

Hair & Scalp: Care promises a bright future

COSSMA spoke to Melanie Waeckel from DSM about the current trends in the hair care and styling market. She informs about the current main trends in the global hair care market and gives examples for interesting regional variations in trends. She also explains which news has arisen lately from the styling market and points out which noteworthy developments are important to know about.

Additional information for download: Formulations using the ingredients presented

Reset the Time Therapy for deeply strengthened and thick hair

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMAnti.pdf

Shine & Hold Hairspray for strong hold with natural feel

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMHairspray.pdf

Rescue Calm Shampoo for dry & itchy scalp

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMRescueCalm.pdf

ColorLock Shampoo for fresh, vibrant color and a brilliant shine

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMShampoo.pdf

Lightweight Styling Crème for invisible style with strong control and soft feel

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMStylCream.pdf

Crystal Clear Styling Wax for ultra-strong definition and shine throughout the day

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMWax.pdf

BB Crème Conditioner

Great for fine hair that is problematic to create a perfect style

Formula infuses the hair with moisture and provides an overall protection by a lightweight and silky texture without weighting your hair down.

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2015/COS1512_DSMbb.pdf