

You're

A. Male → Please go to Part 2

B. Female → Please continue as follows:

Part 1 -

Please imagine and bear in mind that you were a child aged 5-10

1. When was the first time you want to wear a make-up?

A. Under 5 years old

B. 5 - 10 years old

C. 10 - 15 years old

D. Not until 15 years old

2. When did you own your first cosmetics kit? (Not steal your Mom's)

A. Under 5 years old

B. 5 - 10 years old

C. 10 - 15 years old

D. Not until 15 years old

3. What do you want most in your first Cosmetic Pack? (Choose 4 out of 8)

(Think as when you were a girl aged from 5 - 10)

A. Mascara

B. Eye-liner

C. Lipgloss

D. Lipstick

E. Foundation

F. Eyebrow Pencil

G. Concealer

H. Mineral

4. What's the most important factor you think of the pack?

Rank the following attributes in terms of importance in a girl's cosmetic set:

A. The fun of using the pack

B. Safety, intoxicated products

C. Instructions on how to do makeup

D. Glamorous look after using the pack

E. Ease of both putting up and remove

5. What factors influence you most on your choice of cosmetics? (choose all answers that apply to you)

A. Your parents

B. Your classmates

C. TV commercials

- D. Display in store
- E. Online videos

Part 2 -

Please think as you were the parent of a daughter aged 5-10

1. What's the most important factor regarding your daughter's first cosmetic?

- A. Trusted Brand
- B. Safe Ingredients
- C. Reasonable Price
- D. Good look after using
- E. Mess free

2. Where do you prefer to buy cosmetics for your daughter?

- A. Convenience Stores/Drug Stores
- B. Trustworthy Brand Specialty Store
- C. High-end Beauty Products Store like Sephora
- D. I want to buy my kid's cosmetics where I buy mine

3. What will motivate you most to buy cosmetics for your daughter?

- A. She wants it.
- B. Her friends/classmates have it.
- C. There's special occasion that she needs to do makeup.
- D. You want to make her look beautiful.

4. What's the age that you think a girl could have her own cosmetics?

- A. Under 5 years old
- B. 5 - 10 years old
- C. 10 - 15 years old
- D. Not until 15 years old

5. What kind of media do you pay most attention to? (choose all answers that apply to you)

- A. Television
- B. Social media (Facebook, Twitter, Pinterest etc)
- C. Magazine
- D. Online videos
- E. Physical store promotion

6. How much would you be willing to pay for your daughter's first cosmetic sets? (in dollars)

7. Have you used or heard of any children cosmetics brand before, if so, what's the name of the brand?

8.. What is your age?

- A. Under 20
- B. 21 to 30
- C. 31 to 40
- D. 40 and over