

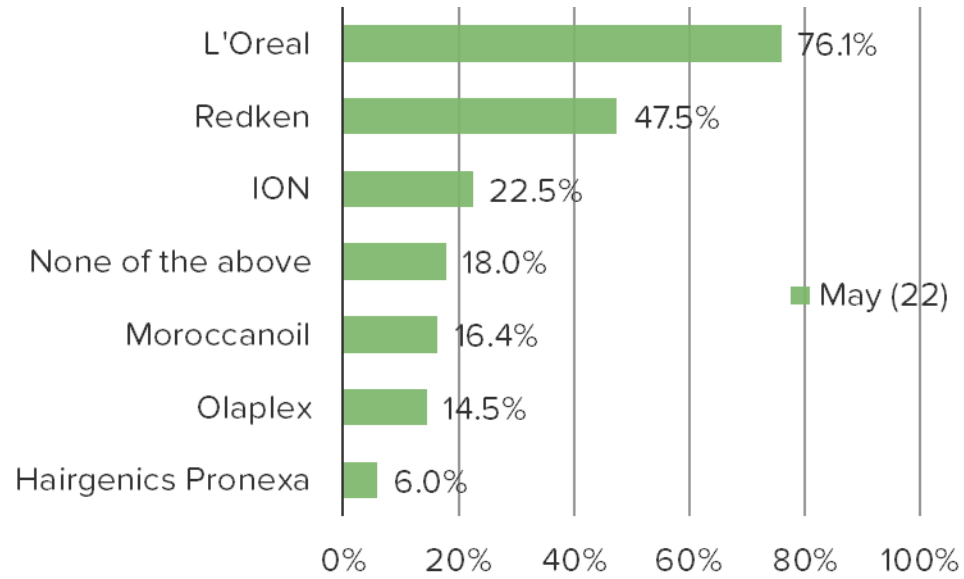
Bespoke Market Intelligence

Olaplex NPS and Word Cloud

May 2022

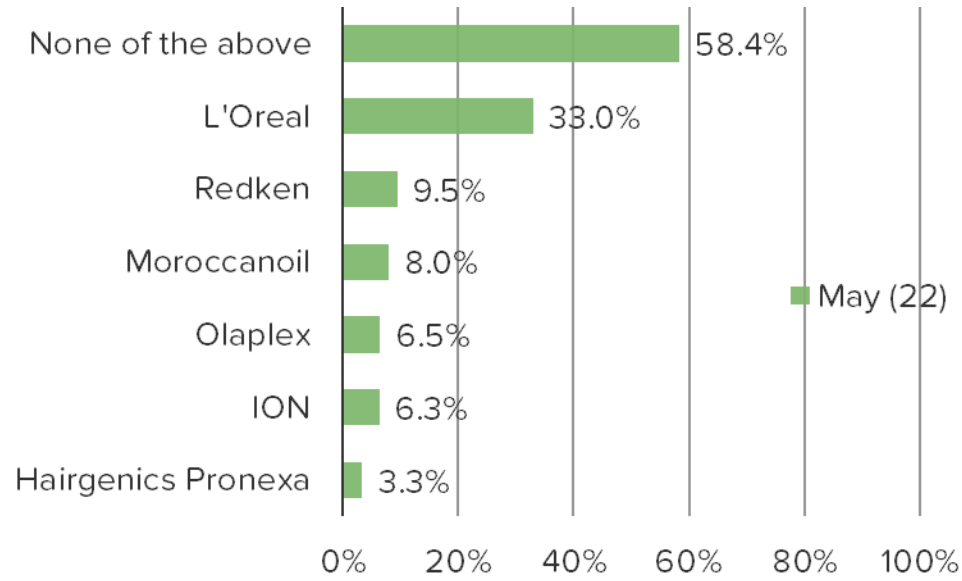
Have you heard of any of the following brands? Select ALL that apply

Posed to all respondents. (N=9949)



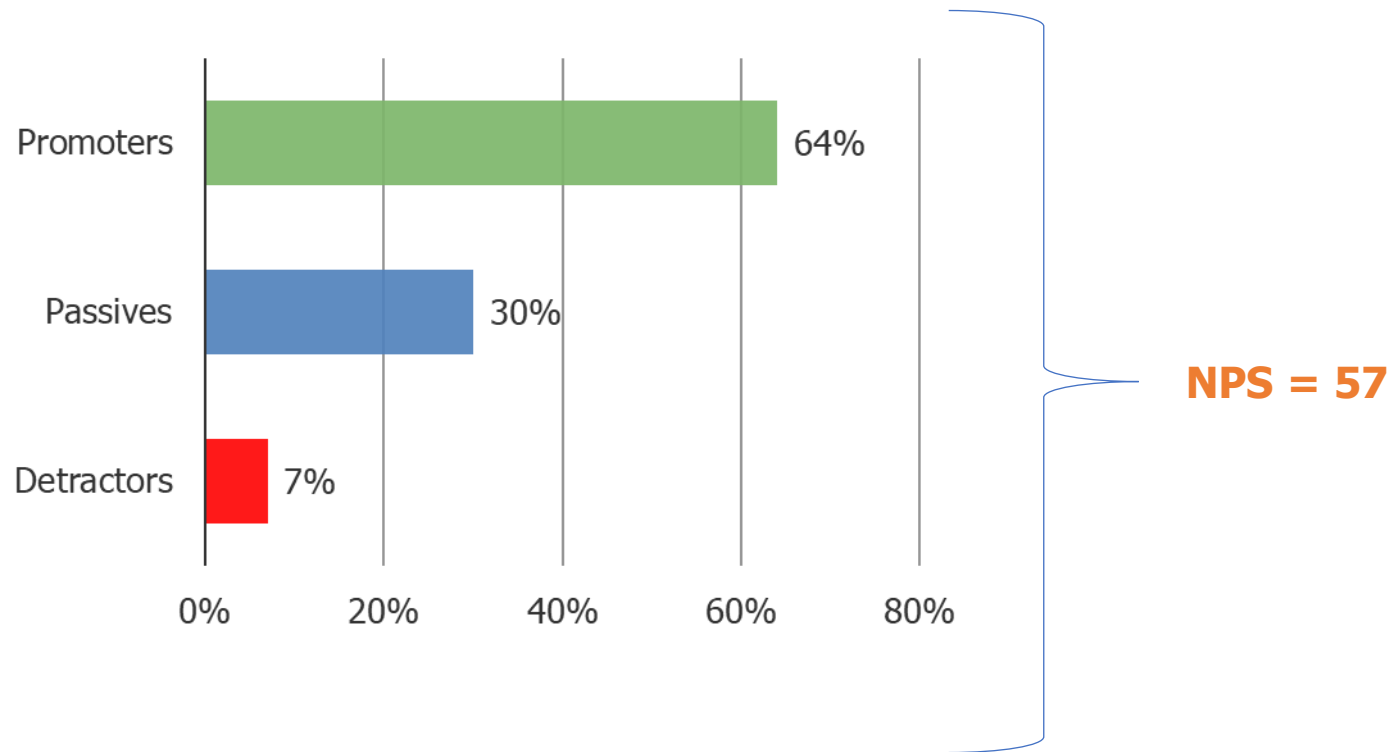
Do you currently use any of the following brands? Select ALL that apply

Posed to all respondents. (N=9949)



How likely is it that you would recommend Olaplex to a friend or colleague?

Posed to all respondents who use Olaplex.



If you had to use one word to describe Olaplex, what would it be?

Posed to all respondents who use Olaplex.

