

## Friction analysis instrument

- Raising brand profile
- Enhancing cosmetics credentials
- Professional salon appeal
- Ergonomic and MMI design
- Application of patented technology
- Partnership relationship
- Focused on commercial goals





### **Hair friction comb**

The hair friction comb was developed in partnership with Procter & Gamble, owners of the Pantene brand.

The system was designed to measure the level of damage sustained by the customer's hair, in order to establish which shampoo, conditioner and other treatments from the Pantene range would best restore the condition of the hair. This strategically astute piece of product design aimed to both enhance sales and further develop brand depth.

### **How the system works**

Positioned in-store in a number of major department store's beauty and cosmetics departments, the unit consists of a bespoke product display and computer monitor, linked to a hand held hair friction comb. A consultant simply passes the comb through a sample area of the customer's hair, and the system provides immediate feedback on screen, relative to benchmark norms.

The scientific evidence provided by the units allows focused discussion regarding particular hair damage, and allows the meaningful recommendation of treatment products to alleviate the problem.

### **Our role**

DCA were involved throughout the project, from early on in its conception. Our role included initial concepts for both the product format and styling; development of the core technology; design and development of the software and hardware; the production of a number of models for evaluation and verification and ultimately batch production of CE marked working products for the system.

The immediate success of the project was highlighted by the long queues of people that formed around the stores, waiting to have their hair analysed and more importantly, significantly increased sales of the branded products promoted by this device.