

# Innovation and Kindness for Hair: Tangle Teezer launches Extra Gentle - The Brush that Supports Hair Health with Science and Softness

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**“It’s the first time we’ve launched a brush designed not for a specific hair type, but for a specific concern: breakage-induced hair loss.”**

Hair care today goes far beyond aesthetics. It involves well-being, prevention, and science applied to everyday life. Tangle Teezer presents its latest innovation to the Brazilian market: the Ultimate Detangler Extra Gentle, our gentlest brush yet — specially created for those dealing with hair breakage-related hair loss. It marks a new level in purposeful detangling technology: offering a smooth, therapeutic, and effective experience for all hair types, especially the most delicate.

## We Why did the market need this brush?

Recent studies confirm what salons and clinics have already observed: concerns about hair loss are on the rise. According to a 2024 Attest survey, 67% of U.S. consumers say they’re worried about hair loss — particularly those aged 35 to 44. Meanwhile, terms like “damaged” are among the most common words used by consumers in the UK and U.S. to describe their hair (Catalyx TT, 2022).

Mechanical breakage plays a central role in this scenario. Brushing hair with the wrong tool can worsen hair loss — especially in vulnerable situations such as postpartum, menopause, excessive heat styling, chemical straightening, bleaching, or protective hairstyles. It is estimated that a person loses 50 to 100 hairs per day. In fragile hair, that number can increase dramatically. That’s why choosing the right brush should be part of a damage-prevention and self-care strategy (Figure 1).



**Figure 1:** The solution needs to balance Detangling and Less Breakage

## The design that changed the logic of brushing

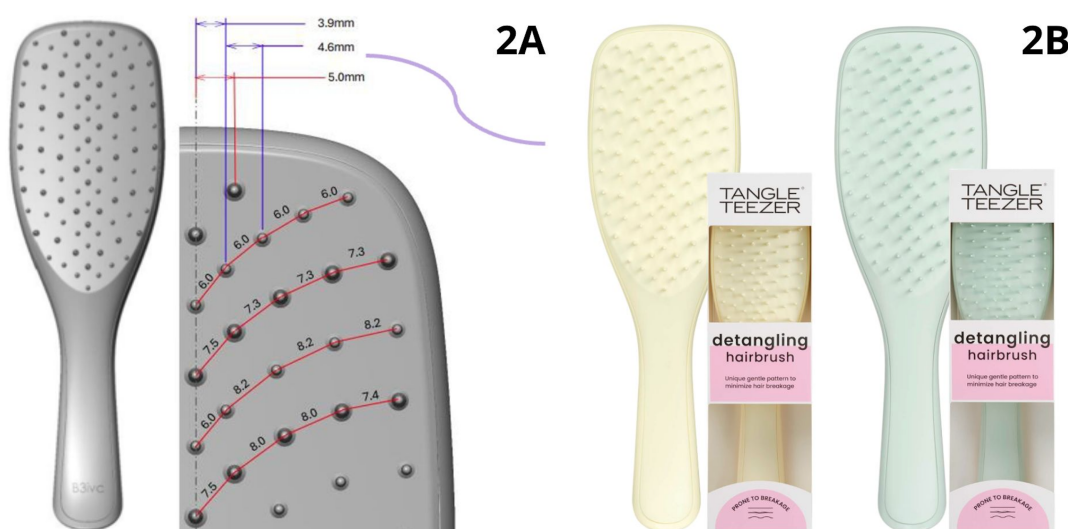
Developed in collaboration with TRI Princeton, Extra Gentle features an unprecedented pattern of bristle spacing and softness. The brush combines wider-spaced teeth on the sides — guiding strands gently — with denser teeth in the center, promoting effective detangling without excessive

tension (Figure 2A). The result is a brush that reduces breakage by up to 39% compared to a standard lab brush (Repeated Grooming Test, TRI Princeton, 2023).

It's the first time we've launched a brush designed not for a specific hair type, but for a specific concern: breakage-induced hair loss. The brush was tested by consumers in the UK and U.S. with impressive results:

- 77% noticed less shedding and breakage after 2 weeks
- 79% observed less hair buildup on the brush
- 87% reported the brush felt gentle on their scalp and hair
- 88% would recommend it to someone concerned about hair loss

Additionally, 82% said they would purchase the brush and 83% said they felt more confident about their hair health after using it.



**Figure 2:** A- The Extra Gentle brush features a unique design with concentrated bristles in the middle for effective detangling and widely spaced bristles on the edges to minimize hair tension. This allows hair to flow naturally through the bristles, reducing the need for excessive force and preventing unnecessary shedding from breakage. As users brush, hair initially encounters the widely spaced outer bristles for easy gliding, then the concentrated middle bristles for thorough detangling, especially towards the ends where tangles are more common. B- Extra Gentle Colors: Chamomile and Eucalyptus

### Scalp therapy starts with the right tool

At a time when mental health, wellness, and self-care are gaining space in both dermatology and cosmetics, Extra Gentle emerges as a therapeutic tool. Brushing — a daily, often unconscious act — now gains a new meaning: caring gently for a sensitive scalp and fragile hair. It's not just about detangling. It's about stimulating blood flow, respecting the hair fiber, and avoiding trauma that can disrupt the hair growth cycle.

### Innovation lies in the details

Available in colors like Chamomile and Eucalyptus, Extra Gentle retains the ergonomic and modern design of the Ultimate Detangler line, with improved bristle material and greater flexibility for delicate strands. It continues to serve both wet and dry hair, reduces frizz, and adapts to straight, wavy, curly, and coily textures — with special care for naturally fine or tangle-prone hair. (Figure 2B)

### Technology with purpose: how one brush can shift the market

Every time we launch a new brush with innovative technology, the market takes notice. That's because our commitment is to functional innovation. It's not enough to be beautiful — it has to make

a difference. Extra Gentle represents progress not only for people with fine or shedding hair but for everyone who wants to include a kind, scientifically effective gesture in their routine.

We are proud to present this launch in Brazil, one of the most demanding and creative markets for hair beauty in the world. We invite health professionals, hairstylists, distributors, and consumers to discover this brush — one that redefines brushing as an act of care, prevention, and well-being.

At Tangle Teezer, we continue to believe that transforming people's relationship with their hair is a powerful way to impact self-esteem, health, and quality of life. And could that transformation start with a brush? The answer now is: yes, it can.

**Keywords:** Hair Breakage, Scalp Care, Detangling Brush, Hair Loss Prevention