

91%

of Americans agree self-care is important no matter who you are.

88%

of Americans believe self-care is a fundamental need that is important for their mental health.

50%

of Americans practice some form of self-care every single day.

71%

of Americans agree self-care brands should focus more on diversity and inclusivity.

one+other™
for one another

Beauty Unaltered.

SELF-CARE
ESSENTIALS FOR
EVERY ONE™

Only at  CVS



1 in 3

Americans do not see themselves reflected in the self-care movement.

More than

1 in 2

Americans agree many self-care brands don't make products with people like them in mind.

Nearly

4 in 10

Americans say they can't afford to practice self-care and agree they have no idea where to start when it comes to self-care.