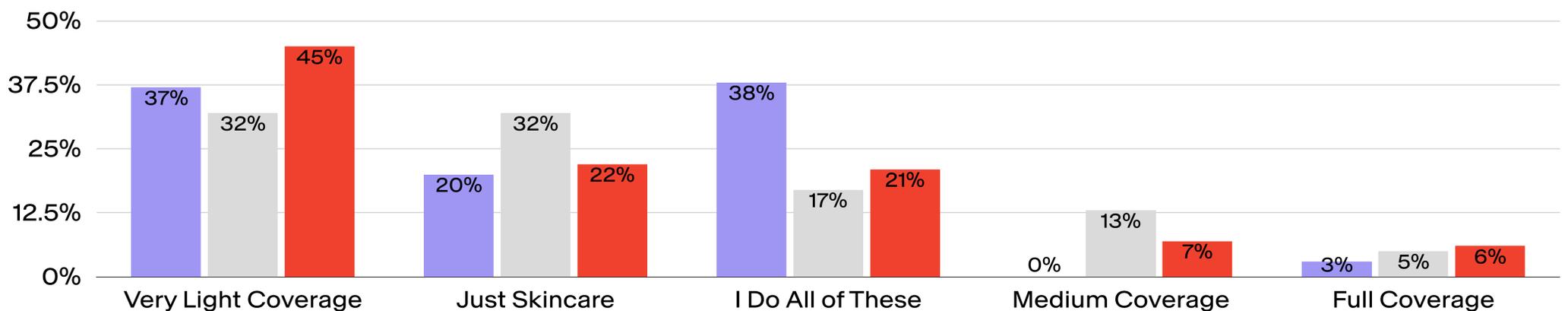
The runner up routine was a light-to-little coverage for their makeup looks

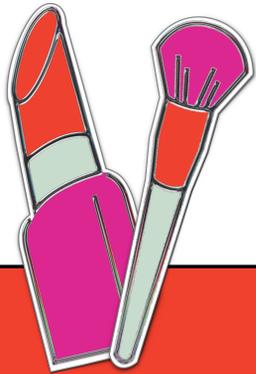
### 28%

In fact, our respondents noted they now use less products in their routine since the onset of COVID-19

when looking at the year-over-year **daily-use trends**, light coverage saw the biggest jump at a 13% increase

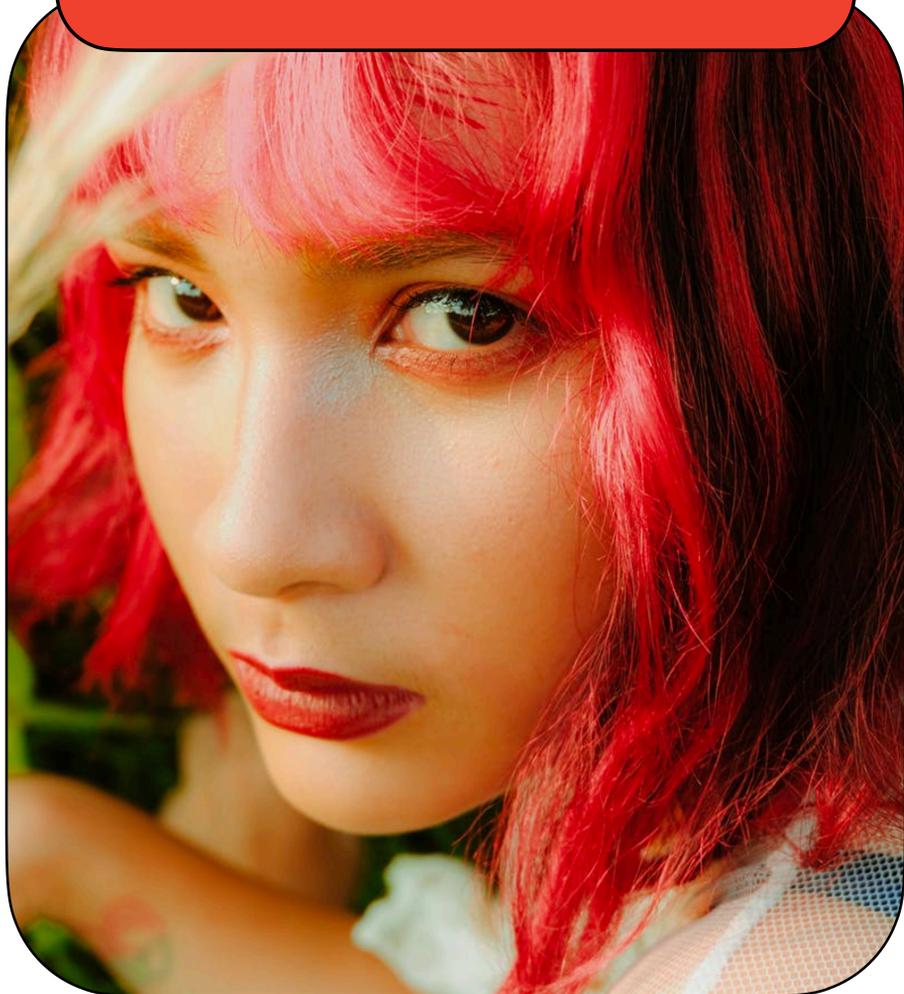
### how you you describe your **daily or usual makeup style**?





## back to **basics**

Gen Z's makeup bag is showing their true 'au natural' colors too. When asked **what products they couldn't go without**, the leaders leaned more subtle, leaning on key, quintessential players. And their top three daily products told a similar story!



*which products can you not go without?*

- #1** *mascara*
- #2** *liquid/cream foundation*
- #3** *lip gloss*

*what are your top 3 daily makeup products?*

- #1** *mascara*
- #2** *concealer*
- #3** *blush*



# so what makeup brands are gen z **using on the daily?**



#1

elf

#2

MAYBELLINE  
NEW YORK

#3

DIOR

#4

MAC

#5

NYX  
PROFESSIONAL MAKEUP

#6

NARS

#7

ANASTASIA  
BEVERLY HILLS

#8

Glossier.

#9

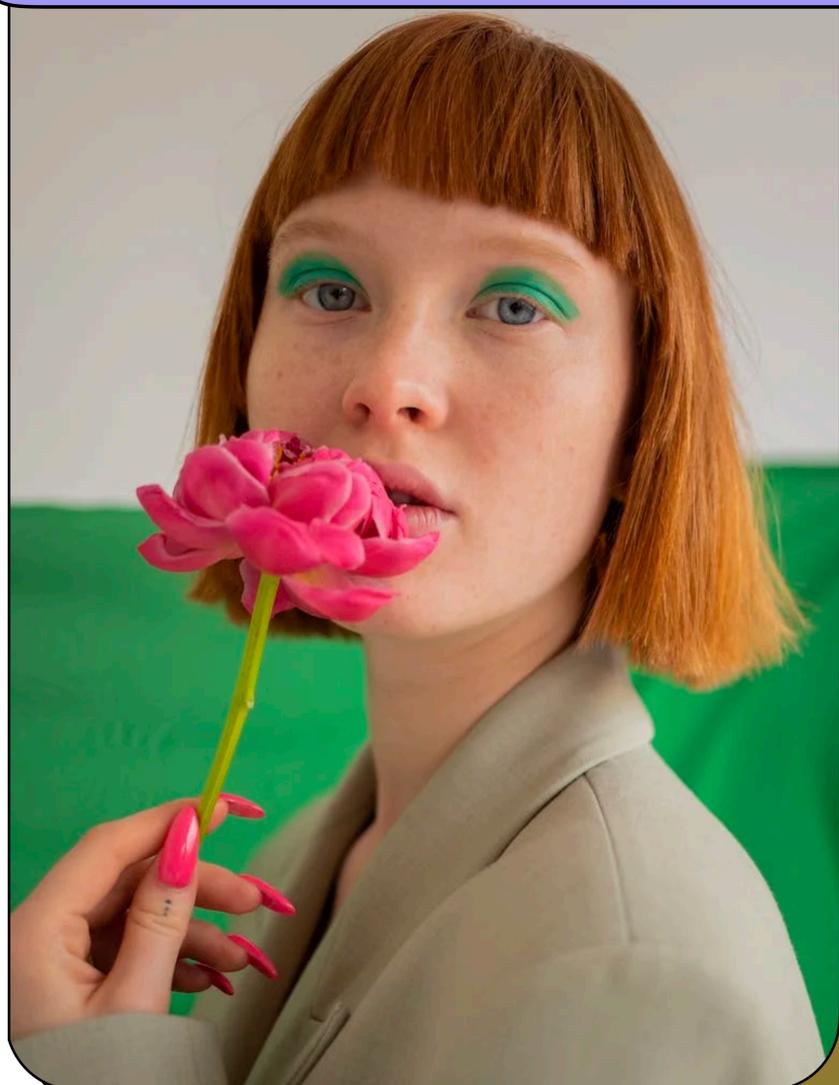
UD URBAN DECAY

#10

Too Faced  
COSMETICS



*key takeaway: Gen Z is textbook high-meets-low — as evident from their favorite makeup brands. They'll splurge on the products they want, and save on others when they feel like they can.*



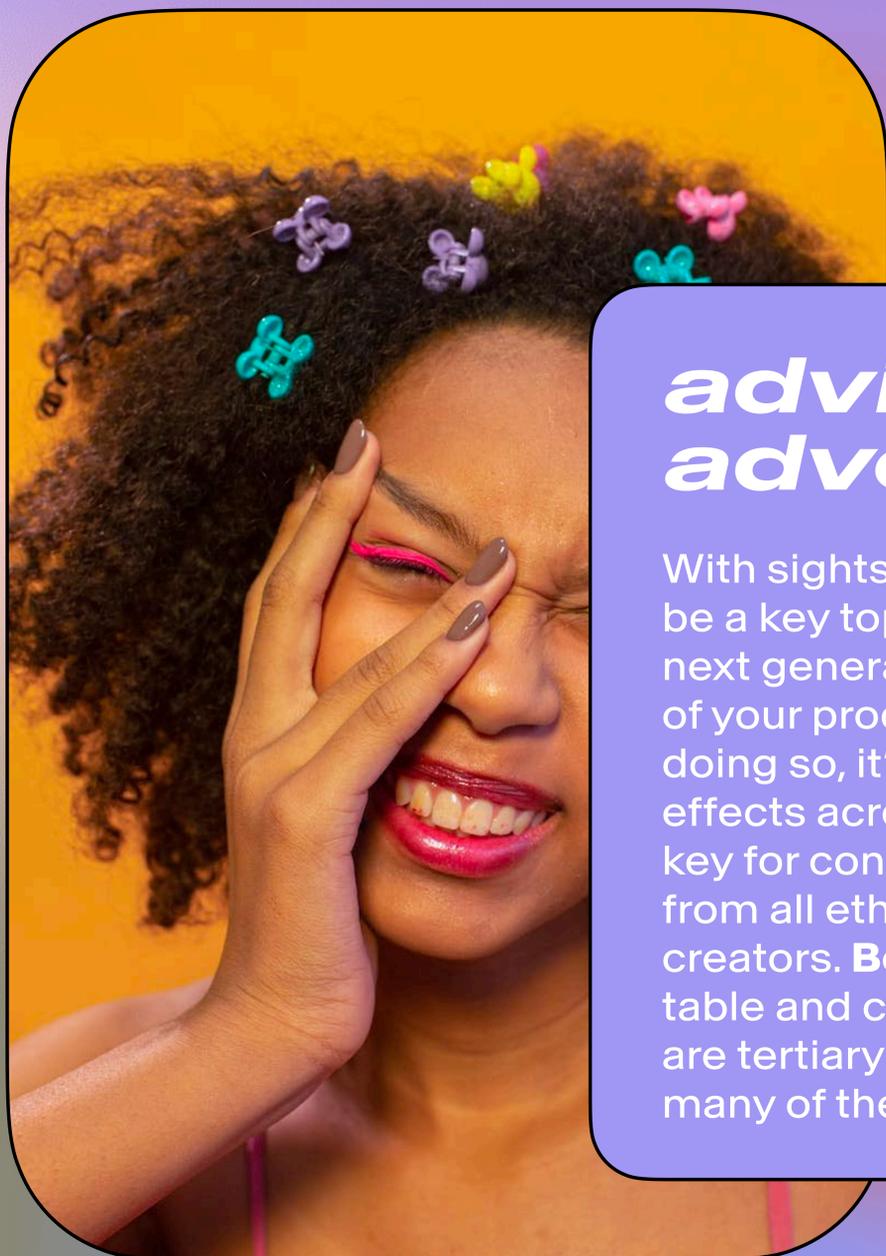


# makeup **next**

## ***the pendulum swing***

As this generation continues to be emboldened by their deepening knowledge around skin care, it's now liberating them in regards to their relationship with cosmetics.

At large, makeup trends are much more accessible than fashion trends — hence the drastic shift from the bold, Euphoria-style aesthetic to a minimalist approach in just a year's time. So now that Gen Z's skincare is seemingly on lock, the makeup pendulum is bound to swing back to an adventurous approach. But, let's not overlook the importance of performance when rocking a vivid makeup look. So as the aesthetic trends shift, we predict a stronger focus on tools and products that aid in long-lasting wear — think setting sprays, mixing liquids, and more. We foresee a continuation of this generation's thirst for owning their craft and deepening their makeup education.



## ***advice to advertisers***

With sights set on performance for the future, this will be a key topic for brands to own. Be sure to provide this next generation with results by showing the longevity of your product; educate, educate, educate! But while doing so, it's imperative you're highlighting these effects across diverse faces. Remember: relatability is key for consumers. So prioritize working with creators from all ethnicities, but don't just stop at beauty-centric creators. **Beauty adjacent creators** have a seat at the table and can widen your aperture of consumers who are tertiary makeup lovers vs. makeup mavens like many of their counterparts.



# **creators**

*beauty from both sides, a peek beyond the TikTok screen.*





but first, **who's who?**

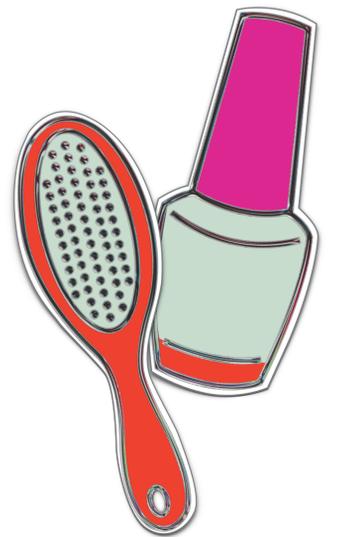


*what tier of content creator are you?*

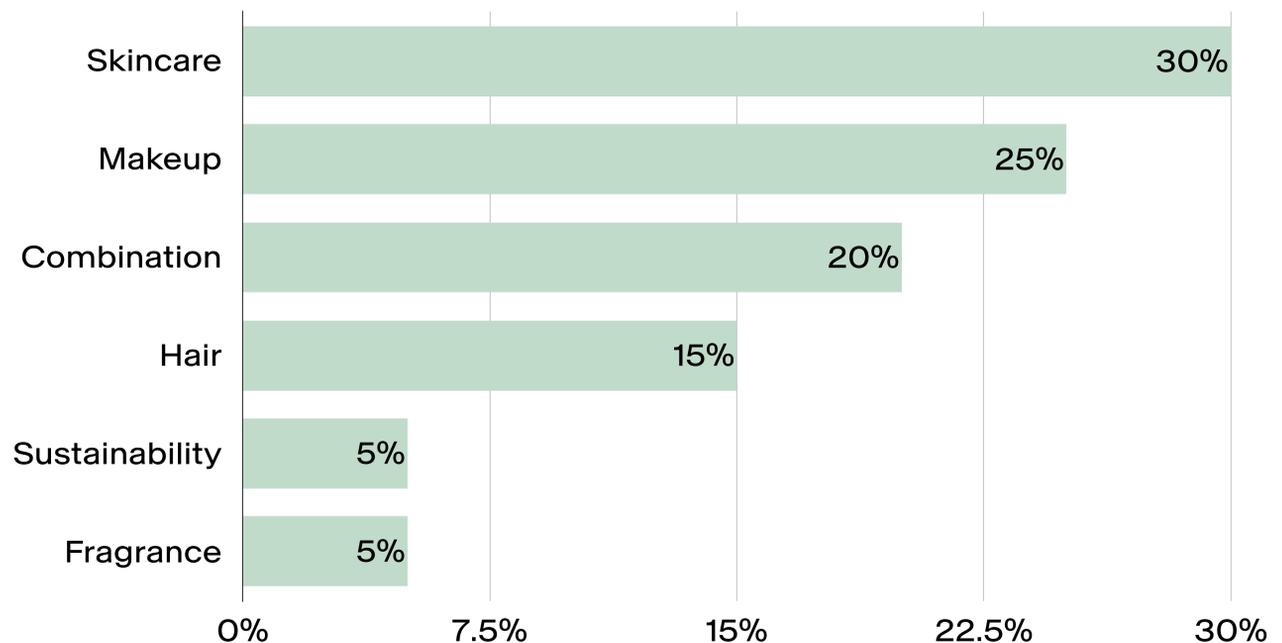
**50%** **Mid** (100k-500k followers)

**45%** **Micro** (10k-100k followers)

**5%** **Nano** (under 10k followers)



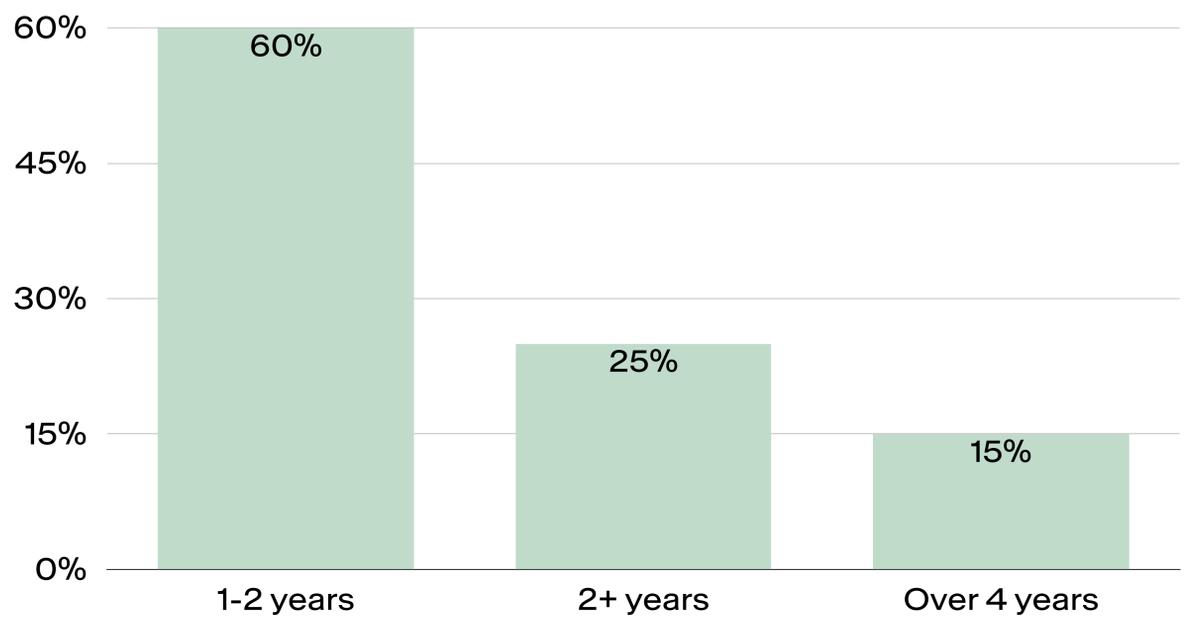
*what is your main focus as a beauty creator?*



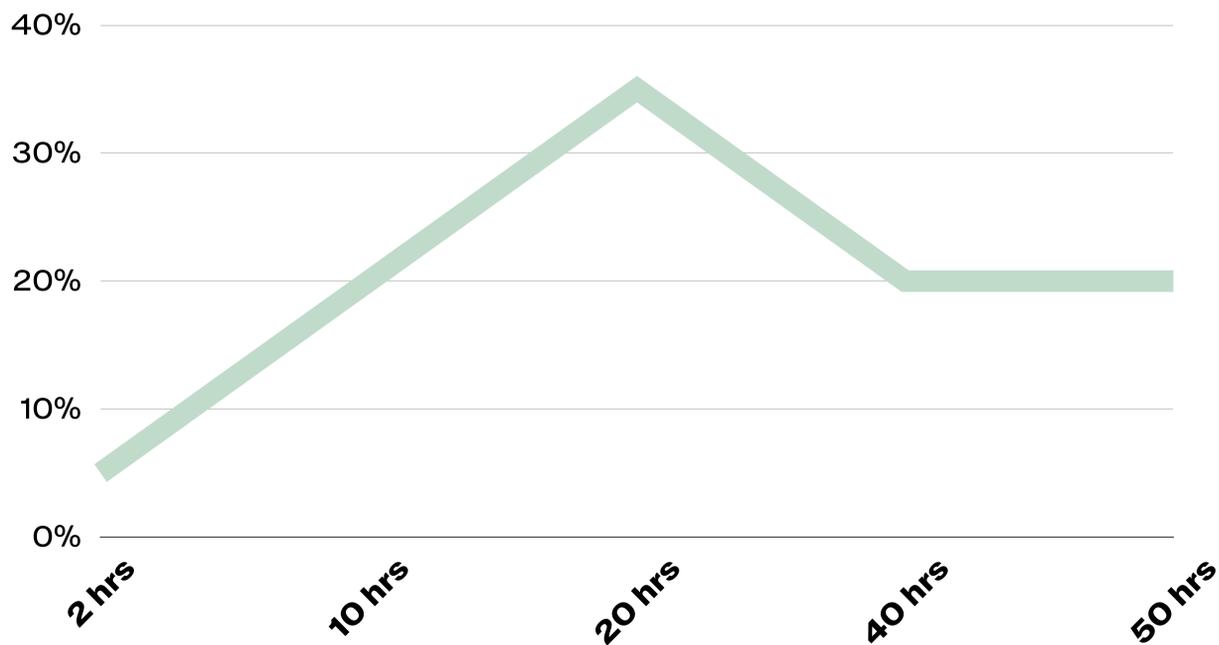


we've gained insights from **seasoned**  
**and established** beauty creators

*how long have you been creating content?*



*how much time do you dedicate to content creation?*





# audience first, **creation second**



Many beauty creators have a similar origin story. They have a passion for their craft and want to share that knowledge with the wider world on social media. This backstory is incredibly significant, as it shapes the fundamental creator-consumer relationship. When surveyed, our creator respondents provided a consistent talking point across the board: they **care deeply about their audiences** and want to educate them first & foremost — and have some fun while doing it!



*What's most important to you when creating content?*

## #1

**education around product history, ingredients, and benefits**

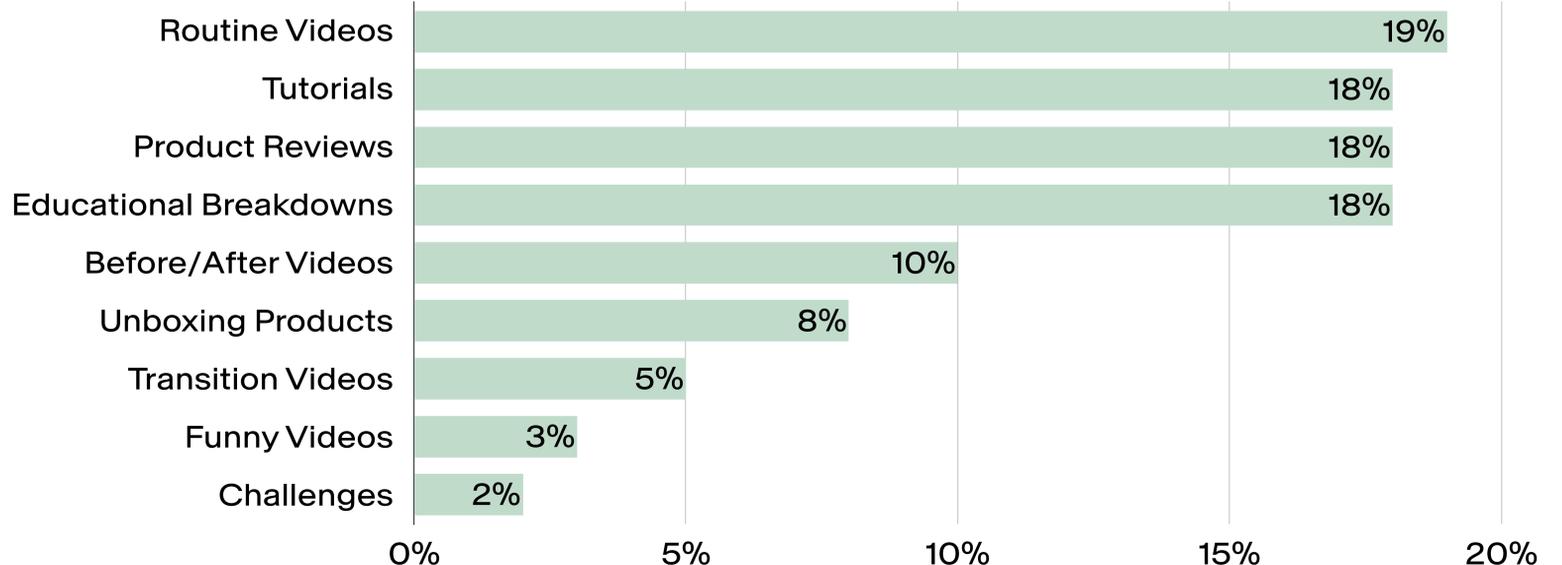
## #2

**having fun and creating something I enjoy**

## #3

**doing something new & innovative**

*what 3 types of beauty content do you prefer to create?*





Brands   
*Take Note!*

# advertise ***authentically***

Remaining true to their audience and themselves doesn't stop at brand deals, either. The #1 most important element of a brand deal for creators is the **flexibility to create content in their creative vein**. Ultimately, they want to produce videos that remain most authentic to their channel and will resonate with their dedicated consumers and fanbase.



*what's most important to you when considering a partnership or collaboration with a brand?*

**#1** creative freedom

**#2** an existing consumer of the brand

**#3** the brand stands for diversity & inclusivity

**#4** the brand aligns with my aesthetic

**#5** they pay all creators fairly

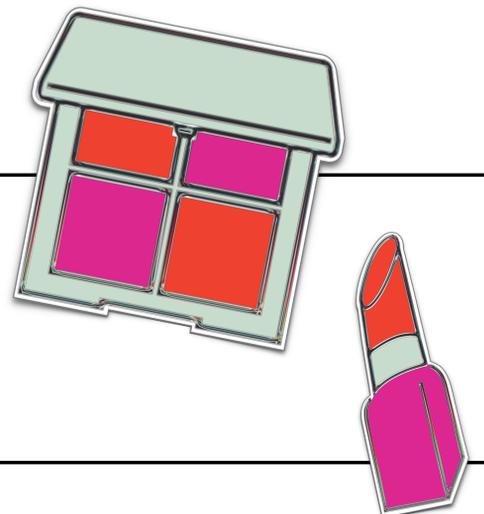
**#6** the brand can pay my fee

**#7** the brand uses clean ingredients

**#8** we share similar ethos

**#9** they have sustainability initiatives

**#10** smooth communication





it's not all sunshine & virality. often overlooked are the combined **positives** & **pitfalls** of being a content creator today.



*the top 5 main  
benefits of  
brand collabs*



*the top 5  
challenges of  
brand collabs*

**#1**

Not enough creative freedom

**#2**

Limited to working with I already use

**#3**

Inconsistent monthly income

**#4**

Openness to negotiate fees

**#5**

Getting paid in a timely manner





fans  
**only**



*if you found that a **product was just 'okay'** and you wouldn't necessarily buy again, would you engage in a paid partnership?*

**50%**

Half of respondents said they wouldn't work with the brand

**20%**

Said it was all dependent on the compensation

**10%**

Were willing to still work with the brand

**10%**

Were overall unsure of how to approach



**10%**

Required more details from the brand before making a decision



# trends straight from the source

what has been your **favorite beauty trend and/or hack** that you participated in over the past year?

**90's makeup**

*slugging*

*glowy skin/makeup*

*faux freckles*

*blush, highlight and contour mapping*

**glow up trend**

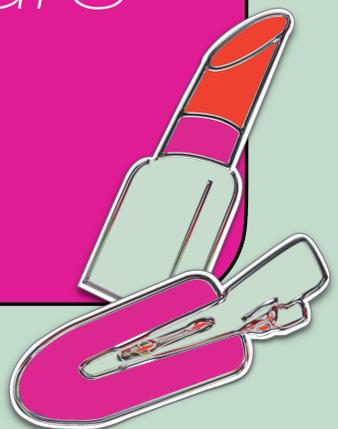
**cream blush**

*no makeup makeup look*

**siren eye**

*organic skincare*

**secrets in my industry**

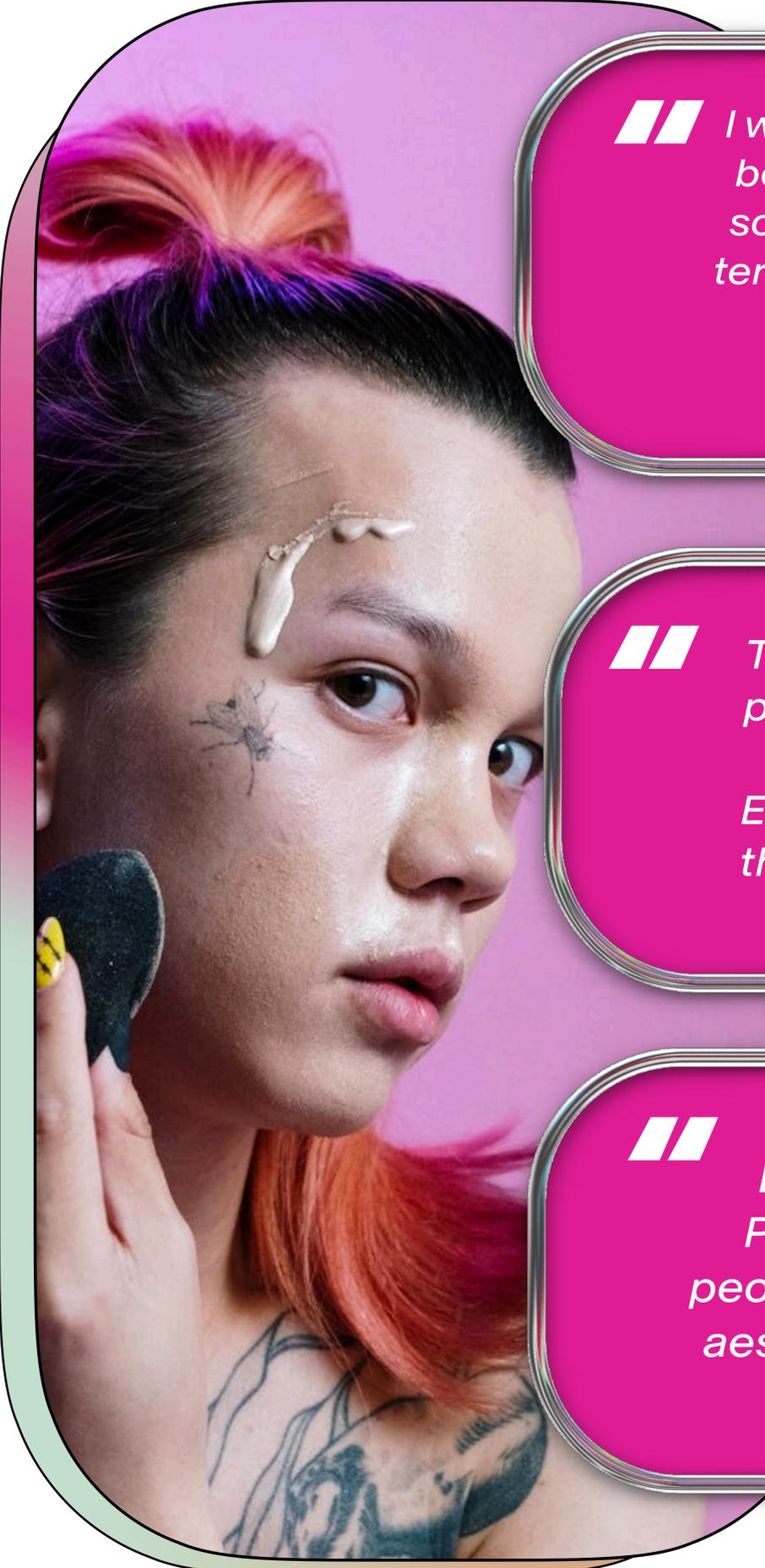




listen up. we asked creators for  
their **beauty hot takes.**



some key takeaways...



**//** I would love to see more brands share personal beliefs and push for more equality. There's still so much empty space in the beauty industry in terms of diversity and I really hope that changes. I'd be more open to work with a brand that values its customers and community over **//** anything else.

**//** Take notice in organic content that creators post. We feel more appreciated for our work even if it doesn't result in a partnership. Engage with creators on their work, it shows that the brand is interested in being a part of their community. **//**

**//** Brands need to give creators freedom. Platforms are growing and evolving and people don't want to see product placement, aesthetic or commercialized type ads. They will always underperform. **//**



creator respondents in US & UK

