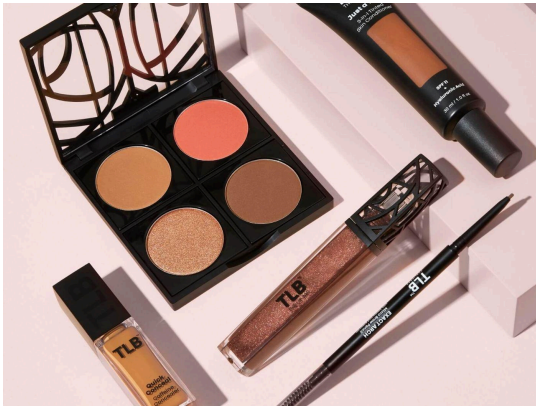


HED: CEW Cheat Sheet: September 6, 2023



[DEK]

Beauty brand expansions, extensions, and consolidations all make up the biggest headlines this morning, Wednesday, September 6th. Ayurvedic-inspired skin-care brand is partnering with a major influencer for its first move into the hair category, The Lip Bar bets big on CVS by entering into more doors, while investment firm Hoziane decides to consolidate its three hair-tool brands — InStyler, Flower by Drew Barrymore, and Harry Josh Hair Tools — into a single entity. You can read these stories and more in the links below.

The High Cost of Low Maintenance Hair. Consumers are showing an appetite for targeted, science-backed hair-care products, with the luxury hair-care category seeing double-digit sales growth in the 12-month period ending in May 2023. In this report, we look at the key trends driving growth in this booming category. (CEW)
https://cew.org/beauty_news/the-high-cost-of-low-maintenance-hair/

Aavrani, Lilly Singh Join Forces on Hair Care Range. Ayurvedic-inspired skin-care brand, Aavrani, is teaming up with influencer Lilly Singh on a hair-care range, set to debut at Sephora next spring. (WWD)
<https://wwd.com/beauty-industry-news/beauty-features/aavrani-lilly-singh-join-forces-on-hair-care-range-1235786801/>

The Lip Bar Makes Its Largest Retail Expansion with CVS. In an effort to tap into consumers who live in big cities, the 11-year-old brand expanded to 3,300 CVS locations, doubling its current number of brick-and-mortar doors. (Glossy)
<https://www.glossy.co/beauty/the-lip-bar-makes-its-largest-retail-expansion-with-cvs/>

New Owner Combines InStyler With Flower and Harry Josh Hair Tools to Create Instyler Brands. Dan Fugardi has joined InStyler Brands as CEO to help spearhead the company's

reorganization and help improve profitability. Here, he speaks about his strategy. (*Beauty Independent*)

<https://www.beautyindependent.com/new-owner-hoziane-combines-flower-harry-josh-hair-tools-instyler-brands/>

Facebook's Unloved 'News' Tab is Going Away in Europe. Meta plans to remove the News tab in Facebook's bookmarks section in the UK, France, and Germany in order to focus on other priorities, like short-form video — the most recent step the social media platform has taken to make news a lower priority for its users. (*The Verge*)

<https://www.theverge.com/2023/9/5/23859463/facebooks-news-tab-europe-reels>

Body Shop Removes Men's Section in its Shops to Make Them More Gender-Neutral Following Complaints From Workers. The brand's UK manager director explains why the brand chose to remove the mens' bay from its stores. (*The Daily Mail*)

<https://www.dailymail.co.uk/news/article-12474541/Body-Shop-removes-mens-section-gender-neutral.html>