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2010 Pink Report® Uncovers New Truths about Walmart and the Beauty and Personal Care Shopper

Washington, DC, June 29th, 2010 – An astonishing “71% of women shop for beauty and personal care items at Walmart every week”, according to the **2010 Pink Report® *Women & Walmart: Seeing***

Through the Eyes of the Beauty and Personal Care Consumer. The Benchmarking Company (TBC) publishes the Pink Report yearly as each edition explores of-the-moment issues affecting the beauty industry. The 2010 Pink Report focuses on how Walmart affects the beauty industry, and why and how women shop for beauty and personal care products at the world’s largest retailer.

According to the research, her opinions on Walmart have changed and old truths no longer apply. Where once she may have been embarrassed to shop for her beauty or personal care items at Walmart, or wouldn’t admit that she was a Walmart shopper, today – she loves Walmart, and is not afraid to admit it. Walmart is an important part of her shopping behavior, and with 18 new beauty truths, the 2010 Pink Report unveils her true thoughts on shopping for her favorite beauty and personal care items there. Today’s beauty consumer has come undone, and she’s operating under a whole new set of truths where convenience, price, value and most importantly – authenticity – are the keys to her wallet.

“*Women & Walmart* was so important to us because when 200 million people do something each week, it’s critical that we understand what and why. Whether your brand is at Walmart or not, what is happening there and how consumers are spending their time and dollars inside the store is vital to the entire beauty and personal care industry,” said TBC founder and creative director Alisa Maria Beyer. “My goal with this report was to give the folks on Madison Avenue an intimate look at Main Street USA to see what’s really going on. It’s easy to become out of touch with the real beauty consumer. It’s important that we get back to her.”

The Pink Report findings highlight that both Walmart and beauty brands can benefit from understanding several key themes that are impacting women’s lives today as they make purchasing decisions about beauty brands.

Our new truths on how women view Walmart yields vital intelligence into the hearts and minds of women all across the country. For example, women view Walmart as their top destination for beauty and personal care purchases – 71% of women shop there for beauty and personal care products. And today, Walmart means more to women than just bargains or low prices: 67% of women strongly agree that Walmart offers premium brands for less.

The Pink Report also provides detailed statistics on:

- How much money she spends at Walmart every time she shops there
- What brands she's buying (or not!) and why
- What she really thinks of generics
- How she spends her time once she's inside the store
- Will Walmart.com get her to click and shop?
- Her true thoughts on the retailer as a beauty authority
- Why she seeks out beauty products at other retailers besides Walmart

The *2010 Pink Report: Women & Walmart: Seeing Through the Eyes of the Beauty and Personal Care Consumer* is essential reading for all beauty and personal care executives; marketing, brand and product managers; research and development specialists; advertising and public relations professionals, and anyone who wants to better understand how Walmart is poised to be the world's largest and most influential beauty retailer, and what it means to you.

"This report will blow away everything you thought you knew about both women and Walmart, and fuel creative thinking and branding to take you into the next decade of beauty buying," said Alisa. "For brands and retailers alike, the Pink Report includes vital insights and strategic observations on new opportunities, messaging and positioning for any brand that wishes to understand and embrace her new beauty truths."

For a full table of contents and overview of the 2010 Pink Report *Women & Walmart: Seeing Through the Eyes of the Beauty and Personal Care Consumer*, please contact: Jennifer Thomas, jennifer@benchmarkingco.com or 239-573-0088 or 301-758-6484.

About The Benchmarking Company

The Benchmarking Company (TBC) is the #1 consultancy for beauty consumer research and brand strategy, helping clients to build brands and products women want to buy. As the "McKinsey of the beauty industry" TBC offers product concept and development, consumer insights and intelligence, and brand strategies. Serving our clients at every stage of development – from startups to 13 of the top 15 global beauty companies, we intimately understand the industry and are integral to each client team as we create, revitalize and harmonize products and brands in every beauty product category and channel. As publisher of the "must read" Pink Reports® and WomenTrends® we keep our finger on the pulse of the industry and offer unparalleled consumer insights and intelligence. Visit:

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