

### **PRESS RELEASE:**

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#### **Solutions for on-trend hair care products**

Kao Chemicals Europe reveals a range of novel solutions to meet modern hair care demands. These solutions have been developed in line with global market trends, such as a customisation, an increased focus on scalp care, hair health and damage, sustainability and professional hair care.

Consumers' demands have evolved concurrently with their awareness of health and wellness, professional care, customisation based on their individual needs and environmental sustainability.

These new trends have sparked a need in the industry to create responsible products that are kinder on the environment, form part of a professional service experience, help to answer the individual demands of consumers and allow them to care for the health of their hair and scalp.

Kao Chemicals Europe provides solutions following these new hair care trends. Its solutions offer added benefits in finished products, such as versatility, smoothness, conditioning, biodegradability and outstanding results.

Although sustainability has become a hot topic across various industries, it's particularly important in personal care. Today, clean beauty is not just about the ingredients used in hair care products, but also about how the products are produced and packaged.

Solutions from Kao Chemicals Europe, such as Akypo Foam LM 25, Kao Sofcare GP-1, and Danox HC-30 tick all the boxes when it comes to meeting the demand for greener, leaner and more eco-friendly products. Akypo Foam LM 25 is an ultra-mild cleansing agent that provides a high consistent, stable and creamy foam. Kao Sofcare GP-1, a fortifying and repairing conditioning agent, maintains volume, provides shine and improves hair manageability. Danox HC-30, a two in one conditioning agent developed in one production step, improves the formulation process and provides optimum properties to the hair to keep it healthy.

#### **Environmentally friendly yet effective**

These are some examples of the range of solutions and products that Kao has developed to respond to new market demands. The necessary customisation and individualisation to adapt to the needs of each person and each hair; the focus on scalp care, preventing problems such as irritation, excess fat or dryness; and the ability to give health to the hair, nourishing, moisturising, repairing and preventing hair fall, according to each specific case. All this can be done by hair care brands and manufacturers with the maximum respect for the environment, through new formulations and responding to the supreme requirements of professional care.

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