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

- 1. 99% Shampoo
- **2. 96**% Conditioner
- **3. 59**% **Hair Spray**

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

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, Morrocan)
 - 19% said it was a dry shampoo

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

Her Favorite Prestige Brands

40% Philosophy

32% Bumble & Bumble

31% WEN

Curly Girls Use More Products

43% of women have curly, or ethnically curly hair

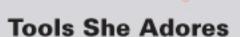
67% use hair care products specifically for curly hair

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



76% own a Blow Dryer **56%** have a Flat Iron

48% use a Round Brush

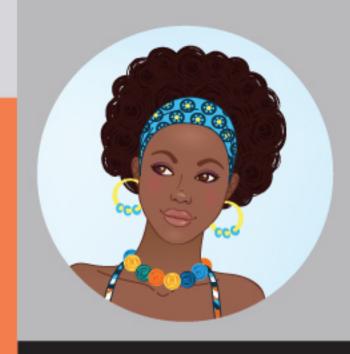
Her Flat Iron Brand **Favorites**

#1 CHI **30%**

#2 Conair 13%

#3 Revlon 12%

#4 Remington **11%**



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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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