

THE LOOKS WE LOOK FOR

Makeup Trends Throughout the Year

Color Trends

JAN.



Searches related to **glitter eyeshadow** peak in December and January



Searches related to **dry skin makeup** peak in January.

FEB.



VALENTINE'S DAY

Views of Valentine's Day makeup tutorials grew **13%** this month in 2014 (YoY).

MAR.



Searches related to **orange lipstick** peak from March through June



PROM SEASON

After Halloween, it's the biggest makeup event on YouTube.

Top searches about prom makeup are related to **eye color, dress color and getting a natural look.**

YouTube searches related to prom makeup grew **76%** in April 2014 (YoY).

Mobile searches related to prom makeup were up **85%**



Increased interest in **bronzer** related searches



2X

Interest in **pastel eyeshadow** related searches during the spring (2014)

APR.



Searches related to **purple eyeshadow** peak in April



MAY



JUNE



WEDDING SEASON

Searches related to **wedding hair and makeup** on YouTube grew **70%** in 2014.

People watching wedding makeup-related videos watch more videos related to **classical, folk and religious music, footwear, and interior decor** (2014).



Nail related searches peak in July every year.

Nail Art is the fastest-growing nail trend; related searches on YouTube **grew 35%** in 2014.



Searches related to **waterproof mascara** peak in the summer.

AUG.



OILY SKIN Searches related to **makeup for oily skin** were up **18% YoY** in this month in 2014.

SEPT.



HALLOWEEN



Searches for **"makeup"** spike, driven by Halloween, the biggest makeup event of the year.

OCT.



Searches related to **white makeup** peak during October



Searches related to **red lipstick** peak from October through December

Views of Halloween makeup content on YouTube have grown (2012 vs 2013)

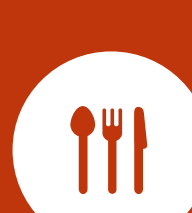
3.5X.



Halloween videos account for **57%** of **seasonal makeup tutorial video views**, as of August 2014

56M views alone for Michelle Phan's "Barbie Transformational Tutorial", as of October 2014.

NOV.



THANKSGIVING

In 2013, YoY YouTube searches related to Thanksgiving makeup were up

77%.



MOVEMBER

Thanks to "Movember," there's a **rise in "moustache wax" searches**-most popular in California, New York, Illinois, Texas, and Florida.



DEC.



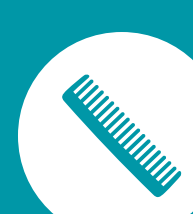
Searches related to **gold & glitter eyeshadow** peak in December



HOLIDAY

56% of holiday-related makeup searches on Google.com contain a brand name (December 2013).

Makeup brushes are a popular holiday gift; searches for them peak every year.



BEARD GROOMING

Beard grooming related searches peak in December; they grew **85%** in 2013 (YoY).

Top searched questions about beards are **"How to grow a beard?"** and **"How to trim a beard?"**