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# e.l.f. SKIN

Formulates a line for women ages 40+

e.l.f. cosmetics will **celebrate** older women by creating skincare that makes them feel **heard and seen.**

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# EXECUTIVE SUMMARY

**"Women in their 40s, 50s, and beyond are living longer, healthier, and more dynamic lives than ever before. They are entrepreneurs, creators, and leaders of households and industries alike."**

E.l.f. Cosmetics (eyes, lips, face) is an American beauty brand that is known for offering high-quality products for an affordable price. E.l.f. Is well loved for its accessibility and wide assortment of products. However, the brand is a bit youth-centric and most popular among Gen-Z

By 2024, E.l.f. cosmetics had a recorded 1.3 Billion U.S. dollars in global net sales. The brand is ranked as the number one favorite among Gen-Z consumers in the U.S.

Beauty brands have set a tone in the industry that once women reach the age of 40, there is an urgent need to use "anti-aging" products. As ELF has a couple "anti-aging" products, our new line will use a nicer connotation, allowing the consumers to embrace their age as they are on a new skincare journey. "Anti-aging" cosmetic products starts to feel like a chore for these women because of what the beauty industry has deemed as idealized.

# BRAND OVERVIEW



- ★ Inclusivity and accessibility focused brand
  - ★ #7 by brand awareness for leading makeup brands in 2025 according to Statista
  - ★ Successfully dupes prestige-quality products for an affordable price point
    - ★ 1.3 Billion U.S. dollars in global net sales in 2024 according to Statista
- ★ 6+ successful collaborations including: Liquid Death and Chipotle

# COMPETITORS



- \$6-\$15 per product
- Sold at Target, Ulta, Walmart
- Strong social media presence
- Known for making dupes
- Unexpected collabs

- The Ordinary.
- \$7-\$15 per product
  - Sold at Target, Ulta, Sephora
  - Marketed to all ages
  - Minimalistic approach

- \$10-\$20 per product
- Sold at Target, Ulta, Walmart
- Dermatologist-backed
- Marketed to all ages



Elf website



The Ordinary Website



CeraVe website

# ANALYSIS

## STRENGTHS

- Good quality
- Affordable prices (\$3- \$15 per product)
- Sold in major chains
- Strong consumer engagement
- Strong variety in products
- 20+ consecutive quarters of growth

## WEAKNESSES

- Low prices may be seen as low quality
- Limited to a Youth-centric brand focus
- Most revenue is from the U.S.

# SWOT ANALYSIS

## THREATS

- Beauty is faster-paced than ever before
- Hard to keep up with cruelty-free and sustainable as a brand this large-scale
- Accusations of green-washing

## OPPORTUNITIES

- Market to a new audience
- Formulate products for older skin
- Collaborate with a brand that aligns with a new target consumer

# TARGET

# CONSUMER

**The beauty industry has a pattern of not talking to women once they surpass 40. Gen-X and millennial women are often overlooked and underserved by cosmetics companies. Beauty companies do their best to market youthfulness and focus on younger millennial women and Gen-Z. Especially with the rise of social media and influencer culture, there remains such a gap in the market for women over 40.**

**As women enter perimenopause and menopause, they go through several changes. Beauty brands could adapt to these changes and provide for these women, but instead these women feel shame and unimportant. Women of all ages deserve to feel beautiful and women of older ages have the most financial freedom to invest in their outward appearances.**

**E.l.f, a well-established and accessible brand known for doing the unexpected could achieve great success if they could learn to talk to this audience. One of the main changes women go through as they age is loss of skin-elasticity. E.l.f. should launch a skincare line that focuses on nourishing mature skin.**

# PROPOSED PRODUCT LAUNCH

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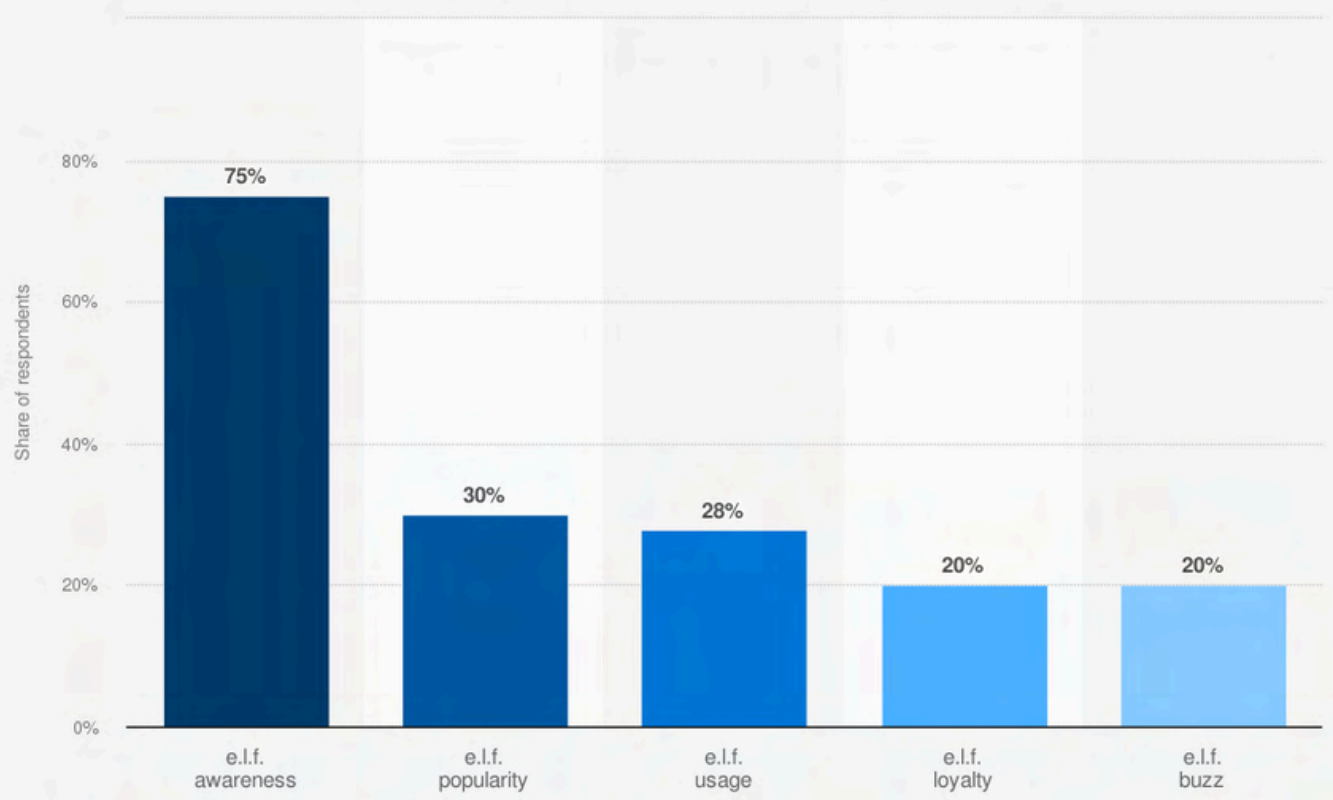
Women 40+ shop at the same stores E.l.f. is sold at frequently

E.l.f. is all about inclusivity!

The brand has an already existing skincare category called "E.I.f. SKIN"



**e.l.f. brand awareness, usage, popularity, loyalty, and buzz among cosmetics and make-up users in the United States in 2023**



**Source**  
Statista Consumer Insights  
© Statista 2026

**Additional Information:**  
United States; September 2023; 878 respondents; 18-64 years;  
respondents who use cosmetics & make-up



- ✦ 75% of people in the U.S. are aware of E.l.f. cosmetics according to Statista
- ✦ E.l.f. was the third most followed beauty brand on Instagram globally by 2024 with 7.2 million followers according to Statista
- ✦ In 2026, the Skin Care market is projected to generate a revenue of US\$204.00bn worldwide according to Statista
- ✦ E.l.f. is the most popular beauty brand among pre-teens and teens, according to their parents according to Statista
- ✦ Targeted age for anti-aging products nowadays starts at around 25 according to Statista

## Psychographics

- Seeking accessibility and convenience
- Wants easy to use products
- Eco - Conscious
- Quality Driven
- Values dermatologist-backed formulas with affordable pricing

## Demographics

- 40+ women
- Price conscious
- Most likely a mother
- Financially stable
- Often shops at target

Women are already buying E.l.f. every day for their preteens and teens according to Statista. The narrative could be switched to a mother buying E.l.f. SKIN for nourishing her precious skin.

# CONSUMER PERSONA

# REFINED CUSTOMER PROFILE



age: 52

lives in a suburb of LA

attends pilates classes

enjoys baking for her loved ones

2-3 daughters

frequently running errands / busy

budget conscious

prioritizes self care & skin health

frequently travels for work

dental sales rep

# RETAIL TECH & INNOVATION

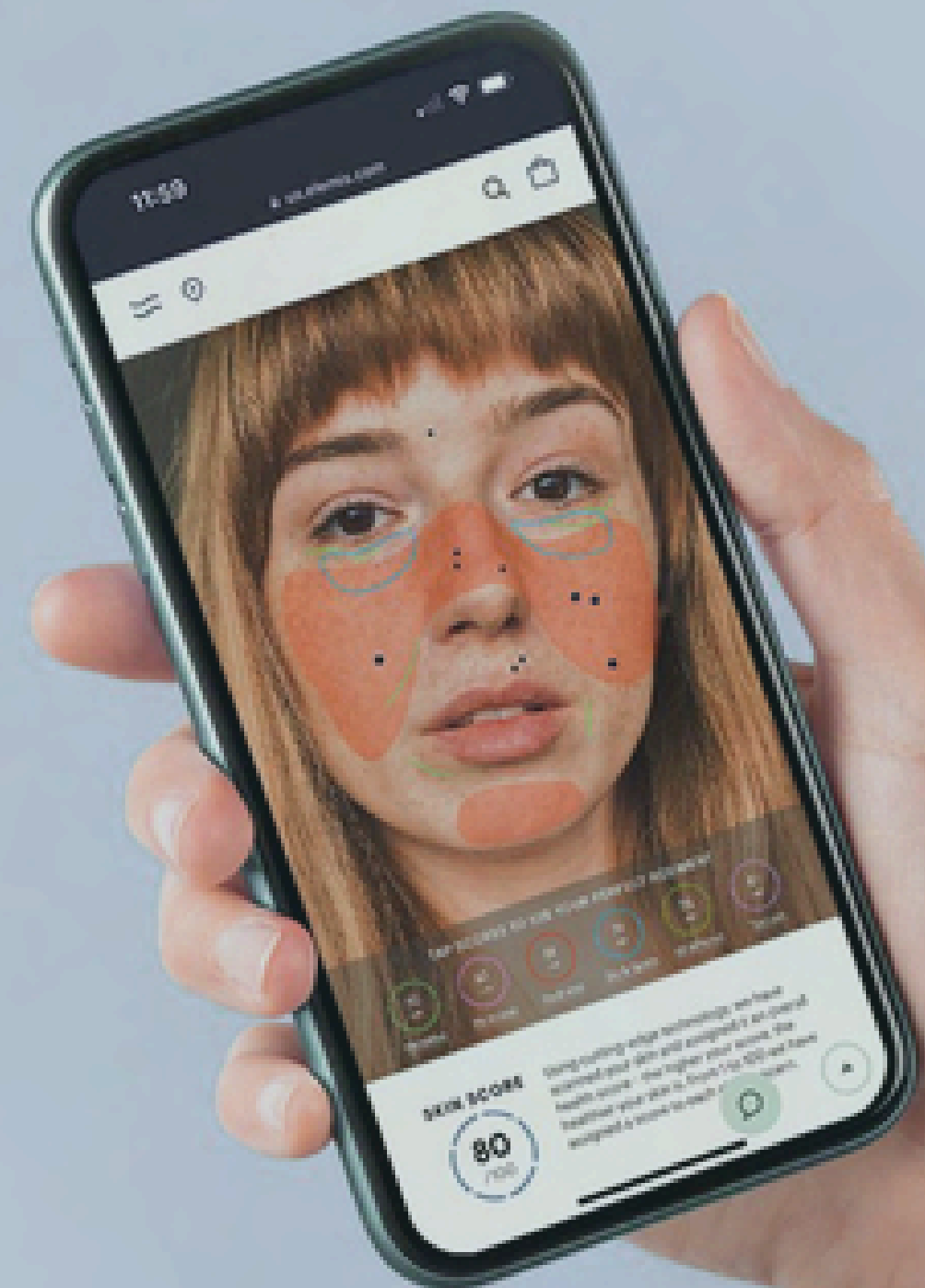
## Use of AI

- In 2026, the revenue in the Beauty Tech market worldwide reaches a staggering US \$9.35bn.
- Virtual try-on and skin analysis tools help consumers understand which cosmetic products will work best for them
- E.l.f. should offer AI skin analysis accompanying this new product launch for E.l.f. SKIN

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## Discover Your Skincare Soulmate with our Virtual Skin Analysis



# RETAIL TECH & INNOVATION

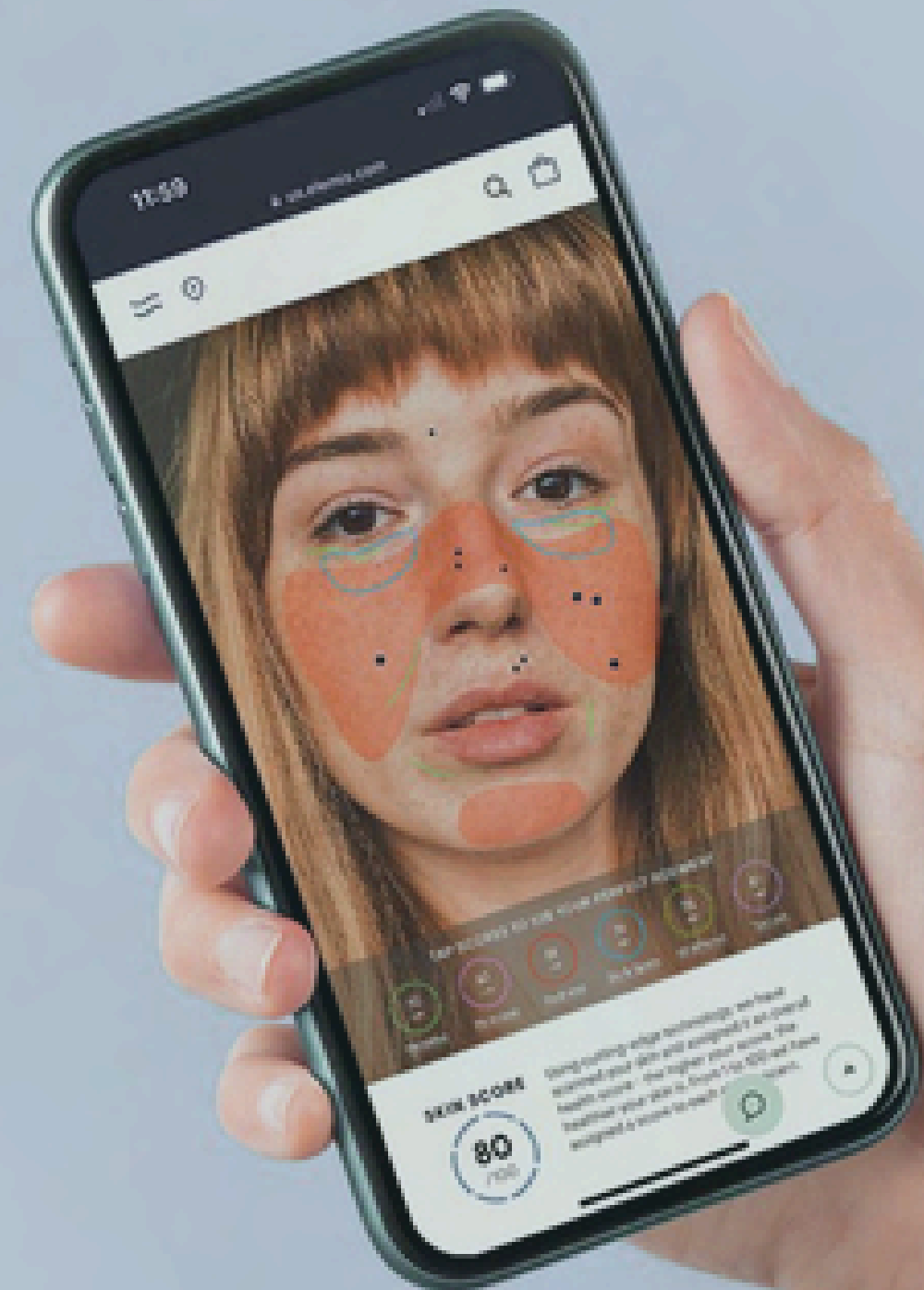
Improved in person shopping experience

- 50% of shoppers value knowledgeable and helpful staff as the most important part of in-store shopping
- E.l.f. should hire and train employees to be knowledgeable of skincare products to strengthen consumer connection
- In-person shopping is very important to E.l.f.'s revenue, especially with this demographic

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## Discover Your Skincare Soulmate with our Virtual Skin Analysis



# DEEPER DIVE INTO COLLABORATION PURPOSES

There is a gap in the market for affordable skincare for women over the age of 40. Typically skincare products marketed to women this age are in the range of \$30-\$100. E.l.f. is known for affordability and accessibility. The target consumer's beliefs and lifestyle align with E.l.f.'s brand because they are looking for something easy to use and easy to buy.

E.l.f. would be opening a door to a whole new high-value consumer through this product launch. Although E.l.f. is marketed as a youthcentric brand, they have the resources and influence to branch out and be largely successful with this audience.

From a scientific standpoint, women lose collagen in their skin as they reach this phase in their life. They are looking for products to add plumpness and moisture back into their skin. This line will be focused in using active skincare ingredients to help these women combat collagen loss in their skin.

Women this age are looking for skincare that they can commit to and something that is accessible. With E.l.f.'s reputation and genius marketing strategy, this high-value consumer group will boost their annual revenue and lead to repeat purchases on up to 6 new products.



# PRODUCT MOCKUPS

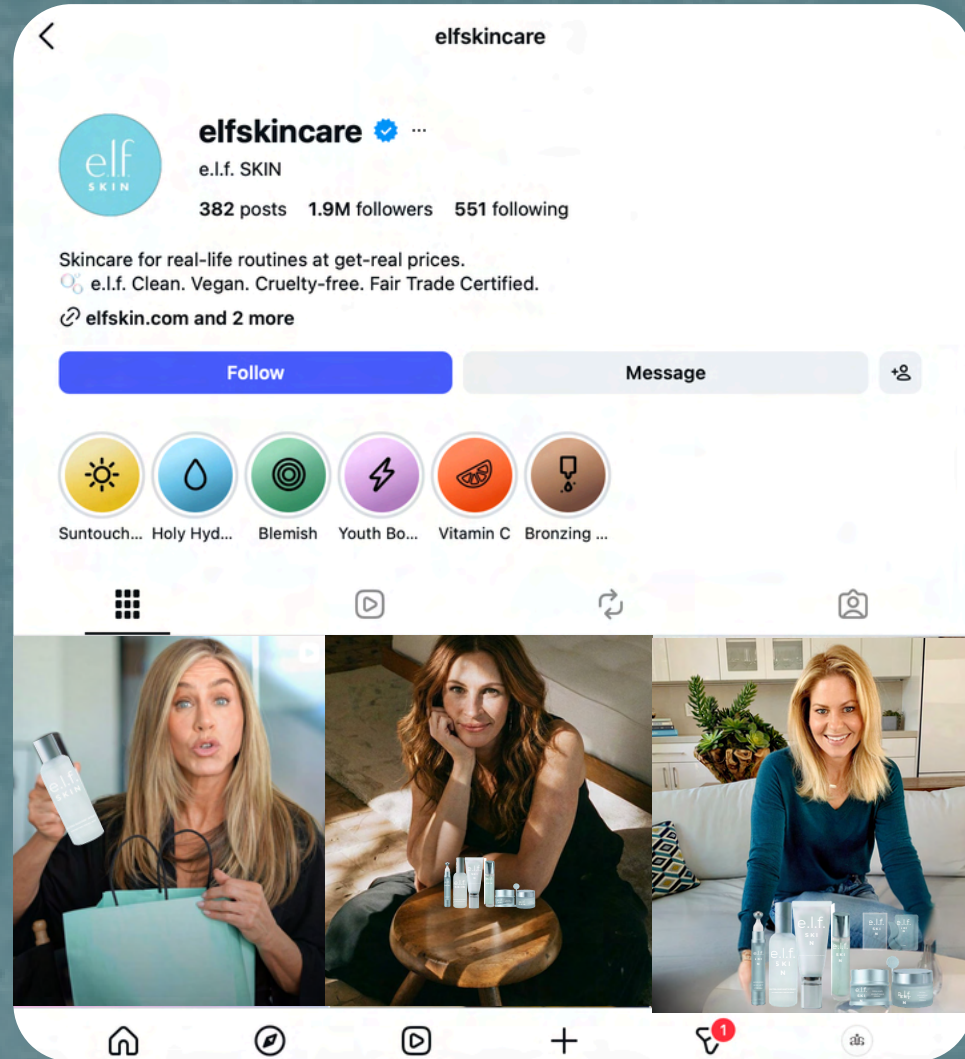


HYDRATING & BRIGHTENING EYE PATCHES



# PRE LAUNCH 1

Google Gemini



The first phase of the pre launch will be collaborating with notable actresses and celebrities.

Celebrities such as Jennifer Anniston, Julia Roberts, and Candace Cameron Bure will be showcasing the products to spread word of the new collection and the mission.

They will advertise these products on Instagram and Facebook to reach the 40+ audience.

# PRE LAUNCH 2

Google Gemini



The second part of the pre launch will be setting up E.l.f. Skin bars in a few Target locations across the U.S.

An esthetician will apply the products based off skin concerns and they will be available for early sale

This will boost engagement and build up excitement for the launch

## PRODUCT



Spring/Summer launch in all 1, 963 Targets in the US after pre-launch advertisements and pop-ups. Sales will be heavier in-person at e.l.f.'s highest retailer, Target, in comparison to online. Restocks will be steady for both in-person and online. Visual merchandising will vary based on Target location/size but not significantly.

## LAUNCH

# elf SIX MONTH PLAN

Spring		FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	SEASON TOTAL
<b>SALES \$</b>	Plan	<b>\$2,248,777</b>	<b>\$2,548,614</b>	<b>\$2,398,696</b>	<b>\$2,398,696</b>	<b>\$2,848,451</b>	<b>\$2,548,614</b>	<b>\$14,991,847</b>
	Sales % to total	15.00%	17.00%	16.00%	16.00%	19.00%	17.00%	
<b>STOCK/SALES RATIO</b>	Plan	2.50	3.00	3.00	2.00	2.50	2.00	
<b>BOM STOCK \$ (RETAIL)</b>	Plan	\$5,621,943	\$7,645,842	\$7,196,087	\$4,797,391	\$7,121,127	\$5,097,228	
<b>EOM STOCK \$</b>	Plan	\$7,645,842	\$7,196,087	\$4,797,391	\$7,121,127	\$5,097,228	4,102,453	
<b>MARKDOWNS \$</b>	Plan	<b>0</b>	<b>\$254,861</b>	<b>\$509,723</b>	<b>\$764,584</b>	<b>\$637,153</b>	<b>\$382,292</b>	<b>\$2,548,614</b>
	% to Sales	0.00%	10.00%	20.00%	30.00%	25.00%	15.00%	100%
<b>PURCHASES \$ (Retail)</b>	Plan	<b>\$4,272,676</b>	<b>\$2,353,720</b>	<b>\$509,723</b>	<b>\$5,487,016</b>	<b>\$1,461,705</b>	<b>\$0</b>	<b>\$14,084,840</b>
<b>PURCHASES \$ (Cost)</b>	Plan	<b>\$1,239,076</b>	<b>\$682,579</b>	<b>\$147,820</b>	<b>\$1,591,235</b>	<b>\$423,894</b>	<b>\$0</b>	<b>\$4,084,604</b>
	plan		<b>\$2,803,475</b>	<b>\$2,908,418</b>	<b>\$3,163,280</b>	<b>\$3,485,604</b>	<b>\$2,930,906</b>	
<b>SEASON TOT.</b>								
Sales	<b>\$ 14,991,847</b>							
Markup %	<b>71.00%</b>							
Markdown %	<b>17.00%</b>							
Gross Margin %	<b>66.07%</b>							
Average Stock	<b>\$4,759,578</b>							
Turnover	<b>3.15</b>							
Planned Markdowns	<b>\$ 2,548,614</b>							

# FUTURE GROWTH PLAN

## INITIAL LAUNCH

Starting with a basic skincare routine, our initial launch in Spring 2027 will allow consumers to try out our hydrating and plumping line for embracing their new mature skin.

## LAUNCH 2 AFTER SUCCESSFUL SALES

If sales go as planned, in late Summer-Fall 2027 we will drop another product launch including travel mini kits and refillable packaging. This will give consumers the ability to test the products even more affordably, maintain their routines while traveling, and repurchase products in a more sustainable way (long term brand loyalty).



Google Gemini



# CONCLUSION

E.l.f. is largely successful because of its accessibility, inclusivity, and ability to evolve with its consumers. However, the brand is missing an opportunity to connect with women over 40 through an innovative skincare line. This skincare collection will empower this age group of women and it will be with them for their skin journey. E.l.f. has a loyal consumer base that indulges in repeat purchases and is connected to the brand's messaging and purpose. E.l.f. will extend this consumer base by including this launch in all Target locations to align with the brand's values for accessibility and to provide for this age group.

E.l.f. expanding into this new product and marketing territory will show women of this age that they can be confident in this phase of their life and have products formulated specifically for their skin. By using influential and successful celebrities to market this launch, the E.l.f. is conveying that women's beauty is not defined by their age and will make this age group feel more empowered to embrace authenticity. E.l.f. will show these consumers and the beauty industry that women of this age should embrace this phase of their lives and not feel shame in it.

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