



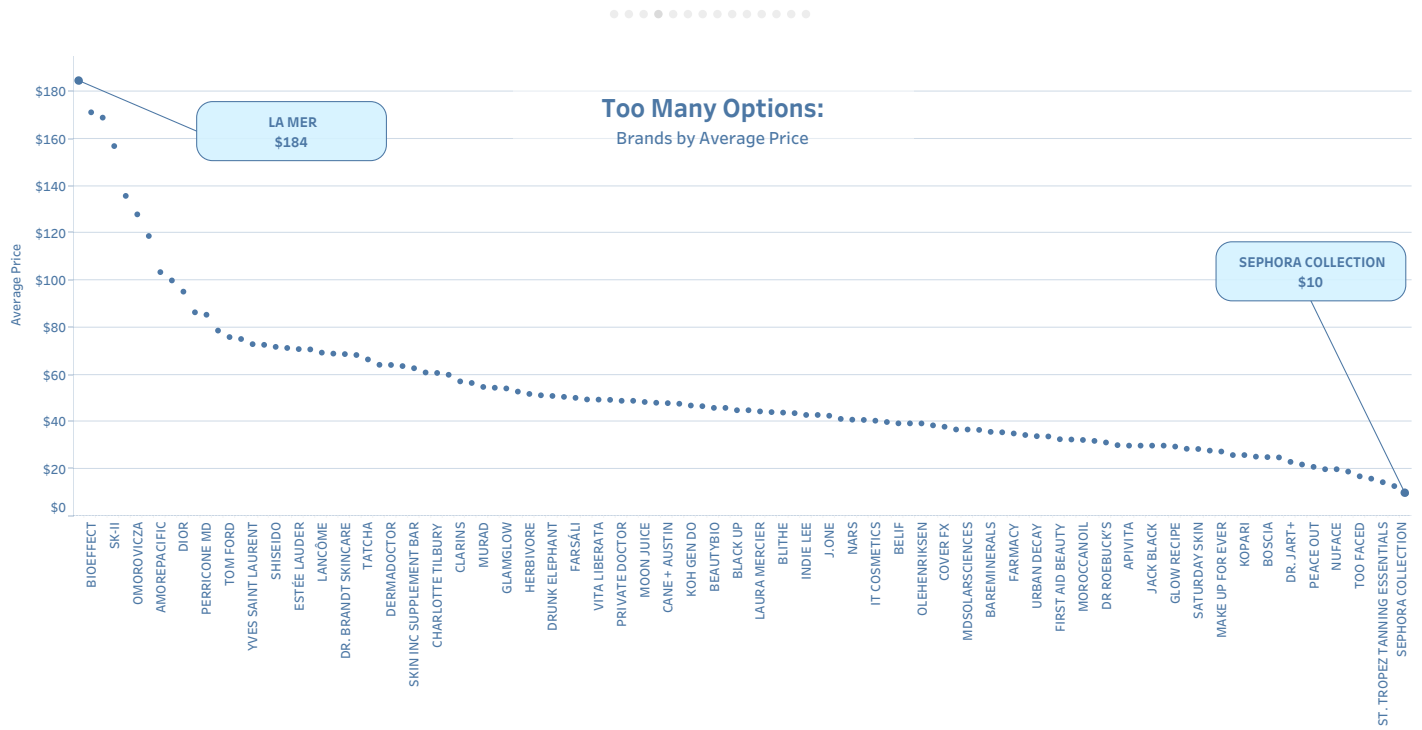
## Cosmetics Analysis

By Beauty Intelligence Analysts:  
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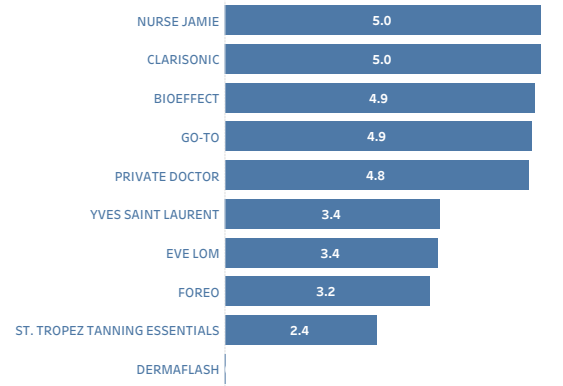
### Total Products per Brand

Visualizing the beauty market using a bubble chart. The chart displays numerous brands, where the size of each bubble represents the brand's market share and the color distinguishes each brand. The brands are clustered together, with some larger brands like Clinique, Estée Lauder, and Sephora Collection being more prominent. Other brands visible include SK-II, L'Oréal Paris, Kiehl's, Origins, Dr. Dennis Gross, Perricone MD, Peter Thomas Roth, Dior, Lancôme, Dr. Jart+, Laneige, Shiseido, Fresh, Caudalie, Algenist, Belif, Clarins, Korres, Kate Somerville, Tarte, L'Oréal Paris, and Murad.





### Top & Bottom Brands by Rank Only





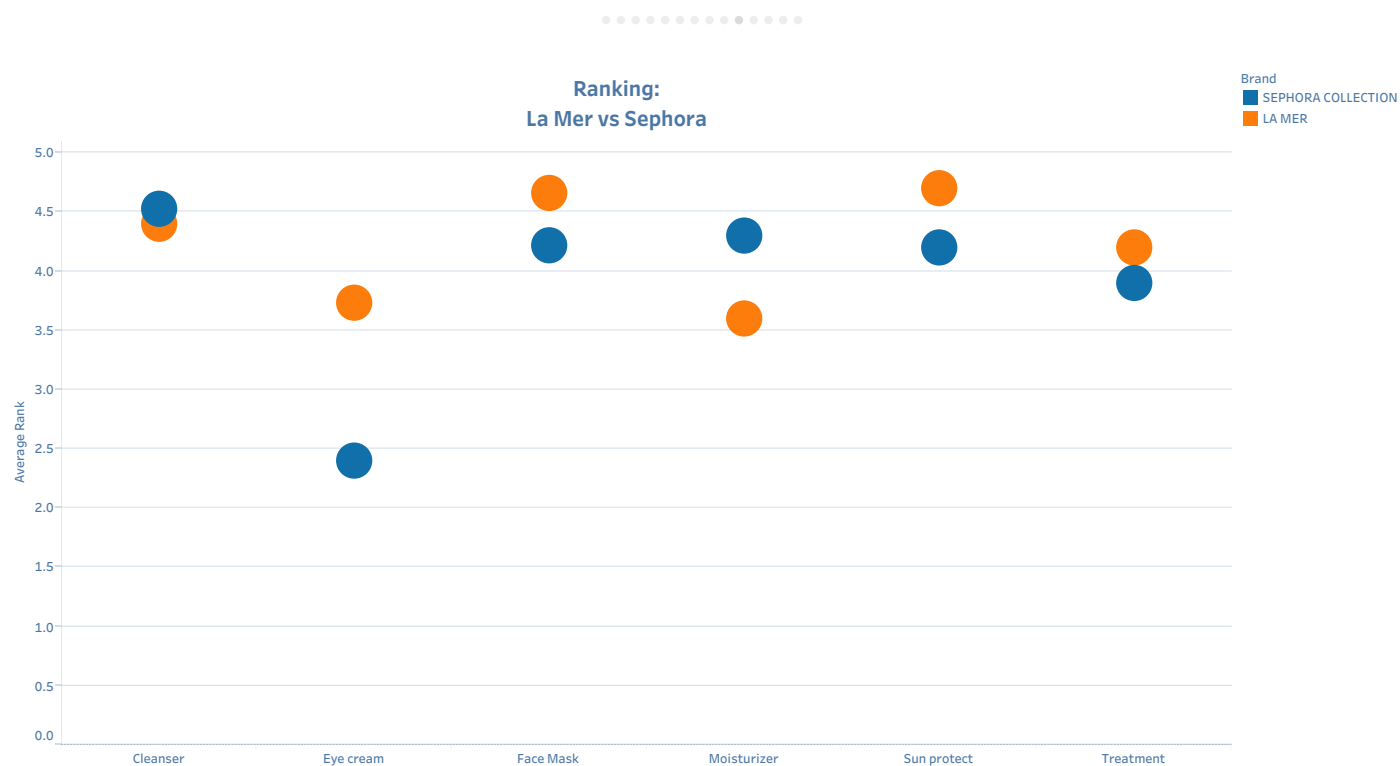


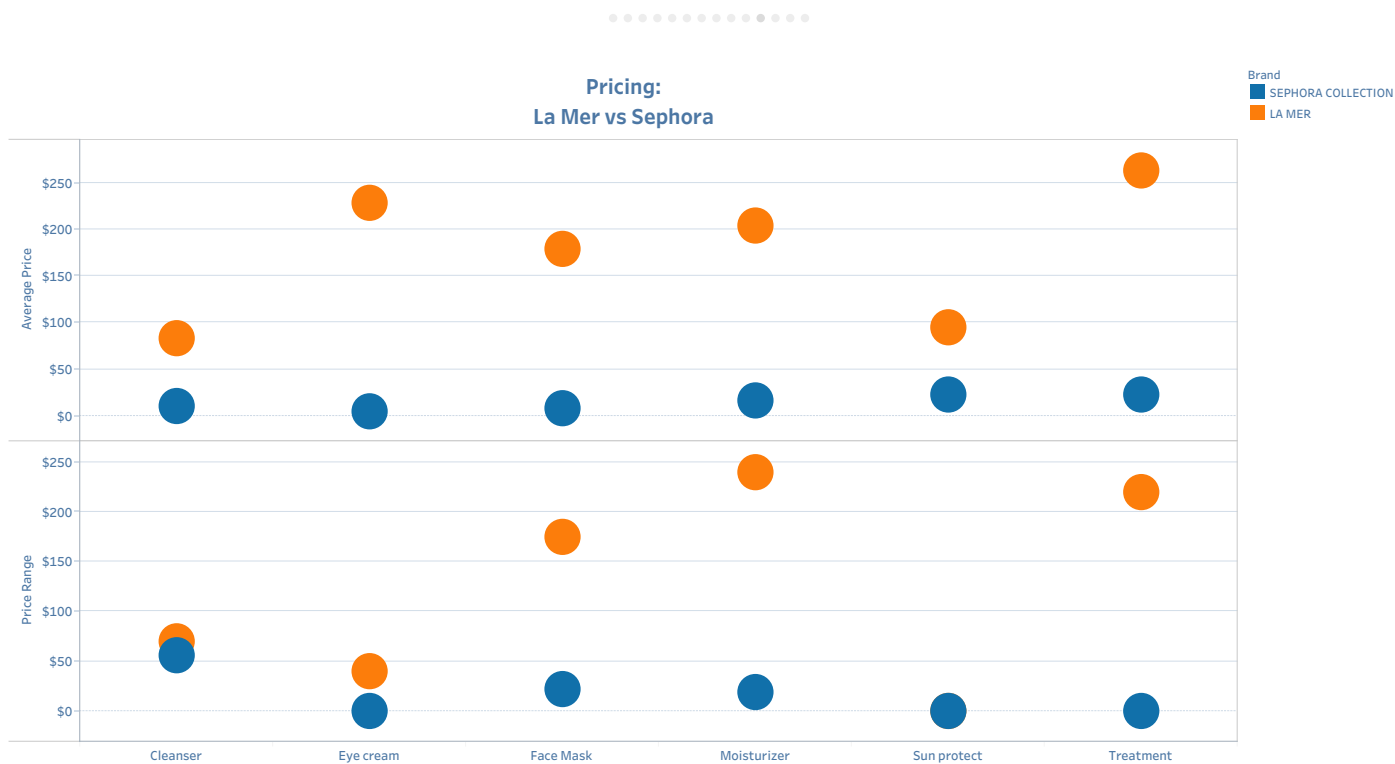
Product List For All Skin Types

	SEPHORA COLLECTION	LA MER	SK-II	LANCER	BIOEFFECT	TOO COOL FOR SCHOOL	LIGHTSTIM	ST. TROPEZ TANNING ESSENTIALS
Cleanser	2	2	3					
Eye cream			1	1	1			
Face Mask	16	1	3	2		3		1
Moisturizer		7	5	1				
Sun protect	1			1				
Treatment		4	1	1	3		1	











## Findings

- High End Brands rank: 4.2 vs Low End Brands rank 4.15
- High End Products for all skin types: 38 vs Low End Products for all skin types: 23
- 61/1472 products meant for all skin types
- Most products for all skin types: Sephora (19)

## Recommendations

- Best Combo (Price & Rank): Sephora
- Ranked Highest: Bioeffect
- Lowest Price: Sephora

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# **That's all, folks!**

Beauty Intelligence Analysts