

ESTRID

A REPORT COMMISSIONED BY ESTRID TO CHAMPION
DIVERSITY AND REPRESENTATION FOR ALL HUMANS.



THE REPORT



Human[😊]zind



RISE & REDEFINE


RISE & REDEFINE

On the surface, it could seem like the beauty, wellness and self-care category has come a long way over the past decade. Ethnically and gender diverse beauty brands are more available than ever, size zero models have been banished from many magazine pages and advertising is finally celebrating the existence and beauty of different body types.

Nevertheless there is still much work to be done. Like a lot. It is often said that life imitates art, and art imitates life however, if that was true, why is it that almost two thirds (61%) of people admit to struggling to find a self-care product they can relate to? It simply doesn't make sense does it?

01





This gendered and binary approach has led to almost half (43%) of people not making a purchase due to a lack of representation. In addition to causing feelings of isolation and depression amongst the target group, it also sees brands lose out on potential customers.

This report, spearheaded by Swedish ethical razor brand, Estrid, aims to shine a light on the importance of representation, not only in the beauty industry, but in society as a whole.

Analysing the psychological impact of underrepresentation, this report outlines the repercussions this has on human beings, and showcases the urgent need for more to be done. So, the question really is - why is it taking so long to get representation right, and how can we help the beauty industry get with the program and reflect the beautiful, bold, diverse world we live in?

The study comprises insights from global diversity champions, and quantitative research carried out across two separate studies of 3,500 people in the United Kingdom, to show how these inequalities are affecting different groups.

Estrid wants to help address the need for wider representation of minority groups through the launch of its HumanKind Initiative. They aim to do so by providing increased opportunities and funding at a community level and by empowering, celebrating and supporting exceptional humans and changemakers.



*****HUMANKIND 02*****

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READY.



BINARY

BEAUTY

02



BINARY BEAUTY

When we talk about representation, it is impossible to ignore that the beauty industry has a long-standing history of dividing products into binary categories, with gender being firmly segmented into ‘products for boys and products for girls’.

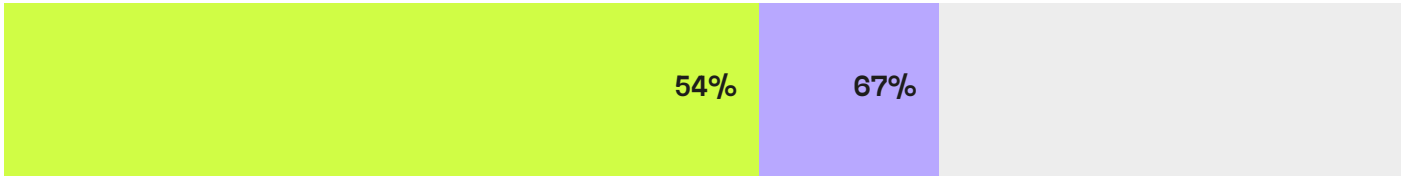
Almost all (92%) of those surveyed claim the majority of products in the category feel predominantly marketed towards cis women, isolating humans belonging to other groups who have the same needs.

Bathroom staples such as hair products and razors were voted top of the list when it came to items commonly viewed as overtly gendered, with moisturiser (67%) and face wash (54%) voted as the most targeted towards women, whilst razors (50%) and deodorant (33%) were thought of as more geared towards men.



Over two thirds (62%) agreed they would be interested in non-gendered products for future purchases, supporting the preference for breaking down the outdated norms and categories of the beauty space.

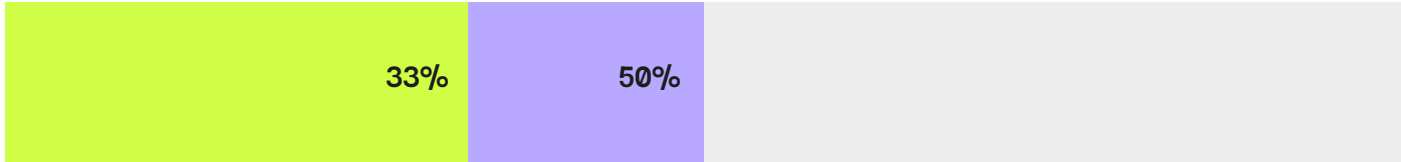
Targeted towards women:



67% moisturiser

54% face wash

Targeted towards men:



50% razors

33% deodorant



THE PSY- CHOLOGI- CAL IMPACT OF UNDER- REPRESENT- TATION

03



THE PSYCHOLOGICAL IMPACT OF UNDER-REPRESENTATION

When it comes to their identity in society, as much as three in five (61%) people experience feelings of prejudice or exclusion as a result of who they are, and well over half (56%) experience some form of abuse. It is clear that we need to do better to make all humans feel loved, recognised and accepted for who they are.

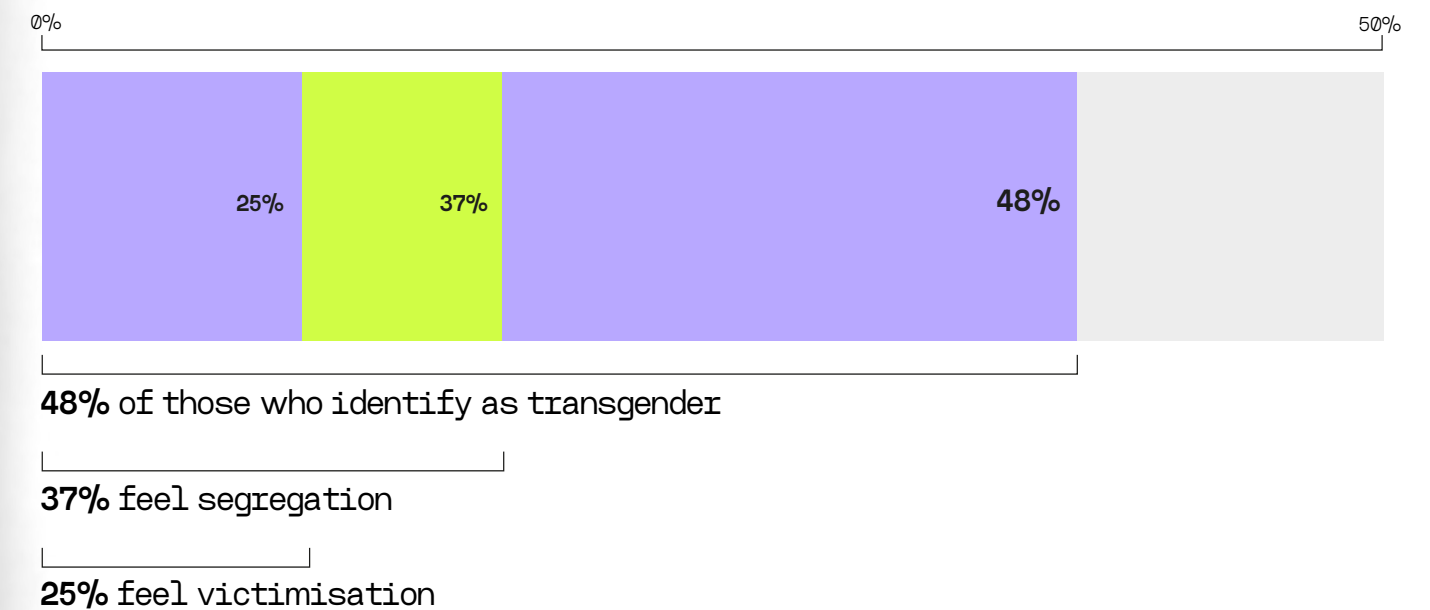
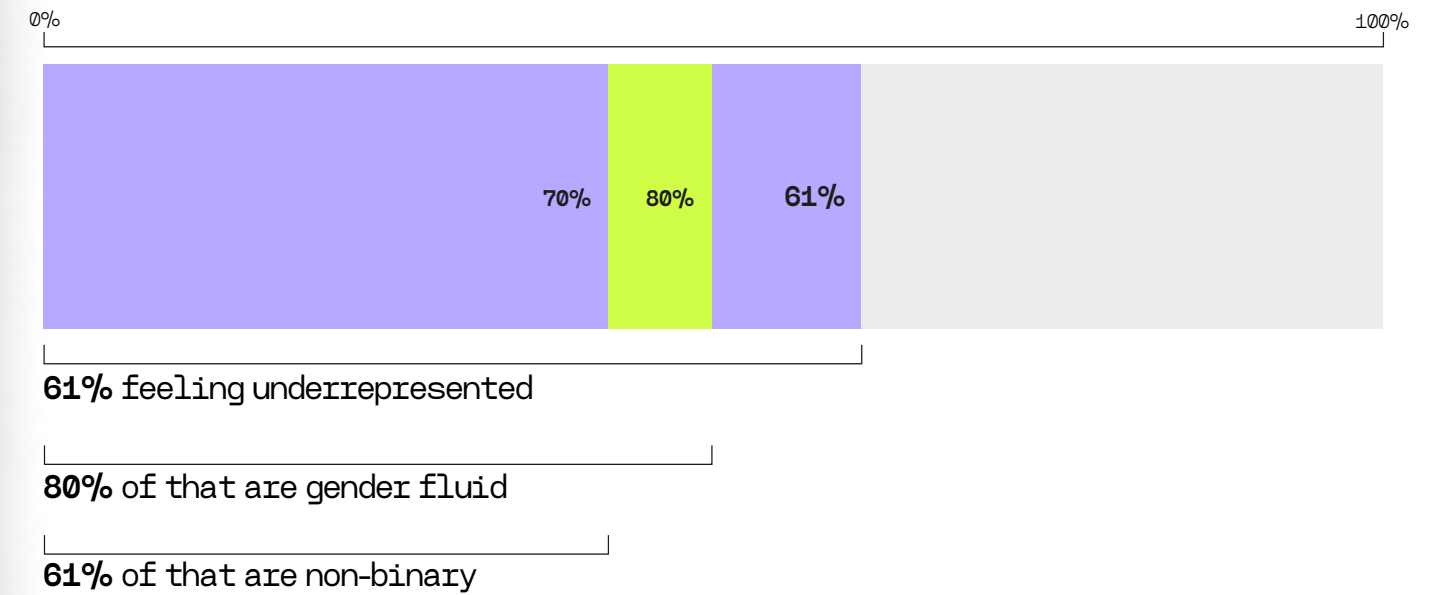
For the 61% of people who admit to feeling underrepresented by the beauty and grooming industry, the ripple effect of not being able to find something you need while browsing a store or shopping online, runs much deeper than being temporarily out of a product.

Some of the individuals most heavily impacted by underrepresentation are genderfluid (80%) and non-binary people (70%). They made up the biggest proportions of those missing out on purchases due to lack of recognition.

For some, the impact of feeling overlooked or ignored can be extremely emotional, leaving feelings of embarrassment, frustration and disappointment. Almost half (48%) of those who identify as transgender felt isolated when unable to find the right products for them, with feelings of segregation (37%) and victimisation (25%) being the most common amongst this group.



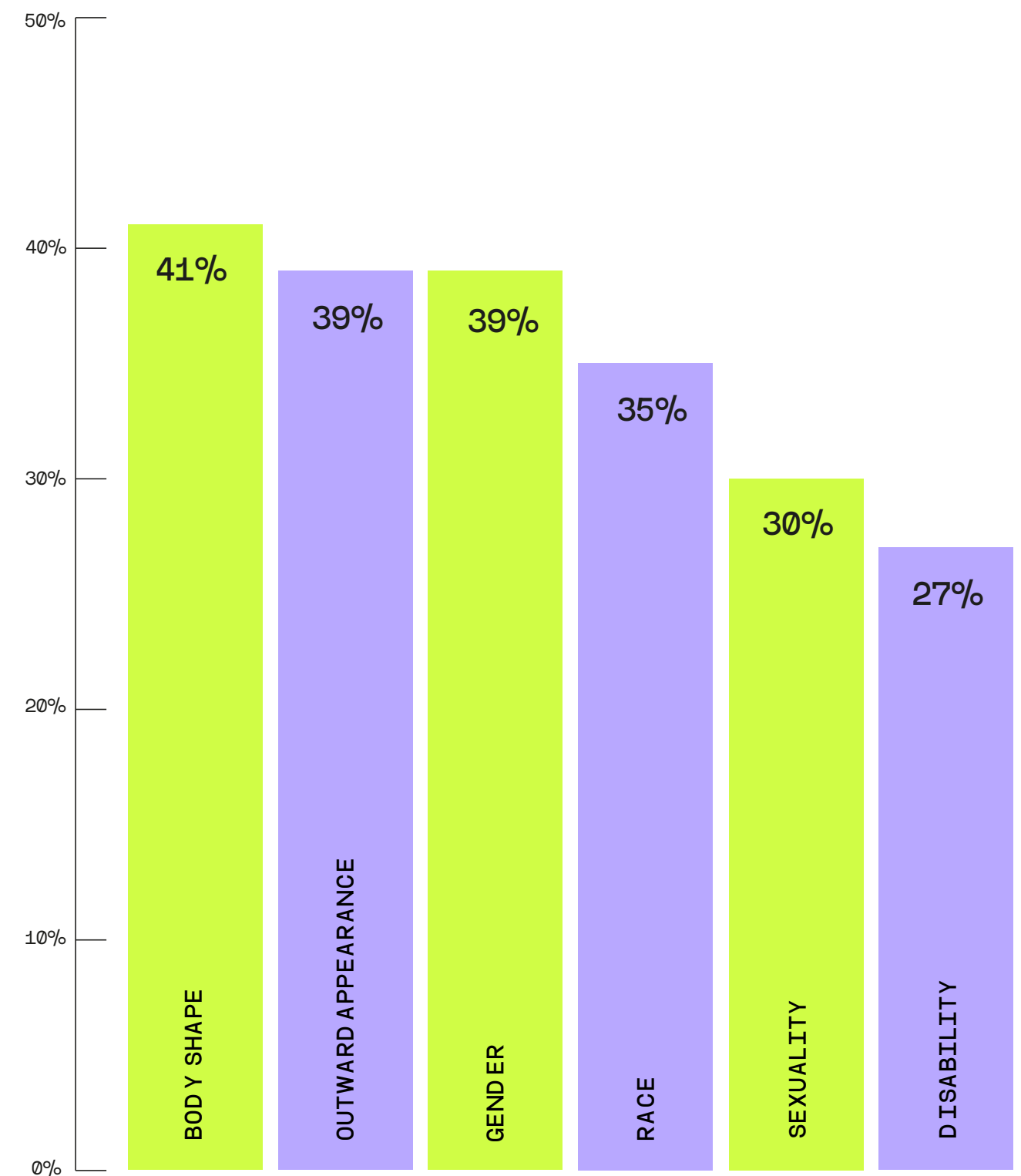
3 in 5 people experience feelings of prejudice or exclusion as a result of who they are.



20%

For Black and mixed race people however, a fifth (20%) were unsurprised by being unable to find the right product for them, highlighting the wider, long-lasting issues of racial representation faced within the industry.

The top reasons why people feel they have faced feelings of prejudice or exclusion as a result of their identity:



‘I have experienced prejudice
because of my...’

BALDNESS HAIR COLOUR
CLASS PREGNANCY
ETHNICITY RELIGION
NATIONALITY ECZEMA

Time: for Change

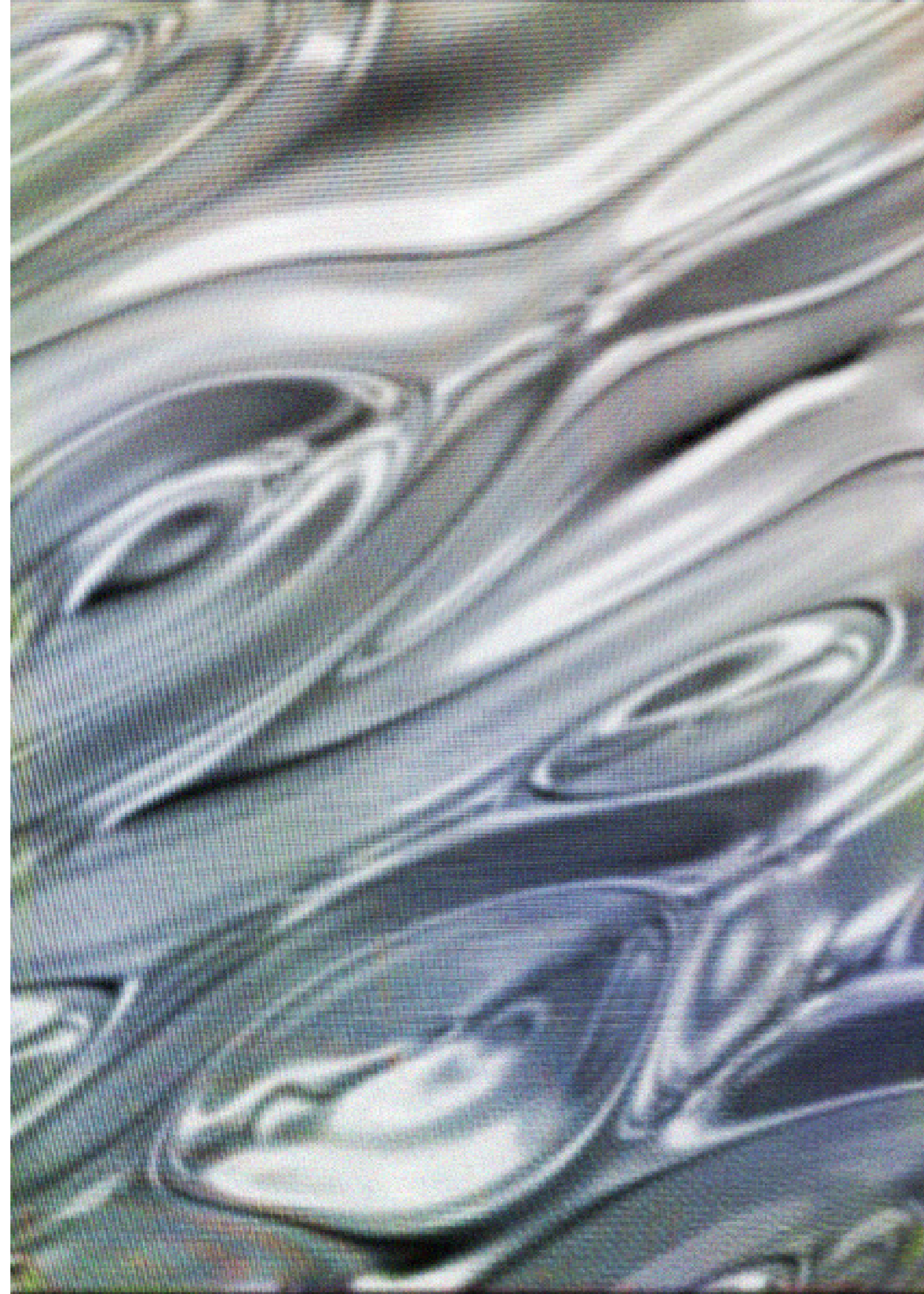
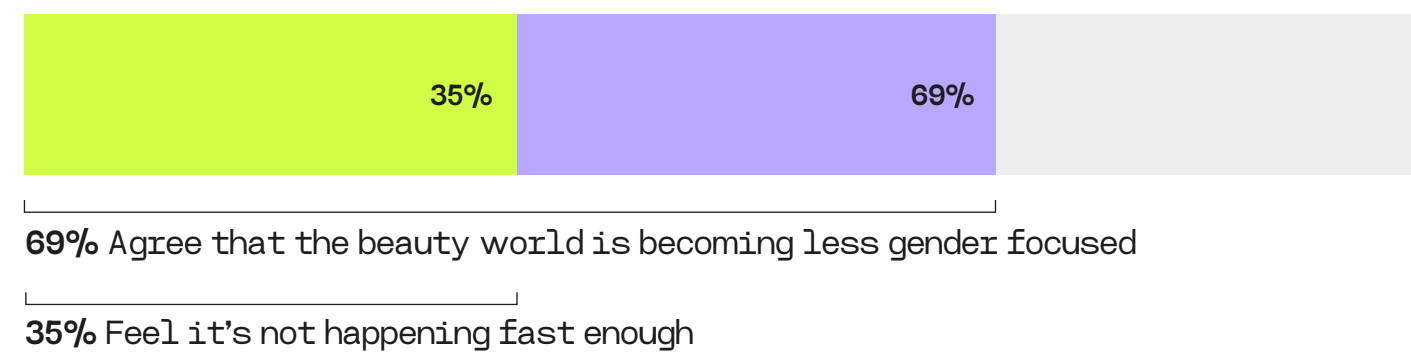
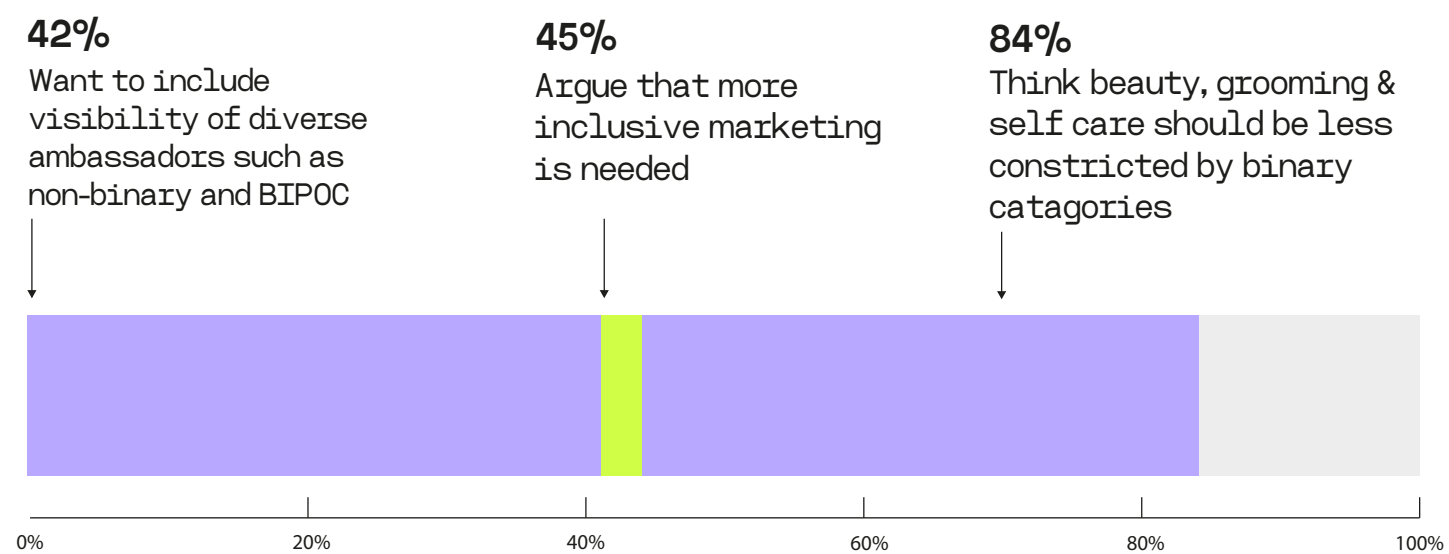
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TIME FOR CHANGE

Almost all (84%) people now think beauty, grooming and self-care products should be less constricted by binary categories, which argues that growing into, and striving for a more unisex or degendered approach is the way forward.

With demand rising to move in a gender-neutral direction, self-care lovers and beauty fans want to see more progressive changes from the industry, arguing more inclusive marketing is needed (45%) - including visibility of diverse ambassadors such as non-binary and BIPOC (42%).

Various points of branding are also key elements for change, over a third want to see developments in packaging and product design (36% and 37% respectively), with visuals acting as a key driver of many pre-purchase decisions. With the rising demand for a less gender-specific offering, research suggests that the industry is evolving, albeit slowly, with more than two thirds (69%) agreeing that the beauty world is becoming less gender focused - just not fast enough (35%).





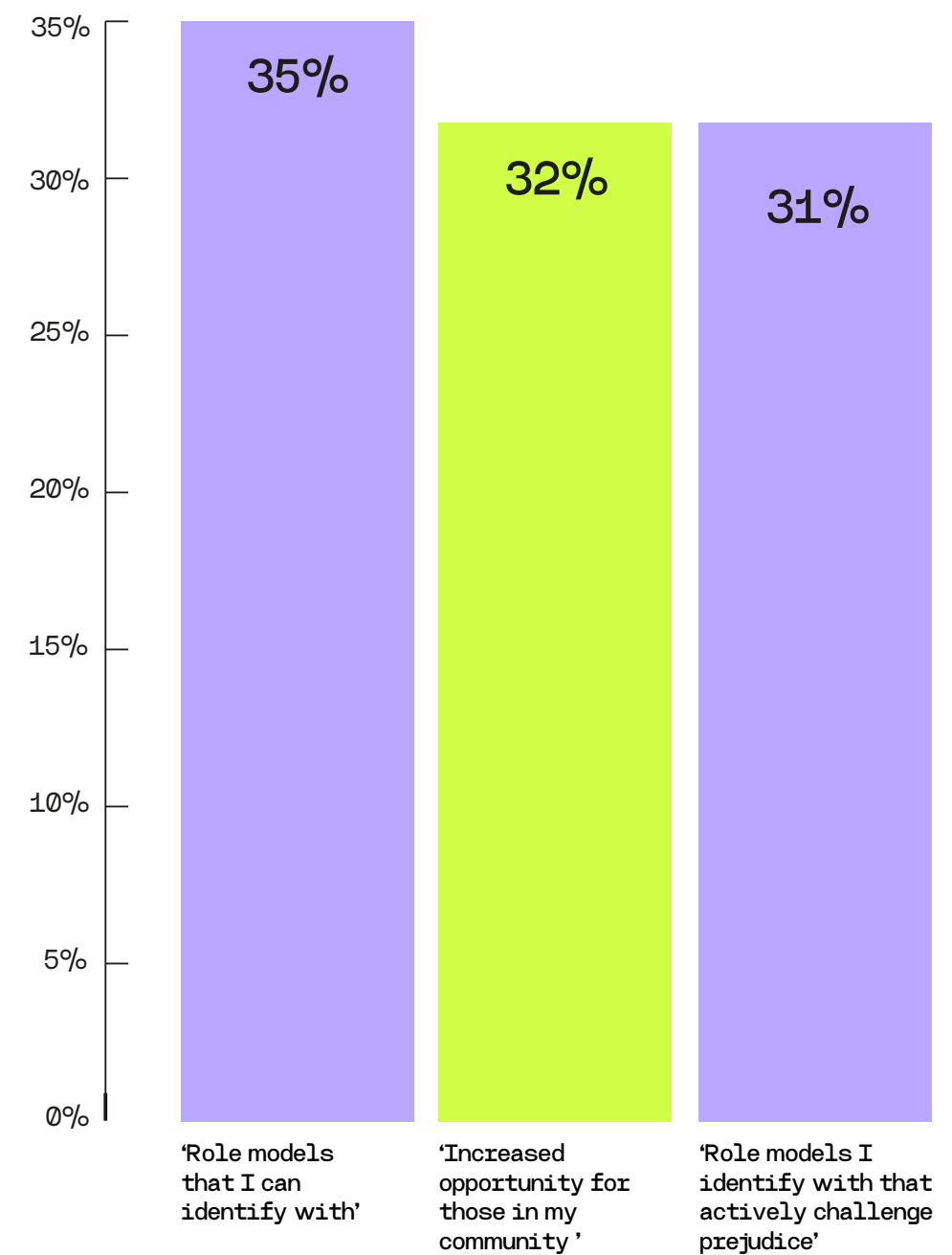
The HumanKind © Initiative

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THE HUMANKIND INITIATIVE

When asked what would help humans feel more validated in their identity, the top three reasons were:

- Increased reputation of role models that I can identify with (35%)
- Increased opportunity for those in my community (32%)
- Role models I identify with that actively challenge prejudice (31%)



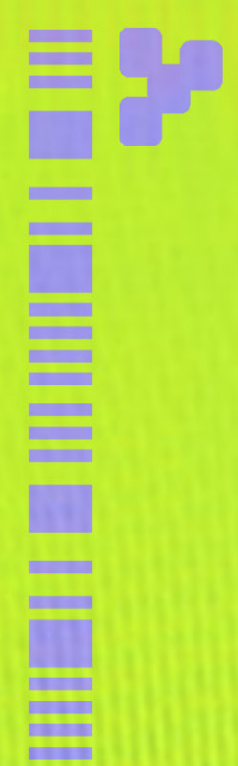
To help drive real change for good and also ensure that no human ever feels ignored, Estrid is launching The HumanKind Initiative - a commitment to champion diversity by providing funding to inspiring individuals, who are driving change in their communities.

Working with an inspirational line up of activists at launch, Estrid is working with each ambassador to help fund their individual projects, each chosen for their groundbreaking work in defying societal norms and creating a more inclusive future. In other words; extraordinary humans that share Estrid's values and visions for the future.



Estrid is working with each ambassador to create robust plans for their grants that will help inspire and uplift the communities they represent.





The Ambassadors





(she/her) ✨

Harnaam Kaur

HARNAAM KAUR

Harnaam is a model, social activist and motivational speaker who describes herself as a 'body positive warrior'. She was diagnosed with Polycystic Ovary Syndrome (PCOS) as a teenager, and went on to endure years of relentless bullying after growing out her hair. Despite this, Harnaam went on to inspire others when she took to social media to share her message of empowerment. Incredibly, she has also appeared in the Guinness World Records 2017 as the record holder for the youngest female with a full beard.

Instagram (166k followers)

TikTok (17.2k followers)

Twitter (5.4k followers)



(they/them) ✨

NadineZ

NADINE NOOR

Nadine is a creative, DJ and the co-founder of monthly club night Pxssy Palace, a platform celebrating people of colour who are womxn, queer, intersex, non-binary and trans (QTIPOC). Pxssy Palace aims to offer QTIPOC people a place of joy, love, self-expression and belonging: something that doesn't always exist in the world. It's also a place to be immune and learn from each other. Elsewhere, Nadine spreads their sonic selections at parties across Europe and the US, playing an eclectic mix of House, Dance, Pop & Electronic.

Instagram (12.7k followers)





(he/him) ✨

Kenny Ethan Jones

KENNY ETHAN JONES

Kenny Ethan Jones is a trans model, writer and activist. His advocacy focuses on menstruation, body politics, mental health and intimacy. Kenny engages in open conversations about all-things trans in the hopes of attaining equality and seeing trans people displayed positively in the media. Kenny is best known for his lead role in Pink Parcel's I'M ON campaign, in which he made history by being the first trans man to front a period campaign – launching his career in activism. Outside of sharing his lived experience, Kenny can be found breaking boundaries in the fashion world.

Instagram (92.5k followers)
Twitter (6k followers)




How you can get involved

HOW YOU CAN GET INVOLVED

The hard work doesn't end here. In fact, it is just the beginning.

Estrid is also offering funding to another individual or small organisation pursuing a diversity led project to empower their community and the applications are already open.



Eligible applicants will be reviewed by a panel of judges and the successful entrants will be granted £25,000, to contribute and help make them achieve their goals and be successful within their project. For full T&Cs and details of entry criteria, visit www.estrid.com/humankind



A lack of representation for humans who do not fit the outdated status quo of society is leading to psychological distress, isolation and feelings of loneliness in global communities. More needs to be done to instil confidence and self-worth in those most affected, and the journey starts at the grassroots level.

How will Estrid help drive change?

Funding - providing £25,000 grants to diversity champions who are fighting to make a difference. This funding will be used to run grassroots level activism projects, driving change from the ground up
Reach - using our global reach to shout about the incredible work being done by our ambassadors and other grassroots organisations to empower their communities.





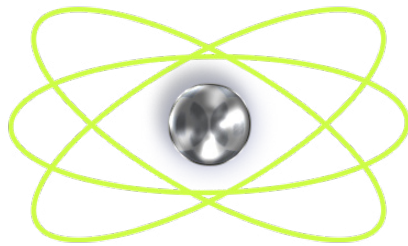
Visibility - Giving equal representation to different human beings across all our marketing channels, because we know that all humans are beautiful.

Opportunity - Creating equal opportunities in the workplace wherever possible, ensuring every application enters on a level playing field.

Product - Provide products appropriate to all humans, regardless of race, sex, gender, sexuality, religion, body type or any other label put on an individual by society.

Celebrate - We will create moments of high-profile celebration around the successes of human beings from underrepresented backgrounds.





THE REPORT

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SOURCES

Research conducted by OnePoll on behalf of Estrid, with results secured from 3,500 nationally representative people in the UK.

ESTRID

