

Exclusive: Batiste moves into scalp care with 'much needed' new range

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Hair Care Marketing

The hair care brand has levelled up its offering with a dermatologically tested Sensitive Scalp Gentle Dry Shampoo collection for those with sensitised scalps



Batiste is breaking into the scalp care market with its new Sensitive Scalp Gentle Dry Shampoo range.

The lightweight products – available in Fragrance Free and Lightly Scented – are formulated and dermatologically tested for those with sensitive scalps.

Lightly Scented is also infused with aloe vera to further soothe sensitised skin.

Creating a range to promote scalp health was a natural move for the Church & Dwight-owned hair care brand, with 22% of UK consumers avoiding dry shampoo due to concerns about potential scalp irritation or damage, it reported.

"People are increasingly looking at hair care through a 'skinification' lens, meaning they see the scalp as an extension of their skin and want to give their scalp the same care as their face or body," Rossana Doldi, Marketing Director at Church & Dwight, told *Cosmetics Business*.

"With 71% of consumers claiming to have sensitive skin [according to Mintel, the demand for gentle and effective hair care solutions for sensitive scalps is substantial.

"By launching these new formulas, we aim to provide a much needed solution for those who previously had to compromise on either effectiveness or scalp comfort.

"Its gentle formula absorbs excess oil and grease, leaving your hair looking, feeling and smelling fresh, while being kind to your sensitive scalp."

Batiste is focused on creating a sub category of products that worker harder [as the dry shampoo category enters its new high-tech era](#).

Last year, [Batiste unveiled its new sweat-activated tech-infused dry shampoos](#), which claim to keep hair looking and feeling fresh during and after physical activity.

These join the brand's other dry shampoo sub ranges: Core, Hint of Colour, Hair Benefits and Overnight.

How did Batiste create its scalp care dry shampoos?

Batiste said it has removed "non-essential ingredients" to make the formulation in its Sensitive Scalp Gentle Dry Shampoo range kinder to scalps.

However, the brand has retained its hero ingredient, rice starch, which is known for oil absorption.

Sensitive Scalp Fragrance Free Dry Shampoo's simplified formulation comprises butane, isobutane, propane, alcohol denat, oryza sativa starch, distearyltrimonium chloride and cetrimonium chloride.

Batiste Sensitive Scalp Lightly Scented Dry Shampoo comprises butane, isobutane, propane, alcohol denat, Oryza sativa starch, parfum, Aloe barbadensis leaf extract, caprylic/capric triglyceride, distearyltrimonium chloride and cetrimonium chloride.

"Our commitment to simplicity and effectiveness is reflected in these formulas, which feature our smallest ingredient list yet," Alex Smith, Development Chemist at Church & Dwight, told *Cosmetics Business*.

"These formulations have been accredited by the Skin Health Alliance, the world's leading skin health accreditation body, providing consumers with added confidence in the safety and suitability of our new products."

A board-certified dermatologist supervised Batiste's 18-month testing protocol for the range.

Results included 91% agreeing that the products feel lightweight and 89% stating that the products are suitable for sensitive skin and scalps.

"The demand for sensitive scalp solutions is what we are addressing with this product innovation and the whole category is on a journey," added Doldi.

"As the leading brand in dry shampoo, we aim to stay at the forefront of innovation and will continue to meet consumer needs in the future whatever they might be."

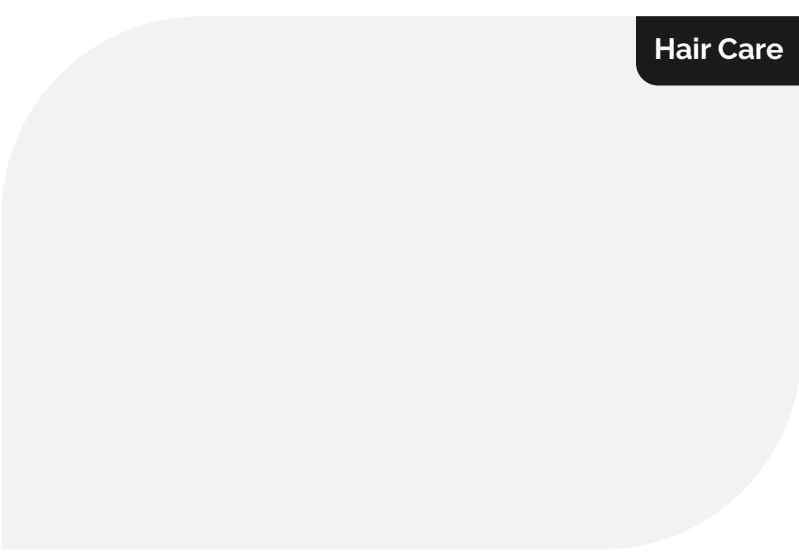
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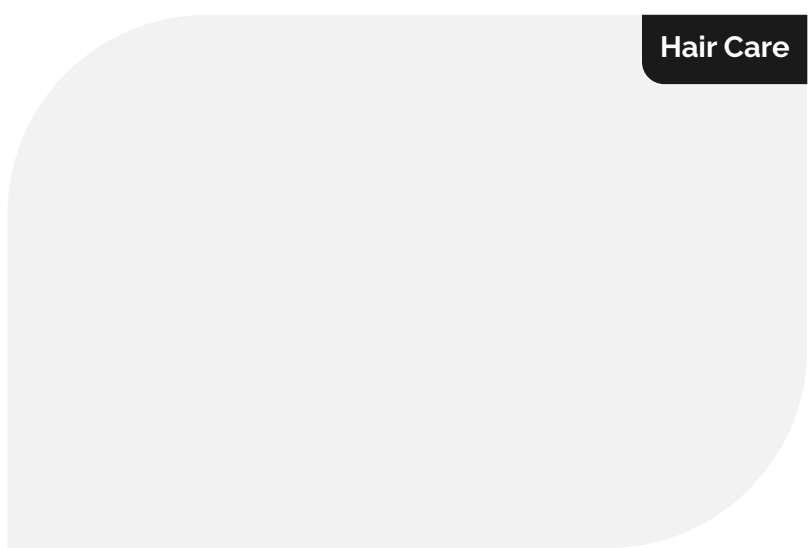
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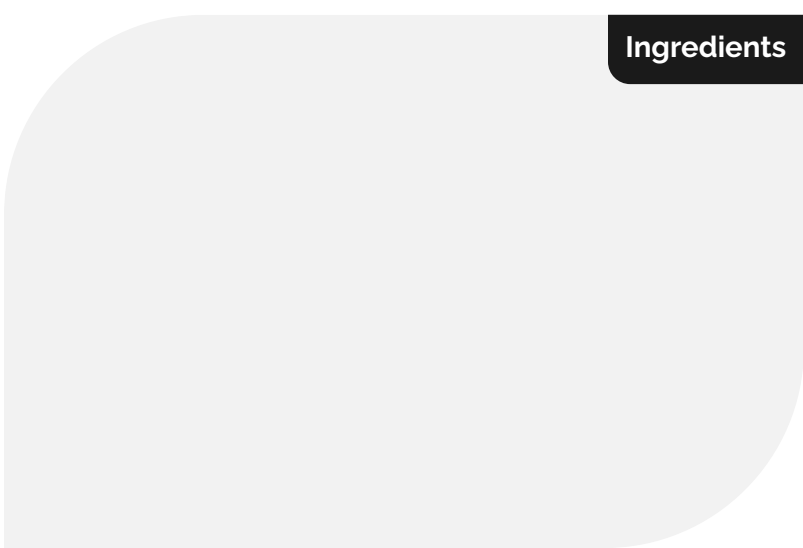


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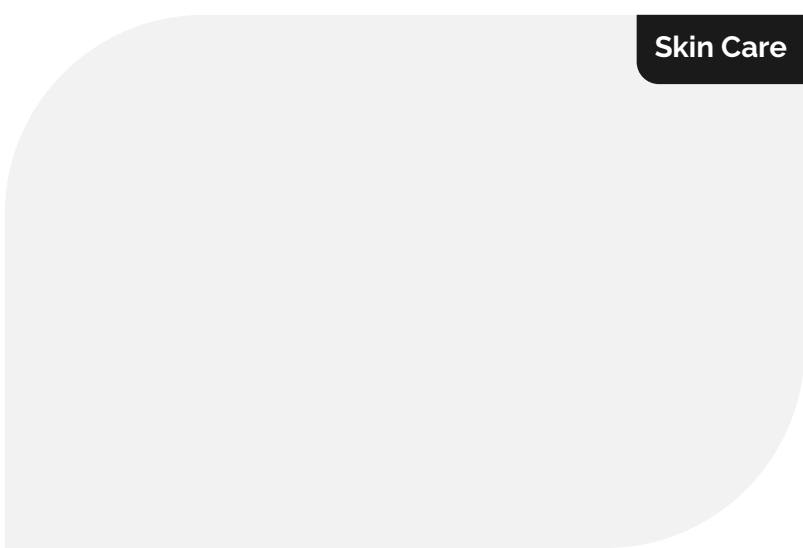
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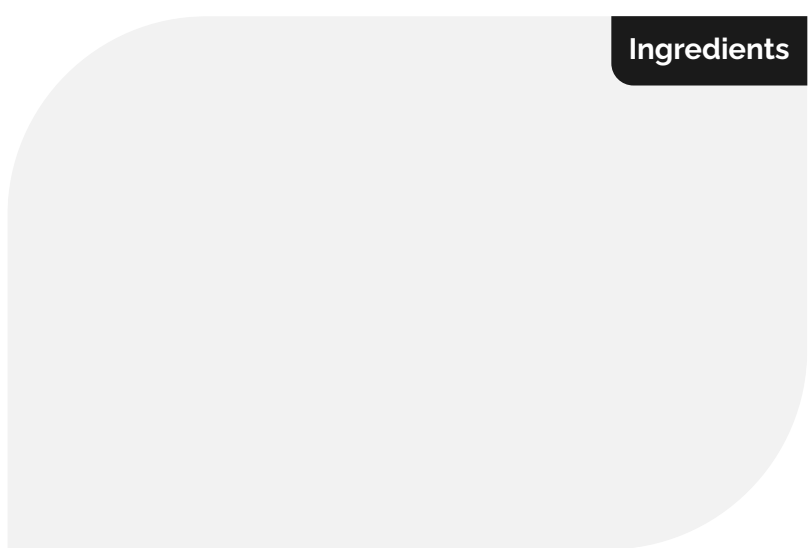
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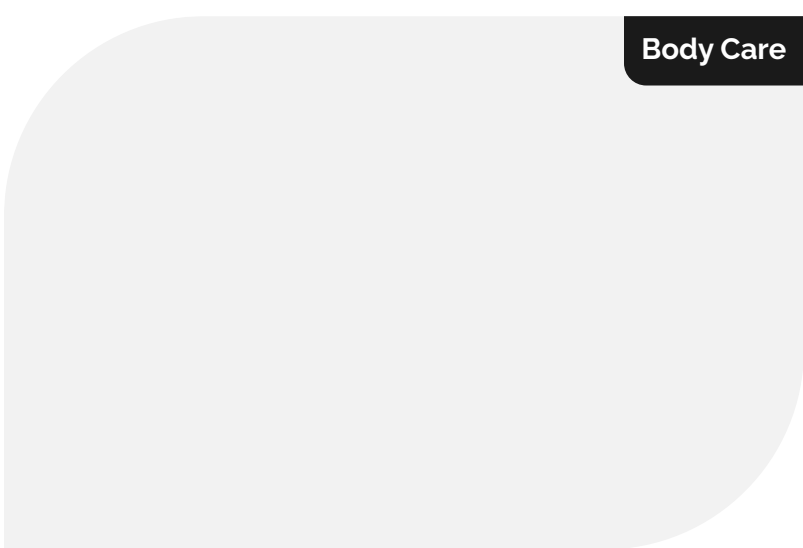
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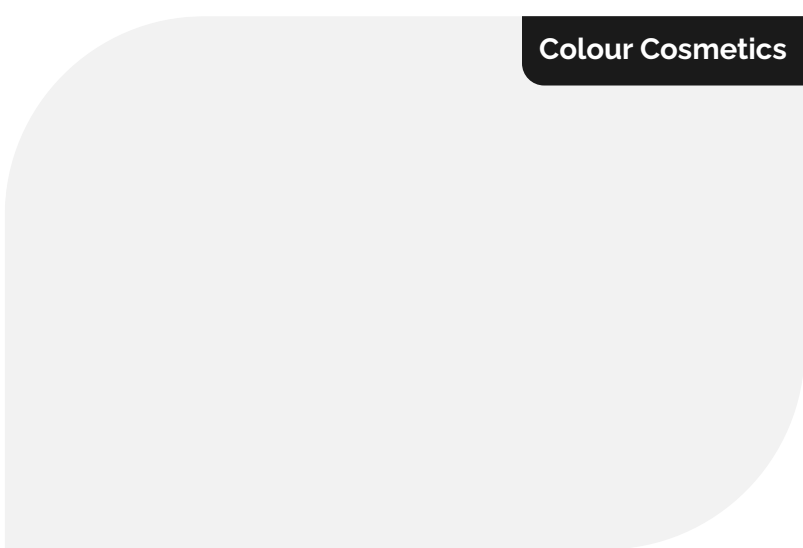
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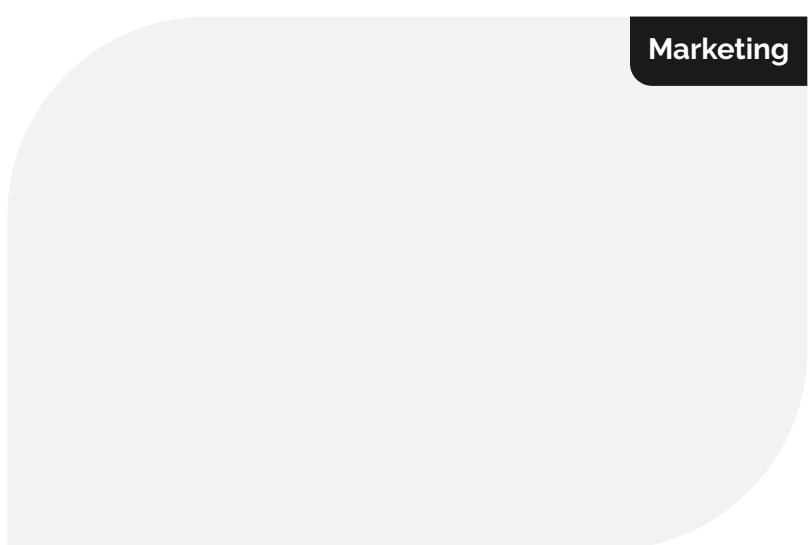
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