

Nine

BEAUTY QUEENS

— DAY IN THE LIFE OF



Breakfast Prepare a low-carb berry smoothie & off to work – checking 9Style for this season's makeup trends

7am Start the day with the 3-step morning routine of Cleanse, Tone and Moisturise

Lunchtime Pop in to Sephora for some beauty buys



Afternoon Browse 9Coach for the latest tips on healthy skin diets



Evening Unwind after work, catch-up on the latest ep of *The Bachelor* whilst trying on their new clay mask

Beauty Queens consist of females who love all things beauty. Their beauty inspos are Chloe Morello and Pia Muehlenbeck, and they have almost every shade of Kylie's Lip Kit. They are not opposed to the idea of cosmetic surgery so they see the value of getting lip fillers and botox to get rid of those unwanted lines. They have high spend patterns across fashion and dining out.

DEMOGRAPHICS

50k+ HH INCOME
20-35 YEARS OLD



LOCATION Capital Cities – Suburban

LIFE STAGE Independent Youth & Young Couples

NINE AUDIENCE SITES

Now

Coach

Style

9NOW SHOWS



MARRIED AT FIRST SIGHT



NINE AUDIENCE 6%