

# BEAUTY INDUSTRY MERCHANDISE & MARKETING


*FIDM's Just for Educators Career Facts & Figures*



## ***Definition:***

**FIDM** Beauty Industry Merchandising & Marketing Department Chairperson, Lyn Tobman, states, “This FIDM major focuses on the business/ financial/ marketing side of the industry and provides students with the knowledge, skills, and competencies to pursue careers in marketing, management, product development, packaging, retail, operations, entrepreneurship, etc.”

**What is the Beauty Industry?** Perhaps that is best defined by the membership of one of the industry’s professional associations. The former CTFA/Cosmetics, Toiletries, and Fragrance Association, renamed the Personal Care Product Council, ([www.personalcarecouncil.org](http://www.personalcarecouncil.org)) is a leading National Trade Association for the beauty and personal care products industry and represents the most innovative names in beauty today.



“The 600 company membership is the voice of scientific, legal, regulatory, legislative, and international issues. They are a leading and trusted source of information for and about the industry and a vocal advocate for consumer safety and access to new and innovative products. Companies include manufacturers, distributors, suppliers of raw materials, packaging, advertisers, etc.”

“Personal Care Products include those that are intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance.”

### ***Professional Skills, Proficiencies, and Competencies Necessary:***

1. **Written Communication** – letters, reports, presentations, documents, memos
2. **Analytical Ability** – complex problem solving, numerical analysis, systemic, management; financial
3. **Computing Ability** – software and hardware technology applications and trends
4. **Oral Communication** – active learning & listening, behavioral skills, critical thinking
5. **Social Skills** – teamwork, coordination, motivation, negotiation, persuasion
6. **Systems Skills** – judgment and decision making, visioning, systems evaluation
7. **Product Knowledge** – color cosmetics, body and hair, fragrance; home/environmental and personal care.
8. **Resource Management Skills** – management of materials, people, and time

## Beauty Industry Career Options:

Professionals working in the beauty and personal care industry hold positions including marketing/management, product development, package design, support groups (manufacturing, operations, market research, inventory control, financial services), sales, etc. The retail environment (department, boutique, spas, and beauty salons) offer positions in management, sales, services.

### Entry Level (up to 3 years)

### Mid Level (4+ years)

### Senior Level (10+ years)

Administrative Assistant

Assistant Marketing Manager

Senior Vice President, Marketing

Marketing Assistant

Marketing Manager

Vice President, Marketing

Customer Service Representative

Product Development Coordinator

Director, Marketing

Assistant Counter Manager

Product Development Manager

Vice President, Sales

Beauty Advisor

Account Coordinator

Regional Manager

In-Store Personnel, i.e. fragrance modeling, make-up artist, product consultant

Sales Coordinator

Account Executive

Sales Representative

Training Director

Manager

Entrepreneur/Business Owner

Counter Manager

Cosmetics Department Manager

Beauty Editor

Beauty Journalism

## ***Annual Starting Salaries:***

- **0-3 years** = \$25k to \$60k
- **4+ years** = \$30k to \$100k
- **10+ years** = \$50k to \$200k

## ***Statistical Information:***

The United States Census Bureau website hosts a page entitled Industry Statistics Sampler: NAICS 446120 Cosmetics, Beauty Supplies, and Perfume Stores.

[www.census.gov/epcd/ec97/industry/E446120.HTM](http://www.census.gov/epcd/ec97/industry/E446120.HTM)

The United States Bureau of Labor Statistics provides Occupational Employment Statistics on a page entitled National Industry-Specific Occupational Employment and Wage Estimates.

[www.bls.gov/oes/current/naics3\\_446000.htm](http://www.bls.gov/oes/current/naics3_446000.htm)

## ***Industries Employing Beauty/Personal Care Professionals:***

- Beauty Marketer/Manufacturer
- Suppliers (raw materials, packaging, collateral, componentry)
- Fillers/Production Facilities
- Advertising, Public Relations, Sales Promotion Agencies
- Consumer/Trade Publications
- Retailers
- Health and Beauty Spas

## **Beauty Industry Consumer & Industry Information:**

**Beauty-On-Line** - [www.beauty-on-line.com](http://www.beauty-on-line.com)

**Consumer Information** - [www.personalcarecouncil.org](http://www.personalcarecouncil.org)

**Women's Wear Daily Beauty** - [www.wwd.com/beauty](http://www.wwd.com/beauty)

**Cosmetic World** - [www.cosmeticworld.com](http://www.cosmeticworld.com)

**Cosmetics & Fragrance Magazine** - [www.cosmeticsandtoiletries.com/current](http://www.cosmeticsandtoiletries.com/current)

**Cosmetics Business** - [www.cosmeticsbusiness.com](http://www.cosmeticsbusiness.com)

**Cosmetics Index** - [www.cosmeticindex.com](http://www.cosmeticindex.com)

**Cosmetics Industry News & Market Analyses** - [www.cosmeticnews.com/index.htm](http://www.cosmeticnews.com/index.htm)

**Cosmetics Industry Articles** - [www.cosmeticindustry.com/media\\_archive.html](http://www.cosmeticindustry.com/media_archive.html)

**Cosmetics and Toiletries Trends** - [www.thecosmeticsite.com/ME2/Audiences/default.asp](http://www.thecosmeticsite.com/ME2/Audiences/default.asp)

**Global Cosmetic Industry (GCI)** - [www.gcimagazine.com](http://www.gcimagazine.com)

**Household & Personal Products Industry (HAPPI)** - [www.happi.com](http://www.happi.com)

**In-Cosmetics, 2003 Presentations** - [www.fabulousfragrances.com/perfume\\_101.html](http://www.fabulousfragrances.com/perfume_101.html)

**Perfume 101** - [www.fabulousfragrances.com/perfume\\_101.html](http://www.fabulousfragrances.com/perfume_101.html)

**Perfumer & Flavorist** - [www.perfumerflavorist.com](http://www.perfumerflavorist.com)

**U.S. Census Bureau** - [www.census.gov/prod/eco2/eco244io6.pdf](http://www.census.gov/prod/eco2/eco244io6.pdf)

**U.S. Food & Drug Administration** - [www.fda.gov](http://www.fda.gov)

**U.S. Food & Drug Administration-Cosmetics** - [www.cfsan.fda.gov/~dms/cos-toc.html](http://www.cfsan.fda.gov/~dms/cos-toc.html)

## ***Beauty Industry Professional Associations for Further Information:***

**Beauty Industry West** - [www.beautyindustrywest.org/index.html](http://www.beautyindustrywest.org/index.html)

**Cosmetic Executive Women (CEW)** - [cew.org](http://cew.org)

**Fragrance Foundation** - [www.fragrancefoundation.org](http://www.fragrancefoundation.org)

**Sense of Smell Institute** - [www.senseofsmell.org/resources/library.php](http://www.senseofsmell.org/resources/library.php)

**Canadian Cosmetic, Toiletry & Fragrance Association (CCTFA)**  
[www.cctfa.ca/en/cctfa/index.htm](http://www.cctfa.ca/en/cctfa/index.htm)

**Cosmetic Executive Women (CEW)**

**Cosmetic, Toiletry & Fragrance Association of the United States (CTFA)** - [www.ctfa.org](http://www.ctfa.org)

**European Cosmetic Toiletry & Fragrance Association (COLIPA)**  
[www.colipa.com/site/index.cfm?SID=15588](http://www.colipa.com/site/index.cfm?SID=15588)

**Fragrance Materials Association of the United States (FMA)** - [www.fmafragrance.org](http://www.fmafragrance.org)

**Independent Cosmetics Manufacturers & Distributors(ICMAD) - [www.icmad.org](http://www.icmad.org)**

**International Fragrance Association (IFRA) - [www.ifraorg.org](http://www.ifraorg.org)**

**Research Institute for Fragrance Materials (RIFM) - [www.rifm.org](http://www.rifm.org)**

## ***Student Competitions – FIDM:***

Independent Cosmetic Manufacturers and Distributors (**ICMAD**) Young Designers' Competition  
[www.icmad.org/new/](http://www.icmad.org/new/)

For FIDM Students - **Beauty Industry West Scholarship**  
[www.beautyindustrywest.org/scholarship.html](http://www.beautyindustrywest.org/scholarship.html)

**National Scholarship Competition:** Five [5] one-year scholarships to attend FIDM/The Fashion Institute of Design & Merchandising. Scholarships are available to High School students. The deadline is April 30th of each year.

- Fashion Designer of Tomorrow
- Fashion Merchandising Executive of Tomorrow
- Graphic Designer of Tomorrow
- Interior Designer of Tomorrow
- Visual Designer of Tomorrow
- Digital Media Artist of Tomorrow

See **For Your Students** for additional student scholarship opportunities.  
[educators.fidm.edu/educators/student-services/fidm-scholarships.html](http://educators.fidm.edu/educators/student-services/fidm-scholarships.html)