

Beauty Consumer Qualitative Research Summary for product 'betty - color for the hair down there'

Objective: Gain understanding of Betty Beauty's core demographic (women 25 – 55), to uncover insights for marketing Bettybeauty to consumers.

Methodology: Focus groups were held in January and February 2008. Groups consisted of younger non-users (20 - 34 years), older non-users (40 - 55 years), and current Betty Beauty product users (20 – 57 years).

Key Findings:

I) Both Older and Younger betty product users have **strong positive feelings towards the product**

- Betty provides its users with an easy way to transform themselves and instantly feel more attractive, more youthful, and all-around feel better about themselves
- Betty older users are relieved to have a beauty product that covers gray hair down there
- Betty has become a part of their basic beauty routine
- Betty builds confidence and helps users feel younger, more vibrant and well put-together
- The Betty specialty colors are an exciting & sexy surprise for their partners: an easy way to spice up their love lives with great results

II) Younger non-users had a **very enthusiastic response** to the specialty colors of Betty Beauty

- Participants thought the specialty colors were fun, sexy and could imagine using them to surprise their partner
- They also understood the uses for the natural colors and felt that perhaps later in life the natural colors would apply to them
- Women who had blonde hair were excited about the potential of using Betty to “match” and becoming a true blonde

III) Older non-users immediately saw the benefits of Betty Beauty and **its relevance to their lives**

- Participants felt they would use Betty to look and feel younger, to look good and to feel more attractive
- They could imagine Betty becoming a part of their regular beauty routine, something they use continually to maintain a youthful appearance
- Participants felt that Betty would make them feel sexier, more confident and more in control

IV) Overall, both non-users and users saw Betty Beauty as an **empowering beauty product**

- Respondents reported they would feel good (and not at all embarrassed) about purchasing Betty
- Respondents share that they would feel less awkward buying Betty than compared to buying feminine hygiene, personal care or sexual well-being products.
- All respondents loved the Betty packaging and name – they felt it was playful, approachable, appealing and a safe product to use
- Respondents liked the idea of having their own Betty secret, being innocent on the outside but wild underneath
- Throughout the discussions, respondents continued to reference their 'area down there' as their 'betty'

Key Quotes:

“Betty boosts your self-esteem and love life. I feel good about myself!” – Sandra, 43

“Life with betty is sexy, vibrant and gives you that oh so fabulous feeling.” – Peggy, 52

“Oh! I can't wait to be a true blonde.” – Sara, 26

“I love it! I would buy it in a heartbeat.” – Chandra, 29

“If I don't look good, I don't feel good. Using Betty made me feel really good about my age!” – Victoria, 56