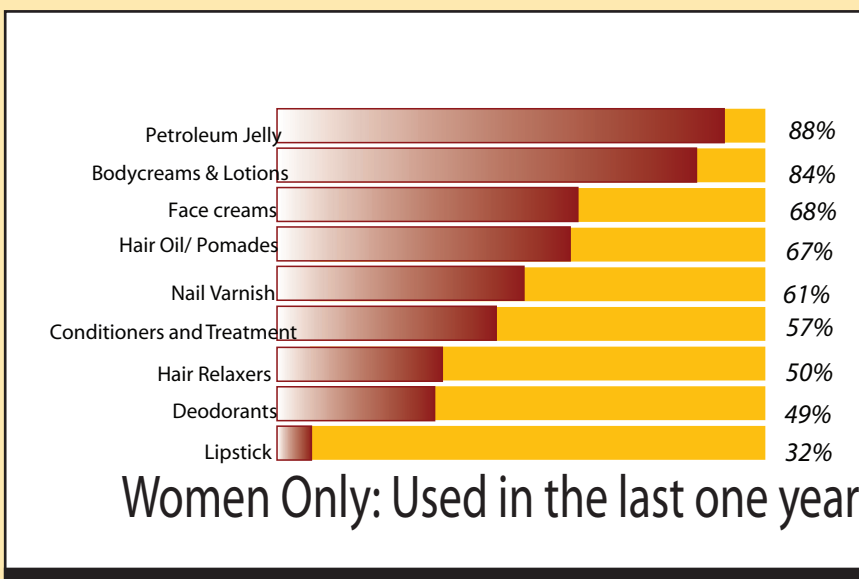




When being beautifully & wonderfully made is not enough.

Over two thirds of Kenyan women are on record as saying they use hair oils, body creams and lotions, face creams, and petroleum jelly.



Face creams, for instance, are used by 68 per cent of the female population with a majority of these users falling below thirty five years of age. Petroleum jelly is more popular among lower socio-economic classes due to its affordability whilst body creams and lotions are skewed towards the upper socio-economic classes. So guys, no matter how much you re-assure the girls that they are beautifully and wonderfully made, you will still have to fork out for that make-up budget.

About TGI

Did you know that TGI is the single most robust research study ever conducted in East Africa? With a 16,000+ sample, TGI covers the following sectors:

| | |
|---------------------------|-----------------------|
| - Toiletries & Cosmetics | - Food |
| - Pharmaceuticals | - Clothing |
| - Holidays and Travel | - Communication |
| - Confectionery | - Household |
| - Shopping | - Alcoholic beverages |
| - Leisure | - Tobacco |
| - Non-Alcoholic Beverages | - Motoring |
| - Appliances and Durables | - Financial Services |



Data source: TGI (urban, peri-urban 2005)

Inferences: **Consumer Insight**

More information: Call Eva or Githinji on **536764/5**, email tgi@ciafrica.com