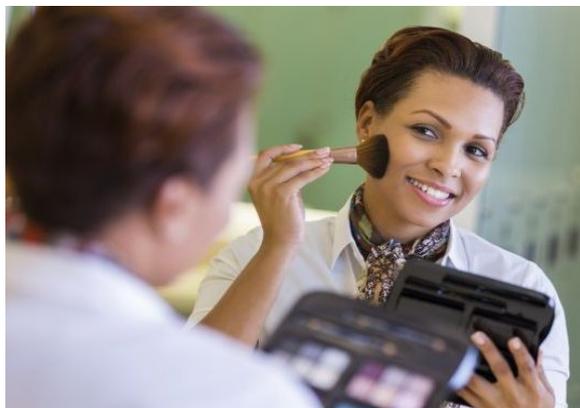


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"Slow growth in the color cosmetics category is reflective of an intensely competitive category landscape. While beauty trends such as bold brows and bright lips are translating to gains for certain segments, overall category growth has been kept in check."

- Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Competitive landscape keeps sales growth in check
- Use of make-up declines among women aged 45+
- Women skeptical about color cosmetics advertising

For the purposes of this report, the color cosmetics market has been defined as follows:

- Eye cosmetics – eye shadow, eyeliner, eyebrow pencils/make-up, mascara
- Facial cosmetics – foundation, facial powder, concealer, blush/blusher, bronzer
- Lip cosmetics – lipstick, lip gloss, lip liners, tinted lip balm

Also included within facial cosmetics sales data are multiuse products such as foundation with skincare benefits, BB creams, and CC creams, although they are not estimated as a separate segment.

Excluded from the scope of this report:

- Nail care products and nail accessories. This market is covered in Mintel's Nail Color and Care – US, January 2015.
- Body cosmetic products

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