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## News Release

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**FOR IMMEDIATE RELEASE**

**THE PRESSURE MAY BE ON *TO LOOK GOOD*, BUT WE'RE JUST NOT *BUYING IT ... AND*  
THE OLDER YOU GET, THE LESS YOU CARE!**

***Looking good – men doing it for the girls, but women doing it for themselves!***  
***Rise and rise of the metrosexuals – Aussies say it's OK for blokes to invest in looking good***  
***It's all about the hair – hair care the number one driver of health and beauty spend***

SYDNEY, 2 August 2007: While over two thirds of Australians (69%) say the pressure to look good is much greater now than for previous generations, this pressure isn't translating into action – the majority (70%) say their health and beauty spend is not increasing and only one third (33%) try to look stylish at all times, according to ACNielsen, a unit of The Nielsen Company, the world's leading marketing and media information company.

In a recently released Global Consumer Report on personal grooming, ACNielsen surveyed 25,408 internet users in 46 markets<sup>1</sup> from Europe, Asia Pacific, North America and the Middle East, including 500 consumer in Australia, about their attitudes to personal grooming, what and how often they invested in beauty products and treatments, and what they would spend, and on what, if money were no object.

“In a society seemingly obsessed with beautiful people and celebrities, where unrealistically thin models strut catwalks and airbrushed photographic images adorn billboards and magazine covers, over two thirds of Aussie consumers agree the pressure to look good is much greater than it was in our parents' day,” says Katherine Doric, Associate Director, Pharmacy, ACNielsen. “But that doesn't mean they're prepared to spend more to enhance their appearance, or go out of their way to look stylish all the time.”

In particular, it seemed the older consumers were less inclined to buckle under the pressure to look good, while younger generations were shelling out for expensive health and beauty remedies:

Nearly half (47%) of consumers under 30 said they were spending more on health and beauty products these days compared to just 23% of consumers over 30.

“You could argue that the older you get, the more you should be investing in products that will help you look good,” said Doric. “Our survey found that the older the respondent, the less interested they were in spending on products and treatments to enhance their appearance, or delay the inevitable ageing process!”

**Looking good – men doing it for the girls, but women doing it for themselves!**

People invest in personal grooming for many reasons, but overall women do it for their own sense of well-being while men do it for their partner. Seventy-eight percent of women said they invested in personal grooming was because it made them feel better about themselves, while the most common reason men cited for investing in personal grooming was to look good for their partner.

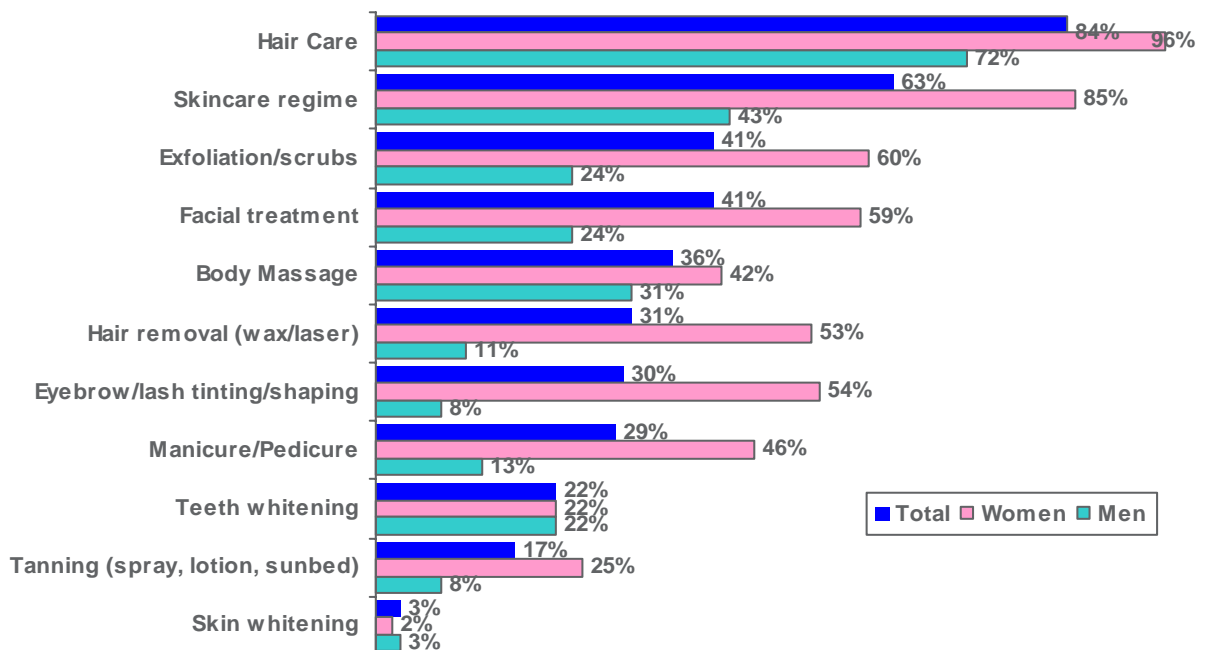
**Rise and rise of the metrosexuals – Aussies say it’s OK for blokes to invest in looking good**

In the ACNielsen survey, more than four in five Australian consumers (86%) agreed that, today, men are more interested in personal grooming than they used to be. And acceptance of the metrosexual male was widespread – the vast majority of Aussies surveyed (89%) said it was OK for men to spend time and money enhancing their appearance.

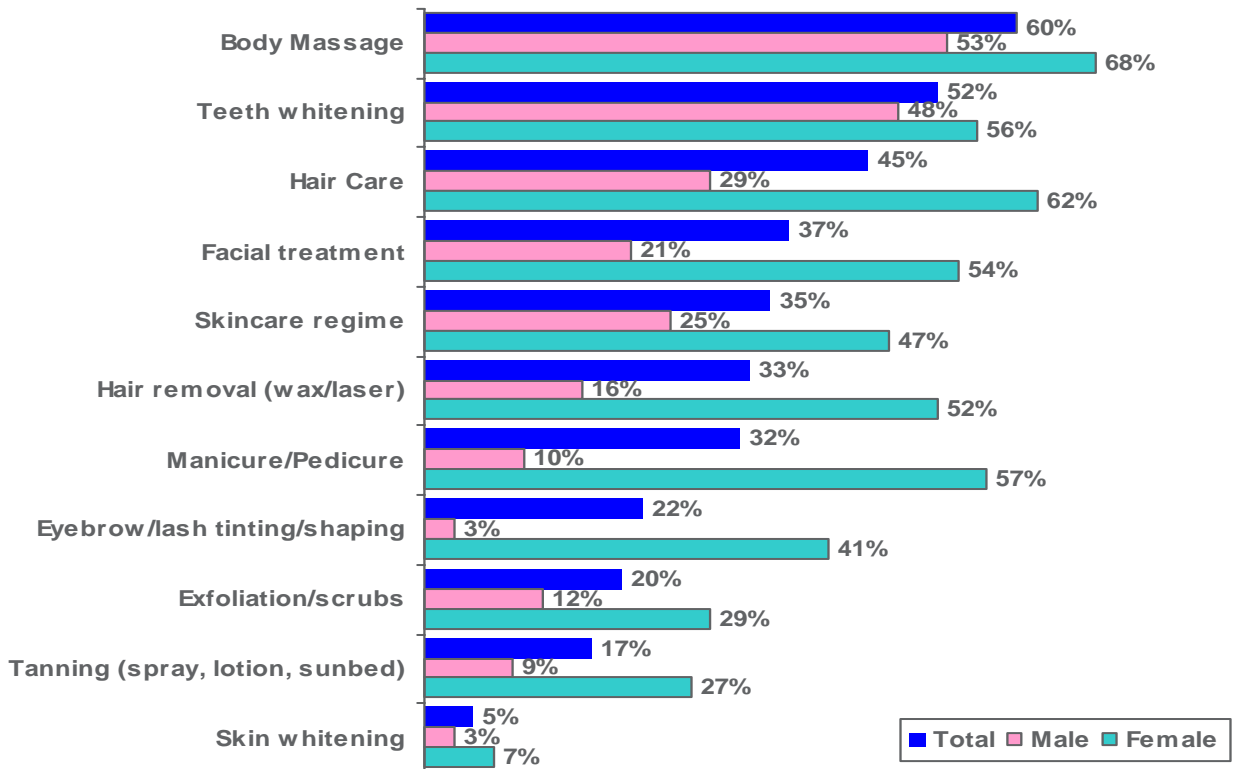
**It’s all about the hair**

Hair care was the number one beauty regime consumers invested in to maintain or enhance their appearance, followed by skincare, then exfoliation/scrubs. However, if money were no option, Australians would spend more on body massage, teeth whitening and hair care (see charts 1 and 2).

**CHART 1 – To maintain/enhance my appearance I invest in:**



**CHART 2 – If money were no object I would invest more in:**



**About ACNielsen**

ACNielsen, a division of the Nielsen Company, is the world's leading marketing information provider. Offering services in more than 100 countries, ACNielsen provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns. For further information, please visit <http://www.nielsen.com>

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek), trade shows and the newspaper sector (Scarborough Research). The privately held company has more than 42,000 employees and is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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<sup>1</sup> **46 Markets Covered:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czechs Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Latvia, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russia, Thailand, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, UAE, United Kingdom, US and Vietnam.