

Cut Ties, Cut Hair: Tinder's Move On Salon Delivers Breakup Glow-Ups This Valentine's Day

(New Delhi, India) (February 11, 2026): Breakups don't come with a rulebook, and neither does moving on but Tinder has been turning post-breakup feelings into cultural moments, sparking conversations around healing, emotional clarity, and fresh starts in ways that feel real, relatable, and actually fun.

Moving on today is less about moping and more about recharging. In fact, 1 in 5 daters¹ say "more self-care energy" is the biggest glow-up in dating culture, proving that healing has officially entered its main-character era. One post-breakup ritual that perfectly captures this shift? The symbolic haircut.

Enter Tinder's Move On Salon, a street-side makeover pop-up in Mumbai hosted by celebrity hairstylist [Sapna Bhavnani](#). As part of the campaign, three familiar faces from pop culture [Akriti Negi](#), [Urooj Ashfaq](#), and [Prish](#) swapped their real breakup stories for a fresh haircut, turning moments of heartbreak into moments of renewal. Each film zooms in on a familiar post-breakup moment — the realisations that make moving on feel possible.

The first video, [now live](#), captures a familiar post-breakup dilemma - wanting to move on, but still finding her footing again. As Akriti opens up about her breakup story of being two-timed by a guy in her college, the hairdresser offers a moment of clarity: moving on isn't possible when you're still carrying emotional baggage.

The upcoming videos (launching soon) continue this fun salon storytelling, touching upon experiences many daters know all too well — from looking back at a 'kaleshi ex' and realising that heartbreak often teaches you what you don't want, to unpacking the urge to fix emotionally unavailable partners, and learning that sometimes, the best way forward is to move on and stay open to meeting new people.

Every haircut marked a transformation, stepping out feeling like a baddie ready to take chances, embracing newfound independence, or officially entering a full-confidence Move On era. Captured as intimate short films and rolled out across Tinder India's [Instagram](#) ahead of Valentine's Day, the series reframed heartbreak as something visible, powerful, and even fun, proving that for today's daters, moving on isn't about rushing into anything new, it's about confidence, clarity, and putting self-growth at the center of their dating journey.

As daters move on with Tinder, they're also keeping things real, with nearly 60% calling for clearer communication around intentions and signalling a preference for honesty.²

Tinder's Move On journey has taken many forms, from the [Ex-press Disposal Truck](#), which invited singles to physically let go of reminders from past relationships, to [Move On with Indu Ice Cream](#), which turned comfort food into a symbol of healing. When a date doesn't go their way, 1 in 5 singles still turn to little comforts, ice cream, sugar rush, or cozy shows to reset.¹ Each Move On chapter has mirrored how young people process heartbreak in their own way, and with this new Move On salon, Tinder adds a fresh layer that shows that healing doesn't have to be hidden or heavy.

¹A digital survey study of 1000+ 18–30 year old dating singles across Delhi, Mumbai, Bengaluru, and Chennai in September 2025 by Yuvaa on behalf of Tinder India

²YIS 2025: A survey of 4000 18-25 year olds who are actively dating in the US, UK, Canada and Australia between October 2025 and November 2025 conducted by Opinium on behalf of Tinder ("2025 International Opinium Survey")

ABOUT TINDER

Launched in 2012, Tinder revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™"

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Additional assets available online:  [Photos \(1\)](#)

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