



Chinese Consumer Perception of Hair Health

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- **What is Health Hair?**

Health Hair

Health Scalp

Health Hair

- **Cleanness ,**
- **Orderliness,**
- **Static,**
- **Easy Combing,**
- **Thickness,**
- **Hardness,**
- **Glossy degrees,**
- **Evenness,**
- **Hair loss,**
- **Density,**
- **Density of Hair root,**
- **Wither,**
- **Resistance of external harmful factors,**
- **Split ends of Hair,**
- **Hair breakage,**
- **Hair knotted ,**
- **Elasticity,**
- **etc**

Health Scalp

- Head dirt ,
- Dandruff,
- Greasiness,
- Itching,
- Scales ,
- Rashes,
- Sensitivity,
- etc

Subject & Methods

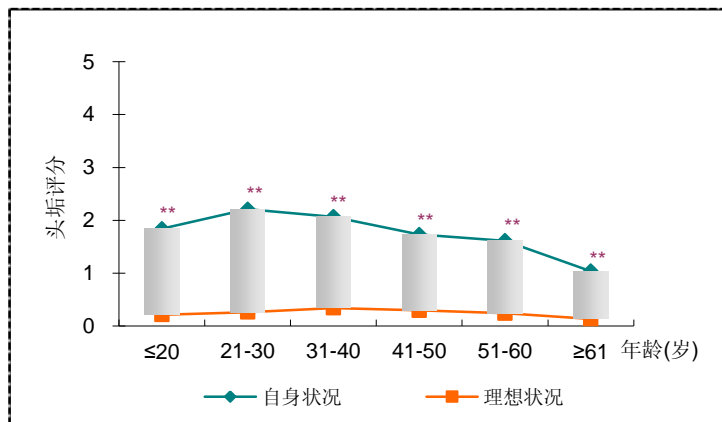
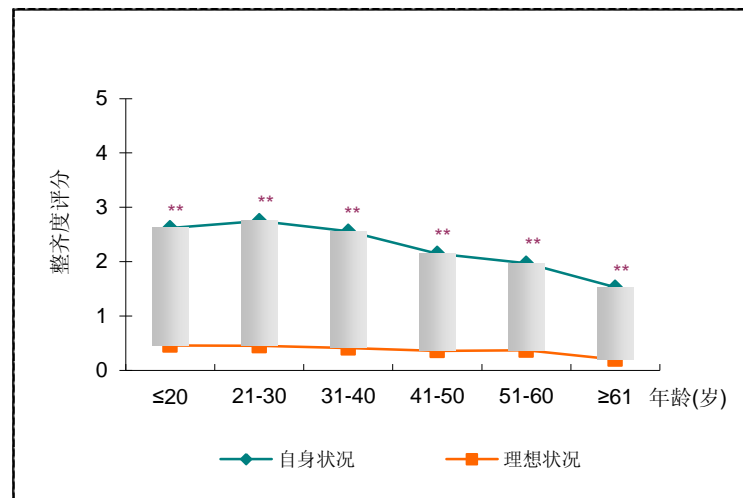
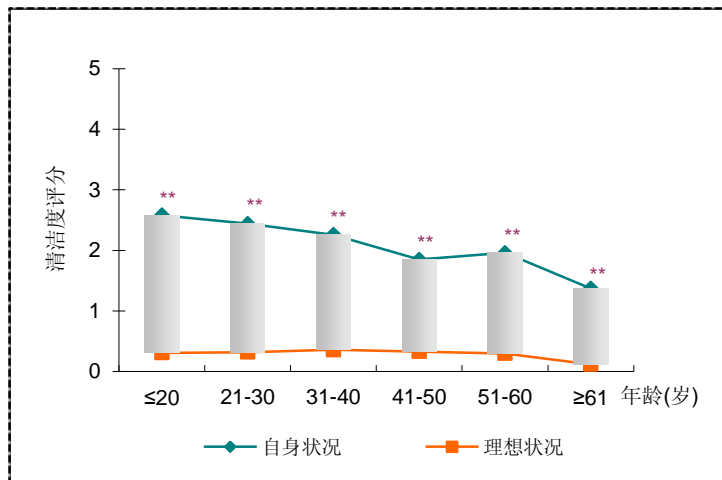
- **N: 2801**
- **Age: 16~69 yr**
- **Gender: Female**
- **Questionnaire: 25 questions**
- **Self-assessed by subject**
- **10 point rule, 0=Best, 9=worst**
- **Two situation**
 - **Ideal situation**
 - **Self-evaluation situation**



Results of Situation

Hair neatness

(Cleanness/Orderliness/Head dirt)

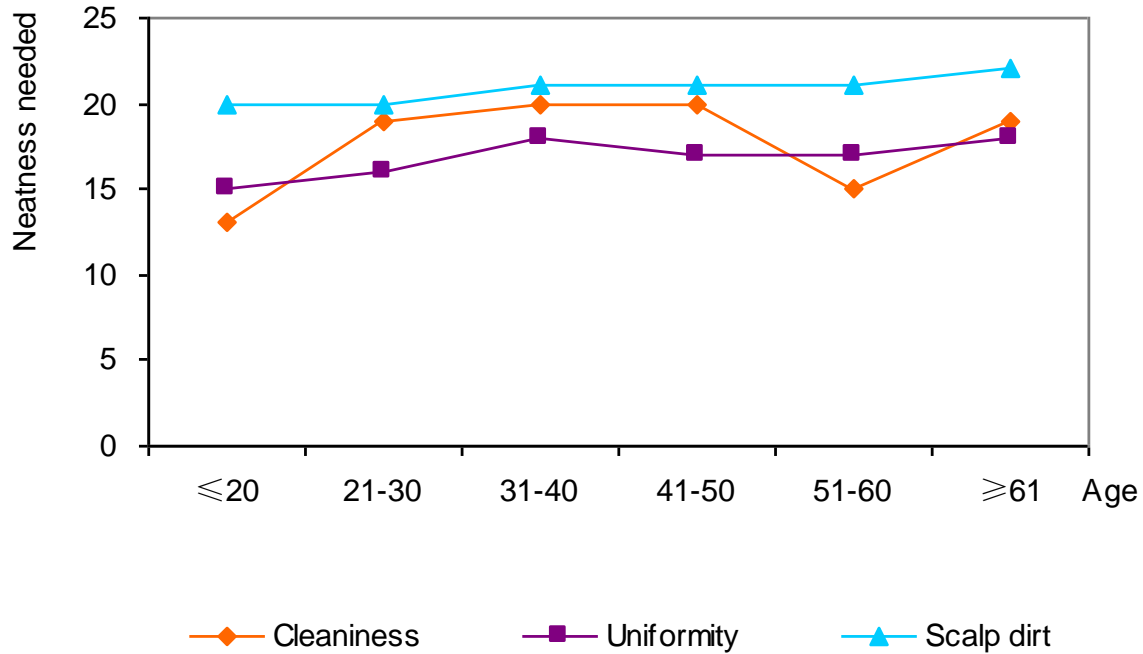




Needs of Hair



Hair neatness



Summary of Situation

- Decreasing

Cleanness/Orderliness/Head dirt/Static/Easy combing/
Split ends/Breakage/Knotted Greasiness

- No Changing

Thickness/Hardness/Brightness/Erythema/Scales/
Resistance of external harmful factors/Itching

- Increasing

Evenness of hair/root-end/Density of hair/hair root

Summary of Needs

- Decreasing
Greasiness/Itching
- Increasing
Evenness/Density of hair root/hair/Hair health
- Most Needs for Improving
Dirt/static/hardness/hair wither
Greasiness/dandruff

- ***What is health hair?***



Thank you