

Make \$\$ from #dayrebeauty ?

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Taken from @/flrncx Dayre (I love her beauty tips!)

Where to find investment ideas

If the huge hype you see here on #dayrebeauty is anything to go by, that's a LOT of money being pumped into these beauty mega-conglomerates.

Just look at the huge popularity of the #dayremakeup #fotd #letstalkmakeup community. Wouldn't you want to have a slice of that profits too?

You can, if you know where to look. #dayrefinance folks, this one is for you!

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Surprised at how much money is going into the pockets of these companies?

What if I told you that you can get a share of that profits?

SIAO AH but no I'm quite serious.

You can do this by buying their stock. The more profits these companies earn, the larger they grow, and the higher their share price gets. They also redistribute some of the profits to their shareholders in the form of dividends every year.

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Just look at that magnificent stock growth!

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(Sidenote: want more ideas or investment insights like these? I share female-related investment opportunities on this group. My male fellow investors can't really appreciate it.)

This is a curated group of mostly women who are looking to learn and share investment ideas. If you're looking to check with fellow peers about a certain stock or policy before buying, this is the place as well.

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Recognise these brands from Dayre?

A really popular beauty EP, @/sweetpea raves about La Roche-Posay and Origins, and from the comments, it seems like a lot of other dayreans have followed her into purchasing it. @/lianmeiting and other influencers have been raving about Kiehls, NYX and more. These products don't come cheap!

Since so many people are buying these products, wouldn't you want a share of the money they're spending? ?

But just because a brand is popular doesn't mean its stock is a good purchase

What, you thought you're the only one wanting to get a piece of the action? There are others who think the same too, and the growth of the company could already be factored in its share price today.

Like I shared in the Facebook group, L'Oreal's stock is currently valued at 17 times its earnings. In other words, if they earn \$1B today, we're paying for \$17B of worth. How?

Will L'Oreal continue to go up, or could it go down? Just look at some beauty brands that have since died of oblivion.

How do you determine whether a stock is a good buy?

Read @sgbudgetbabe:160517 where I walk you through some things to look out for before you invest.

Once you've run through the numbers and the qualitative analysis, the hardest part comes next:

At what price is it a good buy?

If Sephora charges \$218 for a Foreo, surely you wouldn't pay \$300 for it?

But while beauty products have standard retail prices for us to gauge, company stocks don't work that way. Folks have bought L'Oreal's stock for various prices before – \$50, \$100 and even \$130. How now brown cow?

"Anywhere between \$50 – \$100 lor!" you might say. Since others were able to buy it at that price before, why shouldn't you?

Hahaha good luck waiting for L'Oreal's stock to come back down to those levels then ? it might never happen in your lifetime anymore.

Then how?!? ? (frustrating right?)

You'll need to learn how to invest safely and how to derive a stock's value

I'm already halfway through the online course I mentioned previously, and will share some more insights here tomorrow! The content is such a great way for anyone, whether a beginner or experienced investor, to follow, and I would highly recommend it to anyone looking to pick up investing.

But this post isn't about them, nor to sell their course, so I'm not gonna give details of the course provider here! #sorrynotsorry

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