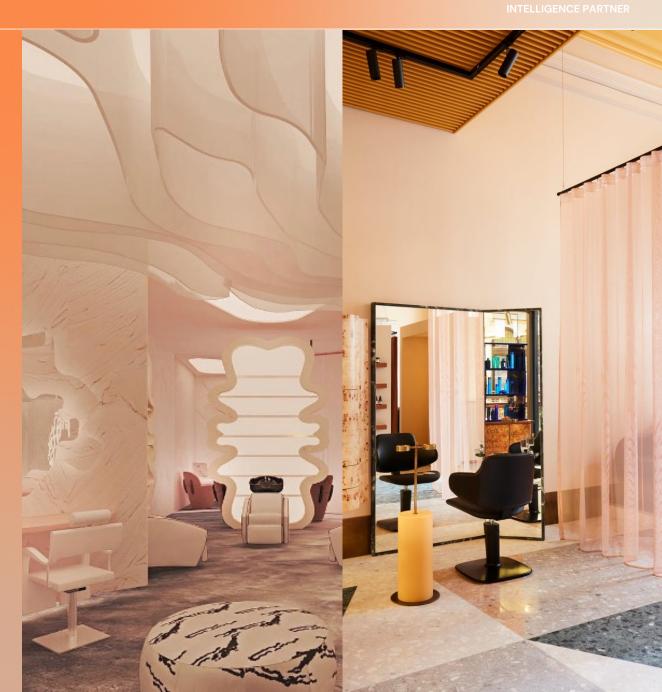


The Future Of Salon

November 2023



1000+ Global
Professional
Hair Products
+ Treatments



Salon Concept + Menus



METHODOLOGY

+15 Countries

UK, USA, Brazil, Mexico, France, Germany, Italy, Poland, Scandinavia, Switzerland, Korea, Japan, China, Singapore, India, UAE, Saudi Arabia, South Africa, Nigeria...



+ 4 Cross Category Change Indicators



+ Interviewed
Multiple Global
Hair Stylists And
Experts



The Automization Of The Salon: Self-serve

New roles of technology in the salon limit unnecessary interpersonal interaction. With 87% of consumers preferring self-serve options at retail, this market shift is introduced to the salon category via self check-in kiosks and robot assistants.

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Holistic Health: Supplements Form Part Of In-salon Protocols

Professional protocols catch up to the general market trend of inner + outer beauty systems.

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いつもの施術の前に、シェルアッシュパウダーをプラスするた 1 施術の前にシェルアッシュ サプリメントをお客様が摂取 ハつもの施術の前に、シェルアッシュパウダーの 水溶液をつくり、お肌に塗布

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Thank You

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