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 outstrip overall shampoo segment growth, 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:
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?

Damaged hair
Open cuticle scales
Increased friction and force in combing and styling.

Scalp issues
Fouling, dryness, dandruff
The hair shaft is less lubricated.

How does hair get damaged?

13% LESS INTERNAL DAMAGE
15% LESS EXTERNAL DAMAGE

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 resists to breakages.

Strengthens scalp barrier and mitigates irritation of Surfactants on the scalp
In a clinical study on 38 Brazilian women, the regular use during 4 weeks of shampoo and conditioner containing GENENCARE® OSMS BA reduces TEWL by 9% and promotes improved scalp barrier function and health.*

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

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.

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

41% Reduction in broken fibers
36% Reduction of split ends
40-50% Wet & dry combability on virgin and mechanically damaged hair improvements.
67% Reduction in frizz effect in humid environment

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

Source: Euromonitor: Ingredient trends and Innovation in Haircare
Mintel: shampoo conditioner hair treatments LA 2017

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