

# Prestige Beauty and Kerasilk

## Believe In What Your Hair Can Be



### Prestige beauty: The economy-proof market that can help grow your business.

Looking for a business growth opportunity that stands up to economic uncertainties? Consider the prestige beauty market. In 2022, this industry led in consumer spending with revenue growth of **15%**. Within the segment, hair care boasted a **22%** sales increase — more than makeup, skincare and fragrance. Products leading the growth in hair care are masks and targeted treatments. Consumer demand for vegan products continues to grow in tandem with cruelty-free, clean and sustainability claims. Online sales of vegan beauty products **grew 83%** from 2019 to 2020. Searches for vegan hair products in the U.S. are reportedly up nearly **50%** since 2020.

### Add Prestige Hair Care To Your Client Offerings With Kerasilk

- Animal friendly. 100% vegan and cruelty-free.
- Planet friendly. Certified climate neutral
- Technology. Bioengineered silk uses significantly less water and energy.
- Branding. Sleek, modernized design.
- Luxury. Signature scent and elegant packaging.



### Tips For Success With Kerasilk

- Clients like to see what's new — showcase the new Kerasilk on your retail display.
- Luxury = exclusivity. Let clients know they can only get Kerasilk from the salon.
- Utilize Kerasilk's stunning visuals and additional support tools.
- Add "vegan" to the Kerasilk section of your website to boost search results.
- Samples! Introductory kits come with complimentary sachets and travel sizes.
- Display signage stating Kerasilk's sustainability commitments.

Shop Kerasilk at Cosmo Prof® in-store, online or with your Salon Consultant.

**KERASILK** — for hair as strong and beautiful as silk.