

INNOVATION



New Product:

- Novel use.
- New application.



Gender:

- Male.
- Female.



Product Category:

- ~~Skin.~~
- ~~Hair.~~
- ~~Make-up.~~

++INNOVATION

✓ New category: Bald people.

CAROBELS

hair · beauty · style

The origin of the innovation idea

#1

It is Juanjo, Carobels' CEO, a company dedicated to develop professional hair care products.

And I am a BALD Man!

#2

I'm very passionate about my job! When I explain to entrepreneurs what I do, or to potential clients and investors that one of our best sellers are anti-hair loss products... they look at me very surprised with an mocking laugh.

#3

Honestly, I am very #proudofbeingbald

#4

And... there is no any specific product for the bald head care! It's a very sensitive skin, which must be cleaned and hydrated deeply. It'd be great also to be able to eliminate the annoying shines.



#5

And if...

mmm... Juanjo, if you want something,

Go to get it !!

Even if it sounds a bit crazy, this specific product would help many people like me.

#6

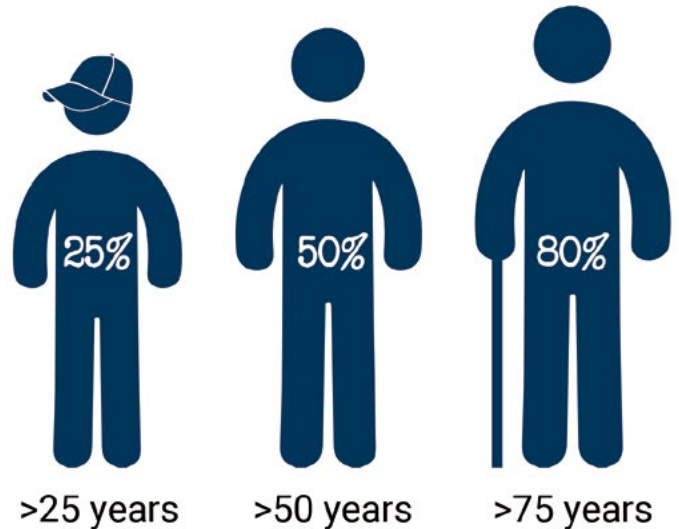
How many bald men will we be?

The baldness in figures

The figures of worldwide baldness show that one in four men from the age 25 years old begins to suffer baldness, a figure that **increases an unstopably way with age** until reaching 80% in old age.

According to an article in the Daily Express, the prevalence of Male Pattern Baldness - and it's not good news for the men of Europe.

The study states that baldness is most common in the Czech Republic, where 42.79% of men are bald, with **most of Europe** countries not far behind, followed by Spain and Germany. The UK comes in fifth and is closely followed by the US and Italy.



*Source: Statistic Brain Research Institute.

*Source: National Health Service of UK.

Currently, at the market, there is not any products that respond to the cosmetic and dermatological needs to the baldness people. Or maybe yes?

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Can you
imagine a
shampoo for
bald heads?



DOCTOR BALD



The 1st shampoo for bald people.

The scalp requires special care and more when it is devoid of hair protection, due to the reason that it is now more exposed to external aggressions and the sun.

Doctor Bald is the first hair treatment shampoo & lotion specifically designed for bald people.

Its purifying formula, free of sulfates and parabens, cleans the scalp smoothly avoiding to dry up and providing an extra hydration with a composition rich in Aloe Vera and essential oils. A refreshing experience thanks to the peppermint extract that will soothe the skin.

Result: a soft, healthy skin with 0% frictions.

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DOCTOR BALD

By

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Innovative applicator brush. European Patent

Thanks to its patented applicator brush **-Ultra·Clean by CAROBELS-** you will eliminate all impurities in record time, a quick and efficient cleaning with a light massage that will help you get rid of dirt, sebum and unsightly shine.

The Ultra · Clean brush is made up of a series of ultrasoft silicone bristles that adapt perfectly to the contour of the head and allow the scalp to be delicately cleaned. On the outer edge they are rectangular in shape while on the inside they are cylindrical.

Its shape and distribution has been specifically designed to facilitate the application of the product and its cleaning action, as well as the drag and peeling of the skin. Clean pores and leave radiant and care skin. The applicator is removable and easy to clean and disinfect.



Check its results



+ To **COMBAT** the **HYPERHIDROSIS**: avoiding the glitter and the feeling of dirt that causes excess sweating.

+ To **ELIMINATE** the **PRURITUS**: its soothing and conditioning action finishes the itching.

+ To **ACTIVATES THE CAPILLARY MICROCIRCULATION**: its composition contains Witch hazel, of astringent and anti-inflammatory action.

+ To **CLEAN**: combats possible infections in cuts when you shave.

+ **NATURAL**: formula with 0 sulfates and 0 parabens.

+ **HYDRATED**: it further to the deeper layers of the skin thanks to its rich composition in Aloe Vera, to achieve maximum hydration. No more desquamation or cracked appearance.

+ **COMFORT**: say goodbye to the tightness. Your skin is more care than ever with the essential oils that provide to your skin elasticity.

+ **REFRESHING**: it experiences a unique freshness sensation with an intense aroma of mint and without irritations. Feel your skin been confrontable-perfect matte finish and without frictionless.



Aloe Vera



Refreshing Mint



3 Essential Oils



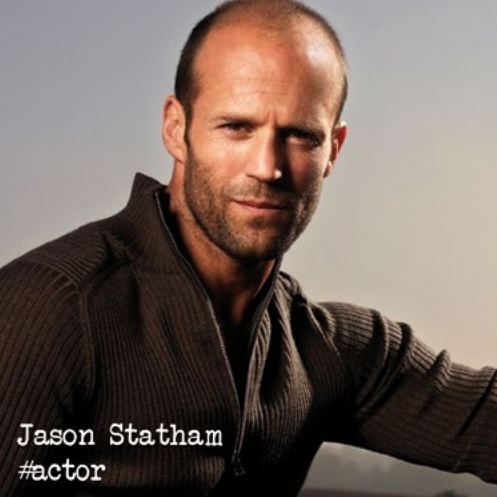
Paraben Free



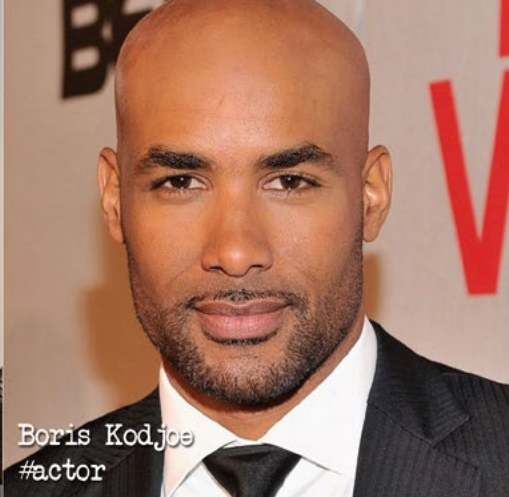
Sulfate Free



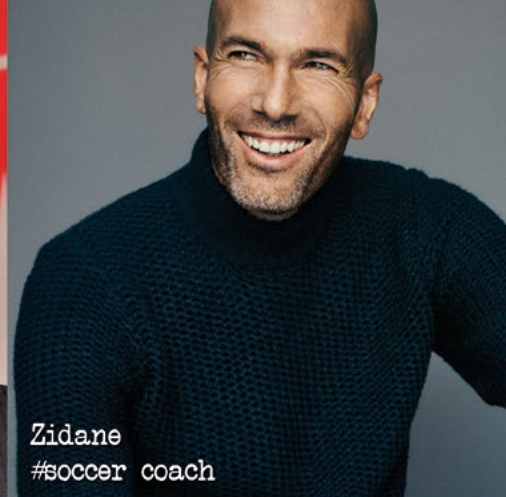
Cruelty Free



Jason Statham
#actor



Boris Kodjoe
#actor



Zidane
#soccer coach




Kevin Slater
#surfer

#sexybald

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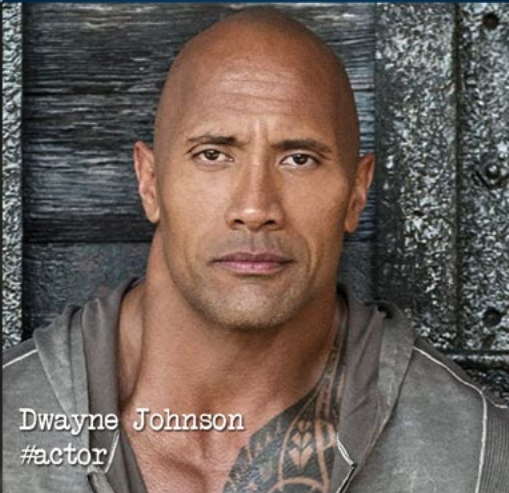
#proudbald



Bruce Willis
#actor



Vin Diesel
#actor



Dwayne Johnson
#actor



Kobe Bryant
#basketball player