

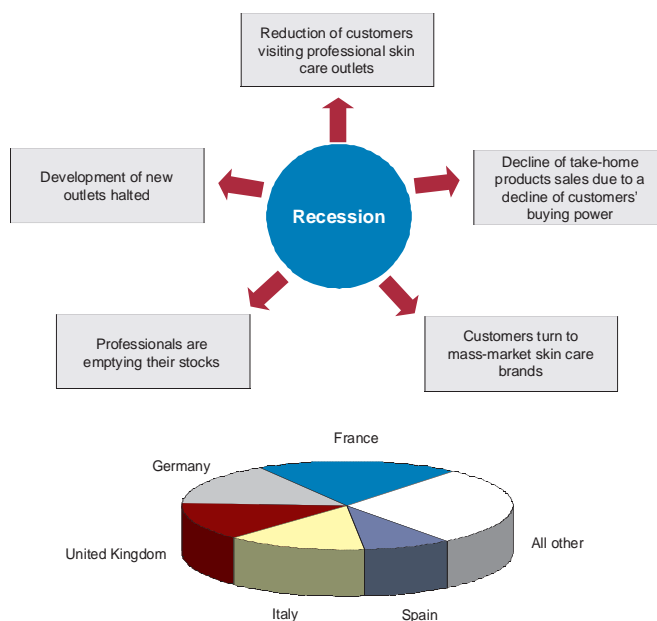
Professional Skin Care 2009: Europe Market Analysis and Opportunities

Fact Sheet

The Market

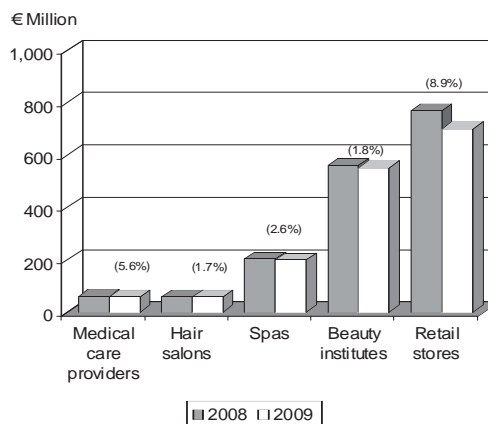
After several years of solid gains, the market for professional skin care products in Europe registers a 5.4% decline in 2009. The impact from the poor economy is seen in different ways.

In 2009, France is the most important European market with a 20% share. Germany is also a well-established market.



Channels of Distribution

All purchase channels decline in 2009. Retail stores, the largest channel for sales of professional skin care products, is hit the hardest. Beauty institutes resisted the poor economy better and grew in importance, capturing 35% of the total market sales.



Future Outlook

Product sales are expected to be slow and steady through the forecast period. Under the base-case scenario, the market will grow over the next five years at a compound annual growth rate of 3.4%.

