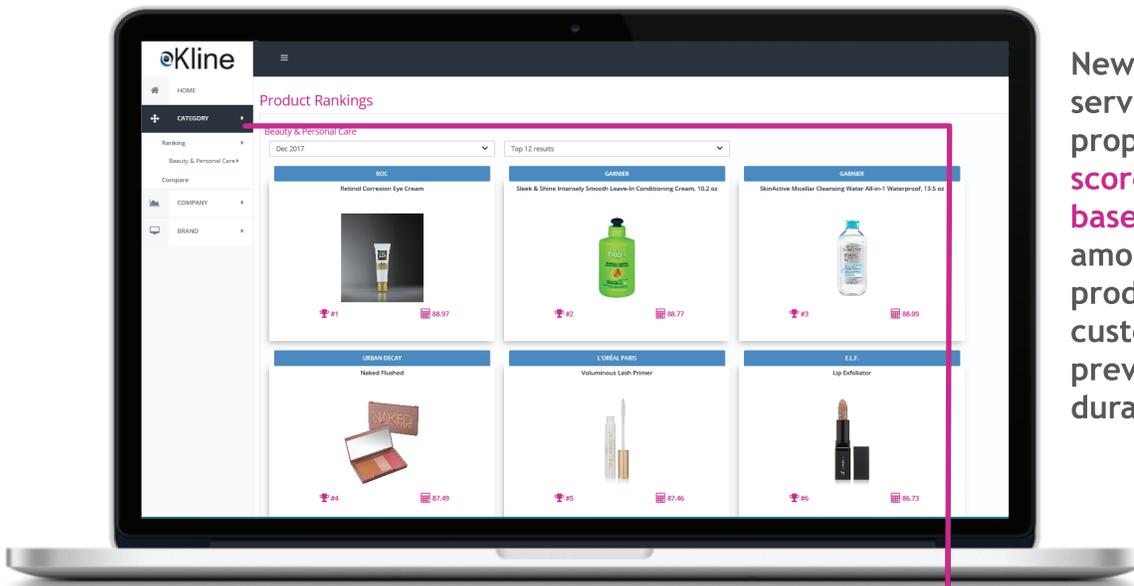
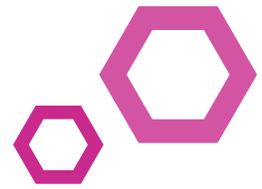


AMALGAM

NEW DIGITAL TRACKING SERVICE



New interactive online service uses a proprietary algorithm to score beauty products based on their ranking among best-selling product listings, customer ratings, prevalence, and duration on the charts.

DATABASE CONTENTS

This interactive online database allows users to view data by: product class, category, and sub-category, as well as by company, brand, product, price, and score.

CATEGORY SCOPE

HAIR CARE

- Conditioners
- Hair coloring products
- Hair styling products
- Hair texturizing products
- Shampoos
- Multiproduct/kits

MAKEUP

- Eye makeup
- Face makeup
- Lip makeup
- Nail polishes
- Multiuse products
- Multiproduct/kits

SKIN CARE

- Body care
- Facial skin care
- Sun care products
- Multiproduct/kits

REPORT CONTENTS

Issued every quarter, highlights reports contain insights on:

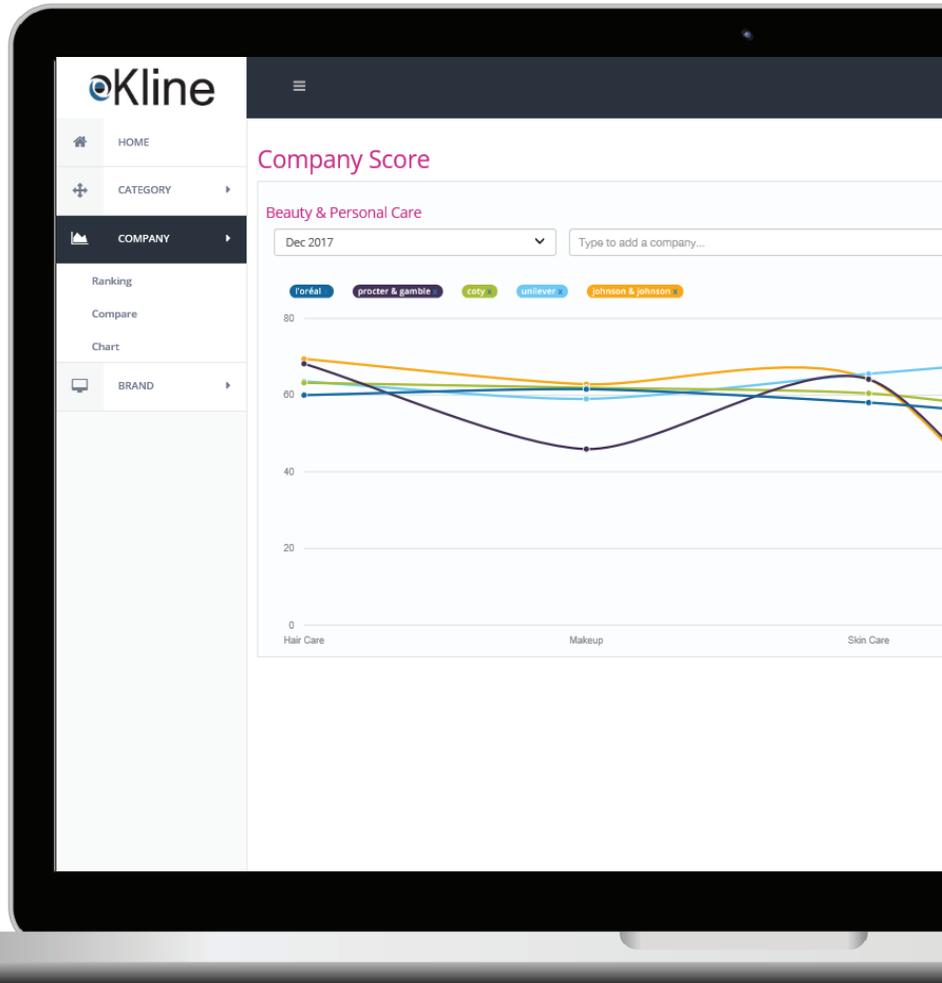
Top product trends

Pricing dynamics

New and notable items

Biggest movers and losers by category

Review of items from top marketers



METHODOLOGY

Based on the continuous collection, aggregation, and blending of data from approximately 20 leading retailer websites.

KEY BENEFITS

1 Use a single, unified source to track all best performing items across multiple leading retailer

2 Continuously monitor product trends and better predict future trends

3 Stay on top of new and competitive brands and monitor prices by website over time

4 Benchmark individual product performance in multiple beauty categories

5 Detect hot new beauty items as soon as they hit the market

6 Understand who is winning in digital beauty