

IN TREND
THE FUTURE OF BEAUTY

The Future Of Salon

November 2023



1000+ Global
Professional
Hair Products
+ Treatments



100+ Global
Salon
Concept +
Menus



+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



METHODOLOGY

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、シェラアッシュパウダーをプラスするた



1 施術の前にシェラアッシュ
サプリメントをお客様が摂取



2 シェラ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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