

A PASSION FOR PACKAGING

# BABY BOOMER HAIR CARE



Baby Boomers range in age from mid-50s to low 70s. Today there are approximately 75 million Baby Boomers in the US. To reach these consumers, encourage them to upgrade their beauty routine, encourage trial, and tout those product benefits that are important to them at this life stage.

**TricorBraun is one of the largest packaging suppliers in Hair Care with more than 40 locations worldwide.**

We can help you source or design the right packaging for your needs and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

When sourcing and designing packaging for you, we consider how the product will be used and sold, such as through e-commerce. Whether you are a brand or private label manufacturer, we will find the right fit for you with rigid or flexible packaging.

Over the next 20 years, spending by people above the age of 50 is expected to increase by

**+58% to  
\$4.7  
TRILLION**

Sources: Stella Rising, SIS International Research

## The four most desired features in baby boomer hair care products are:



Scalp Health/Anti-Dandruff



Hydrating



Preventing Hair Loss



Volume Boosting

## WHAT TRICORBRAUN CAN DO FOR YOU

### DREAM & DISCOVER



Lifestyle trends  
Brand objectives  
Purchase drivers  
Packaging format

### DEVELOP & SOURCE



Stock components  
Custom solutions  
Deco and labeling  
Supplier selection

### DISTRIBUTE & MANAGE



Global footprint  
Managed inventory  
Logistics and service  
Reduced complexity

### DELIGHTFUL EXPERIENCE



Quality assurance  
Speed-to-market  
Smarter solutions  
Limitless options

# HAIR CARE PACKAGING SOLUTIONS

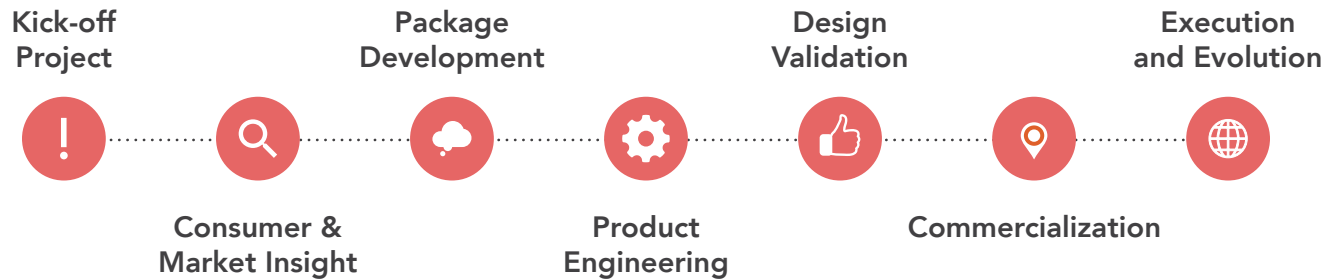
From dispensing closures to tubes, we can source all your packaging needs for your new or refreshed product line.



Jars      Tubes      Bottles      Pumps      Flexibles      Droppers      Sprayers      Dispensing Closures

# HOW DO WE DEVELOP CONSUMER-PREFERRED PACKAGING?

At TricorBraun, we follow a proven development process to design your packaging that attracts consumers at point of purchase and meets their needs.



# TRICORBRAUN SUCCESS STORIES

Ask us about our category success stories.



**Let's get started.**

Call 800-325-7782 or email [ebourdet@tricorbraun.com](mailto:ebourdet@tricorbraun.com)