

## Colour Cosmetics - China - August 2015

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“The brightening/illuminating claim is more dominant across major Asian markets such as Japan, China and South Korea than western markets like the US or France. This means that brands planning innovations for Asian consumers must remember their first beauty rule: a brightened and flawless complexion.”  
– Wenwen Chen, Senior Research Analyst

### This report looks at the following areas:

- Penetration and premiumisation remain vital to unlock future growth
- Rediscover real beauty against the “new beauty” standard
- Integrated media planning
- The Advocators, the Worriers and the Sceptics

This report discusses women’s colour cosmetics in general and it does not cover male colour cosmetics products such as male blemish balm (BB) or colour correction (CC) cream.

This report examines colour cosmetics products including:

- Primer
- BB cream/CC cream
- Foundation
- Face powder
- Concealer
- Blusher
- Mascara/lash serum
- Eye shadow
- Eyeliner
- Eyebrow definer
- False eyelash
- Colour enhanced contact lens
- Lipstick
- Lip gloss.

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The implications

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