



BEAUTY QUEENS

— DAY IN THE LIFE OF

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

Breakfast - Prepares a low-carb berry smoothie and then off to work while checking 9Honey for this season's makeup trends.

Lunchtime – Pops in to Sephora for some beauty buys.

Afternoon - Browses 9Honey for the latest tips on healthy skin diets.

Evening - Unwinds after work, catches up on the latest episode of *Married at First Sight*, whilst trying on their new clay mask.



Beauty Queens consist of females who love all things beauty. Their beauty inspiration 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

CAR OWNERSHIP



Passenger

NINE AUDIENCE SITES

9honey

9honey | Style

9honey | Celebrity

9honey | You

9honey | Coach

9NOW

9NOW SHOWS

love island australia

THE VOICE

MARRIED AT FIRST SIGHT

THE REAL HOUSEWIVES OF BEVERLY HILLS

POWERED BY



NINE AUDIENCE

6%