



MEDIA RELEASE – EMBARGOED TUESDAY, 8th APRIL 2014

Beauty is the best tonic for Australian pharmacies

89% of women fill prescriptions and buy beauty products at the same time

Nearly two thirds of female shoppers (63%) say they visit a pharmacy at least once a month, mostly to fill prescriptions. But interestingly, a whopping 89% say they use the opportunity to purchase beauty products at the same time, according to an independent survey carried out on behalf of The Heat Group.

“This is great news for pharmacy owners,” says Gillian Franklin, Managing Director of the Heat Group, Australia’s largest marketer to women “The sheer number of women who walk into a pharmacy for medical purposes and walk out with beauty products means there is an opportunity to talk to this captive audience and increase sales.”

“While women are happy to make impulse purchases and buy their beauty products in a pharmacy environment, they also believe there are barriers within pharmacy. Offering better customer service (76%) and stronger in-store promotions (70%) would improve the pharmacy experience and encourage more women to purchase beauty products.

According to women surveyed, 74% buy between 1-2 beauty products and 15% buy 3-4 products at a single visit. However, half of the survey respondents said they believe pharmacies offer affordable pricing on beauty products and it would only take some exclusive special pharmacy promotions to incentivise a further 21% of women to buy up big.

“Women like supporting their local pharmacy (68%), they like the convenience (44%) and they love the familiar service where the staff know them personally (22%),” said Ms Franklin

“For women who are often struggling to manage a busy work and family life, women recognise that stopping at the pharmacy can fulfil several needs at once. Women say they like browsing the cosmetic aisles whilst waiting for their script to be filled, and enjoy replenishing their make-up supplies or discovering new beauty products in the interim,” commented Ms Franklin.

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ABOUT HEAT GROUP

Despite being relatively unknown to the everyday shopper, Heat is a brand that touches millions of lives each year. Industry data shows that someone, somewhere will purchase a product that was distributed by Heat every 2.6 seconds. The Heat Group is the exclusive Australian distributor of Max Factor, COVERGIRL, Bourjois, essence and Jeanne Arthes fragrances, the official licensee of Warner Bros. personal care, and the owner and distributor of ulta3, Billie Goat Soap and MUD. Heat is recognised as one of Australia’s most successful entrepreneurial companies and works to make a difference to the lives of Australian women every day.