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2015 INTERNATIONAL STUDY OF

MULTI-SPONSOR SURVEYS  
INTERNATIONAL, LLC

# EUROPEAN WOMEN'S FACIAL SKIN CARE

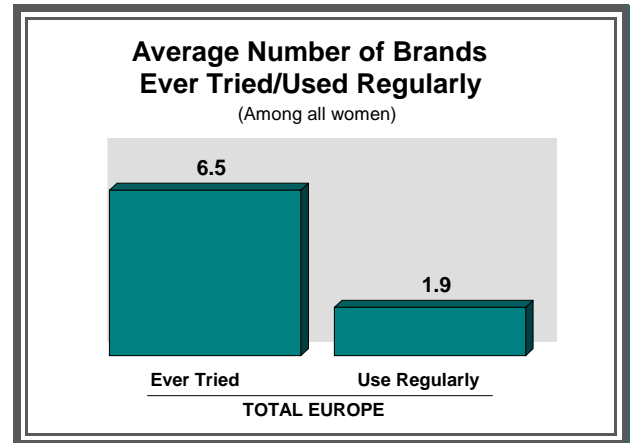
A syndicated research study conducted by Multi-sponsor Surveys International, LLC

Findings from our **2015 European Women's Facial Skin Care** study indicate European women appear to be open to experimenting with new/different facial skin care brands (see graph).

This benchmark study explores the facial skin care product needs and preferences of women living in five European countries: **France, Germany, Italy, Spain and the United Kingdom**. The study examines facial skin care habits, practices and attitudes among women, aged 18 and older.

Specific objectives of this research:

- Commitment to beauty and facial skin care
- Facial skin care concerns and needs
- Benefit attributes sought in facial skin care products
- Facial skin care regimen and product use
- Brand awareness and trial
- Brand image
- Purchase habits and product selection criteria
- Cosmetic use
- Attitudes impacting skin care regimen and product use



**COST**                    **\$34,700.** (subject to New Jersey or New York sales tax where applicable)

**METHODOLOGY**      Online interviews were conducted among national samples of women, 18+ years old who reside in France, Germany, Italy, Spain and the United Kingdom. Number of interviews and interviewing dates in each country were as follows: *France: n=339, April 13 - May 5, 2015; Germany: n=300, April 13 - April 22, 2015; Italy: n=365, April 13 - May 5, 2015; Spain: n=303, April 13 - April 27, 2015; United Kingdom: n=305, March 31 - April 17, 2015.*

**ELECTRONIC DELIVERABLES**      ➤ **Summary Volume and Excel Tabs** - Written analysis in PowerPoint including Key Findings and Summary, with Excel tabulation tables of survey findings attached. Separate tab volumes (in pdf) available for each country upon request.

For additional information, including full **TABLE OF CONTENTS**, please contact:

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