

## **HAIR CARE AND SKINCARE**

Factors that are driving innovation in skin care are also shaping the direction of hair care products. Brands are addressing the concerns of an aging society that is increasingly worried about climate change and the environmental impact on our health and appearance.

Approximately 80% of middle-aged women revealed that they want their hair to make them feel prettier and more confident. More than 60% said they preferred to buy shampoos and conditioners that are customized to address their personal hair care goals, including more youthful, healthy-looking hair.

When it comes to anti-aging ingredients in hair care, almost half (46%) of U.K. consumers are interested in using them, and an additional 19% would pay more for them.

The brand's formulations are free of synthetic colors, sulfates, parabens and dyes. Instead, products are reliant on botanical ingredients and proprietary blends like Alterna's Marine Plumping Complex, as well as caviar and sea silk as used in its Anti-Aging Shampoo and Conditioner.

