

Press release



What really counts when growing up

Frankfurt am Main, 15 December 2016

When hormones are running riot and life seems to be going off course, adolescents try to find security. In this difficult time, traditional values like family, honesty and dependability gain a great deal of importance.

Adolescents could view puberty as a great adventure: not only does the body change, relationship levels are also transforming. Big feelings and first love are added to friendships and family relationships and offer new experiences. But rather than experiencing these developments as exciting and fascinating, most adolescents feel they are "uncontrollable" – and if possible, they keep them secret. Pimples, greasy hair and a budding sexuality do not fit well with the beautiful, ideal world that many adolescents dream up for themselves where a well-groomed appearance represents safety and order.



The changes that accompany puberty are rather another disruption in the adolescents' lives, felt increasingly to be controlled by some external force. In the in-depth psychological-representative [study](#) commissioned by the IKW (German Cosmetic, Toiletry, Perfumery and Detergent Association), it became clear that an underlying feeling of insecurity is predominant in adolescents. Regardless of whether it is with gender roles, parent-child relationships, work and school life, rules or regulations – everything seems possible. However, this also means that life becomes more unstable and uncontrollable.

The result of this is that adolescents long for values that offer stability in their lives. As such, **52 percent** of adolescents want security. Additionally, for almost all those surveyed, family was the central value. Family represents a community of values that imparts security and offers some stability when it comes to turbulent first sexual experiences. **83 percent** of those surveyed find family to be very important and **80 percent** indicate that they would like to have a family of their own later in life.

This is also reflected in the statements made by young adults in the study. According to one young person, *"In life, it is important to always be there for friends and family. I always want to communicate with them openly and honestly so that everyone gets on and no one is forced to do anything they don't want to."*

Another says: *"Friendship and family are important to me. Friendship means being able to trust someone, having interests in common, doing things together and not being alone. Family means that you always have someone to come back to, that you always have a safe home."*

Dependability, honesty and security – young adults want these personal values to be recognised from their appearance and a well-groomed look. The idea is, the smarter you look, the more control and dependability you exude. And in turn, this makes your own personality seem more attractive to others. **85 percent** of boys and girls use cosmetic products in order to feel more secure. **64 percent** also do not want to attract negative attention and use cosmetic products to cover up the unwelcome side effects of puberty.

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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>