

## Vogue with MAYBELLINE

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### **Abstract**

*The Maybelline Company was created by a 19-year-old entrepreneur named Thomas Lyle Williams in 1915. Williams noticed his older sister Mabel applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker, fuller look. He adapted it with a chemistry set and produced a product sold locally called Lash-Brow-Ine. Williams renamed his eye beautifier Maybelline in honor of the sister who gave him the idea. In 1917 the company produced Maybelline Cake Mascara, "the first modern eye cosmetic for everyday use" and Ultra Lash in the 1960s, which was the first mass-market automatic.*

### **PRODUCT LINE**

- Eyes like mascara, eyeshadow, eyeliner and eyebrow
- Face like primer, powder, foundation, highlighter, contour, concealer, bronzer, blush and BB cream
- Lips including lip liner, lip gloss, lip colour, lip balm and lipstick
- Accessories like removers, makeup tools and brushes

Some important Maybelline products are as follows-

- Maybelline Mineral Power Blush – Original Rose
- Maybelline Color sensational Lipstick-Peachy
- Maybelline instant Age rewind The Lifter-Pure
- Maybelline Ultra Liquid Liner Waterproof
- Maybelline Vivid Matte liquid –Rebel Red
- Maybelline Brow Drama Pro Palette – Blonde 250

- Maybelline Color Sensational High Shine Lipgloss – Chocolate Lust 315
- Maybelline age Rewind Dark Circle Eraser – Brightener 160
- Maybelline baby lips Lip Balm – Cherry Me
- Maybelline Cover Stick Corrector/Concealer – Ivory Light
- Maybelline Baby Skin – Warm Apricot
- Maybelline Volume Express Mascara (Bonus) – Blackest Black 225
- Maybelline Dream Wonder Fluid Touch Foundation – Nude 40

## MARKET SHARE OF MAYBELLINE

Maybelline has been named the top-selling mass cosmetics brand on Amazon in the US. The year 2017 was a big one for Maybelline, as the brand started the year with the launch of its new “Big Shot” mascara, and finished it with a collaboration with supermodel Gigi Hadid. The beauty company was responsible for 12% of the share of mass cosmetics sales on the e-commerce website in 2017, according to figures from e-commerce data platform

Maybelline, which slipped 1% in overall market share from 2016, was followed by L’Oréal Paris, with 11% of the total sales. Eyebrow brand Wunderbrow claimed third place with 8%, while colour cosmetics sensation CoverGirl came in fourth with 5%. Natural skincare brand Burt’s Bees rounded out the top five, with 4%. The year was also marked by Revlon’s soaring 83% YoY growth bringing the brand up to #8, compared to #10 in 2016

## PRODUCT DEVELOPMENT

L’Oréal Luxe technical development plays the role of “orchestrator” in the Division’s product development process.

This function is what makes it possible to transform “dreams into reality”, from a product’s creative idea to its marketing, according to the brand’s specifications.

Each year, this centre and its staff of 80 develop 1500 new products for the Lancôme, Armani, Yves Saint-Laurent, Biotherm, Helena Rubinstein, Diesel, Cacharel, Victor & Rolf, Stella McCartney and Maison Martin Margiela brands.

This means that it coordinates and ensures the consistency of the key phases of product definition, design, industrialisation and manufacture.

The fine-tuning phase in product definition is conducted with the marketing teams and designers and is essential for anticipating the industrial feasibility of a product concept. Next, the design phase consists of translating the product idea into industrially usable technical terms enabling the development and industrialization of the packaging, formulas and production resources. The production phase and related support is ensured in close collaboration with the supply chain teams.

All of these points are indispensable for showcasing the 40,000 L'Oréal Luxe products points-of-sale throughout the world. Development adapted to fit the demands of the products and brands from design to marketing is why L'Oréal Luxe Operations combines artistic craftsmanship with industrial excellence.

## **ISSUED FACED BY MAYBELLINE**

There is reasonable evidence that claims that Maybelline products were tested on animals are not wholly unfounded. During 1989 L'Oreal ceased to test finished products prior to their launch on the market and has committed to developing alternative methods. Although according to a 2010 report, it is required by law in some countries to continue with animal testing. The company has made a commitment to "work with the authorities in these countries and sharing knowledge about alternative testing methods". According to their website, L'Oréal no longer officially tests on animals any of its products or any of its ingredients, anywhere in the world. Nor does L'Oréal delegate this task to others. An exception could only be made if regulatory authorities demanded it for safety or regulatory purposes.

## **COMPETITORS OF MAYBELLINE**

1. LAKME
2. VLCC
3. LOTUS
4. KYLIE COSMETICS
5. BLUE HEAVEN
6. NIVEA

7. PONDS
8. REVLON
9. L'Oreal
10. ELLE 18
11. AVON
12. GARNIER
13. HIMALAYA
14. CALVIN KLEIN
15. MAC

## CONCLUSION

From the above research conducted we can conclude that maybelline is on the path of becoming one of the biggest names in the cosmetic industry though it has faced certain issues and problems but still it continues to provide its customers with the best products.

## BIBLIOGRAPHY

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