



Stephenson

# Solid Conditioner

Haircare Melt & Pour Base

# Introducing Solid Conditioner

With consumers now opting for the zero waste option and turning away from products with unnecessary plastic packaging, brands and cosmetics manufacturers with sustainable packaging are appealing more and more to conscious consumers globally. Bottled products still appeal, but solid formats for skincare and haircare present major opportunities for product innovation.

The last 5 years has seen a major shift in consumers actively searching for products which are more ethically based to reduce waste and the impact on the environment.

Changing consumer preferences for more ethically based products due to their advantages both sustainably and environmentally is expected to boost the growth of the solid bar industry over the forecast period. Online channels are driving bar sales for hair products, covering 70% of global revenue, according to Grand View Research<sup>1</sup>.

With this market still in its relative infancy, but showing clear growth, online retail is likely to continue to be the dominant route of growth for the foreseeable future.

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1. Grand Research (2019) 'Shampoo Bar Market Size, Share & Trends Analysis Report 2019 - 2025'. Available at: <https://www.grandviewresearch.com/industry-analysis/shampoo-bar-market/> (Accessed: 23 November 2020)





# Personal Care Future direction

2020 has seen COVID-19 make a devastating impact on a global scale. Sales of personal care products including shampoo/conditioner bars rose as people took greater action for their health and hygiene.

Market insights company, Mintel, say that consumers have been bathing and or showering more during the COVID-19 outbreak, lifting potential for products that offer enhanced hygiene, physical or emotional benefits. This trend was greatest in younger consumers.

**It is estimated that sales of personal care products has risen by an estimated 21% during the COVID-19 height in April / May 2020** (Mintel data taken from a presentation in May 2020 covering 6 European countries).

It is anticipated that predictions for the foreseeable period will remain above original expectations due to the pandemic and the continued consumer demand for organic, packaging free and more sustainable soap products.

## Consumer trial and acceptance

The liquid conditioning market is well established, but consumers are driving demand for products with less packaging. Therefore bar trials and sales, yet whilst still in their infancy, are **set to grow as more consumers look for and trial more solid bars** and manufacturers expand their range offerings.

# Solid Bar Trends

## More Environmental Benefits

Besides environmental benefits associated with packaging, solid bars are a huge step in the right direction for the environment as unlike liquid versions, solid bars need less water in the manufacturing stage as they are a concentrated product.

This is all the more startling when you consider the fact that **some shampoos are made with up to 80% water, while conditioners can consist of up to 95% water.**

## Transportability

Similarly, solid bars are easier to transport than liquid products as they are lightweight and solid in shape. For travellers, there is the added benefit of not having to decant them into tiny plastic bottles to get through airport security or to get messy in their luggage either.

## More Value For Money

From internal research, we encountered that solid bars are more concentrated compared to their liquid counterparts, therefore no need to repurchase as often and offering better value for money to consumers, making them more affordable in the long run.

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The market for solid bars continues to grow as more consumers move towards more ethical and sustainable products. With brands now adapting to this new consumer demand, solid haircare products will soon become a common retail product.





# Solid Conditioner is the perfect addition to your haircare range.

Find out more about **Stephenson Solid Conditioner Base** and how you can expand your range.

# Solid Conditioner

## Melt & Pour Haircare Base



Our RSPO Mass Balance Solid Conditioner is the perfect base for creating an easy to use, retail ready product. Simply requiring the addition of fragrance oil and additives to suit your audience this base is 98% of the finished product.

Specially formulated using a natural emollient to condition the hair whilst shea butter and coconut oil provide nourishment.

### Product characteristics

- » Shea butter & coconut oil provide nourishment
- » Behentrimonium chloride helps condition the hair
- » RSPO MB Certification
- » Melting begins at 60°C

### Key ingredients

- » Glyceryl Stearate
- » Behentrimonium Chloride
- » Butyrospermum Parkii Butter
- » Polyglyceryl-4 Oleate
- » Glyceryl Oleate
- » Cocos Nucifera Oil

### Product Packaging

Our Solid Conditioner Melt & Pour base is packaged in high-quality, small retail and bulk packaging for larger manufacturers.

A simple line-art icon of a small rectangular container with a lid, representing 800G packaging.

800G

A simple line-art icon of a larger rectangular container with a lid, representing 9.5KG packaging.

9.5KG

# Processing Solid Conditioner



## 1. Cut & Melt

Remove the base from the packaging and cut the product into smaller pieces to aid melting.

Melt the product in a microwave or suitable device. The base will begin to melt at 60°C.



## 2. Create & Mix

Simply add the chosen additives to the molten product and mix to ensure even distribution. As the base does not contain water, the additives used must be oil-soluble otherwise there may be solubility issues. We recommend a maximum of 5% additives, including up to 2% fragrance.



## 3. Pour & Set

Pour the molten product into a mould or suitable container between 75 - 80°C and allow to set.



## 4. Remove

Once the Solid Conditioner base has set, remove the product from the mould or suitable container and package as required. Selection of packaging should be carefully considered due to the oily nature of the product. If the finished product is to be sliced, we recommend using a wire cutter.





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# Solid Conditioner

Usage Guide

STEPHENSON HOW TO:

# Using Solid Conditioner

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Activating and using a conditioning bar is different to a shampoo bar.

We recommend following these three simple steps:



1

## Step One

Hold the bar under the warm water for up to 1 minute, **working the bar between your hands** to release this conditioner from its solid form.



2

## Step Two

When it's reached a creamy lather, **massage directly onto wet hair** for as long as you feel necessary.



3

## Step Three

**Work down from the top of your hair to the ends** for maximum benefit. Leave for 2 minutes then rinse off.



STEPHENSON HOW TO:

# Solid Conditioner Usage Video

We've created a simple video that can be used to educate your customers on how to use our Stephenson Solid Conditioner. Alongside our high resolution imagery our sales ready assets will showcase the product across your existing channels.

# User Experiences

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We know that everyone's hair and method of using a solid bar can be different, so read some of our teams personal experience and advice.

## Richard Medium Brown Hair

- 1 Warming the bar**  
I use it in the shower and run the bar under warm water, massaging the bar in my hand for around 30 seconds until the oils and emollients are released in my hands.
- 2 Applying to my hair**  
I run the bar all over my hair, massaging it as I go for 1 minute, re-wetting the bar as required until my hair is fully coated.
- 3 Rinse & after wash feel**  
I've never used a shampoo or conditioning bar before, but my hair felt silky smooth and very easy to comb afterwards. When you understand how to activate and use it, its really easy!

## Jasmine Long Blonde Hair

- 1 Warming the bar**  
Hold the bar under warm/hot water to soften the bar for approx. 30 seconds to 1 minute.
- 2 Applying to my hair**  
Taking sections of my hair, I hold the lengths in one hand whilst rubbing the bar directly onto the mid to lengths of the hair using a side-to-side motion. This seems to help product deposition onto the hair through the friction of rubbing the bar onto the hair. I repeat this on the other sections of my hair, I usually do one side and then the other.
- 3 Rinse & after wash feel**  
Then I rinse as normal, like any other haircare product.

## What To Expect

Solid conditioner bars will not lather in the same way that a shampoo bar do. This bar works by releasing the conditioning oils and emollients when activated. We recommend the use of this product following a hair wash with a solid or liquid shampoo.

This bar leaves the hair with a pleasant silky feeling after the first use.

## Great for facial hair

The Solid Conditioner base works great for beards and other facial hair. Simply activate the bar with warm water and work into the hair. Once rinsed comb the hair through for a silky finish.



## Add Solid Conditioner to your haircare range

Our range of Crystal Melt and Pour soap bases, Liquid bases and Cosmetic Bases are available through our network of global Distribution Partners so you can get what you need when you need it.



If you have a specific project,  
or would like more information  
about our Solid Conditioner Base  
please contact our team:

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