

Press release



Bad hair day? A no go!

Frankfurt am Main, August 23, 2016

Proper hairstyling and a perfect hairdo are a must for young people. They symbolise that everything is under control.

For young people, an unkempt appearance shows that a person does not have their life under control. Whoever does not have time to wash their hair in the morning and does not put any effort into styling it, does not fit into a world in which order and control have become extremely important. Problems in the family and at school, separations – many young people come from fragile circumstances. There are many things adolescents find disconcerting and want to hide. Perfectly styled hair can act as a protective helmet and provide more security. According to a recent study, this is something that 77 percent of the young people in Germany wish to have in their life.

Young people wash their hair almost daily, treat it with conditioners and hair tonics, apply styling mousse, spray and gel and maybe add some hair wax for good measure. Whatever does not sit as it should is brought into the right shape with major efforts – greasy or undone hair has no place in the world of today's youth. Whoever shows themselves in front of others in such 'bad shape' is quickly considered to be untidy and no longer part of the group.

Why is this the case? A representative in-depth psychological [study](#) conducted among adolescents and young adults for IKW shows what is behind this.

Some statements from the interviews:

"Your hairdo provides you with a personal touch. I do not want to be considered as "slimy" because of greasy hair."

"Without shampoo – that's simply not possible. It is almost more important than a deodorant. Greasy hair shows immediately."

"Every hair is perfectly in place – that's when I'm ready for school!"

"I get up, shower, part my hair, apply some hair wax and make sure everything stays in place with hairspray. Otherwise I am not happy with myself. This also has to do with self-confidence. If I don't do anything, people will look at me because I look so crazy. After styling, I look normal. When I'm normal, I am – myself!"

61 percent of the interviewees therefore use hair shampoo every day or several times a day. Styling products are used by more than **40 percent** every day. These are preferably applied in the morning, at noon and for special occasions once more in the evening.

It is interesting to note that boys are more willing to experiment than girls when it comes to styling their hair. Long or short, plait or bun, a Mohican look or a classic blow-dry – everything appears to be possible as long as styling underlines one's own character and the emerging masculinity. Styling products such as hair gel, hair wax or foam conditioners, which ensure the desired stability of the hairdo, are therefore readily and frequently used by the male interviewees.

And what about the girls? Long shiny hair is the ideal and stands for laid-back femininity. Young women look for haircare products such as conditioners and tonics to make sure their hair falls into place.

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Youth undisguised

The self-perception and self-esteem of adolescents and young adults

An in-depth psychological-representative study from rheingold salon compiled for IKW – German Cosmetic, Toiletry, Perfumery and Detergent Association

Young people are currently not only struggling with uncertainties due to unusual mood swings and burgeoning sexuality. On a social and familial level, they likewise experience sort of a loss of control. The adolescents try to counter this basic feeling of insecurity by their very own strategy: they attach increasing value to their appearance.

rheingold salon has examined on behalf of the German Cosmetic, Toiletry, Perfumery and Detergent Association the development of self-esteem in adolescents and young adults aged between 14 and 21 years. What role is played by a neat appearance for the self-esteem of young people? What influence does taking care of their appearance have on the self-esteem of young people? And in how far can cosmetics and beauty products support young people in their self-discovery? The first depth psychological representative study on the transition to adulthood provides answers to these exciting questions. Within the framework of the qualitative polling, group

discussions and individual in-depth interviews were conducted with altogether 56 adolescents and young adults aged between 14 and 21 years. For the representative quantitative survey 1,012 adolescents and young adults aged between 14 and 21 years were surveyed.

<http://www.ikw-youthstudy.org/>

About IKW

The German Cosmetic, Toiletry, Perfumery and Detergent Association, with headquarters in Frankfurt am Main, was founded in 1968. It represents the interests of more than 400 companies from the fields of beauty and home care on a national and European level. With sales revenues of almost EUR 18 billion, the member companies cover approximately 95 percent of the market and employ a workforce of approximately 500,000 people.

IKW is the contact partner for its member companies, ministries, public authorities, consumers, institutions and associations as well as for the media as far as scientific, regulatory or business topics are concerned. Experts from the beauty care and home care departments within IKW provide competent answers to questions concerning skin and hair care, beauty and self-esteem as well as hygiene and cleaning.

More information on www.ikw.org