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HAIR LONGEVITY: SPOTLIGHTING THE NEXT WAVE OF BEAUTY INNOVATION

BY KACEY CULLINEY

Lasting, preventative **hair care remains** at the forefront of beauty this year as suppliers, manufacturers and brands work to plug needs around **scalp health, follicle strength and overall vitality**. And its part of a much bigger growth movement in beauty.

Key Takeaways:

- Hair care set to grow 19% between 2026-2029 with strong focus on scalp care
- Longevity is now a core focus in hair care, with pro-health messaging key
- Innovations centre around scalp health, follicle strength and rely on actives and botanicals

Over the next three years, **the total global beauty and personal care market will surge 19.5%** in retail value terms—hitting 794.5 billion USD by 2029, according to data analytics firm **Euromonitor International**. **Skin care** is set to maintain the lion's share at **208.2bn**; followed by **hair care** at **124bn**; **fragrances** at **107bn**; and **colour cosmetics** at **104.7bn**.

And as this global market continues its growth, there are plenty of category-specific innovations hitting the market. Here, we focus in on hair care—a category forecast to grow 19% over the next three years, in line with the wider beauty and personal care market.

Hair longevity: A “biological and preventative approach”

By 2029, **hair care** will be worth an estimated **124 billion USD** in retail value terms, according to Euromonitor International. And growth is set to be defined by far more than **simple shampoos and conditioners** as **hair lotions and serums** take centre stage alongside a flurry of potent and active formulas.

“Longevity in beauty is no longer solely a concern for the skin,” said Michael Nolte, **SVP Creative Director at BEAUTYSTREAMS**. “Brands and ingredient manufacturers are now translating longevity-promoting, slow-ageing actives into scalp and hair care, signalling a broader shift from surface-level aesthetics to long-term biological performance.” Hair longevity claims initially centred around “visible outcomes”, Nolte said, but the category is now moving towards a more **“biological and preventative approach”**. Current focus in hair longevity, he explained, is on the scalp ecosystem, follicle health, and the molecular integrity of the hair fiber itself.

On a supplier level, the director said **Croda Beauty's KeraBio** biomimetic bond builder and **TRI-K's naturally derived DensiFoll** ingredient are two strong examples of this shift; where ingredients have been developed to restore damaged hair and address biological drivers of thinning hair at a molecular or genetic level. On a brand level, he said major beauty groups are also investing in longevity science. **L'Oréal**, for example, has partnered with epigenomic testing company **Tru Diagnostic**, which **Nolte** said reflects “a move toward biomarker-driven research” with the end goal of developing products that “activate the hallmarks of longevity and support long-term skin and hair health”.

Kayla Villena, global insight manager for beauty and personal care at Euromonitor International, agreed: “The hair longevity movement **has undergone significant transformation, evolving from a niche biohacking trend into a strategic business vision.**”



Scalp health priorities

Importantly, Villena said a fundamental principle driving this revolution is the **recognition that the scalp is an extension of facial skin, and health hair begins with a healthy scalp.**

Hair care brands, today, she said, are therefore **targeting scalp health with actives like hyaluronic acid, ceramides and AHAs—ingredients traditionally associated with skin care.** “What distinguishes this new wave is its foundation in the science of longevity,” she said, “which segments hair

into prevention, optimisation and regeneration, rather than just repair.” Several companies are due to showcase hair longevity innovations next month at Cosmoprof Worldwide Bologna—from lotions and toners to serums, active shampoos and even cryo tools.

Spanish lab Rofersam S.A., for example, has developed an anti-ageing hair lotion under its **Beauté Méditerranée** brand that incorporates plant-based PDRN derived from turmeric exosomes, along with peptides and vegan keratin. The active lotion, applied directly to the scalp via a cannula spray applicator, has been designed to work simultaneously on the scalp and hair fibers to reactivate hair growth and improve density whilst restoring strength, shine and elasticity. According to the company, the hair lotion takes a “unique holistic approach to promoting hair longevity by treating both the scalp and existing hair fibres simultaneously”.

Hungarian R&D specialist Hightech Natural Zrt has also developed a product targeting the scalp under its **Dr. Hazi** brand—an **active serum** made with **peptide complexes, deuterium depleted water and botanical bio simulators**. The lightweight serum has been designed to work directly on the scalp to strengthen hair roots, improve hair density and support long-term hair growth, with a colloidal crystal delivery system working to enhance cellular signalling. According to the company, the product works on a “multi-level approach” to regenerate the scalp environment and reactivate hair follicle vitality.

UK hair care brand Lunesi Ltd has developed a product that also works on the **scalp—a leave-in scalp toner** blending biomimetic **peptide complexes, botanicals extracts and active ingredients**. The premium product is designed to support hair vitality, strengthen roots, prevent hair loss, and improve scalp condition for consumers with thinning hair and stressed scalp conditions. According to the company,

the product works to “soothe the scalp and promote balance” which, in turn, supports hair follicles.



Smart shampoos, masks and tools

Korean hair loss brand **Grabity** has developed a **strengthening and lifting shampoo** using a patented, naturally derived polyphenol technology that targets hair proteins and adheres to hair fibers, even after rinsing. Developed by a team of MIT scientists and chemistry professionals from the Korea Advanced Institute of Science and Technology, the product works to prevent thinning and hair loss by reducing hair shedding and reinforcing weakened, ageing hair fibers. According to the company, the shampoo delivers a “longer-lasting performance” compared to conventional rinse-off shampoos and is suited to consumers aged 40+ who are experiencing progressing hair ageing and loss.

Dutch hair growth brand Neofollics **Hair Technology** has also developed a shampoo—an “**anti grey shampoo**” designed as a follow-up to its anti grey hair serum. The product works to preserve hair colour whilst caring for the hair and scalp, using gentle and high-quality colourants that gradually adhere to grey hairs and blend them with the natural hair colour, alongside antioxidants and botanical extracts. According to the company, the product takes a “multifunctional approach” and integrates both aesthetics and scalp care into a daily shampoo routine.

Budapest-headquartered European beauty brand **Kallos Cosmetics** will also showcase its KJMN hair **mask line that uses a blend of vitamins, botanicals and active oils** to target different needs—from nourishing to shine through to regenerating, fortifying, revitalising and energising.

According to the company, the line adds “accessible” and “honest” products to the hair protection category.

US-Korean specialist scalp care spa **K-Headspa** has developed a tool that the company said carves out an entirely “new category in hair restoration”. **Its CryoKera ChillBar hair tool uses cold temperatures of -3°C to -5°C** to contract the cuticle, stabilise keratin bonds, preserve internal moisture and seal active ingredients deep within the cortex. Integrated blue LED therapy then works on the hair to enhance absorption and structural recovery. With a design similar to a regular heating device, the tool can be used by professionals or consumers at-home. According to the company, it “sets a new benchmark for non-thermal sealing, cuticle alignment and long-term resilience—something not achievable with traditional heat styling or repair tools”.



“Pro-health” hair care positioning

Looking ahead, Nolte said hair care is expected to follow a similar trajectory to skin care in the longevity space. “We anticipate a stronger focus on scalp longevity as the foundation of healthy hair growth; increased use of biotech, peptides and bio-fermented actives, diagnostic-driven personalisation based on biomarkers and epigenetic data;

and preventative routines that start earlier in life, rather than corrective solutions later.”

As suppliers, manufacturers and brands work to tap into growth in the hair longevity space, he said there are several learnings that can be taken from the skin longevity market—the main one being to “shift from anti-ageing to pro-health positioning”.

“Instead of promising to reverse visible signs of age, brands are increasingly framing hair care **around resilience, density, vitality and long-term performance,**” he said, which is a good strategy to take.

Villena said there are also opportunities in addressing “life-stage specific needs” in hair longevity. From age 40 onwards, for example, concerns such as scalp itchiness, stress-related thinning and hair changes tied to perimenopause, menopause and even GLP-1-related hair loss are becoming focal points, she said.

Overall, hair care brands can capitalise on future growth by working with ingredients and technologies that address “root causes of ageing” such as cellular damage, inflammation and nutrient supply; segmenting products by life stage and biological needs versus cosmetic effect; leveraging science-led claims and clinical validation; innovating around delivery systems like microneedles, exosomes and AI diagnostics; and expanding the **narrative from 'anti-ageing' to 'healthy ageing', 'prejuvenation' and 'slow ageing'.**
