



pan
sentic®

Uncovering
Opportunities
in Haircare

We listened to...

1.2 million words, where people gave
17,000 emotional signals based on
over **74,000** hair care experiences,
suggesting **95,000** improvements.

Here is what they have to say...



People know what they want, and there is room for improvement...



What that means is different for everyone.

Falling short here is the biggest source of tension leading to customers searching for something better.

When their hair feels great, they feel great.



Beards are beautiful!

Soft, silky, styled and coordinated, beard-wearers are excited and engaged by what they have tried.

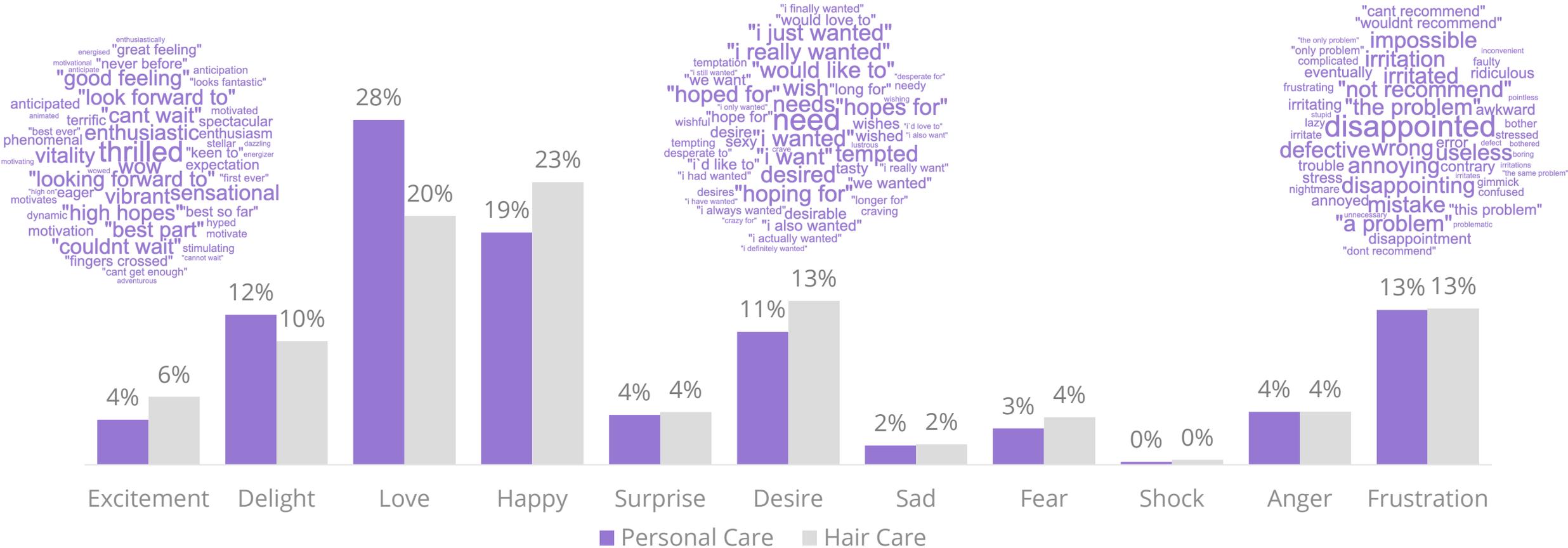
They scratch this itch via direct professional reassurance now but take inspiration from Oral Care to find new ways to offer it.



Knowing they are doing the right thing makes their experience great.

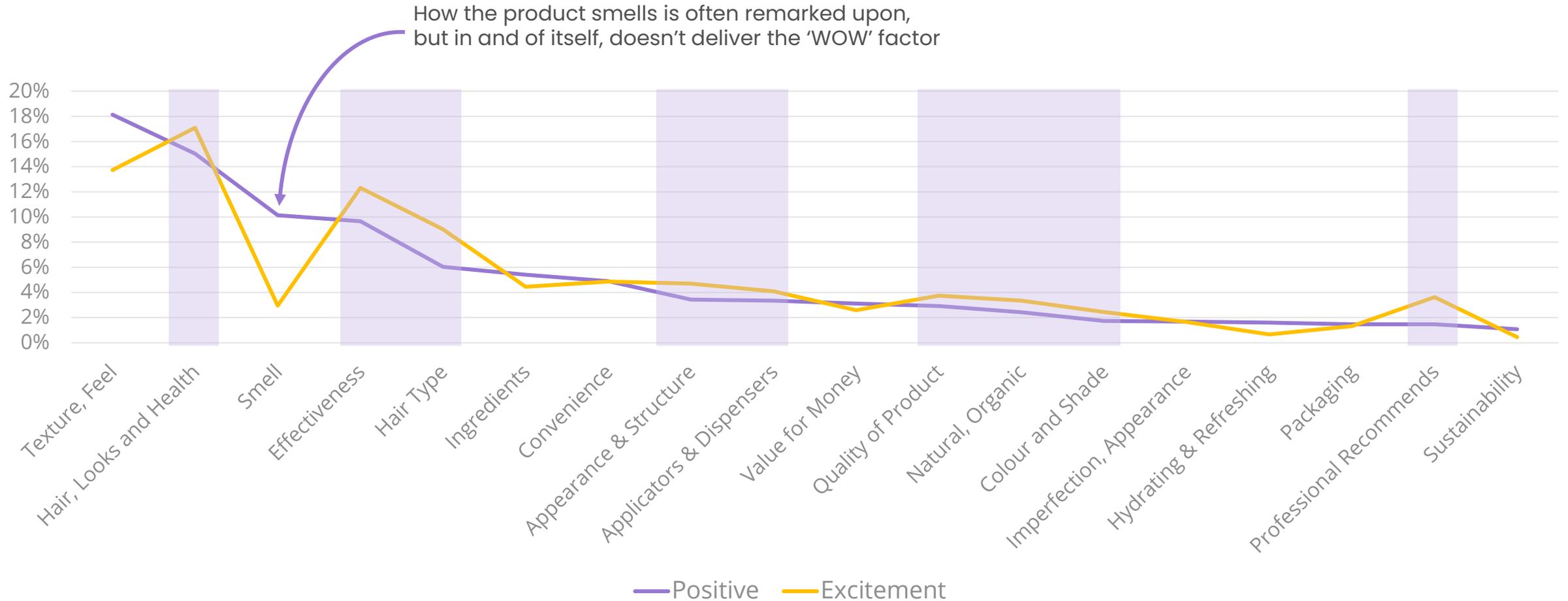
Customers know what they want from the category and are loyal to their products... But high levels of desire and frustration indicate customer needs aren't being listened too and as a result, loyalty is lower than the industry benchmark...

Consumer Emotions Landscape



Consumers sing from the rooftops when products work and their hair feels great, excitement is driven by how their hair looks and the effectiveness of the product...

Drivers of Excitement



Source: Pansensic Personal Care Demo
Hair Care n= 29,340

What does excitement look like?

Excitement is the **anticipation** consumers feel when they're trying a product for the first time.

An almost **Christmas** morning like feeling.

Excitement is being **thrilled** with the results, the feeling that they've discovered a **sensational** product.

Excitement is saying no more, the results **speak for themselves**.

Excitement is the product exceeding all **expectations**.



*It smells beautiful and **fingers crossed** my hair continues to love it!*

*I love this brand the smell is **sensational**. I really like the scent of coconut and here it is clearly noticeable.*

*I wish I would have gotten it sooner. I **can't wait** to see how long it lasts me!*

I can't wait to see the improved effects.



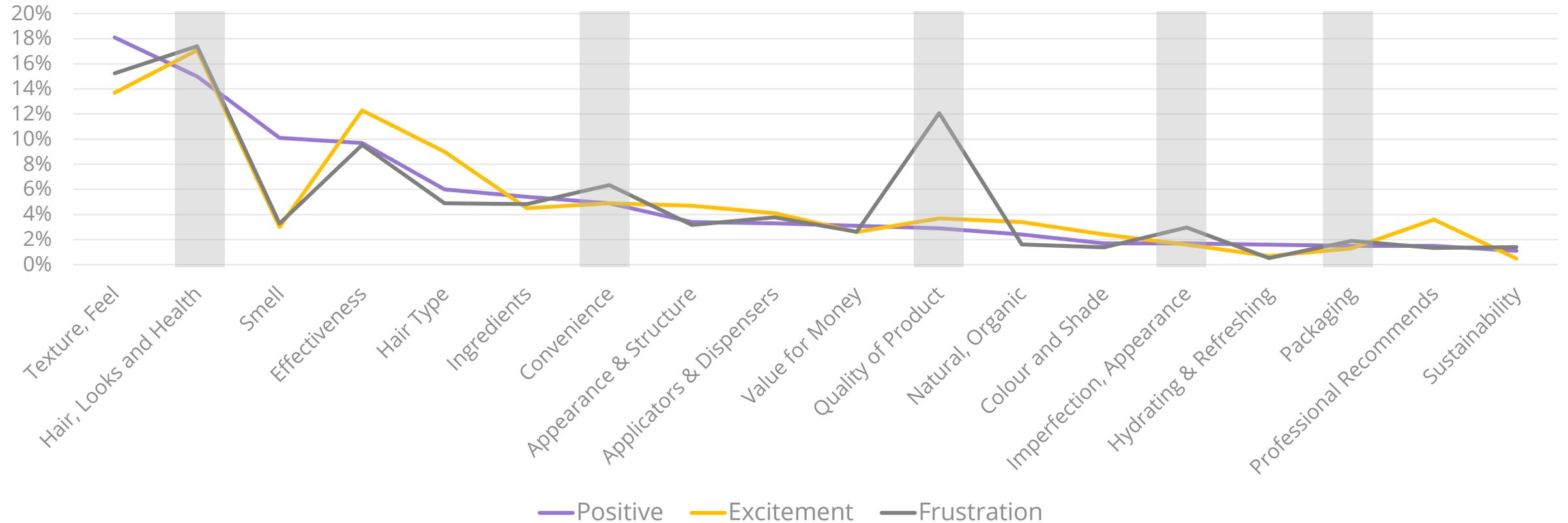
Thrilled with the results!

*What can I say? It's relatively simple and I am **thrilled** with the result.*

Absolutely sensational product!

Products failing to live up to expectation leads to poor, and damaging, quality perceptions...

Drivers of Excitement & Frustration



Source: Pansensic Personal Care Demo
Hair Care n= 29,340

What does frustration look like?

Frustration is being **let down**, when consumer expectations are quashed by **disappointment**.

Frustration is when hopes are turned to **nightmares**.

When the product leaves hair feeling **dry** and **difficult** to brush and style.

Frustration is the feeling of **wasted money**.

Frustration is a lack of **quality**.

High hopes but left disappointed.

Had high hopes for this set but was left disappointed. Both the shampoo and conditioner seemed watered down!

It makes my hair dry and crispy and static and a nightmare to brush through or style.

It smells of ammonia and other chemicals. I am very disappointed. Do not recommend.



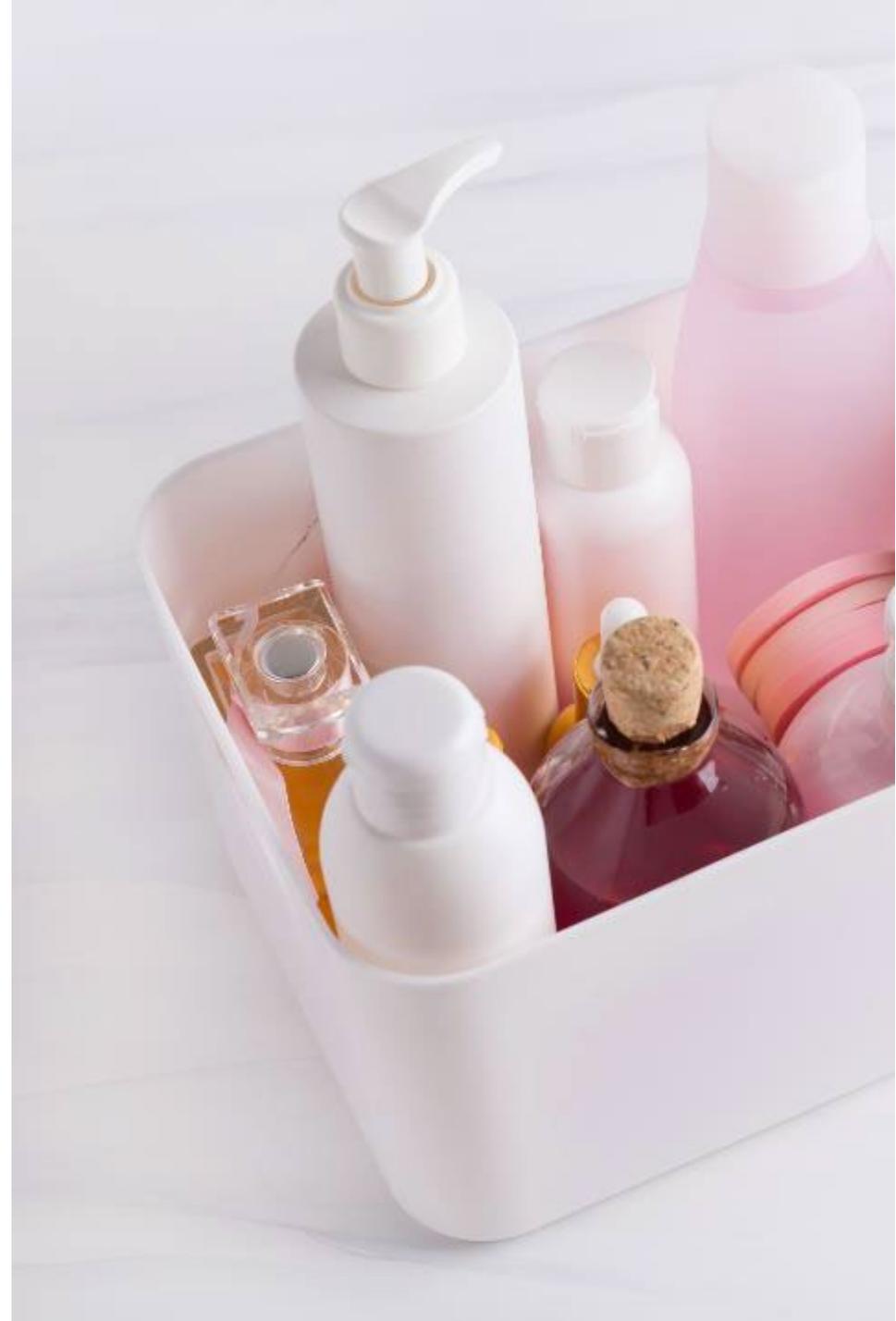
I was looking forward to the product but it's a nightmare.

But still my hair is still very stressed.

Hopefully I can stop one person wasting their money! The price was ridiculous.



Highlights



Great can mean smooth, silky, soft, supple, shiny, moisturised, natural...

“ *The result is impressive. Already after the 2nd application my hair was **much smoother**, **more glamorous** and above all **easier to comb!***

“ *I just had to review this product, I cannot actually believe how good it is! Perfect packaging, beautiful smell and my hair **felt like silk** afterwards. You will need to use only a small amount, so great value for money. It is very moisturising, I have **long very bleached** hair, that is **very dry**, but this made my hair feel **really nourished***

“ *You need very little and the hair is **buttery soft** and **supple**.*



Beautiful Beards?

THOUGHT STARTER



*I am absolutely thrilled, absolutely **natural color** soft and **fuller beard hair**. At the Schwarzkopf Mittel the beard was raven-black and straw-hard, **here fully natural** and **cat hair** equally soft.*

*The beard spray tool thanks to its pleasant fragrance and the **easy distribution in the beard**. The beard **feels fresh** and **well-groomed**.*

*I don't have any grey hair yet, but unfortunately I haven't had that much luck in the gene lottery. The **hair on my head is dark brown to black**. Unfortunately, my **beard hairs are largely red and blond and do not fit the hair on my head**. This was so unpleasant to me for a long time that I always shaved off my beard. I didn't want colors because I was afraid it could stand out and I looked like Harald Gloockler. At some point, I decided to try this remedy. And I'm absolutely thrilled!*

*I've always had a bit of a patchy beard and looked for a way to fill it out. One day I saw a friend filling her eyebrow with one of these and decided that **if it can work for eyebrows, why shouldn't it work for beards too?** So far this has **worked marvellously** although it is very very short so be warned that if you're using this for beards, it'll last less than 10 times before you have to buy another.*

*My medium-length full beard is now in places covered with grey and light blond hair. In principle, this is not too bad, but from a distance let the beard look blissful in the brighter places... The **result is class**. All the grey hairs were gone. **My beard shines in a rich brown and looks like never before**.*



Beautiful Brows?

THOUGHT STARTER

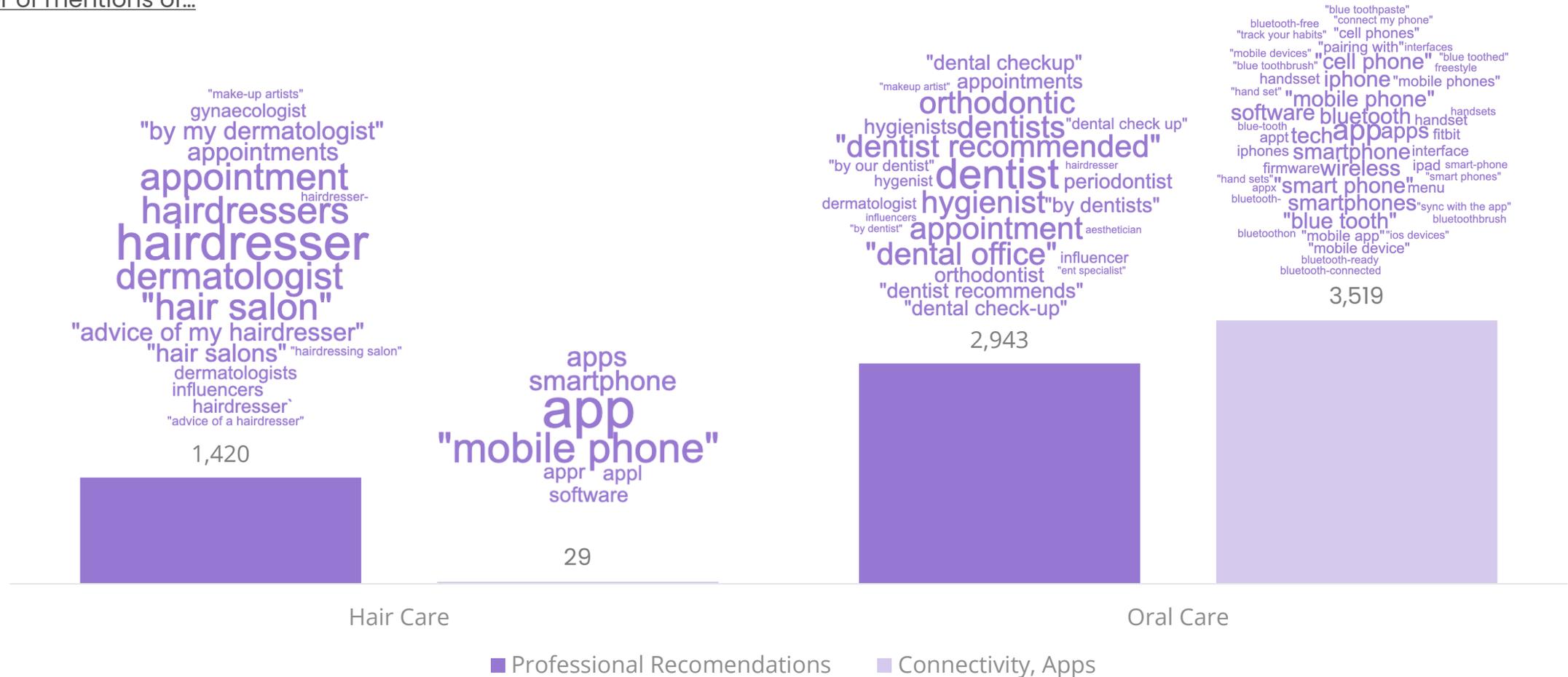
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*I learned through a friend that it made the **eyebrow hair grow** and then ordered it to me. It really depends on how quickly the hair reacts to it, but with me I have **already seen a change 3 days later**. I'm **thrilled** and hope I don't have to use an eyebrow pencil in a few months.*

”

People are **excited** when experts tell them they are making good choices. Oral Care demonstrates how to offer this reassurance more often...

Number of mentions of...



Source: Pansensic Personal Care Demo
 Hair Care n = 29,340 Oral Care n = 50,442

What can we learn from Oral Care?

Customers **love** to be **reassured** and apps are playing a big part in that.

Apps are increasing **excitement** but also act as interactive guides for customers who are sometimes unsure if they're brushing their teeth as **recommended** by their **dentist**.

Apps are described as like having a **dentist** at hand.

Why can't we have **hairstylists** at hand?

I love the app and actually feel excited to clean my teeth!

The **app** stores data and gives me tips for an even better toothpick result.

The attached **app** is very easy to use so you have a plan to clean your teeth!

The **app** that works with your phone is easy to use. It does a great job at tracking your brushing.

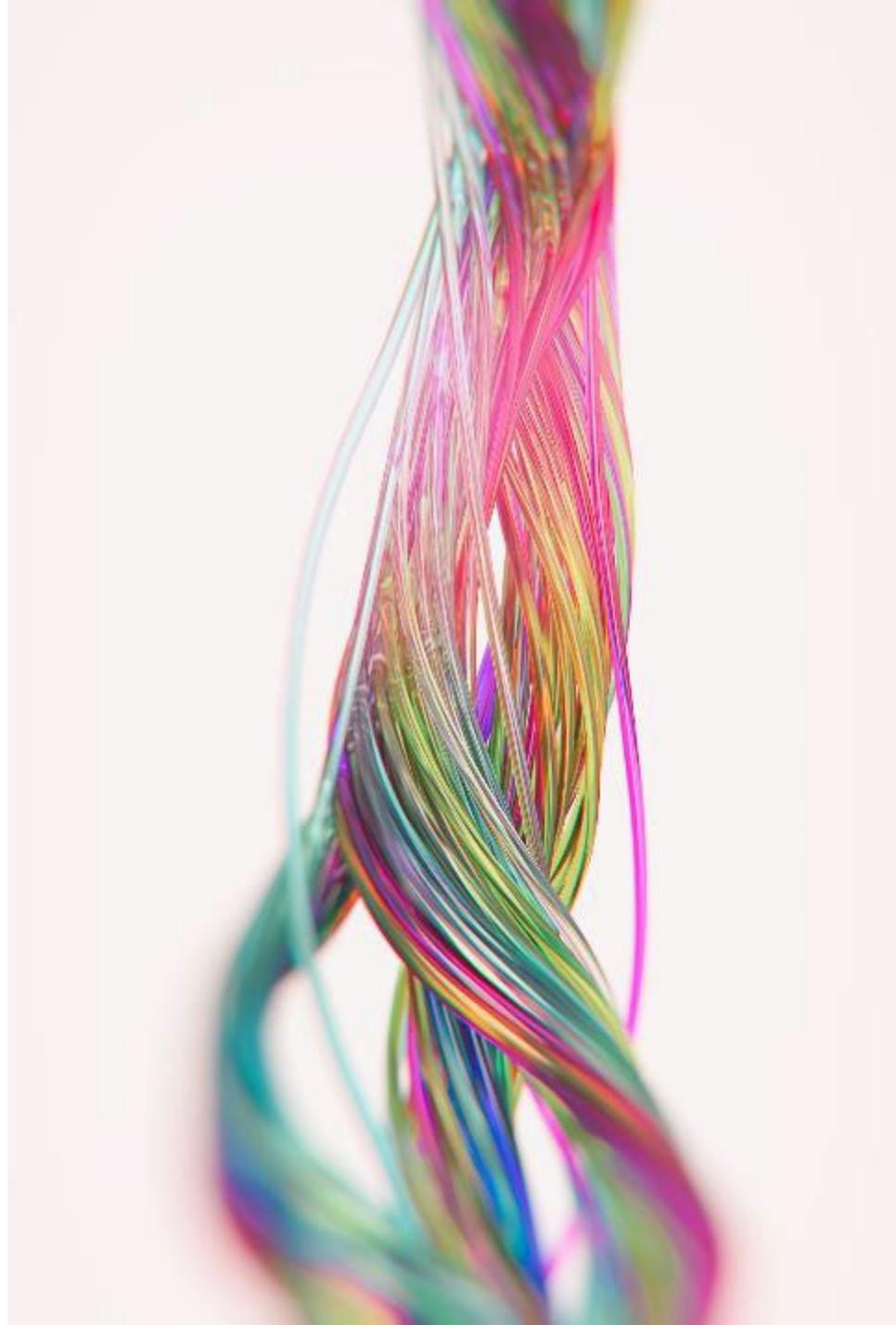


Monitors how well you brushed.

Can connect the toothbrush to the free oral-b **app**. This then helps to improve the tooth brushing technique.

The app is very smart and works very well.

Inspiration



Problem to solve

*"Wow where do I begin! I am **mixed race** half **bajan** and **Irish** and I have **very curly thick hair** that **frizzes** A LOT.*

Journey

*A week or so ago I bought the whole **aunt jackies** restoration product range to try and bring some life back to my curls after having braids for a couple of months and although the co wash was nice the other products **just didnt seem to do much for me.***

Process

Lightbulb moment

Visual inspo: "pineappled"

*I have used the **Garnier** banana food mask before and it did wonders but it wasnt giving me everything a **holy grail** product could.*

*So I then thought why not try this **papaya** one as it says it helps to repair damaged hair and **OMG** this product is the best I have ever used. I washed my hair and applied some to my curls, **pineappled** and left overnight and I woke up to the best curls I have had in **MONTHS.***

Effect to achieve

Copy inspo: "holy grail"

*My hair looks **bouncy, defined, full of volume** and everything I knew it has the potential to **be.** I have just stock bought some more as I think I may have **found my holy grail** and all in one pot which is a life saver. Fellow curly haired girls will **know the pain of having 100 products on hand** but I have come to find a leave in all natural no silicone formula works the best for me.*

*It smells beautiful and fingers crossed my hair continues to love it!! My **frizz is gone** and my curls look **amazing** xx*

*edit - **day three and the curls are still AMAZING :)**"*



Thank You