

Summer Hair Care Essentials: Product Development Tips for Healthy, Stylish Hair in the Hot Summer Sun

Summer is a time to relax and have fun, a season for flip flops and barbecues. For most people, the long days and rising temperatures also mean more time at the pool, at the beach, and in the sun. But while the outdoor air offers a refreshing break from the norm, the effects of the heat, water, and humidity can wreak havoc on your hair. At PLZ Personal Care Solutions, our R&D experts understand the ins and outs of developing hair care solutions for every texture, length, and hue of hair. We're breaking down the latest product development trends and opportunities for keeping your customers' tresses nourished and styled in the hot sun.



The Sizzling Hair Care Market



THE UNITED STATES HAIR CARE MARKET IS PROJECTED TO GENERATE A REVENUE OF **\$13.60 BILLION** IN 2024.¹



+1.16% CAGR EXPECTED ANNUAL GROWTH RATE FROM 2024 TO 2028.¹



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Everyone is completely obsessed with caring for their hair. Never before have we had access to so many new formulas (an overnight dry shampoo or exfoliating scalp spray, anyone?) and known exactly how to use them, thanks to thousands of styling tips, hair color trends, and unsolicited advice available within seconds on our screens.²



Sophia Panych
FORMER DIGITAL DEPUTY
BEAUTY DIRECTOR, ALLURE



Consumer Wants in Hair Care this Summer

Skinification of Hair Care

Skincare-inspired trends are increasingly making their way into the world of hair care. This “skinification” movement has resulted in the addition of active ingredients such as hyaluronic acid and collagen into everything from basic shampoos to treatment masks. The pursuit of smoother, shinier, and more moisturized hair has also burst the door open for the rising popularity of products focused on hair and scalp health.



Wellness and Transparency

Consumers want to feel good about their product decisions and the company they are giving their dollars to. This means they are increasingly on the lookout for products that are formulated, manufactured, and packaged using quality ingredients, cruelty-free product testing, sustainable business practices, socially equitable company policies, and fair employment. As such, it's no longer enough to say your hair care product is clean and eco-friendly – consumers want to know how and why that is true. Be specific, be real, and think creatively about incorporating sustainable and eco-friendly measures into your manufacturing and packaging practices.

Product Diversity













Growing interest in more personalized product offerings has been a major driver in personal care as consumers embrace diversity and individuality. In hair care, we've seen a proliferation of new and enhanced options for every type of hair imaginable including significant expansion in the availability of multicultural hair care, gender neutral, and men's grooming products.



Summer Hair Care Staples for Hydrated, Protected, and Frizz-Free Hair

As you develop hair care products this summer, emphasize hydration, protection, and managing frizz to help your customers maintain healthy, vibrant hair.

Popular hair care products in the summer include:

-  Hydrating Shampoos and Conditioners
-  Hair Oils
-  Deep Conditioning Treatments and Masks
-  Salt Sprays for Beachy Waves
-  Anti-Frizz Serums, Creams, and Sprays
-  Dry Shampoos
-  Scalp Treatments
-  Hair Texturizer and Curl Defining Sprays and Mousses
-  UV Protection Sprays with SPF
-  Color Sustaining Shampoos
-  Spray and Leave-In Conditioners
-  Thermal Protectants

Cater to Every Head of Hair with PLZ Personal Care Solutions

No matter the cut, color, or texture of their strands, your customers need to trust that your products will nourish any style. When it comes to the summer hair, this means adapting your product offerings to meet the increased exposure to the sun, humidity, salt water, and chlorine of the season. With a wide range of options that span from natural formulations to ethically-sourced ingredients, a partnership with PLZ Personal Care Solutions gives you the reach to create industry-dominating hair care products that ensure beautiful locks all season long.

Contact us today

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¹ Statista, Hair Care Market Report

² Allure magazine's, "The Top Hair-Care Trends of 2024 Prove Healthy Hair Is Our Top Priority," Sophia Panych