

# Press release



## 24/7 – Always “on” and making sure not to miss anything

*Frankfurt am Main, 29 September 2016*

**WhatsApp, Instagram, Facebook and Co. Without access to the Internet, young people feel lost; being available 24/7 is a must. Why is it so important for them to never fall behind what is happening on social media?**

From the first glance at social feeds in the morning to a last check in bed at night – for young people, their smartphone is never far from reach. And they hardly put it down in between. The favourite blogger, the It Girl on Instagram or the best friend on WhatsApp – somebody is always “on”.

But why is it so important for them to never fall behind what is happening on social media?

The answer is provided by an in-depth psychological-representative [study](#) conducted by the German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW): Permanent communication leads young people to believe that they know about everything that is going on and that they aren't missing out. It makes them feel in control over their life and on top of things, not even noticing how dependent they are making themselves on the new sources of information. It simply feels good to have things figured out in a world which is sometimes chaotic and confusing for them.



It is therefore no surprise that young people look to social media channels for inspiration on their looks, something that is hugely important to them. For **51 percent** of the young girls interviewed in the study, tutorials and blogs offer valuable tips on how to correctly use cosmetic and make-up products.

Elaborately staged photos on Instagram are gladly copied and styling tips from YouTubers and bloggers are not only important sources of inspiration but also serve as fail proof insurance when it comes to looking good: If one follows the tutorials and opts for a celebrity hairstyle, one can't go wrong. A perfect aesthetic appearance means a lot to young people and makes them feel safe.

The number of subscribers to popular YouTube channels has constantly increased over the past years. Bianca Heinicke is Germany's most successful video blogger with her channel "BibisBeautyPalace" and 3.7 million subscribers. Young girls like her for her "normal" attitude. *"I always like to watch 'BibisBeautyPalace' because she shows how she applies the products she has bought"*, a participant in the study says.

Another girl comments: *"I like to be inspired by Instagram as far as fashion and lifestyle are concerned."* And the boys copy what they see on social media, too: *"I first saw my current hairstyle on Instagram. I sent it to my buddies via WhatsApp. They loved it; all of us now wear it."*

And what is particularly trendy at the moment?

There is currently lots of buzz about the US-trend "contouring" in the online beauty world. Different facial traits can be accentuated or concealed by applying different shades of make-up. The effects are documented in before and after pictures. *"These are amazing. After seeing them, I also wanted to try that and bought some contouring products myself"*, one of the participants in the study explains.

**35 percent** of the girls but also **16 percent** of the boys look for information on contouring and other trends on beauty blogs on the Internet. And here, too, there is a bit more behind the wish to shape the face by contouring: the adolescents want to have some structure in their life.

What about advertising?

Magazine ads and TV commercials still play a role for young people – but their judgement is critical: **29 percent** of the boys and girls often consider both TV and print advertising to be somewhat unrealistic. However, for **32 percent** advertising continues to provide relevant information and orientation, for instance about the efficacy of products.

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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>