Who AI Recommends: Haircare

How ChatGPT, Gemini and Google AI Overviews rank 52 haircare brands on ten buying questions, and what it takes to be the brand they recommend first.

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ENGINES
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PLEASE READ FIRST

Important notice and disclaimer

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AT A GLANCE

The haircare category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

52
haircare brands named
by at least one engine

9
different brands win the ten questions
only Pureology wins twice

1 of 10
questions on which all three engines agree
on the #1 brand

47%
of answers mention Olaplex
tied with Kérastase for the most

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition is about haircare. Its ten questions go from everyday shampoo and conditioner to dandruff, hair loss and curly hair.

None of the questions names a brand, so every brand starts on equal terms.

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EXECUTIVE SUMMARY

No haircare brand dominates AI answers, and the most visible is never first

Haircare is fragmented: no brand scores above 26, and nine brands share the ten #1 spots. Kérastase leads by being consistent. Olaplex is named as often as anyone, yet never ranked first. Of everything the engines cite, 94.3% comes from someone other than the brand.

KEY FINDINGS

1 **Kérastase leads on a low score.**
Kérastase has the top AI Rank Score, 26.0, earned through steady placings more than wins. Just 1 of 30 answers ranks it first, and it wins conditioner (57) without a single first place. Behind it come Oribe (21.7), Pureology (20.7) and Olaplex (19.0).

2 **Olaplex is named widely and never first.**
Olaplex appears in 47% of answers and in 60% of ChatGPT's, the most of any brand on that engine. It is never ranked first. Kérastase shows a milder form of the same problem, with 47% of answers and one first place. Lower on the list, a mention counts for much less.

3 **Pureology converts few mentions into wins.**
Pureology is named in only 23% of answers, yet ranks first in 5 of them, more than any other brand. It wins shampoo and color-safe shampoo, the only brand to win two questions. Three of those first places come from Gemini.

4 **The engines almost never line up.**
ChatGPT, Gemini and Google AI Overviews agree on the top brand for just 1 of the 10 questions, K18 for hair masks. For conditioner and hair loss shampoo, each engine names a different #1. A lead on one engine tells you little about the others.

5 **AI's haircare answers draw on a long tail of sites.**
The engines cited 192 sources from 118 websites, led by Google Shopping cards (20), Allure (11) and Who What Wear (9). Someone other than the brand owns 94.3% of those citations. In AI Overviews, Shopping cards account for 28.2% of citations.

6 **Big names are often left out.**
Dove is missing from 5 of the 7 questions where it competes, TRESemmé from 4 of 6, Pantene from 3 of 6. Hair oil answers leave out six major brands, L'Oréal and Redken among them.

1 · THE HAIRCARE LEADERBOARD

Kérastase tops a fragmented haircare index, and Oribe is second

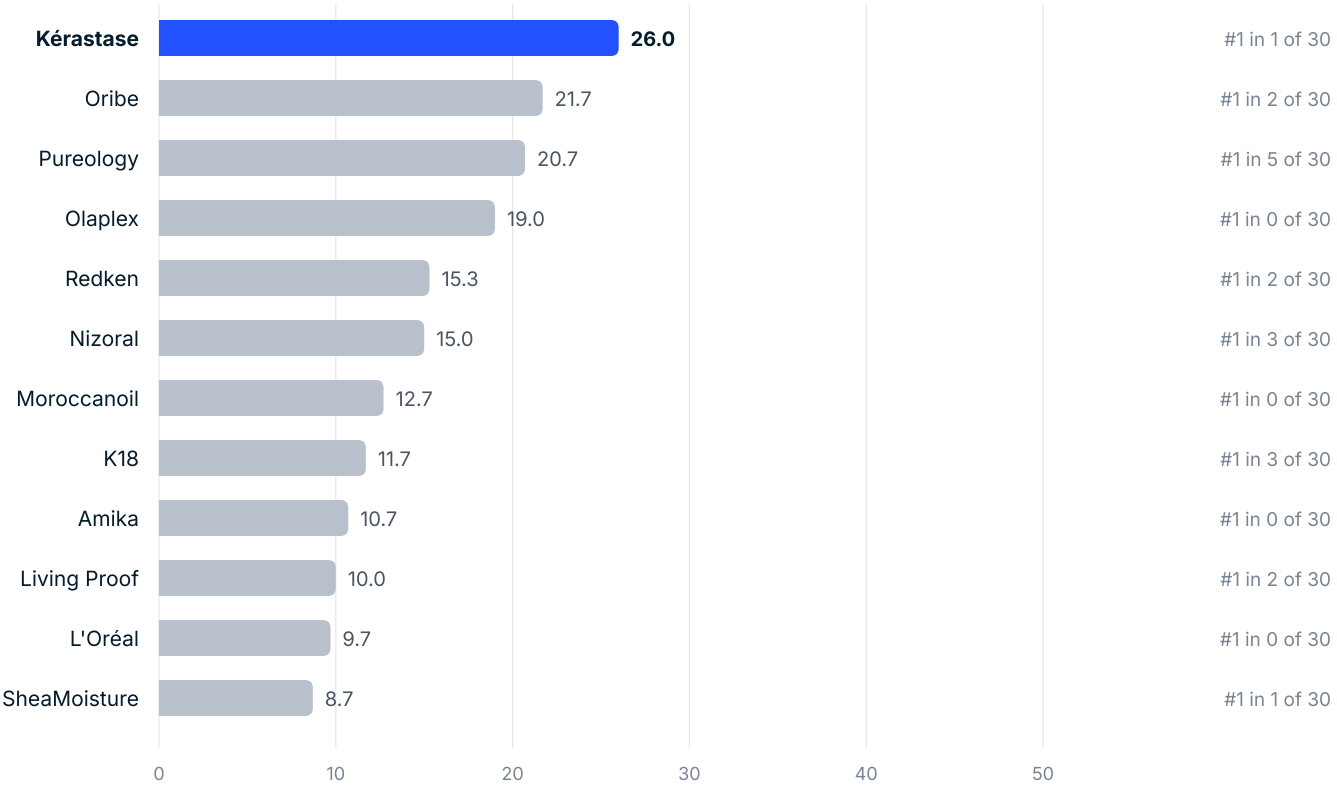
The AI Rank Score captures how high each engine places a brand in its recommendations over the ten questions. A score of 100 would require being named first by all three engines on every question. In haircare the questions cover different products and hair needs, from dandruff to curls, each with its own specialists. No brand gets past 26.

Kérastase leads because it shows up often. It wins conditioner without a first place, comes second on hair oil and ties for second on hair masks. Oribe wins hair oil. Pureology's score rests on two wins and the most first places. Olaplex is named on most questions and wins none.

Exhibit 1

Kérastase has the top AI Rank Score, with Oribe and Pureology not far behind.

AI Rank Score, haircare category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Olaplex appears in nearly half of answers, yet is never ranked first

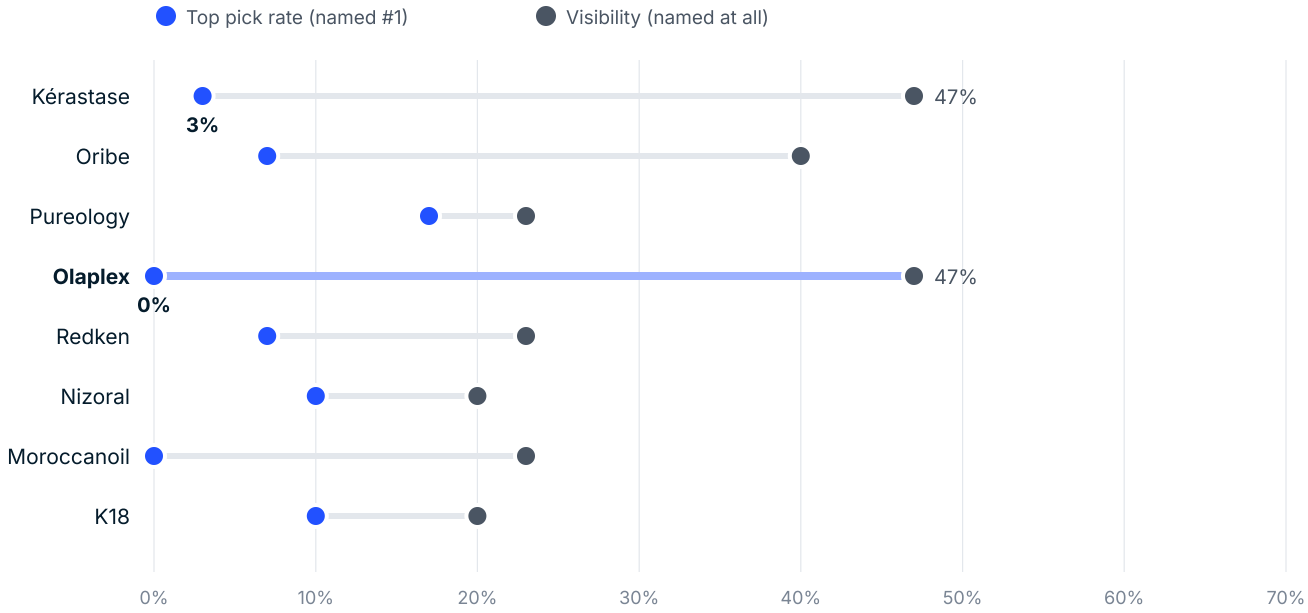
Visibility is the share of answers that name a brand at all. The top pick rate is the share that name it first. Set side by side, the two reveal whether an engine regards a brand as the answer or as one more option on the list.

Olaplex's gap is the widest in the index: named in 47% of answers, first pick in none. Kérastase is named just as often and ranked first once. Pureology is at the other extreme, named in 23% of answers and first in 17%. Of the two measures, the top pick rate is the one that deserves a CMO's attention.

Exhibit 2

Olaplex is named as often as any rival, yet never first.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

AI answers are short lists. A shopper asking for "the best shampoo brands" usually reads the first name or two and stops. A brand in fourth or fifth place still gets seen, but rarely gets bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

The ten #1 spots in haircare go to nine brands

Question by question, haircare is a set of niches, and a win on one product says little about the next. Nioxin wins hair loss, Batiste dry shampoo and Curlsmith curly hair, yet none of the three makes the overall top 15. Here a focused brand can win with very little visibility anywhere else.

Exhibit 3

Every product has its own winner, and only Pureology wins twice.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Shampoo	Condi-tioner	Hair loss	Dry shampoo	Hair oil	Curly hair	Dandruff	Heat protect.	Color-safe	Hair mask
Kérastase	30	**57**	10	–	80	–	–	23	13	47
Oribe	3	13	–	30	**87**	–	–	47	27	10
Pureology	**67**	33	–	–	–	–	–	13	**93**	–
Olaplex	40	33	3	–	27	3	–	3	33	47
Redken	27	43	–	–	–	–	–	3	80	–
Nizoral	3	–	60	–	–	–	**87**	–	–	–
Moroccanoil	–	–	–	–	73	–	–	43	–	10
K18	–	3	–	10	–	–	–	–	3	**100**

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for brands

Focus on the products and hair needs where your formula really is the best option, and build coverage there. Nioxin, Batiste and Curlsmith each win a question while missing the overall top 15. Broad brands should look for gaps product by product. Dove is missing from 5 of the 7 questions where it competes.

Exhibit 4

Winners and losers on every haircare question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best shampoo brands	**Pureology** 67	Dove 50	p. 9
2	Best conditioner brands	**Kérastase** 57	Redken 43	p. 10
3	Best shampoo brands for hair loss	**Nioxin** 80	Nizoral 60	p. 11
4	Best dry shampoo brands	**Batiste** 80	Living Proof 70	p. 12
5	Best hair oil brands	**Oribe** 87	Kérastase 80	p. 13
6	Best hair care brands for curly hair	**Curlsmith** 67	SheaMoisture 57	p. 14
7	Best shampoo brands for dandruff	**Nizoral** 87	Head & Shoulders 80	p. 15
8	Best heat protectant brands	**Color Wow** 67	TRESemmé 47	p. 16
9	Best color-safe shampoo brands	**Pureology** 93	Redken 80	p. 17
10	Best hair mask brands	**K18** 100	Kérastase 47	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best hair mask brands": K18 (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best shampoo brands"

Pureology leads AI answers for shampoo, ahead of Dove

17	67	2 of 3	14
brands named across the three answers	AI Rank Score for Pureology	engines agree on the #1 brand	sources cited, none from brand sites

Pureology scores 67. Two of the three engines rank it first. ChatGPT leaves it out and picks Dove. Dove follows at 50. The field is wide open: 17 brands are named and the top three take only 32% of mentions.

Exhibit 4.1

Pureology scores 67, out of 17 brands named.

AI Rank Score and engine positions, top 10 brands for "Best shampoo brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Pureology	67	–	**#1**	**#1**	11.1%	2/3	2/3
2	Dove	50	**#1**	#7	#4	9.3%	3/3	1/3
3	Olaplex	40	#2	#4	–	11.1%	2/3	0/3
4	Kérastase	30	–	#5	#3	7.4%	2/3	0/3
5	Biolage	27	–	–	#2	1.9%	1/3	0/3
6	Redken	27	–	#2	–	5.6%	1/3	0/3
7	L'Oréal	20	–	#3	–	9.3%	1/3	0/3
8	Pattern Beauty	13	–	#9	#5	5.6%	2/3	0/3
9	Mielle	7	–	#11	#6	3.7%	2/3	0/3
10	Odele	7	–	#8	#8	5.6%	2/3	0/3

7 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
allure.com	1
beautybooth.com.bd	1
blown.co.in	1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Pantene, L'Oréal, Redken and Briogeo

QUOTE IT. #1 in AI answers for "Best shampoo brands": Pureology (AI Rank Score 67/100, recommended by 2 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best conditioner brands"

Kérastase leads AI answers for conditioner, ahead of Redken

19	57	None	14
brands named across the three answers	AI Rank Score for Kérastase	engines agree on the #1 brand	sources cited, none from brand sites

Kérastase scores 57 without a single first place. It wins by ranking high on every engine. Redken follows at 43. Each engine picks a different #1: ChatGPT chooses Aveda, Gemini Pureology and Google AI Overviews Redken. The field is wide open: 19 brands are named and the top three take only 23% of mentions.

Exhibit 4.2

Kérastase scores 57, out of 19 brands named.

AI Rank Score and engine positions, top 10 brands for "Best conditioner brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Kérastase	57	#3	#2	#5	7.6%	3/3	0/3
2	Redken	43	–	#5	**#1**	7.6%	2/3	1/3
3	Aveda	40	**#1**	#16	#9	7.6%	2/3	1/3
4	Olaplex	33	#2	#6	#10	8.9%	2/3	0/3
5	Pureology	33	–	**#1**	–	6.3%	1/3	1/3
6	Amika	27	–	–	#2	1.3%	1/3	0/3
7	L'Oréal	23	–	#3	#8	8.9%	2/3	0/3
8	OUAI	23	–	#14	#3	5.1%	2/3	0/3
9	Living Proof	17	#4	#13	–	8.9%	2/3	0/3
10	SheaMoisture	13	#5	#10	–	5.1%	2/3	0/3

9 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

whowhatwear.com	2	1
Google Shopping cards		2
byrdie.com		1
conditionerhacks.com	1	

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Pantene, TRESemmé and Briogeo

QUOTE IT. #1 in AI answers for "Best conditioner brands": Kérastase (AI Rank Score 57/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best shampoo brands for hair loss"

Nioxin leads AI answers for shampoo for hair loss, ahead of Nizoral

10	80	None	38
brands named across the three answers	AI Rank Score for Nioxin	engines agree on the #1 brand	sources cited, 1 from brand sites

Nioxin scores 80, although only ChatGPT ranks it first. Nizoral is a distant second at 60. Each engine picks a different #1: ChatGPT chooses Nioxin, Gemini Nizoral and Google AI Overviews Vegamour. The field is narrow. Only 10 brands are named, and the top three take 64% of all brand mentions.

Exhibit 4.3

Nioxin scores 80, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best shampoo brands for hair loss"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Nioxin	80	**#1**	#2	#3	32.1%	3/3	1/3
2	Nizoral	60	#2	**#1**	–	14.3%	2/3	1/3
3	Vegamour	57	#6	#3	**#1**	17.9%	3/3	1/3
4	Briogeo	47	#3	–	#2	10.7%	2/3	0/3
5	Mielle	13	–	–	#4	7.1%	1/3	0/3
6	OGX	13	#4	–	–	3.6%	1/3	0/3
7	Rogaine	13	–	#4	–	3.6%	0/3	0/3
8	Kérastase	10	#5	–	–	3.6%	1/3	0/3
9	Act+Acre	3	#8	–	–	3.6%	1/3	0/3
10	Olaplex	3	#7	–	–	3.6%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

humnutrition.com	1	1
thedailybeast.com	1	1
byrdie.com		2
Google Shopping cards		2

Plus 28 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Rogaine and Kérastase

QUOTE IT. #1 in AI answers for "Best shampoo brands for hair loss": Nioxin (AI Rank Score 80/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best dry shampoo brands"

Batiste leads AI answers for dry shampoo, ahead of Living Proof

11	80	2 of 3	16
brands named across the three answers	AI Rank Score for Batiste	engines agree on the #1 brand	sources cited, none from brand sites

Batiste scores 80, although only Google AI Overviews ranks it first. Living Proof follows at 70. ChatGPT and Gemini put Living Proof first, while Google AI Overviews goes with Batiste. In total 11 brands are named, and the top three take 47% of all brand mentions.

Exhibit 4.4

Batiste scores 80, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best dry shampoo brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Batiste	80	#3	#2	**#1**	21.6%	3/3	1/3
2	Living Proof	70	**#1**	**#1**	#7	13.7%	3/3	2/3
3	Amika	47	#2	#3	–	11.8%	2/3	0/3
4	Oribe	30	#4	#4	#8	15.7%	3/3	0/3
5	Dove	30	–	#7	#2	7.8%	2/3	0/3
6	Not Your Mother's	23	–	#8	#3	3.9%	2/3	0/3
7	Klorane	20	#5	#5	–	9.8%	2/3	0/3
8	The Rootist	13	–	–	#4	3.9%	1/3	0/3
9	K18	10	–	–	#5	3.9%	1/3	0/3
10	Briogeo	3	–	#6	–	5.9%	1/3	0/3

1 more brand named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
emmatarynjones.com	1
everydayhealth.com	1
gq.com	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best dry shampoo brands": Batiste (AI Rank Score 80/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best hair oil brands"

Oribe leads AI answers for hair oil, ahead of Kérastase

9	87	2 of 3	15
brands named across the three answers	AI Rank Score for Oribe	engines agree on the #1 brand	sources cited, none from brand sites

Oribe scores 87. Two of the three engines rank it first. Gemini puts it at #3 and picks Kérastase instead. Kérastase is close behind at 80, so this question could change hands next month. In total 9 brands are named, and the top three take 47% of all brand mentions.

Exhibit 4.5

Oribe scores 87, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best hair oil brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Oribe	87	**#1**	#3	**#1**	14.3%	3/3	2/3
2	Kérastase	80	#2	**#1**	#3	16.3%	3/3	1/3
3	Moroccanoil	73	#3	#2	#2	16.3%	3/3	0/3
4	Gisou	27	#5	#7	#4	16.3%	3/3	0/3
5	Olaplex	27	#4	#4	–	16.3%	2/3	0/3
6	Mielle	20	–	#5	#5	10.2%	2/3	0/3
7	Briogeo	3	–	#8	–	2.0%	1/3	0/3
8	OGX	3	–	#9	–	2.0%	1/3	0/3
9	Pattern Beauty	3	–	#6	–	6.1%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		3
allure.com	1	1
byrdie.com		1
cosmoprofbeauty.com	1	

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Briogeo

QUOTE IT. #1 in AI answers for "Best hair oil brands": Oribe (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Best hair care brands for curly hair"

Curlsmith leads AI answers for curly hair care, ahead of SheaMoisture

10	67	2 of 3	27
brands named across the three answers	AI Rank Score for Curlsmith	engines agree on the #1 brand	sources cited, 7 from brand sites

Curlsmith scores 67. Two of the three engines rank it first. ChatGPT leaves it out and picks SheaMoisture. SheaMoisture follows at 57. The field is wide open: 10 brands are named and the top three take only 39% of mentions.

Exhibit 4.6

Curlsmith scores 67, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best hair care brands for curly hair"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Curlsmith	67	–	**#1**	**#1**	15.7%	2/3	2/3
2	SheaMoisture	57	**#1**	#6	#3	11.8%	3/3	1/3
3	Pattern Beauty	47	–	#3	#2	11.8%	2/3	0/3
4	Ouidad	40	#4	#2	–	13.7%	2/3	0/3
5	Mielle	33	#3	#4	–	11.8%	2/3	0/3
6	DevaCurl	27	#2	–	–	3.9%	1/3	0/3
7	Briogeo	13	#5	#8	–	15.7%	2/3	0/3
8	Not Your Mother's	10	–	#5	–	5.9%	1/3	0/3
9	Bounce Curl	3	–	#7	–	7.8%	1/3	0/3
10	Olaplex	3	–	#9	–	2.0%	0/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

allure.com	1	1
Google Shopping cards		2
mielleorganics.com	1	
youlookattractive.com	1	

Plus 21 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE DevaCurl and Not Your Mother's

QUOTE IT. #1 in AI answers for "Best hair care brands for curly hair": Curlsmith (AI Rank Score 67/100, recommended by 2 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best shampoo brands for dandruff"

Nizoral leads AI answers for dandruff shampoo, ahead of Head & Shoulders

4	87	2 of 3	17
brands named across the three answers	AI Rank Score for Nizoral	engines agree on the #1 brand	sources cited, none from brand sites

Nizoral scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Head & Shoulders instead. Head & Shoulders is close behind at 80, so this question could change hands next month. The field is narrow. Only 4 brands are named, and the top three take 79% of all brand mentions.

Exhibit 4.7

Nizoral scores 87, out of 4 brands named.

AI Rank Score and engine positions, top 4 brands for "Best shampoo brands for dandruff"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Nizoral	87	**#1**	**#1**	#3	25.0%	2/3	2/3
2	Head & Shoulders	80	#2	#3	**#1**	35.7%	3/3	1/3
3	Selsun Blue	60	#3	#2	#4	17.9%	2/3	0/3
4	Neutrogena	53	#4	#4	#2	21.4%	3/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

dermondemand.com	1	1
allure.com	1	
ameena.pk	1	
beautypouch.pk	1	

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best shampoo brands for dandruff": Nizoral (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best heat protectant brands"

Color Wow leads AI answers for heat protectant, ahead of TRESemmé

17	67	2 of 3	18
brands named across the three answers	AI Rank Score for Color Wow	engines agree on the #1 brand	sources cited, 1 from brand sites

Color Wow scores 67. Two of the three engines rank it first. Google AI Overviews leaves it out and picks TRESemmé. TRESemmé is a distant second at 47. The field is wide open: 17 brands are named and the top three take only 24% of mentions.

Exhibit 4.8

Color Wow scores 67, out of 17 brands named.

AI Rank Score and engine positions, top 10 brands for "Best heat protectant brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Color Wow	67	**#1**	**#1**	–	7.9%	2/3	2/3
2	TRESemmé	47	#5	#9	**#1**	9.5%	3/3	1/3
3	Oribe	47	#3	#2	–	6.3%	2/3	0/3
4	Moroccanoil	43	#2	#6	#4	9.5%	3/3	0/3
5	Chi	30	–	#8	#2	9.5%	2/3	0/3
6	Kérastase	23	–	#3	#7	7.9%	2/3	0/3
7	Kenra	20	–	#5	#5	7.9%	2/3	0/3
8	Eva NYC	20	–	–	#3	1.6%	1/3	0/3
9	Bumble and bumble	17	–	#4	#8	6.3%	2/3	0/3
10	Pureology	13	#4	–	–	1.6%	1/3	0/3

7 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

allure.com	1	1
Google Shopping cards		2
amazon.com		1
bestproducts.com	1	

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Living Proof and Olaplex

QUOTE IT. #1 in AI answers for "Best heat protectant brands": Color Wow (AI Rank Score 67/100, recommended by 2 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best color-safe shampoo brands"

Pureology leads AI answers for color-safe shampoo, ahead of Redken

14	93	2 of 3	14
brands named across the three answers	AI Rank Score for Pureology	engines agree on the #1 brand	sources cited, 1 from brand sites

Pureology scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Redken instead. Redken follows at 80. In total 14 brands are named, and the top three take 41% of all brand mentions.

Exhibit 4.9

Pureology scores 93, out of 14 brands named.

AI Rank Score and engine positions, top 10 brands for "Best color-safe shampoo brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Pureology	93	#2	**#1**	**#1**	16.7%	3/3	2/3
2	Redken	80	**#1**	#2	#3	11.1%	3/3	1/3
3	L'Oréal	37	#3	#8	#4	13.0%	3/3	0/3
4	Olaplex	33	#4	#3	–	9.3%	2/3	0/3
5	Oribe	27	–	–	#2	3.7%	1/3	0/3
6	Biolage	20	#5	–	#5	3.7%	2/3	0/3
7	Kérastase	13	–	#4	–	5.6%	1/3	0/3
8	Living Proof	10	–	#5	–	5.6%	1/3	0/3
9	Amika	3	–	#11	–	5.6%	1/3	0/3
10	Briogeo	3	–	#7	–	5.6%	1/3	0/3

4 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

glamour.com	1	1
Google Shopping cards		2
allure.com		1
beautycarechoices.com	1	

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Kérastase, Living Proof and Briogeo

QUOTE IT. #1 in AI answers for "Best color-safe shampoo brands": Pureology (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best hair mask brands"

K18 is the clear AI pick for hair masks

16	100	All 3	19
brands named across the three answers	AI Rank Score for K18	engines agree on the #1 brand	sources cited, 1 from brand sites

K18 scores 100 and is the first pick on all three engines. Kérastase is a distant second at 47. The field is wide open: 16 brands are named and the top three take only 39% of mentions.

Exhibit 4.10

K18 scores 100, out of 16 brands named.

AI Rank Score and engine positions, top 10 brands for "Best hair mask brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	K18	100	#1	#1	#1	17.1%	3/3	3/3
2	Kérastase	47	–	#3	#2	12.2%	2/3	0/3
3	Olaplex	47	#3	#2	–	9.8%	2/3	0/3
4	Amika	30	#2	#8	–	7.3%	2/3	0/3
5	Color Wow	20	–	–	#3	2.4%	1/3	0/3
6	SheaMoisture	17	#4	#12	–	4.9%	2/3	0/3
7	L'Oréal	13	–	#4	–	7.3%	1/3	0/3
8	Pantene	13	–	–	#4	2.4%	1/3	0/3
9	Moroccanoil	10	#5	–	–	2.4%	1/3	0/3
10	Oribe	10	–	#5	–	2.4%	1/3	0/3

6 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

allure.com	1	1
Google Shopping cards		2
lfhair.com.au	1	
womanandhome.com		1

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Pantene, L'Oréal, Moroccanoil and Briogeo

QUOTE IT. #1 in AI answers for "Best hair mask brands": K18 (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

All three engines share a top pick on just one question

Hair masks are the only question where ChatGPT, Gemini and Google AI Overviews name the same #1 brand; all three choose K18. Answer length varies widely. Gemini writes about 1,135 words and names 10.3 brands per answer. ChatGPT is brief here, at about 250 words and 4.9 brands, fewer than the 6.0 Google AI Overviews names.

The gaps show up brand by brand. Gemini ranks Pureology first three times and Nizoral twice. ChatGPT names Olaplex in 60% of its answers without ever ranking it first. Kérastase appears in 60% of Gemini's answers and 50% of AI Overviews', against only 30% of ChatGPT's.

Exhibit 5

The engines share a top haircare brand on just one question.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best shampoo	Dove	Pureology	Pureology	Split
Best conditioner	Aveda	Pureology	Redken	Split
Best shampoo for hair loss	Nioxin	Nizoral	Vegamour	Split
Best dry shampoo	Living Proof	Living Proof	Batiste	Split
Best hair oil	Oribe	Kérastase	Oribe	Split
Best hair care for curly hair	SheaMoisture	Curlsmith	Curlsmith	Split
Best shampoo for dandruff	Nizoral	Nizoral	Head & Shoulders	Split
Best heat protectant	Color Wow	Color Wow	TRESemmé	Split
Best color-safe shampoo	Redken	Pureology	Pureology	Split
Best hair mask	K18	K18	K18	✓ All agree

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
Kérastase	30% / 0×#1	60% / 1×#1	50% / 0×#1
Oribe	30% / 1×#1	60% / 0×#1	30% / 1×#1
Pureology	20% / 0×#1	30% / 3×#1	20% / 2×#1
Olaplex	60% / 0×#1	60% / 0×#1	20% / 0×#1
Redken	10% / 1×#1	40% / 0×#1	20% / 1×#1
Nizoral	20% / 1×#1	30% / 2×#1	10% / 0×#1

4 · WHERE AI LEARNS ABOUT HAIRCARE

For haircare, AI cites a long tail of 118 websites

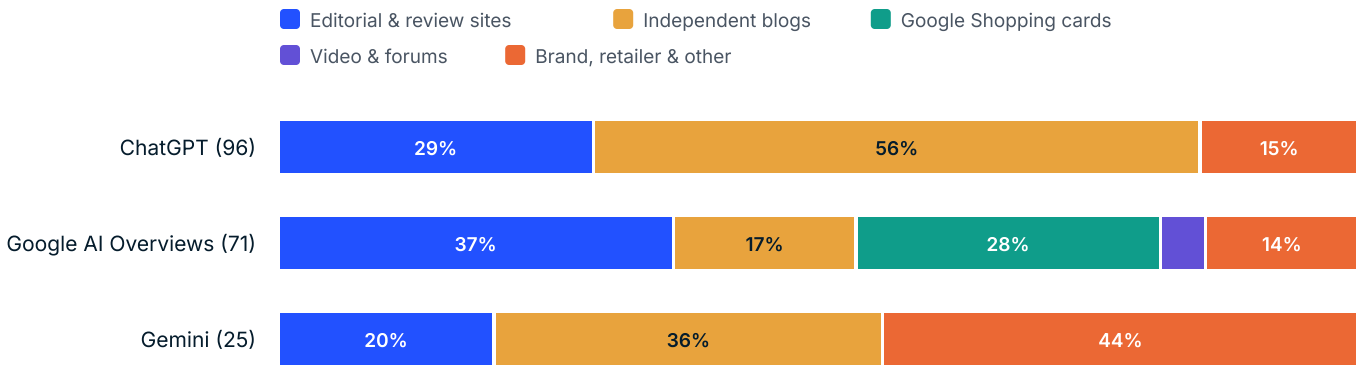
The engines cited 192 sources from 118 websites over the ten questions, which means no single site dominates. Just 11 of those citations (5.7%) go to a brand's own website. The rest come from beauty editors, independent blogs, retailers, health sites and Google Shopping cards.

The engines have different habits. ChatGPT cites the most sources (96), relying on independent blogs, Who What Wear and retailers such as Walmart, and cites no Reddit threads or YouTube videos. Google AI Overviews combines Google Shopping cards with Allure, Byrdie and InStyle. Gemini cited sources in only 3 of its 10 haircare answers.

Exhibit 6

Outside sources are behind 94.3% of the citations in AI haircare recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 3 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

6%	0	28%	3 of 10
of citations come from brands' own websites	**Reddit or YouTube citations by ChatGPT in this category**	**of AI Overviews' citations are Google Shopping cards**	**Gemini answers that cite any source**

No brand leads as many cited pages as Olaplex

We read the 101 cited articles we were able to open. Of the leading brands, Kérastase appears on the most, 33% of them. Olaplex is the main subject of 9 pages, more than any other brand, yet is never ranked first. Pureology leads only 1 page and has 5 first places.

Exhibit 7

Olaplex leads 9 cited pages but is never ranked first.

Share of 101 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Kérastase	33%	4	1
Oribe	31%	3	2
Pureology	16%	1	5
Olaplex	26%	9	0
Redken	21%	4	2
Nizoral	10%	5	3

Based on the 101 of 165 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

Google Shopping, Allure and Who What Wear shape what AI says on haircare.

Most cited domains across 30 answers, with the engines that cited them and the brands they feature most

ChatGPT · Gemini · Google AI Overviews Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
Google Shopping cards	20	20	10	Product listings
allure.com	11	5, 6	7	L'Oréal, Oribe, Dove, Color Wow
whowhatwear.com	9	8, 1	7	Kérastase, OUAI, Olaplex, L'Oréal
byrdie.com	7	7	6	Page could not be opened
instyle.com	4	4	4	Page could not be opened
amazon.com	3	3	3	Pantene, L'Oréal, Chi, K18
blown.co.in	3	3	3	Page could not be opened
sephora.com	3	2, 1	3	Kérastase, K18, Amika, Pureology

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share by product and hair need, alongside market share and brand health.
- Request the top pick rate. A count of mentions alone flatters the brand.
- Budget for an ongoing program. Engines revise their answers every month, so a one-time campaign will fade.

CMOs

- Pick the questions you must win, for example "best shampoo brands for hair loss", and measure each engine separately.
- Place products in reviews written for specific needs like curls, dandruff or color care, and in general roundups too.
- Google Shopping product data is AEO work: it supplies 28.2% of AI Overviews' haircare citations.

Brand & PR teams

- Prioritize beauty editors at Allure, Who What Wear, Byrdie and InStyle over general news coverage.
- Spread the effort. Citations come from 118 websites, so a handful of placements will not reach every engine.
- Fix the pages that mention you but cover another brand first, and only then go after new placements.

Agencies

- Report the AI Rank Score and the top pick rate on a fixed set of questions, engine by engine.
- Map where each competitor's #1 picks come from and plan coverage on those same sources.
- Benchmark the results monthly against the Answer Engine Daily index.

The haircare citation playbook: where to be cited

Every source below was cited by at least one engine while answering this month's ten haircare questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- Google Shopping product listings (20, AI Overviews only)
- Allure (11, 7 questions)
- Who What Wear (9)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- Byrdie (7, AI Overviews only)
- InStyle (4)
- Woman & Home (3)
- Everyday Health (3)

Retail

Adds proof at the point of sale

- Amazon (3)
- Sephora (3)
- Ulta (3)
- Walmart (3, ChatGPT only)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 20 highest ranked haircare brands

Exhibit A1

All eight index metrics for haircare.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**Kérastase**	**26.0**	47%	47%	3%	6.4%	2/10	3	1	0 of 7
2	**Oribe**	**21.7**	40%	40%	7%	5.8%	2/10	0	0	–
3	**Pureology**	**20.7**	23%	23%	17%	4.2%	1/10	1	0	–
4	**Olaplex**	**19.0**	47%	40%	0%	6.8%	1/10	0	0	0 of 6
5	**Redken**	**15.3**	23%	23%	7%	3.8%	1/10	1	1	2 of 5
6	**Nizoral**	**15.0**	20%	17%	10%	3.0%	1/10	0	0	0 of 2
7	**Moroccanoil**	**12.7**	23%	23%	0%	3.0%	2/10	2	0	3 of 6
8	**K18**	**11.7**	20%	20%	10%	2.8%	1/10	0	0	–
9	**Amika**	**10.7**	20%	20%	0%	2.6%	0/10	0	0	0 of 1
10	**Living Proof**	**10.0**	23%	20%	7%	3.6%	1/10	0	0	3 of 7
11	**L'Oréal**	**9.7**	27%	27%	0%	5.2%	1/10	0	0	1 of 5
12	**SheaMoisture**	**8.7**	23%	23%	3%	2.4%	1/10	1	1	0 of 1
13	**Color Wow**	**8.7**	10%	10%	7%	1.2%	0/10	0	0	0 of 1
14	**Briogeo**	**8.3**	37%	37%	0%	6.4%	0/10	0	2	1 of 8
15	**Head & Shoulders**	**8.3**	13%	13%	3%	2.2%	1/10	0	0	0 of 1
16	**Nioxin**	**8.3**	13%	13%	3%	2.4%	1/10	2	0	0 of 1
17	**Mielle**	**8.0**	30%	30%	0%	3.8%	0/10	2	1	0 of 1
18	**Dove**	**8.0**	17%	17%	3%	1.8%	1/10	2	0	5 of 7
19	**Batiste**	**8.0**	10%	10%	3%	2.2%	1/10	1	0	0 of 1
20	**Pattern Beauty**	**7.7**	30%	30%	0%	4.2%	0/10	1	1	0 of 1

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 192 citations by type and read the 101 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 3 of its 10 haircare answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN HAIRCARE QUESTIONS

1. Best shampoo brands
2. Best conditioner brands
3. Best shampoo brands for hair loss
4. Best dry shampoo brands
5. Best hair oil brands
6. Best hair care brands for curly hair
7. Best shampoo brands for dandruff
8. Best heat protectant brands
9. Best color-safe shampoo brands
10. Best hair mask brands

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best hair mask brands', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

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This report is an independent, observational study of how three third-party AI answer engines (ChatGPT by OpenAI, Gemini by Google and Google AI Overviews) answered a fixed set of ten buying questions about haircare. It records what those engines said. It is not a review, test, rating, certification or endorsement of any product, service, brand or company, and it makes no claim about the quality, safety, performance, value or suitability of anything named in it.

2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

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