



Ad claims 'bogus', but we still pay

By Lisa Bjorksten

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- **Only 9.7pc say you get what you pay for with cosmetics**
- **Just 6.3pc believe companies tell truth in advertising**
- **But only 7.2pc say they could live without cosmetics**

MOST Australians think cosmetic companies lie in their product claims, and that scientific research often included in advertising is inaccurate.

Just 6.3 per cent of Australians agree that cosmetic manufacturers tell the truth when it comes to their advertising, according to a new survey by *NEWS.com.au*.

Scientific evidence does not dramatically affect this belief, with 55 per cent of Australians saying these scientific research claims are not accurate.

The survey of 1898 people conducted by *NEWS.com.au* in conjunction with CoreData also found that word of mouth is the strongest influencer when it comes to beauty product purchases and that celebrity endorsement is the least influencing factor.

Pricing is also an important factor in brand choice. More than 75 per cent of respondents think there is a wide range of good products across the price spectrum, but only 9.7 per cent say you get what you pay for when it comes to cosmetics.

While trust levels are low when it comes to cosmetic companies, almost half of Australian women believe make-up is a necessity, not a luxury. Only 7.2 per cent of people say they could live without cosmetics.

Most women use make-up every day and most feel they need to wear make-up to important events in order to feel confident - without it, 63.4 per cent of respondents say they would feel insecure, 51.5 per cent say they would feel naked and 35.2 per cent believe they wouldn't be taken seriously.

The survey also found the majority of Australians (74 per cent) believe the way the way they look defines their character.

As such, it seems make-up isn't just for important events – more than half of cosmetic users apply make-up before going grocery shopping, 32 per cent apply make-up before going to the beach and 24 per cent wear it to the gym.

The increasing popularity of male grooming was also reflected in the survey, with half of female respondents saying they think it's OK for a man to wear make-up and 30 per cent claiming they would date a man who wore make-up.

Contrary to popular belief that men don't know or care if women wear make-up, 74 per cent of men believe that the time women spend putting on make-up is worth it.

When it comes to beauty concerns, acne (30 per cent), blemished skin (24 per cent) and wrinkles/lines (23 per cent) are the most pressing worries. Two thirds of Australians are also likely to worry about facial signs of ageing.

And it seems we're prepared to resort to the jab to do something about it, with 52 per cent of respondents admitting they would definitely try Botox to prevent wrinkles.



Eye-opening ... it seems we just can't live without our make-up / File

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