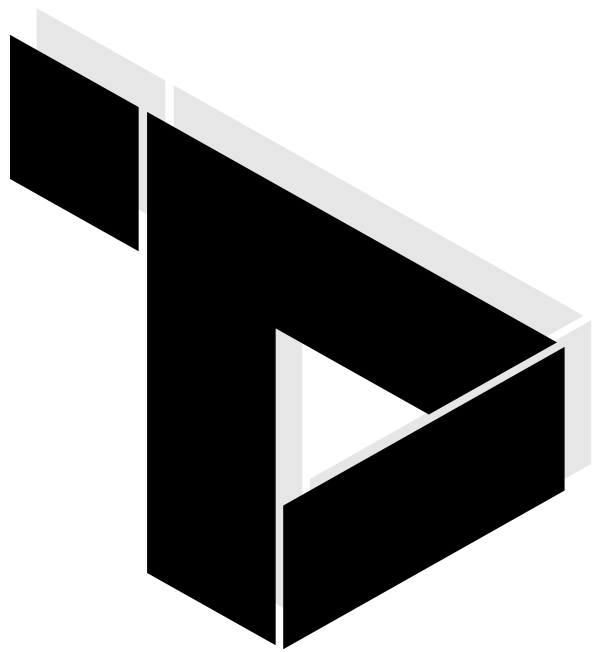


LA MODE DECEMBER

SKINCARE EDITION 2016



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.

THE TOP 10

Earned
Media
Value
Leaderboard

Top 10 Brands by EMV

Lush	\$5,386,033
Glamglow	\$4,084,194
Bath & Body Works	\$2,901,805
Loving Tan	\$2,802,870
Farsali	\$2,524,770
Tatcha	\$2,287,218
Caudalie	\$2,153,516
Fresh	\$2,151,445
EOS	\$2,126,430
Kiehl's	\$1,764,407

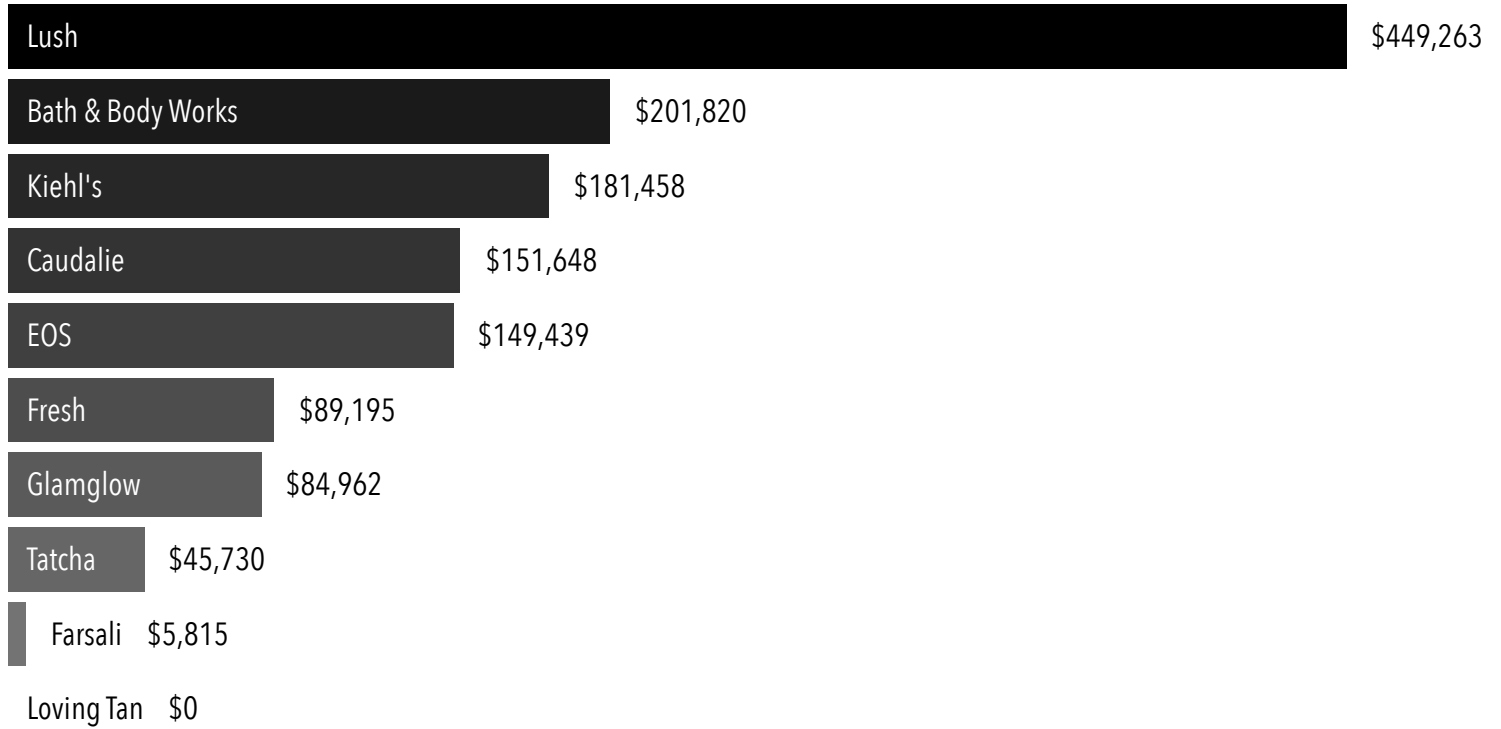
EMV Leaderboard Highlights

1. Caudalie celebrated the opening of its brick-and-mortar store at the Brickell City Centre in Miami by hosting a meetup with beauty and fashion influencer Camila Coelho. The influencer drove \$457.2K EMV from her promotion of the event.
2. Fresh revived the limited-edition Zodiac Oval Soaps collection for the 2016 holiday season, partnering with Astrology Zone founder Susan Miller to promote the soaps. The brand hosted a #FreshForecast event to herald the New Year, revealing Susan's 2017 predictions in an hour-and-a-half-long discussion with style expert Robert Verdi.
3. To celebrate the holidays, Kiehl's unveiled its #adventcalendar campaign. The box set, designed by Brooklyn-based artist Jeremyville, offered 25 of the brand's most popular skincare products in miniature sizes, and was publicized by 12 days of influencer giveaways. #Advent drove \$114.8K EMV.

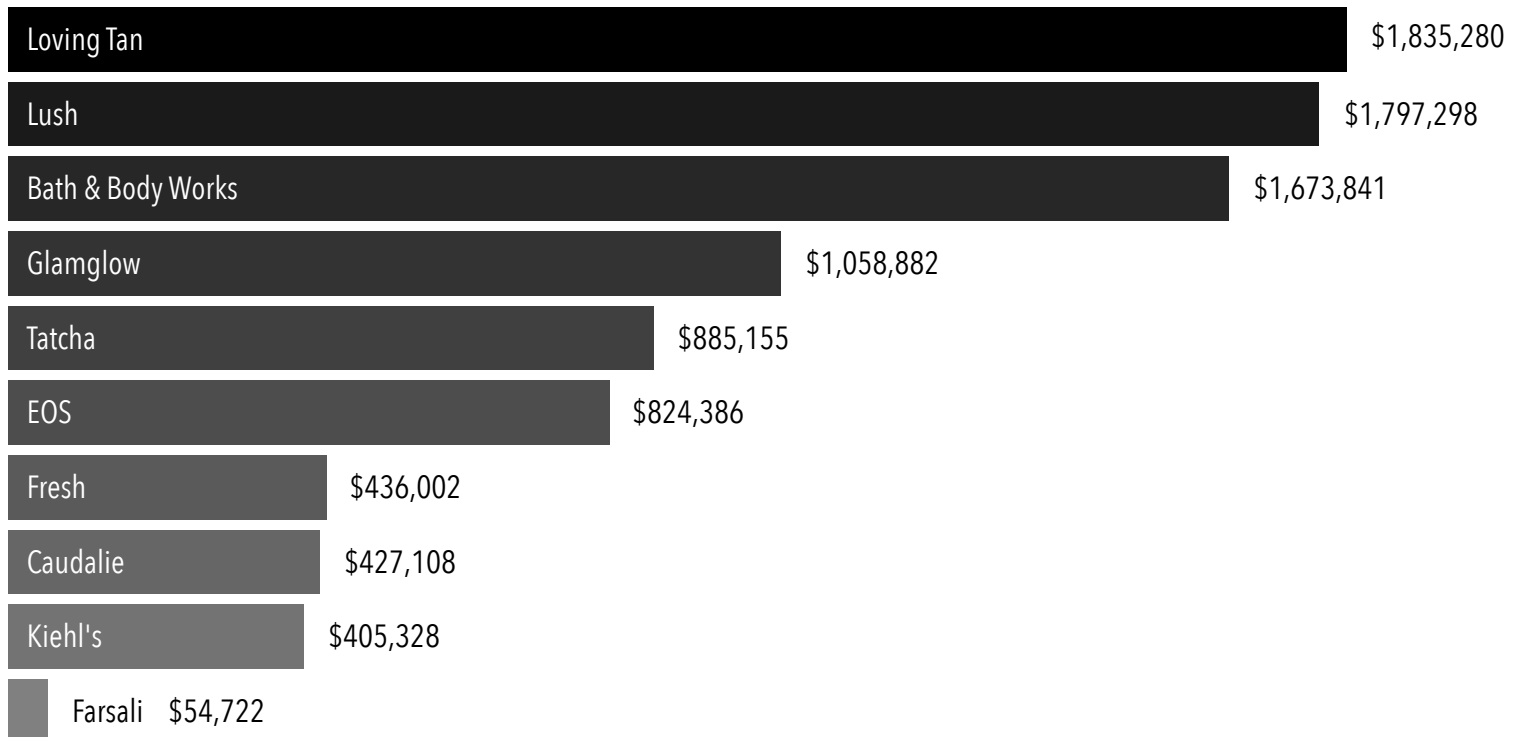
THE TOP 10

Earned
Media
Performance
By Channel

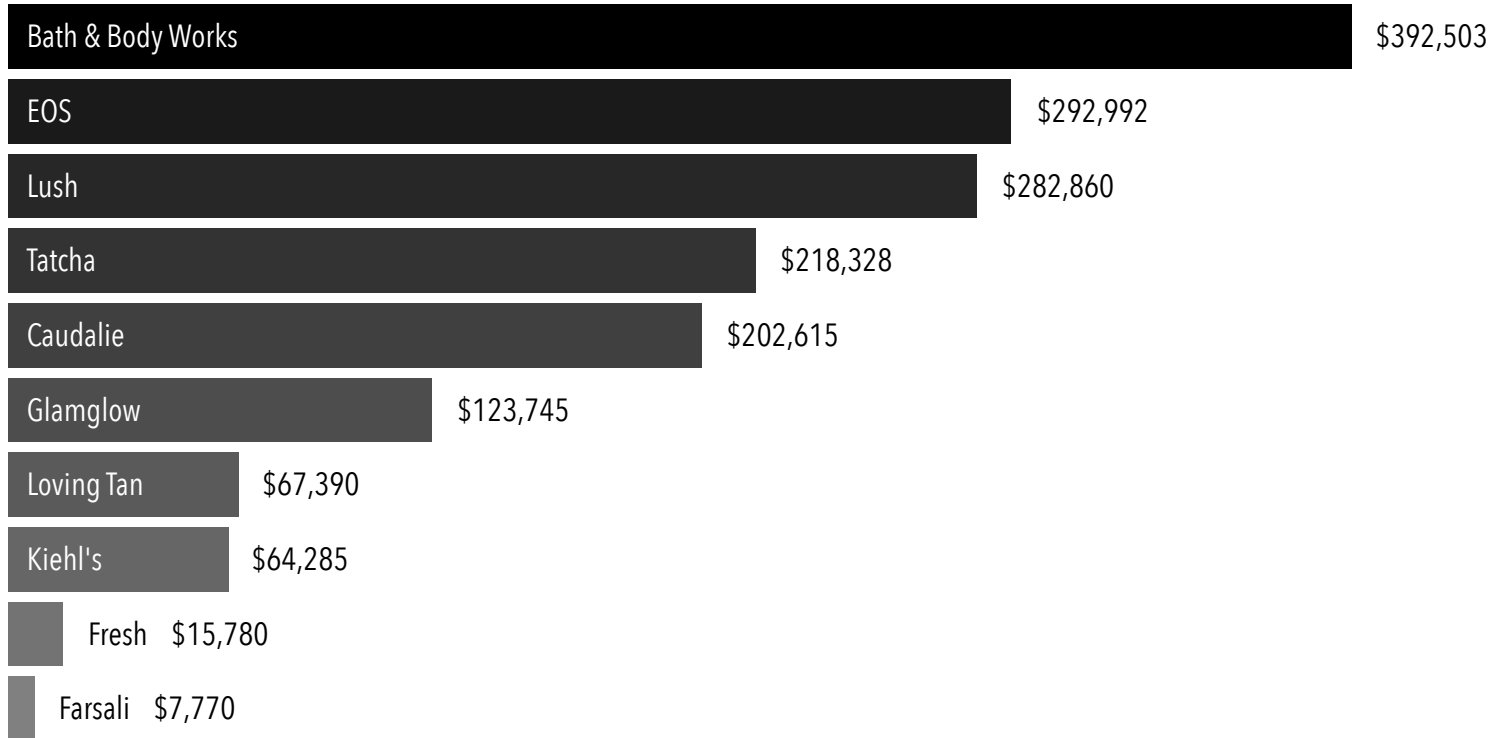
BLOG



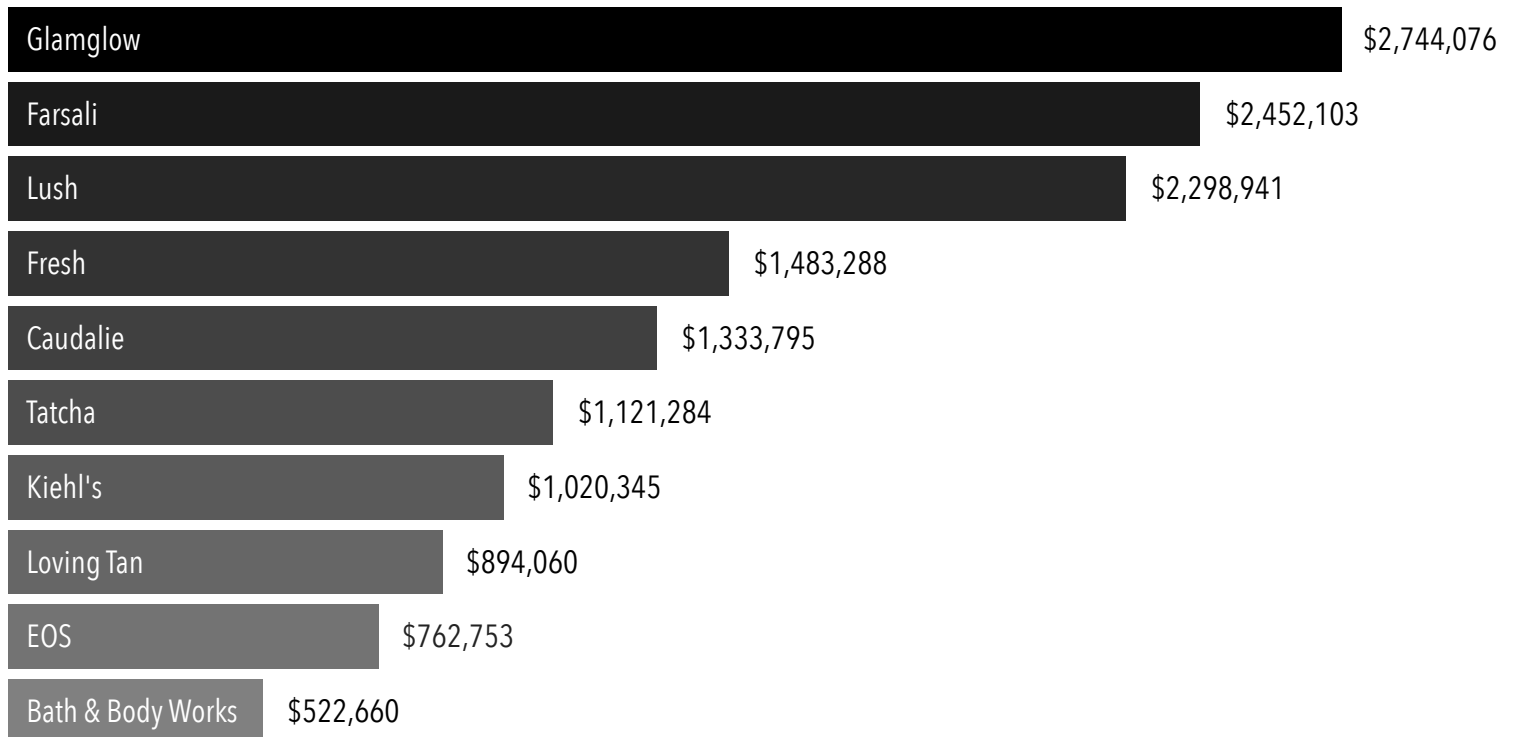
YOUTUBE



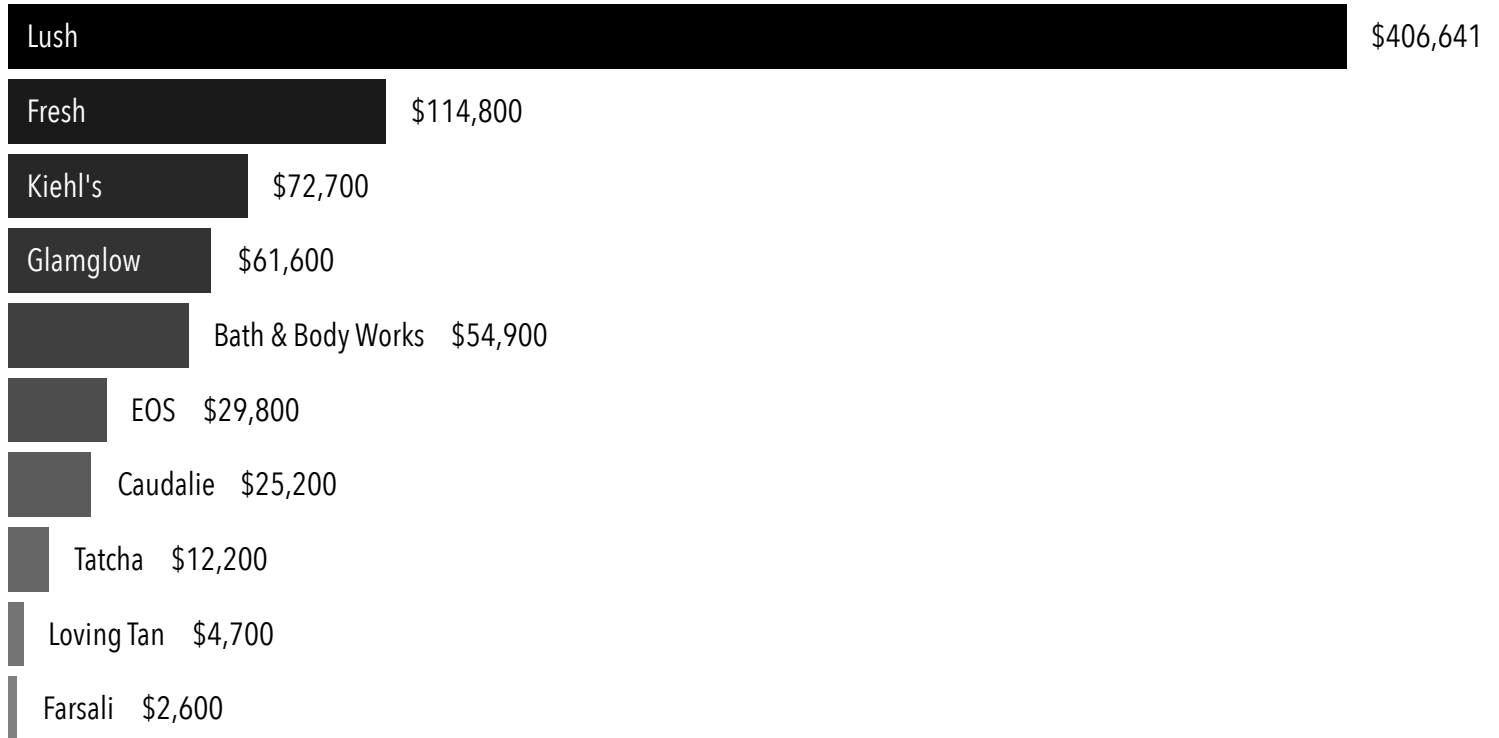
FACEBOOK



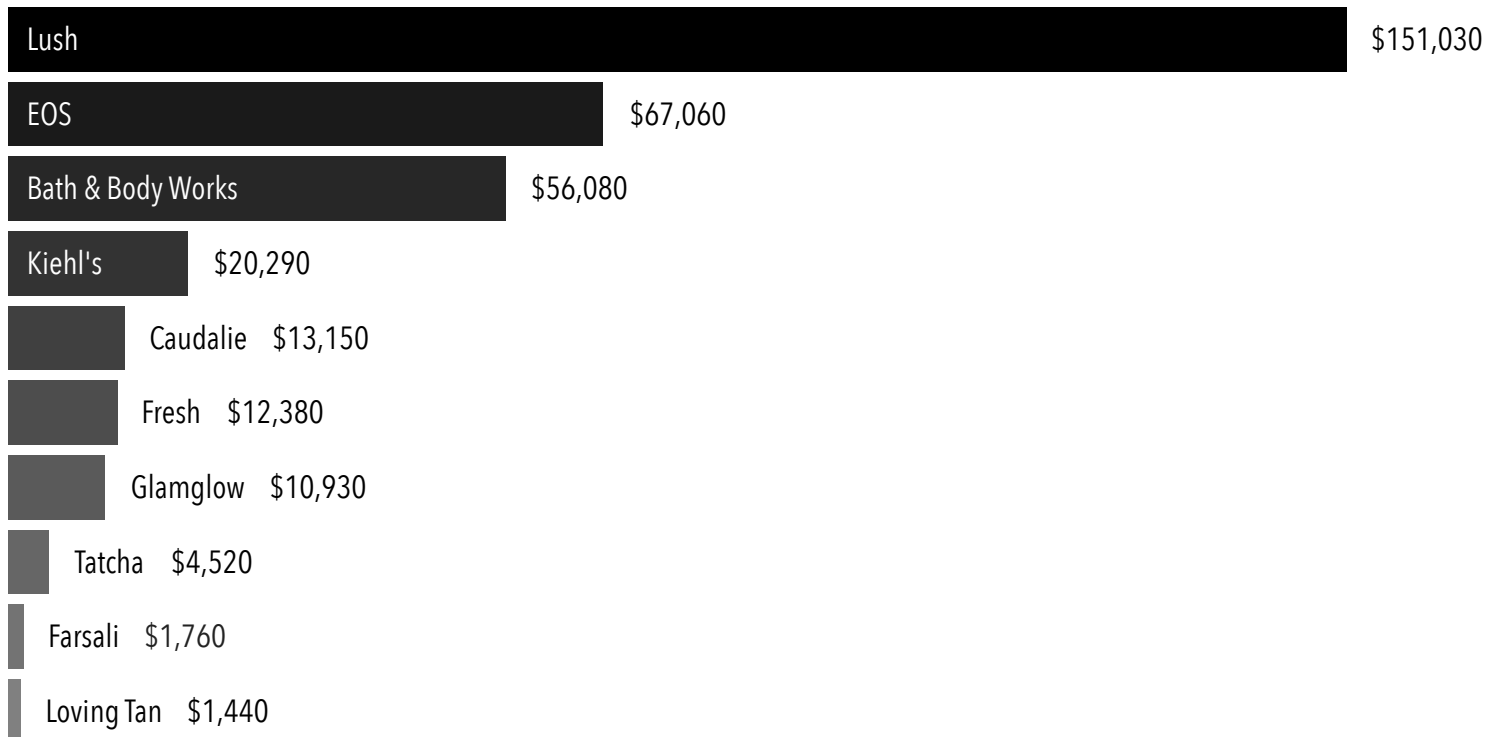
INSTAGRAM



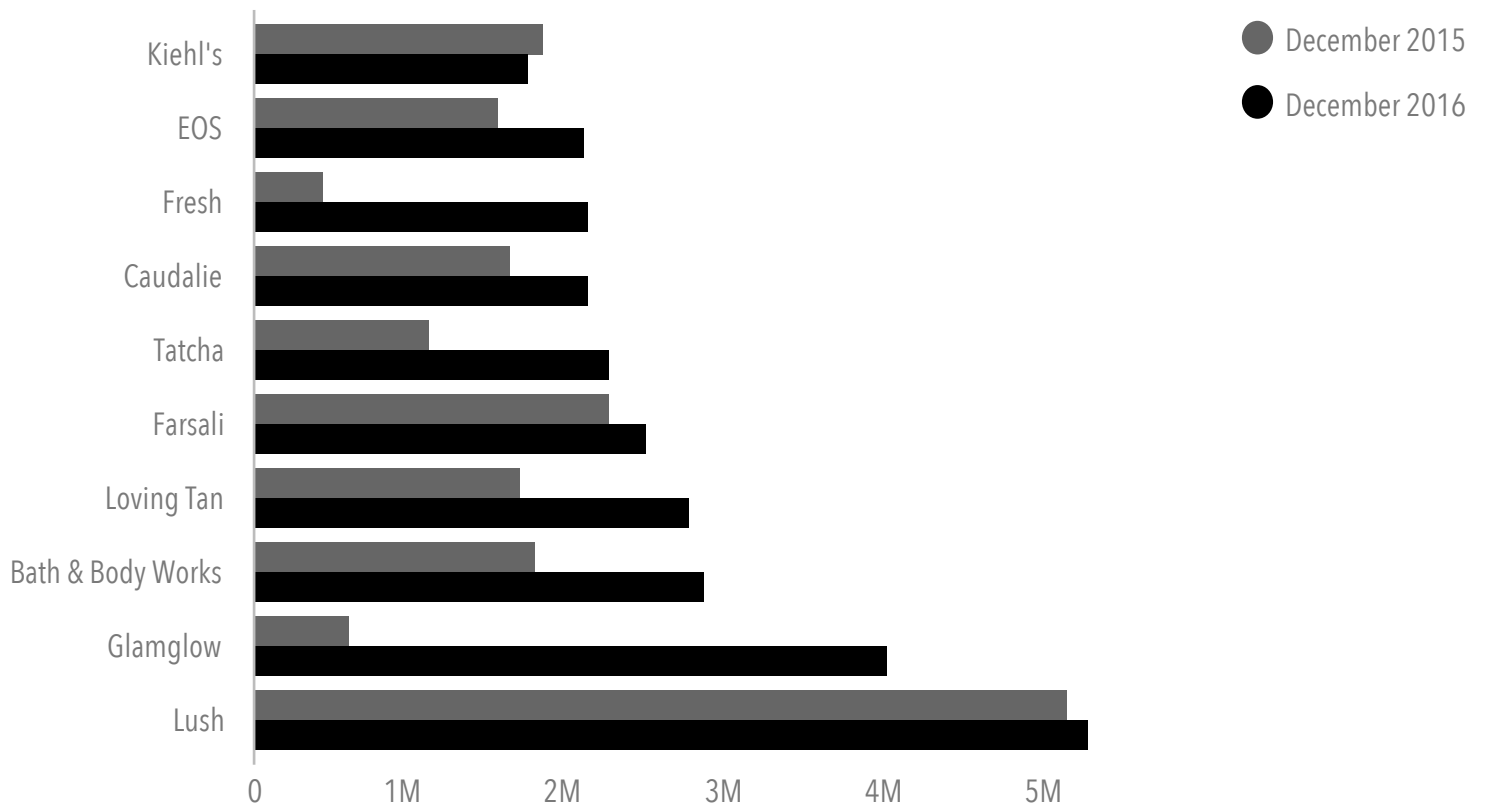
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	DECEMBER 2015	DECEMBER 2016	Y/Y GROWTH
Lush	\$5,253,188	\$5,386,033	2.53%
Glamglow	\$604,109	\$4,084,194	576.07%
Bath & Body Works	\$1,810,065	\$2,901,805	60.31%
Loving Tan	\$1,708,040	\$2,802,870	64.10%
Farsali	\$2,289,755	\$2,524,770	10.26%
Tatcha	\$1,123,843	\$2,287,218	103.52%
Caudalie	\$1,645,425	\$2,153,516	30.88%
Fresh	\$438,980	\$2,151,445	390.10%
EOS	\$1,568,462	\$2,126,430	35.57%
Kiehl's	\$1,857,738	\$1,764,407	-5.02%