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 the US and Europe, the inclusion of botanical/herbal ingredients is almost a must for haircare products, strongly driving NPD. More than just natural ingredients, consumers are seeking out gentler, milder formulations, such as sulphate-free surfactants, which are perceived as more beneficial than synthetic chemicals.

United Kingdom Trends:
Within the natural trend, men’s shampoo sales continue to increase as women’s shampoo segment growths, and dry shampoo is benefiting from increased awareness.

United States Trends:
Women who purchase haircare products based on professional advice have expressed more interest in scalp-protecting products.

European Trends:
37-49% women in France, Germany, Italy and Spain who think that botanical/herbal ingredients in haircare is an indicator of naturalness.

How does hair get damaged?
13% less internal damage
15% less external damage

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.

Deposits on Hair Surface and penetrates deep into the Hair Cortex
By binding to the damaged sites, GENENCARE® contributes to hair that’s smoother, stronger, and more resistant to breakage.

13% less internal damage
15% less external damage

Proven Results:
Untreated Caucasian hair tresses washed with shampoo with GENENCARE® OSMS BA:

41% reduction of broken fibers.
36% reduction of split ends.
40-50% wet & dry combability in virgin and mechanically-damaged hair.
43% reduction in frizz effect in humid environment.

Less friction and force in combing and styling.

Scalp Issues
Frustration, dryness, dandruff

The hair shaft is less lubricated.

Conditioning Shampoos have been gaining popularity in the US, due to concerns with damage from frequent shampooing and the need to simplify haircare routines.

Download more information on GENENCARE® OSMS for Hair Care
bioscience.dupont.com/genencare-hair

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

All-Natural

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