

# CISION INSIGHTS

## BEAUTY & SKINCARE

### INFLUENCER IDENTIFICATION REPORT

Q1 2019



# OBJECTIVES & APPROACH

## OBJECTIVES

A beauty brand would like to identify some notable influencers within the skincare to help with a communications campaign they're planning for in late 2019.

Specifically, the brand is interested in learning:

- Who are the influencers being frequently referenced in media coverage about skincare within the last 3 months?
- Why are they influential and a voice of authority on this topic?
- What are their interests and characteristics?
- Where are they located?

## APPROACH

- Cision constructed Boolean keyword searches to capture relevant discussions from traditional and digital news media from the past 90-days.
- A Cision Insights Analyst then gathered and reviewed that content to identify the frequently mentioned influencers being referenced within that coverage.
- Where possible, all publicly available information about the Influencer has been provided.

## REPORTING PERIOD

- January 1 – March 31, 2019

## MEDIA SOURCES INCLUDED IN ANALYSIS

- North American Broadcast
- North American Print
- North American Online



# COVERAGE OVERVIEW

TOTAL COVERAGE ANALYZED

# 161,303

**BROADCAST**  
**7**

**PRINT**  
**452**

**ONLINE**  
**160,844**

TOP CONTENT PRODUCING OUTLETS



Yahoo!  
Lifestyle



Her Campus



Yahoo! Canada  
Style

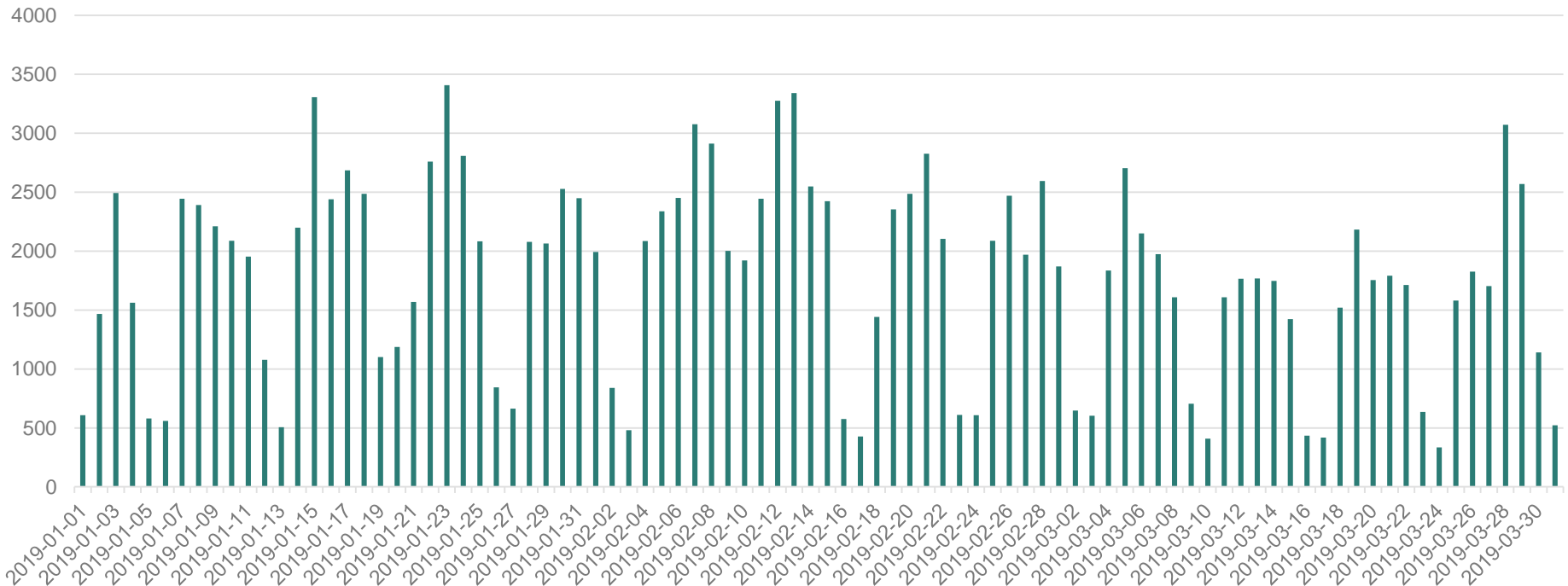


TrendHunter



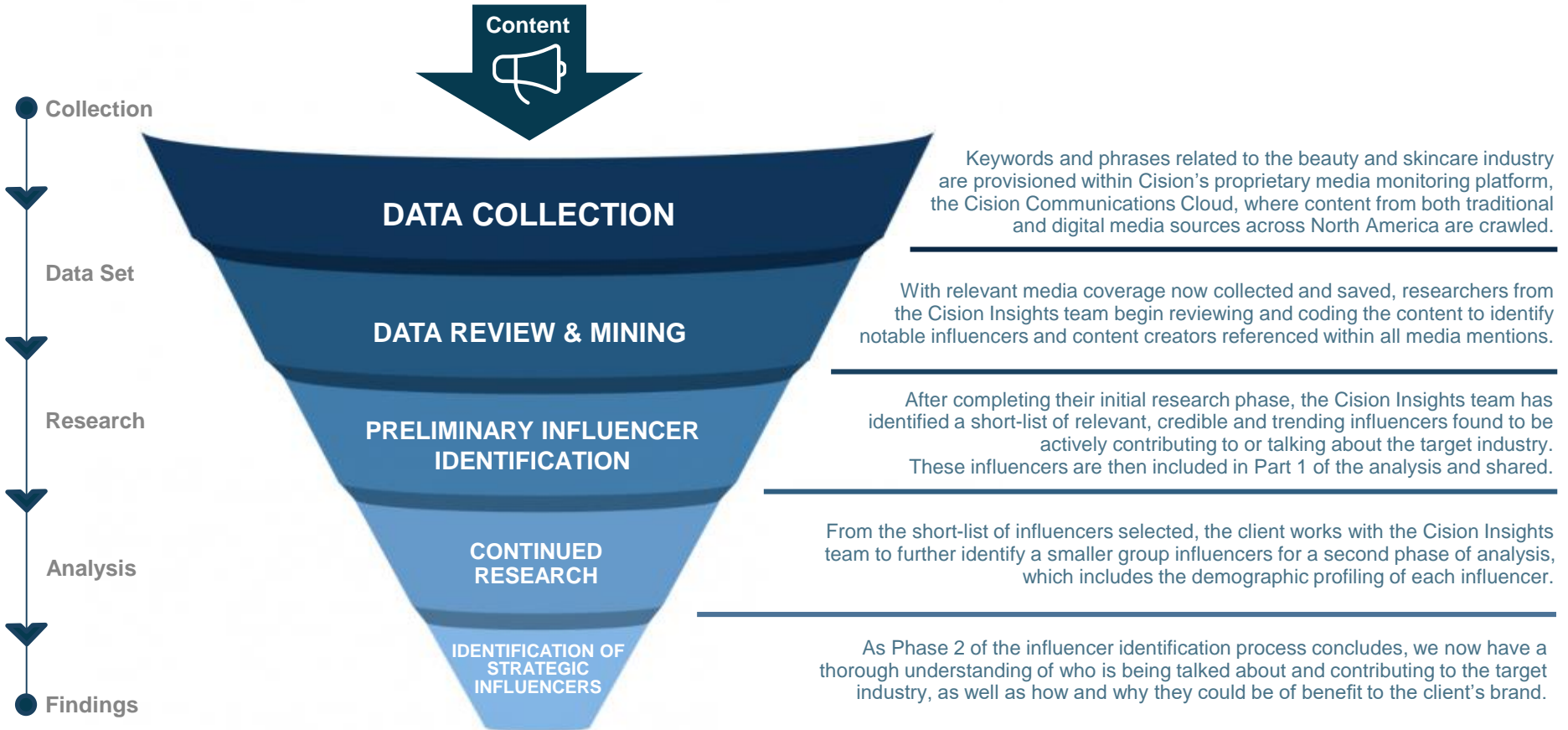
My Subscription  
Addiction

## SKINCARE COVERAGE VOLUME



# IDENTIFICATION PROCESS

The influencers identified in this reports were selected based on human analysis of relevant industry media coverage archived by Cision's proprietary media monitoring platform. The influencers profiled have found to be both notable and credible within coverage related to beauty and skincare, while also being somewhat entrepreneurial. The decision to include the influencers featured in this report is at the discretion of the researcher.

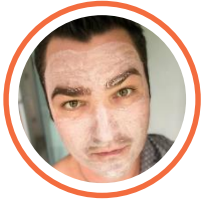


# NOTEABLE INFLUENCERS



# NOTEABLE INFLUENCERS

The following 15 Influencers have been featured because of their prevalence in earned media coverage related to the beauty and skincare industry. Influencers are presented in no particular order and those identified for deeper analysis in Part 2 of this report have been circled in orange.



**BART KACZANOWICZ**

New York City, NY  
Makeup Blogger  
[www.omgbart.com](http://www.omgbart.com)



**WENDY LEWIS**

New York City, NY  
Founder of Wendy Lewis & Co. Ltd  
[www.wendylewisco.com](http://www.wendylewisco.com)



**LIANNE FARBES**

Great Falls, VA  
Beauty Expert & Blogger  
[www.themakeupgirl.net](http://www.themakeupgirl.net)



**ANDE GARCIA**

Brampton, ON  
Skin Care Specialist  
[www.thebeautyblog.ca](http://www.thebeautyblog.ca)



**DANIELLE GRAY**

New York City, NY  
Beauty Consultant  
[thestyleandbeautydoctor.com](http://thestyleandbeautydoctor.com)



**LOLA SEICENTO**

Los Angeles, CA  
Professional Makeup Artist  
[lolassecretbeautyblog.com](http://lolassecretbeautyblog.com)



**JAMIE LEWIS**

Los Angeles, CA  
Beauty Blogger  
[www.makeuplifelove.com](http://www.makeuplifelove.com)



**CHELSEA OLIVIA**

Vancouver, BC  
Lifestyle Blogger  
[www.oliveandivyblog.com](http://www.oliveandivyblog.com)



**EMILY WAGNER**

Los Angeles, CA  
Editor in Chief at Groomed LA  
[www.groomed-la.com](http://www.groomed-la.com)



**AMANDA PAMBLANCO**

Las Vegas, NV  
Beauty & Lifestyle Blogger  
[www.thegirlfromvegas.com](http://www.thegirlfromvegas.com)



**SHEILA PAN**

Vancouver, BC  
Makeup Aficionado  
[www.maddyloves.com](http://www.maddyloves.com)



**TENI PANOSIAN**

Los Angeles, CA  
Actress & Beauty Blogger  
[www.remarques.com](http://www.remarques.com)



**JENNIFER SCOTT**

Los Angeles, CA  
Author  
[dailyconnoisseur.blogspot.com](http://dailyconnoisseur.blogspot.com)



**MICHELLE VILLETTE**

Vancouver, BC  
Beauty Editor  
[www.theskincareedit.com](http://www.theskincareedit.com)



**EMILY WEISS**

New York City, NY  
Founder & CEO of Glossier  
[www.intothegloss.com](http://www.intothegloss.com)

# STRATEGIC INFLUENCERS



# EMILY WEISS



## FOUNDER & CEO

Glossier  
New York City, NY  
USA

 @ EmilyWWeiss

 Instagram.com/EmilyWWeiss

 <https://intothegloss.com>

## About Emily

Emily Weiss is the Founder and CEO of Glossier, a skin-care and makeup brand based in NYC. Weiss started her career in the beauty industry as an assistant stylist for Vogue. In September 2010 while working at the magazine, she launched *Into the Gloss*. When the blog reached 10 million page views per month and several partnerships she quit her job at Vogue to focus on the blog full time. Four years after the launch of Into the Gloss, Weiss expanded her portfolio with the creation of Glossier. In October 2014, Weiss unveiled Glossier's first products on Into the Gloss.

## Why She's an Influencer

Four years after launching Glossier, the company announced it was given a valuation of \$1.2 billion making it one of the most successful beauty start-ups in history. Weiss' personal Instagram and Twitter accounts have over 465,000 and 33,000 followers respectively. Additionally, Glossier's Instagram is one of the most-followed cosmetics accounts boasting over 2 million follows. The success of her blog and cosmetics line solidifies her as a main fixture in the beauty industry.

## Notable Achievements & Acknowledgements

- Time Magazine's "Next Generation Leaders of 2017" ([Link](#))
- Fast Company "Most Innovative Companies 2017" ([Link](#))
- AdWeek "Creative 100: Top 20 Content Creators" ([Link](#))
- Forbes 30 Under 30 ([Link](#))

## Testimonials

"Weiss's plan was for customers to feel like the brand itself was a close friend — a friend who was maybe a little older, and maybe a little cooler, who maybe moved to the city when you stayed in your hometown but never lost her sense of humor or humility — more likely to cross her eyes in a photograph than make a duck face".

-The Cut, *The Magic Skin of Glossier's Emily Weiss*

"This sentiment — that anyone, no matter how many followers they have on social media, has the ability to be a walking, talking billboard for a product or idea — isn't just political. It's also a key part of Glossier's marketing. Before launching her brand in 2015, Weiss was an influencer in her own right, thanks to her popular blog Into the Gloss and a brief stint on MTV's *The Hills*".

-Vox, *Treating regular people like influencers is the key to Glossier's success*





## Beauty & Lifestyle Blogger

Olive and Ivy  
Vancouver, BC  
Canada

@Chelseaoliviexo

Instagram.com/Chelseaoliviexo

www.oliveandivyblog.com

### About Chelsea

Chelsea Olivia is a beauty and lifestyle blogger from Vancouver, Canada. Olivia contributes her daily dose of beauty inspiration, affordable fashion tips, tutorials and reviews to her blog, Oliveandivyblog.com. She is a goal oriented, caffeine addict that loves all things centered around clean beauty. *Olive and Ivy* started out as passion project for Olivia in 2012, then eventually transitioned into a lifestyle/fashion and beauty blog seven successful years later.

### Why She's an Influencer

Chelsea has made a reputable name for herself in the beauty blog industry for over the past seven years. Olivia's passion and particular love for eco-friendly beauty and skincare products is shared through her blog and social media engagement via twitter and Instagram. Combined her social following average a total of over 18K followers, 40k tweets/posts and 46K total reach on digital platforms to date.

### Notable Achievements & Acknowledgements

- NuAge's "20 Instagram Accounts from Vancouver we Love" ([Link](#))
- Feedspot's "Top 100 Canadian Beauty Bloggers" ([Link](#))

### Testimonials

"I've gotten SO MANY compliments on my skin using this look. Easily 6-7 compliments this week from complete strangers! Be sure to check out this #CleanBeautyProject collab with Olive & Ivy"

-Lisette Harrington, Blogger & Web Designer at High Note Designs

"Chelsea is a very detail-oriented designer with amazing coding skills, not to mention also the owner and editor of Olive & Ivy – a gorgeous lifestyle blog featuring fashion, beauty, and a little bit of everything else Olivia's life has to offer".

-Amber MacDonald, Blogger at *DaydreamingBeauty.com*

# BART KACZANOWICZ



## Blogger

OMGBart  
New York City, NY  
USA

 @omgbart

 Instagram.com/omgbart

 www.omgbart.com

## About Bart

Bart Kaczanowicz is a beauty writer, influencer and brand consultant based in New York City. Kaczanowicz runs his namesake blog OMGBart but also is a contributor for Spotlyte. Additionally, he has written for New Beauty, POPSUGAR, Men's Health UK.

## Why He's an Influencer

In a female-dominated industry Kaczanowicz's voice is a audience comprises of 20% male, 80% female mainly appealing to 17 to- to 34-years-olds. His second largest demographic are 35- to 50-year-olds. His reach extends beyond continental Americas to the United Kingdom and Australia. His editorial lineup is a combination of skincare advice, reviews, photo galleries and videos showcasing skin products.

## Notable Achievements & Acknowledgements

- Feedspot's "Top 20 Male Beauty Bloggers on the Web" ([Link](#))
- Contributor to *Men's Health UK* and *VOGUE UK*

## Testimonials

"You have been my beauty guru for so long! I was getting my ID checked yesterday and the guy said "Oh my God! You are my age... I thought you are so much younger... Please give me more info on the next fountain of youth that you know about".

-Natalia Burshov, via website comment

"Bart Kaczanowicz, the force behind beauty blog OMG Bart, is breaking that contoured and bold-browed mold. With a focus on masks, serums, eye creams and more slather-worthy goodies, and an idyllic Connecticut farmhouse as a backdrop, Kaczanowicz pairs pristine product pictures with honest reviews and a healthy side of snark".

-Claire McCormack, Editor of *Beauty Independent*

# MICHELLE VILLETT



## Beauty Expert & Editor

The Skincare Edit  
Vancouver, BC  
Canada

 @theskincareedit

 Instagram.com/theskincareedit\_

 www.michellevillett.com

## About Michelle

Based in the greater Vancouver area, Michelle Villett is the founder and editor of The Skincare Edit (previously Beauty Edit), launching the blog in 2009. Prior to her blog's launch, Villett worked as a beauty editor at Elle Canada and The Look. She has also contributed to a variety of leading Canadian women's fashion and beauty publications.

## Why She's an Influencer

Villett has been featured as a guest on CosmoTV, Canada AM and Breakfast Television. She has partnered with Procter & Gamble, L'Oréal, Coty, Unilever, Beiersdorf, Kimberley-Clark, Hudson's Bay, Clarins Mand Shoppers Drug Mart. Her Instagram and Twitter have a combined following of over 29,000. A year after the successful launch of her website, she won the P&G Beauty & Grooming Award for Best Fashion or Beauty Blog. In 2015 she was recognized by Real Style Network as a Canadian blogger to watch for.

## Notable Achievements & Acknowledgements

- Beauty and Health Editor at Elle Canada
- Contributor to FLARE, The Globe and Mail, FASHION and Chatelaine magazines
- The Huffington Post "Top 20 Beauty Influencers in Canada" ([Link](#))

## Testimonials

"I know we're not saving the world here, but if I can help someone get better skin, save some money on her beauty routine or find a product she adores, it makes me incredibly happy".

-Chick Advisor, *Popular Blogger: Beauty Editor Michelle Villett*

"Michelle is a beauty expert and independent health researcher with more than a decade of experience studying skincare and nutrition. Her hope is to not only help you become a more educated beauty consumer, but to also empower you with the ability to improve your skin—safely, naturally and healthfully".

-Erin McClosky, Editor of *Blog-Well.ca*



## Beauty Expert & Blogger

The Makeup Girl  
Great Falls, VA  
USA

 @Liannefarbes

 Instagram.com/liannefarbes

 www.themakeupgirl.net

### About Lianne

Lianne Farbes is a beauty expert, published author and brand manager for high profile beauty and skincare brands. She is originally from Southern California where she also spent some time in the Midwest before permanently relocating to the DC Metro area. A fun fact about Lianne is that she was a former model and long time make up artist for M.A.C cosmetics. In 2006 she founded Digital Girl Media, LLC.

### Why She's an Influencer

Over the past 20 years Lianne has made a name for herself in the beauty/lifestyle industry. Her award winning beauty blog, *The Makeup Girl* has been featured in major publications such as InStyle, Lucky, Ebony, Essence Magazine and Glamour.com. She is also an on air beauty expert appearing in segments on ABC, NBC, FOX and CBS in various regional markets. Farbes humility, compassion and her proven track record in the beauty industry has been the key to her industry success and a consistent following.

### Notable Achievements & Acknowledgements

- Named "Best of the Web" in 2010 by *InStyle* Magazine
- Developed 'Hocus Pocus' line of eye shadows for MAC Cosmetics
- Brand Ambassador for Avon, Inc.

### Testimonials

"Having blogged for 6 years, Farbes is considered a godmother in the industry when it comes to beauty blogging. In fact, to those she mentors, she is often referred to as a "Fairy Blog Mother".

-Essence Magazine, *Beauty Blogger Spotlight: Lianne Farbes of The Makeup Girl*

"Lianne is social media powerhouse! She always has her eye on the latest trends which she shares on her top 50 beauty blog and on-air. I've also worked directly with her on her jam-packed Cocktails & Couture NYFW networking events. Whatever the project, Lianne is professional, knowledgeable and on top of her game".

-Jenna Miller, Fitness and Beauty Professional

Thank you for your interest in this influencer report.

Cision Insights is a global team of analysts and researchers who leverage Cision's array of tools, data, and content streams to measure performance of marketing and communications activities and deliver meaningful, usable insights.

Our services span a range of capabilities and our packaged offerings are built on years of supporting the business measurement, analysis, and insights needs of a wide and varied client base — efficiently, consistently, and in a timely manner.

Our analysts serve as an extension of your team and are here to answer your measurement questions, establish analysis framework and methodology, and synthesize data to deliver actionable insights that inform strategic decision making.

This report was completed by:



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