

Hair Trends

There's Always Room For Improvement

(NAPSA)—What is the force behind this seemingly never-ending endeavor to bring “yet better” incarnations of a product, whether it is salad dressing or hair color, to market? Just what is behind the marketing world's obsession with new and improved?

When it comes to hair color, one reason for the latest make-overs are new breakthroughs in technology. A better understanding of the chemistry involved in coloring has resulted in better ways to nurture and protect color-treated hair—and consumers are demanding these innovations.

According to Herbal Essences Haircolor brand manager Nelson Miranda, “The wheels of innovation are unstoppable and our diverse approach to technology innovation is unique; it is about bundling what consumer's needs and desires are with what is possible in new technology to satisfy the desires of consumers who use it.”

Hair color has just undergone one such “product upgrade,” offering a new after-color conditioning treatment that uses the latest technology to protect hair from damage between colorings.

“We're very responsive to consumer demand,” says Miranda. “The number one concern people have about hair color is damage, and the technology we use in the new after-treatment addresses



One of the latest upgrades in hair color technology uses an after-color conditioning treatment to protect hair.

that concern directly. And when hair looks healthy, color looks its best.”

It's not just the beauty industry that evolves to supply consumers with changing demands. In fact, new twists on a multitude of existing products are telling signs of obvious cultural shifts: One can now buy all-natural potato chips, laundry detergent for dark clothes, toothpaste that tastes of vanilla and “low-carb” versions of just about anything.

As long as cultural shifts prompt changing perceptions of what is desirable in a product, research and development experts will stay very busy and “new and improved” will continue to be a major selling point.