CLOSING THE VALUES GAP WITH TRANSPARENCY
IMPORTANCE OF CONSUMERS' TRUST IN BRANDS
SPEAK AND REVEAL THE TRUTH
CONSUMERS AND EMPLOYEES
CAN THE BEAUTY INDUSTRY EMBRACE TRANSPARENCY?
TRUST

ˈTRəST

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

ACCOUNTABILITY

COMMUNICATION

VALUES
FIT Transparency Perception Assessment Survey 2018
Research Methodology

TARGET: 18+ YEARS OLD
FIELDED APRIL 2018

RESPONDENTS 1800

3 PROPRIETARY SURVEYS
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
E M O T I O N A L  W O R K P L A C E  S A F E T Y

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**

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Have enough information on ingredient safety

Want brands to explain what ingredients do

Check 4+ sources of information before buying
Believe employer is transparent and 6% believe in unicorns.
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
Want brands to be transparent about product testing practices (66%)

Want brands to be transparent about sources of ingredients (65%)

Want brands to be transparent about environmental impact (54%)
# Keynote Presentation

**S A L A R Y  D R I V E S  E M P L O Y M E N T,** **N O T  F U L F I L L M E N T**

- **#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
Trust driven by alignment with values

Consumers

Employees
Accountability

Communication

Alignment with Values

Communication

Trust
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?