

All about that HAIR!

Cleanse, condition, coiff, and curl, hair care takes center stage in today's Beauty by the Numbers. Here are highlights from three original TBC studies* that showcase her hair care regimen, her hair product buying habits, and her growing demand for more.



Top Hair Care Products She Uses at Home Regularly

- 99%** Shampoo
- 96%** Conditioner
- 59%** Hair Spray

32% of women say they tried a new hair care product in 2014

13% say their new hair care product changed her life in a positive way

- **28%** said it was an at-home hair color
- **21%** claimed a hair oil (Argan, Moroccan)
- **19%** said it was a dry shampoo

58% of those who tried a new hair care product would buy it again!

Hair Investment

58% of women spend between \$8-\$24 on average for a single hair care product

51% buy hair products in bulk when available

41% buy hair care products every month

26% buy hair care products more than once a month

21% spend more than \$24 for each hair care product

Her Favorite Prestige Brands

- 40%** Philosophy
- 32%** Bumble & Bumble
- 31%** WEN



Tools She Adores

- 76%** own a Blow Dryer
- 56%** have a Flat Iron
- 48%** use a Round Brush

Her Flat Iron Brand Favorites

- #1 CHI **30%**
- #2 Conair **13%**
- #3 Revlon **12%**
- #4 Remington **11%**

Curly Girls Use More Products

43% of women have curly, or ethnically curly hair

67% use hair care products specifically for curly hair

79% use frizz reduction styling products

54% use a curl defining styling product

40% straighten, process, or have their hair blown out several times a week

73% use a flat iron to straighten those curls



What Women Want from Hair Products

95% Stronger, healthier hair

90% Shine

86% Reduction in split ends

85% Fast, easy styling

80% Volume

80% Elimination of frizz

80% Immunity from the effects of humidity

74% Thicker hair/hair growth

65% Want 50% faster blow dry, ironing or overall finishing time

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