



BARE
ANATOMY®

THE
BARE
MASK
LAUNCH



- ❖ Global haircare trends
- ❖ Indian haircare market
- ❖ Hair mask & its scope
- ❖ Launching 'the bare mask'



GLOBAL HAIRCARE TRENDS

The skinification of hair
is the biggest haircare
trend of the moment.

Gender-neutral
products are about to
steal the limelight.

In the new era of 'disruptor',
communication and ingredient
transparency is paramount.

INDIAN HAIRCARE MARKET



Premiumisation is a clear
avenue for growth in the
haircare industry.

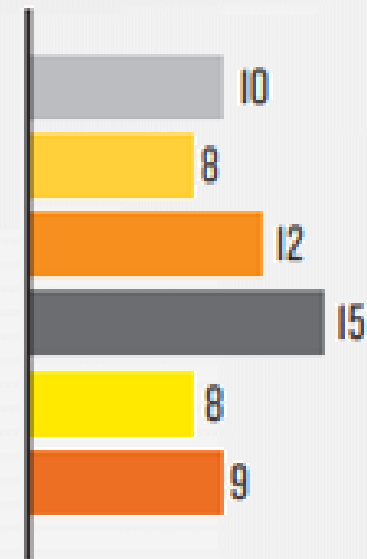
Sub-segmenting is key to innovation and renovation in the haircare industry.

Men consider hair the
most important aspect
of beauty.

VALUE CONTRIBUTION



CAGR %



HAIRCARE COCONUT OIL CONDITIONERS HAIR COLORANTS HAIR OILS SHAMPOOS

HAIR MASK & ITS SCOPE

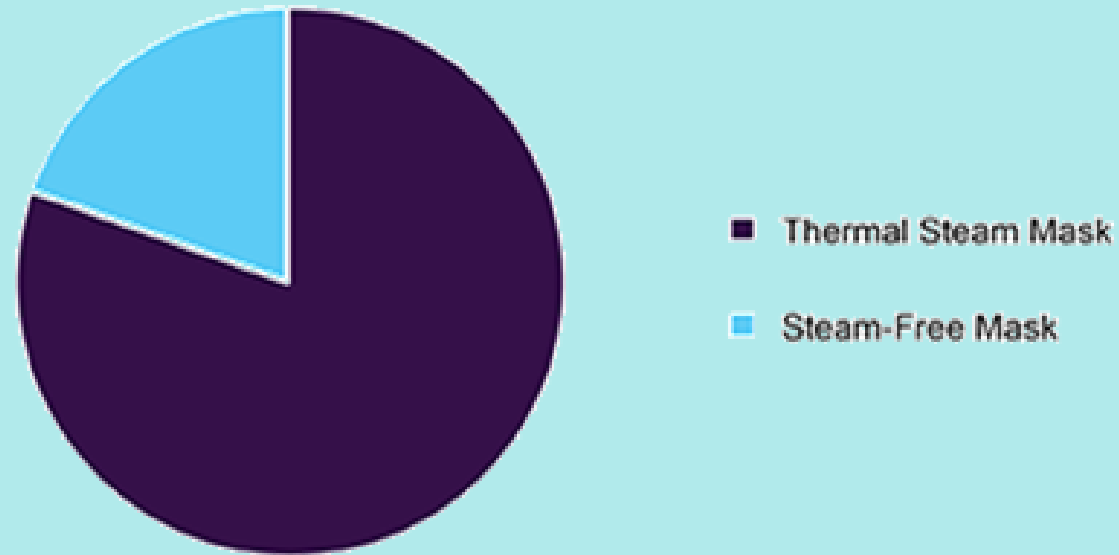


The global hair mask market size was valued at **USD 420.0** million in 2018.

Rising concerns regarding the harmful effects of pollution, excessive use of hair straighteners or curlers and blow dryers, ultraviolet sunrays, and harsh shampoo on hair have been **driving the demand** for the nourishing product including hair masks.

However, growing awareness about **home remedies** are expected to hamper the market growth in near future. Additionally, promotion of **DIY masks** by various beauty bloggers and other social media influencers is expected to pose a key challenge to the market participants.

Global hair mask market share, by product, 2018 (%)



Steam-free product segment is expected to witness the fastest CAGR of 7.2% from 2019 to 2025. Increasing usage of the product at home is projected to drive the segment growth.

But Indians traditionally believe in oiling their hair.

**So, where does
the hair mask
comes in?**



GLAMOUR

HAIR

This is why you should never use coconut oil on your hair

Who knew?



The hair mask functions differently and is needed to fulfill a role hair oil can't.

**Hence,
it's vital to
educate the
consumer.**



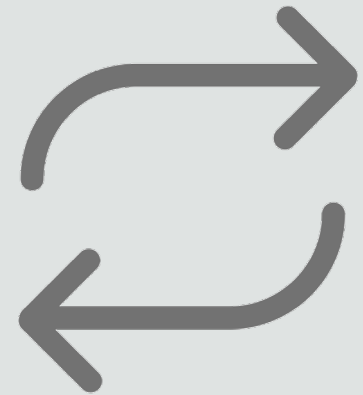
PLAN OF ACTION



EDUCATE



ENGAGE



REITERATE

EDUCATE



Celebrity Stylists

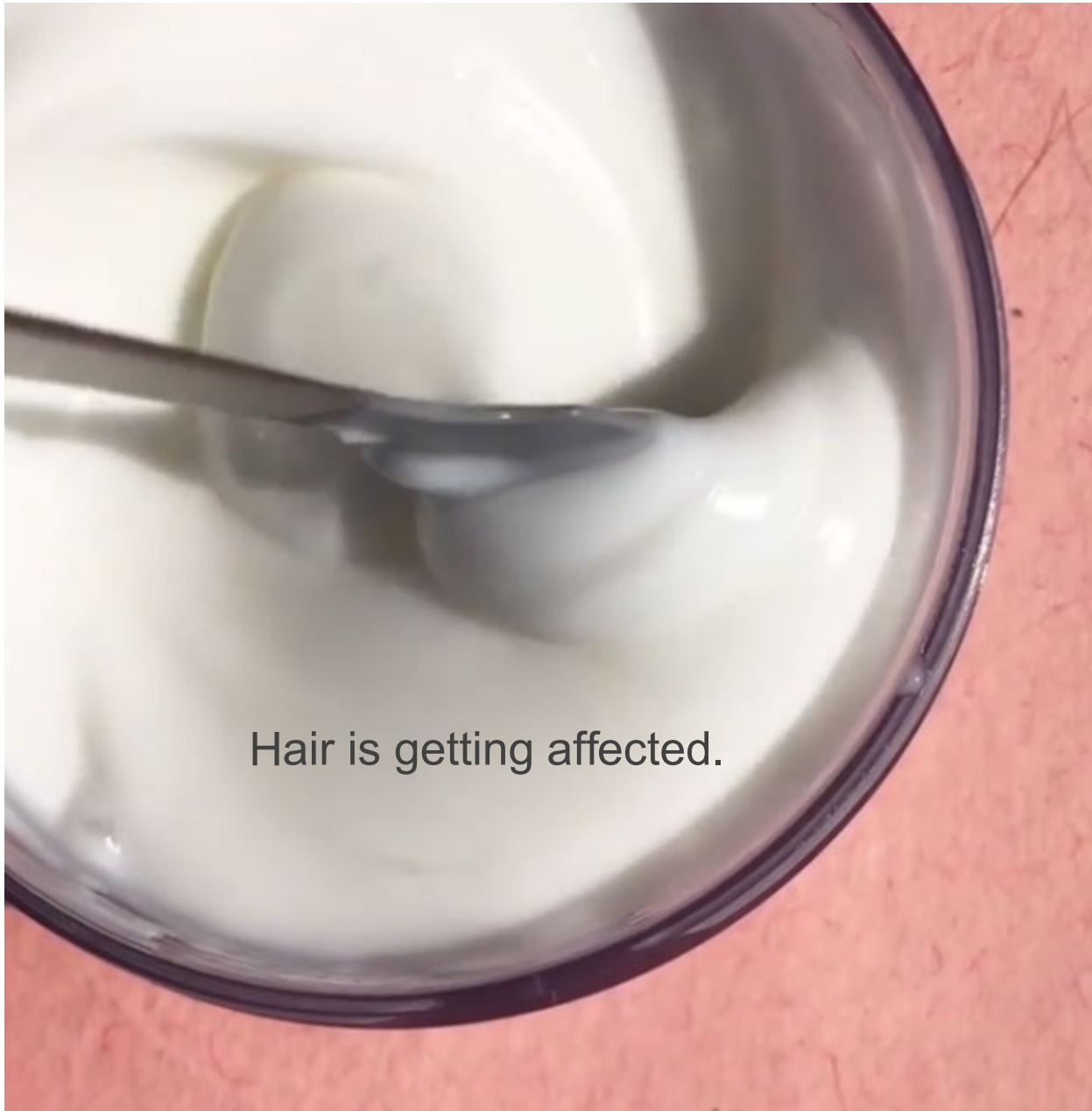
Talks about the lifestyle and hair routine of a particular celeb and how hair mask is integral to it.

Power-middle influencers

Give tips about specific kind of hair and how different hair have various reasons to use hair mask. Also take forward the hair oil vs. mask debate.

Micro influencers

Talk about how to use they plan to use the product and will love to share how it affected their hair



Hair is getting affected.



Bare Anatomy

· 16 August · 🌐



'Right now' is more important than ever to take care of our air and our hair. And as we take measures to make sure we do not breathe the toxins, we must also assure the health of our tresses by giving them enough nourishment to fight the evils of the time we live in. Follow our page to know why hair mask is a must have in your haircare routine.

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24

6 comments 2 shares



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Nandini D'Rozario – Celebrity stylist at Salon Muah



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bareanatomy.official Meet the face behind the gorgeous locks of our Bollywood divas. This one knows what it takes to keep them shiny, smooth and divine! Watch her meticulously take you through the haircare routine of the busiest personalities of the showbiz. And get tips on how to take care of your hair, while she is at it!

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desidrapes • Following
Dubai



desidrapes My love for all things Indian doesn't end at those desi drapes and some of you know that! I love the color, texture and diversity of our skin and hair too. No offence to anyone 😊
I've been complimented and questioned about my curls a lot and yes, they are natural!
Coming to what it takes to keep them happy, I decided to make this short video about how I take care of them and how they've never been happier!
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ENGAGE



Hair Scare

Meeting people when they are searching about their deepest hair worries to get an insight about their Hair life. Eventually becoming a solution provider.

#WeHairYou

Reaching out to our audience with different hair type and hair needs to talk to them in a personalized way, just as we do our products.


Home » Hair Care » Dry Hair Care

24 Dry Hair Treatments From Your Kitchen

September 25, 2019 by *Moonal Rajapet*



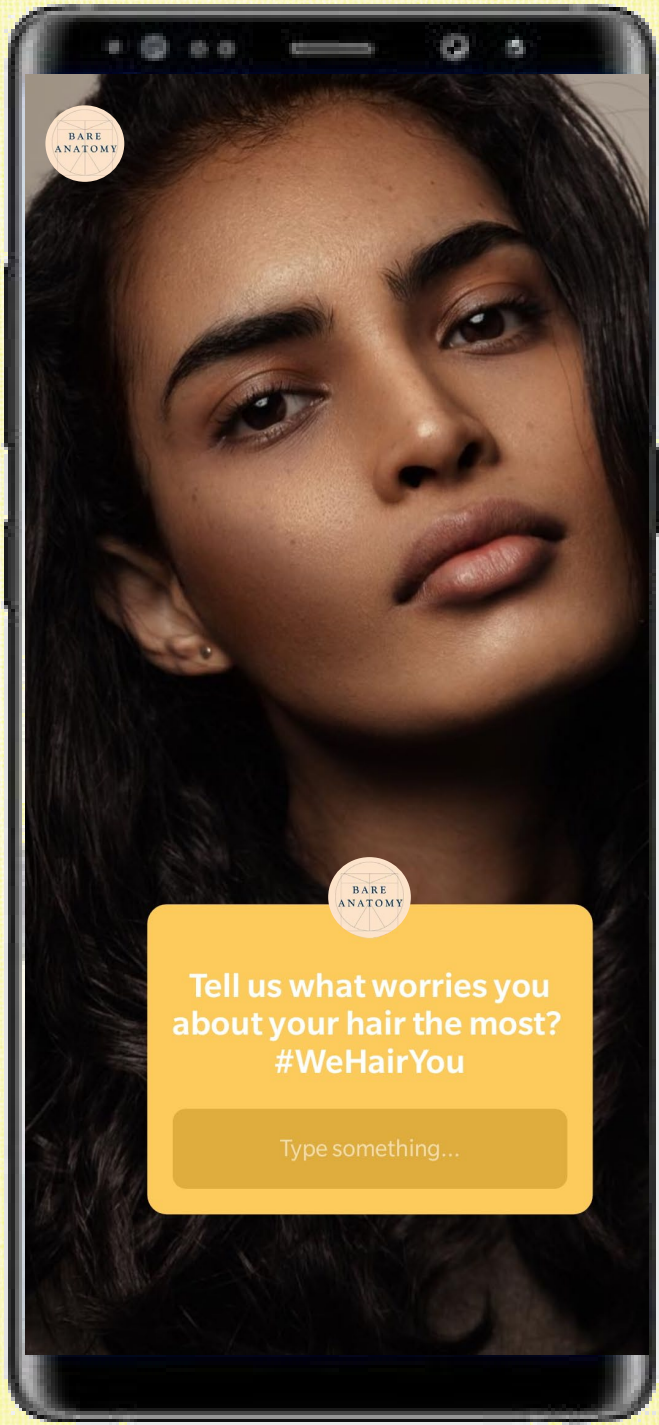
Scared for your hair?
This, right here



is all that you need.

Know more

BARE ANATOMY



Tell us what worries you
about your hair the most?
#WeHairYou

Type something...

REITERATE



Reviews

Nothing reassures people and give them confidence about trying a product than knowing it worked.

Reviews

Absolutely. No. Other. Thing.

Reviews

Really, nothing else.



TODAY ON IDIVA

Why our relationship expert can't stop advising people about the benefits of personalized haircare!



DAILY VIDEO

Nyoda Ki Nosey Nisha On Pollution

CONTENT STRATEGY



BARE HAIRCARE

Know thy hair

Hair diet for different hair after taking the hair quiz. Includes the masterclass videos by celebrity stylists.

#AnatomyOf

Trivia and myth busters about most common things associated with hair like dandruff, split ends, oiling and shampooing.

Bad hair day hacks

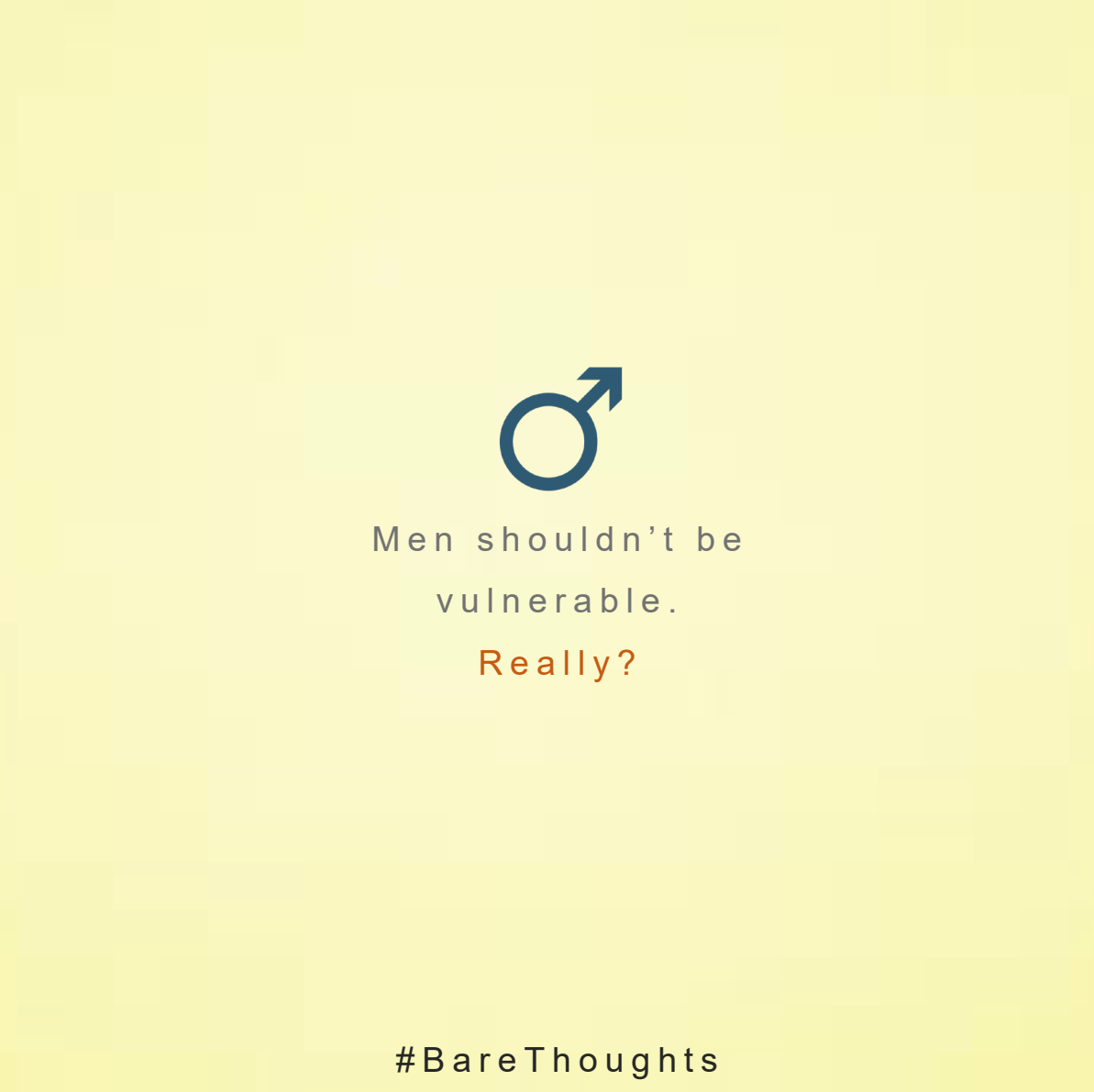
Most common hair situation faced by the masses, that is made worse by impromptu plans.

Bare testimonials

Reviews by our loyalists and power middle influencers

Shop Hair care

Subscriptions and loyalty benefits included



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bareanatomy.official On this day that the world celebrates men for achievement, power and glory. We simply would like to ponder on their 'human' side, sans all the gender bias. Share your thoughts with us as we accept the person rather than celebrating the stereotypes attached to their identity.

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Music transcends time, space
and boundaries.

Which song has changed things
for you?

#BareThoughts



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bareanatomy.official We can all
have different taste in music. But
there's hardly anyone who doesn't
have a connect with music. Tell us the
song that tugged at your heart and
changed things for you.

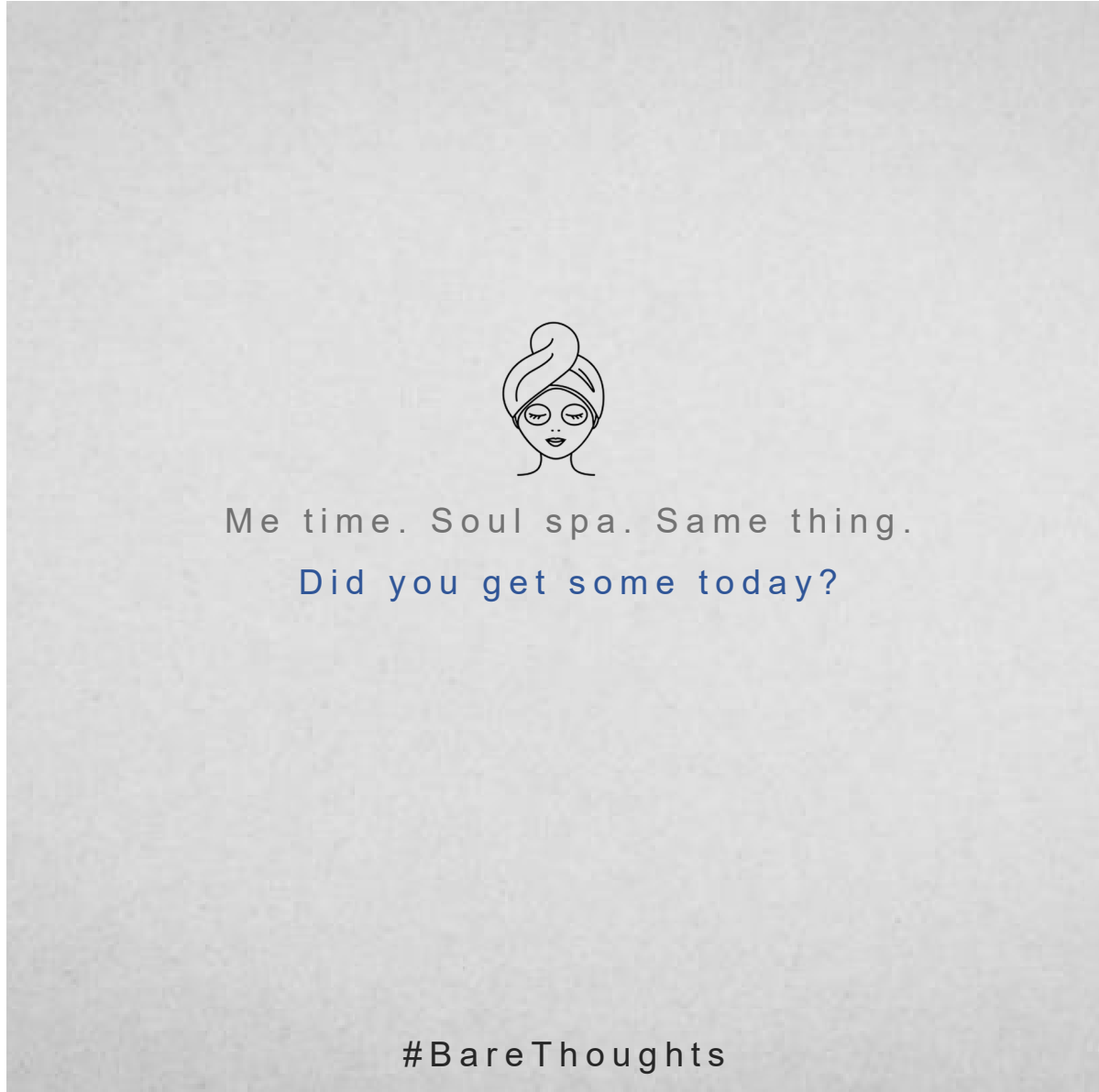
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bareanatomy.official Finding those minutes to give to yourself is all that you need sometimes TBH. Don't you think?
Any suggestions on how to zone out amid a chaos? TIA 😊

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That's all, folks.
For now.