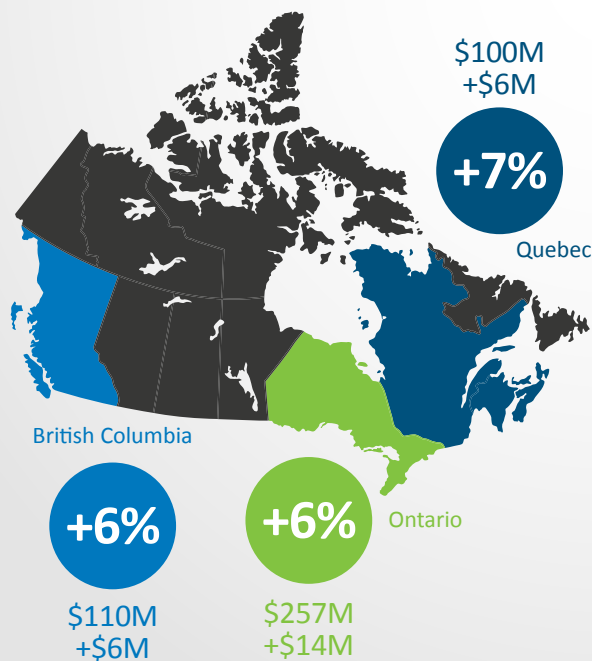


Canada's Fastest-moving Beauty Trends Identified

What if you could track regional and local performance and uncover opportunities with visibility into distribution and velocity for your company and its competitors? And what if it helped you get an edge in the competitive beauty marketplace in Canada? **See what we see . . .**

Total Beauty Sales and Trend by Region

Based on prestige sales, February to April 2019



Fastest-moving Beauty Trends

Based on \$ Velocity Weighted % Change vs. YAGO, February to April 2019

BRITISH COLUMBIA

Sun Products for Face	+28%	The Ordinary	+150%
Firming/Cellulite	+26%	Gucci	+54%
Sun Products for Body	+26%	Clarins	+34%
All Other Lip Makeup	+24%	Hugo Boss	+30%
Skincare Lip Treatment	+22%	Guerlain	+28%

ONTARIO

Perfume	+116%	The Ordinary	+189%
Fragrance Sets w/Ancillaries	+62%	Olaplex	+89%
All Other Lip Makeup	+27%	Nest Fragrances NY	+71%
Sun Products for Face	+25%	Oscar de la Renta	+57%
Firming/Cellulite	+25%	Salvatore Ferragamo	+53%

QUEBEC

Fragrance Sets w/Ancillaries	+51%	Charlotte Tilbury	+326%
Toners/Clarifiers	+29%	The Ordinary	+191%
Age Specialist	+25%	Phyto	+48%
Sun Products for Face	+23%	Jean Paul Gaultier	+37%
Skincare Lip Treatment	+20%	Carolina Herrera	+29%

Go beyond sales and market share. Distribution and velocity measures yield information on how successful a brand or product is by factoring in number of stores selling and the weight of those stores, for a more meaningful measure of performance. **Find out what it can do for your business.**

Source: The NPD Group/BeautyTrends® Store-Level Enabled retail tracking

Learn more about beauty trends in Canada. Contact Frank Turco at 647-723-7765 or frank.turco@npd.com. Visit us at npdgroup.ca and on Twitter @npdcanada.

