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- **Studies show that after 28 days use of a skin care regimen, people have shown significant improvement in empowerment, happiness and self-esteem.**
 - **The 2023 wellness index report states that 65% of consumers believe that beauty and grooming are important aspects of wellness.**
 - **As of 2020 "beauty and personal care" beat out the categories of healthy eating, nutrition, and weight loss within the wellness economy.**