

# Hair Intellectualism: The New Era of Personalization in Hair Care

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**“Hair care is no longer just about beauty—it's about intelligence, personalization, and the science of self-expression.”**

Hair Intellectualism: The New Era of Personalization in Hair Care In 2025, the concept of "hair intellectualism" is redefining hair care, as highlighted by WGSN, a global leader in trend forecasting. WGSN analyzes consumer behavior, market data, and innovation to predict future trends across industries, including beauty, fashion, and wellness. This trend encourages consumers to seek personalized products and services tailored to their specific needs, creating opportunities for innovation in the hair care market. During the pandemic, the hair care segment stood out as one of the few industries that experienced significant growth, especially in the luxury sector. In Brazil, for instance, the hair care market value increased by \$4.4 million in 2020, while premium hair care brands saw a global growth of 48% during the same period.

Hair intellectualism reflects the growing consumer demand for in-depth knowledge about ingredients, products, and services related to hair care. This trend is particularly strong among Gen Z, with 74% of consumers already identifying their hair type and specific needs. This awareness promotes customized routines, such as pre-wash rituals and product cocktails, aiming for targeted hair health benefits.

Additionally, the "skinification" of hair care is becoming more prevalent, applying skincare principles to hair treatments. Products such as oils, serums, masks, and leave-ins for both pre- and post-wash use are gaining popularity, especially when offered in personalized kits tailored to specific hair types or concerns. Google search trends indicate that interest in these products has grown by more than 10% compared to the previous year, reflecting the increasing consumer focus on hair care innovation. An example of this personalization movement is the Function of Beauty's hair boosters, available at Target in the USA. This product line allows consumers to create customized collections for straight, wavy, curly, or coily hair, adapting formulations to individual needs and reinforcing the demand for exclusive and effective solutions. In summary, hair intellectualism is transforming the hair care market in 2025, driving demand for personalized and knowledge-based products, aligning with consumer needs and emerging industry trends.

**Keywords:** Philosophy, Therapy, Hair Health, Emotional Healing.



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