

Lightspeed Research launches Beauty and Personal Grooming Panel

Providing profiled respondents for personal care, toiletries and consumer goods manufacturers

London 18th June 2008: Lightspeed Research, a global online market research company, has just launched its Beauty and Personal Grooming Panels in the UK, Germany, France, Canada and the US, with plans to launch across other panels shortly.

The panels give clients access to nearly 100,000 online panellists profiled on their purchasing behaviour for personal care products, toiletries and cosmetics. In the UK alone, detailed information is available on more than 29,000 online panellists for each type of product including average monthly spend and brand preferences.

The information will help consumer goods, personal care and toiletries manufacturers identify and select the most appropriate panellists for their surveys, ensuring that they spend their budgets researching only the most relevant people.

The results show interesting similarities and differences between consumers, highlighting why this information is vital for marketers and advertisers aiming to reach them. For instance, women are more likely to get their information about personal care products from magazines, TV advertisements, friends and work colleagues. By comparison, men are more influenced by TV advertisements and their family but are less likely to be influenced by magazines, friends and acquaintances. Women are more likely to buy a personal care product based on the recommendation of a shop assistant or their hair stylist. (Chart 1).

Chart 1: Where do you get most of your information about personal care products? (UK)

Personal Care information sources (ranked)	Male	Female
TV advertisements	1	2
Family/relatives	2	4
Magazines	3	1
Friends/acquaintances/colleagues	4	3
Web sites	5	5
Shop leaflets	6	6
Medical professionals (doctors, nurse, pharmacist)	7	9 (joint)
Sales staff	8	7
Books or articles (not in magazines)	9	9 (joint)
Hair stylists	10	8

The research highlights a wide variance in brand preferences by gender for specific types of beauty product. For example, the leading shampoo brand for men ranks fifth for women. Men are much more likely to choose a supermarket own brand for their hair, a trend repeated across other categories in the research, including facial skin care, hand and body care lotions and other hair care products.

Chart 2: Which brands of shampoo have you used in the last 6 months? (UK)

Shampoo brands (ranked)	Male	Shampoo brands (ranked)	Female
Head & Shoulders	1	Pantene Pro-V	1
Own Brand (Supermarket)	2	TRESemmé	2
Pantene Pro-V	3	Clairol Herbal Essences	3 (joint)
Wash & Go	4	Dove	3 (joint)
Garnier Fructis	5	Head & Shoulders	4

David Day, Lightspeed Research CEO Europe, said “As one of the largest consumer goods categories, having up-to-date information on the usage of personal care products is an essential part of providing a quality service to our clients. We are delighted to launch our Beauty and Personal Grooming Panel as it enables us to provide cost-effective research for toiletries, cosmetics and healthcare manufacturers. We will be launching more of these panels across Europe and Asia Pacific over the next few months ensuring we are able to provide the same high level of service across all our panels.”

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About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific. Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling — supporting studies that range in scope and complexity across most industry sectors. The company operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. Lightspeed Research is a member of Kantar and WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com.