

Let's get 'down' to business



MEN'S HAIR PROBLEM

Men with thick, straight, outward-growing hair, common across East and Southeast Asia, and their global diaspora, face daily frustration with styling their hair yet remain largely underserved by grooming innovation.



DAMAGING PERM TREND

Chemical perms, popular among these communities worldwide, are expensive, damaging to hair, and environmentally harmful, creating an urgent need for healthier alternatives.



SIGNIFICANT MARKET GAP

Existing styling tools fail to effectively address this segment's specific needs, highlighting a critical unmet demand for an effective, affordable, and sustainable grooming solution that resonates globally.

FUTURE trends FOR THE Male MARKET



Southeast Asian male haircare market projected to experience annual growth rate of **3.26% (CAGR 2025-2030)**.



Asia Pacific Region male haircare market anticipated to grow **8.7% (CAGR)** leading up to 2028.



ASEAN haircare market projected to expand from **\$3.2 billion** in 2025 to \$7.8 billion by 2035.



Perm market is expected to register a **CAGR 4.27% (2025-2030)**.
Hashtag #DownPerm has garnered more than **20 million** views on TikTok.

HairPress delivers a sleek down perm without the damage

HAIRPRESS



*HairPress combines **Smart Pressure Detection** and **Air Jet Technology** to eliminate the need for down perms delivering a sleek, lasting style with a comfortable, customised fit, and minimal heat damage.*



Smart Pressure Detection

Built-in sensors detect hair thickness and head shape to automatically adjust jet air pressure for a tailored experience.



Air Jet Technology

Embedded multi-directional air jets deliver controlled airflow across the sides and back, ensuring precise styling while maintaining a sleek, lightweight design.



Universal Fit System

Engineered for a perfect fit, this ergonomic design accommodates adult male head sizes, with spacious ear hole lines and adjustable dials to ensure a snug, comfortable fit.



Hair Health Comes First with Temp Dials

The temperature dial lets you easily switch between hot and cold air, while smart heat regulation monitors airflow temperature 55 times per second to minimise heat damage.



Durable and Eco-Friendly Build

Made from durable, heat-resistant recycled ABS plastic, it features external insulation for added protection, combining a lightweight design with robust performance for long-lasting use.

How to use HairPress:

- 1.** *Fit & Adjust – Place the device on your head and adjust the dials for a secure, comfortable fit.*
- 2.** *Activate Air Jets – Turn it on; airjets will run for 3 minutes to prep and shape the hair.*
- 3.** *Apply Smart Pressure – Pressure is applied for 2 minutes without heat, locking in a sleek, lasting style.*



BEFORE



AFTER

Where style meets strategy

Key Performance Indicators

100K+

Units sold within first year, demonstrating scalability.



85%+

User satisfaction, driving consumer trust.



70%

Reduction in chemical perms, supporting sustainability.



INNOVATIVE

An air-powered, wearable styling device that safely reshapes outward-growing hair using advanced airflow control — offering a sleek, daily-use alternative to chemical perms.

SUSTAINABLE

Made from reusable, eco-friendly materials and powered by low-energy airflow, the device avoids chemical damage, reduces waste, and supports L'Oréal's sustainability commitments.

INCLUSIVE

Designed for men with thick, straight, outward-growing hair — especially common across East and Southeast Asia — the tool fills a real gap in grooming that has been largely overlooked by existing solutions.

SCALABLE

Launches in high-demand markets like Korea, Japan, and the U.S. diaspora, with clear potential to expand into a global ecosystem of airflow-based grooming tools for beards, brows, and more.

FEASIBLE

Building upon existing manual tools, our device capitalises on the growing popularity of perms, using proven airflow technology to deliver a healthier, intuitive, cost-effective, and app-free solution that's easy to manufacture and scale globally.

STRATEGIC

Perfectly positioned within L'Oréal CPD's portfolio, the tool supports cross-brand activation with Men Expert, Garnier, and L'Oréal Paris, and can be paired with styling products both in-store and online.