

Beauty Influencers and Educators - UK - August 2018

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“Traditional experts such as in-store counter staff, make-up artists and dermatologists are the most trusted sources of information in BPC, suggesting that brands can do more to reassert the position of traditional experts.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **How influential are influencers?**
- **Retail environments are crucial**
- **Highlight the expert**

Traditional experts such as in-store counter staff, medical professionals and make-up artists are the most trusted sources of information in the BPC category amongst shoppers, with the in-store environment being an important source of information.

Social media influencers remain influential amongst women aged 16-24, despite an overall feeling of scepticism towards influencers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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