



## CLIENT NEED...

The client, Mind The Hair, approached us to bring this idea to life. The innovation behind the idea was to offer hair dyeing services to the users through an alternative way, avoiding the traditional way of the hair salon. We focused on the following guidelines in order to offer a feasible solution.

- “Continuation” of the colorists services in an alternative way
- Servicing the consumers need to dye their hair at home
- Tailored dye with satisfactory results

An innovative hair dye kit that offers recipe and ingredient proportions ready by the professional colorist.

The user only needs to mix the tailored proportions.

## INDUSTRY

- 37% of women went to hairdressers to have their hair permanently dyed at least twice last year.
- 37% will dye their hair at home.
- 68% of women immediately feel more attractive after coloring their hair.
- 73% of women believe that products designed for hair color will prevent hair color fading.
- 85% of women dye their hair at least once every eight weeks.

(<https://www.holleewoodhair.com/hair-color-statistics/>)

## OUR INNOVATION

We conducted a series of research, studies etc. to innovate on hair dye and a new service for the users.

After analyzing the initial ideas, we designed a complete hair dye kit appropriate for the colorist to mix up the hair dye recipe easily and quickly in order to offer it immediately to the users.

As an innovation consultancy, we researched for the appropriate factories to manufacture this hair dye kit. We guided the manufacturer to give us the final product with high quality finishing. Our focus was to offer more than a high level hair dye kit:

- Keep colorists working from home
- Each colorist could reflect his character on the kit
- Extra hairdressing service
- Flexibility



As an **innovation consultancy**, we did the followings:

- market research and competition
- brainstorming
- 10 ideas
- 5 packaging designs
- packaging and hair dye kit vendor sourcing via our manufacturers network



## WE AT ORANGE-CIRCLE

We developed an effective hair dye kit for our client, offering R&D services and creating a ready solution for the market.

Our focus is to offer extra experience for the users and to bring the idea into the next level matching with the future.

## CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

## BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

## LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)