

BEAUTY CARE/HAIR CARE

Color care without compromise

NEW YORK — While women's hair color sales slipped over the past year, the category remains the largest hair care segment in drug stores.

In the year ended July 12, the category's volume dipped 2.4% to \$484.9 million, according to Information Resources Inc. Regular shampoos and conditioners, the next largest segments, both had sales of under \$340 million.

And though color may not be growing, innovative ancillary products are finding a market. Such items have been launched by Alberto Culver Co., Key Brands International Ltd. and DeveloPlus.

Alberto Culver's Nexxus Dualiste color protection and anti-breakage shampoo and conditioner promise "color care without compromise," while Key Brands' Colortek products are formulated to extend the

These days more women are coloring their hair at home.

life of color-treated hair, and DeveloPlus' No Gray is designed to mix with hair dye or tint to keep gray from breaking through for up to six weeks.

Nexxus Dualiste is billed as a dual-benefit product that delivers breakthrough color protection and is customized to strengthen hair and reduce breakage. It has a dual pump for even distribution of optimized color protection and the antibreakage formula.

"Women can now have color care without compromising anti-breakage care," says a company spokeswoman, adding that the product's color protection factor technology prevents water mol-

ecules from entering and dye molecules from escaping the hair shaft to minimize color fade from washing.

At the same time, the fiber breakage that a woman would experience with untreated hair is reduced by 98%, she notes.

The product repairs over-worked hair with such ingredients as keratin, amino acids, soy protein and wheat protein.

Colortek, meanwhile, is one of the lines from Key Brands' salon division and comprises a range of products, including shampoo, conditioners, styling products and a rejuvenating oil.

Included in the line are a shampoo and conditioner with açai berry extract to fight free radicals on the hair and scalp. The products are uniquely suited for color-treated hair because coloring increases the concentration of peroxy radicals on the hair and scalp, says Key Brands vice president of marketing and sales Hank Kogan.

Açai originated as a nutraceutical before making its way into skin care, notes Kogan. "It's going to be part of the hair care business," he says. "It used to be that hair care products had to make you look good. Now they also have to be good for you."

At DeveloPlus, vice president of sales and marketing Ed Geopfert says chain drug retailers have embraced No Gray. The product is available at Walgreen Co., Duane Reade Inc. and Rite Aid Corp.

"It's an added sale," he says,

Gillette stakes claim in hairstyling

NEW YORK — Building on the recent introduction of Gillette men's hairstyling and personal care products, Procter & Gamble Co. (P&G) has unveiled the first global campaign for the brand in five years.

Part of P&G's strategy of expanding Gillette beyond shaving, the new campaign is a

WOMEN'S HAIR COLORING

TOTAL DOLLAR SALES* \$884.3 bil. (-2.9%)
DRUG STORES \$484.9 mil. (-2.4%)

LEADING BRANDS**	Market share	Dollar sales (000)	Dollar sales % change
L'Oréal Superior Preference	12.3%	\$59,656	- 5.8%
L'Oréal Excellence	9.6%	46,593	- 9.6%
Revlon Colorsilk	8.5%	41,060	+ 10.1%
Claairol Nice 'n Easy	8.3%	40,236	- 4.0%
Garnier Nutrisse	8.2%	39,714	+ 5.5%
L'Oréal Feria	7.9%	38,235	- 1.4%
Claairol Natural Instincts	6.8%	32,858	+ 0.5%
Claairol Nice 'n Easy Perfect 10	4.0%	19,361	+ 116.0%
Claairol Nice 'n Easy Root Touch Up	3.9%	18,697	+ 18.7%
L'Oréal Natural Match	3.6%	17,570	- 25.5%

TOTAL UNIT SALES* 129 mil. (-1%)
DRUG STORES 70.1 mil. (0%)

LEADING BRANDS**	Avg. price per unit	Unit sales (000)	Unit sales % change
Revlon Colorsilk	\$3.14	13,092	+ 17.1%
L'Oréal Superior Preference	8.50	7,017	- 6.2%
Garnier Nutrisse	6.43	6,181	+ 5.8%
L'Oréal Excellence	7.73	6,031	- 11.3%
Claairol Nice 'n Easy	6.94	5,801	+ 0.1%
Claairol Natural Instincts	7.87	4,173	+ 3.7%
L'Oréal Feria	9.23	4,142	- 2.6%
Claairol Nice 'n Easy Root Touch Up	6.65	2,813	+ 15.5%
Garnier 100 Percent Color	6.11	2,182	- 20.7%
L'Oréal Natural Match	8.48	2,073	- 12.0%

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc.
**In drug stores only.

Source: Information Resources Inc.

For the 52 weeks ended July 12, 2009.



REGULAR SHAMPOO

TOTAL DOLLAR SALES* \$1.1 bil. (-3.2%)
DRUG STORES \$339.9 mil. (0%)

LEADING BRANDS**	Market share	Dollar sales (000)	Dollar sales % change
Pantene Pro-V Always Smooth	2.2%	\$7,342	- 24.5%
Pantene Pro-V Sheer Volume	1.8%	6,078	- 13.9%
Organix	1.7%	5,655	+ 106.3%
Matrix Biolage	1.6%	5,571	- 10.1%
Nexus Therappe	1.6%	5,560	+ 8.2%
Pantene Pro-V Daily Moisture Renewal	1.6%	5,502	- 15.8%
Suave Naturals	1.6%	5,449	+ 1.0%
Pantene Pro-V Color Revival	1.6%	5,412	- 9.1%
Claairol Herbal Essences Hello Hydrat.	1.6%	5,349	- 14.4%
Garnier Fructis Daily Care	1.5%	5,040	- 10.3%

TOTAL UNIT SALES* 314.4 mil. (-4.7%)
DRUG STORES 84.1 mil. (-0.2%)

LEADING BRANDS**	Avg. price per unit	Unit sales (000)	Unit sales % change
Suave Naturals	\$1.66	3,275	- 10.7%
Pantene Pro-V Sheer Volume	3.19	1,904	- 7.3%
Pantene Pro-V Always Smooth	3.89	1,890	- 27.1%
Claairol Herbal Essences Hello Hydrat.	3.25	1,645	- 17.8%
Pert Plus Happy Medium	2.98	1,620	+ 46.7%
Garnier Fructis Daily Care	3.65	1,382	+ 6.2%
Pantene Pro-V Daily Moisture Renewal	4.01	1,373	- 9.7%
Pantene Pro-V Color Revival	4.76	1,136	- 5.0%
Garnier Fructis Sleek & Shine	3.87	1,092	+ 9.7%
Organix	5.90	959	+ 112.8%

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc.
**In drug stores only. Private label products account for a 5.1% dollar share and a 3.7% unit share.

Source: Information Resources Inc.

For the 52 weeks ended July 12, 2009.

noting that consumers will not buy two clashing hair colors but will get one color and No Gray.

"The retail reaction to this concept has been tremendous," Geopfert remarks. "Retail buyers have recognized this is a real problem solver for the home hair coloring market and believe consumers — both men and women — understand the need and how to use the product.

"Additionally, with the tremendous economic problems

we're all facing, everyone is looking to save money and still look their best. For do-it-yourself customers, No Gray allows them to do both."

No Gray has benefited from the crash of the salon business, Geopfert adds, noting that more women are coloring their hair at home and appreciate the benefits of No Gray. Women from as far as Canada and the United Kingdom are asking where they can get the product, he says.

modernization of "The Best a Man Can Get" theme for razors. Titled "The Moment," the campaign is based on global research finding that even the most self-assured men have doubts at many moments and are looking for hair care and other grooming products to help boost their confidence.

"This new campaign supports our strategy to build our global leadership in men's grooming and strengthens the emotional bond we have with more than 600 million men who start each day with Gillette," comments P&G vice president and Gillette brand franchise leader Peter Clay.

Ad blitzes help spur shampoo

NEW YORK — One of the hopes for a rebound in the shampoo arena rests with marketing, and Maybelline New York and Procter & Gamble Co. (P&G) are among the suppliers that have initiated major campaigns to drive shampoo brands.

Maybelline has made the Garnier brand a sponsor of the "Project Runway" TV series, while P&G has made Head & Shoulders an official locker

room product of the National Football League.

Joining L'Oréal Paris in a multi-platform promotion of "Project Runway" and its new companion series, "Models of the Runway," Maybelline has made Garnier an official category partner for the shows. The deal, which covers the next season of both series, includes in-show product integration; cobranded on-air promotion, advertising

and print media; and extensive digital media content, including a major online sweepstakes.

For its part, P&G has designated Head & Shoulders as one of the "Official Locker Room Products of the NFL" under a multiyear deal with the league. And the shampoo, along with other P&G brands, may use the NFL logo in national and local in-store merchandising campaigns and retail circulars.