

Are cosmetics companies doing enough for diversity?

Issued by [Pyrotec](#)

22 Aug 2018

On 9 August 1956, about 20,000 women marched to the Union Buildings in Pretoria in protest of legislation aimed at tightening the apartheid government's control over the movement of black women in urban areas. Today, on 9 August, Women's Day commemorates this historical march while the month of August - Women's Month - draws attention to the significant issues South African women still face.



In South Africa, and around the globe, there's an ongoing shift towards greater gender diversity. So much so that, according to the *Urban Dictionary*, some groups are referring to 'women' as 'womxn' to highlight more inclusivity and progression, and to shed light on prejudice, discrimination, and institutional barriers womxn have and still face.

But what is being done in the South African FMCG sector, and particularly for cosmetics and personal care products, to promote diversity?

While more and more products, specifically targeted at ethnic skin requirements are appearing on shelf, are product marketers and brand owners doing enough to gain the trust and brand loyalty of women of colour?

All women are smart and, considering most studies reveal that women make 80 to 85% of purchasing decisions, it's clear that they hold the key to a brand's success. Female consumers want to know what a product will do for them,

whether it will suit their lifestyles, how it will make their lives easier, how it contributes to protecting the planet, and how it can help them to keep them and their families healthier.

Because purchases are emotionally significant, and communication is important to women throughout the buying decision, products must appeal to their buying needs and habits.

Often referred to as the Rainbow Nation, South Africa is known for its ethnic diversity, which is reflected by our country's 11 official languages. Isn't it important then that a packaging's label speaks to South Africa's diverse array of ethnic groups in their home language?

A Fix-a-Form® booklet label from Pyrotec PackMedia vastly increases the area used for communication and can carry extensive text in several languages, eliminating the need for separate labels for each language. Not only does this save on production costs and simplify inventory and distribution management, it is also a key environmental consideration that is increasingly important to consumers.

The Fix-a-Form® booklet label also increases brand awareness through a product's enhanced graphics and ability to communicate, educate, inform and appeal to discerning female shoppers of all ethnicities.

Find out how Pyrotec PackMedia can help you to expand your brand's appeal to all South African consumers by visiting [Pyrotec PackMedia](#) today.

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