

ANTI-HAIR LOSS, GROWTH & STRENGTH RANGE



HAIR GROWTH CAPSULES - STRENGTH & VOLUME **BEST-SELLER**

Stimulates hair growth, reduces shedding, and strengthens the hair roots with a formula rich in essential vitamins, plant extracts, and minerals.
3770018820378 - 1-month treatment : £25.52



HAIR GROWTH GUMMIES - STRENGTH & VOLUME

A delicious, easy-to-take supplement that supports hair growth, strengthens the hair, and promotes volume — all in a tasty daily supplement.
3770018820019 - 1-month treatment - £22.96



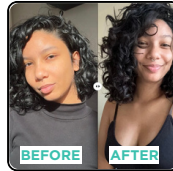
HAIR GROWTH SERUM BOOST & SCALP **BEST-SELLER**

Boosts hair growth, increases hair density, and strengthens the roots.
+81% INCREASE IN HAIR VOLUME IN 3 MONTHS - CLINICALLY PROVEN
3770018820101 - 50ml / 1.6 FL.OZ - £31.95



HAIR TREATMENT MIRACLE OIL

Strengthens, deeply nourishes, and adds shine to textured hair — without weighing it down.
100% HAVE SOFT, SHINY & MORE MANAGEABLE HAIR
3770018820026 - 200ml / 6.7 FL.OZ - £22.68



NOURISHMENT & CURL EXPRESS DUO RANGE



GENTLE SHAMPOO WASH N' CARE

The perfect ally to revitalise dry and damaged hair: nourishes and strengthens the hair while gently cleansing the scalp.

90% HAVE SOFTER AND MORE NOURISHED HAIR
3770018820323 - 250ml / 8.8 FL.OZ - £14.25



DETANGLING CONDITIONER EASY CARE **NEW**

The ideal post-shampoo treatment: detangles from the very first stroke, rehydrates, strengthens the lengths - thanks to a patented complex effective from the very first use.
3770018820439 - 250ml / 8.8 FL.OZ - £15.09



INTENSIVE NUTRITION MASK REPAIR N' CARE **BEST-SELLER**

A rich and creamy formula designed to deeply nourish, detangle and repair dry, damaged, or breakage-prone hair. Ideal for hair that lacks softness, shine, or elasticity.
100% HAVE REPAIRED AND DEEPLY NOURISHED HAIR
3770018820248 - 250ml / 8.4 FL.OZ - £19.31



LEAVE-IN CONDITIONER MILK'IN

A non-rinse moisturising treatment to define curls, reduce frizz and hydrate without weighing the hair down.

100% HAVE MORE HYDRATION, BETTER DEFINED CURLS
3770018820309 - 250ml / 8.4 FL.OZ - £19.31



HAIR GEL CURL N' GO

Defines and holds curls without drying them.

100% HAVE MORE DEFINED CURLS, LONG-LASTING HOLD WITHOUT DRYNESS
3770018820170 - 250ml / 8.4 FL.OZ - £18.46



SCALP CARE RANGE



PRE-SHAMPOO SCALP SCRUB GELÉE DÉTOX

This exfoliating jelly gently removes dead skin cells and product build-up. Rebalances oily or flaky scalps and helps relieve irritation.

95% HAVE FEWER FLAKES AND RESIDUE FROM THE FIRST USE
3770018820040 - 200ml / 6.76 FL.OZ - £22.68



SOOTHING & ANTI-DANDRUFF SHAMPOO WASH N' PURIFY **NEW**

Cleanses, purifies and soothes the scalp. Helps eliminate dandruff and itching from the first wash.
100% EXPERIENCED FEWER FLAKES AND LESS ITCHING FROM THE FIRST USE
3770018820330 - 250ml / 8.8 FL.OZ - £15.09



SCALP BRUSH BRUSH N' SCALP

Made of soft silicone, the Brush n' Scalp is ideal for massaging the scalp, removing excess sebum, dead skin, and build-up that blocks hair growth.
3770018820057 - £11.87



IN HAIRCARE

REVEAL THE NATURAL STRENGTH OF YOUR HAIR



*wavy, curly, coily & kinky hair



THE MOST DYNAMIC CATEGORY IN THE BEAUTY MARKET



60% of the French population have **textured hair***



70% of haircare products on shelves are **formulated for straight hair**



4M shoppers each year



+1.3M new consumers entering the market per year



£273 average yearly spend per person (compared to £35 for straight hair consumers)



4 to 6 different products used in a haircare routine (on average of 3 brands per household)

Sources : France Info (2023) / Premium Beauty News (2024) / Agence Ak-A (2024) / Market Research Intellect (2023)

A TOP-RANKING BRAND FOR TEXTURED HAIR #2 ON THE FRENCH MARKET

IN HAIRCARE IS COMMITTED

Proven **efficacy**, combining **naturalness**, inner **wellbeing**, and **innovation in active ingredients**.

97,4%

MINIMUM **NATURAL**
ORIGIN INGREDIENTS



VEGAN & CLEAN
FORMULAS



CLINICALLY PROVEN
EFFICACY



PRODUCTS CO-CREATED
WITH
OUR **COMMUNITY**



EXCELLENT RATINGS
ON **YUKA**



100%
MADE IN **FRANCE**



AWARDED 6 TIMES IN UNDER 6 MONTHS



BEST STYLING PRODUCTS

AN ENGAGED COMMUNITY & STRONG BRAND AWARENESS

93K People in our community

2M+ Monthly profile visits

15K Community members

165K Monthly post views

4,000+ Comments per month

15 Unique influencer partnerships each month

2,000+ Comments per month

120K Up to **120K** views per post

@IN_HAIRCARE

@IN_HAIRCARE

#26 Top 100 most influential haircare brands on Instagram in 2024 (Mintoiro)

