



**27/06/2025**

Dana Murray  
St. George's House.  
5 St. George's Road  
Wimbledon  
London  
SW19 4DR

Dear Dana,

This confirms that the information reported to Coty UK Ltd on the Cosmetics market in the United Kingdom for the 52-week period ending 14/06/25 shows that Rimmel Thrill Seeker Extreme Volume Mascara is ranked as the number one mascara by value sales within Rimmel mascara range. Our report shows Total Coverage for the Great Britain Health and Beauty market.

Please note that:

- While we have provided the above written confirmation of what we report in your Cosmetics database, NielsenIQ does not endorse any client claim.
- Coty UK Ltd may only make use of our name in association with the information it may reference in its claim. Coty UK Ltd may not state or imply that NielsenIQ is the source of the claim itself.
- Any Coty UK Ltd claim that relies on NielsenIQ data must contain the following citation, including NielsenIQ's copyright:
  - "Source ©2025 NielsenIQ data, Cosmetics (client defined), Value Sales 52 weeks ending 14/06/2025 GB Total Coverage)
- Information provided by NielsenIQ is primarily designed for Coty UK Ltd internal use. We consent to the use of the results referenced in this letter in an advertisement or public communication on the condition that Coty UK Ltd indemnifies and holds harmless NielsenIQ, its officers and directors against all claims, damages, loss or expenses (including attorney's fees) relating to Coty UK Ltd disclosure of NielsenIQ information.
- This letter is valid for 12 months from the date of issuance.

**Sarah Egan**  
Consultant – Health, Beauty & Personal Care

