

# BEAUTY & COSMETICS AUDIENCES



**Lighthouse List can help you reach consumers who are in-market for products from specific cosmetics brands**

Latest figures show that the cosmetics industry is growing at a rate of 5.3% year-on-year, with approximately \$49.2 billion generated by cosmetics sales in the U.S. each year. With Lighthouse List, you can take advantage of this rapidly growing industry by targeting consumers who are in-market for beauty products and services, including make-up, skin care products, anti-aging products and face fillers. Perfect for multichannel campaigns, these consumers have all raised their hands and signaled they are interested in these brands specifically.

## TRY OUR BEAUTY & COSMETICS AUDIENCES\*

- Almay - Reach: 2.8MM monthly buyers
- Avon - Reach: 2.1MM monthly buyers
- Clinique - Reach: 1.6MM monthly buyers
- Cover Girl - Reach: 1.7MM monthly buyers
- Lancome - Reach: 2MM monthly buyers
- L'Oreal - Reach: 1.2MM monthly buyers
- M.A.C. - Reach: 2MM monthly buyers
- Mary Kay - Reach: 1.5MM monthly buyers
- Maybelline - Reach: 1.8MM monthly buyers
- Revlon - Reach: 1.6MM monthly buyers
- Wet 'N' Wild - Reach: 2MM monthly buyers

\*Inquire for additional brands and products.

## DRILL DOWN FURTHER

Filter by a variety of demographics, including:



Age



Gender



Ethnicity



Homeowner



Income



Location

## READY TO GET STARTED?

Our Beauty and Cosmetics audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

**For recommendations or custom queries, contact:**

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**LIGHTHOUSE LIST**  
COMPANY

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