

**THE
CHERRY ON TOP
BEAUTY REPORT**

AUGUST 2020

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August 2020, Bath & Body

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Email us with any suggestions or requests on how to take this report to the next level. We read every email, and we'd love to hear from you. And please feel free to share this pdf!

A letter from Our Founders—

This summer, much like the rest of this year, has flown by. And while no one really got to enjoy the season the way they'd originally planned to, shoppers still appear to be ready to give up the beach and hunker down for a cozy fall. Pumpkin spice everything, including body wash, is already flying off the shelves (p.7) and people are layering on the restorative lotions in the hopes of undoing some of the damage done by all that time spent out in the sun (p. 8)

But just because colder months are right around the corner doesn't mean buyers are ready to give up their hard-earned glow just yet, stocking up on self-tanners that protects while stimulating melanin production for an even better tan (pg 9). Hand care is at top of consumers mind as increased handwashing and sanitizing with drying ingredients like alcohol has become the norm (pg. 10).

With Love
Cherry Pick

Contents/ This Month's Beauty Hot Takes

7 **Body Wash: Fall can't start early enough when it comes to body wash**

Summer isn't technically over just yet and buyers are still loading up on self-tanner, but when it comes to body wash it's clear that fall can't start soon enough. While some may bemoan the early roll out of pumpkin spice everything, it's clear that for most customers the sooner the better. Their interest sent Bath & Body Works's Marshmallow Pumpkin Latte Shower Gel to the number one Top Product spot in the category with The Body Shop's Almond Milk & Honey Soothing & Caring Shower Cream a close second.

8 **Lotion: Shoppers want lotion that will undo the harsh effects of the sun**

After three months spent roasting on the beach and in backyards, skin can start to feel a little dry and tough. So customers are turning to lotion that packs a serious dose of hydration. With a scent described as "warm, radiant, and sun-kissed" and promising 24 hours of moisture, it's no wonder Bath & Body Works Golden Sunflower Ultra Shea Body Cream took the number one spot, followed by more sun-protecting creams like Mimitika's After Sun Lotion and Sol de Janeiro Brazilian Bum Bum Cream.

9 **Self Tanner: Summer is almost over, but that doesn't mean the glow has to stop**

While the summer may be quickly coming to an end, customers aren't ready to let go of their summer tans just yet. While most buyers kept an eye out for self-tanning products with benefits like UV protection, anti-aging, and protection from environmental stressors, the top product was Balibody Tanning Oil. So, clearly, some customers are still trying to make the most of these last few warm weeks.

10 **Hand care: Softening hand cream becomes a must after months of constant handwashing and sanitizing**

The pandemic has made all of us radically step up the amount of handwashing and sanitizing we do on a daily basis. And after six months of rigorous scrubbing and dousing ourselves in rubbing alcohol, our skin is definitely starting to pay a toll. So it makes sense that shoppers are stocking up on rich hand creams to counteract those effects, looking for products with benefits like softening, nourishing, smoothing, and moisturizing.

How does our data work?

We track products, not people.

Every single day, the masses of beauty consumers on social media comment on tens of thousands of images and videos containing beauty products, saying things like **“I WANT THIS”** and **“NEED!!!”**. Consumers are literally telling us what products they want.

At Cherry Pick, we leverage the latest in AI to track these valuable expressions of what consumers think and feel about every single beauty product on the planet.

This rich information then gets distilled into one simple, easy to understand score that can be used to evaluate the demand for the attributes, products, brands, and categories in the market:

POPI Score: The relative % of demand for a specific product across social media

Why does our data matter?

What cruelty-free eyeshadow do they want?

Rather than monitoring for keywords like “eyeshadow,” we extract products from all images and video on Instagram. No matter which beauty account the product is posted on (brand account, influencer, retailer, competitor), we track the desire and attribute it to the product.

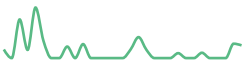









Why? It's simple. Brands don't sell content, they sell products. When consumers post a comment (showing either positive or negative sentiment), they do not generally mention the products by name. Consumers react to the content that contains the products. The positive and negative fluctuations of sentiment on social content may have many sources that are not specifically tied to product, prohibiting the accurate determination of the users' positive or negative feelings. Not having product tracking capabilities limits data mining and analytics.

At Cherry Pick, we believe the new marketers in beauty are the consumers themselves. Likes, impressions, sentiment, and sales data alone do not tell the entire picture of which products the consumer wants and how to possibly impact their actions. By listening to them in a new way, we provide a deeper analysis of how they feel and think beyond what anyone else offers.

Top Brands: Bath & Body

Top 10 Brands

POPI

Bath & Body Works		9.41%	↑1
KKW Beauty		5.43%	↑56
Sol De Janeiro		4.82%	↑2
Florence by Mills		3.20%	↑9
Rituals Cosmetics		2.53%	↑32
Mimitika		2.40%	↑272
Balibody		2.14%	↑3
Kylie Skin		1.80%	↓2
Dove		1.38%	↑73
The Body Shop		1.10%	↑6



Mimitika has become everyone's favorite new sunscreen brand

This vegan and cruelty-free suncare brand from the South of France has become an overnight favorite—making an enormous 272-slot jump up the Top Brands list to come in number 6. Not only do the brand's products themselves look made for Instagram, but they leave the user looking selfie-ready with natural active ingredients like Vitamin E and one that stimulates melanin production for an even better tan while still protecting against UVA and UVB.



Speculation over a skincare line sends search for KKW Beauty skyrocketing

While she hasn't officially entered the skincare space yet, in August, rumors flew that Kim Kardashian was planning to extend her beauty empire to include a new range of goods after her team filed a KKW Skin trademark for moisturizers, creams, cleansers, serums, and a whole lot more. The promise of new product sent KKW Beauty 56 spots up the Top Brand list for August, to land at number two.

Top Rankings: Body Wash

Top 5 Brands

POPI

Rituals Cosmetics



8.00%

Bath & Body Works



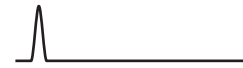
7.88%

The Body Shop



4.95%

Innisfree



4.91%

Dove



3.65%

Top 5 Products



#1
Bath & Body Works
Marshmallow Pumpkin
Latte Shower Gel



#2
The Body Shop
Almond Milk & Honey
Soothing & Caring
Shower Cream



#3
Rituals Cosmetics
Happy Buddha Foaming
Shower Gel



#4
Bath & Body Works
Sunset Glow Shower Gel



#5
Dr Bronner's
Pure Castile Liquid
Soap

Top 5 Benefits

Hydrating/moisturizing
Smoothing
Softening
Rejuvenating
Brightening

POPI

14.48%
12.99%
10.66%
7.94%
4.65%

Top 5 Claims

Clean
Organic
Cruelty-free
Vegan
Hypoallergenic

POPI

18.06%
17.42%
12.43%
12.43%
11.25%

Top 5 Ingredients

Coconut
Olive
Jojoba
Vitamin E
Almond






POPI

14.71%
10.44%
9.89%
9.22%
7.51%

Top Rankings: Lotion

Top 5 Brands

POPI

Bath & Body Works		10.23%
Mimitika		8.00%
Sol De Janeiro		6.40%
Kylie Skin		5.99%
Hempz		3.21%

Top 5 Products



#1
Bath & Body Works
Golden Sunflower Ultra
Shea Body Cream



#2
Mimitika
After Sun Lotion



#3
Sol De Janeiro
Brazilian Bum Bum
Cream



#4
Kylie Skin
Coconut Body Lotion



#5
Hempz
Triple Moisture Herbal
Whipped Body Creme

Top 5 Benefits

Hydrating/Moisturizing
Nourishing
Smoothing
Softening
Soothing/calming

POPI

14.76%
12.09%
11.27%
10.61%
6.85%

Top 5 Claims

Vegan
Paraben-free
Antioxidant
Sulfate-free
Phthalates-free

POPI

11.34%
10.89%
9.87%
9.69%
9.42%

Top 5 Ingredients

Coconut
Shea
Glycerin
Jojoba
Aloe

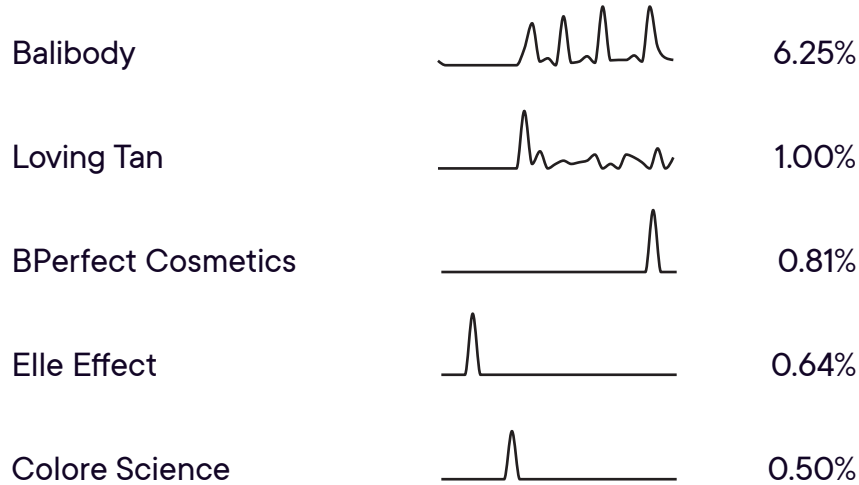
POPI

7.53%
6.78%
5.03%
4.86%
4.79%

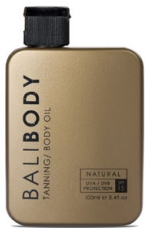
Top Rankings: Self-tan

Top 5 Brands

POPI



Top 5 Products



#1
Balibody
Natural Tanning and
Body Oil

#2
Balibody
Self Tanning Mousse

#3
BPerfect Cosmetics
10 Second Tan

#4
Loving Tan
Deluxe Bronzing Mousse

#5
Elle Effect
The Self Tanning
Mousse

Top 5 Benefits

Hydrating/Moisturizing
Anti-aging
Protects from environmental
stressors
UV protection
Water-resistant

POPI

13.68%
12.07%
10.17%
5.56%
4.17%

Top 5 Claims

Paraben-free
Antioxidant
Cruelty-free
Vegan
Dermatologist-tested

POPI

19.61%
11.21%
9.91%
7.33%
6.90%

Top 5 Ingredients

Aloe
Glycerin
Vitamin C
Jojoba
Vitamin B5






POPI

16.38%
16.01%
8.85%
8.66%
8.16%

Top Rankings: Hand Care

Top 5 Brands

POPI

Bath & Body Works		9.49%
Necessaire		7.54%
Innisfree		7.09%
Dove		6.58%
Merci Handy		5.43%

Top 5 Products



#1
Bath & Body Works
Golden Sunflower Hand Cream

#2
Necessaire
The Hand Cream

#3
Innisfree
Ugly Carrot Hand Cream

#4
Dove
Nourishing Secrets Hand Cream Restoring Ritual

#5
Rituals Cosmetics
Amsterdam Collection Hand Wash

Top 5 Benefits

POPI

Softening	11.21%
Anti-bacterial	9.70%
Moisturizing	7.47%
Nourishing	6.65%
Smoothing	5.92%

Top 5 Claims

Paraben-free
Phthalates-free
Cruelty-free
Gluten-free
Sulfate-free

POPI

11.55%
10.28%
9.15%
8.14%
8.06%

Top 5 Ingredients

POPI

Aloe	10.99%
Olive	9.66%
Shea Butter	9.55%
Peptides	8.98%
Marula Oil	8.00%