

Press release



The beard is here to stay!

Frankfurt am Main, 10 February 2017

For young men, a beard is much more than just facial hair. Having a beard separates the men from the boys. So young men take more care of their prized and magnificent facial hair accordingly.

The first beard hairs begin to sprout in puberty. However, it is rare for young men to have a thick beard growth from the start. In most cases, initially just delicate fluff appears and to begin with this is perceived as somewhat embarrassing. Odd gaps and empty areas are observed in the beard. These young men admire the magnificent and complete beards of their fathers, grown-up friends or celebrities. After all, beard growth is the visible sign of the level of maturity of your manhood: are you still a little boy or already a real man?



The in-depth psychological-representative [study](#) of teenage boys and young adults on behalf of the IKW (German Cosmetic, Toiletry, Perfumery and Detergent Association) showed that young male adults are heavily preoccupied with this subject – even if they do not often want to talk about it. A teenager reports: "I put coffee on my face. It stimulates facial hair growth. My mate told me. It makes the gaps disappear." Another young man enthuses about beards: "With a beard you get taken seriously by women... without a beard, of course, I look five years younger. I've got a baby-face". For another young man, his lack of a beard is a problem to be taken seriously: "There were gaps in my beard; my facial hair growth is uneven. Now I am the only one of my mates without a beard. They say: grow a beard, or can't you grow one?" Young men are happy to rely on special beard grooming products to take care of their beards. **30 percent** of them use these to show their own personality.

The type of beard you have is an expression of your individual personality. Like hair styles, young men can choose from a multitude of fashionable styles. The three-day beard, however, is perfect for many men. This beard suggests something rather rakish and wild but is different to the untamed woolly beards of the 70s and 80s. These days, the beard's shape is considered important and cultivated.

It is very important for today's young men to take care of their outward appearance and to give off a well-groomed image. Since in puberty they experience an increasing lack of control and insecurity from their environment, they place greater value on a well-groomed and attractive image. Cosmetic products help them to create this in the way they wish. **85 percent** of young men use cosmetic products in order to feel more secure.

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Youth undisguised

The self-perception and self-esteem of adolescents and young adults

An in-depth psychological-representative study from rheingold salon compiled for IKW – German Cosmetic, Toiletry, Perfumery and Detergent Association

Young people are currently not only struggling with uncertainties due to unusual mood swings and burgeoning sexuality. On a social and familial level, they likewise experience sort of a loss of control. The adolescents try to counter this basic feeling of insecurity by their very own strategy: they attach increasing value to their appearance.

rheingold salon has examined on behalf of the German Cosmetic, Toiletry, Perfumery and Detergent Association the development of self-esteem in adolescents and young adults aged between 14 and 21 years. What role is played by a neat appearance for the self-esteem of young people? What influence does taking care of their appearance have on the self-esteem of young people? And in how far can cosmetics and beauty products support young people in their self-discovery? The first depth psychological representative study on the transition to adulthood provides answers to these exciting questions. Within the framework of the qualitative polling, group discussions and individual in-depth interviews were conducted with altogether 56 adolescents and young adults aged between 14 and 21 years. For the representative quantitative survey 1,012 adolescents and young adults aged between 14 and 21 years were surveyed.

<http://www.ikw-youthstudy.org/>

About IKW

The German Cosmetic, Toiletry, Perfumery and Detergent Association, with headquarters in Frankfurt am Main, was founded in 1968. It represents the interests of more than 400 companies from the fields of beauty and home care on a national and European level. With sales revenues of almost EUR 18 billion, the member companies cover approximately 95 percent of the market and employ a workforce of approximately 500,000 people.

IKW is the contact partner for its member companies, ministries, public authorities, consumers, institutions and associations as well as for the media as far as scientific, regulatory or business topics are concerned. Experts from the beauty care and home care departments within IKW provide competent answers to questions concerning skin and hair care, beauty and self-esteem as well as hygiene and cleaning.

More information on <http://www.ikw.org>