They spend more money on beauty and personal grooming products compared to the U.S. General 50-plus population. This represents an average of $46/month versus $25/month.

69% feel that the beauty and personal grooming industry treats people their age as an afterthought.

84% would be more likely to buy from a brand that features people their age in its ads.

They spend more time on beauty and personal grooming compared to the U.S. general 50-plus population.

For more information on the 2019 national survey, Latinos and Beauty as We Age: A Cultural Reflection, visit www.aarp.org/latinobeauty.

DOI https://doi.org/10.26419/res.00345.002