
It’s what’s
inside that
counts.
The Sound | 2020

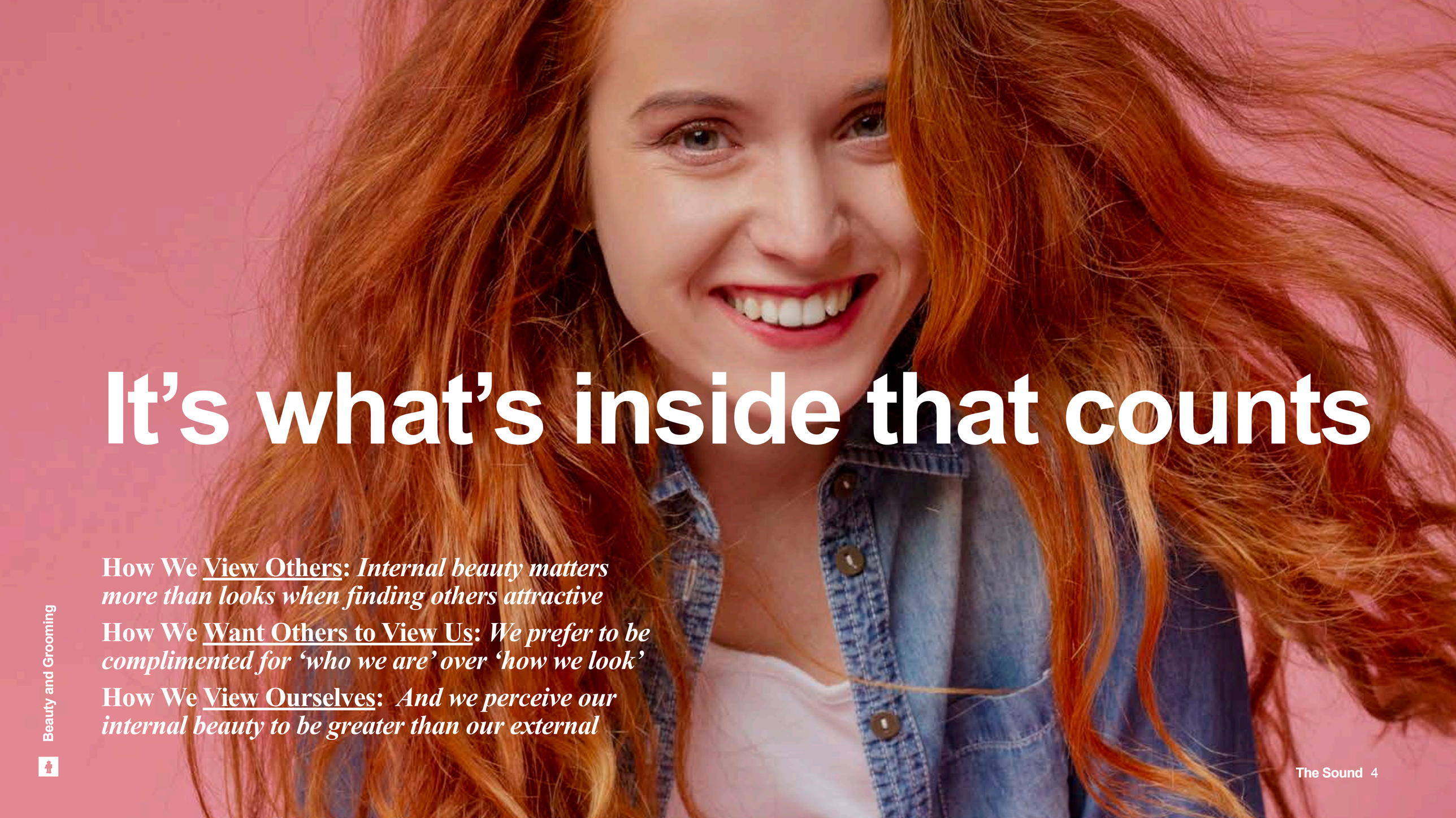
…or is it?

People believe that internal beauty is more attractive than external looks and that only increases with age.

Yet as they age, they increasingly believe that outward appearances fuel success in life.



Gender and age play significant roles, in surprising ways, on perceptions of Internal vs. External beauty



It’s what’s inside that counts

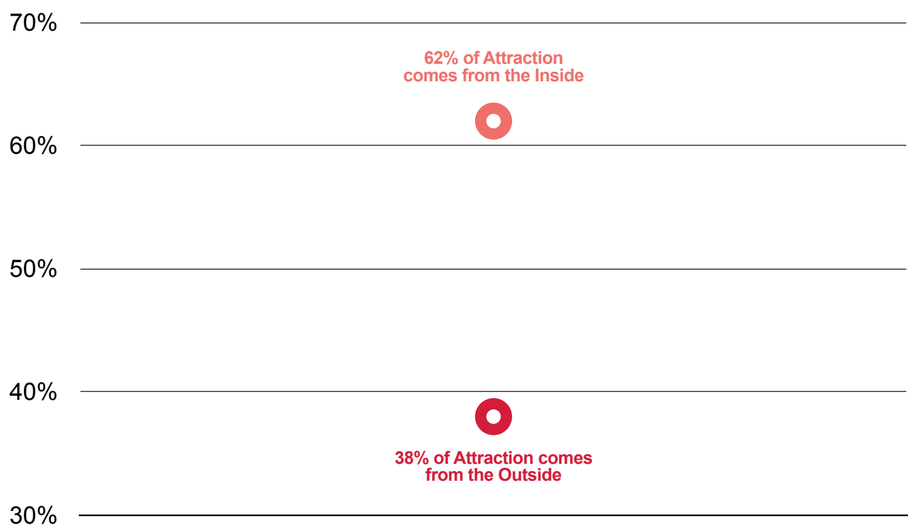
How We <u>View Others</u>: ***Internal beauty matters more than looks when finding others attractive***

How We <u>Want Others to View Us</u>: ***We prefer to be complimented for ‘who we are’ over ‘how we look’***

How We <u>View Ourselves</u>: ***And we perceive our internal beauty to be greater than our external***

How we view others:

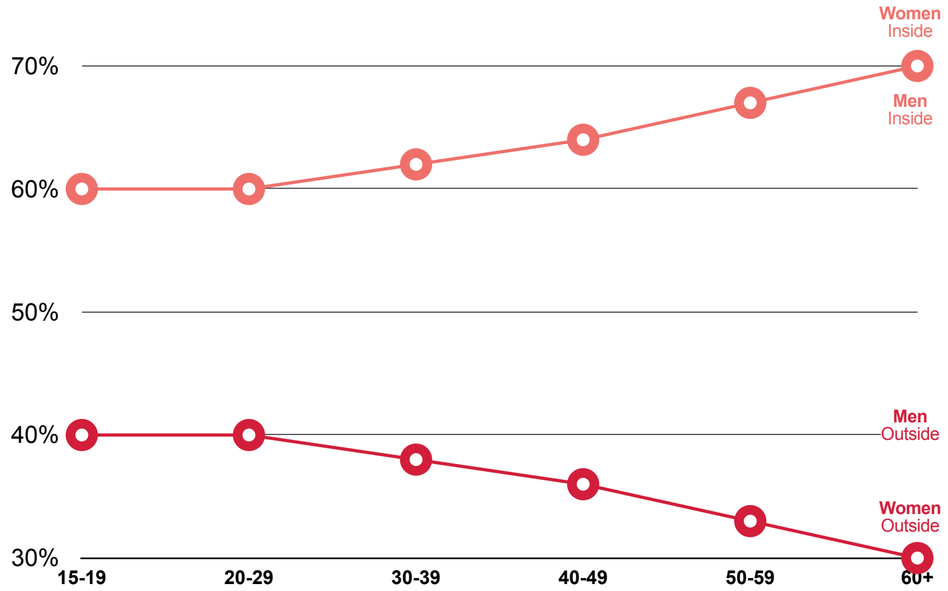
People believe that others' beauty or attractiveness comes from the inside



When you think about a "**beautiful person**", how much of their beauty or attractiveness do you think comes from the inside (who they are) vs. the outside (how they look)?

How we view others:

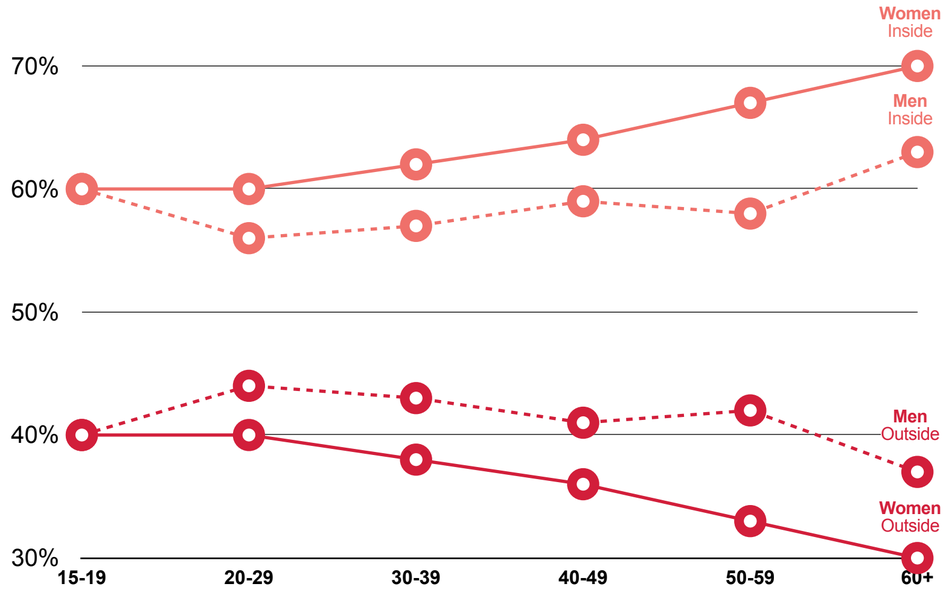
As women age, attraction is defined more and more by ‘who they are’ over ‘how they look’



When you think about a “**beautiful person**”, how much of their beauty or attractiveness do you think comes from the inside (who they are) vs. the outside (how they look)?

How we view others:

The same is true for men though they put a bit more importance on looks

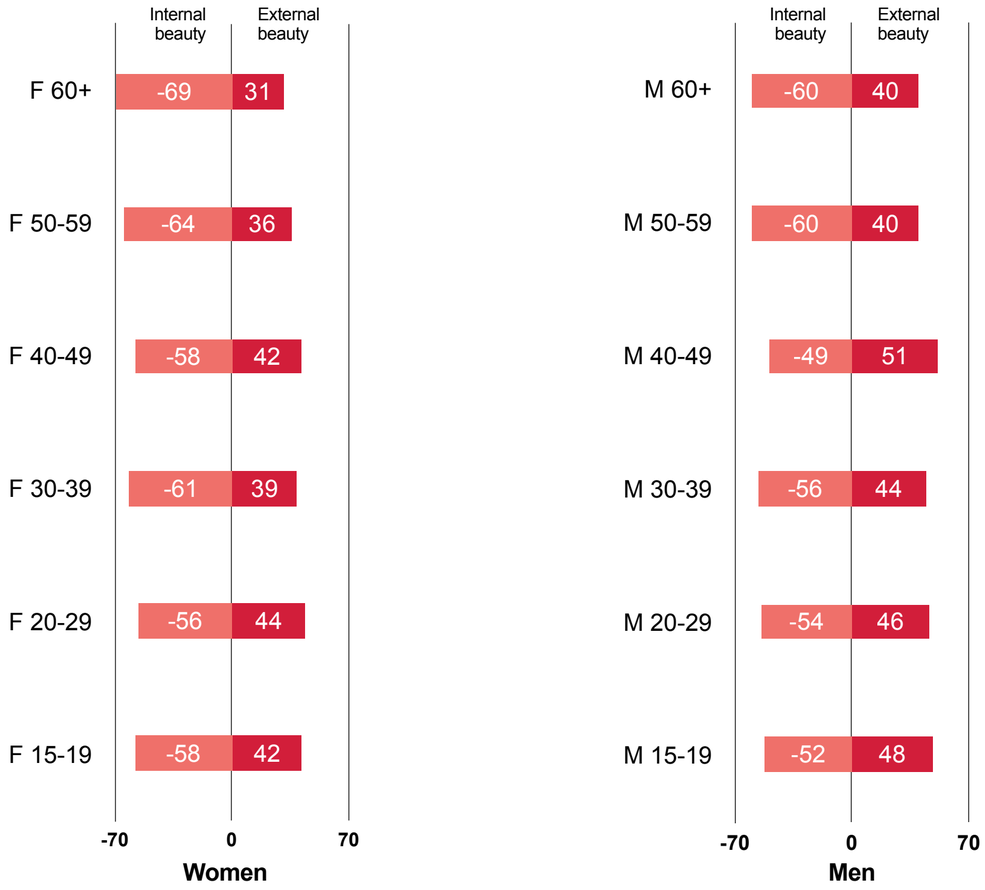


When you think about a "**beautiful person**", how much of their beauty or attractiveness do you think comes from the inside (who they are) vs. the outside (how they look)?

How we want others to view us:

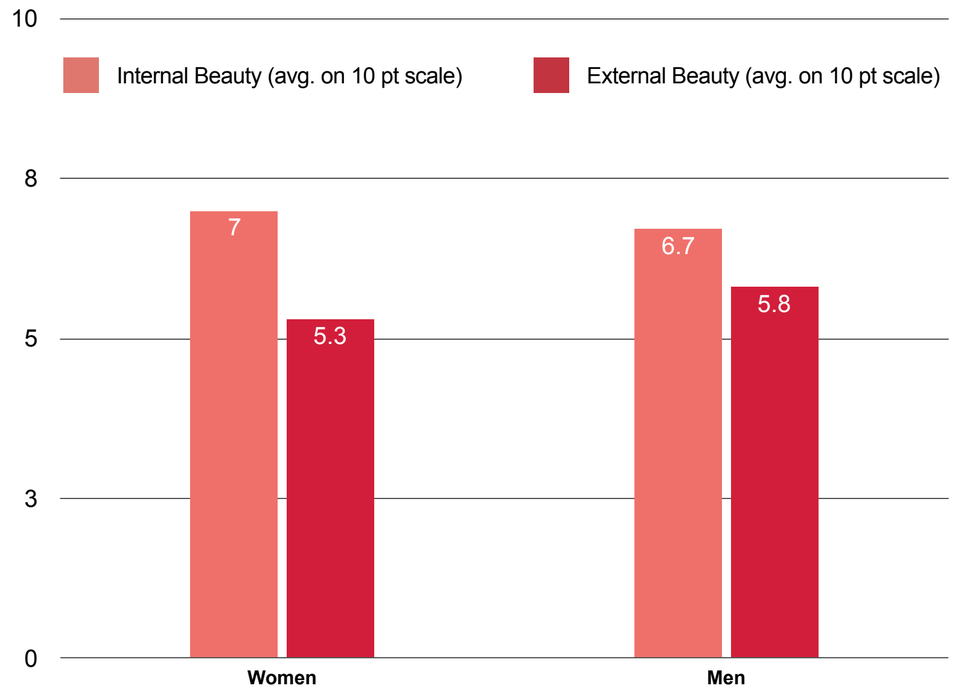
No matter the age, most people prefer to be recognized for ‘who they are’ rather than 'how they look’.

This is particularly once we hit 50, but we start to question that in our 40’s - often when people start to see significant physical changes.



How we view ourselves:

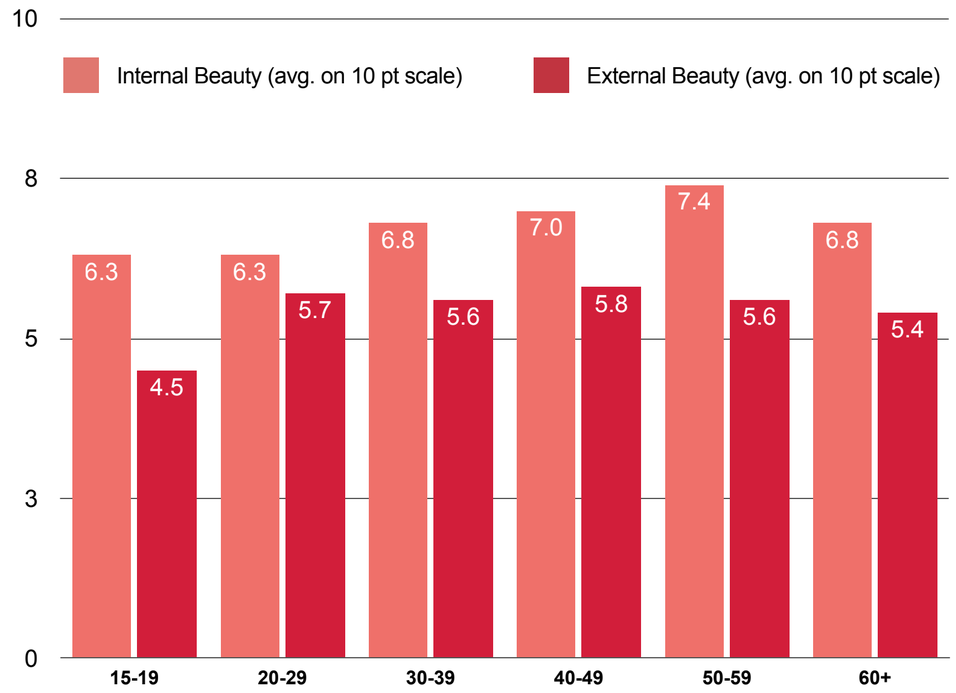
It's also easier to see our own internal beauty, with an average rating of 7 for internal beauty and a 5.5 for external



Men rate themselves a bit higher on external beauty when compared to women, though not on internal beauty

When you think about a "**beautiful person**", how much of their beauty or attractiveness do you think comes from the inside (who they are) vs. the outside (how they look)?

Perceptions of our internal beauty doesn't peak until our 50's while self-perceptions of external beauty rises and levels off in our 20's



The gap between self-perceptions of internal and external beauty is greatest among teenagers and those in their 50's

When you think about a "**beautiful person**", how much of their beauty or attractiveness do you think comes from the inside (who they are) vs. the outside (how they look)?



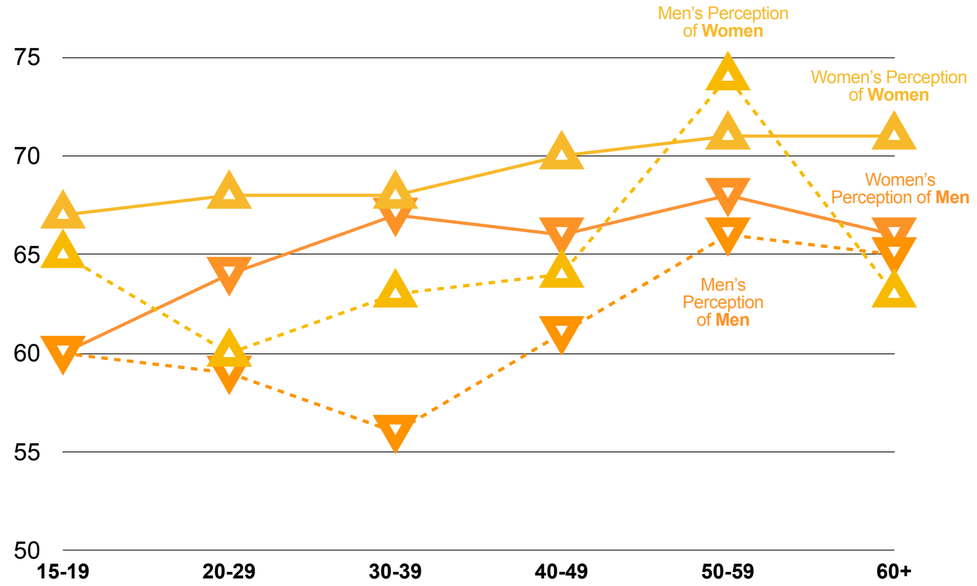
Society values the external

Both men and women believe physical beauty drive success in life.

Expectations are still more unrealistic for women than men.

While people place more value on what's on the inside, regardless of gender and age they believe outward appearances fuel success

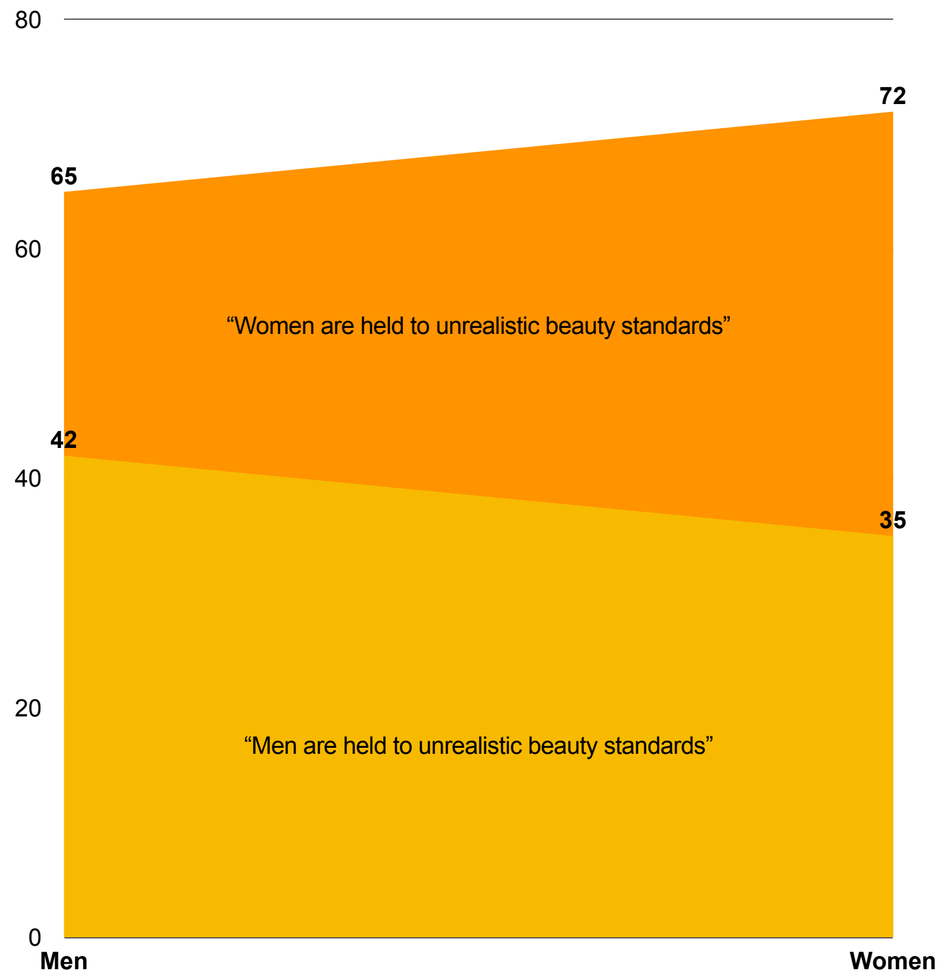
This feeling peaks in people's 50's, many of whom may be in the height of careers



"Physically beautiful women/men are often more successful"

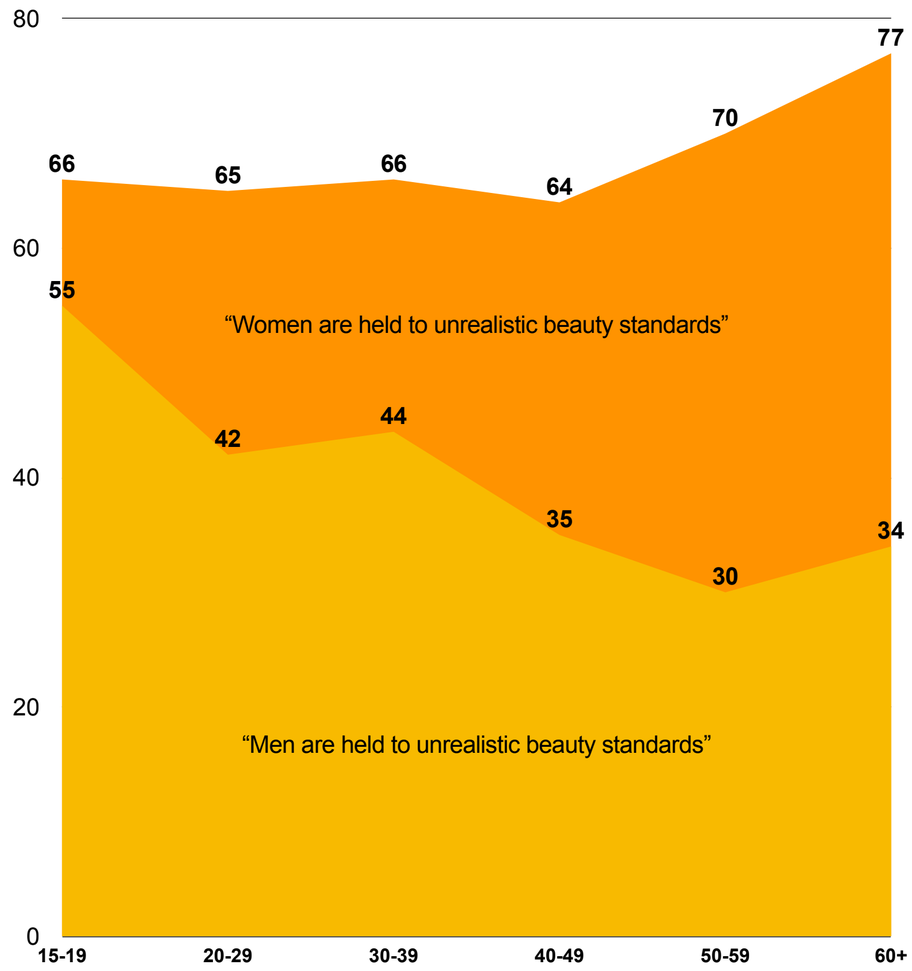
No surprise, both men and women feel women are more likely to be held to unrealistic beauty standards

The gap is even more pronounced among women



Interestingly, as people age, they feel standards are more unrealistic for women and less for men

The biggest gender gaps exist among those 50+



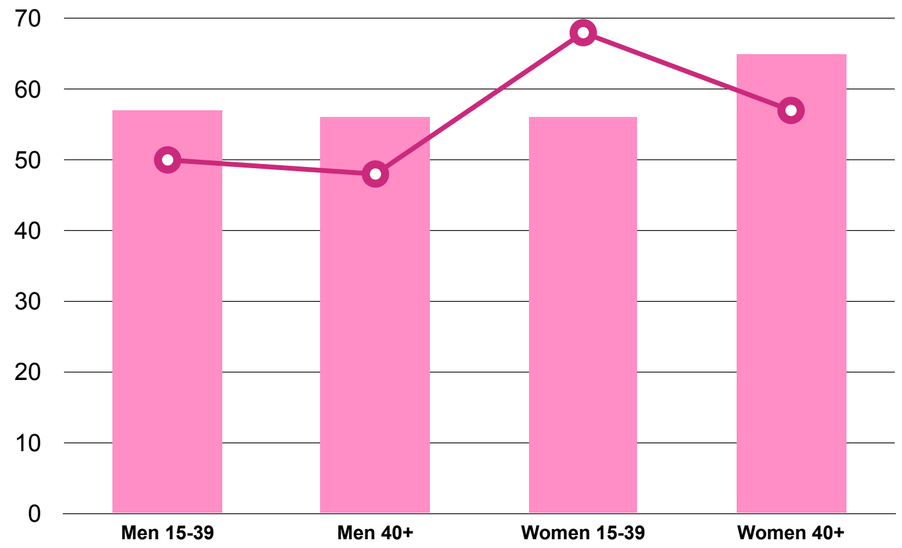
Among teenagers, the unrealistic expectations feel more balanced



Women feel the pressure

Women feel most conflicted — feeling less self-conscious YET they put more pressure on themselves to look good (likely related to the societal pressures they're feeling)

Women over 40 feel less self-conscious about their looks than younger women, yet feel the pressure to put in more effort

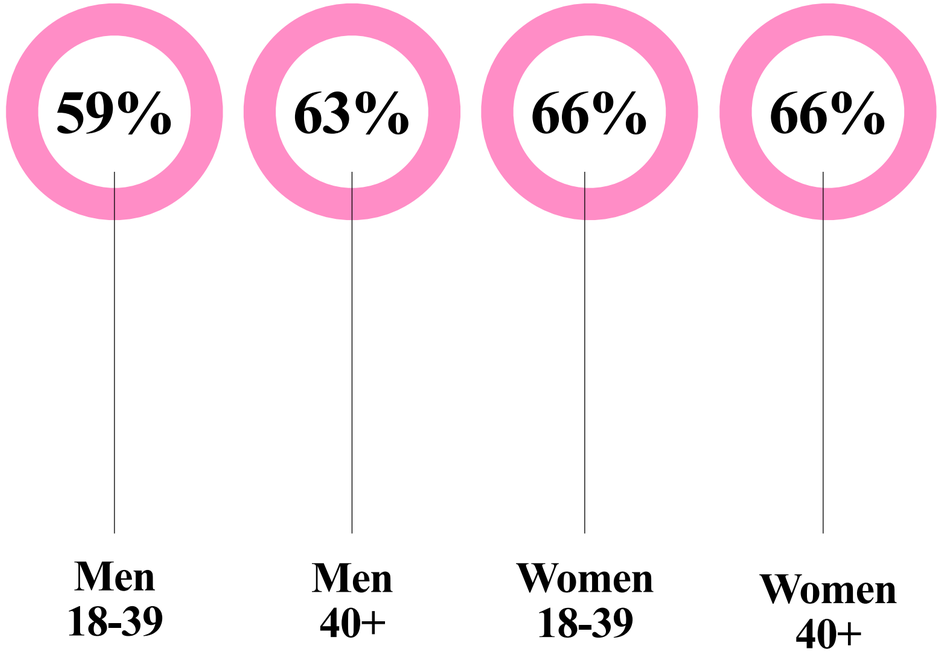


Regardless of age, women are more self-conscious than men

"I am very self-conscious about my appearance"
"I often feel like I should pay more attention to my appearance and how I look"

And the beauty industry wins, regardless of gender or age

“Beauty and grooming products make a positive impact on my life”





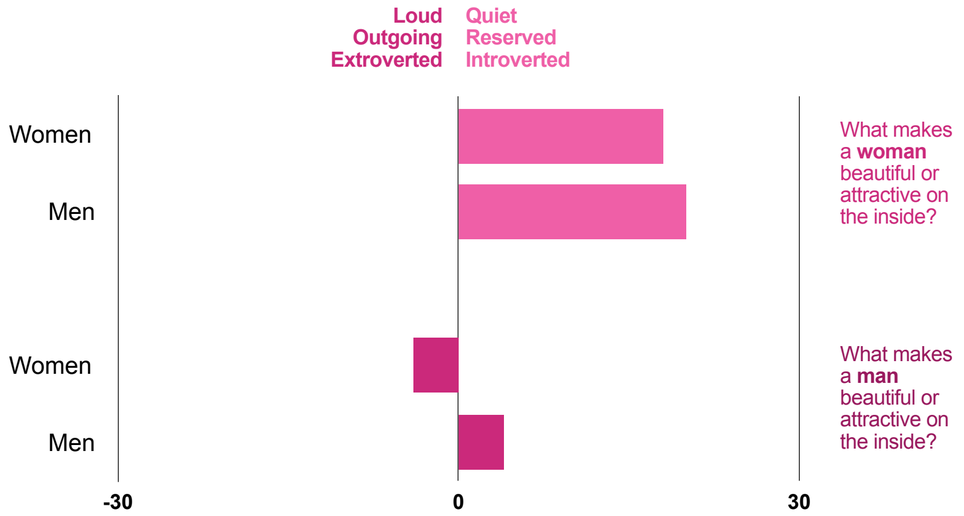
A Killer Personality?

**Traditional gender roles run deep.
And they continue to be reinforced by both men and women of all ages.**

Both men and women find internal beauty important — but the definition of internal beauty depends on your gender

Traditional gender roles remain

Attractive women = quiet, reserved
Attractive men = loud, outgoing

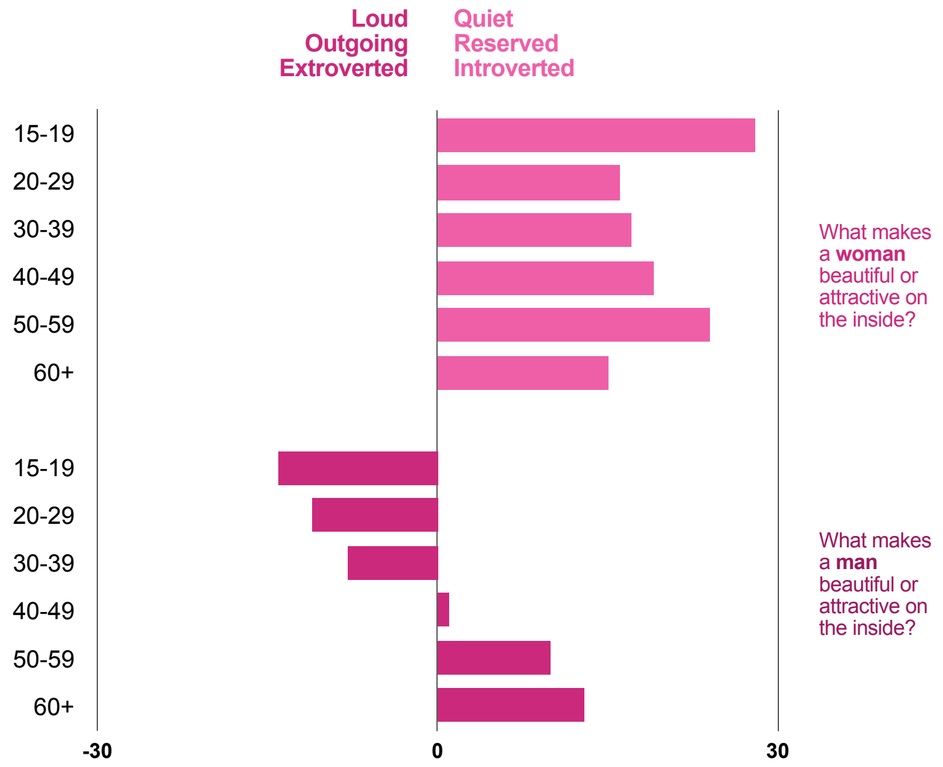


This holds true even when women rate women

When it comes to personality traits that make someone beautiful or attractive inside, which of the following words do you associate with men, and which do you associate with women?

For women, that does not change with age

At 50, people begin to value quiet, reserved, introverted men



This holds true even when looking at age within gender

When it comes to personality traits that make someone beautiful or attractive inside, which of the following words do you associate with men, and which do you associate with women?

The top 3 personality traits for each gender further reinforce what some may have hoped was changing

Top 3 Personality Traits in Men	Top 3 Personality Traits in Women
Intelligent, Knowledgeable, Wise	*Caring, Compassionate, Generous*
Funny, Entertaining, Happy	*Sincere, Trusting, Altruistic*
Reliable, Approachable, Friendly	*Reliable, Approachable, Friendly*

What makes a woman attractive is fairly dependent on what she does for others — while the most attractive qualities in a man are very much about who they are.

When it comes to personality traits that make someone beautiful or attractive inside, which of the following words do you associate with men, and which do you associate with women?

Through the eyes of women at every age, the top 3 personality traits remain fairly consistent

Attractive women =

- caring, compassionate, generous
- sincere, trusting, altruistic
- reliable, approachable, friendly

	15-19	20-29	30-39	40-49	50-59	60-73
#1 Trait in **Women**	*Intelligent, Knowledgeabl, WIse*	***Caring, Compassionate, Generous***	*Intelligent, Knowledgeabl, WIse*	***Caring, Compassionate, Generous***	***Reliable, Approachable, Friendly***	***Reliable, Approachable, Friendly***
#2 Trait in **Women**	***Caring, Compassionate, Generous***	***Sincere, Trusting, Altruistic***	***Caring, Compassionate, Generous***	***Sincere, Trusting, Altruistic***	***Caring, Compassionate, Generous***	***Caring, Compassionate, Generous***
#3 Trait in **Women**	***Sincere, Trusting, Altruistic***	*Independent, Adventurous, Freespirit*	***Reliable, Approachable, Friendly***	***Reliable, Approachable, Friendly***	***Sincere, Trusting, Altruistic***	*Intelligent, Knowledgeable, WIse*

Attractive men =

- intelligent, knowledgeable, wise
- funny, entertaining, happy
- reliable, approachable, friendly

	15-19	20-29	30-39	40-49	50-59	60-73
#1 Trait in **Men**	***Funny, entertaining, happy***	***Intelligent, Knowledgeable, WIse***	***Reliable, Approachable, Friendly***	***Funny, entertaining, happy***	***Intelligent, Knowledgeable, WIse***	***Reliable, Approachable, Friendly***
#2 Trait in **Men**	***Reliable, Approachable, Friendly***	***Funny, entertaining, happy***	*Sincere, trusting, altruistic*	***Intelligent, Knowledgeable, WIse***	***Reliable, Approachable, Friendly***	***Intelligent, Knowledgeable, WIse***
#3 Trait in **Men**	*Caring, Compassionate, Generous*	*A leader, Role Model, In Charge*	*Ambitious, Focused, Powerful*	*Caring, Compassionate, Generous*	*Sincere, Trusting, Altruistic*	***Funny, entertaining, happy***

Bold statements reflect those appearing across at least 4 age cohorts

Mens' perspective of 'internal beauty' is very consistent no matter their age

Attractive women =

- caring, compassionate, generous
- sincere, trusting, altruistic
- reliable, approachable, friendly

	15-19	20-29	30-39	40-49	50-59	60-73
#1 Trait in **Women**	***Caring, Compassionate, Generous***	***Caring, Compassionate, Generous***	*Intelligent, Knowledgeable, WIse*	***Caring, Compassionate, Generous***	***Caring, Compassionate, Generous***	***Caring, Compassionate, Generous***
#2 Trait in **Women**	***Reliable, Approachable, Friendly***	***Reliable, Approachable, Friendly***	***Sincere, Trusting, Altruistic***	***Sincere, Trusting, Altruistic***	***Sincere, Trusting, Altruistic***	***Reliable, Approachable, Friendly***
#3 Trait in **Women**	***Sincere, Trusting, Altruistic***	*Passionate, Seductive, Tempting*	***Caring, Compassionate, Generous***	***Reliable, Approachable, Friendly***	***Reliable, Approachable, Friendly***	***Sincere, Trusting, Altruistic***

Attractive men =

- intelligent, knowledgeable, wise
- funny, entertaining, happy
- reliable, approachable, friendly

	15-19	20-29	30-39	40-49	50-59	60-73
#1 Trait in **Men**	*A leader, Role Model, In Charge*	***Intelligent, Knowledgeable, WIse***	***Intelligent, Knowledgeable, WIse***	***Funny, Entertaining, Happy***	*Creative, Original, Innovative*	***Intelligent, Knowledgeable, WIse***
#2 Trait in **Men**	***Funny, Entertaining, Happy***	*A leader, Role Model, In Charge*	*Creative, Original, Innovative*	*Reliable, Approachable, Friendly*	***Intelligent, Knowledgeable, WIse***	*Reliable, Approachable, Friendly*
#3 Trait in **Men**	***Intelligent, Knowledgeable, WIse***	*Ambitious, Focused, Powerful*	***Funny, Entertaining, Happy***	***Intelligent, Knowledgeable, WIse***	***Funny, Entertaining, Happy***	*Caring, Compassionate, Generous*

Bold statements reflect those appearing across at least 4 age cohorts

A perspective that is shared by thesaurus.com

masculine [mas-ky*uh*-lin]

SEE DEFINITION OF *masculine*

adj. **manlike**

Synonyms for *masculine* | ***adj.*** **manlike**

macho	brave	stallion	manful	stout-hearted
manly	caveman	stud	mannish	strapping
muscular	gallant	tuna	potent	strong
adult	hardy	courageous	powerful	two-fisted
ape	hunk	generative	red-blooded	vigorous
beefcake	jock	hairy	resolute	virile
bold	male	honorable	robust	well-built

MOST RELEVANT

feminine [fem-*uh*-nin]

SEE DEFINITION OF *feminine*

adj. **girlish**

Synonyms for *feminine* | ***adj.*** **girlish**

ladylike	dainty	tender	effeminate
soft	female	womanly	womanish

MOST RELEVANT



Show those pearly whites

Teeth and Eyes are top physical traits.

Skin complexion/ tone becomes more important with age.

Across 23 physical traits, teeth and eyes are attractive features in both men and women

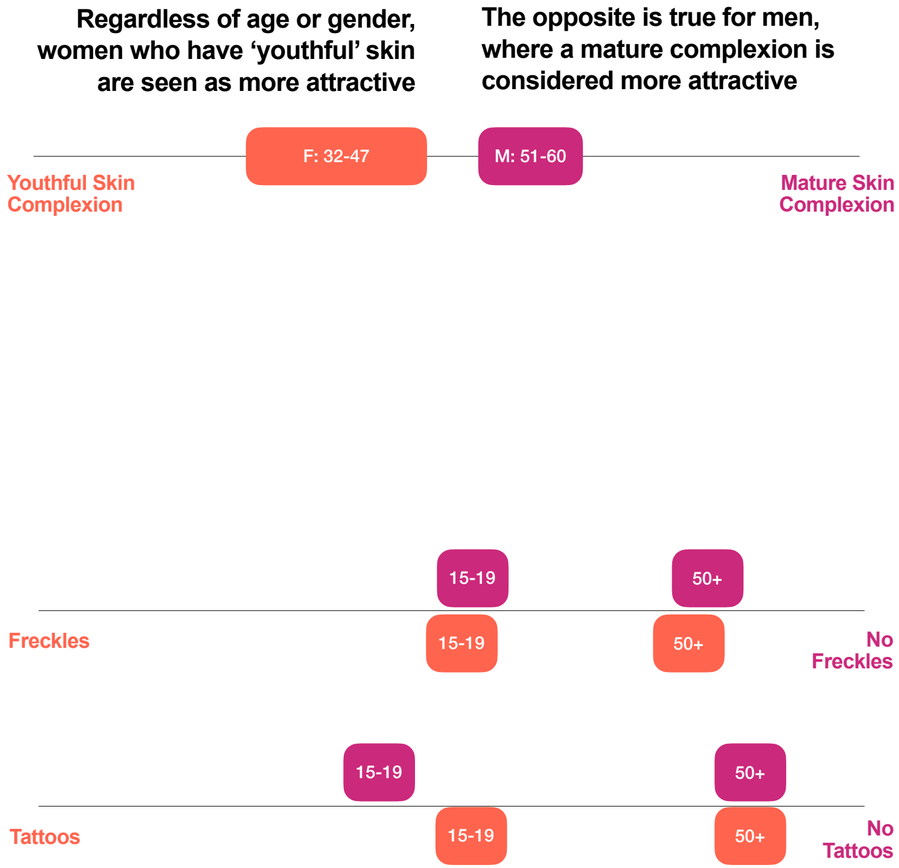
As people age, teeth and eyes remain attractive features, but the biggest shift is skin complexion and skin tone, particularly in women

	Attractive in Men	Attractive in Women
Teeth	**50**	**55**
Overall Face	**47**	**56**
Eyes	**48**	**54**
Weight	39	45
Body Shape	37	46
Hair/Hairstyle	39	42
Voice	40	37
Mouth/Lips	32	44
Skin Complexion	32	42
Stomach	36	37
Height	43	24
Buttocks	25	40
Legs	24	41
Breasts/Chest	26	39
Skin Tone	30	31
Waist	25	35
Arms	34	24
Hips	19	35
Thighs	20	33
Nose	22	30
Hands	25	27
Feet	16	21
Ears	18	16

When it comes to the **physical traits** that make people beautiful on the outside, how important do you find each listed below?

When defining an attractive man, people lean toward a mature skin complexion, even as they age - but for women it's always about the fountain of youth

Related to skin, freckles and tattoos are seen as less attractive as people age

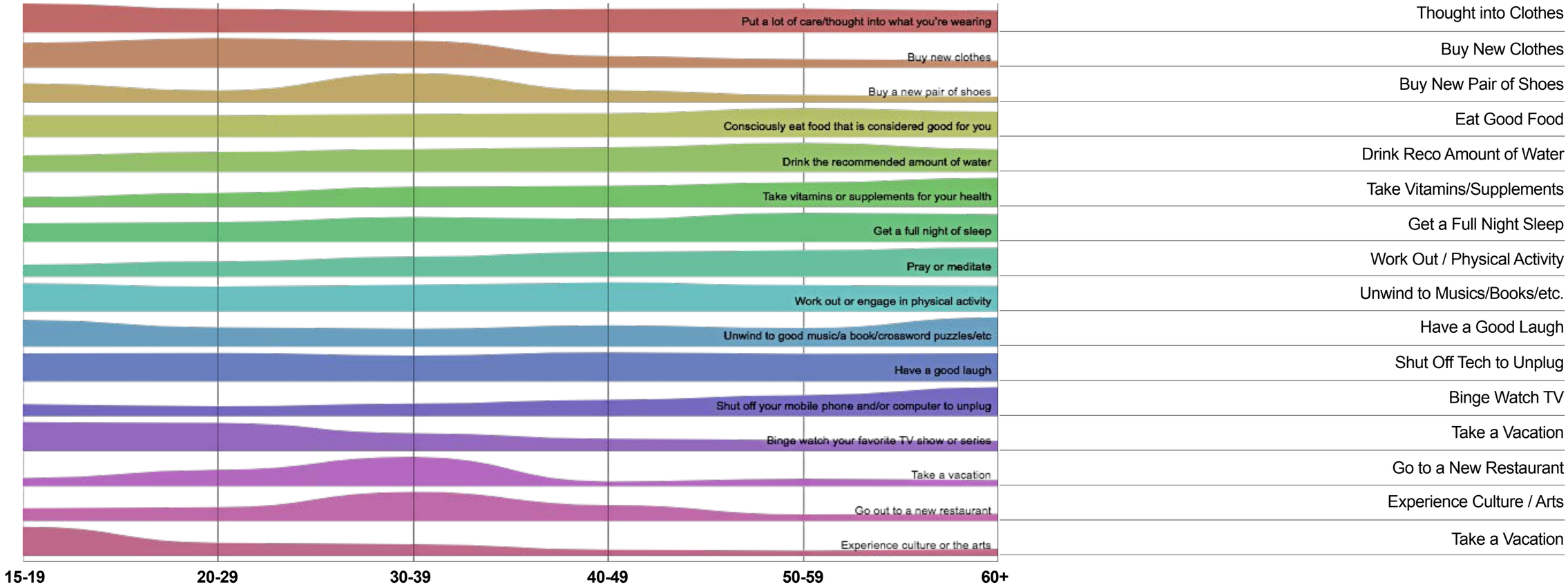


While we know that external beauty can be found in infinite ways, we are curious to know **physical traits you tend to find more attractive**. Looking at the pairs of physical traits below, use the slider to indicate which o the two you generally find to be more attractive.



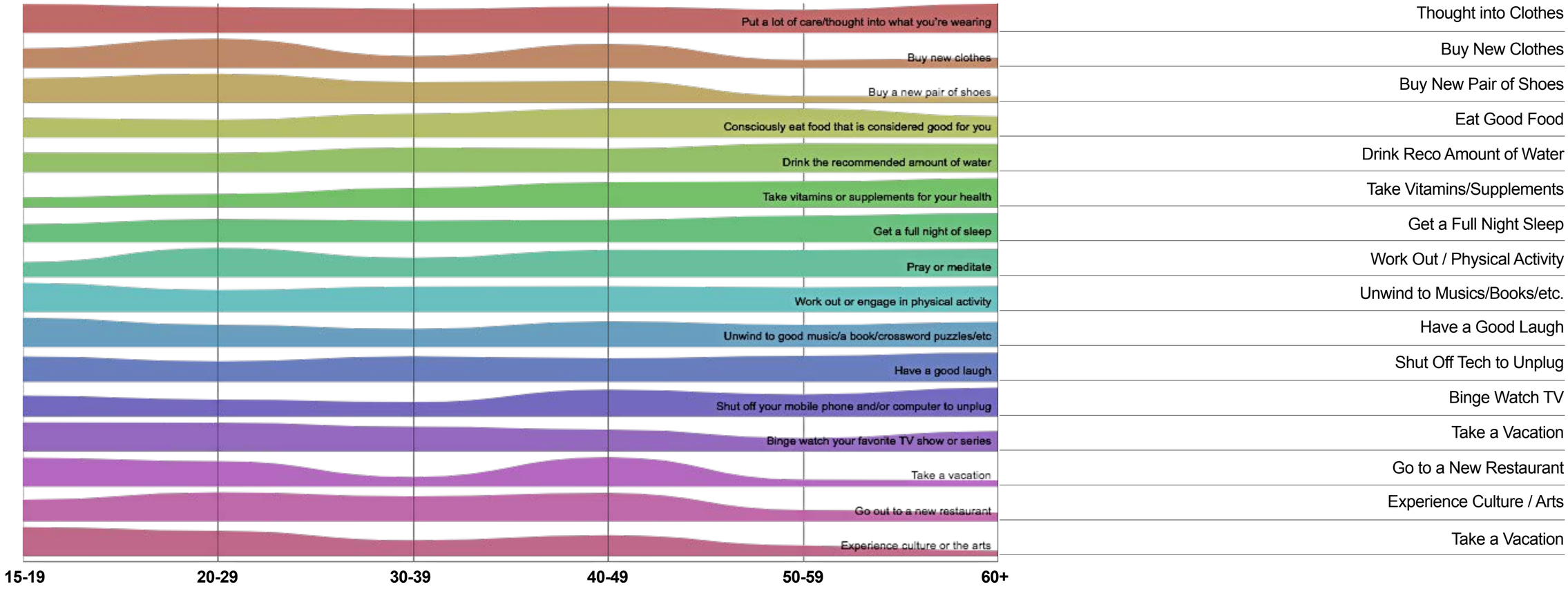
‘Wellness’ Behaviors

Women are caring for their physical and mental health more often as they age



times use per week (all category types weighted equally)Categories in order of most to least used overall

Men also caring for their physical and mental health more often as they age; also having a good laugh



times use per week (all category types weighted equally)Categories in order of most to least used overall

Across men and women, wellness behaviors increase

For men, professional services and ‘extras’ like self-tanners, teeth whiteners and leave-in conditioners decrease with age

As men age, more likely to:

- Shave/wax/remove facial hair
- Clean your teeth
- Drink recommended amount of water
- Take vitamins/supplements
- Get full night sleep
- Shut off mobile phone/comp to unplug

As men age, less likely to:

- Exfoliate skin
- Apply self-tanner
- Use teeth whitening products
- Apply leave-in conditioner
- Get a spa treatment
- Get a haircut
- Get your hair styled
- Get your hair colored
- Get mani/pedi

As women age, more likely to:

- Wash face with soap/ cleanser when not in shower
- Apply special eye cream / anti-aging lotion
- Take vitamins/supplements
- Get a full night sleep
- Pray or meditate
- Shut off mobile phone/ comp to unplug

As women age, less likely to:

- Get a professional mani/pedi
- Buy new clothes



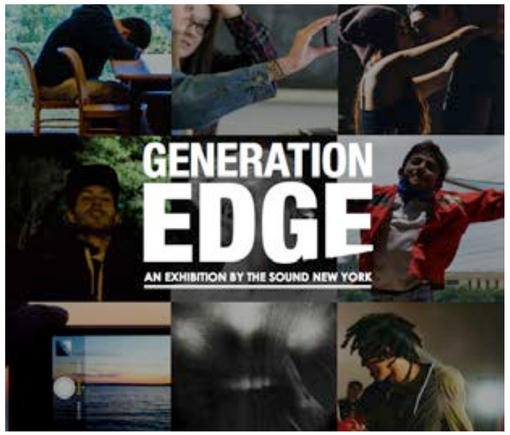
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We are constantly thinking about and exploring what's to come and invest significant time and energy into pursuing an understanding of the world before it's come to pass—whether that is anticipating emerging generations, Fringestream living, the changing nature of Home, luxury in China or shifts in beauty.

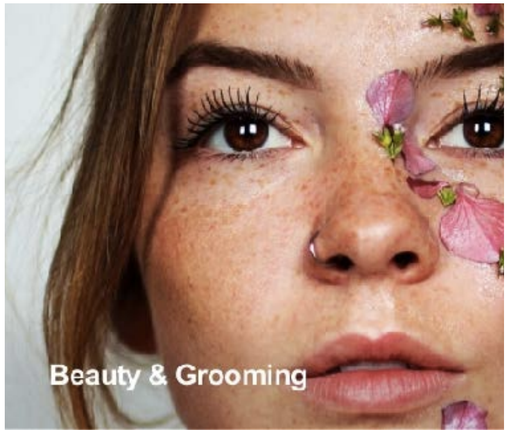












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THE

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Engaging brands with people.