

BETTER NOT YOUNGER ADDRESSES THE NEEDS OF MATURE HAIR

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Better Not Younger



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Miami – This new haircare brand targets both the signs and root causes of ageing hair.

Better Not Younger products are formulated to support scalp and hair health while addressing the changing physiology of the body. Incorporating shampoo, serums and supplements, the holistic range aims to counter the main factors that contribute to noticeable changes in maturing hair: scalp neglect, damaged structure and texture, and missing nutrients.

‘As we age the physiology of our hair evolves and its needs change, but it doesn’t mean we have to settle or compromise,’ says Sonsoles Gonzalez, the brand’s founder. ‘It was when I started struggling to find products that could work with my own changing hair that the idea for Better Not Younger really came to fruition. I wanted a brand that addressed these changes but also spoke to me in a relatable, contemporary and non-apologetic package.’

As such, Better Not Younger takes a Life-stage Brands approach to Skintellectual Haircare.