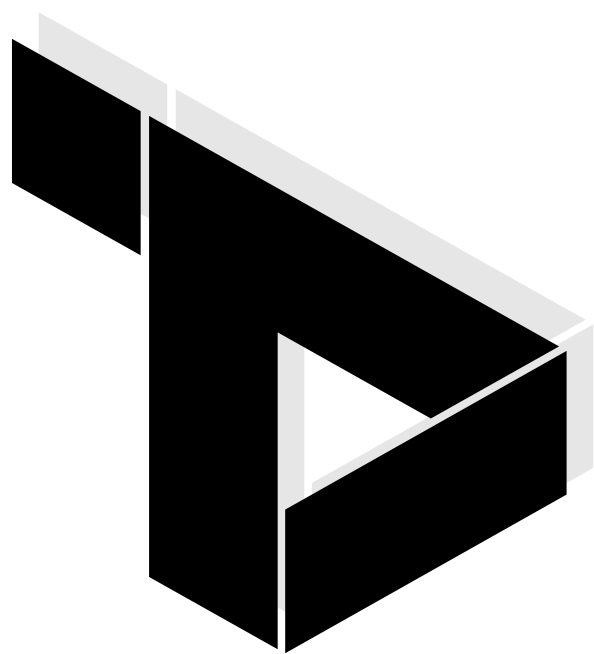


LA MODE MARCH

COSMETICS EDITION 2016



ANALYSIS BY
GRACE CHAO, MERISSA REN & ALEXA CRANDALL

EMV

Earned Media Value

Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

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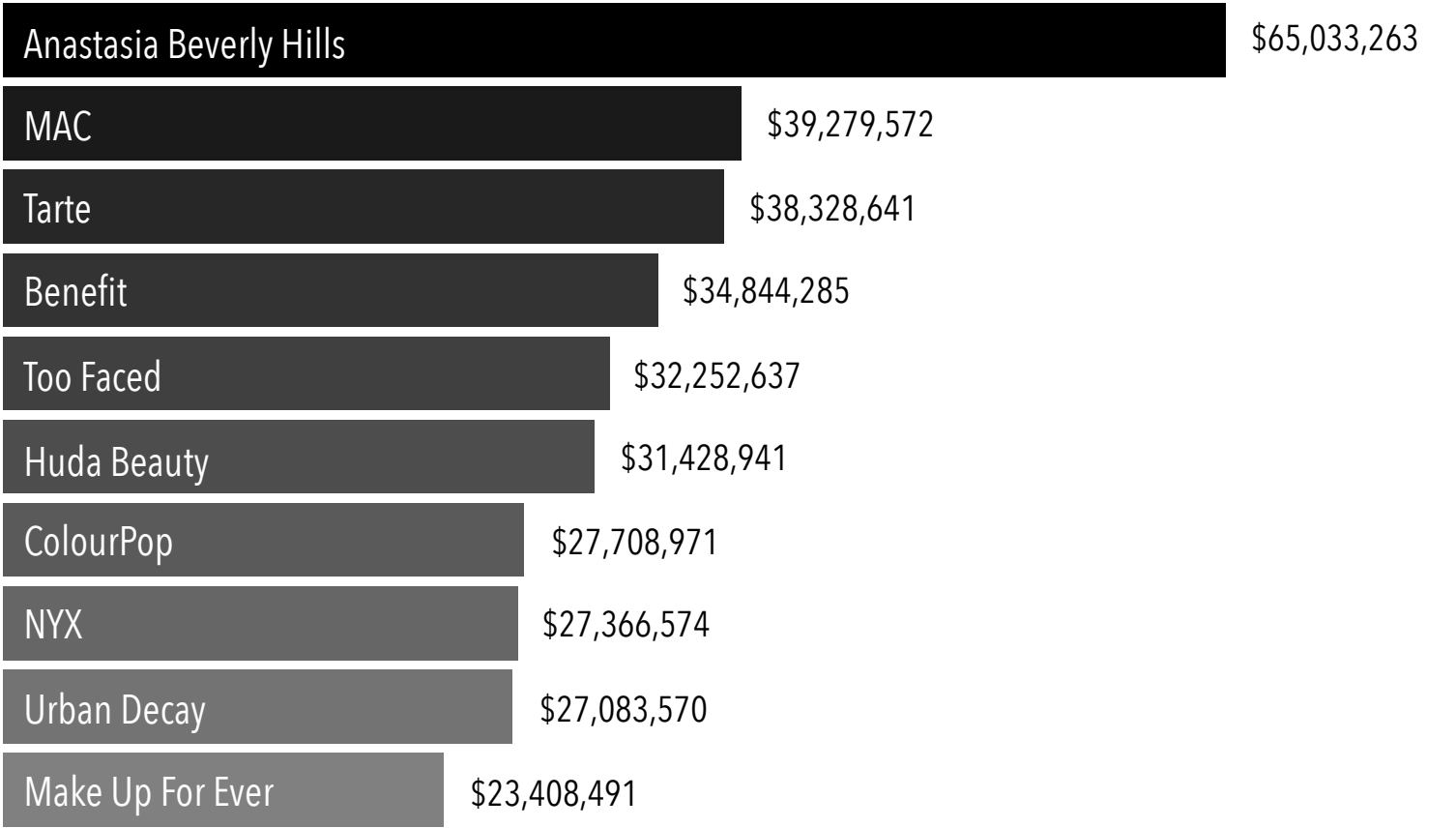
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THE TOP 10

Earned Media Value Leaderboard

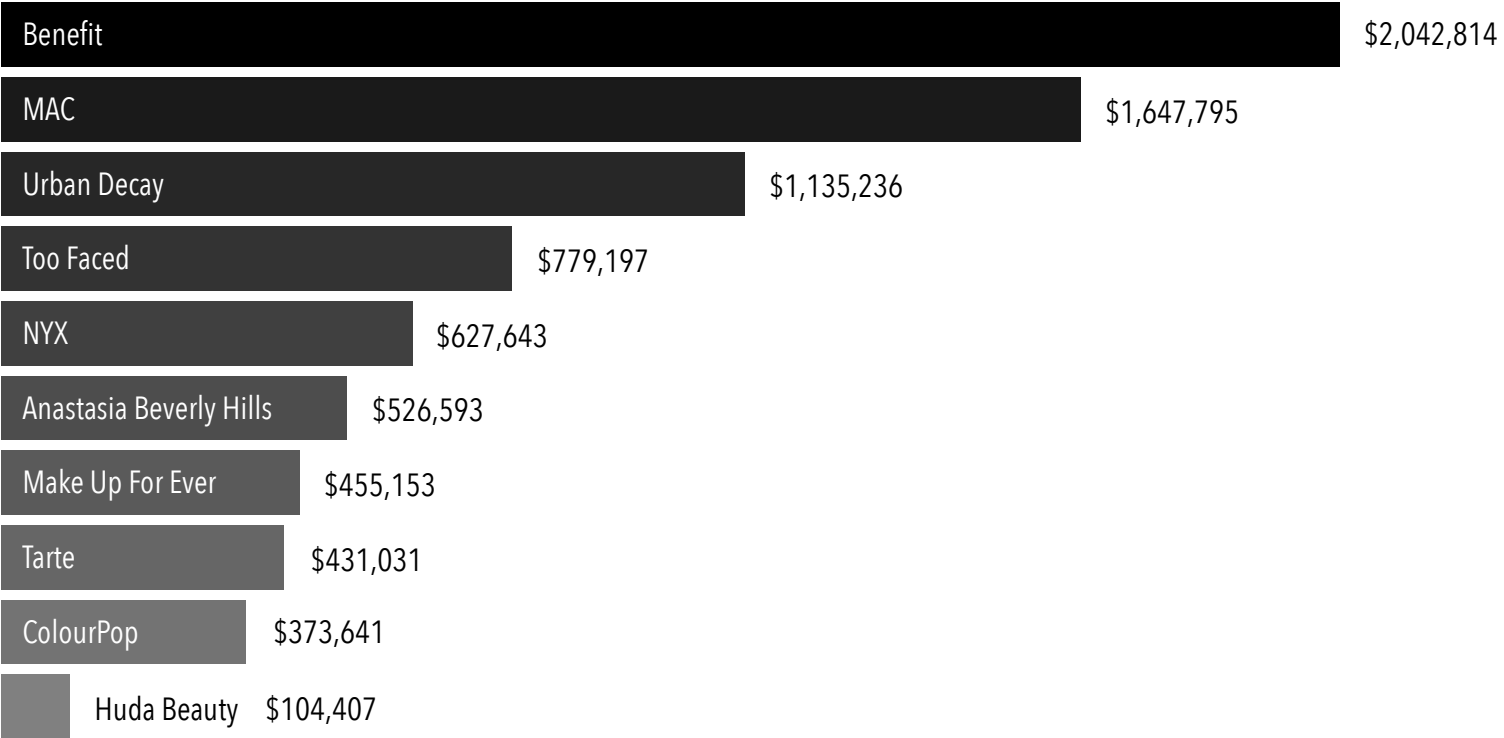
Top 10 Brands by EMV



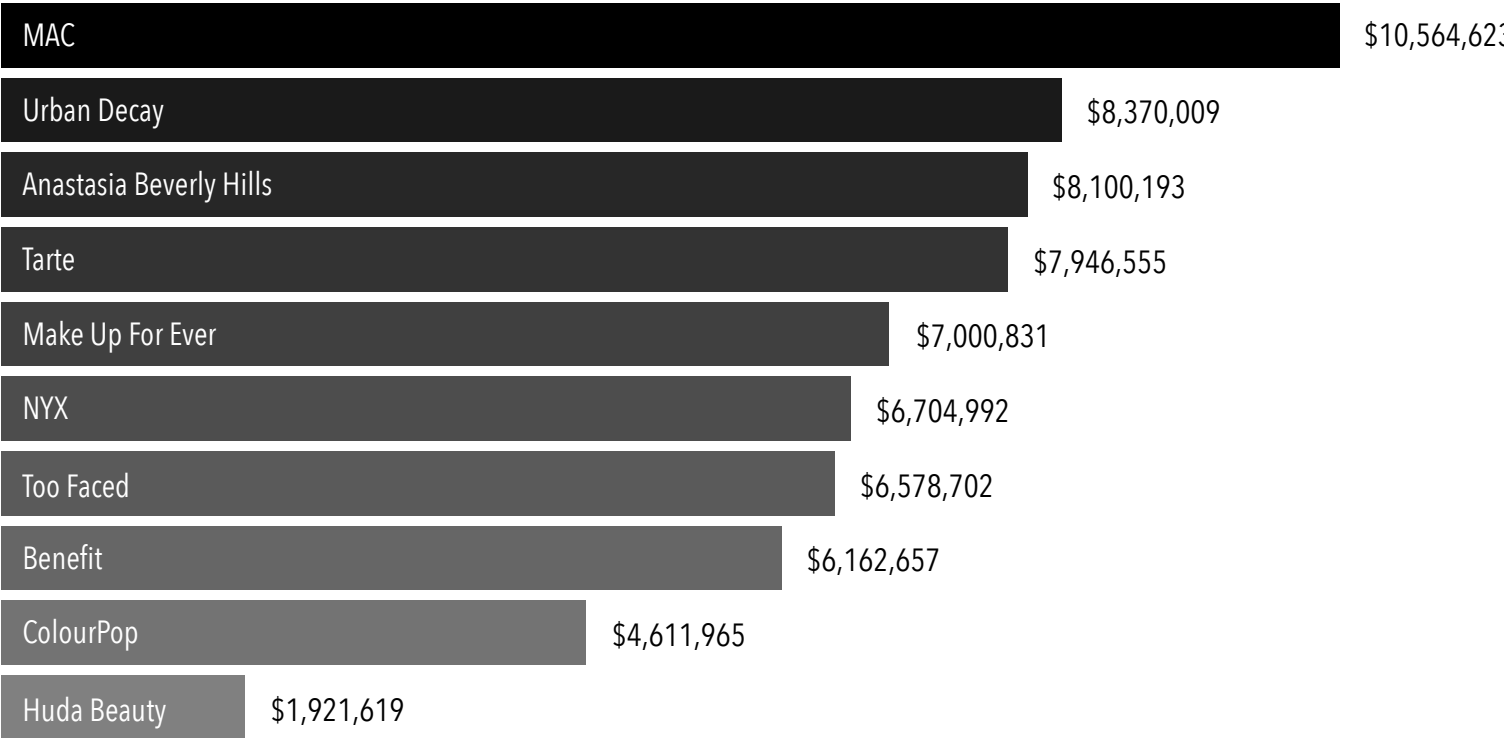
THE TOP 10

Earned Media Performance By Channel

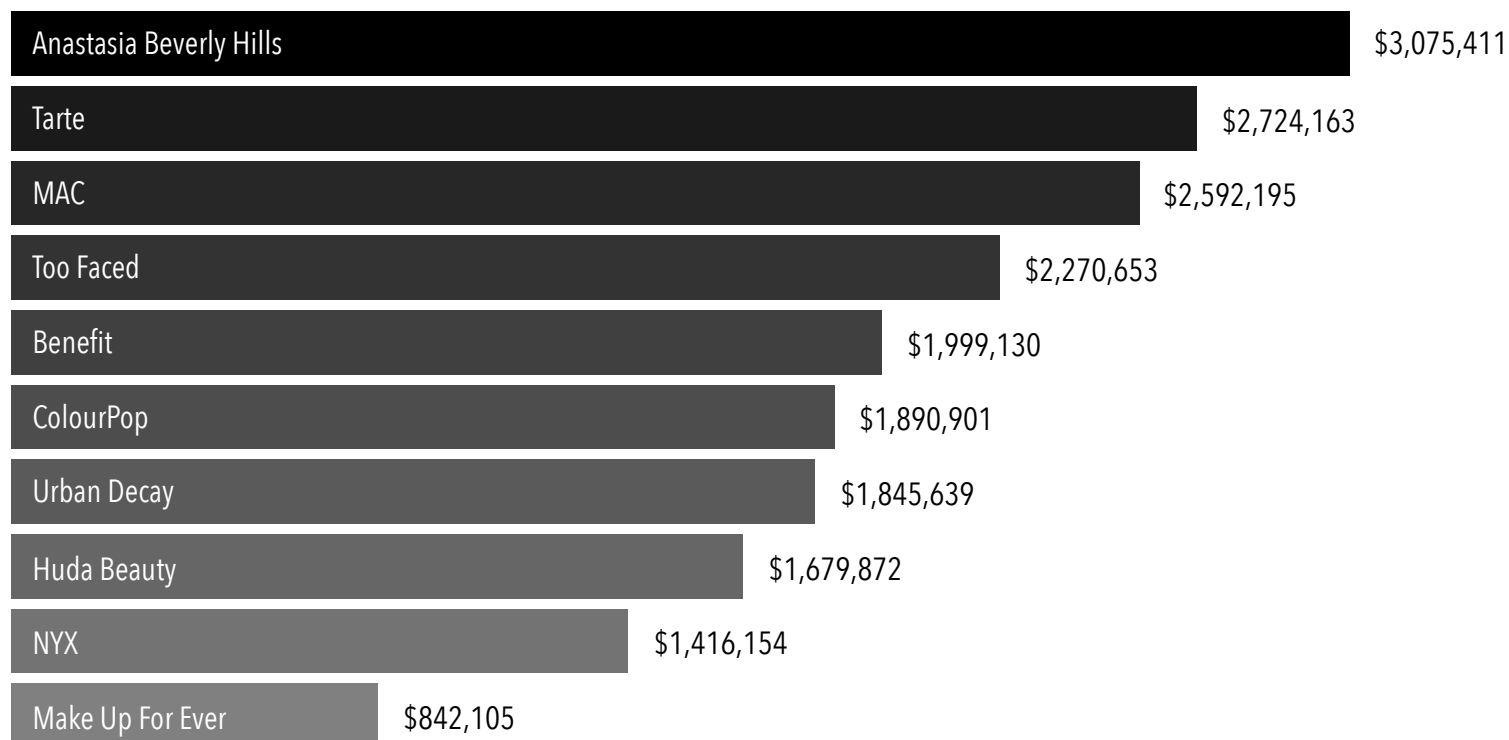
BLOG



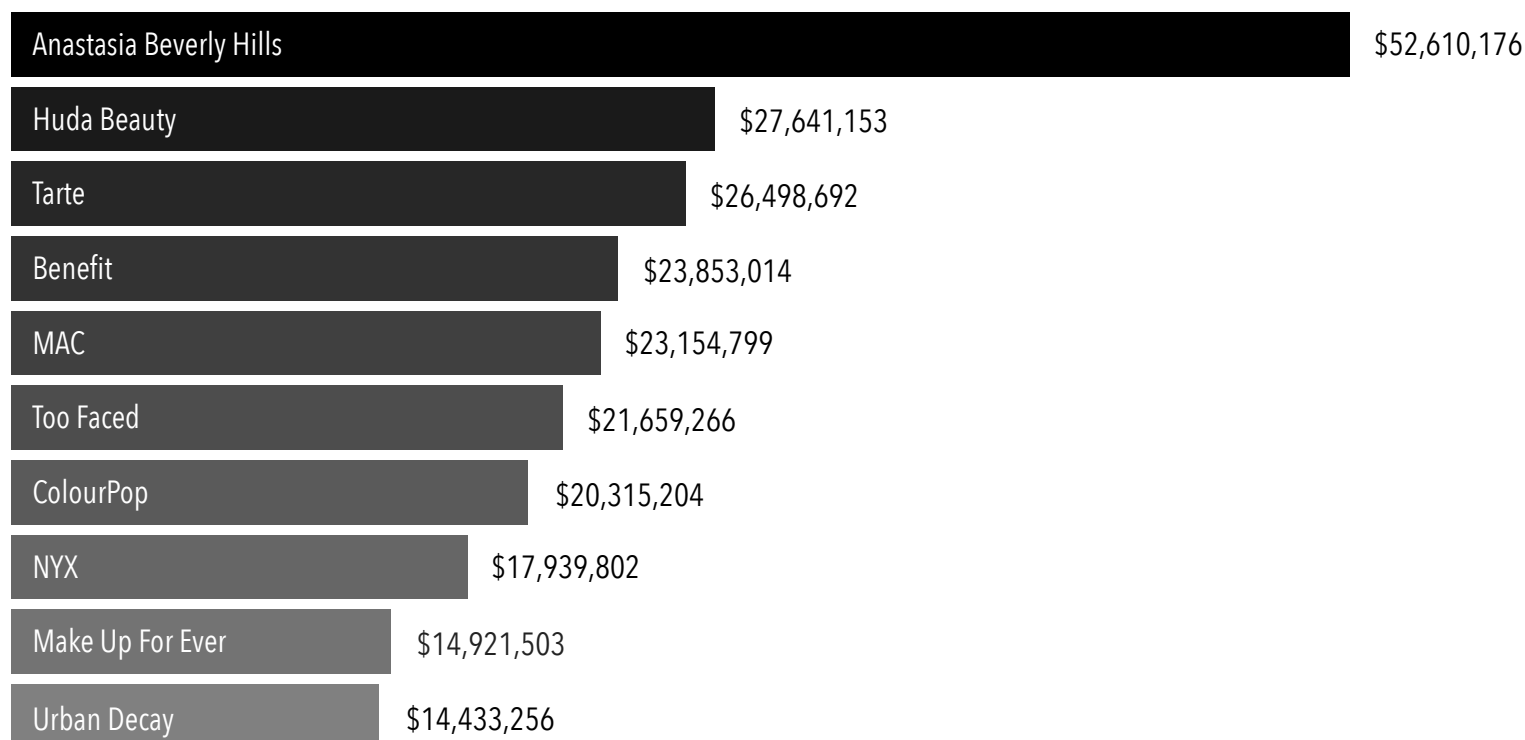
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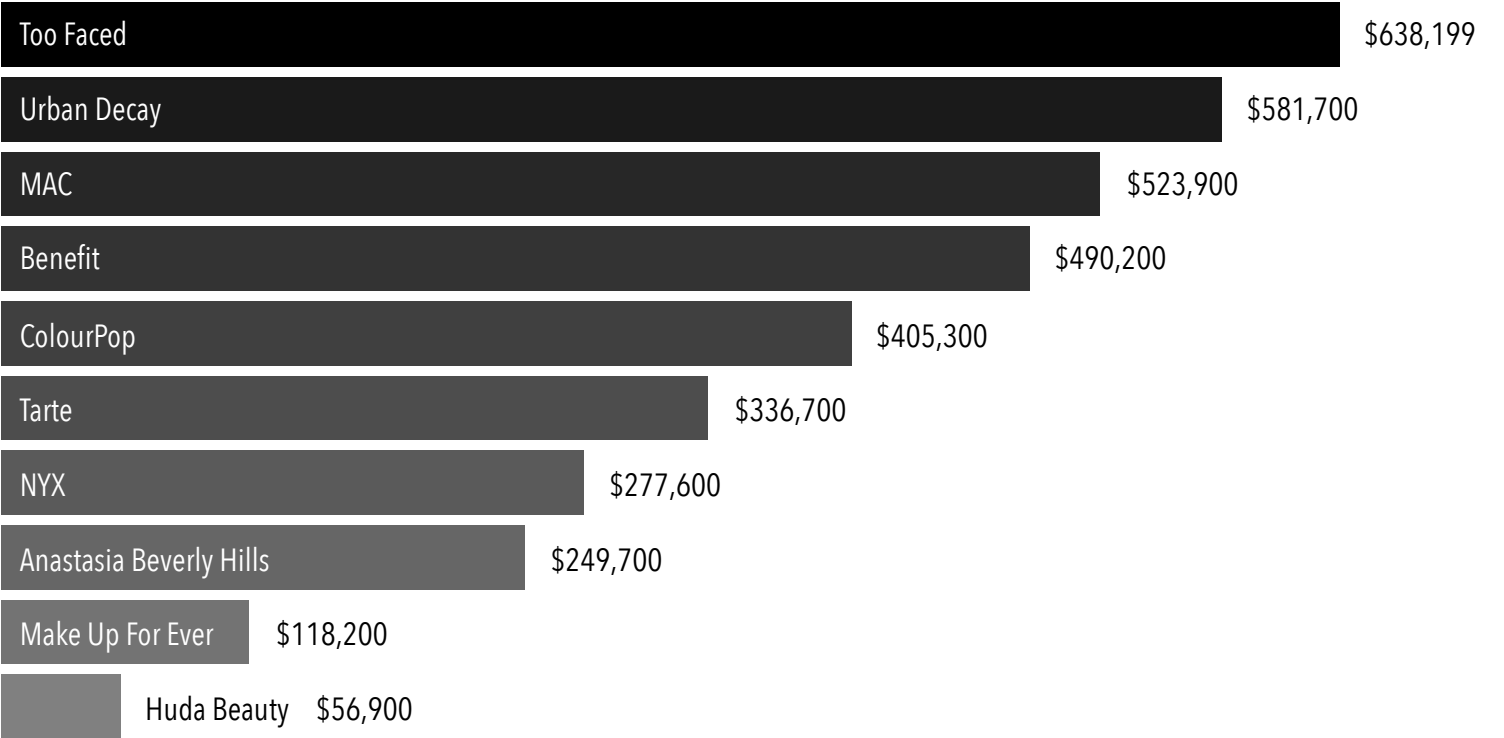
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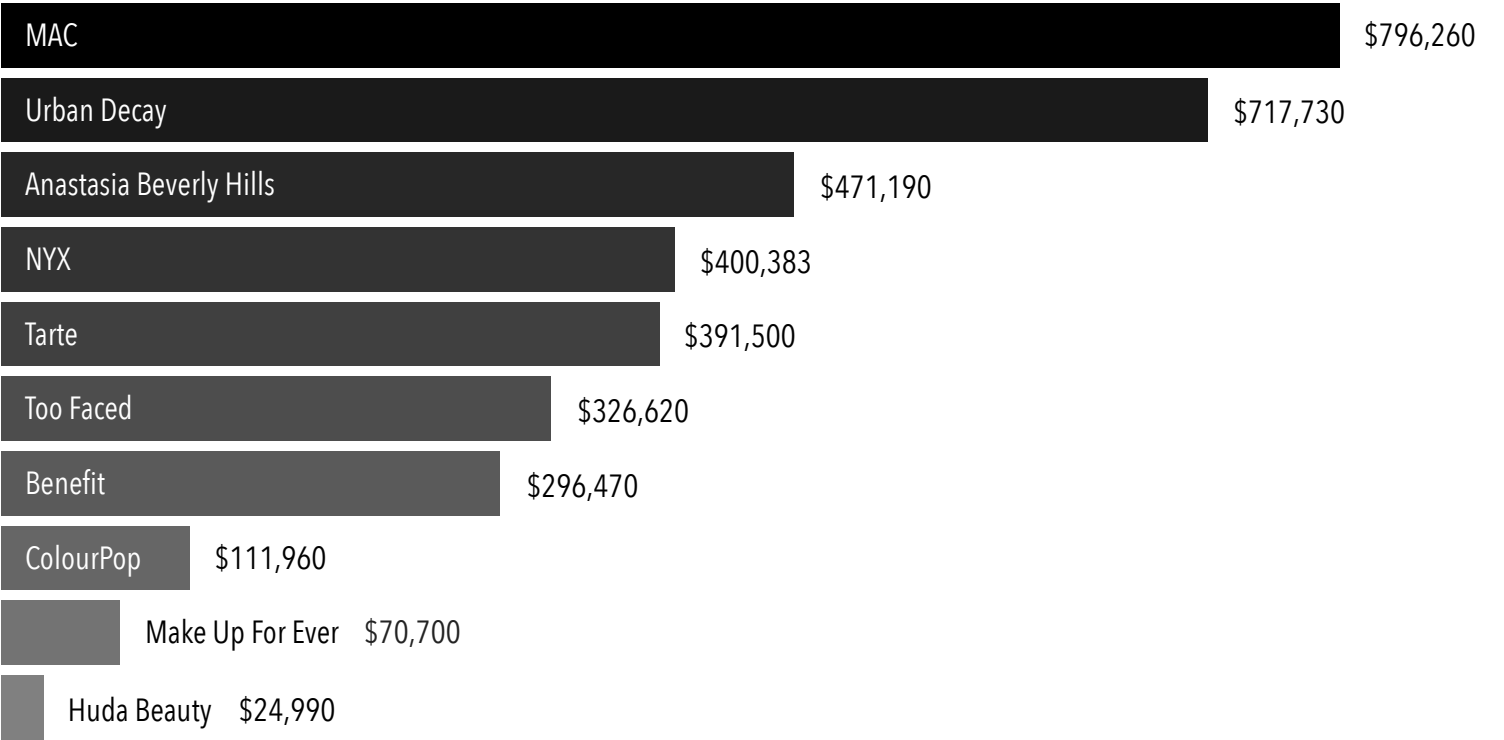
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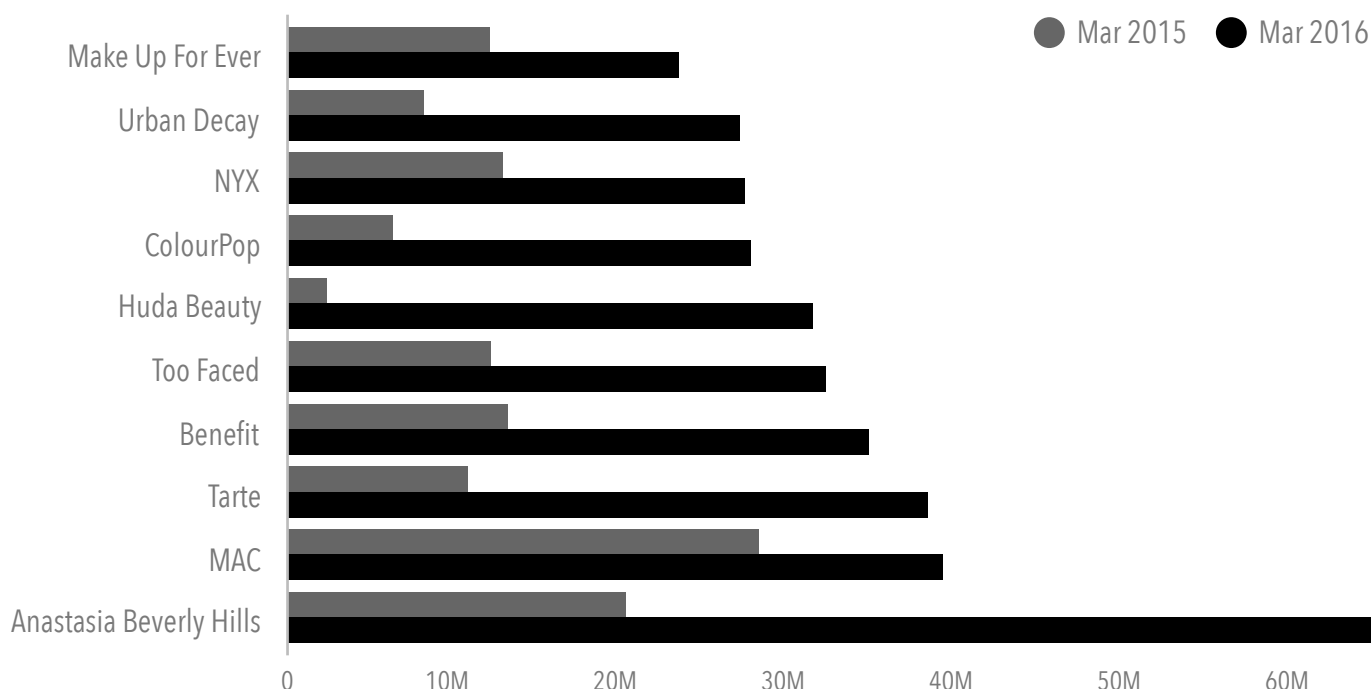
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	MAR 2015	MAR 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$20,244,588	\$65,033,263	221.24%
MAC	\$28,195,994	\$39,279,572	39.31%
Tarte	\$10,760,282	\$38,328,641	256.20%
Benefit	\$13,140,810	\$34,844,285	165.16%
Too Faced	\$12,155,110	\$32,252,637	165.34%
Huda Beauty	\$2,264,275	\$31,428,941	1288.04%
ColourPop	\$6,234,935	\$27,708,971	344.41%
NYX	\$12,863,665	\$27,366,574	112.74%
Urban Decay	\$8,113,320	\$27,083,570	233.82%
Make Up For Ever	\$12,044,523	\$23,408,491	94.35%

Brand Spotlights

COLOURPOP LAUNCHES "INNER BEAUTY" COLLAB AND BANGIN' BROWS

In late March, LA-based ColourPop launched its latest makeup collaboration, #Alchemy, with actress and feminist Jaime King. The #Alchemy collection, composed of eyeshadows, blushes, lip products, and contouring "sticks," focuses on enhancing the "inner beauty that we all innately carry." To celebrate its release, ColourPop and King hosted an elegantly decorated brunch at the Chateau Marmont in West Hollywood, inviting fellow actresses (and friends) of the celebrity, TV personalities, and beauty influencers like mac_daddy, lustrelux, and desiperkins. At the brunch, these beauty bloggers got yet another chance to reunite and bond within the context of a fun, welcoming beauty brand. Although the bloggers and actresses posted little to no photos of their "squads" mixing together at the brunch, ColourPop's gesture of inviting beauty influencers to a celebrity collaboration event reinforced its reverence for democratization and community-building.

Content creation around the #Alchemy event helped everyday users and up-and-coming bloggers at home strengthen their perception of ColourPop as a genuine and inclusive brand. At the brunch, King left a handwritten note on each place



setting that read: "You are not the sum of your followers or friends...Everything you seek, you already have; look not with your eyes, but with your heart."

Instagrams of her personal, heartfelt note inspired responses like aspiring blogger shoesanddrama's comment, "As an influencer, I love the message." The authenticity-infused

Rumineely poses at the Chateau Marmont brunch for an Instagram tagged #jaimekingforcolourpop, netting 5.4K likes.



Jkissamakeup shows off exclusive sets of ColourPop's new brow products, garnering 5.3K likes.

#Alchemy line sold out within two hours of its release, prompting ColourPop to scramble to restock the versatile, vegan products. Mentions of Jaime King's name in conjunction with ColourPop garnered \$500.8K EMV in March -- a noteworthy number, considering that the collaboration launched near the end of the month.

In addition to #Alchemy, ColourPop released its inaugural brow products, the Brow Pencil and Brow Colour, in eight shades, including "Bangin' Brunette" and "Dope Taupe." To promote the launch, ColourPop sent numerous influencers full eight-shade sets of the brow pencils and brow gels, along with bite-sized, stylish boxes of Sugarfina chocolates. These bloggers, including kathleenlights and jkissamakeup, then Instagrammed snapshots of their generous gifts, reminding followers of the collection's March release date. User comments on these Instagram product previews conveyed obvious excitement for the launch, including hazelrosapastel's "God answered my prayers, my favorite brand made \$5 brow pencils, yay!"

ColourPop's constant engagement of influencers, as individuals and as a community, successfully drew both beauty bloggers and their followers to its new, on-trend products. In a single month, ColourPop launched, sold out, and restocked both the #Alchemy collection and several shades of the Brow Pencil and Brow Colour. Mentions of ColourPop's Brow Pencil garnered an impressive \$2.1M EMV.

HUDA BEAUTY BENEFITS FROM LOYAL INFLUENCER COMMUNITY



Indie brand Huda Beauty entered the top 10 EMV-generating brands in March, ranking sixth with \$31.4M EMV. The brand, founded by popular beauty blogger Huda Kattan and her sisters Alya and Mona Kattan in 2013, began by offering high-quality false lashes and stick-on nails. In March of 2016, Huda Beauty broke into the lip contouring trend when it introduced its first lip pencil in nine shades, including the nude-brown “Trendsetter” and muted red “Cheerleader.” The brand benefited from high-engagement, authentic influencer promotion of these Lip Contour Matte Pencils -- which were

released in May -- in addition to sustained mentions of its tried-and-true products.

To promote the Lip Contour pencils, Huda Beauty sent them to established influencers in March, two months before the product’s launch at Sephora. Top-tier beauty vloggers like NikkieTutorials (3.6M YouTube subscribers) and EvonWahab (753.6K YouTube subscribers) each incorporated the product into multiple tutorials. NikkieTutorials raved about the lip pencil as a “hit” in her “February Hits and Oh God No’s” video, telling her viewers that once the lip pencils came out in stores, they “absolutely

NikkieTutorials waxes poetic about Huda Beauty’s Lip Contour pencils, garnering 855.4K views.

[needed] to try them.” They not only applied “like a dream,” but were “one of the best” lip pencils that she had ever tried. Finally, NikkieTutorials informed her audience that she would be featuring the pencils in “a lot of tutorials soon.” The influencer’s unsponsored “February Hits” video alone garnered \$154.5K EMV, with her sincere endorsement of a fellow makeup guru’s product compounded by her promise to keep using the lip pencil.

Mentions of Huda Beauty’s Lip Contour Matte Pencil netted a total of \$2.7M EMV in March, an impressive number made possible by the brand’s existing network of loyal influencer supporters -- and the brand’s constant, reciprocated support of beauty bloggers, aspiring makeup artists, and everyday users. Like leading brand Anastasia Beverly Hills, Huda Beauty (and Huda Kattan) consistently engages with its followers on social media, reposting their photos on its owned Instagram no fewer than ten times a day. Huda Kattan, who started her career as a bona fide makeup artist and influencer, has maintained and benefited from her friendships and connections in the beauty blogging community as well.

In Lisa Eldridge’s “Sophia Loren Inspired Makeup Look” tutorial, for example, the influencer did Huda Kattan’s makeup as they



laughed and chatted. She finished the look with a Lip Contour pencil and thanked the “very lovely, kick-ass businesswoman Huda Kattan” for visiting, while stressing in the video summary that the tutorial was unsponsored. Lisa earned a total of \$243.2K EMV for Huda Beauty over the month. Loyal influencers like Nicol Concilio, NikkieTutorials, and Alannized drove even more EMV -- \$3.9M, \$3.4M, and \$1.2M, respectively -- with authentic content that featured both the lip pencils and the brand’s hero offering, false lashes. With such a strong community of organic supporters, Huda Beauty is well-positioned to launch its next planned product collection: nine liquid lipsticks to match its sold-out Lip Contour pencils.

Nicol Concilio uses Huda Beauty’s false lashes in her “Gold Halo Eye Makeup” tutorial, netting 74.2K views.

BENEFIT EMBRACES INFLUENCER CHEMISTRY FOR #CHEEKATHON

Benefit once again leveraged the combined power of popular best friend influencers PatrickStarr and Manny Mua, reuniting the charismatic pair, along with KathleenLights, for its Cheekathon Blush & Bronzer Palette photoshoot. The Cheekathon campaign not only emphasized Benefit's prioritization of genuine relationships, but its sustained engagement of them: PatrickStarr and Manny Mua had both attended Benefit's Hawaii influencer getaway in February and joined forces to spearhead December's #benefithauliday giveaway.

In March, the swag-filled #hoolastateofmind Hawaii initiative also continued to receive attention, with influencer guests PatrickStarr, Manny Mua, Aspyn Ovard, and Dulce Candy posting trip vlogs that earned a cumulative \$321.3K EMV. In addition, Benefit engaged influencers mariale, iluvsarahii, and nicolconcilio to facilitate a giveaway of personalized boxes of Hoola products to users. This customized giveaway replicated a special gift that had been given to the #hoolastateofmind influencers themselves, thus bringing the aspirational trip to life for the influencers' audiences. As a result, "#hoolastateofmind" earned \$2.2M EMV in March alone: nearly half of the hashtag's EMV for February, when the trip took place. It also highlighted the richness of the friendship between PatrickStarr and Manny Mua: each influencer showed up in a substantial portion of the other's #hoolastateofmind vlog, in which they traded jokes and compliments and played off one another's dynamic and humorous personalities.



Benefit continued to forge meaningful relationships with PatrickStarr and Manny Mua, inviting them to San Francisco to star in a photoshoot for Cheekathon, the brand's limited-edition, five-shade blush and bronzer palette. Their fellow influencer and friend KathleenLights, who had recently endorsed Manny Mua's product collaboration with Makeup Geek on her social channels, joined the pair, posing and laughing in front of a bright, Benefit-pink background. The influencers' previews of the photoshoot on their social channels helped drive \$559.0K EMV around the Cheekathon palette in March. (In April, it was revealed that photos from their Cheekathon shoot had been used to grace the shelves displaying the Cheekathon palettes.) Ultimately, Benefit's sustained, meaningful engagement of both beloved bloggers -- together -- further endeared the brand as one that genuinely prioritizes its influencers and their loyal followers.

Kathleenlights, patrickstarr, and mannymua733 pose for Benefit's #cheekathon photoshoot, garnering 78.3K likes.