

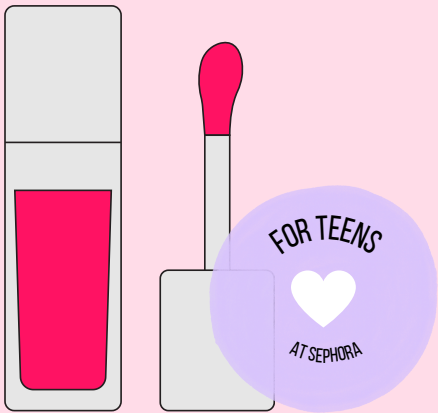
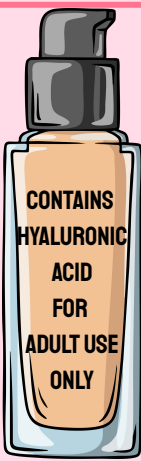
MARKETING BEAUTY TO GEN ZIGEN ALPHA



Gen Z and Gen Alpha are using beauty products at a younger age than previous generations. Beauty brands are not tailoring their marketing to consider the needs of younger audiences, leading to teens purchasing products that may not be age-appropriate. The recommendations below highlight how beauty brands can adapt their marketing to safely market their products to this new audience.

PACKAGING

Brands should clearly state a product's active ingredients and their intended target audience on their packaging

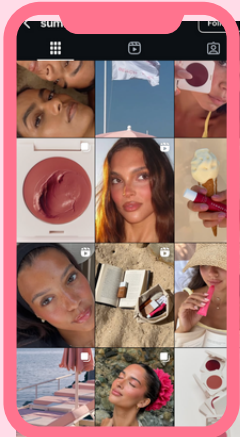


AUDIENCE

To help teens understand what is made for them, beauty brands should use age-appropriate models in their advertising, and retailers should clearly state what products are for teens.

INGREDIENTS

Brands should have cleaner ingredients in their products overall which will be safer for a younger audience



SOCIAL MEDIA USE

Brands should be cautious and strategic around social media use - everyone has access, and large Gen Z / Gen Alpha presence

LONG-TERM SOLUTIONS

1. Retailers can introduce a "For Teens" sticker and section, and have brand activation events for these products by bringing in Gen Z and Gen Alpha influencers and providing product samples.
2. Beauty industry regulators can educate their audience with a documentary covering the issues faced by Gen Z and Gen Alpha because of ineffective marketing.
3. If problem persists, regulation around age limits for certain ingredients

