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In the book entitled "Branded Beauty:

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explores the evolution of beauty products

and brands throughout history and how

these companies market themselves to the

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public. He begins by giving a brief background of ancient beauty, even dating back to the time of Cleopatra.

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Beauty is a multi-billion dollar global industry embracing make-up, skincare, hair care, fragrances, cosmetic surgery - even tattooing and piercing. Over the years it has used flattery, seduction ...

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The genius marketing ploy though was about more than its product ingredients. Makeup and beauty products could no longer make unfounded scientific claims. The industry was becoming more and more regulated. But there was nothing stopping the brand from alluding to



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science. Clinique employees, who wear white medical jackets, are known as consultants.

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7 Brands That Changed the Face of Beauty  
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In the book entitled "Branded Beauty: How Marketing Changed The Way We Look" by Mark Tungate, the author explores the evolution of beauty products and brands throughout history and how these companies market themselves to the public. He begins by giving a brief



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The Way of Ancient Beauty, even dating  
back to the time of Cleopatra.

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Amazon.com: Branded Beauty: How  
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As the beauty market is getting  
increasingly saturated, the competition is

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getting tougher and brands have to be on their toes with effective marketing strategies to stay in the game. From Instagrammable stores to conversation-sparking content on social channels—they must flex their creative muscle to deliver spectacular campaigns.

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How Beauty Brands Are Standing Out  
From The Crowd In 2019

Brands understand that consumers are no longer shopping for beauty products as they once were and traditional advertisements no longer have the same clout. With consumers today craving for

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authenticity and inclusivity, beauty brands are collaborating with influencers to better reach and interact with their target audience.

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5 marketing trends in the beauty industry -  
Talkwalker

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The brand has continued to be at the forefront of cultural movements ever since. Nike continues to succeed because the brand is like a chameleon. It's always changing to meet market needs.

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How Branding Has Changed. In a rapidly

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This growth is said to be down to the  
"selfie" generation, with today's  
consumers increasingly looking to visual  
social media platforms like YouTube and

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Instagram for beauty inspiration.

Unsurprisingly, beauty brands are turning away from traditional advertising and onto digitally-focused marketing in order to capture their attention. With this in mind, here's a run-down of some of the best examples of content marketing from cosmetics and beauty brands.



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Brilliant examples of content marketing  
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Why direct-to-consumer beauty brand  
Glossier is ripping up the marketing  
playbook Since launching online in 2014,  
Glossier has attracted a legion of hardcore

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fans with its straight-talking approach to beauty that shuns "stale retail" in favour of complete customer centricity.

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