

## Hair Care

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



#### Regional Interest

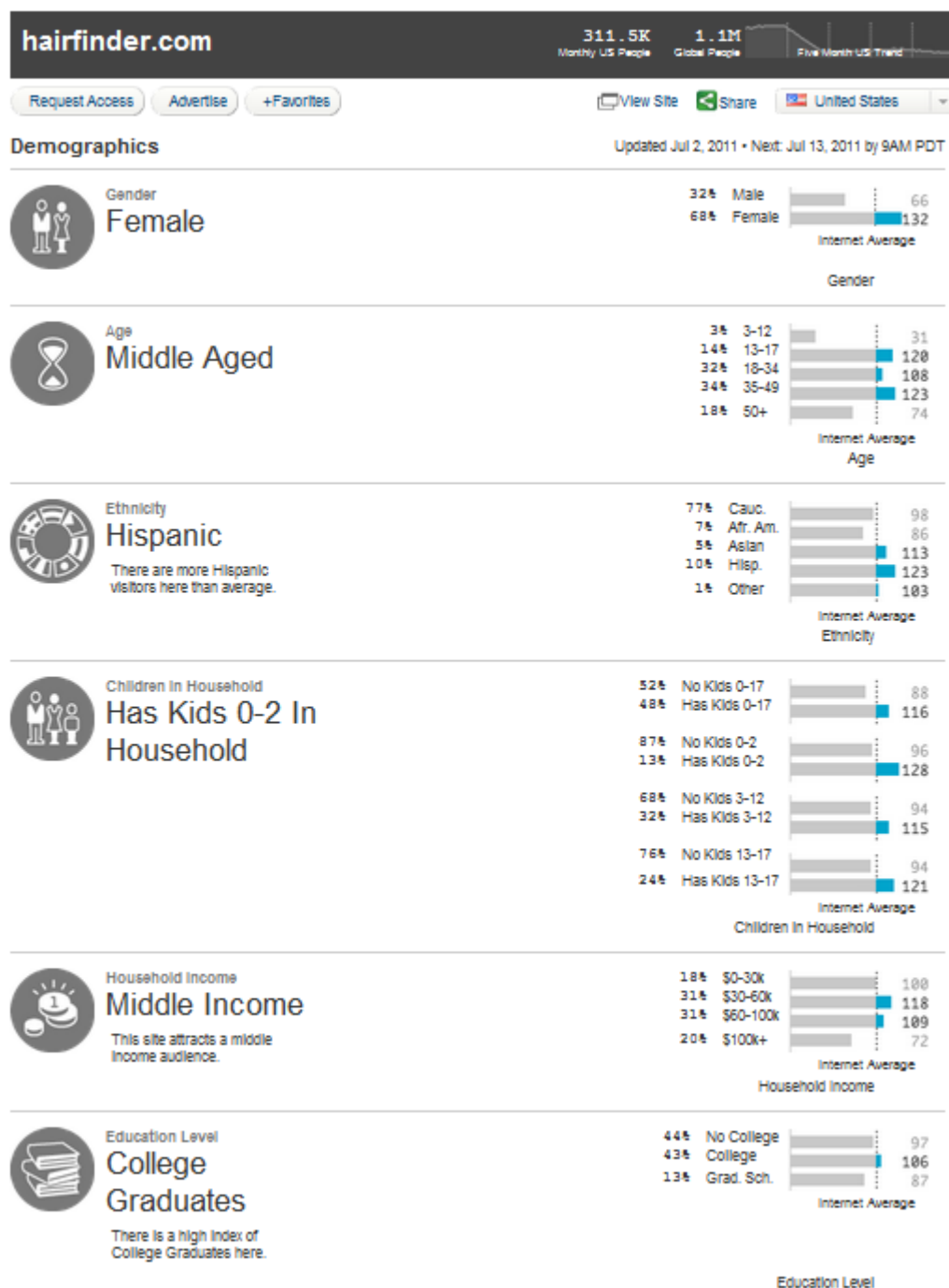
Shows general market interest online according to geographical location

Regional interest		
1.	<a href="#">India</a>	100
2.	<a href="#">United States</a>	78
3.	<a href="#">Malaysia</a>	60
4.	<a href="#">Philippines</a>	59
5.	<a href="#">Singapore</a>	56
6.	<a href="#">Australia</a>	48
7.	<a href="#">United Arab Emirates</a>	46
8.	<a href="#">Canada</a>	44
9.	<a href="#">New Zealand</a>	42
10.	<a href="#">South Africa</a>	38

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on www.hairfinder.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.



The above data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.

The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

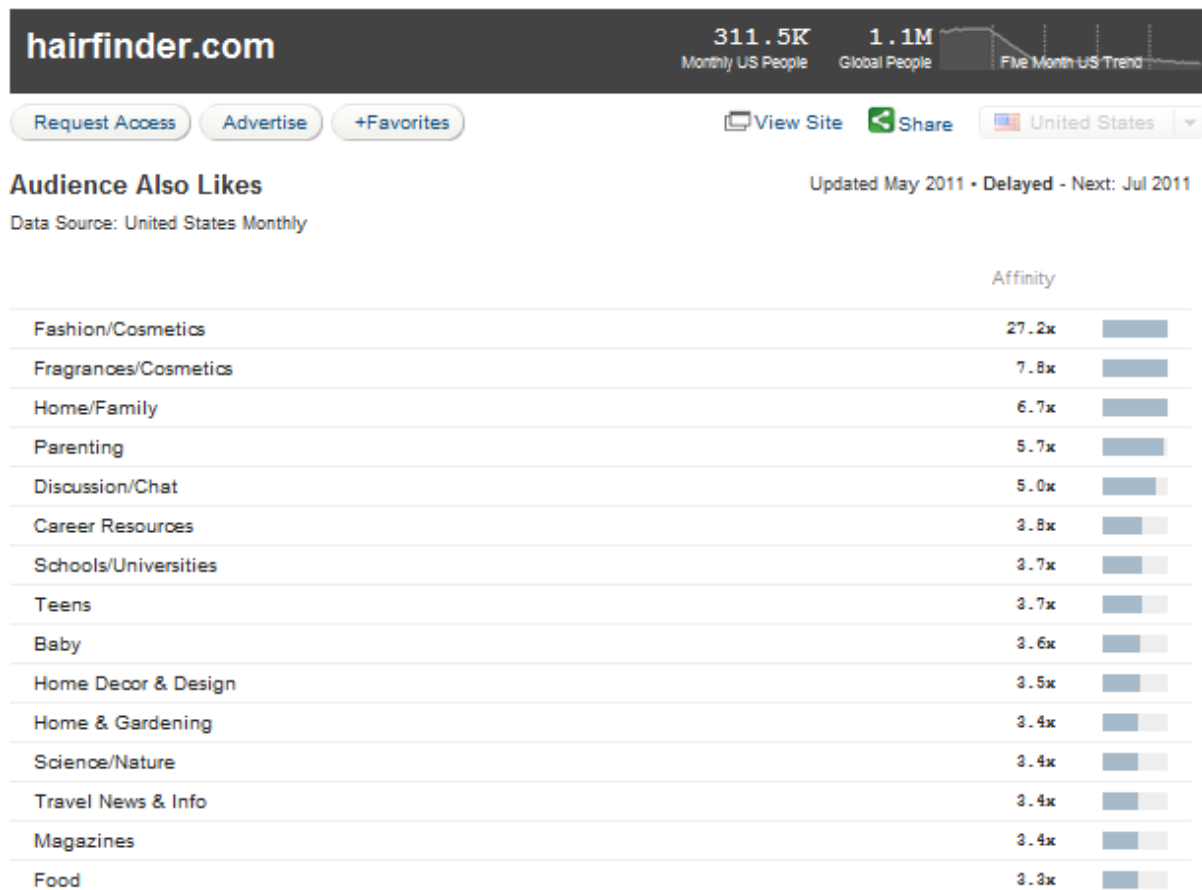
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on www.hairfinder.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



## **Frequently Asked Questions**

- What hair care products should I use to straighten my hair?
- What hair care products are available?
- Which hair care ingredients give you maximum benefits?
- What is the difference between hair care cream or lotion?
- What kind of hair care products is suitable for damaged and dry hair?
- How do you ensure your hair is always silky and moist?
- What are the best hair care tips for oily hair?
- What is the best hair care product for color treated hair to make hair healthy?
- What is the benefit of naturally organic hair care products?
- What makes the acidic properties of shampoos benefit hair care?
- What is the best way to take care of swimmers hair?
- What is the recommended hair care daily regime?
- How do you get rid of dandruff?
- What are the hair care tips to prevent spit ends?
- How to solve greasy hair problems?
- What vitamins should I take to stop hair fall problems?
- Does your scalp absorb chemicals from hair dye causing hair problems?
- Whats the best conditioning treatment for dry hair caused by thyroid problems?

- How can I cure or prevent my hair fall problems?
- By using a lot of gel or hairspray can it cause hair problems?
- Can diet or health problems affect hair?
- Why does my hair becomes very dry after shampoo and conditioner?
- Can oily scalp cause pimples on the forehead?
- How can I take care of my oily scalp?
- What are the natural methods in taking care of your hair?



## Problems & Frustrations

- **Can't stop hair loss**

I have been taking a certain hair loss supplement, and my hair loss seems to go in cycles. It starts to thicken up, then gets thin, frail and falls out again a few weeks later. Is there any way I can stop this from happening?

- **Side effects after taking hair loss supplements**

I took t3 for my hair loss problems, but after two weeks my face erupted in spots. I have also put on weight that I cannot get rid of. However, I've tried several hair loss supplements and it seems that this has been the most effective. Can anyone help me with another effective cure with less side effects?

- **A lot of hair starts falling after stopping the use of hair loss supplements**

I took Accutane half a year ago as an acne treatment and had a few of the typical side effects while on it (tiredness, dry skin, etc.). About a month after stopping Accutane, my hair started falling out by the handful every time I washed/brushed/touched it. It is very frustrating and scary. Does anyone know how I can stop this from happening?

- **Encountering hair problems at young age**

My brother is almost 20 and is a bit concerned that his hair is graying, he mentioned it to my mum and I always see him touching his head. The change in his hair color is pretty visible at certain parts. Is there anything that can help him overcome gray hair at such a young age?

- **Experiencing hair greying**

I've been losing hair for the past year. I haven't had any patching but more of a thinning. Recently, I have experienced some regrowth. But I noticed a little more hair in the comb after my shower. How should I start caring for my hair?

- **Experiencing frizzy hair**

Over the past few months, I've gone from loving my hair to hating it due to the increasing frizzes. And it makes me feel very depressed because every day is a bad hair day. Does anyone have any suggestions on what may be the cause of my hair problems?

- **Hair is always greasy despite washing it regularly**

I noticed that my hair started getting greasy very quickly in college even though I wash it every night..what could be the problem?

- **Flaky scalp**

My scalp now flakes and flakes. It has never done that. Can anyone recommend an effective cure?

- **Hair starts shedding after pregnancy**

I had my son 15 months ago, and 2 months after he was born, my hair started to fall out in huge clumps. I was told this was normal, but the shedding has been occurring for 13 months now and I'm desperate for a solution. Is there anyone who can help me?



- **Damage to scalp after using shampoos and conditioners**

For years, I had been using volumizing shampoos and conditioners since my hair has always been very fine. But now I quit using them because I think they've been damaging my scalp. What hair products are you guys using that are considered safe and gentle enough to use?

- **Losing hair in the shower**

I used to have medium length, thick, coarse hair. Recently, I have been losing a lot of hair everyday. Especially in the shower. In the shower several strands will come out. It's the entire strand and i find loose hairs all over my body constantly. Why is this happening and how can i prevent it?

- **Losing hair due to stress**

I have been losing an extreme amount of hair recently, and I think it might be due to the stress from my new job and also because I just moved to another country without my family. When I stop feeling stressed and get used to my new environment, will my hair loss stop automatically, or will I have to look out for hair products to stop the excessive hair fall?

- **Hair loss due to hereditary traits**

Hair loss runs in our family, and I've seen my mother lose the war against hair loss. Now I'm currently 30, but I'm afraid that I will soon start losing hair too. Is there anything I can do to prevent it from happening?

- **Hair damaged and dry after rebonding**

I have thin and fine hair. It's also quite dry and damaged. I went for rebonding because my hair is naturally wavy. Should I rebond my hair again? Will rebonding cause hair damage with the chemicals involved?

- **Split ends**

I noticed that my hair is getting a lot more split ends. What should I do?

- **Hair loss due to medication**

I was previously on medication approximately one month. I stopped taking it altogether approximately two months ago. It was around that same time that I began to notice the hair loss, which seems isolated to the center-front part of my scalp. It appears to have gotten a little worse since then, and I haven't see any new growth as of today. It's probably not too noticeable to most people who see me, but I have to style it fairly carefully to achieve that. Is it normal for medication to cause hair loss in one isolated area, rather than all over?

- **Still having greasy hair after using an anti-grease shampoo**

My hair is greasy but whenever i use an anti-grease shampoo, it goes dry. Would it work out if i used an anti-grease shampoo, but afterwards used a conditioner all-over my hair? What should I do?

- **Don't know the cause of hair loss**

As a result, I'm unsure if my hair loss is due to the environmental factors or the onset of male pattern baldness.

- **Clueless if diet plays a part in hair loss**

I have started to experience excessive hair fall since a few months back, and have since looked into hair creams which can help to encourage hair growth as well as prevent hair fall. Recently, I have been wondering if there is something more that I can do, namely to alter my diet. What are the vitamins and minerals best for fighting hair fall?

- **Balding**

I have recently started experiencing some balding, especially near my temples, and I figured that shampoo would probably be something important since I use it on my hair every day. Is it better to use a natural or organic shampoo if your hair is falling out? Or is it okay to continue using normal shampoos that I can find in drugstores?

- **Possible more hair loss after using wig**

I recently purchased a wig because I can't stand the bald spots on my head. I have very fine hair and a hair stylist told me that the wearing a wig can cause hair loss. Can wearing a wig daily cause me to lose even more of my hair?

- **Tried many treatments, vitamins and creams but not seeing any results**

I have tried several treatments, vitamins and creams but they have not helped to produce results that are significant enough on my receding hairline. I've heard of hair transplant surgeries, so I was wondering about how that would fare. Will it come with any side effects?