



Church and Dwight

Dry Shampoo
Disruptive Innovation



Objectives



Develop Disruptive Innovation



Regulatory and Consumer Shift to a Sustainable Solution



⑥ New and Competing Factors



Ease Of Use

Can the consumer easily apply the product?



Effectiveness

Does the Shampoo do its job to clean the hair?



Hygiene and Safety

Does the product cause any allergic reactions? Is the product safe to use?



Scent

Do consumers enjoy the scent?



Volume

Does the shampoo give the hair volume?



Foam

Foam form factor that does not use aerosol.



Powder

Powder form factor that does not use aerosol.

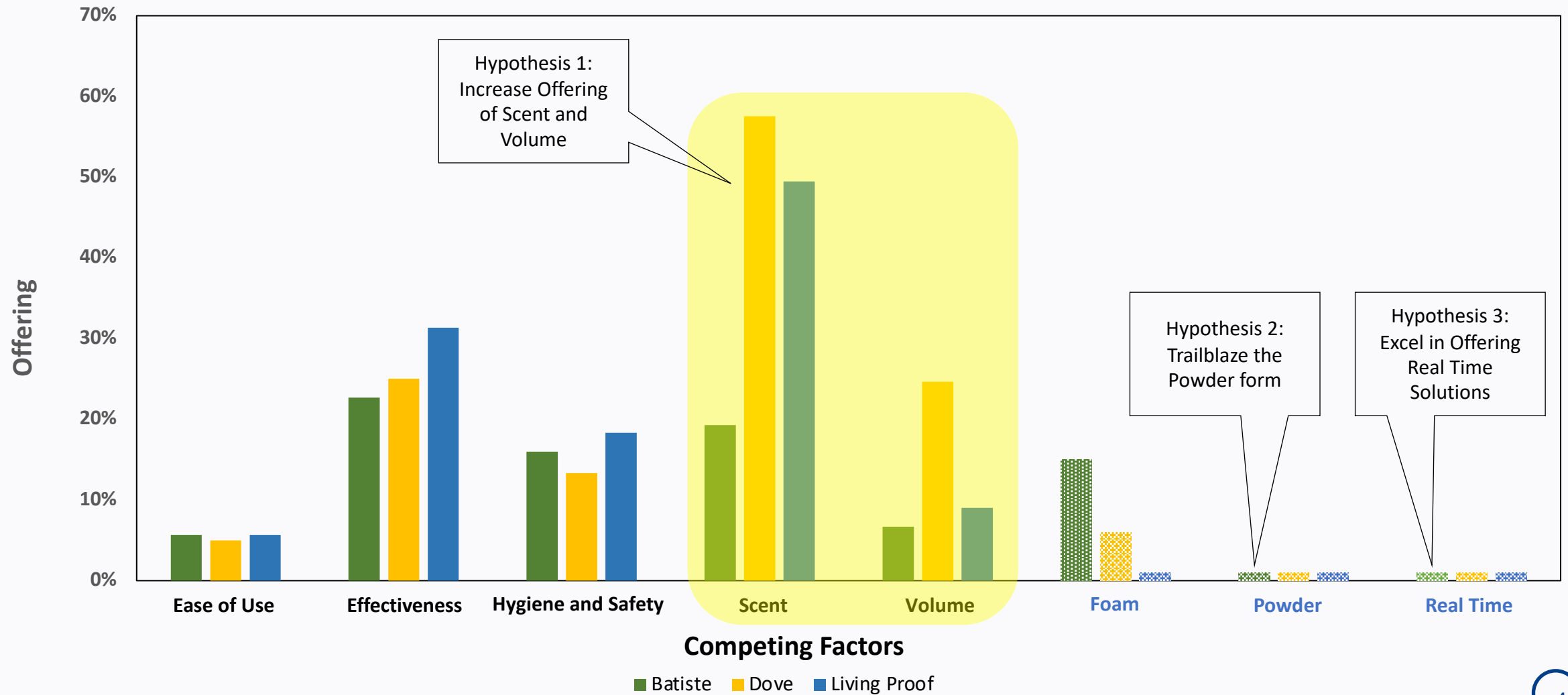


Real Time

Is the shampoo portable and able to be used anywhere easily?



Strategy Canvas





Innovation Opportunities



Foam



Avoids Aerosol Usage

Light and Easy to Use

Powder



Anticipated Fastest CAGR of 8.3%
from 2019 to 2025 according to
forecasts

Greatest Opportunity for Market
Share

Real Time



Powder Dispensers can be
Compact

Redesign Black Mesh



Research Plan



● User Research

- Quantitative and Qualitative
- Aerosol vs. Other Form Factors



● Scent and Volume Prototype

- Build Prototypes with these offerings



● Foam/Powder Prototypes

- Depending on User Research, build most promising prototype

Questions?



Appendix

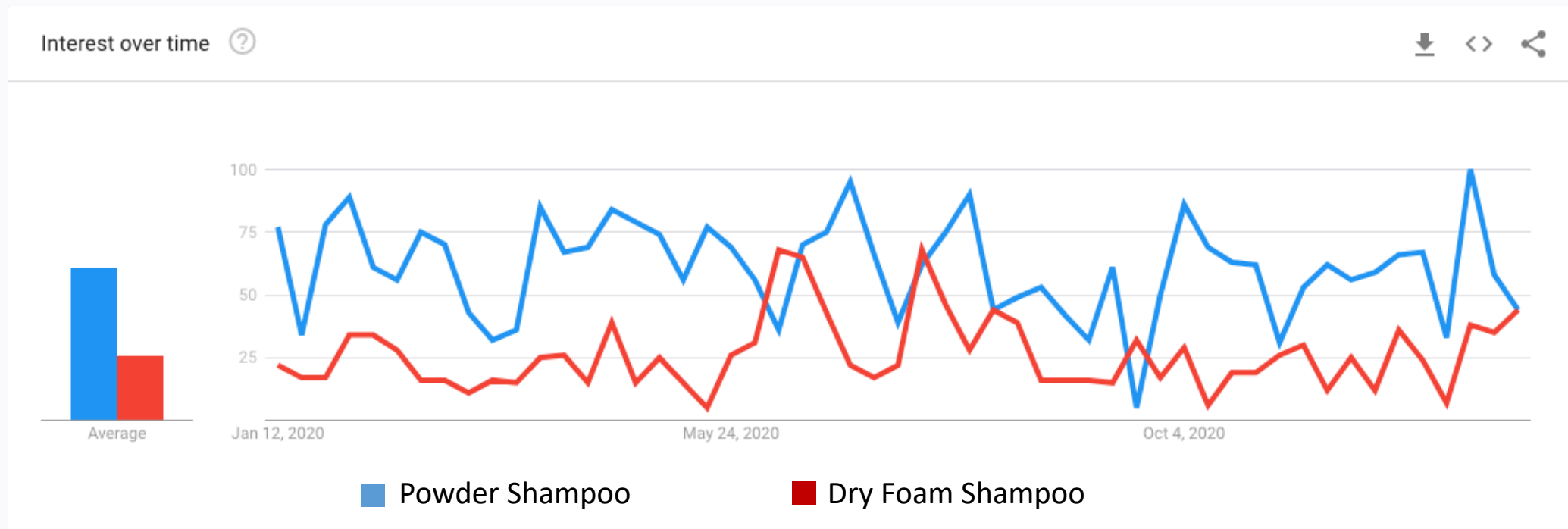


The top related queries to dry shampoo led to a YouTuber named Brad Mondo who is one of the most popular beauty products reviewer.

Related topics ?		Rising ▼ ↓ <> ↗
1	NIOXIN - Topic	Breakout
2	Brad Mondo - YouTube channel	+750%
3	Hair dryer - Topic	+550%
4	Olaplex - Topic	+500%
5	Hair straightening - Topic	+300%

Appendix

Although there are more powder shampoo Google queries compared to dry foam shampoo queries, there are no powder offerings from Batiste.

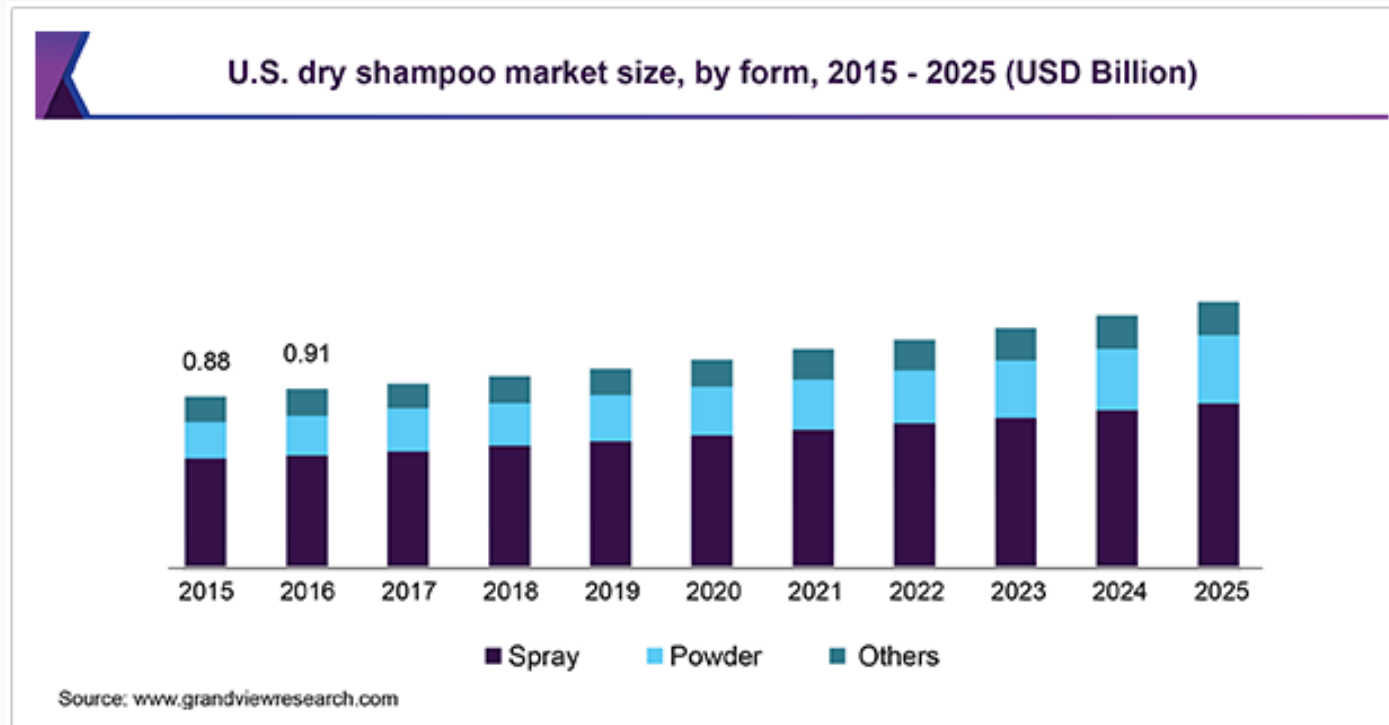




Appendix



“The powder form is anticipated to exhibit the fastest CAGR of 8.3% from 2019 to 2025. Rising demand for this form due to its aerosol free content is anticipated to boost the segment growth in the dry shampoo market.”





Appendix

“ I shook the bottle spreading some powder directly onto my roots and then tried to shake/comb it out but to my frustration I couldn’t! It left all these white flakes and looked like I had major dandruff. After about 15 minutes of me feverishly rubbing out the flakes, I was left with a sore hairline and my roots with a grayish tone. I even tried this a second time but shook the bottle into my hands then rubbed it in (thinking that directly applying to my head could have been the issue) but unfortunately I had the same outcome.” – Nichole, verified Amazon purchaser

