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 A REVENUE OF **\$13.60** BILLION IN 2024.



·1.16% CAGR EXPECTED ANNUAL 2024 TO 2028.1

allure

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



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Consumer Wants in Hair Care this Summer

Skincare-inspired trends are increasingly making their way into the world of hair care. This "skinification" movement has resulted in the addition of

Skinification of Hair Care

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**

active ingredients such as hyaluronic acid and collagen into everything





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**

Consumers want to feel good about their product decisions and the

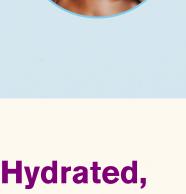
company they are giving their dollars to. This means they are increasingly

in the availability of multicultural hair care, gender neutral, and men's grooming products.

Summer Hair Care Staples for Hydrated,

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



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.

Hydrating Shampoos Hair Oils and Conditioners

Popular hair care products in the summer include:



and Sprays Scalp Treatments

and Masks



UV Protection Sprays with SPF

Deep Conditioning Treatments

Anti-Frizz Serums, Creams,



Hair Texturizer and Curl Defining Sprays and Mousses

Dry Shampoos

Salt Sprays for Beachy Waves

Color Sustaining Shampoos

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 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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