

## GS1 Use Case: Hair Growz Pte. Ltd. - Enhancing Consumer Engagement and Brand Trust through GS1 2D Implementation

Hair Growz Pte. Ltd. is a Singapore-based company specializing in natural hair and scalp care products. The brand's signature products, HairGrowz® Natural Pomade and Scalp Balm and HairGrowz® Natural Hair Oil, are formulated using botanical ingredients that promote healthy hair growth and scalp nourishment.

As Hair Growz expands its presence primarily through e-commerce platforms, including Amazon, and direct-to-consumer online channels, the company sought to enhance product authenticity, transparency, and consumer engagement. At the same time, the company faced increasing pressure on limited packaging space, where regulatory-required information and marketing content compete for space on-pack.

To address these challenges and future-proof its operations, Hair Growz adopted GS1 Standards by implementing the GS1 2D barcode (QR Code powered by GS1) on its product packaging.



### Implementation Approach

In the rollout, Hair Growz implemented both the GS1 EAN-13 linear barcode and the QR Code powered by GS1 on its packaging.

- The GS1 EAN-13 barcode supports product identification requirements across online marketplaces such as Amazon, as well as compatibility with logistics, warehousing, and potential retail channels.
- The QR Code powered by GS1, encoded with the Global Trade Item Number (GTIN), provides a digital link between the physical product and online consumer information



This dual-barcode strategy allows Hair Growz to support e-commerce operations while introducing interactive digital experiences for its customers.

# Key Benefits

## 1. E-commerce and Supply Chain Efficiency

- Standardized GTIN supports product listing and identification on platforms such as Amazon.
- Enables consistent product data exchange across fulfilment partners and logistics providers.
- Maintains readiness for expansion into retail channels through GS1 EAN-13 compatibility.
- Facilitates future migration to 2D-only environments.

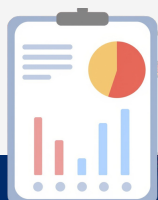
## 2. Consumer Engagement and Brand Transparency

When scanned, the QR Code powered by GS1 directs consumers to a digital product page that features:

- Brand story highlighting Hair Growz's commitment to natural, effective hair care solutions
- Ingredient information, usage instructions, and hair health tips
- Promotional campaigns and customer feedback channels



This enhances trust, provides transparency, and enables HairGrowz to build direct digital relationships with its consumers beyond the e-commerce platform.



## 3. Addressing Limited Packaging Space through Digitalisation

One of the key challenges faced by Hair Growz is limited packaging space, particularly for compact personal care products. Regulatory requirements today still mandate certain information—such as ingredients, usage instructions, and product details—to be printed on the physical label.

The introduction of the QR Code powered by GS1 provides a practical solution by enabling:

- Offloading extended product information (e.g., detailed ingredients, tutorials, FAQs) to a digital platform
- Reducing on-pack clutter while maintaining compliance
- Providing richer and more dynamic content to consumers



However, current regulations still require critical information to remain on-pack, limiting the full transition to digital

labelling. This remains an ongoing industry challenge, and as regulations evolve, GS1 2D barcodes will play a key role in enabling more product information to be accessed digitally.

## 4. Future Scalability and Data Enrichment

The GS1 2D framework allows Hair Growz to scale its digital and traceability capabilities by incorporating:

- Expiry (AI 17) for product quality assurance
- Batch/lot numbers (AI 10) for improved traceability and recall readiness

This positions the company to meet future regulatory, supply chain, and market transparency expectations.

## Support from GS1 Singapore

GS1 Singapore provided end-to-end guidance and technical support to Hair Growz throughout the implementation process, including:

This collaboration ensured Hair Growz's implementation aligned with international GS1 best practices while supporting its digital-first business model.

- GTIN allocation and product data management best practices
- Recommendations on barcode design, structure, and placement
- Technical guidance on adopting the GS1 Digital Link standard for the QR Code powered by GS1
- Insights on global 2D migration trends and e-commerce readiness

## Outcome and Impact

By adopting GS1 2D barcodes (QR Code powered by GS1) alongside the traditional EAN-13, Hair Growz successfully integrated physical product identification with digital engagement. The initiative has:

- Strengthened consumer trust through transparency and authenticity
- Created a direct digital engagement channel beyond e-commerce platforms
- Enabled more efficient use of limited packaging space
- Prepared the company for future traceability and global market requirements

## Conclusion

Hair Growz Pte. Ltd.'s implementation of GS1 2D standards demonstrates how digital-first brands can leverage global identification systems to enhance brand value, consumer confidence, and product transparency.

With the support of GS1 Singapore, Hair Growz is well-positioned as a forward-looking and digitally enabled brand—bridging e-commerce with the next generation of connected, data-driven product experiences.

### About GS1 Singapore

GS1 Singapore is the local member organisation of GS1, a global not-for-profit organisation that develops and maintains international standards for business communication. GS1 standards—including barcodes and data-sharing frameworks—enable organisations to uniquely identify, capture, and share information across supply chains.

In Singapore, GS1 supports businesses across industries such as retail, healthcare, and logistics in adopting global standards to improve efficiency, traceability, and interoperability. Through initiatives such as 2D barcodes and digitalisation programmes, GS1 Singapore helps companies enhance supply chain visibility, meet regulatory requirements, and drive innovation in both physical and digital commerce.

### About Hair Growz

Hair Growz is a Singapore-based personal care company specialising in natural hair and scalp care products. Its flagship offerings, HairGrowz® Natural Pomade and Scalp Balm and HairGrowz® Natural Hair Oil, are made with botanical ingredients designed to support healthier-looking hair and scalp wellness. Operating as a digital-first brand, Hair Growz primarily sells through e-commerce platforms such as Amazon and direct-to-consumer channels. The company focuses on clean formulations, product transparency, and consumer education within the growing natural grooming segment.

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