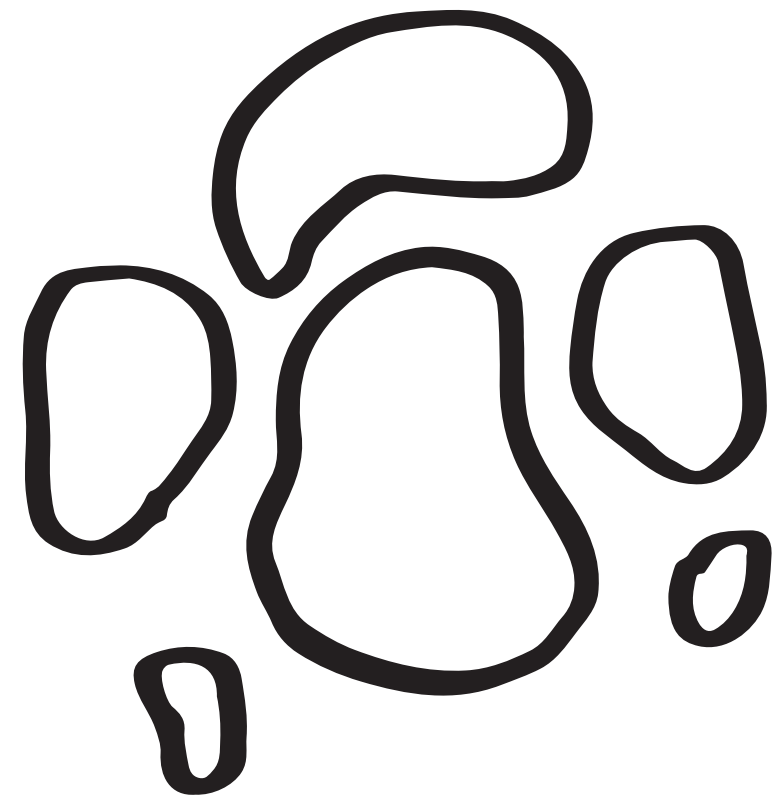


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MIDTERM RESEARCH





Social



Psychological



Health



Key Insights

Body hair is a sign of health and self-care.

People think it's unhygienic to have pubic hair and there are big misconceptions about hygiene.

Women think they have a choice, but they don't.

Hair removal as self-care might be one of the biggest lies women have bought into.

To be a woman, you need to shave.

Hair removal, at its core, is a form of gendered social control.

What people see on porn dictates what's sexy.

Porn is a big influencer on sociosexual scripts.

Beauty is pain.

People suffer from chronic itchiness, ingrown hair, inflammation etc.



Psychological } How do women feel with body hair?



Psychological } How do women feel without body hair?

“When I do, I feel **pretty, clean** and **smooth**.
When I don't, I feel **dirty, natural, not ready to have sex**.”

“When I remove my body hair I feel like a **dolphin**.
When I don't remove my body hair I feel like a **boy**.”

“When I remove my body hair I feel relieved, happy and satisfied with myself. When I don't remove my body hair I feel **itchy in my own skin, self-conscious in public, uncomfortable, anxious, nervous, embarrassed**. These are just the negative feelings though. At times, based upon my: mood, level of time between removal and feelings on the day; my angst and feelings of fuck it, who cares, can vary.”



**“It felt like my body had betrayed
me by producing this hair,
which now had to be taken care of.”**

Psychological } How do women feel with body hair?

"I feel like I'm **letting go of social constraints.**"

"Being in my natural state makes me feel **whole** and **beautiful**.
I feel **healed.**"

"I've **experimented** over the years: I've shaved it off completely, I've trimmed, but this is the first time that I'm just letting it be completely. I feel really good about it. It makes me feel **sexy**, it makes me feel **affirmed**; I don't know, I think it's **cute**, I like it."

“It’s weird that hairless is what’s neutral: In order to not think about it, I have to do an action.”

Psychological } To shave or not to shave?

Mostly female experimenters notes they felt disgusted when they saw themselves in the mirrors, some of them thought they looks **still very dirty even after shower**, it is not the filth of body, but a impurity of mind. (Breanne Fahs, Arizona State University 2008)



Psychological } To shave or not to shave?



Hair removal, at its core, is **a form of gendered social control**. She writes that the effect of this hairlessness norm is to **“produce feelings of inadequacy and vulnerability, the sense that women’s bodies are problematic the way they naturally are.”** Rebecca Herzig



Health } Is it better to remove hair?

JAMA Dermatology: **76% of Americans groom their pubic hair in some way**, and of those more than a quarter said they'd experienced an injury during or after grooming. In this nationally representative cross-sectional study of 5674 adults who reported pubic hair grooming, **grooming-related injury was reported by 1430** (weighted prevalence, 25.6%).



Health } Is it better to remove hair?

In a survey of 3,316 women in the US, published in JAMA Dermatology, **59% said they did it for “hygiene reasons”**. Overall, **84% said they had done some grooming and 62% said they had removed all their pubic hair** at least once. Obliteration of hair was most common between the ages of 18 to 24. More than **20% said they did it for their partners**. Feeling sexier was also a reason. (The Guardian)



Health } Is it better to remove hair?

A survey of 7,850 Americans found a direct correlation between pubic hair grooming and STDs. Those who groomed at any frequency (whether weekly, monthly, or just every few months) were at an **80% higher risk of STD**.

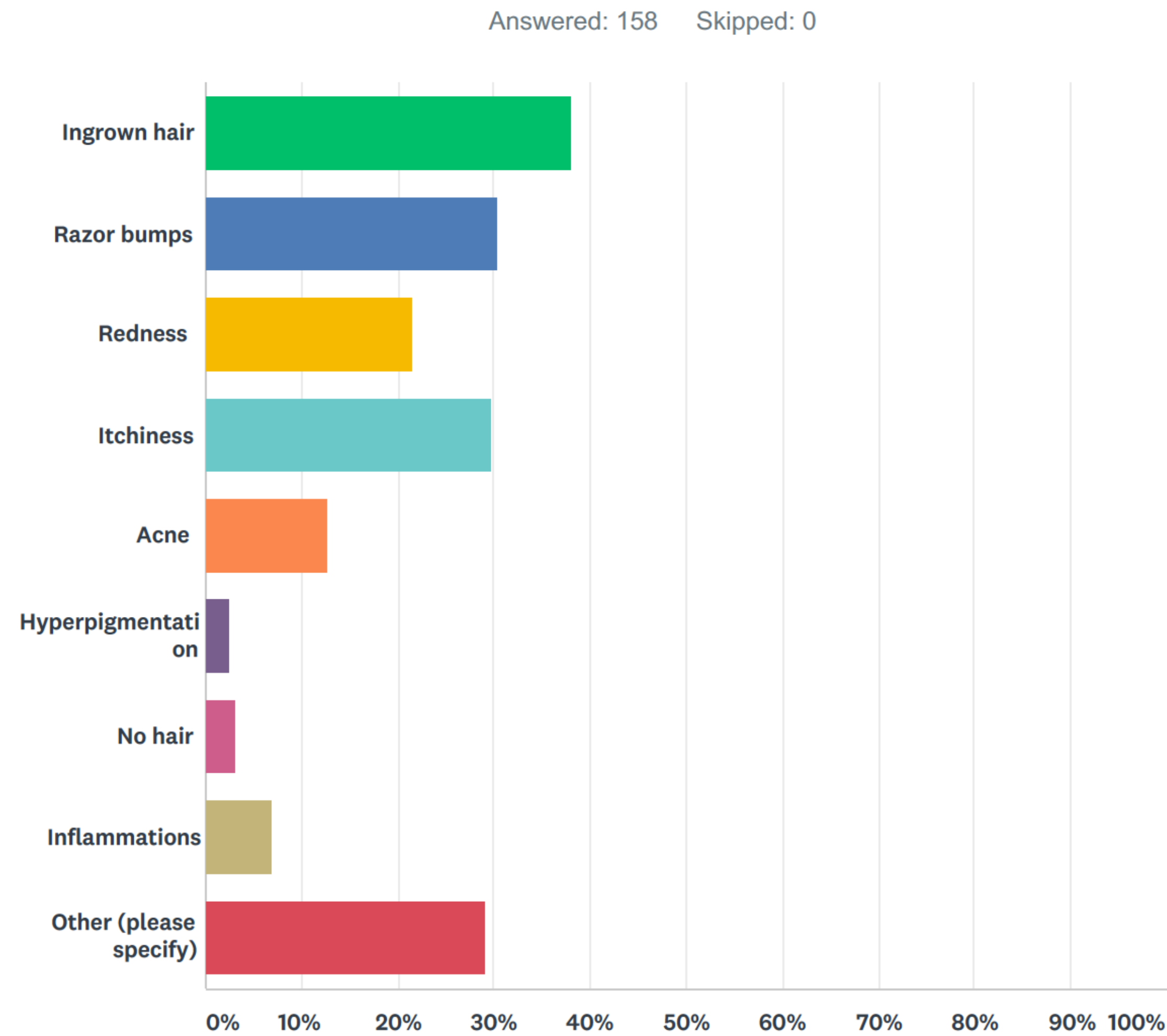


Health } Is it better to remove hair?

The survey, by American Laser Centers, said women remove unwanted body hair for an average period of **53.6 years**, using methods such as shaving, waxing and depilatory creams. The American woman who shaves will spend more than \$10,000 over the course of her life, and the woman who waxes will shell out **more than \$23,000**. (The Atlantic, 2015)



Health } Is it better to remove hair?





leg hair = no smell = whatever
armpit hair = smell = problem

“You have two different sweat glands. They’re called the eccrine and apocrine glands. Eccrine glands are all over your body and produce watery sweat to keep your body cool. Apocrine glands are located where hair follicles are most concentrated (scalp, armpit, and groin), and the sweat is waxy and fatty from the lipids they secrete,” says Whitney Bowe, M.D.

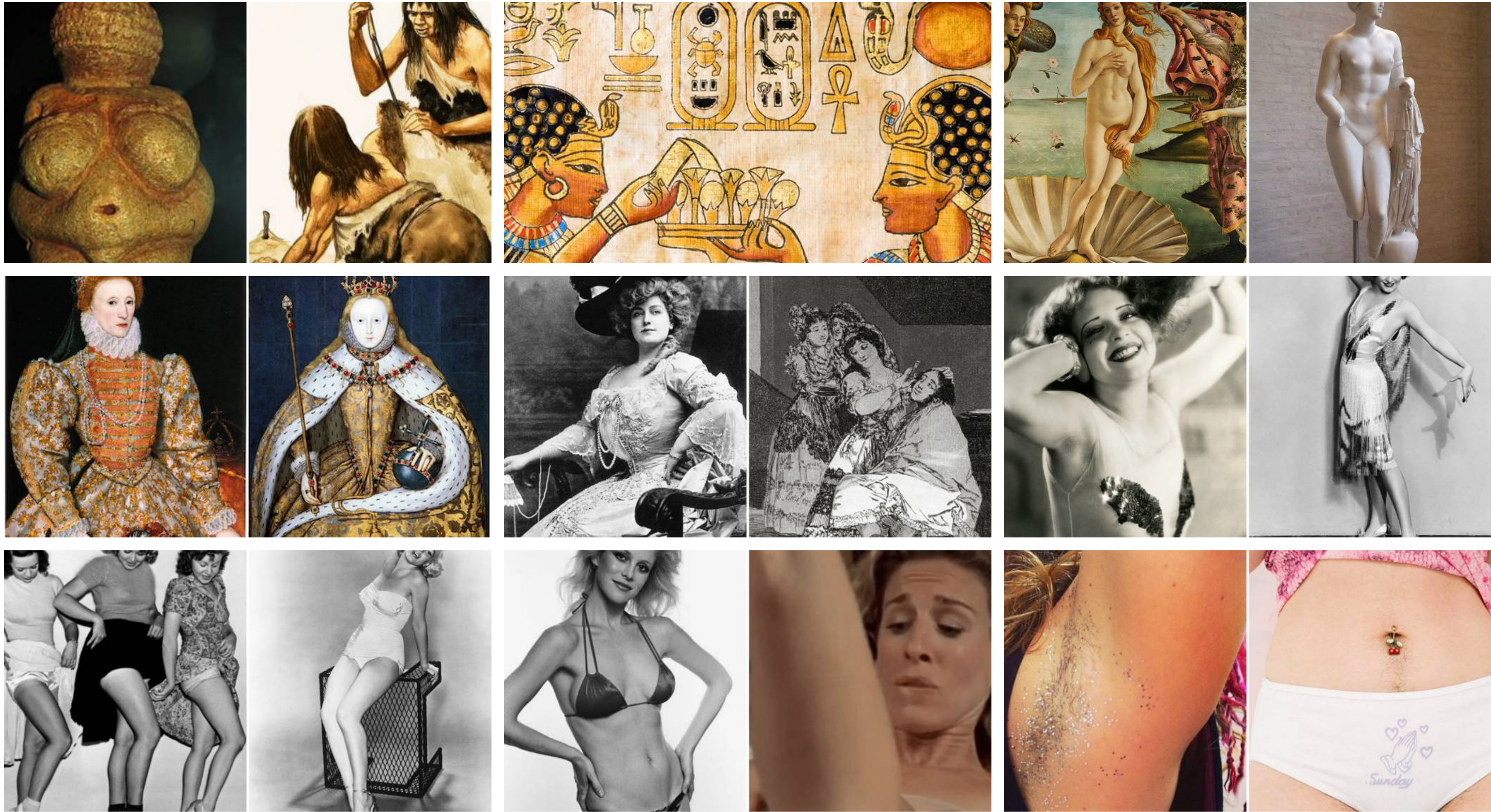


Health } Hormones + Glands



Male hormones known as **androgens** — a category that includes **testosterone** — stimulate hair growth on the face and body, and create fuller, thicker hair on the head. In women, **ovaries** and **adrenal glands** naturally produce **androgens**, but only very small amounts.

Social } History of Women's Body Hair

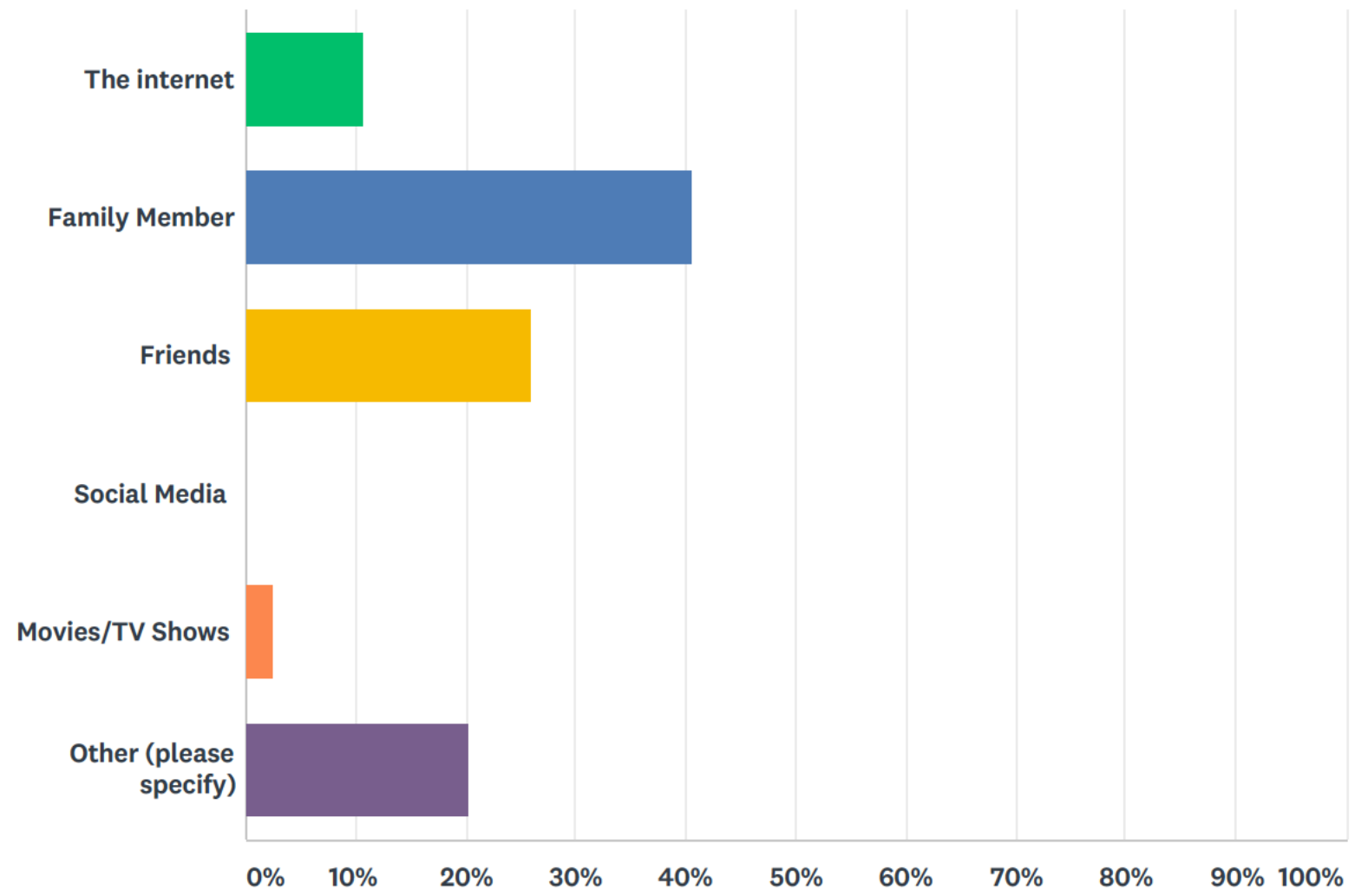
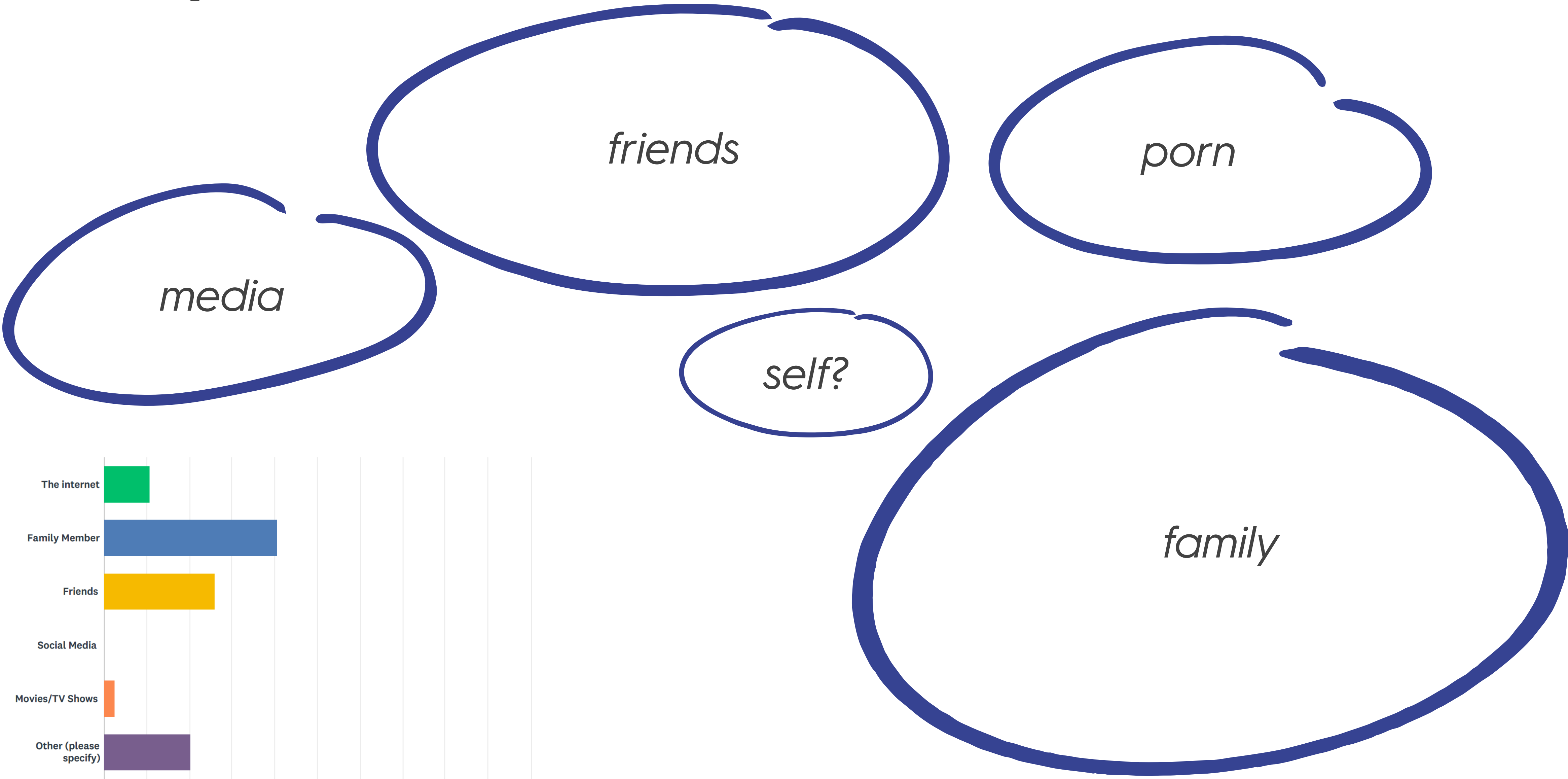


HIGHLIGHTS + INSIGHTS

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Psychological } Influences





Sex and the City vs The Broad City and Girls



Social } Which one got banned from IG?





petra collins
@petracollins



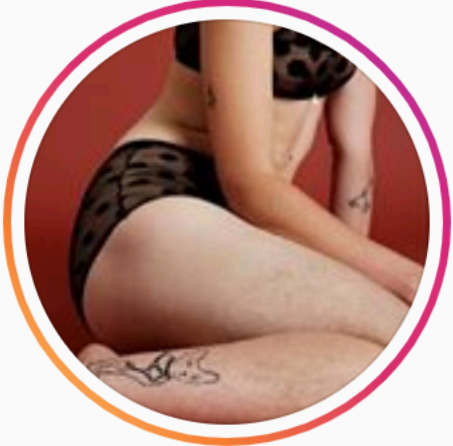
Wow [@instagram](#) thanks for making it clear that an unshaven bikini line NEEDS censoring.

 160 12:28 PM - Oct 11, 2013

 138 people are talking about this








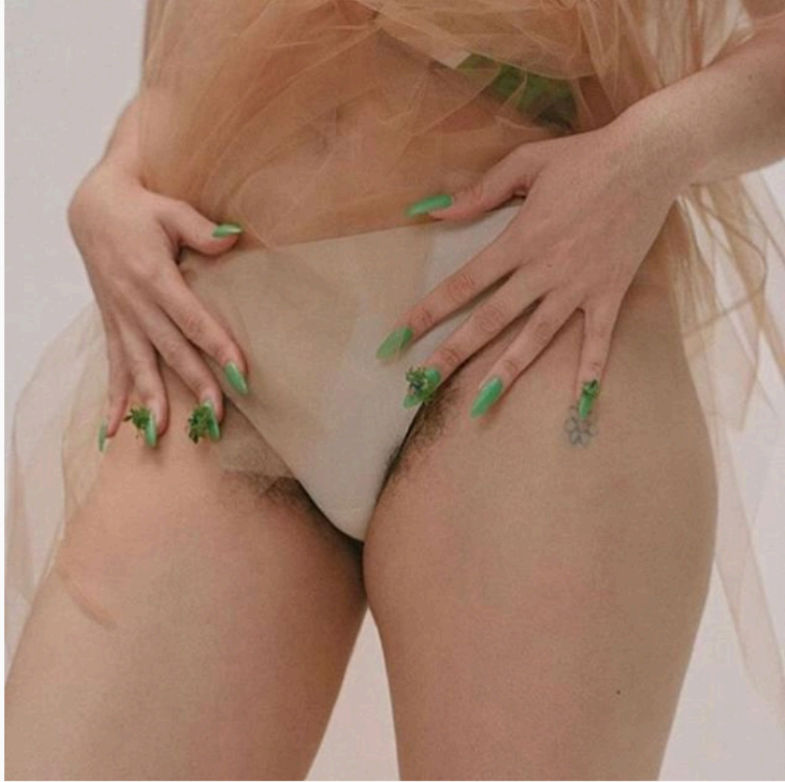
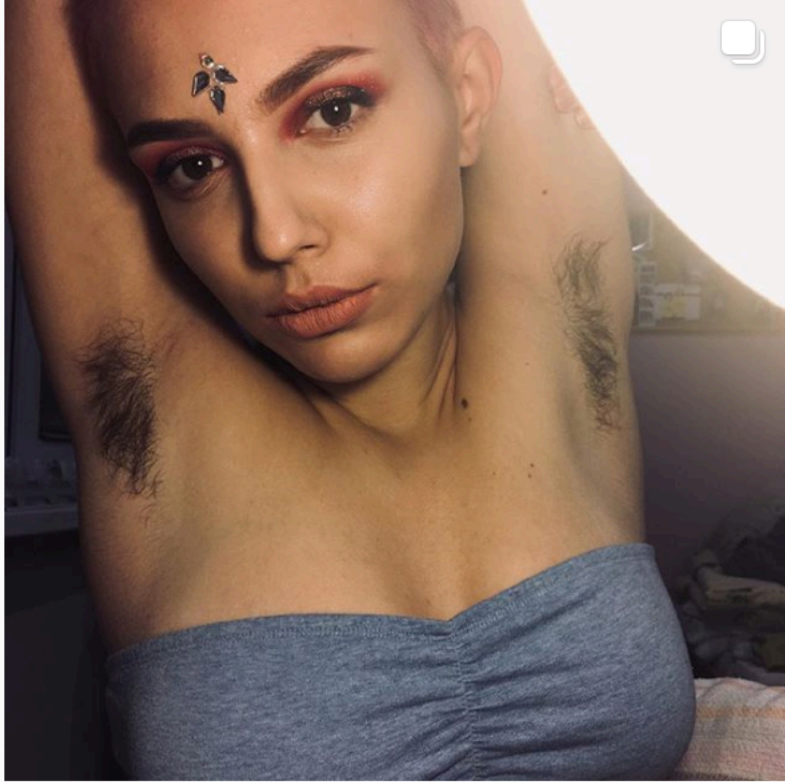



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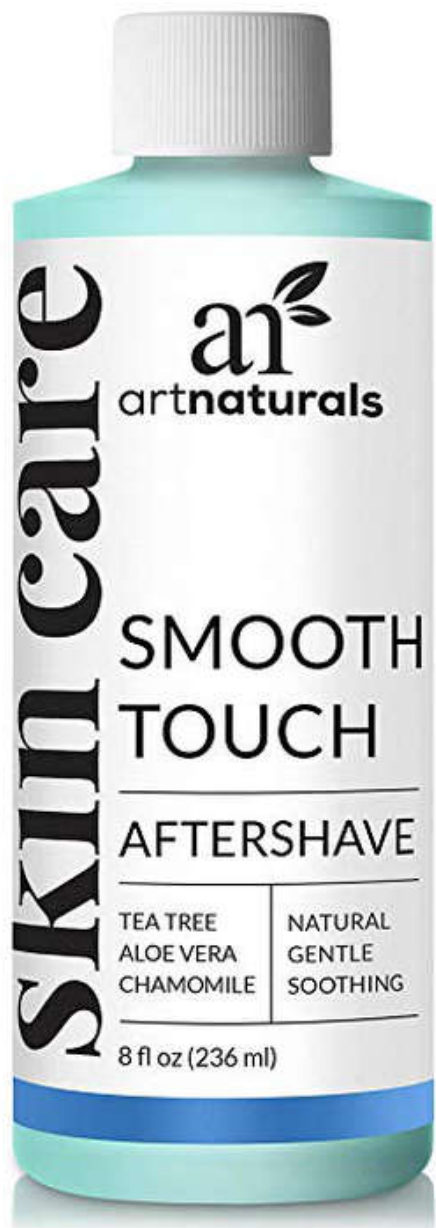
Market Research } Body Hair Removal Products

OPPORTUNITIES

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Market Research } Body Care Products



OPPORTUNITIES

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Market Research } Body Hair Care Products

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People } Pain Points



hyperpigmentation
itchiness
inflammation
acne



ingrown hair
hyperpigmentation
itchiness
inflammation
razor bumps



moisture
sweat control
acne



People } Who?



- 1. Teenagers (11-19) who are confused about what to do*
- 2. Adults (20+) who are confident in making decisions, but has no support/product*
- 3. Adults (20+) who are unaware that they have a choice*



Brand } Attributes



1. *Informative*
2. *Empowering*
3. *Approachable*



A lifestyle brand that celebrates all bodies and aims to make body hair removal a choice.



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THANK YOU!

