Beat: Lifestyle

70% of MILLENNIAL WOMEN Downplay the Time and Effort They Put Into Their Look

-Woke Up Like This- Social Selfies

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USPA NEWS - In today's world of "woke up like this" Social Selfies, it's easy to feel like putting in effort to look Great is going out of Style. TRESemmé knows that putting effort into your Appearance doesn't mean you're High Maintenance or that you don't mean Business, yet 70% of Millennial Women said they feel the need to downplay the Time and Effort they put into their Look.

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The Brand partnered with Clinical Psychologist and Confidence expert Dr. Judy Ho to poll Millennial Women and found that Hair can actually give Women the Confidence to walk Taller every day. "68% of Women feel there is a Stereotype about Women who spend Time on theirAappearance. The Hesitation seems to come from the Belief that Women may be taken less seriously if they look 'done-up,' especially in a Professional Setting. However, we know that most Women believe that their Hair and Beauty Routine contributes greatly to their Confidence, which leads them to feel more Effective in Work and Social Settings," explains Dr. Ho.

Women today view their Hair as a Personal Statement about their Attitude, their Look is not just for Show. TRESemmé wanted to reflect this and celebrate the Women who proudly acknowledge 'the work', and is working with Women across Beauty, Tech, Design and Fashion to share what their #HairStatement is. The Brand has joined forces with Women who 'Work It' “” from fearless NYFW Designers such as Rebecca Minkoff and Cushnie et Ochs, to a Beauty App Innovator such as Cara Santana “” to share their Personal Hair Statements and to channel the Confidence that comes with 'the work' that goes into their Look. Other Women who are part of the campaign include : TRESemmé Global Stylist, Justine Marjan; Designer, Adriana Castro; Artist & Model, Anastasia Lovera; Illustrator, Meghann Stephenson; Hip-Hop Yoga Pioneer, Sarah Levey and Professional Dancer, Stevie Dore.

Source :TRESemme

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