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 cleansing the hair and the scalp. Products with added-value benefits such as strengthening, moisturizing and repairing the hair are on the rise.

**How does hair get damaged?**

**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 of naturally-sourced osmolytes for skin, hair, and color cosmetics applications.

**GENENCARE® OSMS BA formulated in shampoo protects the hair and scalp:**

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

**Deposits on hair surface and penetrates deep into the hair cortex**

13% LESS INTERNAL DAMAGE

15% LESS EXTERNAL DAMAGE

Strengthen scalp barrier and mitigates irritation of surfactants on the scalp

**Proven results:**

Untreated Asian hair tresses washed with shampoo with GENENCARE® OSMS BA*

50% Reduction of broken fibers

40-50% Visib. dry combability on virgin and mechanically-damaged hair improvements

44% Reduction in frizz effect in humid environment

**All-natural**

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

**Frizz reduction is an indication of reduced damage and results in increased shine (better alignment of hair fiber) and perception of healthy looking hair.**

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[Source: Euromonitor: Ingredient trends and Innovation in Haircare](https://www.euromonitor.com/)

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> **Chinese Trends:**
> 47% of haircare users think it’s important that rinse-off shampoos include botanical or herbal ingredients.

> **South Korean Trends:**
> 5% increase in salon hair care during 2016, due to consumer concern for hair and scalp health.

> **Japanese Trends:**
> Due to population aging, growing consumer focus on hair breakage and loss.

> **Trends:**

**Frizz reduction** is an indication of reduced damage and results in increased shine (better alignment of hair fiber) and perception of healthy looking hair.

**Reduction in combing force will result in less hair damage and, over time, leave the hair stronger than it would have been without GENENCARE® OSMS BA.**

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