

CLOSING THE **VALUES GAP** WITH TRANSPARENCY

FIT

FASHION INSTITUTE OF TECHNOLOGY
COSMETICS AND FRAGRANCE MARKETING MANAGEMENT

A young woman with long, straight dark hair is shown in profile, looking down at a shelf in a store. She is wearing a light-colored blouse with a large white bow at the neck. The background is filled with shelves of various products, including colorful packages and bottles, all slightly out of focus. The lighting is soft and even.

IMPORTANCE OF CONSUMERS' TRUST IN BRANDS

SPEAK AND REVEAL THE TRUTH

A dimly lit meeting room with people sitting around a table, silhouetted against a large window. A person is standing near a whiteboard on the left. The text "SPEAK AND REVEAL THE TRUTH" is overlaid in green.

A person is shown from the chest up, holding a magnifying glass over a globe. The person's face is partially obscured by the magnifying glass. The background is a soft, out-of-focus blue. The word "TRANSPARENCY" is written in large, white, sans-serif capital letters across the center of the image, partially overlapping the magnifying glass and the globe.

TRANSPARENCY

A photograph of three business professionals in an office setting. A woman with long brown hair is on the left, looking down at a laptop. A woman with blonde hair is in the center, looking at the laptop screen. A man in a light blue shirt and brown vest is on the right, looking at the laptop. The background is a bright office with a window and some office equipment. The text "CONSUMERS AND EMPLOYEES" is overlaid in white, bold, sans-serif font across the middle of the image.

CONSUMERS AND EMPLOYEES



**CAN THE BEAUTY INDUSTRY
EMBRACE TRANSPARENCY?**

TRUST

ɪˈTRʌSTɪ

noun

1. a firm belief in the character, ability, strength, or truth of someone or something
2. one in which **CONFIDENCE** is placed



CLIMATE CHANGE



POLICE BRUTALITY



CONTAMINATED FOOD



DATA BREACHES

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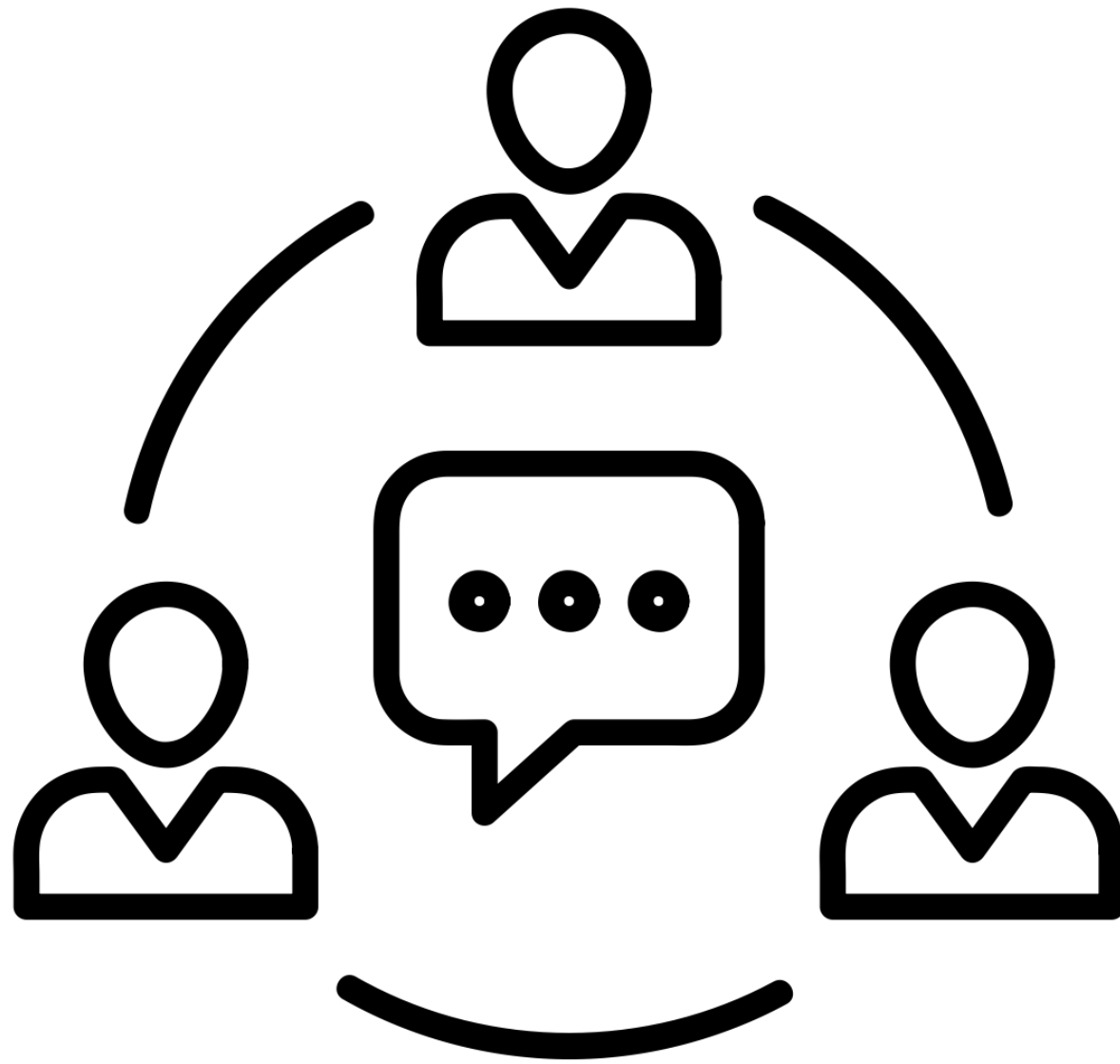
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THE MORE **TRANSPARENT** ENTITIES ARE,
THE **MORE** SOCIETY WILL **TRUST** THEM

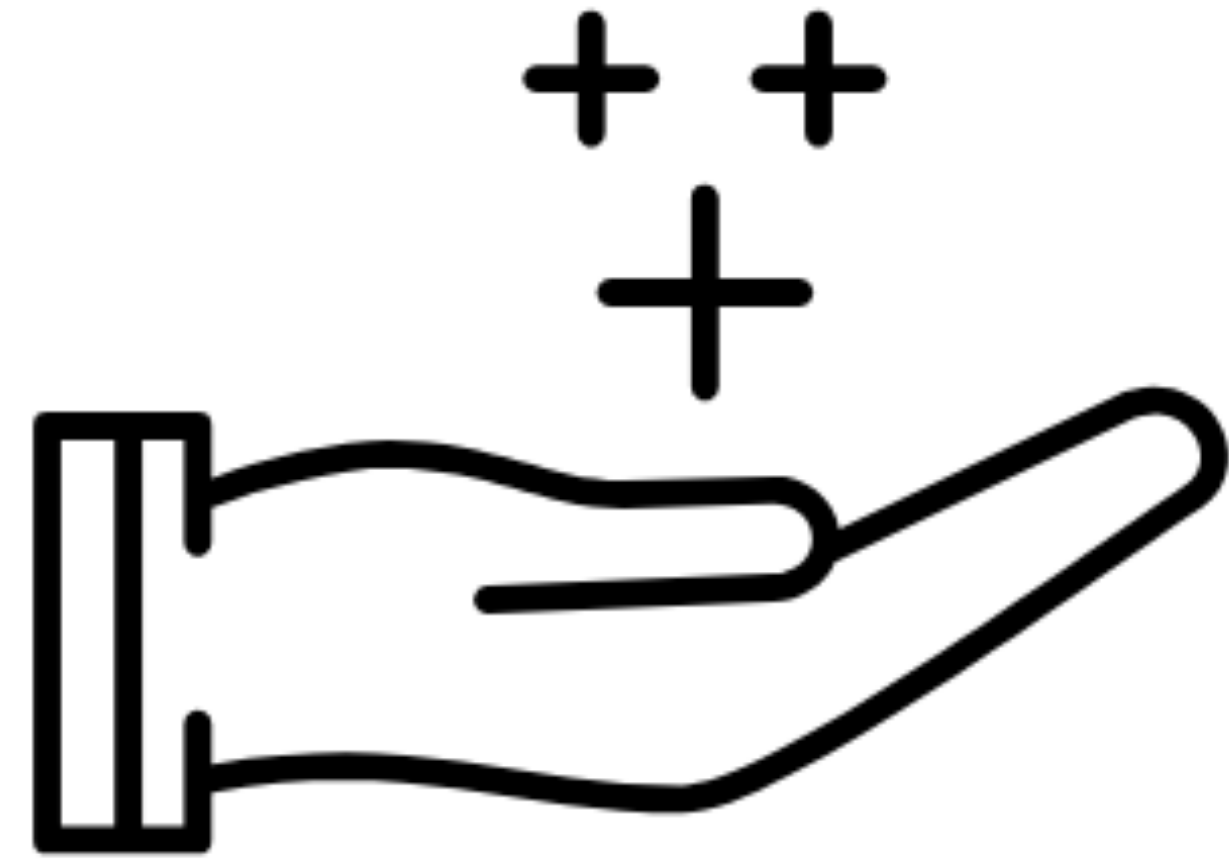
TRANSPARENT BEAUTY



ACCOUNTABILITY



COMMUNICATION



VALUES

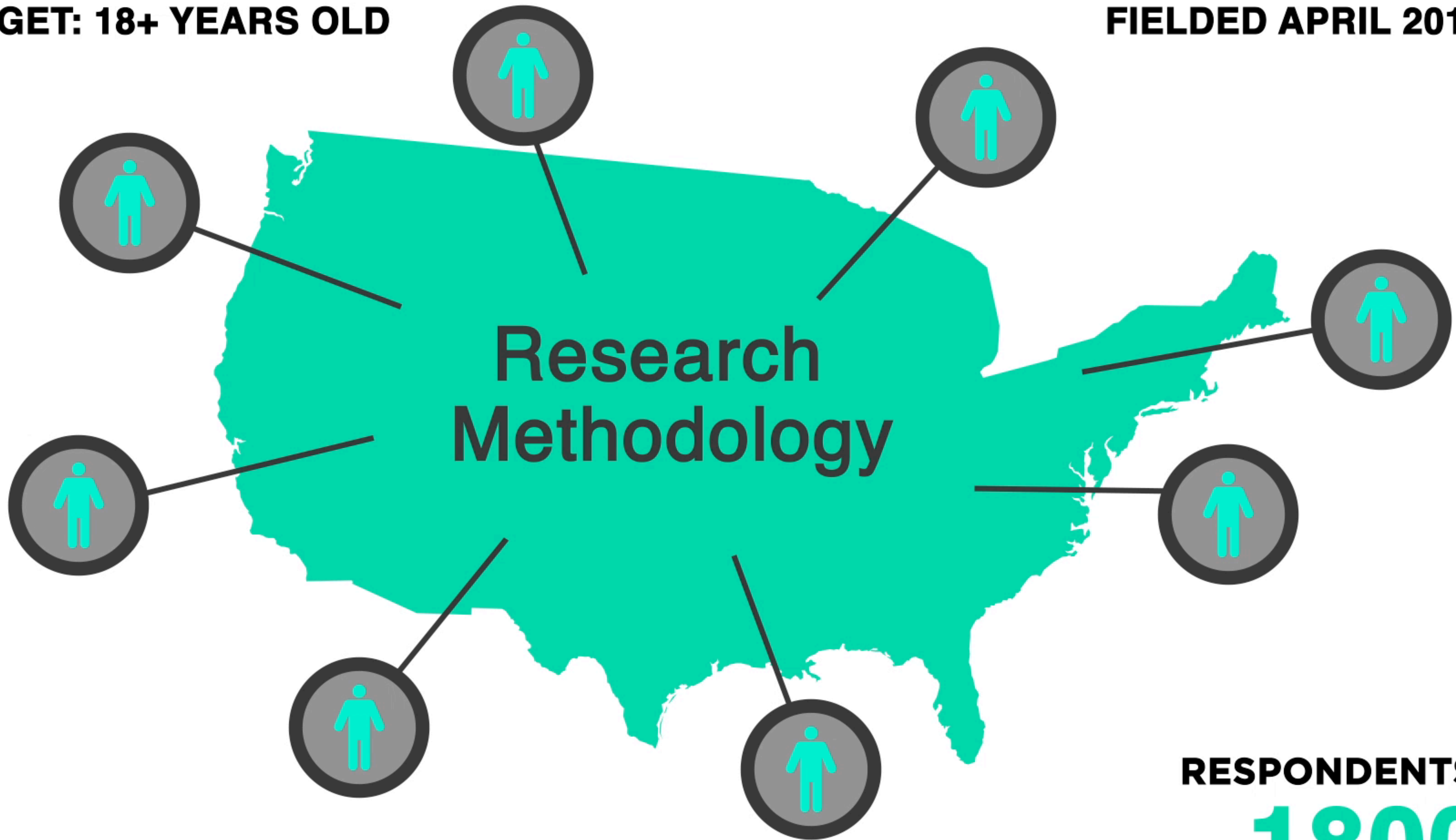


**FIT TRANSPARENCY PERCEPTION
ASSESSMENT SURVEY**

2018

TARGET: 18+ YEARS OLD

FIELDDED APRIL 2018



3 PROPRIETARY SURVEYS

RESPONDENTS
1800



HYPOTHESIS

INDIVIDUALS DON'T KNOW
WHO OR WHAT TO **TRUST**

LACK OF TRUST LEADS TO THE **NEED FOR TRANSPARENCY**
INDIVIDUALS ARE SEEKING TRANSPARENCY TO **RESTORE TRUST**





SAFETY IS NON-NEGOTIABLE

76%

Want brands to assure safety of ingredients

91%

Believe natural ingredients are better than lab-made ingredients

ACCOUNTABILITY



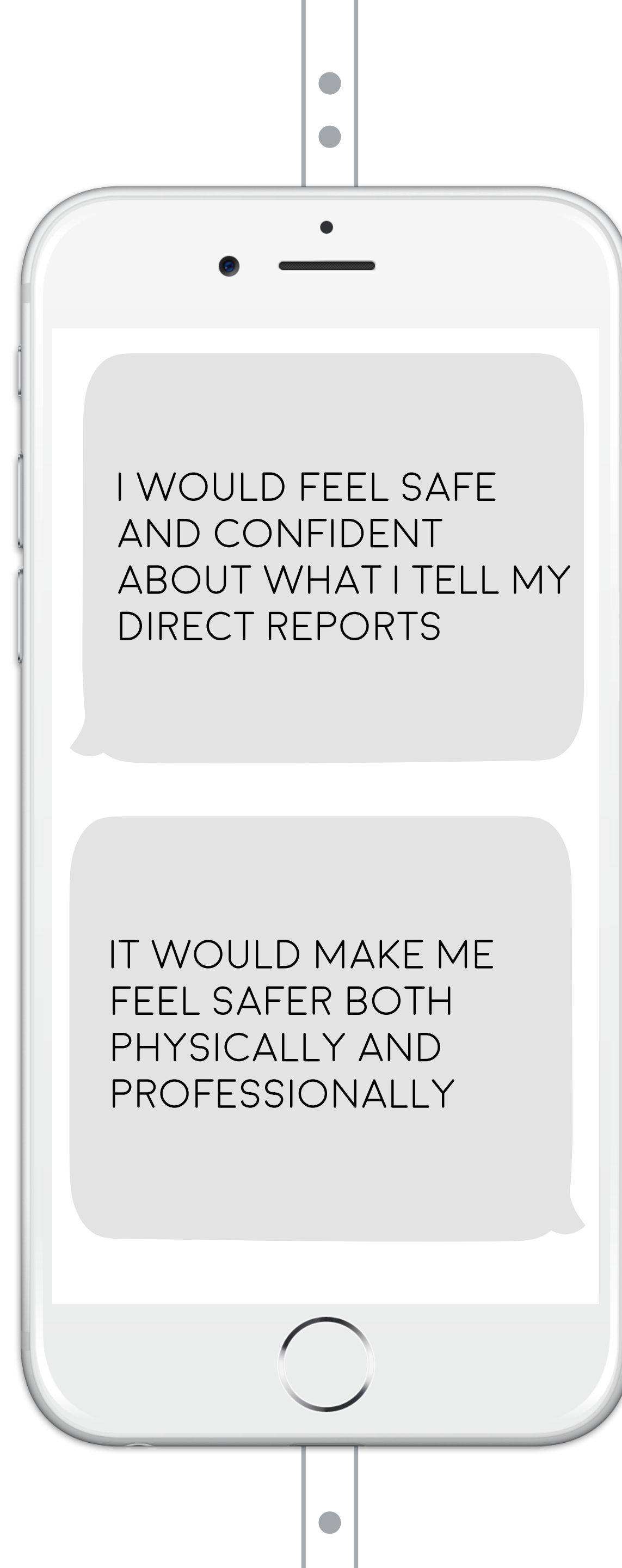
EMOTIONAL WORKPLACE SAFETY

- 74% Salary & compensation drive employment
- 101 Beauty industry employment driver index for salary
- TREND Transparency equates to emotional safety

ACCOUNTABILITY

TESTIMONIALS

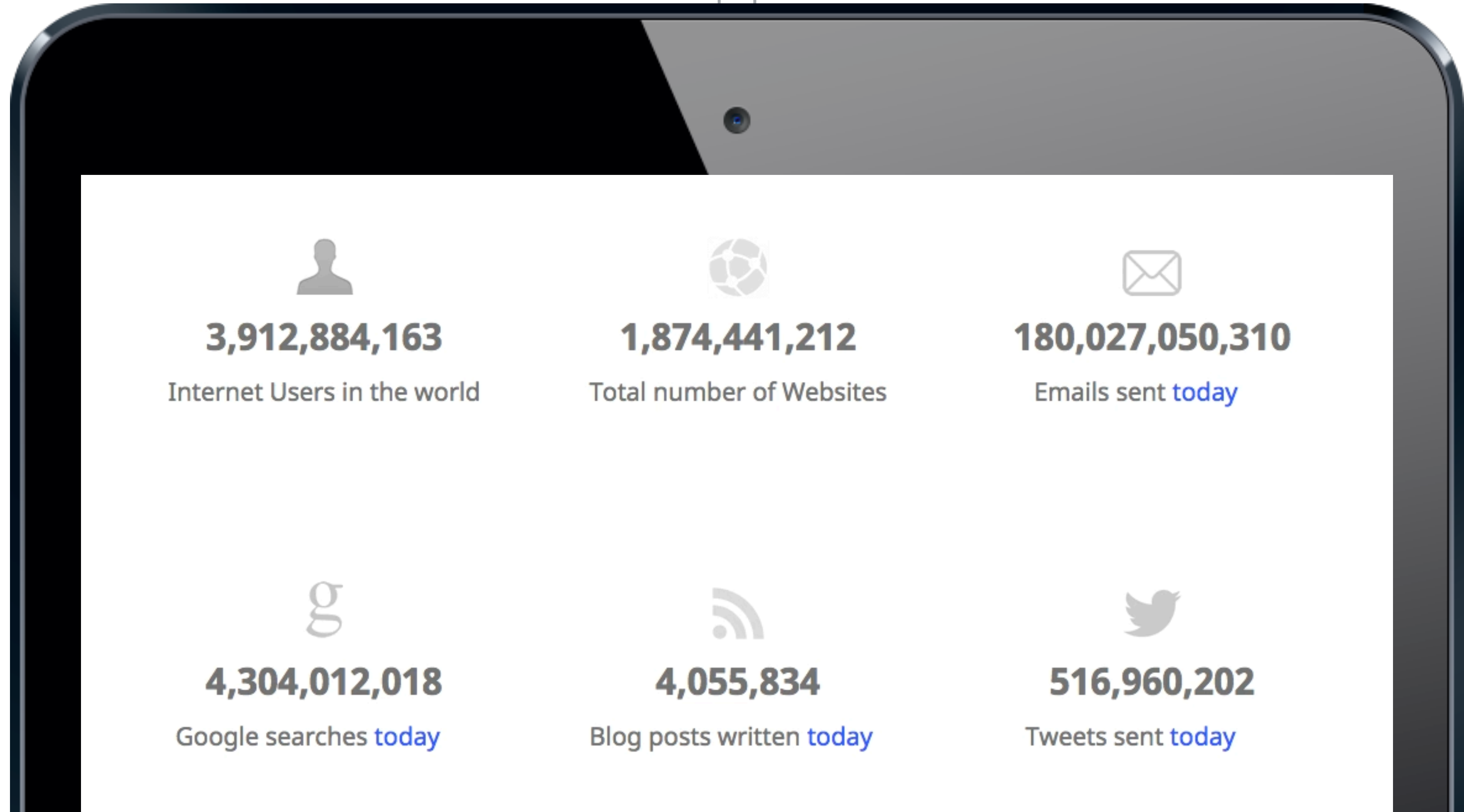
HOW WOULD ACCESS TO MORE
INFORMATION CHANGE YOUR
DAY-TO-DAY?



I WOULD FEEL SAFE
AND CONFIDENT
ABOUT WHAT I TELL MY
DIRECT REPORTS

IT WOULD MAKE ME
FEEL SAFER BOTH
PHYSICALLY AND
PROFESSIONALLY

UNPRECEDENTED AMOUNT OF DATA





ACCESSIBLE & TRUSTED

31%

Have enough information on ingredient safety

72%

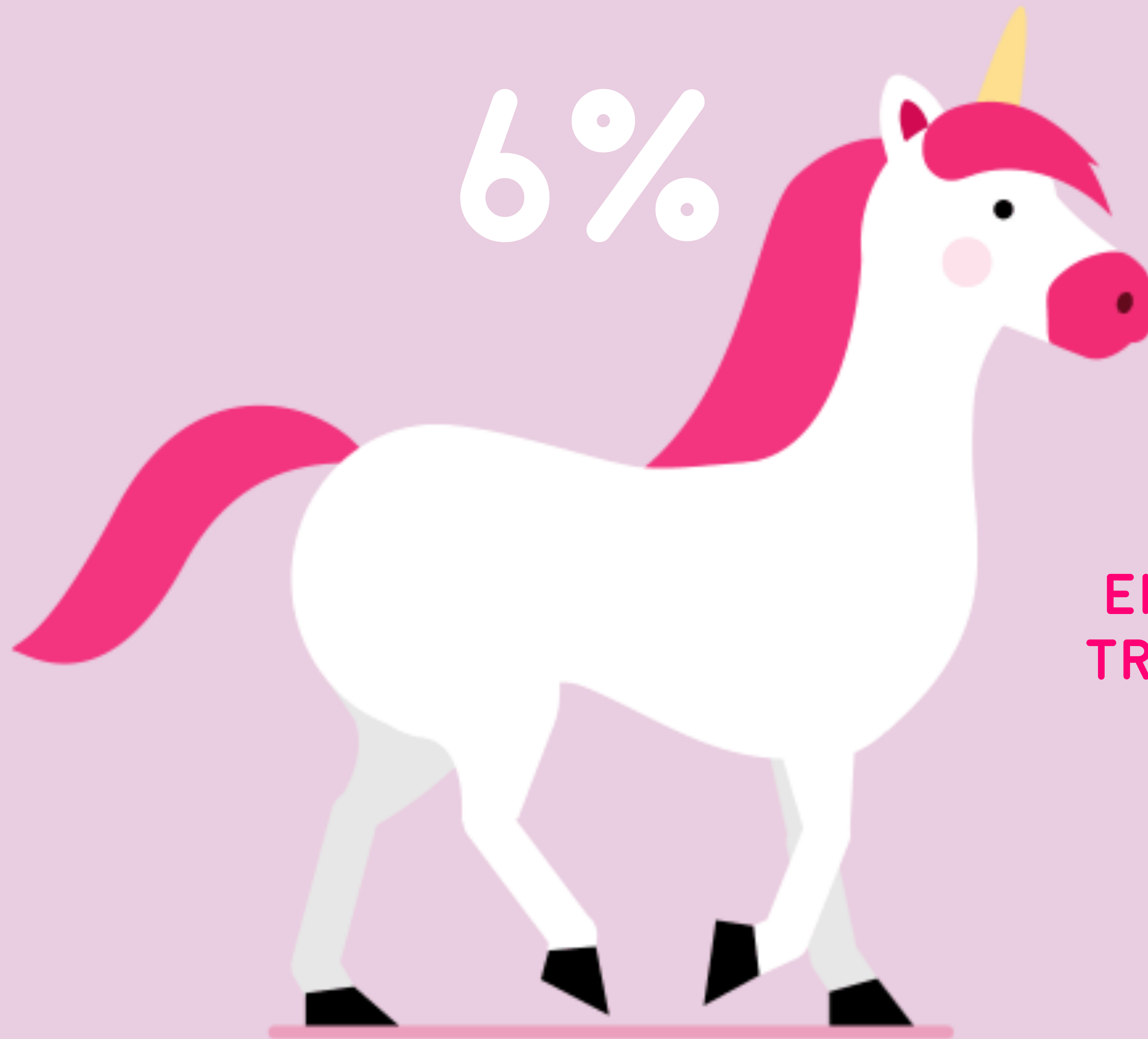
Want brands to explain what ingredients do

60%

Check 4+ sources of information before buying

COMMUNICATION

**BELIEVE IN
UNICORNS**



6%

**BELIEVE
EMPLOYER IS
TRANSPARENT**



LACK OF WORKPLACE TRANSPARENCY

1 IN 4

No access to career progression information

1 IN 2

Lack career progression information in Beauty

40%

Feel not valued by their organization

COMMUNICATION



P R O M I S E O V E R P R O F I T

66%

Want brands to be transparent about product testing practices

65%

Want brands to be transparent about sources of ingredients

54%

Want brands to be transparent about environmental impact

VALUES



SALARY DRIVES
EMPLOYMENT, NOT
FULFILLMENT

#1

1 in 3 ranked purpose & mission align with my values

53%

Beauty is 53% more likely to feel fulfilled from company culture

37%

“Intent to enhance satisfaction & engagement” top desired quality in employer

VALUES



DRIVEN BY
ALIGNMENT WITH
VALUES

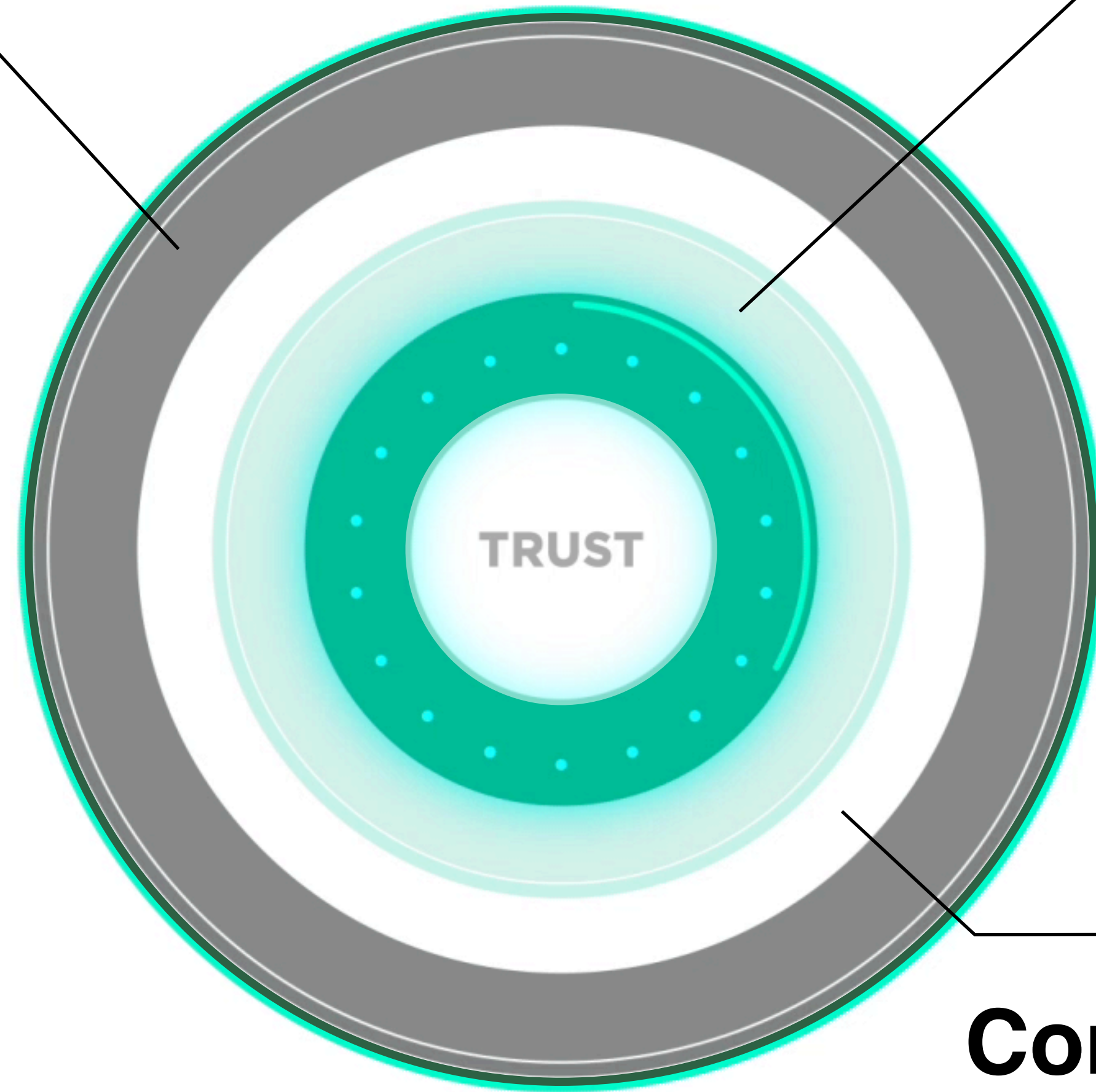


A NEW
TRANSPARENT
WORLD



Accountability

Alignment with Values



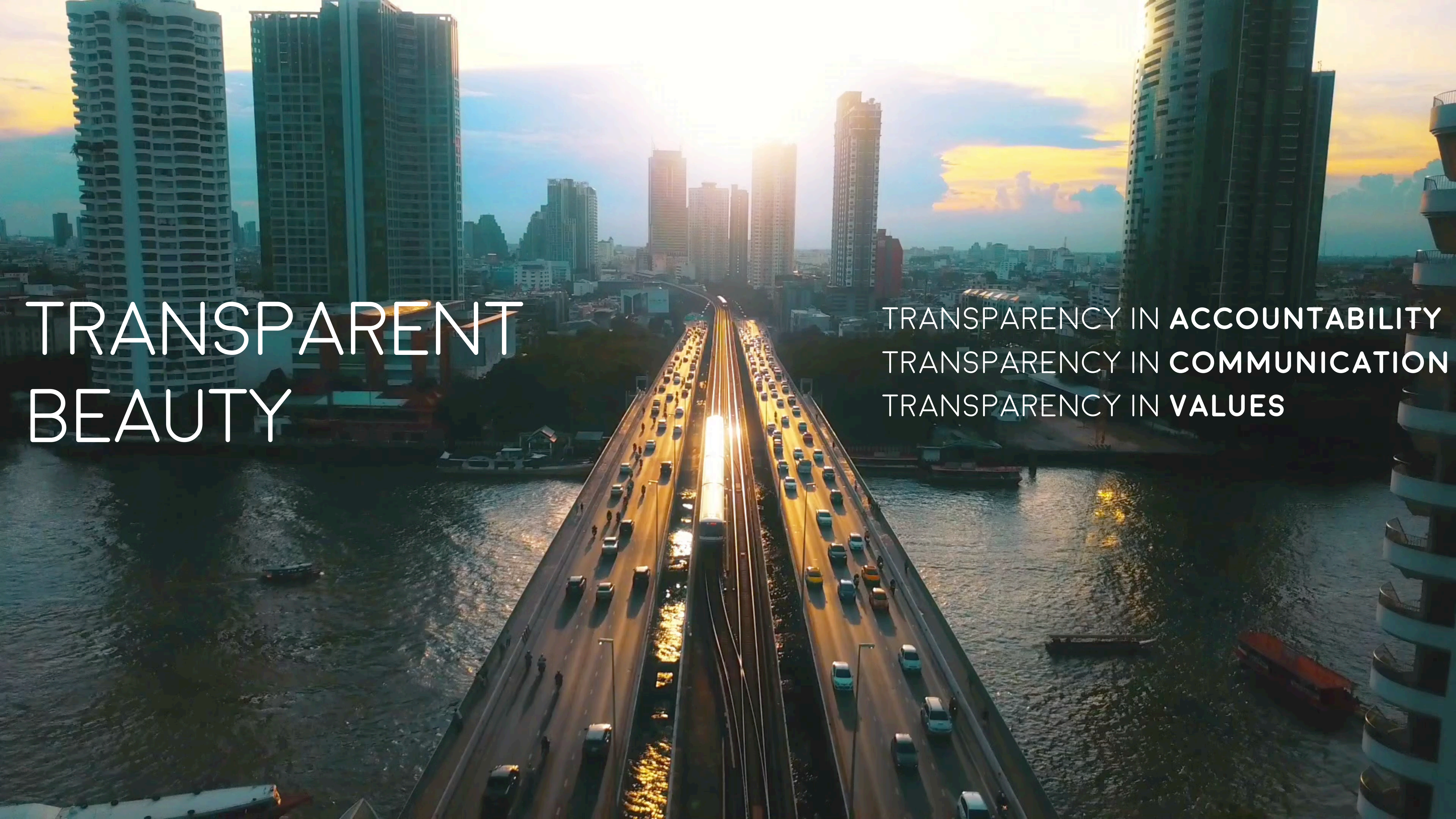
Communication



WHO ARE YOU?

IS YOUR ORGANIZATION TRUSTED?
IS YOUR BRAND ACCOUNTABLE?
DOES YOUR ORGANIZATION PROVIDE ACCESS TO THE
RIGHT INFORMATION?

WHAT ARE YOUR BRAND' S VALUES?



TRANSPARENT
BEAUTY

TRANSPARENCY IN ACCOUNTABILITY
TRANSPARENCY IN COMMUNICATION
TRANSPARENCY IN VALUES

TRANSPARENCY IS COMING

ARE YOU READY?