



## **Hair Influences the Way 80 Percent of Middle-Age Women Feel About Themselves**

*HairRx Middle-Age Hair Care Report Surveys 1,000 Women*

PHILADELPHIA, December 7, 2017 – A new report shows that even for middle-age women, hair overwhelmingly influences the way they feel about themselves. Nearly 80 percent of the women who participated in the HairRx Middle-Age Hair Care Report admitted that their hair can influence their personal outlook, with most saying they want their hair to make them feel prettier and more confident.

Middle-age women also have distinct hair care goals, habits and preferences, according to the HairRx Middle-Age Hair Care Report. The survey was commissioned by HairRx Advanced Hair Care, which is dedicated to fulfilling the hair care customization needs and shopping preferences of women ages 30 and up. One thousand women ages 30 to 60 were polled from across the country, at all income levels. The survey revealed the following:

- Most women age 30 to 60 say they are not happy with their hair.
- Nearly 80 percent indicated that their hair can influence the way they feel about themselves; more women want their hair to help them feel prettier and/or more confident.
- More than 50 percent say they spend less than 15 minutes on their hair each day.
- Scent is a priority, with about 83 percent stating that scent is either somewhat important or very important to them.
- 61 percent prefer to buy shampoos and conditioners that are customized to address their personal hair care goals.

For complete results, [read the full report here](#).

"The HairRx Hair Care Report provides a glimpse into the mindset of middle-age women who reveal just how much their hair care products affect their personal outlook, and their preference for customized shampoos and conditioners to fulfill that need," says Ellen Langas, Co-CEO of ProfilePro LLC, the parent company of HairRx. "We constantly invite customer feedback and utilize survey results like this so we can provide the ultimate customization experience."

At [HairRx.com](http://HairRx.com), customers answer a short series of questions focused on their unique hair care goals, scent and lather preferences. Individual profiles are instantly matched to the ideal shampoo and conditioners culled from 165 formulas. HairRx also offers a broad assortment of styling and finishing formulas. In addition, customers may choose from eight different HairRx Home Hair Salon™ sets, which offer curated collections of shampoos, conditioners and styling formulas in attractive organizers.

All HairRx Advanced Hair Care formulas are sulfate free, paraben free, cruelty free and safe for chemically treated hair.

**About HairRx LLC and ProfilePro LLC**

Founded in 2014 by Joe Segel, best known as the founder of QVC, and salon owner Jodi Dery, ProfilePro LLC is a pioneer in customized and personalized hair care. The ProfilePro family of brands includes [HairRx Advanced Hair Care](http://www.hairrx.com), [Cloud 10 Customized Hair Care](http://www.cloud10hair.com) and [ProfilePro Home Hair Salon™](http://www.profilepro.com) sets. Visit [www.hairrx.com](http://www.hairrx.com) and [www.cloud10hair.com](http://www.cloud10hair.com).

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The following high-resolution images are available upon request:

