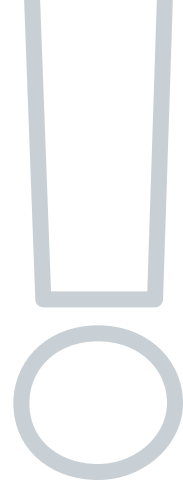


# THE BEAUTY RESULTS ARE IN

*Where do you rank?*



YOUTH CULTURE RESEARCH IS PROUD TO ANNOUNCE THE RESULTS OF ITS 2<sup>ND</sup> ANNUAL FAVOURITE BEAUTY BRANDS SURVEY IN THE MARCH BREAK ISSUE OF VERVEGIRL MAGAZINE.

## FAVOURITE BEAUTY BRANDS SURVEY

YOUTH CULTURE RESEARCH SURVEYED **900 YOUNG WOMEN BETWEEN THE AGES OF 14-24**, TO UNCOVER THEIR BEAUTY REGIME AND SPENDING HABITS.

HERE'S WHAT WE DISCOVERED:

### MYTH

*Young women are fickle and have no brand loyalty.*

### FACT

*Young women are loyal to brands – in the last 2 years, most categories reported the same brand leaders year over year.*

### MYTH

*For young women, cost comes before quality when making beauty decisions.*

### FACT

*Our readers are definitely concerned about the quality of products they purchase and will spend more for optimal results.*

*Competition continues to grow in the beauty industry as young women become more aware of new brands.*

VERVEGIRL MAGAZINE IS SCHEDULED TO HIT SCHOOLS ON FEBRUARY 24<sup>TH</sup> AND WILL ALSO FOCUS ON THE HOTTEST TRENDS, NEWEST PRODUCTS AND HOW TO GET GLAM LOOKS FOR ALL TYPES OF CANADIAN, CULTURAL BEAUTIES. VERVEGIRL WILL ALSO FEATURE UNIQUE CAREERS IN THE BEAUTY INDUSTRY WHILE HIGHLIGHTING BEAUTY FACTS THAT WILL MAKE A WORLD OF DIFFERENCE TO OUR AUDIENCE.

\* Space closing January 15th 2010

WHAT'S NEXT...

## SURVEY: DO YOUNG CANADIAN WOMEN CARE?

What are the key causes that motivate young women? If you align your brand with a cause – do they care? Why it's important for companies to talk about the causes they support and how this association affects young women.

DO YOU HAVE A BURNING QUESTION YOU'D LIKE TO ASK YOUNG WOMEN? THIS IS A PERFECT TIME TO CONTACT [JOANNA@YOUTHCULTURE.COM](mailto:JOANNA@YOUTHCULTURE.COM) TO BE INCLUDED IN OUR NEXT SURVEY AND/OR TO RECEIVE A COPY OF THE BEAUTY SURVEY RESULTS.

