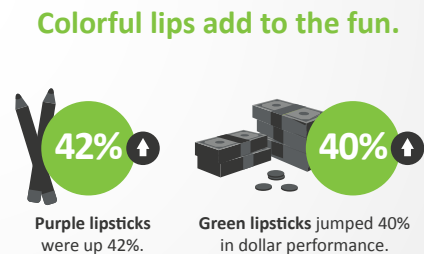
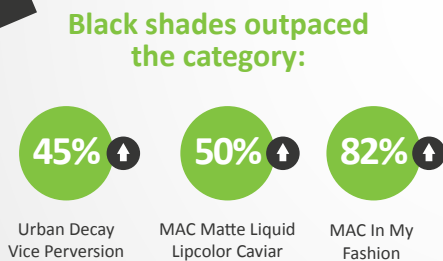
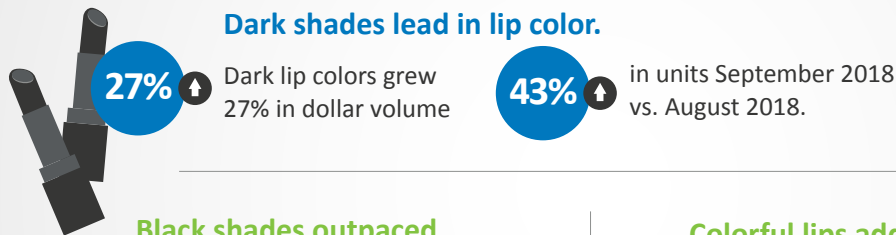
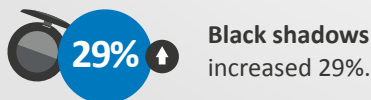
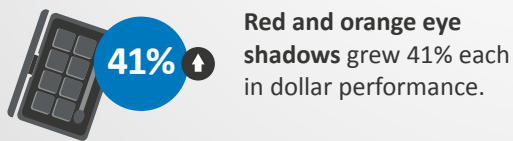


# The BOO-ming Halloween Makeup Market

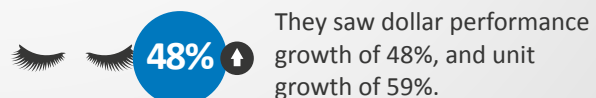
The makeup category looks a little different come Halloween as more U.S. consumers turn to makeup to complete their costumes. For many, Halloween makeup is just as important as the costume itself. **Take an inside look at the latest trends...**



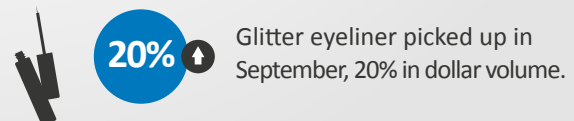
## Warm hues turn up the heat.



## Eyelashes complete the look.



## Grown-up glitter gets trendy.



In a world with rapidly changing products and distribution models, it's never been more important to know what is selling, where, why, and for how much. The NPD Group combines data, industry expertise, and prescriptive analytics to help you grow your business.

Source: The NPD Group/BeautyTrends®



Get more makeup insights. Call 866-444-1411 or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

