



FROM HAIR TO THERE – PART 2

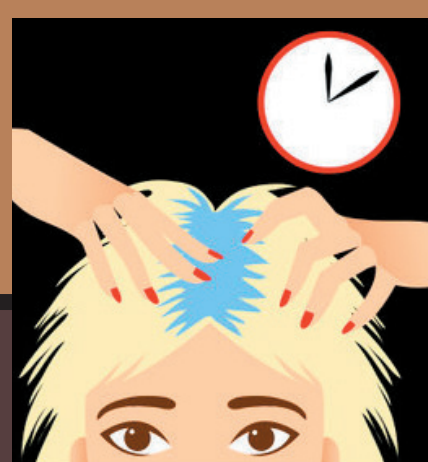
In part one of our hair series, we learned about the US female consumers' top hair concerns by hair pattern and texture, along with ethnic hair care insights. Today's infographic focuses on products she's buying, now, what she wants from your brand, her purchase motivators and influencers, scents and brands she loves, and a look at the important hair care tools she can't live without!

Top Products She's Using (other than shampoo & conditioner)

- **55%** Leave-in conditioner
- **43%** Hair spray
- **43%** Frizz control/smoothing product
- **42%** Dry shampoo
- **41%** Heat protectant

She'll spend \$35+ for

- **35%** Hair thinning solution/treatment
- **22%** Keratin products
- **19%** Scalp treatment
- **15%** Hair fragrance
- **14%** Hair serum



BRAND OPPORTUNITY

TOP INNOVATIVE HAIR CARE PRODUCTS SHE WANTS TO TRY!

- Split end serum applied to ends of hair, binding it for more time between haircuts
- Supplements to support healthy hair and scalp
- Detoxifying treatments
- Supplements to boost hair growth
- Hair care products w/ sunscreen for hair and scalp

Top purchase motivators – why buy?

- Problem hair that needs a fix!
- Great price
- Good-for-you ingredients

Top sensorial considerations

1. Smell (82% smell product before buying!)
2. How it dries on the hair
3. Luxurious lather

Her favorite scents:

- 42% Fresh
- 37% Coconut
- 26% Fruity

Top purchase influencers – entice me!

- Clear benefit statements on packaging or at POS (i.e. reduces frizz)
- Free sample
- Proof that the product works (consumer claims & reviews)

Sustainable Packaging Wants

- Package is recyclable
- Packaging is fully biodegradable
- Package *and* ingredients are sustainable



TOP HAIR CARE BRANDS SHE BUYS

	Mass	Masstige	Prestige
1.	L'Oréal	Redken	Moroccanoil
2.	Garnier	Paul Mitchell	Olaplex
3.	TRESemmé	Matrix	It's a 10

Let's Talk Tools!

Top hot hair tools

- **80%** Blow dryer
- **64%** Flat iron
- **44%** Curling iron
- **22%** Thermal brush
- **20%** Curling wand

Hot Tools Styles

- **56%** Straight blow-out
- **52%** Sleek and straight
- **42%** Waves
- **41%** Curls
- **29%** Beachy look

Top 5 tool brands she owns

1. Conair
2. Revlon
3. CHI/Farouk
4. Remington
5. Hot Tools

Besides a good price, why she buys

1. Heats up fast/works fast
2. Positive product reviews/claims
3. Multiple heat settings offered



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