



# A New View of Care

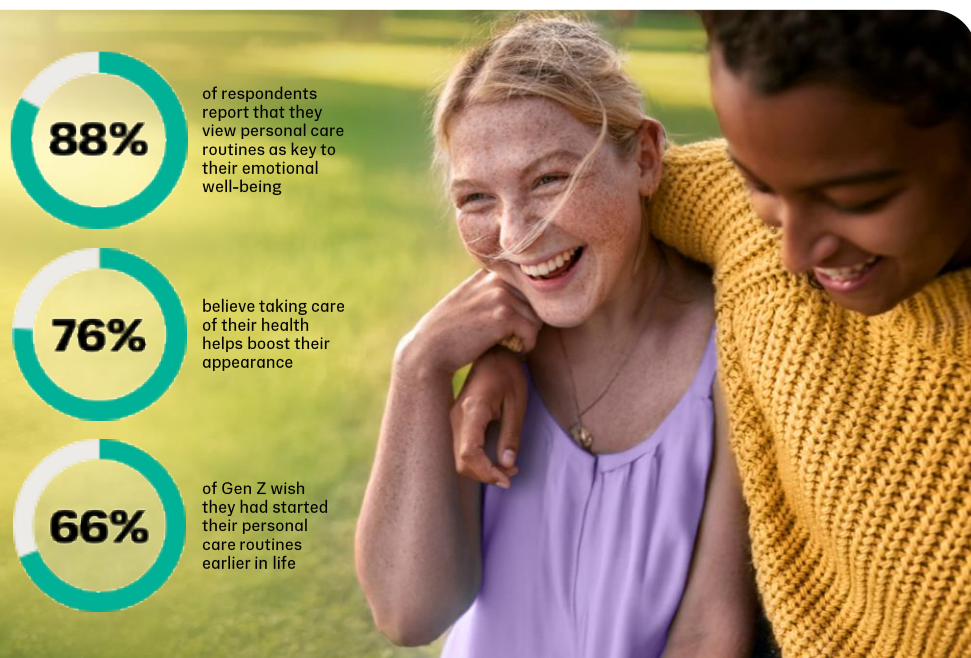
## The Power of Personal Care Routines

Kenvue, maker of iconic brands like Neutrogena®, Listerine®, Aveeno®, and Tylenol®, found simple routines can have a profound impact. This first Kenvue global trends report reveals how daily personal care routines—often just 30 minutes or less—are helping people around the world feel better, age smarter, and live well.

### Personal care routines positively impact overall health

More people are moving beyond traditional views of hygiene and appearance—seeing personal care routines as a proactive tool for long-term well-being.

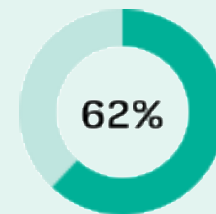
#### A whole-being approach to personal care



## Trust shapes influence, but immediacy drives action

In a digital world, consumers still trust healthcare practitioners most for personal care advice.

But when convenience matters, many turn to search engines and social media. For younger audiences, influencers—though less trusted—remain a popular source of inspiration.



Of consumers **trust their healthcare providers** for personal care guidance

### Trusted voices vs. trending sources



**4 in 5** people go online for personal care guidance



Social media influencers reach **3x more** people than traditional media



**38%** of Gen Z trust influencers for personal care advice



**50%** of Gen Z and Millennials are more likely to engage with healthcare professionals on social media

## Consistency and simplicity support better health

Most people don't spend hours on personal care, and they don't need to. The majority finish in under 30 minutes a day—and those who spend just 15 minutes report better overall health.

This growing shift to small, sustainable routines—especially among younger generations—is redefining personal care as a proactive path to well-being. Consistency, not complexity, makes the difference.

### Small routines, big impact



**73%**

of consumers spend less than 30 minutes on their personal care routine daily



**45%**

of consumers who spend at least 15 minutes on their daily routines report better overall health



**38%**

of consumers plan to spend more time on their daily routines within the next year



**24%**

of consumers have become more consistent with their routines over the past 5 years



Read the full report: [Kenvue.com/ANewViewofCare](https://www.kenvue.com/ANewViewofCare)