

Textured-hair consumers are constantly trying new products and tend to use more products than their straight hair counterparts; on average, Textured-hair consumers spend 20% more monthly on hair care products.

In last six months, average # of NEW brands textured-hair consumers have...	Sampled=4	Purchased=4
---	-----------	-------------

Number of Hair Care and Styling Products Used

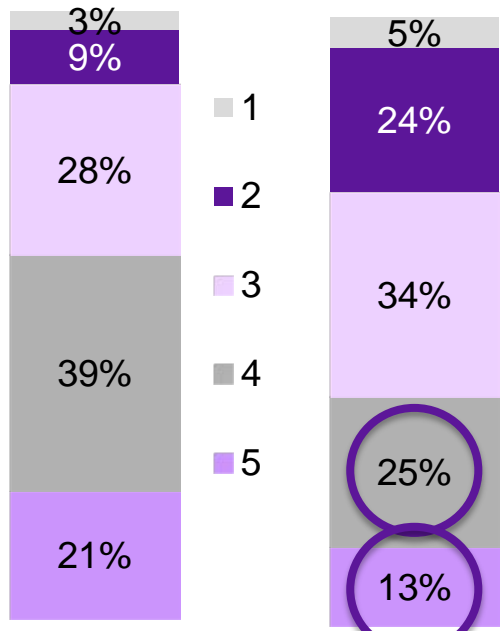
Amount Spent on Hair Care & Styling Products in Typical Month (US Only)

Textured-Hair

Straight Hair

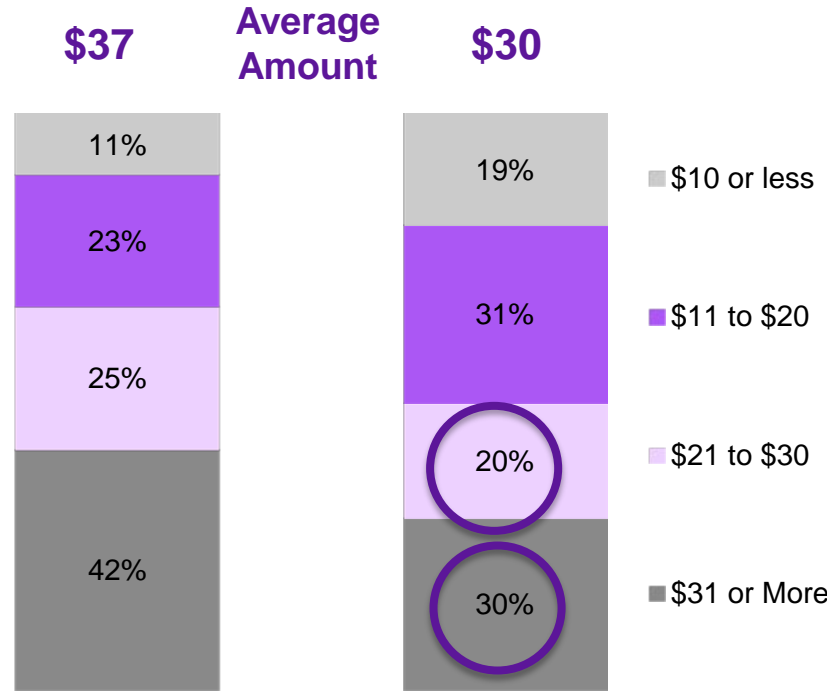
Textured-Hair

Straight Hair



○ = Less than Textured-Hair

Base: Total Respondents



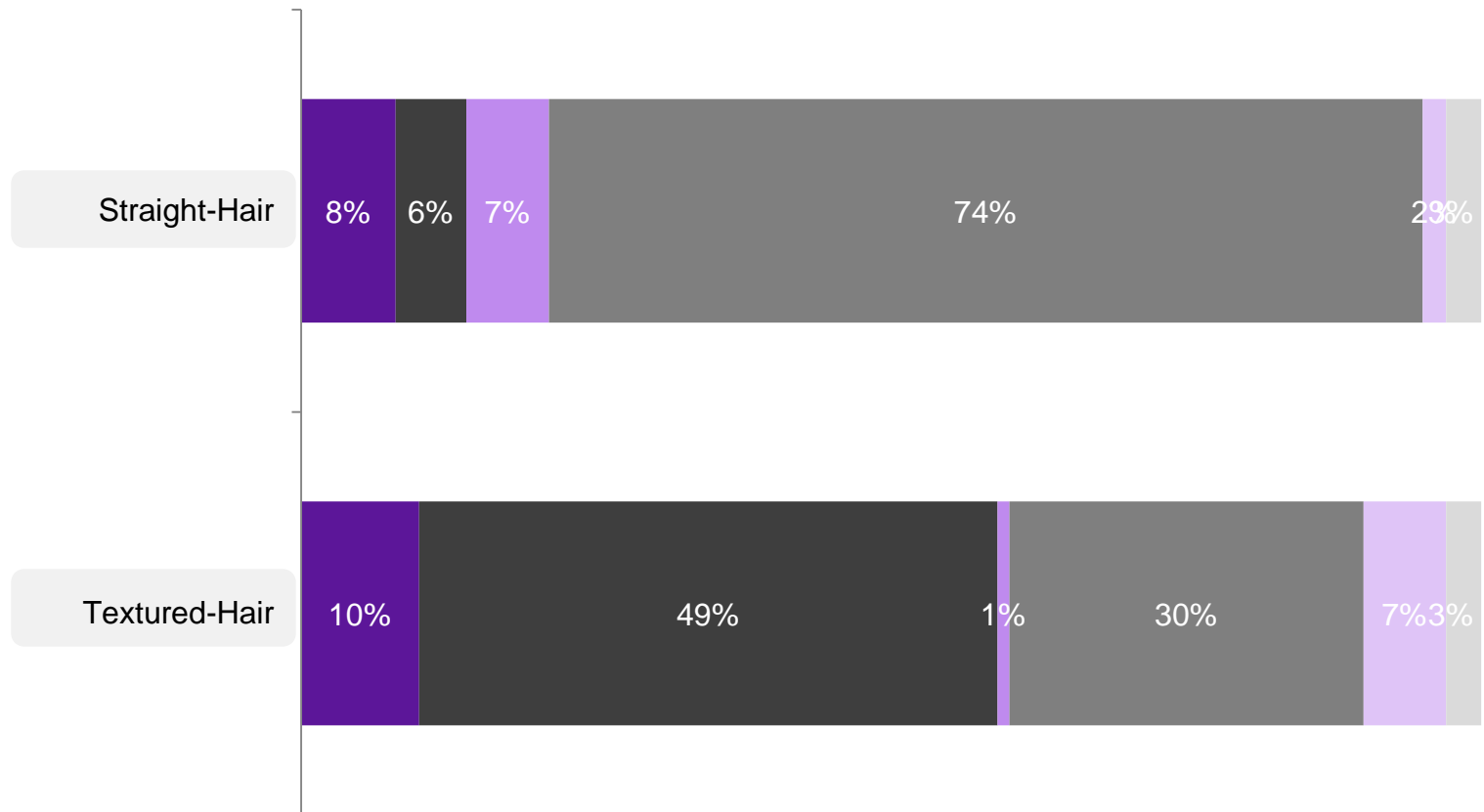
Average Amount
\$37 (Textured-Hair) vs \$30 (Straight Hair)

Base: U.S. Respondents

Textured-hair consumers are multicultural, spanning all ethnicities.

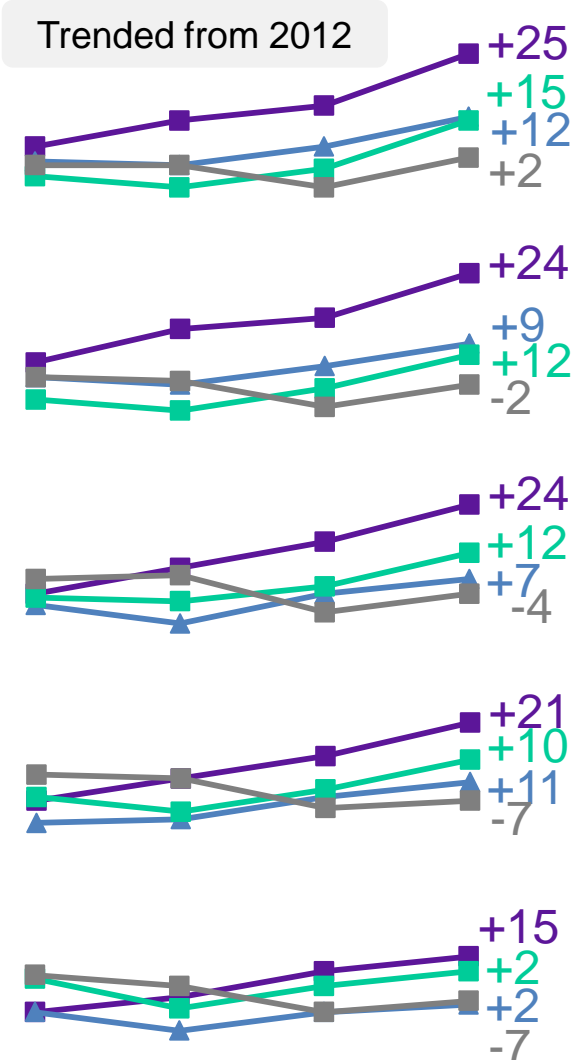
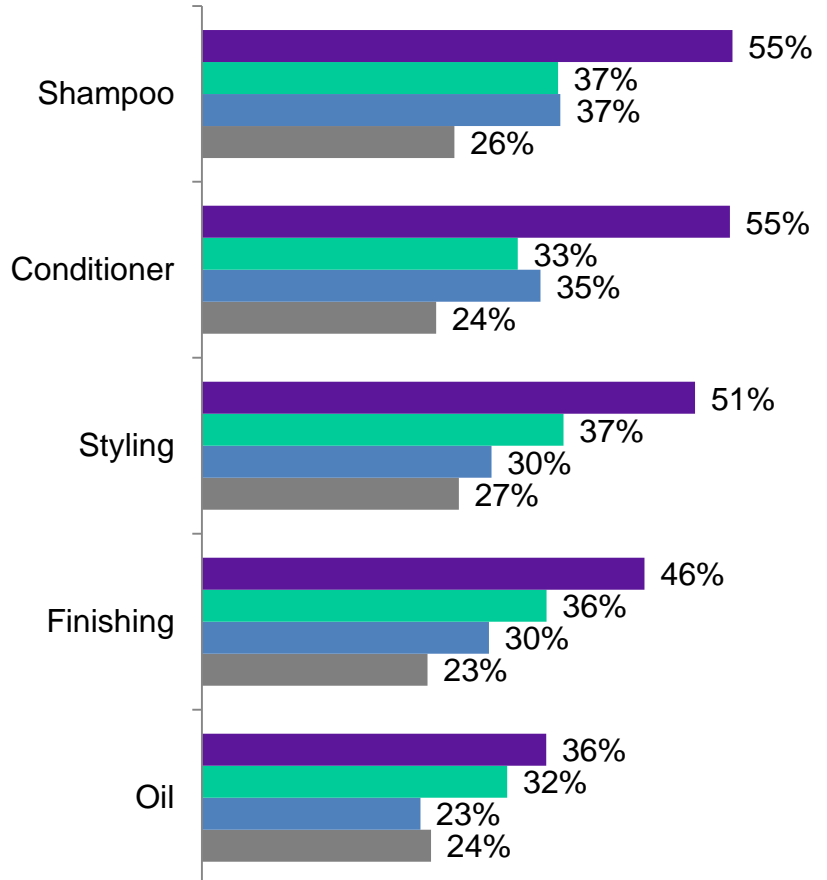
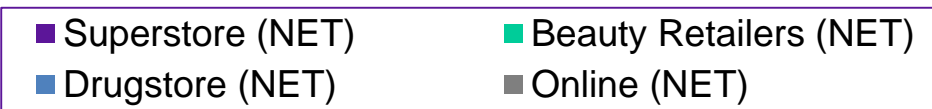
Ethnicity

■ Hispanic/Latino ■ African American/Black ■ Asian ■ Caucasian/White ■ Multi-Racial ■ Other



Textured-hair consumers most often shop superstores for hair care products and *considerably more now* than in 2012.

Retailer Types Shopped for Hair Care Products Used Most Often (Among Textured-Hair Consumers)



Base: Use product (bases vary see notes)

Among textured-hair consumers, brands shopped at beauty retailers differ somewhat from those purchased at superstores and drug stores.

Top Hair Care Brands Purchased at Retailers (Among Textured-Hair Consumers)



SheaMoisture
Carol's Daughter
CURLS
Garnier
John Frieda-Frizz Ease
Tresemme
Cantu
Kinky-Curly
Camille Rose Naturals
AUSSIE
Pantene



SheaMoisture
Tresemme
Cantu
John Frieda-Frizz Ease
Suave
AUSSIE
Garnier
Crème of Nature
Pantene
Herbal Essences



SheaMoisture
John Frieda-Frizz Ease
Garnier
Cantu
Tresemme
ORGANIX
Pantene



SheaMoisture
Devacurl
Ouidad
It's A 10
Carol's Daughter



SheaMoisture
Cantu
Ecoco
Crème of Nature
As I Am
Eden Bodyworks



SheaMoisture
John Frieda-Frizz Ease
Garnier
Cantu
Tresemme
Pantene

The effectiveness of Dove's textured-hair campaign initiatives are evident in that total awareness has increased significantly since a few years ago.

2015 Unaided Dove Mentions (Among Textured-Hair Consumers)



Growth in Dove Aided Awareness Since 2012 (Among Textured-Hair Consumers)

