

News From Latin America

## Skin Care Trends Drive Hair Care Development

Skin/hair hybrid formulas blur the line between hair care and skin care.



Salon Line, a 100% Brazilian brand, added to its Meu Liso (My Straight) portfolio. New formulas include hyaluronic acid, collagen and vitamin C.

Daniela Ferreira, Correspondent 11.01.21

Brazil will be the fastest-growing major hair care market in the world during the next five years, according to industry analysts. The global hair care category grew 14.6% from 2015 to 2020 in value share, according to [Euromonitor International](#). Brazil is the fourth largest hair care market, trailing the US, China and Japan. During the most-recent five-year period, China led the way as sales rose 22.4% to top \$18.52 billion. US posted gains of 9.5%, reaching \$13.66 billion and Japan sales increased a scant 0.4% to \$6.15 billion. In Brazil, sales increased 9.1% to \$4.49 billion. Euromonitor forecasters predict that during the next five years, the gains will be more pronounced in Brazil, where sales will surge 16.9% in value above 6.4% in US, 13.7% in China, 3.6% in Japan and 10% for the world.

At the global level, [L'Oréal Group](#) is the No. 1 company in the world with a 16.4% share. [Procter & Gamble](#) is No. 2 (14.9%) and [Unilever](#) is No. 3 (14%). In Brazil, Unilever takes first place with a 24.1% share, followed by L'Oréal Group (19.2%) and P&G (7.8%).

### Skinification of Hair Care

The skinification of hair care, in which skin/hair hybrid formulas blur the line between hair care and skin care, is shaking up the category, observed Fernanda Pigatto, global marketing director, [Beautystreams](#). Consumers' increased dedication to hair and scalp health constitutes an ideal breeding ground for more product innovation.

Similarly [Segmenta](#), a Latin American marketing intelligence and research company, points out that consumers pay more attention to the concepts of wellness and selfcare. For this reason, the category has taken advantage of skin care trends and innovations.

No surprise then, that [TreSemmé](#) stated hyaluronic acid, a skin care ingredient due to its high hydration power, has gained prominence in the hair care category. The brand recently launched the TreSemmé Blindagem Antifrizz line featuring hyaluronic acid, hydrolyzed keratin and something it calls "Pro-Ionic" technology. Together, these ingredients are said to reduce the dry appearance and frizz, leaving hair more nourished and brighter. It has six products: shampoo, conditioner, super conditioner, leave-in, thermal protector and finishing oil.

[Salon Line](#), a 100% Brazilian brand, added to its Meu Liso (My Straight) portfolio, with formulas that include hyaluronic acid, collagen and vitamin C. Meu Liso Ácido Hialurônico is said to replenish hair mass, moisturize, rebuild and provide health to the hair;

it comprises shampoo, conditioner, moisturizing mask and thermal protection defrizz. Meu Liso Colágeno Vegetal, with shampoo and conditioner, is said to hydrate, strengthen strands and maintain hair elasticity. Meu Liso Vitamina C is said to promote antioxidant action, deep cleansing and promote hair regeneration. It is comprised of shampoo, conditioner and mask.

## Hyper-Personalization

Pigatto reports that hyper-personalization is another growing trend. The concept considers that the next generation of hair products should leverage technology, data and biology to fit consumers' hair and scalp conditions, as well as meet their aesthetic preferences.

Along those lines, Keune launched [Keune You](#). According to Segmenta, the service provides an evaluation from a partner salon. The professional evaluates the client's hair to define the appropriate treatment. Starting with a base shampoo and conditioner and 10 elixirs, six for treatment and four for color maintenance, the stylist formulates products with a combination that addresses the client's particular needs.

[Pantene's](#) Unidas Pelos Cachos (United by Curls) line is said to meet the needs of consumers with curvatures from 2A to 4C; that is, wavy to kinky. For this launch, the brand invested 10 years of research with consumers and innovative technologies to expand the portfolio and enable even more customization in hair treatment, bringing specific treatments for wavy, curly or coily hair.

The formula promises plenty of hydration, with more concentrated pro-vitamins mixed with coconut oil. In addition, the shampoo and conditioner are free from sulfate, parabens, petrolatum and silicones for the low-poo technique. The line includes shampoo, conditioner, intensive mask, conditioning cream, jelly, and combing cream. Formulas in the line promise to hydrate and define strands. Pantene recommends consumers use products according to their hair type.

## For Those On-The-Go

Pigatto explained that time-constrained consumers demand more sophisticated hair care formulas. Consequently, efficiency-driven, multifunctional, all-in-one products along with portable packaging, solid and on-the-go formulations, are among the key claim brands should consider in order to meet consumer demands for more flexible hair care solutions.

[Simple Organic](#) is a Brazilian organic, vegan, natural, cruelty-free and genderless cosmetics brand. Its portfolio includes the Shampoo Sólido All (Bar Shampoo All), which is said to be suitable for all hair types. The formula contains prebiotics which reportedly stimulate growth and protect the scalp against microorganisms. It also includes hyaluronic acid, which acts as a humectant and restores elasticity. The shea butter and sweet almond oil work together to improve nourish, shine and smoothness.

## Hair Loss and Natural Products

When it comes to online hair care searches, 32% of them are related to hair growth, according to results of an Ipsos Institute survey. Within this universe, the topics searched included "how to grow faster" and "reduce hair loss." In addition, many of the searchers want natural alternatives to the problem. Unilever's [Love, Beauty & Planet](#) followed that data, along with Ipsos' findings that vegan shampoo searches grew 119%.

All that information underscores Love, Beauty & Planet's launch of its Crescimento Saudável (Healthy Growth) line. Crescimento Saudável is comprised of shampoo, conditioner, styling cream and tonic. It highlights the incorporation of Peruvian maca in its formula, which is known for its energizing and stimulating properties. The maca is said to be a source of vitamins, minerals and proteins. The formula also has cumaru for perfume and organic coconut oil, which nourishes strands, maintaining the growth in a natural and healthy way.

Innovations in hair care are expected to be driven by enlightened, knowledgeable consumers who prioritize efficient products that successfully combine technology with natural ingredients.

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