

BEAUTY ON THE GO

HOW WOMEN USE MOBILE TO AID PURCHASE DECISIONS

WOMEN RELY ON MOBILE **WHILE THEY SHOP**

in 2012

1.8 MILLION & **679,000**
SESSIONS & REVIEWS READ

ON TOTALBEAUTY.COM'S MOBILE APP

MOBILE DEVICES ARE VALUABLE TOOLS FOR **ALL PERSONALITY TYPES**

On Apple devices, users are:

50% 
GAMERS

42% 
CATALOG
SHOPPERS

39% 
SOCIAL
INFLUENCERS

34% 
FASHIONISTAS

WOMEN ALSO VISIT **MOBILE WEBSITES** WHILE ON THE GO

TotalBeauty.com In 2012:

10.8
MILLION
MOBILE VISITS



21.6
MILLION
MOBILE PAGE VIEWS

MILLENNIALS DEPEND ON MOBILE FOR **INFORMATION & ENTERTAINMENT**

75% 
DOWNLOAD
APPS



MORE THAN 3/4
USE MOBILE
IN STORE

WHILE **ALL WOMEN** KEEP MOBILE DEVICES HANDY FOR **BARGAIN HUNTING**

MORE THAN 1/2 
USE MOBILE TO AID
IN DECISION MAKING
IN STORE PURCHASES



25% 
USE MOBILE TO
FIND COUPONS
WHILE SHOPPING

WOMEN DON'T JUST READ REVIEWS, **THEY PROVIDE FEEDBACK**

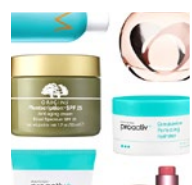


86,000
PRODUCTS ADDED TO "FAVORITES" IN 2012

on TotalBeauty.com's mobile app

THEY ALSO **SEEK HELPFUL EDITORIAL CONTENT**

Most read articles on mobile in 2012:



7 BEST
BEAUTY
PRODUCTS
FOR FALL



HOW TO
BE A
NATURAL
BEAUTY
THIS
YEAR



YOUR
ULTIMATE
GUIDE TO
THE
HOLIDAYS

AND **WATCH VIDEOS** ON THEIR MOBILE DEVICES

1.85 MILLION
TOTAL BEAUTY YOUTUBE
VIDEO VIEWS
ON MOBILE
IN 2012



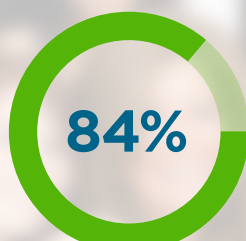
60%
OF WOMEN
SURVEYED USE VIDEO
IN PLACE OF CONSUMER
REPORTS AND PRODUCT MANUALS

MOBILE DEVICES ALSO HELP WOMEN **SHARE WITH FRIENDS**

**1 IN 10 WOMEN SPENDS 2-4 HOURS PER DAY
JUST SOCIAL NETWORKING ON HER PHONE**

After trying a product:

WILL RECOMMEND
THE BRAND



WILL TALK ABOUT
THE BRAND ONLINE

ENGAGE HER ON THE GO:

WWW.TOTALBEAUTYMEDIA.COM