

IN TREND  
THE FUTURE OF BEAUTY

# What's Up in Haircare?

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In-Trend Ltd- The leading Marketing Intelligence Agency for Beauty Innovations Worldwide  
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# 1.1 Haircare is Medicalizing



# Professional-Grade Hair Loss Taken to the Home



## 6 Week Scalp Reinvigoration Treatment. Tool + Topicals Ritual

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The system uses stem-cell-derived growth factors to re-  
invigorate dormant hair follicles

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into it and emits red LED as it does so

## Hair Regrowth in 6 Weeks Via Stem Cell Reactivation Technology

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# 02 Product Trends



# Pre-Wash: Targeted Detox Treatment For Protective Styles



Revair Detox Pre-wash Rinse  
\$12 / September 2023

- Pre-Wash Rinse infused with Coconut Water, Apple Cider Vinegar, and Antioxidants to help purify and nourish moisture-starved strands.
- **Braid Removal:** Can be used as a treatment after removing braids and other protective styles. Helps to remove build up and aids in detangling hair before shampoo.
- **Locs Refresh:** Soaking Locs in this product for 20 minutes helps to refresh, rehydrate and detox the hair and scalp.

<https://myrevair.com/products/detox-pre-wash-rinse>



# Pre-Wash: Fiber Repairing Nutrition Mask



Nuxe Masque Nutrition Avant-Shampooing, Hair Prodigieux  
€29,90 / May 2023

- Formulated without silicone, this mask, with fermented Camellia Rose oil, intensely nourishes and repairs the hair fiber.
- Prodigieuse Oil®, envelops the hair for an unprecedented sensory ritual, leaving the hair silky, smooth and hydrated.

<https://fr.nuxe.com/maque-nutrition-avant-shampooing-125-ml/14219713.html>



# Pre-Wash: Curl Enhancing Pre-Poo



PATTERN by Tracee Ellis Ross Bounce Back Pre-Shampoo  
\$25/ September 2023

- This pre-poo for curly hair is packed with elasticity promoting Oat Extract & frizz-smoothing Hibiscus Flower Extract to help spring coils back into action after heat styling.
- Rich & ultra-moisturizing Murumuru Seed Butter nourishes and soothes damaged ends, bringing more bounce and body to damaged curls.

<https://patternbeauty.com/products/bounce-back-pre-poo>

# Pre-Wash

## Nutrition Nourishment:

Moving away from harsher anti-dandruff scrubs and detoxifying treatments

Greater focus is being put on scalp and hair nutrition

## Reconstruction And Damage Repair:

Claims about “rebuilding” and “reconstructing” booming

. **Key ingredients include:** Fermented rose, Prickly Pear Oil, vegetable collagen and Amino Acids

## Targeted:

Pre-wash treatments are becoming more targeted, with a particular focus on hair texture and lifestyle choices

## Sensoriality:

With the rise of the “Big Wash Day” and the ritualization of haircare, sensorial gestures, such as silky textures and in the moment glitter, are being incorporated into pre-wash treatments



# Pre-Wash: Combats The 7 Signs Of Damage



SALON LINE – Instant Rescue Spray My Smooth Intense Restoration  
R\$ 24,43 / July 2023

- Combats the 7 signs of damage: frizz, breakage, opacity, elasticity, dryness, split ends and fragile strands.
- Rebuilds the hair, moisturizes, nourishes, protects and gives shine.
- Formulates with exclusive Liss Expert technology that guarantees intense action, fast result and protection against external damage.

<https://www.salonline.com.br/spray-resgate-instantaneo-meu-liso-restauracao-intensa-240ml>



# Pre-Wash: Targeted Pre + Post Masks



SOFT HAIR – Mascara Da Linha MC  
R\$18,90 each / May 2023

- **Moisturizing Mask:** Replenishes the essential nutrients present in the hair fiber to restore the softness, health and natural shine of the hair.
- **Reconstruction Mask:** Developed to meet the reconstruction stage of the Hair Schedule. Made with Vegetable Collagen and Amino Acids to restore hair strength and resilience.
- **Nutrition Mask:** Developed to meet the Hair Schedule Nutrition stage. Coconut and Grape Seed oils provide deep nutrition. Helping to soften, protect and de-tangle hair.

<https://loja.softhair.com.br/kit-promocional-cronograma-capilar>



# Pre-Wash: In-The-Moment Play



DAE Stargloss Shine Treatment  
\$44 / July 23

- Infused with prickly pear seed oil to tame frizz, hydrate and nourish.
- Glitter appears in the product and on hair when applied but instantly washes out during the hair-washing process.

<https://daehair.com/products/stargloss-shine-treatment>



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# Thank You

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