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The 2026 Inclusivity Index For Beauty



Introduction

When consumers see themselves and their needs reflected in a brand, they recognize relevance and that brand earns their dollars. It's that simple. So why have brands struggled to get it right?

The **2026 SeeMe Index for Inclusivity in Beauty** uncovers how brands are actually reflecting identity groups and where they are falling short. This year, we go beyond overall inclusivity to measure **inclusivity by identity groups**, answering a critical question: *How likely am I to see myself in a brand?*

By analyzing performance across ads/content, product, and brand purpose and across dimensions like ethnicity, age, gender, skin tone and more, we reveal not just who is leading, but the strategies driving meaningful connection with must-win consumer groups.

For brands and agencies, this report serves as a roadmap for where growth is coming from next, equipping teams to better reflect their consumers, build relevance, and drive stronger business outcomes.

Interested in what this means for your brand?
Reach out to Hello@seemeindex.com to learn more.



Asha Shivaji & Jason R. Klein

Co-Founders of the SeeMe Index

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What is the SeeMe Index?

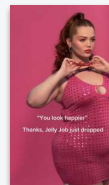
SeeMe Index is the AI-powered, industry standard for identity measurement

We measure how brands show up for specific consumer groups...and who is missing.



How do we do it?

We use our proprietary AI tech to measure all brand touchpoints (ads/content, product, purpose) through the lens of 700+ different identity dimensions.



CLAIMS RESULTS:
- 98% agreed it didn't 'look oily on skin'
- 98% agreed it was 'lightweight'
- 98% agreed it absorbed 'excess oil'
- 98% agreed it's 'comfortable to wear all day'

*Based on an independent study on 100 people of multiple skin types and skin tones.



What's in this report?

This report highlights findings from our 3rd annual Inclusivity Index for the Beauty industry, showcasing industry progress and providing a roadmap for brands to better show up for consumers.



What's new this year?

- 5x(!) brands measured
- Additional subcategories like mens and fragrance brands
- Additional identity dimensions including known/perceived ethnicity and hair type
- Notable brands by key identity dimensions



We welcome you to dive in!

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Methodology

SeeMe Index is the AI-Powered Industry Standard for Identity measurement.

WHAT WE MEASURE

COMPONENTS



ADS/CONTENT (1/3 of score)

We analyzed screen time % allocated to each identity dimension featured in a brand's most viewed content (brand-led or creator-led) across platforms like Meta ads, Instagram, Google ads, YouTube, TikTok and iSpotTV, allowing us to gain valuable insight into media investment and virality.



PRODUCT (1/3 of score)

We evaluated each brand's product line, considering everything from shades of terminology and website features. Our scoring system was standardized to be fair and equitable across the unique characteristics of different beauty categories.



PURPOSE (1/3 of score)

We examined brand purpose and external commitments to different identity groups. This encompasses commitments undertaken through brand-led initiatives, partnerships, donations, and public announcements.

IDENTITY DIMENSIONS



Gender Expression

Includes gender non-conforming measurement



Skin Tone

Utilizes the Monk Skin Tone Scale, specifically designed to represent a broader range of skin tones



Hair Type

Includes the Andre Walker Hair Typing system in addition to protective and shaved/bald hairstyles.



Known/Perceived Ethnicity

Includes ethnicity (if known/stated) and perceived ethnicity (if unknown)



Age/Generation

Actual Age (if known) or Perceived Age (+/- 3 years)



Sexual Orientation

If known and/or shown in context of a partnered interaction



Body Size

As shown, known or stated



Disability

As known, shown or stated across specific visible and invisible disabilities

IQ SCORES

SeeMe Index scores make up each brands' Inclusivity Quotient (IQ) score, which determines a brand's placement in one of four tiers



>200

Tier 1: Certified Inclusive

I am empathetic and a proven inclusive brand.

Brands in this tier are at the forefront of inclusivity. They excel across ads, product and purpose, demonstrating holistic inclusivity efforts. Their efforts are often ingrained in the DNA of the brand itself.

160-199

Tier 2: Acts Inclusive

I stand with you and support you.

These brands are actively working toward inclusivity and have made significant progress. While they might not excel in all three components, they consistently show a strong dedication to inclusivity.

120-159

Tier 3: Feels Inclusive

I try to feel what you feel.

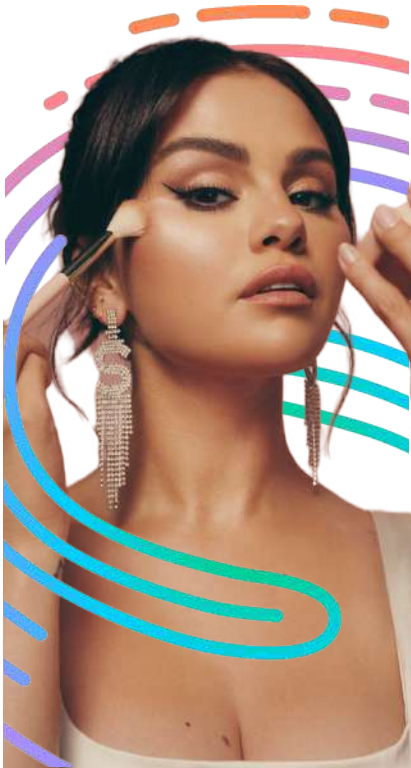
These brands are taking some meaningful inclusive actions but it is inconsistent across components and identities. They are more nascent in their inclusivity journey but deliver some impactful efforts.

<120

Tier 4: Thinks Inclusive

I try to think like you do.

Brands in this category show promise of inclusive action. However, efforts have yet to fully materialize, and they have significant room for improvement.



All Brands Have Notable Inclusivity Efforts

Every brand has something to celebrate when it comes to inclusivity, regardless of their rank or tier. SeeMe Index has identified a “notable inclusivity effort” for all 200+ brands in our Index this year. Brands can’t show up for all communities at all times, but their outsized impact means they can show up for somebody. **These notable inclusivity efforts are a recommended place from where each brand can build.** Visit [our website](#) to see the notable inclusive efforts for all brands in the 2026 SeeMe Inclusivity Index for Beauty

01 Rare Beauty

TIER 1: CERTIFIED INCLUSIVE



270

ADS



PRODUCT



BRAND PURPOSE



Notable Inclusivity Effort: Rare Beauty's Eau du Parfum was thoughtfully designed with accessibility in mind. Rare partnered with certified hand therapists and a team of packaging engineers to create a luxe, ergonomic fragrance bottle that ensures the most effortless and comfortable dispensing.

In addition, the Rare Impact Fund, fueled by 1% of all Rare Beauty sales, continues to support a global cohort of nonprofit partners dedicated to expanding access to youth mental health services, including intersectional NGOs like Black Teacher Project, Trans Lifeline and La Familia Counseling Center.

The 2026 SeeMe Inclusivity Index

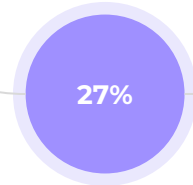


IQ Score: 160-199



CERTIFIED INCLUSIVE
I am empathetic and a proven inclusive brand.

IQ Score: >200

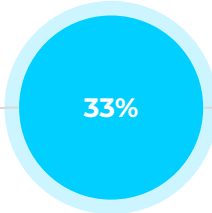


ACTS INCLUSIVE
I stand with you and support you.

27%



IQ Score: <120

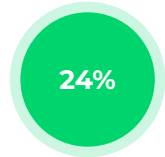


FEELS INCLUSIVE
I try to feel what you feel.

IQ Score: 120-159



THINKS INCLUSIVE
I try to think like you do.



Who's Up & Down in Inclusivity Efforts

Brands that are UP Newly Certified Inclusive



Lancome

Extended commitment to people with disabilities via HAPTA beta test and multi-year sponsorships with Paralyzed Veterans of America

One of the most age-inclusive brands in the Index, especially as a non age-centric brand.

#5

LANCÔME
PARIS

Supergoop

Every product has a published SPF efficacy report that includes the demographics of test participants.

'Ounce to Ounce' philanthropic program expanded to new cities as they advocate for sunscreen in schools (not allowed by the FDA in 21 states).

#16

Supergoop!

La Roche Posay

Announced partnership with the Oncology Nursing Society (ONS) to fund the creation of the skin of color skin toxicity photo repository.

Issued a robust, brand-specific "Cancer Support Report" outlining long-term global impact.

#18

LAROCHE POSAY
LABORATOIRES

Sol de Janeiro

Regularly features plus-size talent across ethnicities and talent types including celebrities, models and creators.

Launched Foundation in 2025 to support empowerment of women, girls and Indigenous communities.

#21

SOL
de
JANEIRO

Charlotte Tilbury

After 2024 shade criticism, 2025 reformulation of Airbrush Flawless Foundatio was praised by creators with deep skin tones.

Products regularly shown on multiple ethnicities and ages - ie how the product looks on 8 different people.

#23

CharlotteTilbury

Brands that went down

Glow Recipe

No evidence of 2025/6 Anonymous Dew You campaign which historically expanded representation to highlight lesser seen identity groups

#108

GLOW RECIPE

Givenchy Beauty

Deepest shade of newest bronzer launch noted by creators as ashy on deep skin tones.

Givenchy Prisme Matte heavily overindexes on lighter shades and very little talent with medium and deep skin tones are shown in 2025 content.

#186

GIVENCHY

Nexus

Amino Bond Collection provides no identity-specific testing details for 'salon participants' noted in claims.

Little representation of deep skin tones and 45+ talent and few brand purpose activations.

#193

NEXXUS

Chanel Beauty

LES Beiges shade range rated as 'Insufficient' in Chromallogy's Skin Tone Coverage Map.

Little representation of deep skin tones and 45+ talent.

#190

CHANEL

Morphe

Lightform Extended Hydration Foundation shade range rated as 'Insufficient' in Chromallogy's Skin Tone Coverage Map.

No evidence of any brand purpose efforts in 2025.

#198

MORPHE

What Makes a Brand “Certified Inclusive”?

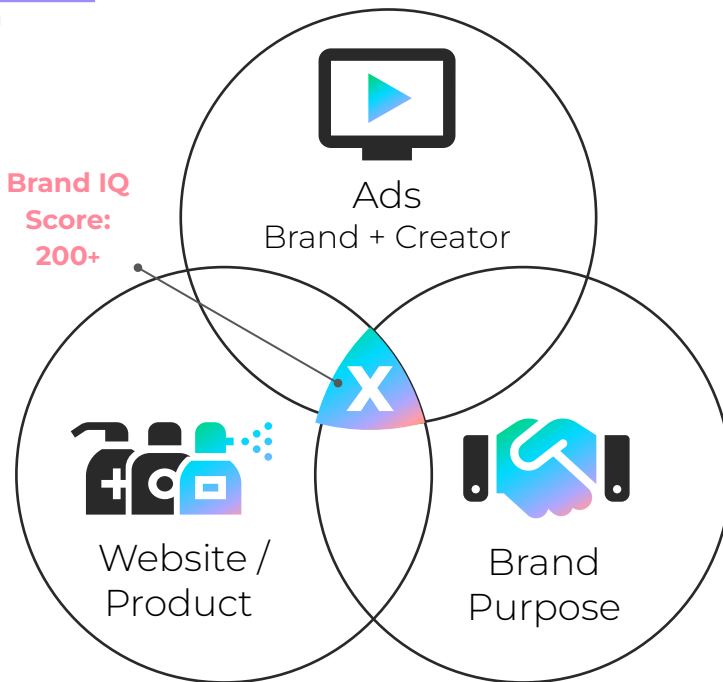
Of 200+ beauty brands measured, these 32 brands stand apart and measure as “Certified Inclusive”.

Brands in the Certified Inclusive tier are leading the industry, excelling in inclusivity across all brand touchpoints: ads, product/website and brand purpose with inclusivity embedded into their DNA.

This year, 16% of brands earned this distinction, up from 12% last year—signaling meaningful progress. Notably, five celebrity brands made the cut, reflecting strong alignment between founder identity and brand values, particularly from historically underrepresented groups.



Brand IQ
Score:
200+





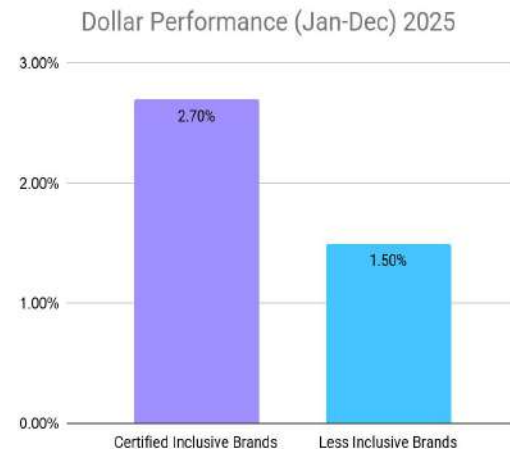
The Business Case: Certified Inclusive Brands Grow 1.8x faster than less inclusive counterparts

For the third year in a row, SeeMe Index and Circana analysis finds that Certified Inclusive brands in the 2026 SeeMe Index for Beauty, grew faster than their less inclusive competitors and the industry overall.

Cumulatively, Certified Inclusive brands are growing 1.8x faster than their less inclusive counterparts. Certified inclusive brands outpaced the growth of less inclusive brands at 2.7% versus 1.5% in 2025.

While other factors impact growth, such as distribution, inflation, sales promotions etc, the fact that more inclusive brands continue to outpace growth of less inclusive brands, illustrates that inclusivity is a business driver.

Certified Inclusive Brands outpace the growth of less inclusive brands



Source: Circana, US Complete Beauty dataset Jan.-Dec 2025

The Face of Beauty 2026:

The most common identity dimensions across 200+ brands



Female

89% express as female



Monk Skin Tone 3

72% are Monk 4 or lighter



White

42% are known or perceived to be White



Gen Z

68% are 29 or younger



Straight Hair

50% have straight hair



Non-Plus Size Body

94% are non-plus size



Not Disabled

99% have no known/stated or visible disability



Non-LGBTQ+

98% have no stated/shown LGBTQ+ identity

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Hits from the 2026 SeeMe Inclusivity Index for Beauty



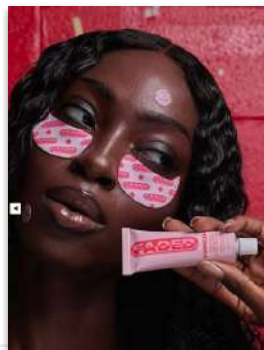
Plus Size Talent

3.9% of screen time a year ago
6.2% of screen time today



55+ Talent

2.0% of screen time a year ago
2.9% of screen time today



At Topicals, we formulate from 6 to 1, ensuring that our products are tested and proven to work on the deepest skin tones first because what works for deeper tones works better for everyone.

Identity-Specific Product Testing

15% of brands a year ago
30% of brands today



Evidence of intersectionality between purpose + identity

73% of brands a year ago
75.5% of brands today





Misses from the 2026 SeeMe Inclusivity Index for Beauty



Colorism in Ads Persists

Talent with deep skin tones still receive less than 1/4 of the screen time % vs lighter skin tone counterparts



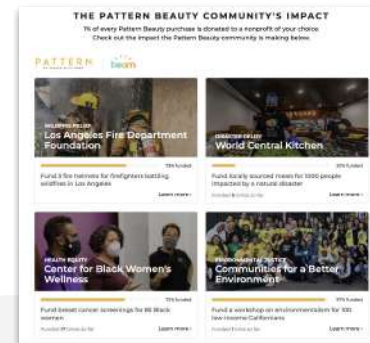
Gender Non-Conforming Individuals in Ads

Decreased from 1.5% of screen time in the last two years to 0.7% today



New 2025 Products Designed with All Abilities in Mind

22% of brands a year ago
9% of brands today



Opportunity for Consumers to Take Action to Support Brand Purpose

77% of brands two years ago
67% of brands today



Ads and Body Size



Increase in plus size representation

Screen time for plus-size talent increased from 3.9% to 6.2%

Plus-size talent skewed more non-White compared to the industry overall, with **76% non-White representation versus 57% across the broader industry.**



Ads and Skin Tone

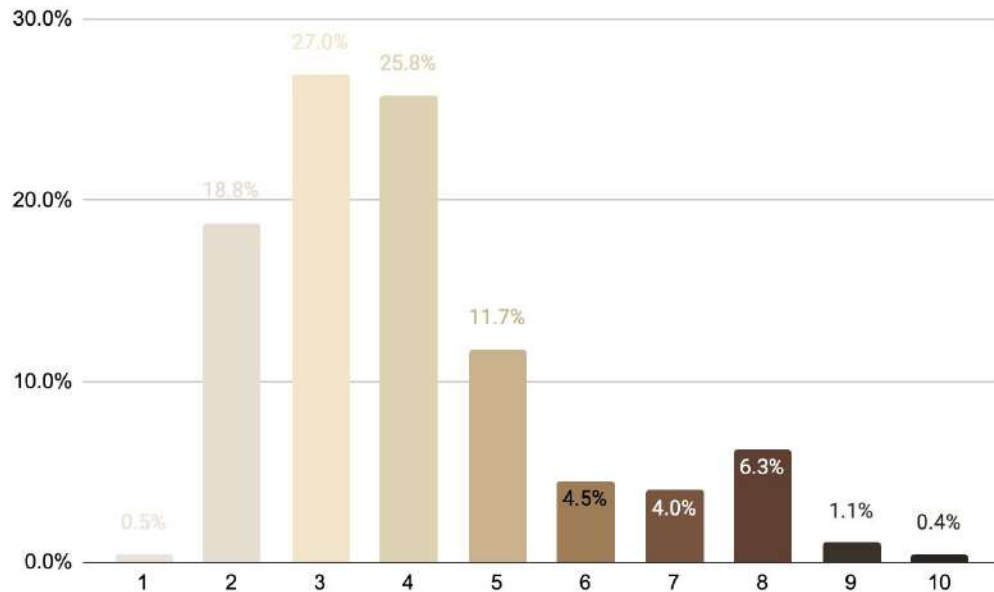


Colorism Still Shapes Beauty Industry Standards

For the third year in a row, talent with deep skin tones receive **less than 1/4 of weighted average screen time** vs talent with lighter skin tones. This deficit has increased as in previous years deep skin tone talent received $\frac{1}{3}$ of screen time.

The most prevalent skin tone remains Monk 3, with notable shifts to more Monk 4 and 5 talent and less Monk 1, 2 and 7.

Weighted Average Screen Time x Skin Tone



Skin Tone vs. Ethnicity



Remember skin tone ≠ ethnicity

18% of people with DEEP skin tones don't identify as Black

35% of people with LIGHT skin tones don't identify as white

Monk Skin Tone Scale



Monk Skin Tone 7

Zoe Saldaña
Latine
(Dominican & Puerto Rican)



Monk Skin Tone 7

Taika Waititi
Māori
(Indigenous New Zealand)



Monk Skin Tone 7

Simone Ashley
Tamil
(South Asian)

Ads by Category



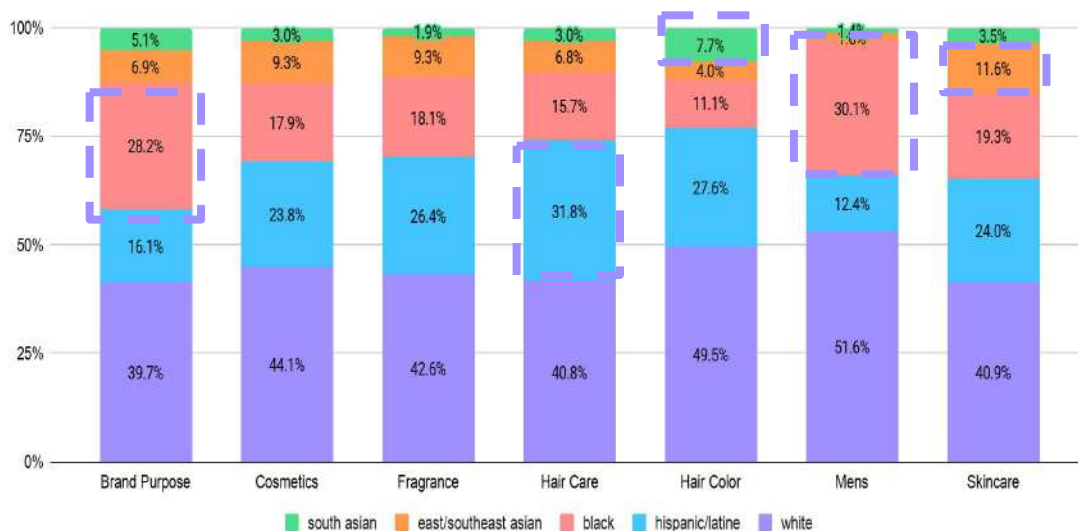
All beauty categories feature mostly White talent

Known/perceived White talent remains the most prevalent racial/ethnic group for every category.

Hispanic/Latine talent is most prevalent with Hair Care brands, whereas Black talent is most prevalent for Mens brands and Brand Purpose ads.

East/Southeast Asian talent is most prevalent in Skincare ads and South Asian talent is most prevalent in Hair Color ads.

Weighted Average Screen Time x
Known/Perceived Ethnicity



Product Shade Ranges



More shades ≠ better ranges

In partnership with Chromallogy, we analyzed 3,046 digital shade swatches across 87 top foundation brands using their Shade Intelligence Technology, which maps every possible variation of human skin tone using biology-based computational modeling. The insight was clear: **adding more shades isn't the answer. Placing them strategically is.**

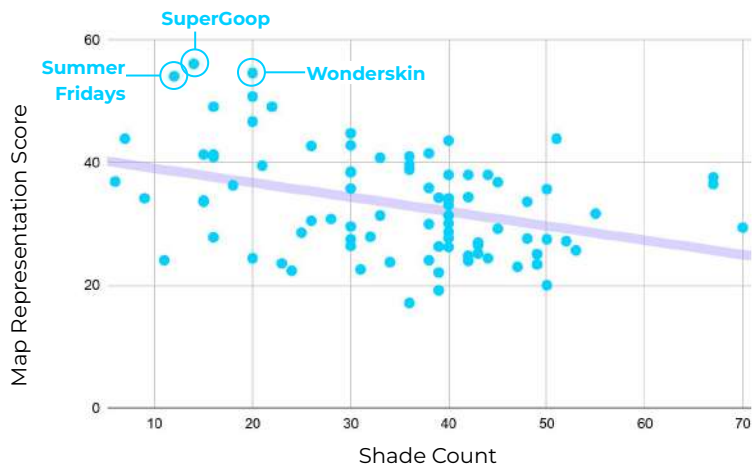
Some Brands with fewer than 20 shades actually outperformed those with 40+ shades, covering more real skin tone variation because their ranges were more intentionally designed. The top performers (with just 12–20 shades) ensured each shade filled a distinct gap, minimizing overlap and maximizing skin tone coverage.

The top 3 brands with the highest % skin tone coverage as rated by Chromallogy are **SuperGoop, Wonderskin and Summer Fridays**.

Average Chromallogy Score Based on Shade Count

<15 Shades	16-30 Shades	31-45 Shades	46+ Shades
39.8%	37.5%	30.6%	29.9%

Chromallogy Inclusivity Scores vs Total Number of Shades



Product Claims



Identity-Specific Product Testing Details have doubled

30% of brands have identity specific testing details or claims beyond gender

Two brands that stand out are Medik8 highlighting larger testing samples for Fitzpatrick skin tones 3-6 and Stila providing a specific “no white cast” claim.

Medik8

SHOP BESTSELLERS NEW REWARDS FIND YOUR ROUTINE ABOUT US

FREE US SHIPPING OVER \$60 NOW SHIPPING TO CANADA

Suitable for all skin types and tones

Post-imperfection marks are particularly common in deeper skin tones, Fitzpatricks 4-6.^[2] All Fitzpatrick skin types have similar numbers of melanin-making melanocyte cells, however these cells are more active and produce more melanin in deeper Fitzpatricks.

“
Super!
Cleared decade long uneven skin tone after just a few uses.
SIM J
HAPPY CUSTOMER

Therefore, we specifically tested the serum on a larger sample of Fitzpatricks 3-6, due to the larger concern of dark spots within these skin tones. With gentle power, we found that Oxy-R Peptides has the ability to visibly brighten the appearance of deeper skin tones; improving the overall appearance of dark spots across the complexion.**

97% said this product leaves a sheer look with no white cast



Product Usage



Shifting Focus to protective hairstyles

Talent with protective hairstyles only represent **3.1%** of talent in Hair Care content- lower than beauty overall **5.9%**.

Beyond talent, protective hairstyles are often overlooked in product use.

Batiste stands out with a dry shampoo guide specific to protective hairstyles.

Batiste

Using Dry Shampoo for Box Braids

Putting your hair in box braids or faux locks helps give your natural hair a rest from chemicals or treatments. When your hair is in box braids, your scalp gets exposed to the sun and weather, so it needs extra TLC.

Braids or extensions can also draw moisture away from your scalp, making it feel drier or itchier. A hydrating dry shampoo can help keep your scalp healthy and your box braids looking good, lasting for weeks and feeling great.



Here's how:

1. Shake the can of your favorite Batiste Dry Shampoo vigorously for 20-30 seconds.
2. Hold the can about 12 inches away from your scalp and lift the braids to get to your scalp between them.
3. Wait about two minutes, then gently massage the dry shampoo into your scalp.
4. Blot your head with a clean, damp t-shirt or towel.
5. Apply sun protection to your scalp as needed after cleaning.

Product Specialization



Products that focus on specific needs of silver/gray hair

Several Luxe brands like Oribe's Silverati Line and Davines' Alchemic line have been uniquely designed to specifically enhance gray, platinum, and silver-toned hair.

L'Oréal Ever Pure Silver Care and Dove Love Your Silver are also notable as more budget-friendly options.

Only 3% of hair care brands have dedicated (non-discontinued) products for silver/gray hair, despite all of us aging.



Brand Purpose



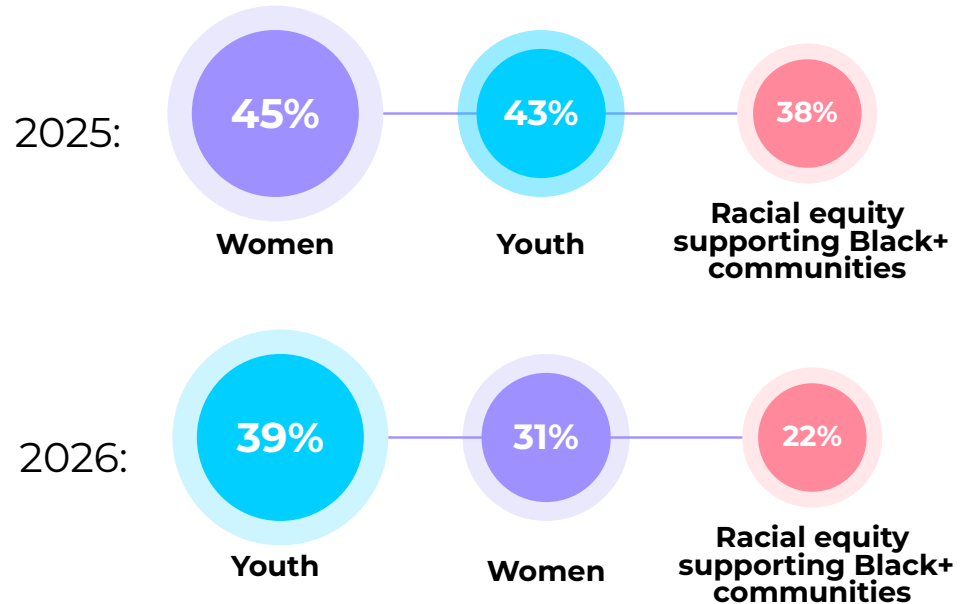
Beauty Brand Support Has Shifted

75.5% of beauty brands have a brand purpose effort with initiatives that support specific communities

While the top 3 focus areas have stayed consistent, the percentages that support each are lower.

Youth is now the #1 focus area and the percentage of brands focusing on the needs of **Women is down -14pts** and brands focusing on **Racial Equity is down -16pts**.

Top focus areas for beauty brands:



Purpose Accountability



Widespread Purpose Less Transparency

89% of brands have a brand purpose effort
75.5% have an intersection with a community
But only 39% demonstrate true accountability via
funding details and measurable impact.

Brand-specific Impact Report:

La Roche Posay is owned L'Oreal, but La Roche Posay's Cancer Support 2025 Report details brand-specific efforts and impact across key pillars.

Donation Allocation Details:

Cécred x BeyGOOD Fund invests \$500K into salon funding and cosmetology scholarships and publishes the exact salons that receive them.



Salon & Barbershop Business Grants Empowering Entrepreneurs Nationwide

The Cécred x BeyGOOD Fund is proud to offer \$370,000 of the \$500,000 commitment to 37 salon and barbershop business owners who have demonstrated financial hardship empower licensed entrepreneurs with the resources they need to grow and thrive.

In addition to financial assistance, recipients gain access to critical business development resources provided by The National Minority Supplier Development Council (NMSDC). Top finalists will also receive extended support, including group coaching and Minority Business resources.

Congratulations to our 2025 Cécred x BeyGOOD Fund Salon & Barbershop Business Gr

Recipients

- Majestic Beauty Salon (Tuskegee, Alabama)
- 4TheLoveOfHair (Altadena, California)
- Art Beauty Equilibrium (Hawthorne, California)
- Three Hair Life (Los Angeles, California)
- Strands Of Life Hair (Los Angeles, California)
- Colored By Ernestine (Sacramento, California)





Hispanic/
Latine



AANHPI



Black



Gen X

Notable Brands by Identity Dimension

Boomer



Male



LGTBQ+



People with
Disabilities



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Inclusivity Defined

The question we always ask is:

If I am [X identity], how likely am I to see myself in a brand consistently?

In this section we highlight top scoring brands for specific underrepresented consumer groups.

IMPORTANT: You don't need to be founded/owned by someone from that group to be a notable brand, so you will see examples from both.



Hispanic
Consumers



AANHPI
Consumers



Black
Consumers



Gen X
Consumers



Boomer
Consumers



Male
Consumers



LGBTQ+
Consumers



People with
Disabilities

Notable Brands for Hispanic/Latine Consumers



Hispanic initiatives are often bundled within larger BIPOC initiatives. Here are 5 brands that stand out for Hispanic/Latine-specific efforts across ads, product and purpose efforts.

Rare Beauty

e.l.f **Ceremonia**

ocoa **GARNIER**

Brand	Stand out effort/s:
Rare Beauty	<ul style="list-style-type: none">• 2x more likely to feature Hispanic Talent• Rare Impact Fund donates to La Familia Counseling Center, provides bilingual and multicultural counseling• Bilingual social content
e.l.f cosmetics	<ul style="list-style-type: none">• 1.2x more likely to feature Hispanic talent• Telenovela inspired Super Bowl Spot- "Melisa"• Change the Board Game highlights that Hispanic women as about half as represented as men named Dick on boards
Ceremonia	<ul style="list-style-type: none">• 3x more likely to feature Hispanic talent• Ingredients highlight cultural heritage from specific Hispanic countries of origin.• 1% of every purchase donated to Hispanic-focused non-profits
Ocoa	<ul style="list-style-type: none">• 3x more likely to feature Hispanic talent• Bilingual Packaging that reflects the dual-identity of many US Hispanics.• Sponsors individual "hermanas" to attend events like the Sister Circle Retreat, which focuses on mental and physical wellness for women of color.
Garnier	<ul style="list-style-type: none">• 1.4x more likely to feature Hispanic talent• Hispanic/Latina product claim/s based on Hispanic-specific key insights

Product Spotlight



Designed with the community in mind

Top brands for the Hispanic/Latine consumer not only reflect the diversity of the community but create products for those needs.

Two brands' products stand out: **ocoa** **GARNIER**

Ocoa: The brand's packaging system reads in English when it's right side up and in Spanish when it's flipped over mirroring the immigrant experience of living in two worlds.

Garnier: The 2025 Caramellos launch was based on a unique Latina consumer need in hair color and correspondingly featured a Latina Consumer claim



Notable Brands for AANHPI Consumers



AANHPI communities are often treated as a monolith despite the diversity within the group. These brands represent, recognize and build for unique needs within AANHPI.

Gillette EADEM



ORIBE



kulfi

Brand	Stand out effort/s:
Gillette	<ul style="list-style-type: none"> • Culture of Winning: Polynesian Pride uniquely celebrates Pacific Islanders' achievements in the NFL and is a rare example of Pacific Islander representation.
EADEM	<ul style="list-style-type: none"> • 4.4x more likely to feature East/Southeast Asian talent and 2.8x more likely to feature South Asian talent, specifically • EADEM's online journal, Atlas of Beauty, spotlights "untold stories" of women of color including AANHPI voices like Jordan Risa, Tracy Wan and Tasnim Ahmed
Oribe	<ul style="list-style-type: none"> • 4x more likely to feature AANHPI talent • Oribe was the primary sponsor for the United Asian Hairdressers Association (UAHA) CNY Charity Dinner
Clarins	<ul style="list-style-type: none"> • 4x more likely to feature AANHPI talent • Developed aging parameters for both Caucasian and Asian skin reflecting a respect and understanding of unique signs of ethnic aging.
Kulfi Beauty	<ul style="list-style-type: none"> • 1.7x more likely to feature AANHPI talent • Brand is centered around creating products inspired by South Asian joy. • Products like Free the Brow are inspired by head hair being lovingly cared for while other facial hair like thick brows were stigmatized.

Purpose Spotlight



When brand purpose meets AANHPI specificity

Only **4%** if purpose initiatives specifically support the AANHPI community.

Gillette is the only brand with a Pacific Islander focused purpose initiative making the Gillette “Culture of Winning” effort stand out.

This effort shines a light on the achievements of Polynesian athletes in the NFL, finding a meaningful intersection between Gillette’s belief in mentorship and it’s deeply held value in Polynesian culture.



Gillette

Notable Brands for Black Consumers



Brands showing up for the Black community go beyond featuring Black talent in ads and also formulate products with Black skin and hair care needs in mind and address community-specific issues.



Brand	Stand out effort/s:
Danessa Myricks Beauty	<ul style="list-style-type: none"> • 3x more likely to feature Black Talent • Yummy Skin Blurring Balm Powder is one of only 4 brands rated as "comprehensive" by Chromallogy's biological reference map, which measures skin tone coverage quality relative to their shade count.
Bevel	<ul style="list-style-type: none"> • 5x more likely to feature Black Talent • Since 2021, BEVEL has donated a portion of Walmart sales to its Home for Good initiative, supporting anti-recidivism efforts, education, and job training for returning citizens- an issue that disproportionately impacts Black men.
Topicals	<ul style="list-style-type: none"> • 3x more likely to feature Black Talent • While most brands formulate using the Fitzpatrick scale from 1 to 6, often overlooking deeper skin tones, Topicals flips the model, formulating from 6 to 1 to ensure products work on the deepest tones first, delivering better results for all.
Dove	<ul style="list-style-type: none"> • 2.3x more likely to feature Black Talent • Dove partnered with Sesame Street Workshop during Black History Month to celebrate textured hair shining a light on the fact that 1 in 2 Black children face hair discrimination
Vaseline	<ul style="list-style-type: none"> • 2x more likely to feature Black talent • Vaseline has partnered with HUED since 2021 to connect patients with providers that understand their unique skincare needs and with VisualDX since 2022 to improve clinical education and patient understanding.

Purpose Spotlight



Every Texture Deserves the Spotlight

According to the Dove Crown Coalition, 1 in 2 Black children experience hair discrimination as early as age five. To address this, Dove partnered with Sesame Street Workshop to celebrate textured hair. The campaign used social content to educate families on the history and beauty of textured hair.

Only 8 brands (2.5%) have a purpose initiative focused on hair discrimination.



Notable Brands for Gen X Consumers



Many brands are recognizing the unique needs of 45+ skin and hair and are taking the stigma out of perimenopause and menopause by developing products for this previously underserved group.



Brand	Stand out effort/s:
Stripes Beauty	<ul style="list-style-type: none"> Menopause focused beauty brand by Naomi Watts 13.3x more likely to feature Gen X talent Partnership with telehealth provider Wisp to support midlife women through their menopause journeys.
Vichy	<ul style="list-style-type: none"> Vichy's Neovadiol line is specifically designed to address skin concerns from peri- and menopause. Vichy publishes claims from clinical studies with participants age 45-64 and has completed 30 clinical studies on 1500+ menopausal women and published 9 scientific papers since 1992
By Rosie Jane	<ul style="list-style-type: none"> 1.5x more likely to feature Gen X talent By Rosie Jane's Everyday Body Collection, is inspired by the founder's menopause journey, and features functional, mood-boosting products with specific cooling elements like peppermint, mandarin + cypress
Laura Geller	<ul style="list-style-type: none"> 10x more likely to feature Gen X talent in ads In 2025, Laura Geller launched the "Who Hasn't?" campaign to create a safe space for women 40+ to acknowledge insecurities but also empower them to celebrate the positive aspects of aging.
PATTERN Beauty	<ul style="list-style-type: none"> 5.9x more likely to feature Gen X talent, including founder Tracee Ellis Ross and her former Girlfriends co-stars in a 2025 TV spot. Funds community initiatives like breast cancer screenings, which disproportionately impact Black Gen X women.

Product Spotlight

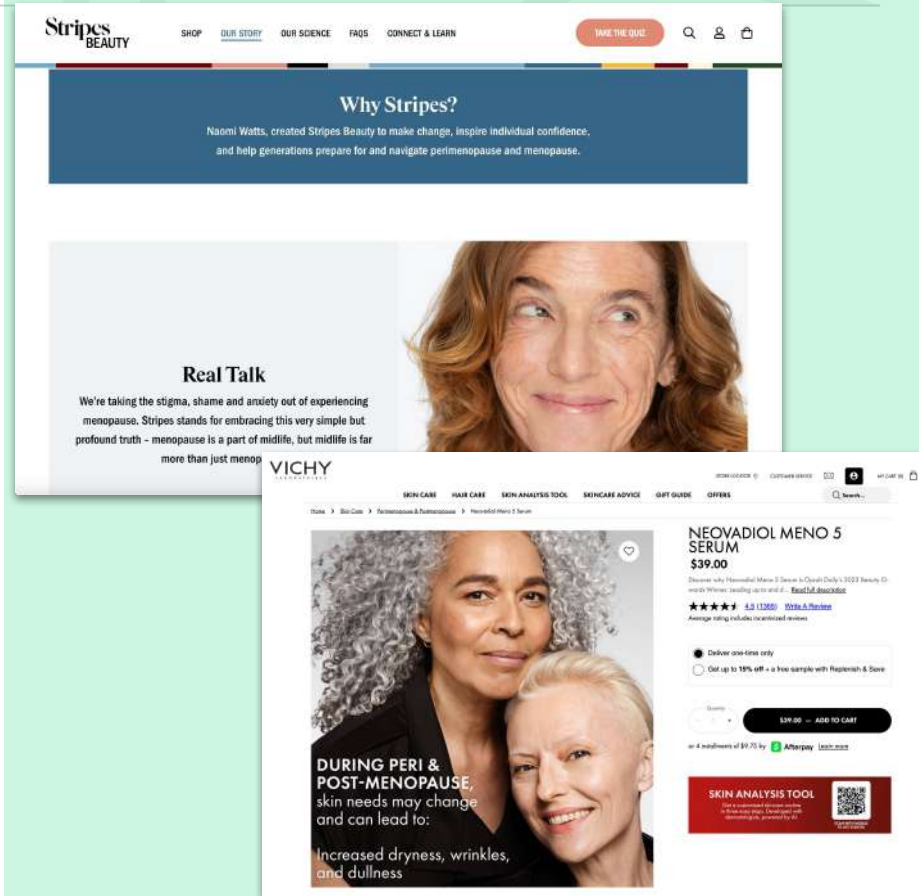


Designing for every stage of life

This year's Index highlights brands addressing perimenopausal and menopausal skincare and haircare needs for the first time.

Brands like Stripes Beauty and Vichy stand out for their science-driven approach to a historically under-researched and under-discussed life stage.

Less than 1% of beauty brands build for menopausal needs.



Notable Brands for Boomer Consumers



Brands are celebrating aging alongside Boomers with an emphasis on Boomer spokespeople in the last year.

LANCÔME PARIS MAC

L'ORÉAL PARIS PAULA'S CHOICE SKINCARE

davines

Brand	Stand out effort/s:
Lancôme	<ul style="list-style-type: none"> • 10x more likely to feature Boomer talent • Notable Boomer spokespeople like Isabella Rossellini
MAC	<ul style="list-style-type: none"> • 4.6x more likely to feature Boomer talent • Notable Boomer spokespeople like Kris Jenner and Martha Stewart • Brand focus on embracing all ages
L'Oreal Paris	<ul style="list-style-type: none"> • 3x more likely to feature Boomer talent • Notable Boomer spokespeople like Helen Mirren and Andie MacDowell • Women of Worth annually celebrates recipients that focus on needs for older adults among other groups.
Paula's Choice	<ul style="list-style-type: none"> • 2.3x more likely to feature Boomer talent • "The Long Game" campaign for Paula's Choice CellularYouth Longevity Serum spotlights female athletes over 65 including Dorothy Wiggins (100), MaryJane Fahey (75), and competitive sprinters Madonna B. Hanna (72) and Jacky Lee (68).
Davines	<ul style="list-style-type: none"> • 1.5x more likely to feature Boomer talent • Demonstrates age inclusivity with a "Gray Hair" category option for filtering and a dedicated Alchemic product line for silver hair. • Avoids overt anti-aging stigma in its main copy, focusing instead on vitality, healthy hair, and restoring as key pro-aging adjectives.

Boomers in Ads



This was the year of the (White) Boomer spokesperson

Within Boomer representation, talent skews towards lighter skin tones and known/perceived White identity vs. other generations.

81% of Boomer talent is White vs 46% of beauty talent overall.



Notable Brands for Male Consumers



Mens brands are the only beauty category where 50%+ of talent is White, so brands featuring different ethnicities, body sizes and purpose activations for intersectional males stand out from the rest.

Gillette  *Old Spice*

HARRY'S

ULTA
BEAUTY  *Caldera +Lab*

Brand	Stand out effort/s:
Gillette	<ul style="list-style-type: none"> • 1.2x more likely to feature talent with deep skin tones and 1.5x more likely to feature Black male talent • Gillette has deepened its "The Best Men Can Be" platform with sustained, multi-year partnerships and localized community grants that ensure every boy grows up benefitting from positive role models.
Old Spice	<ul style="list-style-type: none"> • 2x more likely to feature Plus Size male talent • 2x more likely to feature Black male talent • Launched School of Swagger, a platform committed to ensure no student (especially males) dropout of high school due to a lack of mentorship.
Harry's	<ul style="list-style-type: none"> • Focuses on men's mental health since men are disproportionately affected by suicide. • Has helped 2+ million men access the mental health care and donated over \$12M dollars. • Partnered with Active Minds in 2025 to bring to life a podcast spotlighting the mental health journey of BIPOC individuals and a nationwide workshop series focused on supporting Black men's mental health.
Ulta Beauty	<ul style="list-style-type: none"> • 1.7x more likely to feature male Gen Z talent • Has integrated men's complexion and grooming products into centralized, gender-neutral displays across its 1,400+ stores to reduce the stigma of men shopping for beauty products.
Caldera + Lab	<ul style="list-style-type: none"> • 7x more likely to feature Gen X male talent • Caldera's testing details highlight testing on subjects aged 45-70, across all skin types and ethnicities, with age-related skin concerns

Men in Ads



The Representation Gap for Hispanic and Asian men

Across the industry, men comprise 10.2% of talent. Within all male talent, White men make up 47%, Black 25% and far behind are **Hispanic men at 15% and Asian men at 10%, respectively.**

This is despite Hispanic and Asian men over indexing in beauty consumption.*



Notable Brands for LGBTQ+ Consumers



Select brands continue to support the LGBTQ+ community through representation and multi-year initiatives making substantial impact.

HAUS LABS
BY LADY GAGA

NYX
PROFESSIONAL MAKEUP

MAC

Kiehl's
SINCE 1851

BEEKMAN
1802

Brand	Stand out effort/s:
Haus Labs	<ul style="list-style-type: none"> • 2x more likely to feature openly Gay/bi male and non-binary talent • Partnered with Sephora to donate \$1 per product sold to the Born This Way Foundation • The foundation provides grants to grassroots LGBTQ+ youth orgs in 11 countries
MAC	<ul style="list-style-type: none"> • 7x more likely to feature openly Gay/bi female talent • 23x more likely to feature openly Trans talent • In 2025, M·A·C donated \$4.5M across 65 NGOs. and continue to donate 100% of the selling price of every VIVA GLAM Lipstick to organizations advancing equality and healthy futures for all, especially LGBTQ+ communities.
NYX Cosmetics	<ul style="list-style-type: none"> • 3x more likely to feature LGBTQ+ talent • NYX's years-long partnership with the Los Angeles LGBT Center includes \$650K+ in donations • In 2025, added a "Pride Mix" to spotlight LGBTQIA+ musicians, and "Proud Allies for All," which trained 10K+ from outside the community to actively fight discrimination.
Kiehl's Since 1851	<ul style="list-style-type: none"> • 4x more likely to feature openly Gay male talent • Kiehl's donated \$150K in 2025 to long-time partner Ali Forney Center, which provides safe temporary housing and services to over 2,200 LGBTQIA+ homeless youth.
Beekman 1802	<ul style="list-style-type: none"> • 14x more likely to feature Gay male talent • Beekman 1802 is in its sixth year of supporting the Ali Forney Center, a lifeline for LGBTQ+ and at-risk youth • Specially designed Beekman products are created to support Ali Forney Center each Pride Month.

Brand Purpose



Supporting all of the LGBTQ+ Community

Over the last 3 years, the percent of brands supporting the LGBTQ+ community **has dropped from 16% to 9% this year.**

Notably, brands like MAC, NYX, Milk and Beekman 1802 continue multi-year efforts.

MAC's VIVA Glam continues to support racial, sexual, gender and environmental equality with annual transparency on impact to date and raising the bar with a commitment to raise the next half billion alongside VIVA Glam spokesperson, Kim Petras.

MAC

2025

VIVA GLAM GOES GLOSSY
KIM PETRAS CO-CREATES A LIMITED-EDITION LIPGLASS AIR

Kim Petras shares her KIMMITMENT to raising the next half-billion dollars for charity with a limited-edition shimmering red Lipglass Air shade that gives back 100%. To support her advocacy for the LGBTQIA+ community, M·A·C VIVA GLAM celebrates Pride by pledging a \$1 million USD donation to our LGBTQIA+ partners around the world.



IMPACT REPORT

VIVA GLAM BY THE NUMBERS

60+ MILLION
PEOPLE SERVED SINCE 2013

\$540+ MILLION
RAISED GLOBALLY
SINCE 1994

1+ MILLION
PEOPLE HELPED
GLOBALLY EACH YEAR



92+ COUNTRIES
IMPACTED AROUND
THE WORLD

2,000+ NGOS
SUPPORTED ACROSS RACIAL,
SEXUAL, GENDER AND
ENVIRONMENTAL EQUALITY
SINCE 1994

GLAM

IMPACT REPORT

VIVA GLAM'S 10th ANNIVERSARY REPORT

MORE COLOURS. MORE CAUSES.*

*Including the revenue of M·A·C VIVA GLAM partners, the entire lipstick that gives back 100% has been raised to give LipGLASS, with every shiny smile truly, one impactful cause and one happy face.

VIVA
EQUALITY

and

This iconic limited-edition shade was added to the lineup in 2021 and celebrates diversity and inclusion.

VIVA
PLANET

and

Introduced in 1994, this iconic shade was created for the M·A·C VIVA GLAM campaign in 1994, to support the LGBTQ+ community.

VIVA
HEART

and

This shade was created for the M·A·C VIVA GLAM campaign in 1994, to support the LGBTQ+ community.



GLAM

SeeMe
INDEX

Notable Brands for People with Disabilities



Select brands continue to support the people with specific disabilities in substantial ways, recognizing that disability is not one-size-fits all.

Rare Beauty LANCÔME
PARIS

B
FENTY BEAUTY
BY RIHANNA

OLAY

KIKO
MILANO

Brand	Stand out effort/s:
Rare Beauty	<ul style="list-style-type: none"> • Rare Beauty's Eau du Parfum addressed accessibility issues of typical perfume bottles by creating a bottle with all abilities in mind. • Bottle was created with accessibility experts and tested with individuals with various dexterity issues and upper limb differences.
Lancôme	<ul style="list-style-type: none"> • Supports Paralyzed Veterans of America Women Veterans Empowerment Retreat and the 2025 National Veterans Wheelchair Games, • Successful beta test of HAPTA, Lancome's groundbreaking, assisted lipstick application device.
Fenty Beauty	<ul style="list-style-type: none"> • Fenty demonstrates several accessibility-conscious designs including products that can be dispensed without fine motor control and tactile elements on each formula to aid low-vision or blind consumers. • Models with disabilities and albinism are also featured in marketing materials.
OLAY	<ul style="list-style-type: none"> • OLAY Regenerist Face Moisturizer features a tactile symbol on its cap, for those who rely on touch rather than visual cues to distinguish similar beauty products. • OLAY Indulgent Moisture Body Wash also has a raised stripe on its packaging to help those with low vision.
KIKO Milano	<ul style="list-style-type: none"> • KIKO introduced One Magic Touch Lip Stylo, a innovative lipstick with a one-handed sliding mechanism. • Designed for creators who need to apply makeup while holding a phone this also allows individuals with limited dexterity or upper-limb disabilities to use the product independently.

Product Spotlight



Designing with All Abilities in Mind

Rare Beauty addressed accessibility issues of typical perfume bottles by creating a bottle with all abilities in mind.

- Wide spray surface
- Ergonomic & Short structure
- No-cap/locking mechanism
- Tactile features

This stands out because brands designing products for different abilities dropped from 22% to 9% this year.

THE BOTTLE

THOUGHTFULLY DESIGNED WITH ACCESSIBILITY IN MIND

Traditional perfumes, with standard pumps and decorative caps, can be challenging for someone with dexterity issues. We partnered with a group of certified hand therapists and a team of packaging engineers to create a luxe, ergonomic fragrance bottle that ensures the most effortless and comfortable dispensing.

REAL RESULTS

- + 96% say the oversized pump makes it easier to press down on with any part of your hand/body
- + 95% say the shape of the bottle allows for a more secure grip
- + 90% say the size of the pump makes it easier to twist and unlock/lock the cap
- + 90% say the size and shape of the pump allow you to spray fragrance more easily

*In a consumer study of 56 individuals with mild to severe upper extremity impairments

Rare Beauty



Inclusivity Predictions for 2026 and beyond

Yesterday

Today

Tomorrow



ADS:
Identities featured in ads and on websites

Ethnic +
Hair type Diversity

Ethnic + Age + Body Size
Diversity

Skin tone + Hair type +
Ethnic + Age + Body Size
Diversity



PRODUCT:
Identity specifics within product testing claims + terminology

Gender
in product testing claims

Gender + Skin tones
in product testing claims

Gender + Ages +
Skin tones in
product testing claims



BRAND PURPOSE:
Identity-specific commitments

Statement

Intersectionality +
Action

Intersectionality +
Action +
Accountability

2026 SeeMe Inclusivity Index: Tier 1: Certified Inclusive (IQ Score: >200)



I am empathetic and a proven inclusive brand.

Brands in this tier are at the forefront of inclusivity. They excel across ads, product and purpose, demonstrating holistic inclusivity efforts. Their efforts are often ingrained in the DNA of the brand itself.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
01	Rare Beauty by Selena Gomez				270	Certified Inclusive
02	Haus Labs By Lady Gaga				268	Certified Inclusive
03	MAC Cosmetics				266	Certified Inclusive
04	Danessa Myricks Beauty				258	Certified Inclusive
05	Lancôme				257	Certified Inclusive
06	Dove				242	Certified Inclusive
07	Gillette				239	Certified Inclusive
07	PATTERN Beauty by Tracee Ellis Ross				239	Certified Inclusive
09	SEPHORA				235	Certified Inclusive
09	Fenty Beauty by Rihanna				235	Certified Inclusive
11	L'Oreal Paris				234	Certified Inclusive
12	e.l.f. cosmetics				230	Certified Inclusive
12	Cecred Beauty				230	Certified Inclusive
14	NYX Professional Makeup				229	Certified Inclusive
15	LYS Beauty				228	Certified Inclusive
16	Supergoop				225	Certified Inclusive

2026 SeeMe Inclusivity Index: Tier 1: Certified Inclusive (IQ Score: >200)



I am empathetic and a proven inclusive brand.

















































Brands in this tier are at the forefront of inclusivity. They excel across ads, product and purpose, demonstrating holistic inclusivity efforts. Their efforts are often ingrained in the DNA of the brand itself.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
17	One/Size by Patrick Starr				224	Certified Inclusive
18	La Roche Posay				222	Certified Inclusive
18	Topicals				222	Certified Inclusive
20	Amika				219	Certified Inclusive
21	Maybelline New York				217	Certified Inclusive
21	Vaseline				217	Certified Inclusive
23	Sol de Janeiro				211	Certified Inclusive
23	Ulta Beauty				211	Certified Inclusive
25	Ocoa				209	Certified Inclusive
25	Ceremonia				209	Certified Inclusive
27	Paula's Choice				208	Certified Inclusive
28	Charlotte Tilbury				207	Certified Inclusive
29	Rizos Curls				206	Certified Inclusive
29	Milk Makeup				206	Certified Inclusive
31	Stripes Beauty				201	Certified Inclusive
31	EADEM				201	Certified Inclusive

2026 SeeMe Inclusivity Index: Tier 2: Acts Inclusive (IQ Score: 160-199)

I stand with you and support you.

These brands are actively working toward inclusivity and have made significant progress. While they might not excel in all three components, they consistently show a strong dedication to inclusivity.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
33	Bevel				197	Acts Inclusive
34	CeraVe				196	Acts Inclusive
35	Garnier				194	Acts Inclusive
35	Saie Beauty				194	Acts Inclusive
37	Deva Curl				193	Acts Inclusive
37	Live Tinted				193	Acts Inclusive
39	Murad Skincare				192	Acts Inclusive
40	Origins				191	Acts Inclusive
41	Kiehl's Since 1851				190	Acts Inclusive
42	The Ordinary				188	Acts Inclusive
42	Olay				188	Acts Inclusive
42	rhode				188	Acts Inclusive
42	LANEIGE				188	Acts Inclusive
42	Mielle Organics				188	Acts Inclusive
47	Beekman 1802				185	Acts Inclusive
47	Estee Lauder				185	Acts Inclusive

2026 SeeMe Inclusivity Index: Tier 2: Acts Inclusive (IQ Score: 160-199)

I stand with you and support you.

These brands are actively working toward inclusivity and have made significant progress. While they might not excel in all three components, they consistently show a strong dedication to inclusivity.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
47	Benefit Cosmetics				185	Acts Inclusive
47	Jo Malone London				185	Acts Inclusive
47	Shea Moisture				185	Acts Inclusive
52	Bobbi Brown Cosmetics				184	Acts Inclusive
53	Nivea				183	Acts Inclusive
53	MAKE UP FOR EVER				183	Acts Inclusive
53	Clinique				183	Acts Inclusive
53	Glossier				183	Acts Inclusive
57	Tarte Cosmetics				182	Acts Inclusive
57	Thrive Causemetics				182	Acts Inclusive
59	Kerastase				177	Acts Inclusive
59	Cetaphil				177	Acts Inclusive
59	Tower 28				177	Acts Inclusive
62	Jane Iredale				176	Acts Inclusive
62	Camille Rose Naturals				176	Acts Inclusive
62	Valentino Beauty				176	Acts Inclusive

2026 SeeMe Inclusivity Index: Tier 2: Acts Inclusive (IQ Score: 160-199)

I stand with you and support you.

These brands are actively working toward inclusivity and have made significant progress. While they might not excel in all three components, they consistently show a strong dedication to inclusivity.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
65	Milani Cosmetics				173	Acts Inclusive
65	Dove Men+Care				173	Acts Inclusive
65	BLK/OPL				173	Acts Inclusive
68	Juvia's Place				172	Acts Inclusive
68	Rodan+Fields				172	Acts Inclusive
68	Oribe				172	Acts Inclusive
71	ILIA Beauty				171	Acts Inclusive
71	K18 Hair				171	Acts Inclusive
71	Huda Beauty				171	Acts Inclusive
71	Clarins				171	Acts Inclusive
75	Tatcha				170	Acts Inclusive
76	Youth to the People				169	Acts Inclusive
76	SkinCeuticals				169	Acts Inclusive
76	Summer Fridays				169	Acts Inclusive
76	Ralph Lauren Fragrances				169	Acts Inclusive
80	Medik8				168	Acts Inclusive

2026 SeeMe Inclusivity Index: Tier 2: Acts Inclusive (IQ Score: 160-199)

I stand with you and support you.

These brands are actively working toward inclusivity and have made significant progress. While they might not excel in all three components, they consistently show a strong dedication to inclusivity.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
80	Peace Out Skincare				168	Acts Inclusive
82	Harry's				167	Acts Inclusive
82	Caldera+Lab				167	Acts Inclusive
84	Old Spice				166	Acts Inclusive
85	Bumble and bumble				164	Acts Inclusive
86	Wonderskin				163	Acts Inclusive
87	Neutrogena				160	Acts Inclusive
87	Briogeo				160	Acts Inclusive

2025 SeeMe Inclusivity Index: Tier 3: Feels Inclusive (IQ Score: 120-159)

I try to feel what you feel.

These brands are taking some meaningful inclusive actions but it is inconsistent across components and identities. They are more nascent in their inclusivity journey but deliver some impactful efforts.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
89	Patrick Ta Beauty				158	Feels Inclusive
89	YSL Beauty				158	Feels Inclusive
91	dermalogica				157	Feels Inclusive
92	Matrix				155	Feels Inclusive
92	It's a 10				155	Feels Inclusive
94	L'Oreal Professionnel				154	Feels Inclusive
95	Anastasia Beverly Hills				153	Feels Inclusive
96	NARS Cosmetics				152	Feels Inclusive
96	Redken				152	Feels Inclusive
98	Armani Beauty				151	Feels Inclusive
98	Burt's Bees				151	Feels Inclusive
100	Bubble Skincare				149	Feels Inclusive
100	Aveeno				149	Feels Inclusive
100	Vichy				149	Feels Inclusive
103	Natasha Denona Beauty				148	Feels Inclusive

2026 SeeMe Inclusivity Index: Tier 3: Feels Inclusive (IQ Score: 120-159)

I try to feel what you feel.

These brands are taking some meaningful inclusive actions but it is inconsistent across components and identities. They are more nascent in their inclusivity journey but deliver some impactful efforts.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
103	Makeup by Mario				148	Feels Inclusive
105	IT Cosmetics				147	Feels Inclusive
105	Fara Homidi				147	Feels Inclusive
105	Grande Cosmetics				147	Feels Inclusive
108	Dr Squatch				146	Feels Inclusive
108	Glow Recipe				146	Feels Inclusive
110	Schwarzkopf				145	Feels Inclusive
111	Dior Beauty				144	Feels Inclusive
111	Well People				144	Feels Inclusive
113	Il Makiage				143	Feels Inclusive
113	davines				143	Feels Inclusive
113	Ere Perez				143	Feels Inclusive
116	bareMinerals				142	Feels Inclusive
116	NATURIUM				142	Feels Inclusive
118	Aquaphor				141	Feels Inclusive
118	BROWN GIRL JANE				141	Feels Inclusive

2026 SeeMe Inclusivity Index: Tier 3: Feels Inclusive (IQ Score: 120-159)

I try to feel what you feel.

These brands are taking some meaningful inclusive actions but it is inconsistent across components and identities. They are more nascent in their inclusivity journey but deliver some impactful efforts.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
118	DRMTLGY				141	Feels Inclusive
118	Henry Rose Fragrances				141	Feels Inclusive
122	The INKEY List				140	Feels Inclusive
122	Commodity Fragrances				140	Feels Inclusive
124	La Mer				139	Feels Inclusive
125	Laura Geller				138	Feels Inclusive
125	RoC Skincare				138	Feels Inclusive
127	Kulfi Beauty				136	Feels Inclusive
127	Kosas				136	Feels Inclusive
127	KIKO Milano				136	Feels Inclusive
127	By Rosie Jane				136	Feels Inclusive
131	Prada Beauty				135	Feels Inclusive
131	Urban Decay				135	Feels Inclusive
133	Revlon				134	Feels Inclusive
133	eos				134	Feels Inclusive
135	Biossance				133	Feels Inclusive

2026 SeeMe Inclusivity Index: Tier 3: Feels Inclusive (IQ Score: 120-159)

I try to feel what you feel.













These brands are taking some meaningful inclusive actions but it is inconsistent across components and identities. They are more nascent in their inclusivity journey but deliver some impactful efforts.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
135	Moroccanoil				133	Feels Inclusive
135	GUERLAIN				133	Feels Inclusive
138	ELEMIS				132	Feels Inclusive
138	Too Faced Cosmetics				132	Feels Inclusive
140	Gold Bond				131	Feels Inclusive
141	Eucerin				130	Feels Inclusive
142	Juliette Has a Gun				128	Feels Inclusive
143	Keys Soulcare				127	Feels Inclusive
144	Biologie				126	Feels Inclusive
144	Jones Road				126	Feels Inclusive
146	Native				125	Feels Inclusive
146	DedCool				125	Feels Inclusive
146	Color Wow				125	Feels Inclusive
146	Tresemme				125	Feels Inclusive
150	Lolavie				123	Feels Inclusive
151	Laura Mercier				122	Feels Inclusive

2026 SeeMe Inclusivity Index: Tier 3: Feels Inclusive (IQ Score: 120-159)

I try to feel what you feel.

These brands are taking some meaningful inclusive actions but it is inconsistent across components and identities. They are more nascent in their inclusivity journey but deliver some impactful efforts.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
152	Gucci Beauty				121	Feels Inclusive
152	Jergens				121	Feels Inclusive
152	Thayers				121	Feels Inclusive
155	Bath & Body Works				120	Feels Inclusive

2026 SeeMe Inclusivity Index: Tier 4: Thinks Inclusive (IQ Score: <120)

I try to think like you do.

Brands in this category show promise of inclusive action. However, efforts have yet to fully materialize, and they have significant room for improvement.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
156	BASMA Beauty				119	Thinks Inclusive
156	Hourglass Cosmetics				119	Thinks Inclusive
158	Carolina Herrera				118	Thinks Inclusive
159	Covergirl				116	Thinks Inclusive
160	caliray				116	Thinks Inclusive
161	MERIT Beauty				115	Thinks Inclusive
162	fresh beauty				113	Thinks Inclusive
163	SACHEU Beauty				112	Thinks Inclusive
164	Byoma Skincare				111	Thinks Inclusive
164	Maison Margiela				111	Thinks Inclusive
164	Not Your Mother's				111	Thinks Inclusive
164	Olaplex				111	Thinks Inclusive
164	Westman Atelier				111	Thinks Inclusive
169	Boy Smells				110	Thinks Inclusive
170	Gisou				109	Thinks Inclusive
171	stila cosmetics				108	Thinks Inclusive

2026 SeeMe Inclusivity Index: Tier 4: Thinks Inclusive (IQ Score: <120)

I try to think like you do.

Brands in this category show promise of inclusive action. However, efforts have yet to fully materialize, and they have significant room for improvement.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
171	Smashbox Cosmetics				108	Thinks Inclusive
173	ColourPop				106	Thinks Inclusive
174	Crown Affair				103	Thinks Inclusive
174	Iris&Romeo				103	Thinks Inclusive
174	PHLUR				103	Thinks Inclusive
174	eva+avo				103	Thinks Inclusive
174	Divi				103	Thinks Inclusive
179	Arctic Fox				101	Thinks Inclusive
180	Kylie Cosmetics				100	Thinks Inclusive
181	Pantene				99	Thinks Inclusive
181	Shiseido				99	Thinks Inclusive
183	First Aid Beauty				98	Thinks Inclusive
184	Tirtir				97	Thinks Inclusive
185	Maison Louis Marie				96	Thinks Inclusive
186	Givenchy Beauty				95	Thinks Inclusive
187	MONDAY Haircare				94	Thinks Inclusive

2026 SeeMe Inclusivity Index: Tier 4: Thinks Inclusive (IQ Score: <120)

I try to think like you do.

Brands in this category show promise of inclusive action. However, efforts have yet to fully materialize, and they have significant room for improvement.

Rank	Brand	Ads Score	Product Score	Brand Purpose Score	Total IQ Score	Tier
188	Viktor & Rolf				92	Thinks Inclusive
189	Duke Cannon Supply Co.				88	Thinks Inclusive
190	Chanel Beauty				84	Thinks Inclusive
190	pureology				84	Thinks Inclusive
192	Ellis Brooklyn				82	Thinks Inclusive
193	Nexus				79	Thinks Inclusive
194	Batiste				79	Thinks Inclusive
195	Aussie				78	Thinks Inclusive
196	Clairol				73	Thinks Inclusive
197	SK-II				72	Thinks Inclusive
198	Morphe				69	Thinks Inclusive
199	Living Proof				67	Thinks Inclusive
200	Iconic London				64	Thinks Inclusive
200	Tree Hut				64	Thinks Inclusive
202	Azzaro Parfums				63	Thinks Inclusive
203	Axe				60	Thinks Inclusive

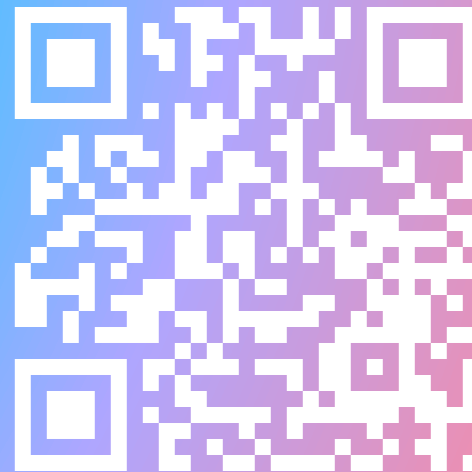
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