



**THE
CHERRY ON TOP
BEAUTY REPORT**

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September 2020, Bath & Body

CEO

Justin Stewart
justin@cherrypickai.com

COO

Melissa Munnerlyn
melissa@cherrypickai.com

Contributing Writers

Emily Kirkpatrick



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Cherry Pick
190 Bowery, Floor 2
New York, NY 10012
sales@cherrypickai.com | cherrypickai.com

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A letter from Our Founders—

Fall is here which means cooler weather, changing leaves, and back to school—or at least, back to Zoom classes.

But despite what month it may say on the calendar, no one wants to let go of summer just yet, especially with the looming reality of a winter spent socially-distanced and indoors ahead. Which is why customers are overwhelmingly gravitating towards products featuring coconut as the main ingredient (p. 7), lotions with warm, tropical scents (p. 8), and body scrubs packed with vitamins to help skin bounce back from those long days spent out in the sun (p. 9).

Aside from finding a way to let the summer season linger, buyers are also returning to trusted favorites when it comes to body oil (p.10), finding new brands like Frank Body thanks to a lucrative partnership with Morphe (p.9), and, against all odds, becoming interested in feminine care all over again (p. 7).

With Love
Cherry Pick

Contents/ This Month's Beauty Hot Takes

7 **Body Wash: Interest in feminine care is coming back**

Against all odds, it seems that interest in feminine care might actually be making a comeback. But the modern customer isn't interested in something as retro as Summer's Eve. Today, buyers want something with no harsh chemicals—natural ingredients are coveted, like rose flower water and apple cider vinegar. Which explains how The Honey Pot Company Normal Foaming Wash beat out its sudsy competition to take the third slot on the Top 5 Products list in the Body Wash category.

8 **Lotion: Customers want warm, tropical scents to keep that summer feeling going strong**

One way to keep that summer feeling going long after the sun has stopped shining is to layer on warm, tropical scents and customers are certainly stocking up. The enthusiasm for coconut everything helped push Kylie Skin's Coconut Body Lotion into the number four spot on the Body Lotion Top 5 Products list. The warm amber scent of Josie Maran's Whipped Argan Oil Body Butter came in fifth, while Sol de Janeiro's sunny pistachio and salted caramel-scented Brazilian Bum Bum Cream took the top spot and Bath & Body Works Aromatherapy Body Cream—which comes in toasty scents like Sunrise Yoga and Orange Ginger—came in second.

9 **Scrub: Buyers are looking for body care packed with vitamins**

After months spent outside and roasting under the sun, customers want to rehab their skin before we head into the dryer months ahead. That means investing in super hydrating formulas that are also packed with vitamins, even when it comes to body scrubs. The Top 5 Ingredients for the category in order were coconut, vitamin E, D, A, and superfood. In other words, buyers want body care as nutritious as their daily green smoothie.

10 **Body Oil: Trusted products remain popular when it comes to body oil**

While a new release will always cause a lot of buzz at the beginning, you know a product is really good when customers come back to it time and time again. Both Palmer's and The Body Shop proved this month that they have serious staying power when it comes to their signature body oils. Palmer's Skin Therapy Oil came in number 3 on the Top 5 Products list for the category, and The Body Shop's Nourishing Dry Oil For Body and Hair took number 4, proving they're tried and true beauty staples for a reason.

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		9.64%
Sol De Janeiro		6.35%
Iroha		5.09%
Frank Body		4.22%
BH Cosmetics		3.55%
Olay		3.50%
Florence by Mills		3.15%
The Body Shop		2.71%
Balibody		2.43%
E.L.F.		2.07%



Morphe sends interest in Frank Body soaring

In September, Morphe decided to expand the skincare offerings on its site to include products from brands Banila, BYBI Beauty, Frank Body, Lano and Sweet Chef. This major shopping platform introduced these brands to a whole new audience, helping Frank Body in particular soar in popularity. The Australian label best known for its coffee scrub jumped 21 spots up the Top Bath and Body Brands list to land at number 4, as well as take the top spot in the Top 5 Products list in the Body Scrub category.



Coconut is the must-have ingredient for September

No matter the product, coconut proved to be the most sought-after ingredient across categories. Coconut has become known as a super hydrating quick fix for all sorts of beauty woes and comes with the added benefit of triggering memories of tropical vacations no matter the weather outside. It was the number one ingredient in the Lotion, and Body Scrub categories for September and its popularity shows no signs of fading.

Top Rankings: Body Wash

Top 5 Brands

POPI

Bath & Body Works



11.29%

Olay



8.65%

The Body Shop



5.82%

The Honey Pot Co



5.42%

Raw Sugar



5.22%

Top 5 Products



#1
Bath & Body Works
Aromatherapy Body
Wash and Foam Bath



#2
Olay
Cleansing & Nourishing
Body Wash



#3
The Honey Pot Co
Normal Foaming Wash



#4
Tubby Todd Bath Co.
Hair & Body Wash



#5
Native
Body Wash

Top 5 Benefits

Hydrating/moisturizing
Softening
Smoothing
Rejuvenating
Nourishing

POPI

18.80%
16.54%
14.11%
10.08%
7.53%

Top 5 Claims

Sulfate-free
Paraben-free
Cruelty-free
Clean
Phthalates-free

POPI

11.52%
10.70%
8.30%
8.25%
7.54%

Top 5 Ingredients

Shea
Glycerin
Citric Acid
Tonka
Water

POPI

9.15%
8.93%
7.40%
6.57%
5.53%

Top Rankings: Lotion

Top 5 Brands

POPI

Bath & Body Works



10.58%

Sol de Janeiro



9.24%

The Body Shop



7.77%

E.L.F.



4.10%

Kylie Skin



3.69%

Top 5 Products



#1
Sol De Janeiro
Brazilian Bum Bum
Cream



#2
Bath & Body Works
Aromatherapy Body
Cream



#3
E.L.F.
CBD Body Cream



#4
Kylie Skin
Coconut Body Lotion



#5
Josie Maran
Whipped Argan Oil
Body Butter

Top 5 Benefits

Softening
Nourishing
Smoothing
Evens texture
Firming

POPI

11.95%
10.72%
10.61%
8.75%
7.99%

Top 5 Claims

Paraben-free
Sulfate-free
Phthalates-free
Suitable for sensitive skin
Vegan

POPI

10.70%
10.40%
9.95%
7.07%
7.05%

Top 5 Ingredients

Coconut
Shea
Cupuacu
Acai Berry
Caffeine/coffee




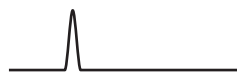

POPI

10.58%
7.48%
7.01%
6.77%
6.35%

Top Rankings: Scrub

Top 5 Brands

POPI

Frank Body		13.84%
Kylie Skin		11.16%
Sol de Janeiro		9.75%
Ouai		7.26%
First Aid Beauty		5.23%

Top 5 Products



#1
Frank Body
Original Coffee Scrub



#2
Kylie Skin
Coconut Body Scrub



#3
Sol de Janeiro
Bum Bum Body Scrub



#4
Ouai
Scalp & Body Scrub



#5
First Aid Beauty
KP Bump Eraser Body Scrub 10% AHA

Top 5 Benefits

POPI

Smoothing	9.41%
Nourishing	9.05%
Hydrating/moisturizing	8.31%
Rejuvenating	7.73%
Firming	7.62%

Top 5 Claims

Paraben-free
Vegan
Organic
Cruelty-free
Oil-free

POPI

16.80%
14.46%
11.35%
11.23%
11.06%

Top 5 Ingredients

Coconut	11.04%
Vitamin E/Tocopherol	10.15%
Vitamin D	10.09%
Vitamin A	9.42%
Superfood	9.28%

Top Rankings: Body Oil

Top 5 Brands

POPI

E.L.F.		15.67%
Pixi		13.43%
Palmer's		9.53%
The Body Shop		8.11%
Patrick Ta Beauty		7.34%

Top 5 Products



#1
E.L.F.
Retro Paradise Glow Up
Body Oil



#2
Pixi
Rose Blend Body Oil



#3
Palmer's
Skin Therapy Oil



#4
The Body Shop
Nourishing Dry Oil For
Body and Hair



#5
Patrick Ta Beauty
Major Glow Body Oil

Top 5 Benefits

Skin balancing/evens
skin tone
Hydrating/moisturizing
Nourishing
Smoothing
Softening

POPI

18.96%
15.55%
13.15%
11.76%
5.18%

Top 5 Claims

Sulfate-free
Paraben-free
Cruelty-free
Antioxidant
Fragrance-free

POPI

11.36%
10.73%
10.66%
9.05%
6.22%

Top 5 Ingredients

Jojoba
Rose
Almond
Pomegranate
Geranium

POPI

9.63%
6.30%
5.88%
5.80%
5.80%