

# The Brush Effect

We recently conducted a nationwide survey among women ages 18 - 60, and here's what they told us about **WHY THEY BUY** and **WHAT THEY WANT** in their cosmetic brush experience.

*SHE HAS BRUSH CARE AND CLEANING ON HER MIND*

*SHE HAS AN EMOTIONAL CONNECTION TO HER BEAUTY ROUTINE*

**100%**

want education and innovation in their beauty routine

**84%**

use makeup to feel more confident

**66%**

want to buy cleaner with their brushes

OVER **1/2**

wear makeup to look younger

**61%**

admit to cleaning their brushes almost never

Makeup brush consumers are asking for validation, innovation, and education... and they are willing to pay for it!

**33%**

consider makeup to be a chore

MORE THAN **50%**

will spend more for durability, eco-friendly, easy-to-use and easy-to-clean

**73%**

are confused about makeup brush types and how to use them

**1 in 2**

are purchasing brushes multiple times per year

OVER **50%**

are looking for more education on brush types and application techniques

**84%**

believe that the right brush is essential for perfect makeup application

*SHE WANTS TO BUY MORE...AND PAY MORE*

*SHE HAS PAIN POINTS WE CAN SOLVE*