The Skin Guru

*(The Skin Guru is a dedicated online platform committed to helping clients achieve clear, radiant skin and boost their confidence. Our team of certified dermatologists provides personalized virtual consultations to identify the ideal skincare regimen tailored to your unique skin type).*

1. [Skin Care (kaggle.com)](https://www.kaggle.com/datasets/taniadh/skin-care) ~ demand for products that lightens the skin cleansers and moisturizers.

2. Core components that go into this bossiness. Certified dermatologist

3. products that are active and not reactive meaning products that fights acne without have to go to a purging or break just to get better skin results

4. According to a survey conducted in February 2021 in the United States, skin care was the most shopped-for beauty category across all age groups. The majority of Gen Z shoppers (aged 18 to 24 years) said skin care was the product category they currently spend the most on.

5. On average women would try a skincare product for nearly 3 months to see if it works

7. The anti-aging segment is one of the fastest growing categories in the skin care indust **Women are more likely to heavily invest in quality skincare products and services over quality exercise or haircare products.  
  
Almost all survey respondents were willing to invest at least somewhat in quality skincare products and services (99%). Over 1 in 3 (35%) were willing to invest heavily. In comparison, women are willing to invest heavily in quality products and services when it comes to nutrition (37%), mental health (35%), sleep (34%), exercise (30%), and haircare (29%).**  
ry, with a market value of $18.3 billion in 2019.

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