

American Spraytech

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American Spraytech

Propelled by Love

Inclusive Innovation

Innovating without boundaries

While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasingly expecting brands to change the narrative and destigmatize "flaws." While adjusting communication strategies to bring forth feelings of empowerment is essential, consumers want to see brands reflect these changes in product development as well.

- Clare Hennigan, Mintel

**WHAT IS TRUE
INCLUSIVITY?**





Essential Ingredients of Innovation



1

One size

DOES NOT

fit all.

Evolving Demographics



Original



Invisible



Deep



Tint



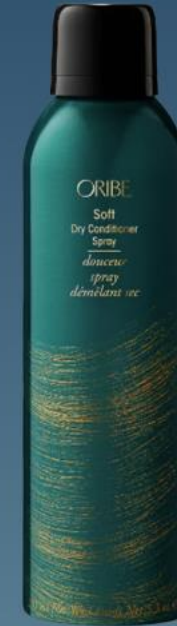
Tint



Tone



Tone



2 in 1 Invisible Conditioner



Different users have different needs

How would you use it?

Product : Hair Conditioner spray

Key Ingredients :


- Coprah Coconut Oil
- Dimethicone
- Polyquaternium-37
- Propylene Glycol
- Glycerin



Evaluate products on diverse hair and skin types,
and vary use instructions by hair/skin type.



Consumers as
CREATORS.

A hand is shown on the left side of the frame, holding a dark-colored spray can. A fine mist of white particles is being emitted from the nozzle of the can, spreading out towards the right. The background is solid black, which makes the white mist stand out. The overall scene is dimly lit, focusing on the spray action.

Name 5 products that
you use at home?

How would you
improve one of them?

Make the change the consumers/you want



How to Brainstorm

- Conduct surveys across the company so everyone has a voice
- Understand how different demographics use the products
- Link the insight to market data to ascertain which ideas have traction
- What problem does this solve? How is it new, better or different?
- Chemists choose which products they formulate to engender ownership

Foster a diverse and equitable approach to product development



A product that speeds up the time it takes to air dry your hair by up to 45%

Eliminates the need for a hot tool.
First to market concept.



Innovation is a culture

The more diverse your team is, the more varied the insight will be, the richer and more inclusive the innovations that result.



3

NEVER
settle.

How many of you recognise/use these?





After



Before

★☆☆☆☆ This item does not apply easily and is messy

By [Amazon Customer](#) on April 4, 2016

Color: #2 Dark Brown | **Verified Purchase**

This item does not apply easily and is messy. Don't touch your hair after application as it will stain your fingers

▶ [Comment](#)

Was this review helpful to you?

[Report abuse](#)

Why stop there?



Dark Roots



Fiber



Holographic Foam



Pop Color



Semi permanent



Complacency is conducive to competition.
Don't wait to be disrupted; disrupt yourself.



Flex the
FORMAT.



No Touch Application!

Convenient and Easy!

Cools on Contact!

Longer Shelf Life!

No Mess Spray!

Targeted Delivery!

Luxurious Texture!

Spray at any angle!

Sealed for Freshness!

Light, Even Dispersion!

Level up



What if these were sprayed?



Reimagine existing products as sprays
to increase consumer value.



The path

FORWARD.

The bright future of aerosols



Bag on valve



Honeywell Solstice



Nitrogen

American Spraytech

Thank You !