



WHY THE ETHNIC MARKET?

**Pamela R. Springer, Founder,
The Skin & Makeup Institute of Arizona
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The ethnic market is one of the fastest-growing markets in the U.S. The three largest ethnic groups are African-Americans, Hispanics and Asian-Americans. The image of the ethnic market is changing. There has been a dramatic transformation in the economic and educational status of these groups. Various television shows promote ethnic pride fueling the growth and increase attention to fashion, hair and makeup styling. Thus, there is a need to focus more attention on the care, texture, tone and corrective maintenance of ethnic skin.

The ethnic market is a growing population that is less price sensitive and more image conscious. This market is very family oriented, showing strong ties and continually strives for social acceptability.

African-American

- The highest concentration of blacks is in the South, followed by the Midwest and Northeast.
- There are 2.4 million affluent black households with incomes of \$75,000 or more. In 2005, \$6.3 billion was spent on beauty products and services.
- Black women have driven up the spending power of black Americans to an unprecedented 7 percent. Though reports state that most of their money was spent on housing and related charges, analysis found the biggest purchase gain was in the area of personal care products.
- It is noted that African-Americans spend five times more on beauty products than the general population.

Hispanic

- Hispanics are the fastest-growing ethnic group in the U.S., increasing 40 percent in the last decade.
- The largest Hispanic communities can be found in Arizona, Texas, New Mexico and California. Many Latinos reside in New York, Florida and Illinois.
- In the past 10 years, the Hispanic market has had a phenomenal annual spending growth rate of 6.96 percent. This translates to nearly \$870 billion in 2008.
- It is reported that it's the second generation of U.S. Hispanics that have become more image conscious – they have been influenced more by the customs of the U.S. consumer.



Asian

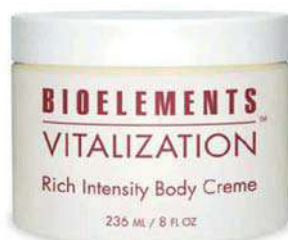
- The Asian population consists of sub-ethnic groups to include Chinese, Filipino, Vietnamese, Korean, Japanese and South Asian (Afghanistan, Pakistan, India, Bangladesh and Sri Lanka).
- This ethnic group's population has grown to approximately 14.9 million recorded in 2006. California, New York, New Jersey, Texas and Hawaii have the largest concentration of Asian-Americans accounting for over 62 percent of the group's buying power.
- They are the most affluent ethnic segment in an increasingly diverse America. The median income in 2005 was over \$64,000. Asian-Americans having the highest median income; their annual buying power has reached \$427 billion. This is a 59 percent increase within the last 10 years. It is expected to grow approximately 46 percent reaching \$626 billion by 2011.
- Eternal beauty is their overall pursuit, seeking beauty products that include color cosmetics and skincare products. They are loyal consumers using the philosophy that their monies are only spent with companies that share their values.

These diverse cultures are open to marketing opportunities that can impact consumer-oriented products and services. They are becoming lucrative entities with substantial revenue to create a strong customer base. Competition is relatively low but will only increase over the next ten years. The key is to find the "need" to a niche market and fill it with your products or services.

Pamela R. Springer is the founder of The Skin & Makeup Institute of Arizona and AAAPC, an advanced aesthetics and permanent makeup training facility. Springer is a licensed esthetician and instructor specializing in the area of global skin diversity. She recently launched Global Skin Solutions, corrective skincare systems for ethnic skins and published Natural Radiance, A Guide for Ethnic Skin Care.

EVERY ISSUE WILL FEATURE NEW PRODUCTS AND SERVICES RELEASED BY OUR ASSOCIATE MEMBERS. ENJOY!

Bioelements Vitalization™ Rich Intensity Body Crème

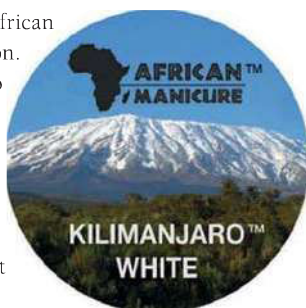


Allure readers picked Bioelements Vitalization™ Rich Intensity Body Creme as the Breakthrough Body Product for 2009. The magazine's beauty editors highlighted Vitalizations' innovative formula as confirmation of the smoothing, antidullness promises that it makes. Next-generation Bioelements

Vitalization Technology regulates moisture to banish dryness, smoothes away rough surface cells, encourages a firmer body and restores radiance. All while surrounding skin with the enticing aroma of ten botanical oils.

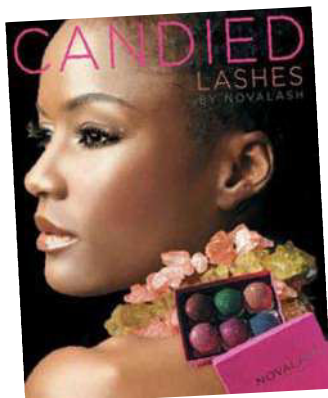
PNI African Manicure™ Acrylic Collection

PNI is proud to introduce the African Manicure™ Acrylic Collection. Sahara Sunset™ and Kilimanjaro White™ acrylic powders combine to create a classic look designed to complement darker skin tones. For more information, contact Stephen Woolsey at academy@pniworldwide.com or 1-877-PNI-4447, or visit www.pniworldwide.com.



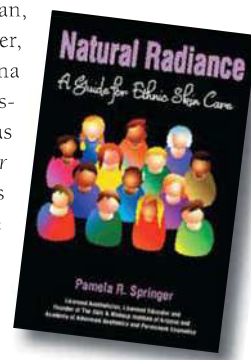
NovaLash Sugar Kissed Eye Candy!

Lashes never looked better! Candied Lashes add an allure to eye flutter that will keep them coming back for more! NovaLash's exclusive Candied Lashes add glimmer or a mysterious shimmer to already fabulous lashes. The delicious, hand-dipped, freeze-dried and crystallized lashes create looks ranging from fun to fantasia. All of the delicious colors can be worn day or night for a delicate sparkle that lasts up to two weeks. Choose from an array of colors including cinnamon toast, blue raspberry, mint chocolate chip, pink lemonade, butterscotch, sugar plum, and licorice.



Natural Radiance – A Guide for Ethnic Skin Care, by Pamela Springer

Pamela Springer, licensed aesthetician, educator and founder of AACs member, The Skin & Makeup Institute of Arizona and the Academy of Advanced Aesthetics and Permanent Cosmetics has written *Natural Radiance – A Guide for Ethnic Skin Care*. This booklet focuses on understanding the challenges, the attention on care, texture and corrective maintenance of darker skin tones. *Natural Radiance – A Guide for Ethnic Skin Care* is a personal tool to "tweak" an individual's skin care regimen for optimum results whether African American, Asian, Hispanic, Mediterranean, Native American or any of the other non European skin types. Springer recently launched Global Skincare, a collection of corrective products formulated to address the needs of ethnic skins. For more information on Global Skincare products or to attend an ethnic skin class, visit www.pamelaspringer.com or call 623-334-6700. Springer is available to train at your facility.



Actress Kate Hudson and Hairstylist David Babaii Launch Hair Care Line at Sally Beauty Supply

Actress Kate Hudson and her hairstylist David Babaii announced that David Babaii for WildAid, an innovative eco-friendly line of hair care products, will be introduced at Sally Beauty Supply stores nationwide on June 1, 2009. David Babaii for WildAid is free of sulfates, parabens and toxic petrochemicals. Products are not tested on animals, but rather on Kate Hudson! This cruelty-free hair care line supports wildlife conservation by donating 10 percent of profits to WildAid. David Babaii for WildAid has received numerous awards and worldwide attention as "Best Green Hair Care" brand by *InStyle* Magazine. Visit www.db4wildaid.com for more information about Kate, David, WildAid and step-by-step styling tips to achieve red carpet looks.