

 **TikTok** for Business

Glow Up

with TikTok

Beauty Playbook 2025



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Prep & Prime

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Prep & Prime

Macro trends to know
in Beauty



Beauty Low-Down

The beauty revolution is here. In 2025, beauty isn't about covering flaws but enhancing what makes you unique, with science-backed formulas, preventative beauty and personalized routines becoming the new luxury flex.

The Beauty Industry Has Spoken

88

% of women

and

90

% of girls define

real beauty as being authentic, who you are and embracing your flaws.

84

%

of Saudi women really enjoy spending the time to get their hair just right (and 65% say the same for makeup).

83

%

Of women in KSA believe the most beautiful women aren't those born with the most. It's the ones who make the most of what they have.

TikTok Means Beauty Without Borders

Trending for Consumers

Clinical Over Clean:

Clinically-proven products that walk the walk as well as talk the talk

Science-Forward Formulas

Targeted product ranges with transparent ingredient lists that solve specific beauty goals.

Personal Beauty Era

Customized routines that match their specific skin needs, values, and aesthetic

Tech Meets Beauty

Holistic approaches – from wearable tech to at-home devices and wellness supplements

Daily Mood Boost

From quick AM glow-ups to full PM unwind sessions, products need to feel good AND fit the lifestyle

**Tutorial Takeovers**

Using creators to help overwhelmed consumers navigate crowded categories with expert advice

Main Character Energy

Beauty as the ultimate form of self-expression—personal, authentic, and unapologetic

Community Collabs

Letting fans co-create their next viral product by listening to real community conversations

Trending for Brands



Source:
POP x TikTok Beauty SMB Growth Plan

The Beauty opportunity on TikTok

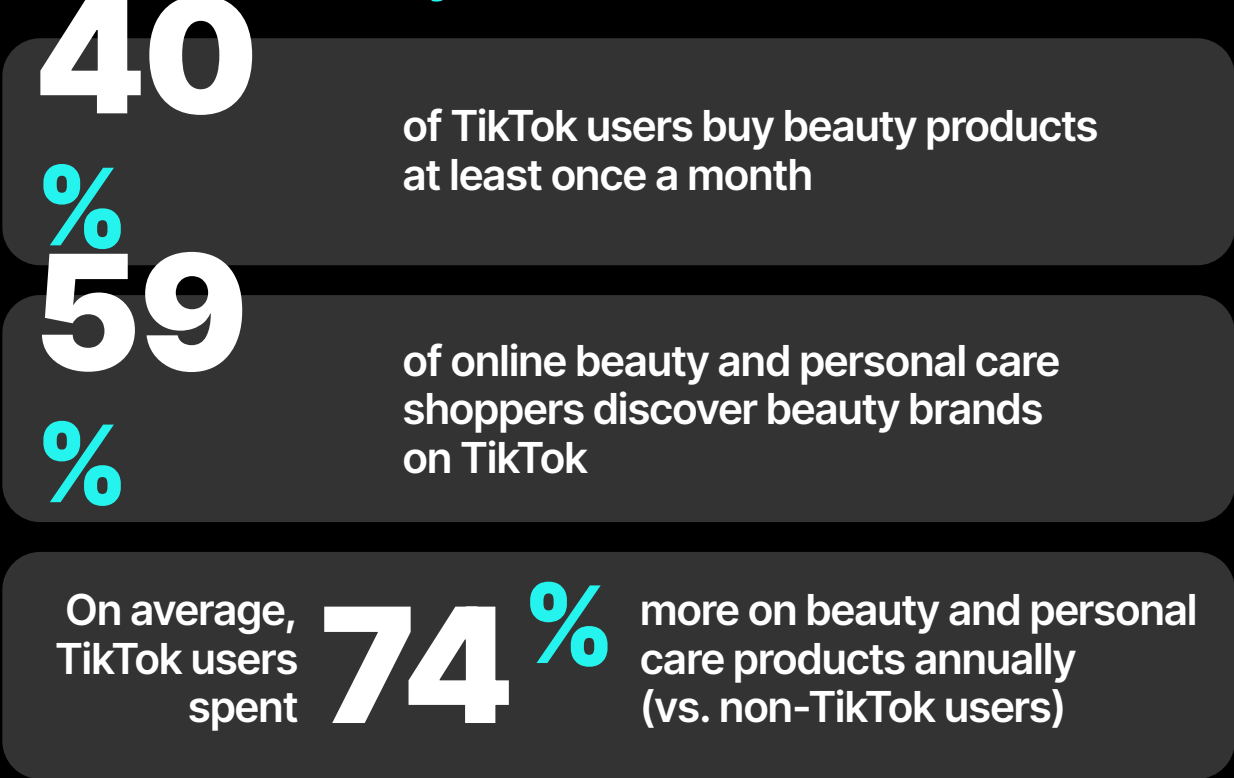




TikTok Means Beauty

TikTok is the ultimate beauty counter where tutorials go viral, skincare secrets spread like wildfire, and indie brands become overnight sensations.

The TikTok Beauty Effect



Beauty Tribes To Know:

Beauty on TikTok isn't one-size-fits-all—it's a vibrant ecosystem of diverse communities, each with their own approach to personal care. Understand these key groups and connect authentically with your audience.

 The Science Seekers Health-conscious beauty enthusiasts who value clinical effectiveness over "clean" claims. They want proven results backed by science.	 The Skilled Experimenters Confident risk-takers who love to try new techniques first. They blend beauty with creativity and aren't afraid to set trends.	 The Wellness Integrators Beauty lovers taking a preventative approach to their personal care routine, seeing beauty as part of their overall wellbeing	 The Multi-Tasking Mavens Practical beauty enthusiasts looking for multi-tasking products that streamline their routines without sacrificing results.
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TikTok Is Where Beauty Trends Take Off

Creating beauty content on TikTok is your ticket to:

-  Catching eyes in a sea of beauty enthusiasts hunting for their next holy grail product
-  Breaking through without breaking the bank —TikTok rewards creativity over ad spend
-  Building a community that trusts your expertise and recommendations

Sources:

TikTok Marketing Science Saudi Arabia, TikTok Unravelling Shopping Triggers Audience Analysis 2022, conducted by IPSOS (n=1000)

TikTok Vertical Market Analysis (Saudi Arabia) conducted by Ipsos April 2022 (n=700)

Beauty Report (Saudi Arabia) conducted by Redseer Jul 2022 (n=500)

03

Contour & Highlight

Your brand belongs here on TikTok



Choose Your Beauty Journey

New to the beauty scene on TikTok? Pick the path that fits your brand's vibe:

Recommended Pathway: No Make-Up Make-Up With Smart+

Smart+ is the ultimate beauty time-saver that looks simple but works overtime. This AI-powered solution automates every part of campaign management to maximise returns making it the best pathway for brands like yours:

- ◆ Creates multiple ad groups reaching skincare-obsessed audiences everywhere
- ◆ Uses AI to identify which beauty demos are resonating with different crowds
- ◆ Automatically boosts your top performers and quietly retires the flops
- ◆ Delivers 36% better performance than doing it all manually (yes, really!)

Get to know Smart+

Manual Set Up: Full-Glam Strategy

Got the time and resource to take full control?
Follow these essentials to craft your TikTok presence:

01

Create Your Ads Manager Account

Start building your beauty presence! Visit getstarted.tiktok.com and set up a payment method to start creating ads.

02

Blend Your Data

Pixel! Track how shoppers interact with your products, connect with Shopify or NuxtShop, and follow the whole journey from browsing to checkout.

03

Find Your Beauty Besties

Go broad with targeting for two weeks – let TikTok's algorithm find your skincare and makeup enthusiasts while you focus on serving content. Custom audiences can wait until you've built some momentum.

04

Budget That Glows

Invest at least 50 EUR daily to get noticed in a crowded feed. Optimize for purchases, and use Website Conversions to track your ROI.

05

Formula Check Your Content

Use TikTok's toolkit – think trending sounds, text that pops, and engaging effects. Show real results on real skin for content that feels as authentic as your brand.

06

Set & Refresh

Give your campaigns time to work their magic (at least 7 days) before making changes. When you find content that's catching fire, boost it with Spark Ads to extend its spotlight moment.

Pro Tip 🛠️

Turn on the Smart+ creative AI features to add trending music and hooks that make your products impossible to scroll past!

Shelfie To Sellout

Beauty on TikTok just got a major upgrade. Showcase your entire product line with Smart+ and Catalog Ads – the effortless way to turn swatches into sales.

Data Connections

- ◆ Use TikTok Pixel to track website events and ad performance so you know exactly what's working (and what's not)
- ◆ Easily integrate with e-commerce platforms like Shopify
- ◆ Get a full customer journey picture by tracking multiple events: View Content, Add to Cart, Complete Payment
- ◆ Set up product feeds to showcase your beauty catalog



Catalog Ads

Catalog Ads are the best way to turn your product lineup into a selling machine:

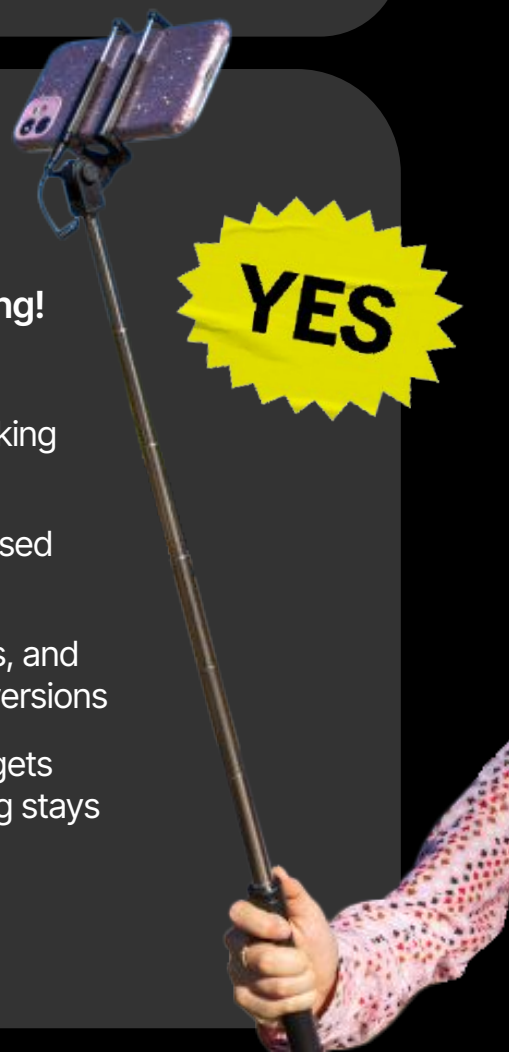
- ◆ Turn your product catalog into scroll-stopping ads that drive actual sales
- ◆ Match your hero products with beauty enthusiasts who'll actually want them
- ◆ Create dynamic displays that make your formulas pop on the FYP
- ◆ Build personalized shopping moments that convert browsers to buyers



The Ultimate Collab

For brands who want efficiency and effectiveness without the extra work, let this beauty power duo do the heavy lifting! When Smart+ meets Catalog Ads, expect:

- ◆ One streamlined campaign interface with AI working behind the scenes
- ◆ Your entire collection automatically optimized based on performance
- ◆ Smart+ mixes and matches your videos, ad texts, and call to actions, then scales the best performing versions
- ◆ No more creative fatigue (where your audience gets bored of seeing the same content) – your catalog stays fresh with automated rotation
- ◆ Real-time optimization that shifts budget to your bestselling products automatically



Pro Tip 🛠️

For maximum impact, start with a daily budget at least 10x your historical CPA and let it run for at least 7 days to identify your holy grail performers.

4 Blend To Perfection

Campaign planning for 2025 made simple



Your 2025 Beauty Media Plan

Create a TikTok media plan that’s optimized for key beauty moments, like summer vacation and Eid, to maximize impact and extend reach throughout the year.

Join The Beauty Chat:

- #affordablemakeup
- #hairstyling
- #glitternails
- #diynails
- #eyeshadowtutorial
- #cleangirlmakeup



Q1			Q2			Q3			Q4		
Valentine's Day (14 Feb) Eid-al-Fitr (March)			National Sunscreen Day (22 May) Mother's Day (May) Beautiful In Your Skin Month (June) Father's Day (June) Eid-al-Adha (June) Summer Sales (July-Aug)			Summer Vacation (July-Aug) World Beard Day (7 Sept) Back to School/University (Sept) Summer Vacation Season (July-Aug)			Wedding Season (Oct-Feb) White Friday (Nov) Single's Day (Nov) UAE National Day (Dec)		
Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Valentines Day			National Sunscreen Day			Summer Vacation			Wedding Season		
Eid-al-Fitr			Mother's Day			World Beard Day			White Friday		
			Beautiful In Your Skin Month			Back to School/ University			Single's Day		
			Father's Day			Summer Vacation Season			UAE National Day		
			Eid-al-Adha			Summer Sales					

→ Signals and audiences collected can be leveraged throughout the year.

Collab With The Glow Gang

Partner with beauty creators who can showcase your products in authentic tutorials and reviews. Let them create those satisfying product swatches and GRWM routines that beauty audiences love.

Find Your Beauty Besties

Discover new skincare and makeup enthusiasts who mirror your current customers. If they're obsessed with your bestselling serum, their lookalikes probably will be too!

Glow Up Your Summer Budget

Boost spend during peak beauty seasons (like summer vacation) when everyone's hunting for that perfect SPF and waterproof mascara combo.

Keep The Routine Going

Found a winning campaign for your cleanser? Don't stop there—follow up by introducing them to your matching toner and moisturizer to complete their shelfie goals.

Pro Tip



Use our TikTok content calendars to time your launches with key beauty moments when your audience is already in their product discovery era.

SETTING SPRAY ✨ SETTING SPRAY ✨ SETTING SPRAY ✨ SETTING SPRAY ✨



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Thank you!

Ready to nail beauty on TikTok? Reach out to your TikTok Account Manager to start your advertising strategy glow up today.

Not advertising with us yet?

[Sign up](#)
[to TikTok Ad Manager to get started.](#)