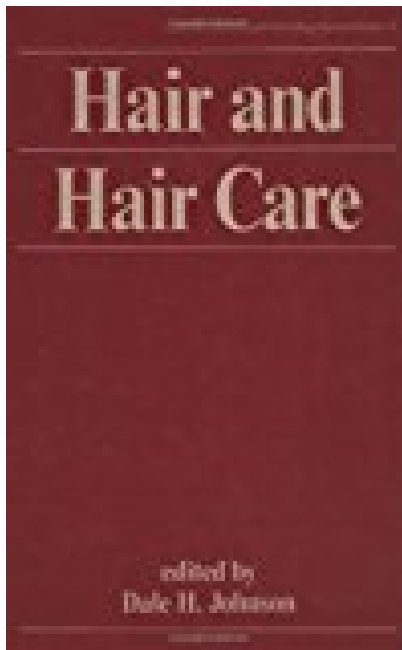


Hair and Hair Care Cosmetic Science and Technology



BOOK DETAILS

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- Pages : 384 Pages
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- Language : English
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BOOK SYNOPSIS

Reviews the chemical and physical properties, care and treatment of hair, including product development. The book discusses ethnic hair, its appropriate management measures and products; emphasizes manufacturing and sales strategies for domestic and international product viability; surveys instrumental methods for product performance evaluation; presents sensory and market research techniques for optimum consumer satisfaction; and more.

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