

Brushing up on TikTok darling Olaplex

Article

With millions of views on social media, celebrity endorsements, and even a scandal under its belt, Olaplex is primed for the spotlight.

Let's brush up on what the hair care brand is up to:

1.1 billion: Views the [#olaplex tag has on TikTok](#). On Instagram, the brand has **2.3 million** followers and **13.9 million** #olaplex posts.

24%: The increase in US prestige hair care sales in the second quarter, per the NPD Group. The brand said its [prestige products sales](#) had **54%** growth.

\$210.9 million: [Olaplex's Q2 net sales](#), a **38.6%** increase year over year. Professional sales grew **32.7%** to **\$105.5 million**, special retail increased **68.5%** to **\$64.2 million**, and direct-to-consumer sales grew **19.3%** to **\$41.2 million**.

42%: Olaplex's 2021 sales that are [international](#). The brand [launched in China](#) through online marketplace **Tmall** in 2020 and is now the No. 1 hair care and the No. 12 brand overall on the platform, CEO JuE Wong told Glossy. Livestreaming in China has been a success but hasn't caught on with US consumers yet.

\$4.3 million: The spend to get rid of its No. 3 Hair Perfector stock after a meme about one of its ingredients (which is banned in the EU for safety reasons) went viral. The brand didn't see a huge impact on sales, but Wong warned of the [double-edged sword of social media](#). "It can elevate you... [but] it can also be disruptive," she told Vogue Business.

Why we care: Olaplex has proven it's a competitor in the hair care space. But its ambitions don't stop there: The brand is eyeing an [expansion into the global skincare market](#).

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