



OF **THE FUTURE**
Beauty

Campus Talk chats with industry veteran Edward Schack of EES Cosmetic Solutions about where the future of cosmetic products lies; men in makeup? If you've ever cared about the way you looked, read on and find out how the environment, social media and the entertainment industry influence your health and beauty products.

Tell us about yourself and EES.

EES Cosmetic Solutions are representatives to distributors' and manufacturers' of the cosmetic and personal care industries. EES was started in 2000, and I joined the company in 2004. We have over 130 companies as our customers, ranging from Estee Lauder and Avon down to the very small beauty manufacturers.

Even in this recession, the beauty sector still generated a great amount of revenue.

How has the beauty industry remained recession proof?

The cosmetic industry has always been recession proof. The major factor is that most women might not have \$100-\$200 to buy a new dress, but they do have a smaller amount of money in which to change their makeup towards the current trends and create a whole new look. The industry is also expanding to other demographics such as men and younger girls.

It seems it's not just women who are buying these products. Why is there such a sudden rise in the popularity of men's products?

It began several years ago with the "Metrosexual" movement in men's skin care. Let's face it, men today are putting a stronger emphasis on their overall health and taking care of themselves topically is part of it. Today's man wants to look better and doesn't feel funny about using skin care products as was the way many years ago.

Research shows that despite their budget, consumers continue to stick with their favorite brands, which you've noted is an "emotional bond." What do you think is the reasoning behind this?

Most of us are creatures of habit and we tend to live by the adage; "If it isn't broke, don't fix it". Women are fiercely loyal to the products that work for them and extremely disappointed when their product has been discontinued. They will find the things that work for them, that give them the look they desire, and repeat ordering the product.

Every year, the age of girls using beauty products gets younger and younger. What is the average age? And what do you think is the cause of this?

The younger market is a growing demographic and the industry is responding to it. Younger girls see their older sisters and moms wearing makeup and they want it for themselves. Spas are creating mom/daughter events; moms are setting up birthday parties and special events for their daughters. The younger girls are also emulating their TV idols and many of the idols are now promoting their own brands or endorsing other ones.

How does a brand being green affect consumer beauty purchases?

It will only increase them. The consumer is so much more responsive to the products available and the ingredients being used via the Internet that they are driving the new trends. The consumer is savvy, environmentally aware, and looking at the social awareness of the companies they are choosing to spend their money with. They have many choices and they are flexing their money muscles.

Social media is booming. Would you say that social media sites like Twitter and Facebook have an impact on brands?

They are having a large impact. Companies are responding to this younger demographic and choosing to address them in their comfort zone. They are looking to communicate with their consumers on their level and social media is a huge avenue for them.

Which beauty product seems to be the most popular splurge for a consumer?

Skin Care and especially skin care with the natural twist to it. Natural skin care products carry a higher price and the consumer is willing to pay it. The concept is that natural is better than synthetic, and that natural has both an aesthetic and efficacious advantage.