

## December 2012

### Suntan Products - UK

“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the ...

## November 2012

### Hair Colourants and Home Perms - UK

“Although 2012 hasn’t seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different ...

## October 2012

### Men's Toiletries - UK

“Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more ...