

Speakers



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Progress beyond

Solvay Beauty Care

Embracing Textured Hair with a Tailored Restorative Routine

Thursday, February 3rd, 2022



Summary

1. The textured hair market
2. Textured hair diversity, characteristics & needs
3. Why Solvay
4. The partnership with Studio Ana'e™
5. The restorative routine by Solvay



Webinar #1: Looking for opportunities in the overlooked textured hair market? ↗



The textured hair market

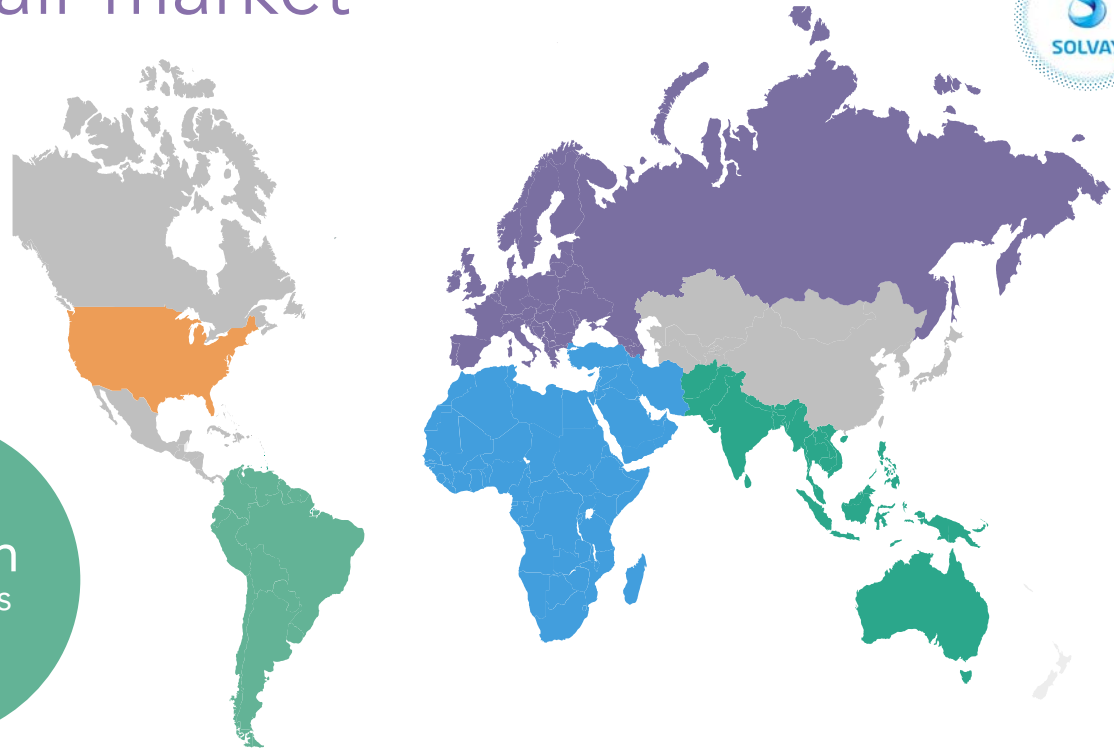
The textured hair market



- Sizeable and growing market
- Limited targeted solutions
- Huge, untapped opportunity

65% - 70%
of the world's
population has
textured hair

1 Billion
Consumers



+ USA 40% - 50% + LATAM 75% + EUROPE 20% + AFRICA 90% + SOUTH OF ASIA 20%



Textured hair diversity, characteristics & needs

Diversity of the textured hair

Products developed for Type 1 won't work for Types 2, 3 & 4



André Walker's Scale

TYPE 1	A	
STRAIGHT HAIR	B	
	C	
TYPE 2	A	
	B	
	C	
WAVY HAIR		
TYPE 3	A	
	B	
CURLY HAIR		
TYPE 4	A	
	B	
KINKY HAIR		

Levels 2, 3, 4 =
Textured hair

L'Oréal Curl Classification



Four hair shape descriptors are used for the classification

- Curve diameter (100 μm for type 1 vs 40 to 80 μm type 4)
- Curl index
- Number of waves
- Number of twists

Source: <https://www.loreal.com/media/news/2016/mar/diversity-of-hair-type>

Textured hair characteristics & needs



CHARACTERISTICS

Dryness

Difficulty to manage

Fragile: the curlier the hair, the more fragile!

Scalp issues

NEEDS

More gentle and caring cleansing products: sulfate free and natural ingredients

Multi-benefit hair treatments that provide repair or damage control

Tackling damage caused by chemical treatments

Tackling environmental effects

Nourishment for curls, anti frizz

Styling products and hair treatments for achieving the right texture

Relaxers with more natural ingredients that prevent damage and dryness

Targeting scalp issues (Growth, dryness, itchiness, dandruff-prone)



Why Solvay

Why Solvay

Product regimen adapted for desired hairstyle



STRONG FORMULATION
EXPERTISE



RELEVANT PORTFOLIO



POWERFUL PARTNERSHIPS

Mid/Long-term



- Deeper scientific understanding of key problems and technical routes to address unmet needs

Short/Mid-term



- Salon testing & Solvay prototypes evaluation
- Training sessions on textured hair, their needs and relevant bench tests
- Consulting
- Formulation, evaluation, bench tests



The partnership with
Studio Ana'e™

To each woman her inheritance, to each woman her beauty...This is the motto of Salon Studio Ana'e!



Located in the heart of Paris, this 100m² New York-style salon is recognized for its real expertise in caring for all types of hair, from curly, frizzy, to straight.



Aude LIVOREIL-DJAMPOU, president of Studio Ana'e™, with a PhD in chemistry, 17-year career at L'Oréal in designing hair products for multi-textured hair. She is a mother of 3 métis children.



Ana'e, means 'everyone' in Tahitian. This studio was opened by Aude in 2015 to address the lack of expertise in France in this growing textured hair market.

50 models / 6 sessions through 2021

Hair salon testing on models with textured hair



Studio Ana'e™ team



Studio Ana'e™ & Solvay teams



50
formulations
tested in
total and
10
VALIDATED

Hairdressers
specialized in
textured hair
PRODUCTS &
CONSUMERS

Models
With
TEXTURED
HAIR

GLOBAL
HEAD
evaluation

The restorative routine in real life



THE RESTORATIVE ROUTINE
FOR TEXTURED HAIR
IN REAL LIFE

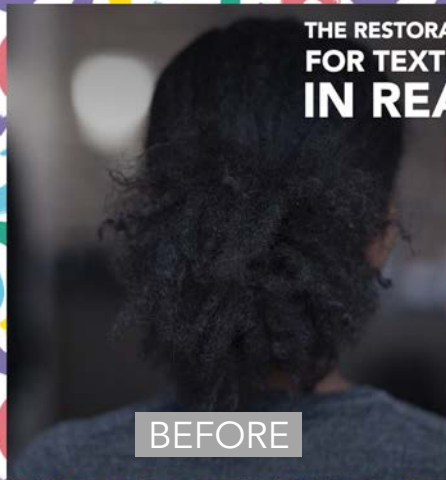


BEFORE



AFTER

THE RESTORATIVE ROUTINE
FOR TEXTURED HAIR
IN REAL LIFE



BEFORE



AFTER

THE RESTORATIVE ROUTINE
FOR TEXTURED HAIR
IN REAL LIFE



BEFORE



AFTER

THE RESTORATIVE ROUTINE
FOR TEXTURED HAIR
IN REAL LIFE



BEFORE



AFTER



The restorative routine by Solvay

Solvay's commitment

Differentiations to the current textured hair market



Minimalist routine: ONLY 10 products ! to cover all hair types & needs

Routine optimized from the clarifying shampoo, step by step, enabling to deliver high performance with a minimum number of products 5 - 6 products required vs 15 - 20 usually

Ingredients

SULFATE
NO SILICONE
CTAC

Stability

NO COMPROMISE
At 3 months
At RT, 4° and 40°C

Signature

Natural feel & modern touch*
to accompany
the natural hair movement
NO negatives on cleansing and shape
AND NO compromise on the care level

We bring a new approach to condition textured hair.
Less butters, less plant oils, less oily agents used, leading to more balanced formulas.
Hair are cleaner for longer. Improved curl retention. Hair are not weighed down.

The restorative routine by solvay

Product regimen adapted for desired hairstyle



- Country, culture and regional area (urban, rural, etc.) determine various routines and their adoption
- Ten products
- Average of three to five products
- Three criteria used in defining which products will be adapted for a consumer: level of curl, fineness and the story of treatments and tools used





1. Pure Clean Shampoo

The new generation of clarifying shampoos

20JES124

This clarifying shampoo has been developed without any sulfate to give a SUPER CLEAN hair, removing sebum & residues without stripping the textured hair. Solvay introduced [Mackanate® EL P](#), Solvay's Ultra Low Salt Amphoteric ([Mackam® CB 35 ULS HP](#)) and [Geroxon® T77 PC](#) to develop that ultra mild clear formula that respect fiber and scalp without any compromise on the cleanliness.

Remove
sebum &
residues

Super
clean hair

Scalp &
fiber
respect

NO hair
stripper

Prepare hair
for the all
routine

Ultra mild
No SLS/SLES

Suitable for all Walker types

2. Hydration Boost Shampoo

Validated on textured hair Walker 3

Not just cleansing!

21JES009

To answer consumers demand for specific care of textured hair, formulators are led to develop milder products that are respectful to the hair & scalp. Delivering mildness and performance out of stable formulas is usually a challenge. Gentle Hydrating Shampoo showcases [Solvay's Ultra Low Salt Amphoterics \(Mackam® CB 35 ULS HP\)](#), [Jaguar® C162](#), [Jaguar® C17](#), and [Dermalcare® LIA MB](#) that enable to design ultra mild formula delivering the expected level of foam, clean & care performance (soft, hydrated) to Textured Hair without SLES/SLS and silicone. Indeed our [Dermalcare® LIA MB](#) is a winning alternative to silicone!

Ultra mild
No SLES/SLS

Fiber &
scalp
respect

NO
silicone

Conditioning
& combing

Abundant,
rich, creamy
& caring
FOAM

Hydrating
shampoo



3. Cleansing Cream

Happy consumer, happy planet!

CO0070

This Co wash mimics a {shampoo + conditioner} routine. It cleanses and conditions textured hair at the same time, without weighing down the hair. It's a perfect add to the traditional routine to save time. Super convenient for travelling, work out, working mum, unplanned outings... And it's really answer the current sustainable concerns as it's a water saving (30-50% WATER SAVING) and faster drying routine (~25% REDUCTION OF DRYING TIME – carbon footprint reduction). On top of a mild amphoteric surfactant ([Mirataine® CBS](#)), a winning combination of naturally derived polymer & conditioning surfactants has been added that allow quats level reduction keeping high conditioning and softness ([BTAC](#), [BTMS](#), [Jaguar® HP105](#)). Combined with our 100% natural silicone like [Dermalcare® LIA MB](#).

Time saving

Fast drying
(- 25%)

30 – 50%
water saving

Cleans & conditions
at the same
time = COMBO
Shp + Cdt

Silicone
free

HIGH
CARE

Validated on textured hair Walker 3





Textured Hair
The Restorative Routine
Curls girls & boys validated!

CARE

CLEAN

4. Luxurious Moisturizing Conditioner

Good for you, good for the planet!

CO0072

Consumers have become more and more concerned about the impact cosmetic products can have on the environment. Beyond the “Clean Beauty” trend, the industry is heeding a new call to action for significantly reducing the environmental impact. Solvay has responded to this ongoing challenge with the launch of this eco-friendly conditioner based on [Mackine® 301U](#), a non quat conditioning agent, and [Dermalcare® LIA MB](#), a winning alternative to non-volatile silicones. 100% plant-based, non-toxic, non-irritating, readily biodegradable and COSMOS-validated, this emollient was designed with the principles of Circular Economy in mind. From its eco conception [Dermalcare® LIA MB](#) was produced with a Net Negative Carbon Footprint, not only fulfilling consumer expectations but also enabling formulators to make a major step toward Carbon Neutrality. This formula can address even the most demanding target of textured hair (Walker 3-4).

ECO
friendly

Reduced
carbon
footprint

Quat &
silicone
free

PERFECT
conditioning
& combing

Moisture
boost

Natural
touch

Embracing Textured Hair with a tailored Restorative Routine



5. Moisture Lock Mask

Hydration therapy for your hair

CO0079

For the most damaged textured hair, we have developed a mask. On top of a fine tuned combination of quats ([BTAC](#), [BTMS](#)), we have added our [Dermalcare® LIA MB](#) and [Polycare® Split Therapy](#) to bring high conditioning, moisturizing and softness to the most damaged hair. [Dermalcare® LIA MB](#) our winning alternative to non-volatile silicones. 100% plant-based, non-toxic, non-irritating, readily biodegradable and COSMOS-validated. [Polycare® Split Therapy](#) is a natural active stepping in real hair cure providing a durable full splits sealing for consumers to enjoy shiny, healthy & beautiful long hair.

TARGET:
most
damaged
hair

Silicone
free

BOOSTED
combing

INTENSE
moisturization

SUPERIOR
glide

Hair
longevity
Full split
ends sealing

Suitable: up to damaged Walker 3



6. SOS Moisture Mask

Decadent moisturisation!

COOO78

For the most demanding textured hair, Walker level 4, we have developed this SOS moisture mask. On top of [Mackine® 301U](#), we have added our [Dermalcare® LIA MB](#), [Jaguar® Optima](#) and [Polycare® Split Therapy](#) to bring high conditioning, moisturizing and softness. [Dermalcare® LIA MB](#) our winning alternative to non-volatile silicones. 100% plant-based, non-toxic, non-irritating, readily biodegradable and COSMOS-validated. [Jaguar® Optima](#), to bring to the lengths a superior & homogeneous softness without any build up. And for the tips, [Polycare® Split Therapy](#) our natural active stepping in real hair cure providing a durable full splits sealing for consumers to enjoy shiny, healthy & beautiful long hair.

TARGET:
Walker 4



0% Silicone

Power of
OILS

Unstoppable
detangling

Moisturisation
shot

SUPERIOR
&
homogeneous
softness

Hair
longevity
Full split
ends sealing

Dedicated for Walker 4



7. Wake-up Curls Day Cream

Suitable for all Walker types

Too good to rinse!

CO0073

This Day cream is really THE Iconic product of textured hair consumers. It's used after the all Clean & Care cycle and before any styling product. It's the perfect primer. A Care & styling hybrid that provides durable hydration (until damaged hair tips), facilitates styling (glide) and structures the hair curl (anti-frizz). To achieve such high-performance Solvay introduced [Jaguar® C162](#), a unique eco friendly bio-based conditioning polymer combined with a quat: [Fentacare® 2231 MS I 90](#).



Leave in conditioner

Hybrid care & styling = perfect primer

Structure hair curl (anti-frizz)

Facilitates styling (glide)

Softness to damaged hair tips

MOISTURE hair care



Textured Hair
The Restorative Routine
Curls girls & boys validated!

**STYLE &
FINISH**

CARE

CLEAN

8. Milky Curl & Comb Spray

No detangling drama

LO0001

Combing can be a challenge for textured hair but not with the right product. On top of a fine tuned combination of quats ([BTAC](#), [BTMS](#)), the heart of that Hair spray detangler is a high level of [Dermalcare® LIA MB](#), our winning alternative to non-volatile silicones. It is 100% plant-based, non-toxic, non-irritating, readily biodegradable and COSMOS-validated. Once again [Dermalcare® LIA MB](#) demonstrates its incredible versatility (rinse off or leave on, light or rich signal, ...). This spray can be used daily and/or before the routine.

Daily Leave in
and/or before
the routine

Hybrid
care & styling

Effortless
detangling

Curl
definition

Softness
&
glide

MOISTURE
boost

Suitable for all Walker types



9. Styling Foam

Free your curls!

LO003

Styling is really a key part of the textured hair routine to be able to achieve the style consumers of natural hair movement want to wear. This styling foam has been built around 2 key ingredients: [Polycare® Frizz Therapy](#) and [Mackam® CB 35 ULS HP MB](#) to provide curl definition and strong anti frizz effect, with no negative. [Polycare® Frizz Therapy](#) brings strong efficacy with some durability and [Mackam® CB 35 ULS HP MB](#) acts as a bounce booster, on top of creating a foam that completely melts into the hair.

Styling
product
(leave on)

Curl
definition

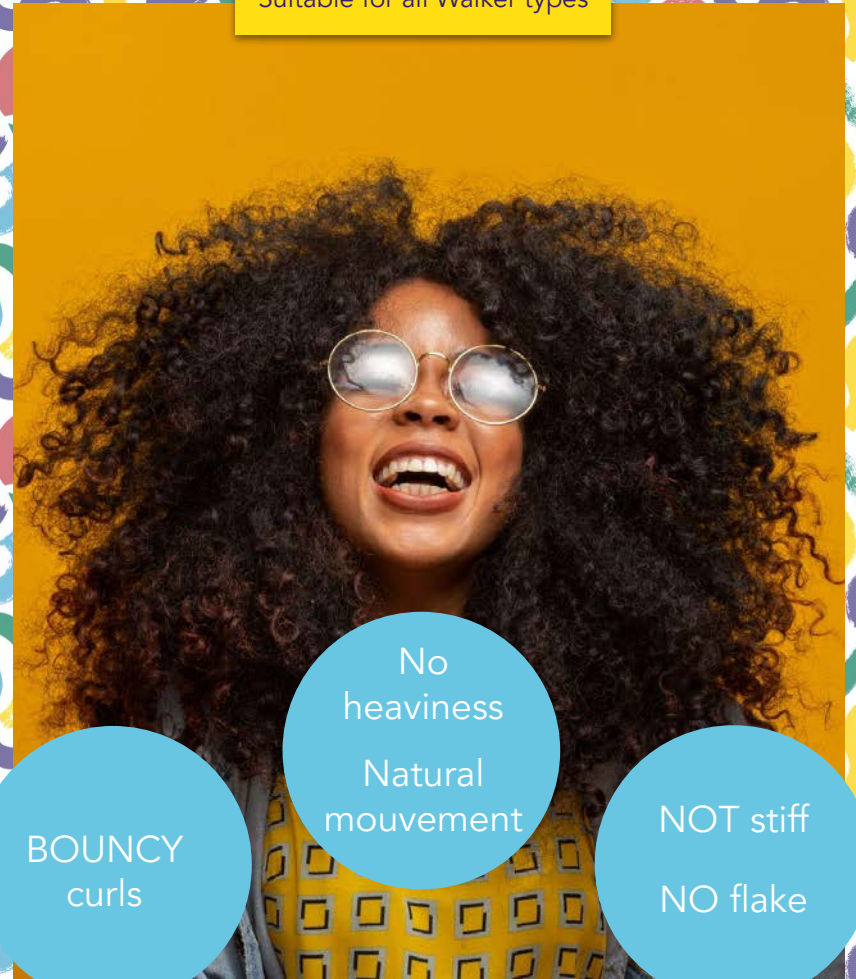
Structure
hair curl
(anti-frizz)

BOUNCY
curls

No
heaviness
Natural
movement

NOT stiff
NO flake

Suitable for all Walker types



10. Scalp oil

Pamper your scalp!

CO0063

Brands that transform washing routines into self-care experiences will win with consumers. Especially products with a laser focus positioning on scalp. This Scalp Oil is a massaging product that brings comfort, hydration and softness while eliminating impurities, dust and flakes. [Miracare® OMG](#) is an innovative emulsifier technology to create novel textures & convenient oil solutions with a translucent gel-like appearance, that turn into an oil or milk during use. Answers consumer appeal for new formats and products pushing the sensory boundaries, while delivering nourishment.

Pre-wash
(scalp
product)

Transforming
texture

No
messy
application

Eliminates
impurities
dust
flakes

Scalp
comfort
&
moisture

Possible
fiber
application
(softness)





Ask for your sample box
[here](#) ↗



More about textured hair on
[our website](#) ↗



Progress beyond

