



CELEBRATE THE

UNIQUENESS OF YOUR HAIR.

March 2025

ULØCKS

Feel the pleasure
of unique care
for textured hair.

dsm-firmenich ●●●

The Texture Gap



Complex and long hair care routine

LOC¹ method | up to >3h²



Demanding hair type

Lower moisture content, tangled and fragile hair, scalp concerns



Limited dedicated offer

32% of UK consumers agree that there are not enough mainstream haircare brands for people with textured hair³

55% of US textured hair consumers seek natural/clean products⁴

More likely to spend more money searching for the products that work for them⁵



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1. Liquid, oil, cream/conditioner
2. Hair type routine – dsm-firmenich 2023 – Global survey 3 countries - 1500 women
3. Base: UK: 1,949 internet users aged 16+ Source: Lightspeed/Mintel
4. Source: Kantar Profiles/Mintel, September 2022 / US
5. www.allthingshair.com/en-us/hairstyles-haircuts/hair-inequality-in-the-united-states/

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The textured hair care range

Developed by you¹,
with you²
and for you³

PERSONAL CARE



SELECTED
LockCare
complexes



Vitamins and
natural origin
actives for
effective care in
sensorial textures

BASES &
FRAGRANCE
CONSCIOUSLY
DESIGNED



PERFUMERY



UNIQUE
LockScent™
technology



Long-lasting
fragrance for
continuous
freshness until the
next wash⁴

with the double
Lock power

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1. Range developed with a specialist textured hair consultant
2. External Consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France - 2023
/ U Locks fragrance – dsm-firmenich 2023 - US Home Use Test – 113 women - best tester among women with curls/coils
3. Actives & vitamins carefully selected to fit textured hair needs
4. Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

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The dsm-firmenich textured hair range combines high performance with pleasurable sensations to offer care that celebrates the uniqueness and natural beauty of your hair.



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CLEANSING
CONDITIONER

LUMINOUS
WAX

SCALP
SERUM

HYDRATION
MOUSSE

NOURISHING
OILY GEL



DAY 1
Wash day Routine

DAY 3-4
Refreshing Routine

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Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C)
– average age between 26-35 years old – 1 month usage test – France – 2023
Fragrance – best tester among curls/coils US 2023
* ISO 16128

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