



NEW PRODUCT & ENERGY & WATER







WHY

Unilever brands Dove and TRESemmé are removing the environmental impacts of using and heating water through their dry shampoo products.

HOW

- To achieve the objectives of its Sustainable Living Plan, Unilever introduced a new range of dry shampoos to provide its customers with a convenient alternative to traditional hair care products.
- The dry shampoos are spray on, absorb oil from hair, and also lend volume.
- Unilever estimates the new product category replaces a wet wash in 60% of uses and results in 90% fewer greenhouse gas emissions compared to washing hair with heated water.

BUSINESS VALUE

 RISK	Long term supply – Reducing customer water use contributes to tackling water scarcity, a priority for Unilever’s Sustainable Living Plan.
 REPUTATION	Brand sentiment – According to TRESemmé, dry shampoo has become one of its most popular products.
 SALES	Growth – Following the development of the new range, Unilever experienced a substantial growth in sales.
 INNOVATION	Technology – The initiative led Unilever to develop innovative dry shampoo technology.

CONSUMER VALUE



FUNCTIONAL

The new range fit better with customers’ busy lifestyles whilst maintaining the same performance as traditional shampoos.

RESULTS

- The new range of dry shampoos result in a 90% reduction in customers’ greenhouse gas emissions compared to washing hair with heated water. [Source](#)
- Sales of Unilever dry shampoos grew by nearly 20% in 2012. [Source](#)