HEALTHY HAIR TRENDS: IT BEGINS FROM WITHIN

The desire for natural ingredients in haircare products is increasing around the world. Consumers are seeking out more information on ingredients to find ones that are in line with their greener lifestyle choices. However, they are not willing to compromise product efficacy for an all-natural product.

In Asia, consumers are also demanding products that go beyond merely cleaning the hair and the scalp. Products with added-value benefits such as strengthening, moisturizing and repairing the hair are on the rise.

CHINESE TRENDS: 47% of haircare users think it’s important that rinse-off shampoo includes botanical or herbal ingredients.

SOUTH KOREAN TRENDS: 5% increase in salon hair care during past year, due to consumer concern for hair and scalp health.

JAPANESE TRENDS: Due to population aging, growing consumer focus on hair breakage and loss.

HOW DOES HAIR GET DAMAGED?

Damage care products are also proving particularly popular among younger consumers, with a marked shift towards more natural hair.

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Stronger, Healthier-Looking Hair with Genencare®

Small molecules called osmolytes are nature’s secret to controlling water balance within living cells, by attracting and holding onto vital moisture. DuPont has harnessed this hidden power to create GENENCARE® OSMS, a line naturally-sourced osmolytes for skin, hair, and color cosmetics applications.

By binding to the damaged sites, GENENCARE® contributes to hair that’s smoother, stronger, and more resistant to breakage.

Stronger, Healthier-Looking Hair with Genencare®

50% less broken fibers.

Proven results: Untreated Asian hair tresses washed with shampoo containing Genencare® OSMS BA*:

- 50% reduction in broken fibers.
- 40-50% reduction in friction and force in combing and styling.
- 44% increase in wet & dry combability on virgin and mechanically-damaged hair improvement.

Genencare® OSMS is certified 100% plant-based origin.

All-Natural

Derived from non-GMO sugar beet, Genencare® OSMS is certified 100% plant-based origin.

Download More Information on Genencare® OSMS for Hair Care

bioscience.dupont.com/genencare-hair

Source: Euromonitor: Ingredient trends and Innovation in Haircare. (2017); Mintel: shampoo conditioner hair treatments ASPAC 2017. Copyright © 2017 DuPont. All rights reserved. The DuPont Oval Logo, DuPont™, and all products denoted with ® or ™ are trademarks or registered trademarks of E.I. du Pont de Nemours and Company or its affiliates.