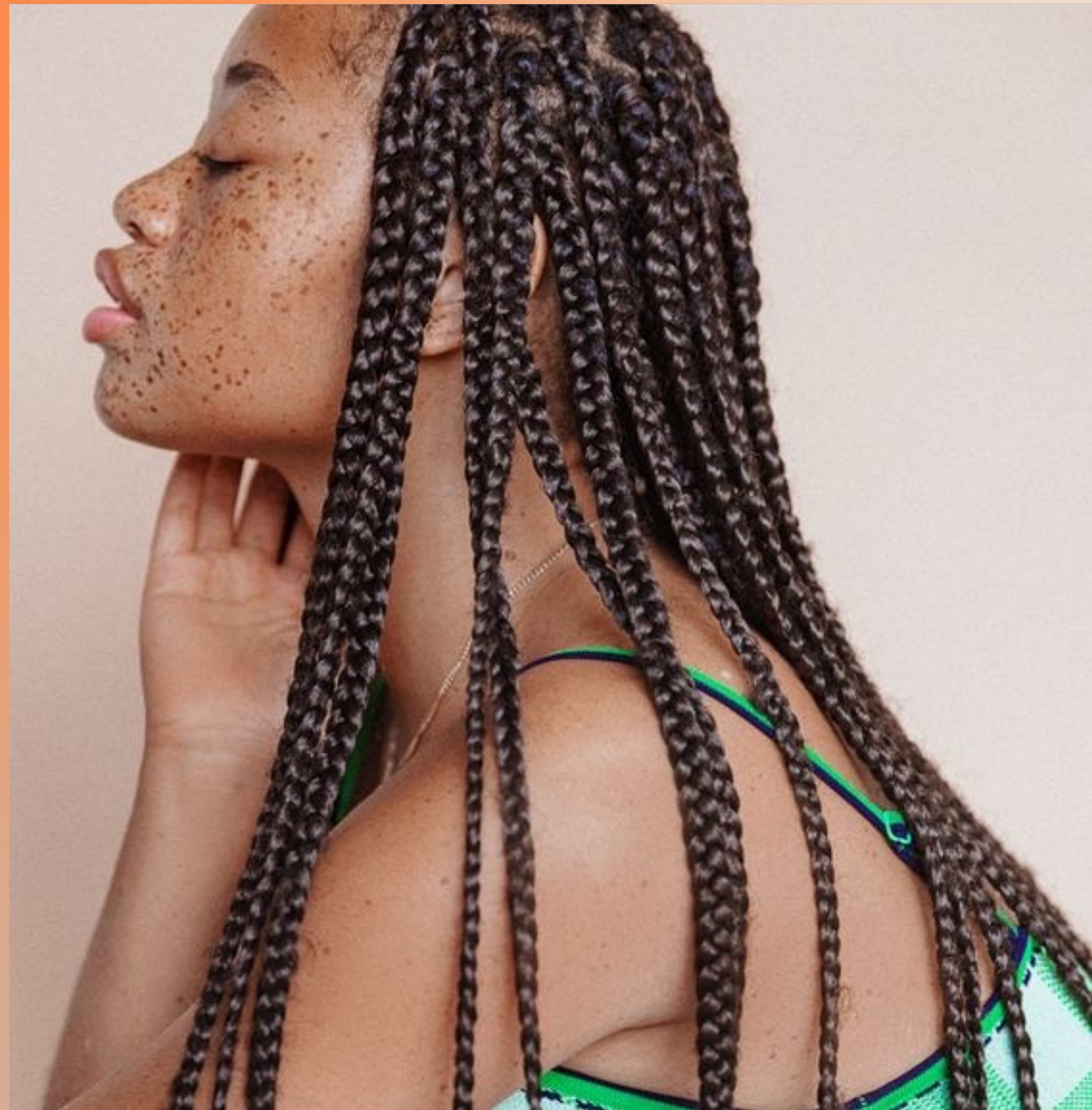


Quarterly Hair Newsletter



Our Expertize

Beauty Tracking

Beauty Forecasting

Ideation Workshops



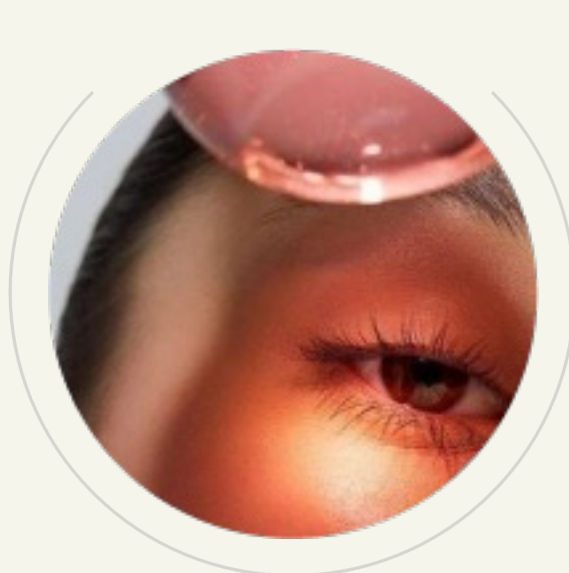
100% Focused On Beauty:

Analysis of all things make-up, skincare, hair, wellness, fragrance, packaging, nail, body care, salon and spa – with an edge for aesthetic medicine and professional treatments



Strong Credentials

Almost two decades of experience helping industry leaders grow



Worldwide Network Of Experts

Expansive connections with professionals (hairstylists, make-up artists, estheticians etc.) and experts (entrepreneurs, freelancers) across the world



SOCIAL MEDIA LISTING

We have built social media algorithms to follow worldwide haircare trends on all platforms – Instagram, Tik Tok,...

TRADE FAIRS

We attend and follow 100 trade fairs worldwide

HAIR EXPERT INTERVIEWS

We talk to haircare experts all over the world

CONSUMER INTELLIGENCE

Review consumers feedback platforms and bestseller analysis

HAIRCARE PRESS WORLDWIDE

Follow 1,000 consumer + professional press

TAILORED TO YOUR EXACT NEEDS

We customize all this haircare intelligence to answer your exact needs

PRODUCT INTELLIGENCE

Analysis 50,000 innovative haircare brands worldwide

Methodology



The Scalp Microbiome

Holistic haircare | New
actives | Innovation in
Brazil

Paraprobiotic – The New Post Biotic



Gabbia Brazil

- The Brazilian Bio-Tech firm, Gabbia, has created a Paraprobiotic shampoo.
- Paraprobiotics are natural active ingredients BUT inactive probiotics.
- Studies have shown that paraprobiotics may be promising for the treatment of skin disorders through microbiota modulation and immunomodulation.
- The shampoo targets dandruff and overall scalp appearance.

Lactic Acid Designed for Scalp



Nissin Foods Scalp Rich Professional,
Price Unavailable , June 2023

- Food and drink brand moves into hair.
- Targets the older generation in particular, and their concerns of thinning and weakening hair partings.
- Claims it's the first scalp-focused lactic acid bacteria.
- Gives hair strength and elasticity.

Thank You

Any questions?

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