



VuLu – Beauty in Flair

July, 2011



Methodology

- Online Flair panel
- Sample = 157 (NL) and 178 (FR)
- 18-26th of July 2011



Beauty in Flair

- 88% is interested in beauty. Most readers are interested in hair care but also show interest in body care and make-up.
- 82% (NL) and 84% (FR) read the beauty pages in Flair always or most of the time. They appreciate the pages as attractive and accessible.
- The Flair pages with specific beauty tips and advice are interesting (NL 82% / FR 91%)



Beauty in Flair

- 👉 The Flair beauty pages offer her a good overview of the available beauty products (NL 80% / FR 90%)
- 👉 Thanks to the beauty pages she discovers new products (86% NL, 89% FR)



Beauty in Flair

- Flair is not always seen as the trendsetter in beauty (10% NL, 13% FR), but Flair is definitely up-to-date (75% NL, 74% FR)
- 69% (NL) and 84% (FR) trust beauty advice in Flair. 52% (NL) and 64% (FR) apply the tips and tricks.
- 82% (NL) and 67% (FR) have already tried a Flair beauty offer e.g. pocket, action,...

