



Products

Topline

to

SHISEIDO

from Iposos

Research Recap

Research objectives

SHISEIDO would like to understand [redacted] &A of [redacted] beauty pro [redacted] CCI quick survey.

Topics covered:

- 1)The percentage of [redacted] products.
- 2) The usage behavior(which brand, what efficacy and frequency)
- 3) The barriers of not using and the willingness to use potentially

Methodology

- Methodology: Online survey
- Sample Criteria:
 - Premium skincare/ makeup users
 - 18-35 years old
- Sample Size: n=362

City	Tier 1	Tier 1.5	Tier 2	Tier 3
	[redacted]			
Age	18-24	25-2	[redacted]	35
	[redacted]			

Key Takeaway

01

Devices

- [REDACTED] (exclusive) are currently using by consumers, with [REDACTED] on average.
- Penetration, Skin-firming, and Photorejuvenation (IPL) devices [REDACTED] popular brand, followed by [REDACTED]
- Alternative [REDACTED] are the top barriers of facial beauty device.
- [REDACTED] efficacies of [REDACTED] are most expected.

02

Products

- [REDACTED] are taking oral beauty products, with frequency [REDACTED]
- [REDACTED] are popular. Skincare brands [REDACTED] are also doing well. [REDACTED] is an important [REDACTED] with two brands [REDACTED] list.
- Nearly [REDACTED] to try & buy [REDACTED] beauty products.
- [REDACTED] of [REDACTED] low, [REDACTED] most.



01



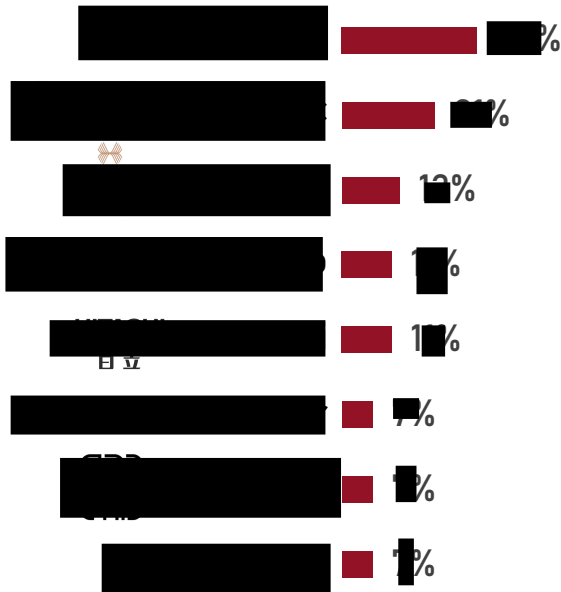
[redacted] devices are [redacted] devices
 [redacted] consumers.

[redacted] is the [redacted] followed by [redacted]

Types [redacted]



Brands [redacted]



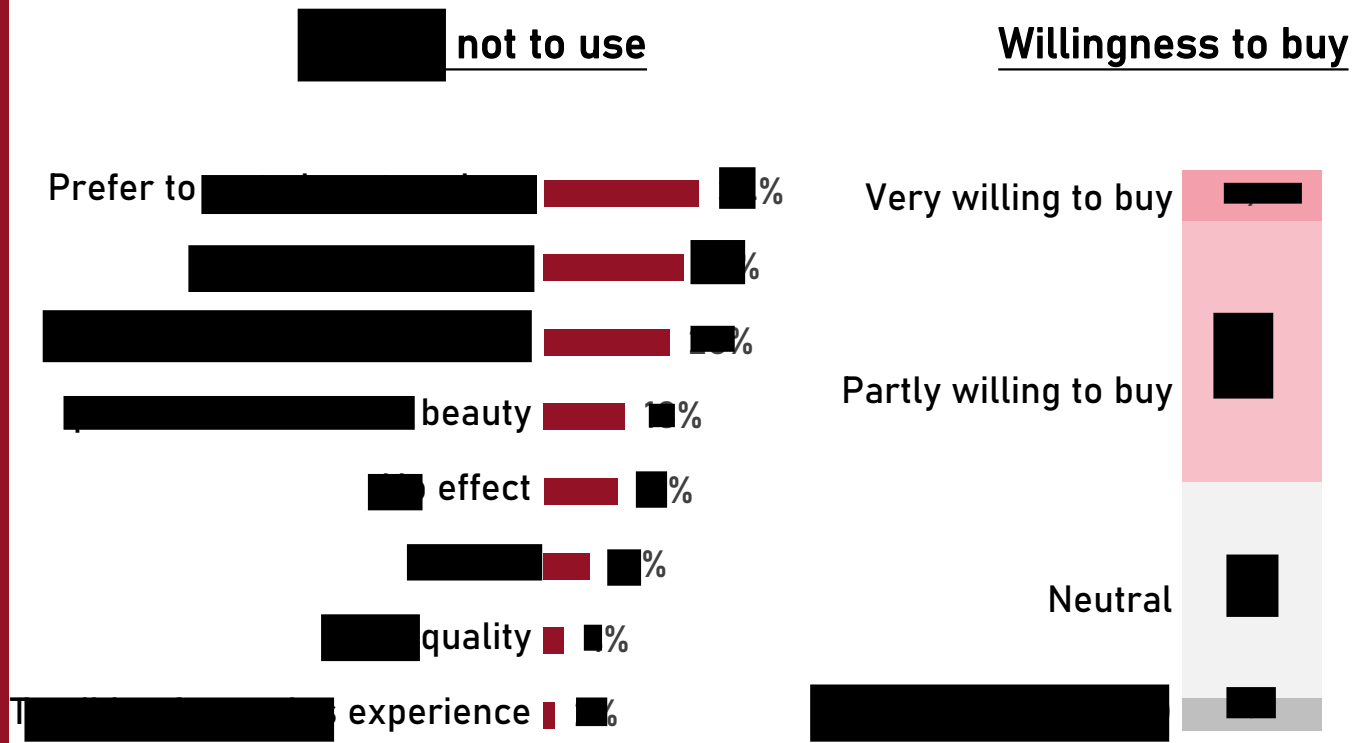
Base: who [redacted] n=116
 Q16. Which [redacted] (MA)
 Q17. Which [redacted] currently using? (MA)

the top barriers for consumers to use facial beauty device. However, [redacted] willing to buy, efficacies of [redacted] products [redacted]

the top barriers for consumers to use facial beauty device.

However, [redacted] willing to buy, efficacies of [redacted]

[redacted] are most expected.



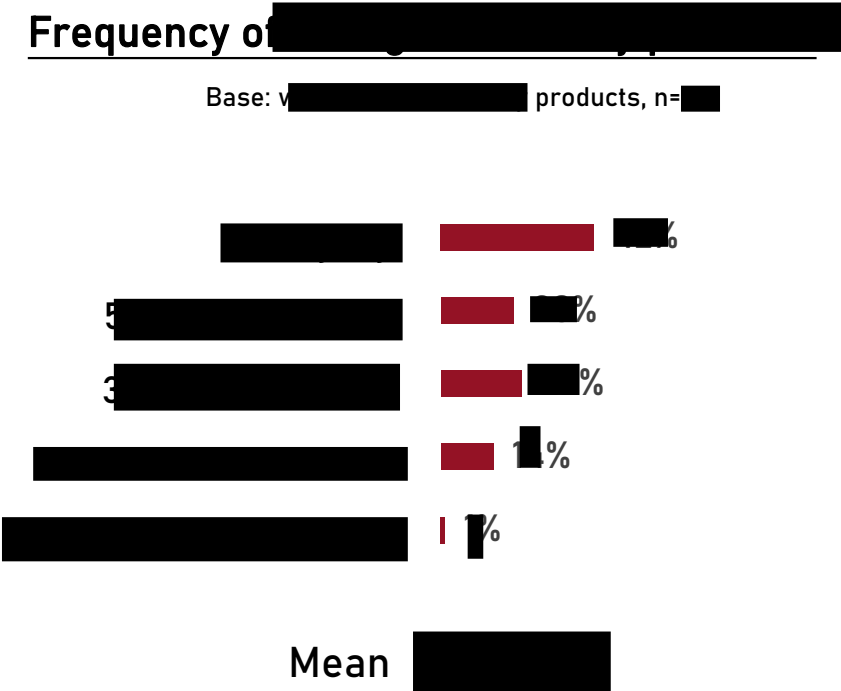
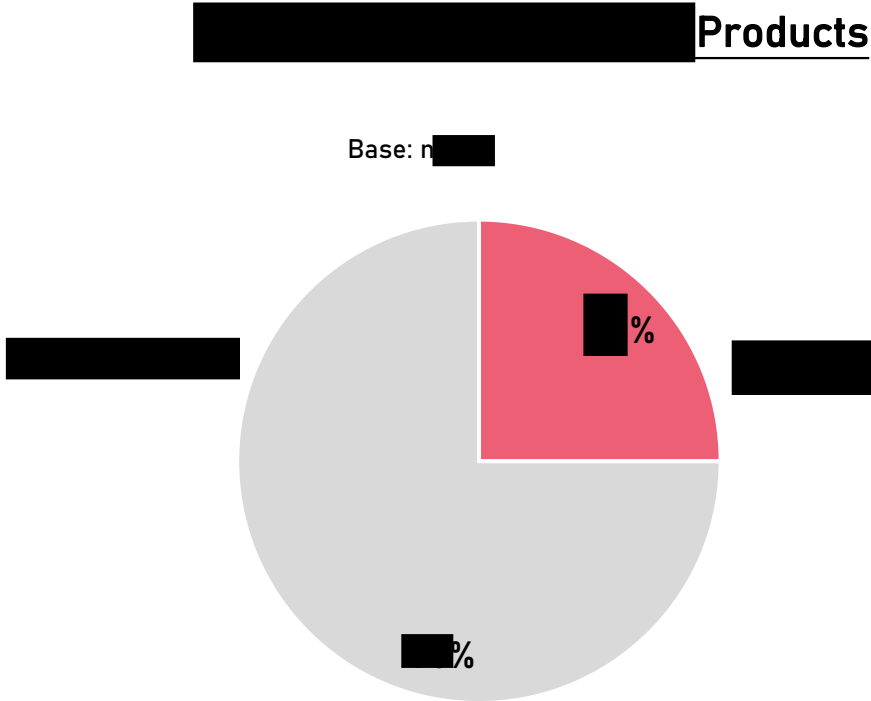
Base: who do not use home beauty device or facial beauty device(cleaning device exclusive), n=246

Q14a. What are the reasons that you do not use facial beauty devices? (MA)
Q14b. How would you like to purchase and use facial beauty devices in the future?(SA)
Q14c. What kind of facial beauty device do you want to buy? (MA)



02

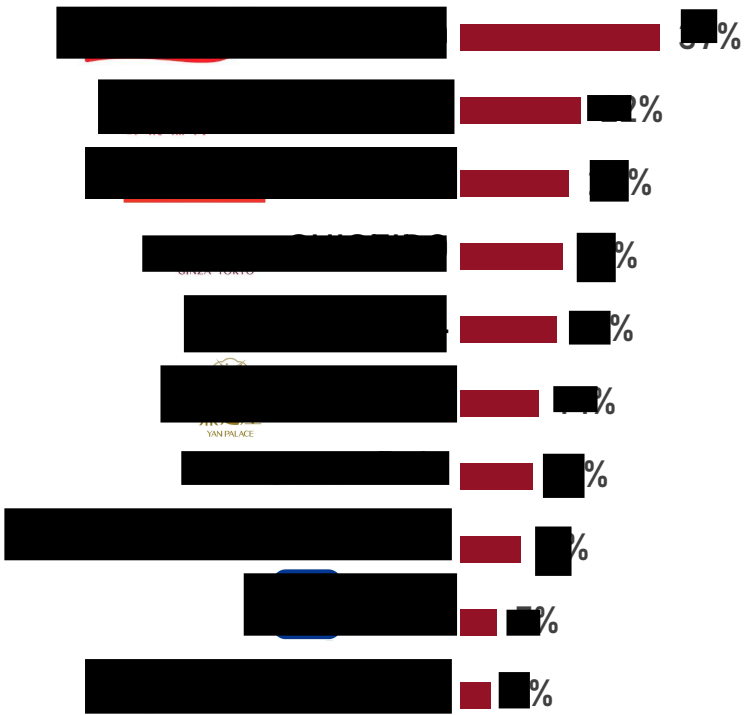
products, with the frequency of



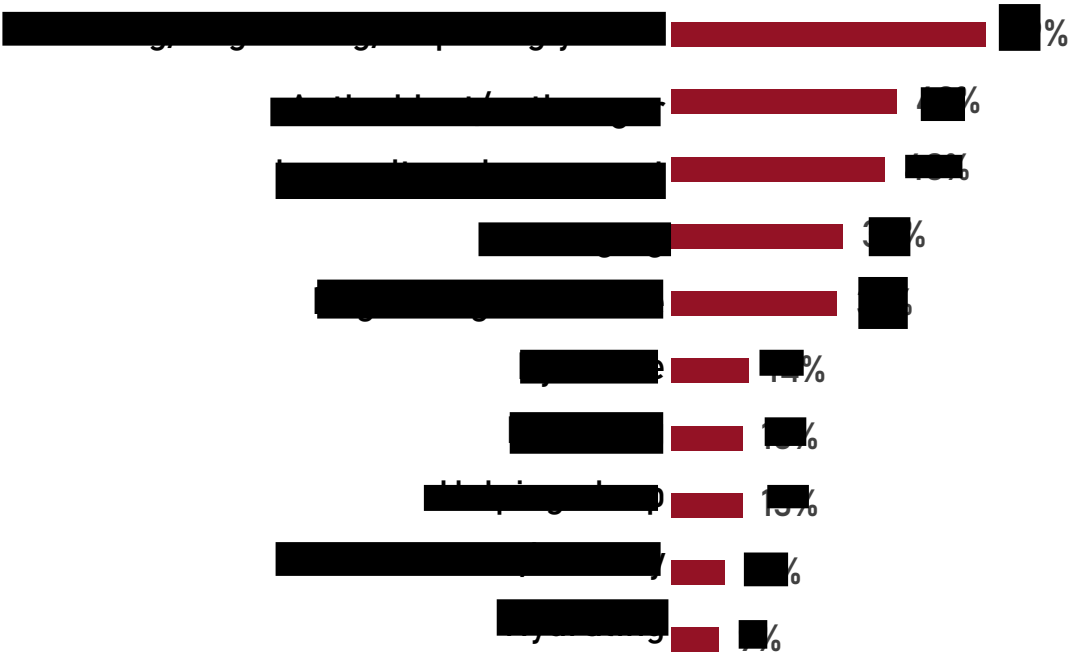
Q13. Are you currently using the following categories of products? (MA)
Q21. How often do you usually take beauty products orally? (SA)

Health care brands, [redacted] are popular [redacted] brands like [redacted] and [redacted] [redacted] is an important [redacted] in the to [redacted]. Consumers have [redacted] for the efficacy of [redacted]. [redacted]

Brands of [redacted]



[redacted], [redacted]

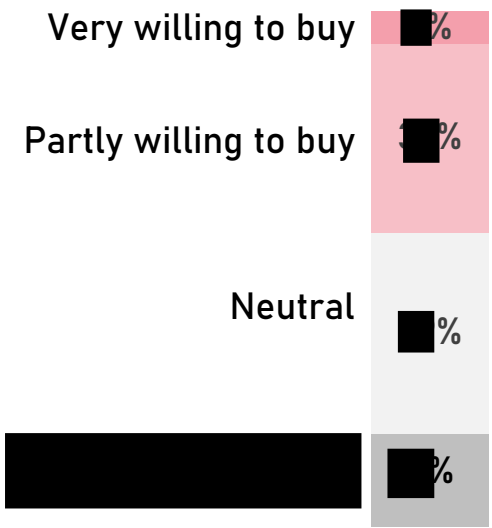


Base: who use oral beauty products, n=90
Q19c. Which of the following brands of oral beauty products are you currently taking? (multiple choice)
Q20. What is the efficacy of the oral beauty products you are currently taking? (multiple choice)
Q21. How often do you usually take beauty products orally? (single choice)

are products.
And they users.

Willingness to Buy

Base: who , n=2



Efficacy

Base: who , n=10



Q19a. How would you like to buy and take oral beauty products in the future?(SA)
Q19b. What kind of oral beauty products do you want to buy? (MA)



THANK YOU