

STYLE EDIT

conceal.
don't reveal.



The Style Edit Collection

STYLE EDIT hair

we believe every hair concern warrants an at-your-fingertips fix. when that fix doesn't exist, it's our job to create it. Style Edit brings together the world's leading scientists and stylists to confront your most essential hair needs and provide you with innovative products you can't live without. we're for breaking barriers, challenging conventions, and taking on the impossible...all in the name of fabulous hair.





brunette beauty

ROOT CONCEALER FOR BRUNETTES
instantly covers gray for extended color life



light brown
(levels 6-7)



medium brown
(levels 4-5)



dark brown
(levels 2-3)



black
(level 1)



auburn/red
(level 6)



about

what it does | this instant, temporary, gray root touch-up spray covers fading roots, extending the life of color between salon visits. the unique pin point applicator targets just the areas that need a temporary color boost.

- doesn't flake
- works in seconds and dries in minutes
- shampoos out

what's in it | natural-derived **color adaptive pigments** smoothly adhere to the hair fiber and self-adjust to perfectly match hair color providing a lustrous, natural shine.

what's NOT in it | mineral oil, petrolatum, parabens, peroxide. not tested on animals.

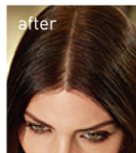
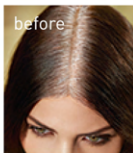
net wt 2.0 oz / 56.7 g
suggested retail price: \$34.00

merchandising

brunette beauty root concealer counter display
with every counter display prepack, you will receive:
saleable shades of each:

- (3) black
- (3) dark brown
- (3) medium brown
- (3) light brown
- (3) auburn
- FREE tester of each shade
- FREE shelf talkers (pack of 4)
- FREE counter display

results



retail value: \$510.00



shelf talkers for
open stock merchandising

INSTRUCTION

1. Shake well before use.
2. For best results, apply to dry hair.
3. Hold 6 inches from roots and spray in a continuous, sweeping motion until roots are evenly covered.
4. Let dry for a few seconds, then style as usual.





brunette beauty

ROOT TOUCH-UP FOR BRUNETTES

binding powder for precise gray root coverage



light brown
(levels 6-7)



medium brown
(levels 4-5)



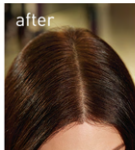
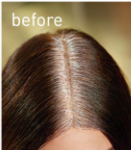
dark brown
(levels 2-3)



black
(level 1)



results



about

what it does | this lightweight, binding powder delivers instant, temporary coverage to unwanted gray roots.

- washes out with shampoo
- no flyaways or dusting
- works in seconds

what's in it | **color binding complex** with unique binding agents glides over gray roots and locks color into place in just one swipe. **color adaptive pigments** add luster and blend seamlessly with salon color for a completely natural look. hidden sponge applicator allows for precise control and coverage. the secret weapon for at home or on the go.

what's NOT in it | peroxide, parabens, ammonia, or any harsh or permanent dyes. not tested on animals.

net wt .13 oz / 3.70 g

suggested retail price: \$39.00

merchandising

brunette beauty root touch-up counter display

with every counter display prepack, you will receive:

- (4) dark brown
- (4) medium brown
- (4) light brown
- FREE tester of each shade
- FREE counter display

salon value: \$468



INSTRUCTION

1. Remove the base to reveal the sponge applicator.
2. Lift the top lid to access the binding powder.
3. For best results, apply to clean, dry, styled hair.
4. Using the sponge applicator, sweep powder over roots, starting at the scalp and blending outward.
5. Reapply as needed.





brunette beauty

ROOT COVER-UP FOR BRUNETTES cream to powder stick for detailed application



light brown
(levels 6-7)



medium brown
(levels 4-5)



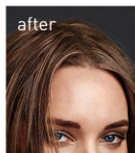
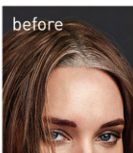
dark brown
(levels 2-3)



black
(level 1)



results



INSTRUCTION

1. Apply to clean, dry hair.
2. Use the stick directly on roots and areas needing coverage.
3. Blend thoroughly with the pointed sponge tip.
4. Reapply as desired.

about

what it does | this waxless stick provides instant, targeted coverage to unwanted gray regrowth. leaves hair smooth, soft & shiny. perfect for the hairline, temple area and brows.

- precise application
- shampoos out
- no drying time
- not sticky or waxy

what's in it | long wear, cream to powder formula instantly glides over hair to effectively cover regrowth. **color adaptive pigments** easily adhere to hair shaft and blend in to match hair color and leave hair natural to the touch. the dual-ended stick allows for super targeted application and specially designed sponge to seamlessly blend in. transfer and water resistant, root cover-up is the perfect size for home or travel.

what's NOT in it | peroxide, parabens, ammonia, or any harsh chemicals or permanent dyes, not tested on animals.

net wt .13 oz / 3.70 g
suggested retail price: \$39.00

merchandising

brunette beauty root cover-up counter display
with every counter display prepack, you will receive:
saleable shades of each:

- (3) black
- (3) dark brown
- (3) medium brown
- (3) light brown
- FREE tester of each shade
- FREE shelf talkers (pack of 4)
- FREE counter display



retail value: \$488.00



shelf talkers for
open stock merchandising





blonde perfection

ROOT CONCEALER FOR BLONDES

the instant touch-up for dark roots



light blonde
(levels 9-10)



medium blonde
(level 8)



dark blonde
(level 7)



results



about

what it does | this temporary, touch-up spray instantly lightens and brightens to blend dark roots and perfectly disguises gray roots, leaving hair looking refreshed, revived, and ready for anything.

- shampoos out
- works in seconds
- targeted pinpoint applicator for precision

what's in it | multi-chromatic pigments for self-adjusting color that matches your signature hue and blends visible dark and gray roots. emollients impart vibrant shine with a natural-feeling texture.

what's NOT in it | peroxide, ammonia, or any harsh or permanent dyes. not tested on animals.

net wt 4.0 oz / 113.4 g

suggested retail price: \$39.00

merchandising

blonde perfection root concealer counter display
with every counter display prepack, you will receive:
saleable shades of each:

- (4) dark blonde
- (4) medium blonde
- (4) light blonde
- FREE tester of each shade
- FREE counter display

retail value: \$468.00



INSTRUCTION

1. Shake well before use.
2. For best results, apply to dry hair.
3. Hold 6 inches from roots and spray in a continuous, sweeping motion until roots are evenly covered.
4. Let dry for a few seconds, then style as usual.





blonde perfection

ROOT TOUCH-UP FOR BLONDES
binding powder for precise dark root coverage



light blonde
(levels 9-10)



medium blonde
(level 8)



dark blonde
(level 7)



results



about

what it does | this lightweight, binding powder instantly lightens and brightens to blend dark and gray roots.

- washes out with shampoo
- works in seconds

what's in it | **color binding complex** with unique adhering agents glides over roots and locks color into place in just one swipe. **multi-chromatic pigments** for self-adjusting color that matches your signature hue and blends visible unwanted roots. hidden sponge applicator allows for precise control and coverage. the secret weapon for at home or on the go.

what's NOT in it | peroxide, ammonia, or any harsh or permanent dyes. not tested on animals.

net wt .14 oz / 4.0 g

suggested retail price: \$39.00

merchandising

blonde perfection root touch-up counter display
with every counter display prepack, you will receive:
saleable shades of each:

- (4) dark blonde
- (4) medium blonde
- (4) light blonde
- FREE tester of each shade
- FREE counter display

retail value: \$468.00



INSTRUCTION

1. Remove the base to reveal the sponge applicator.
2. Lift the top lid to access the binding powder.
3. For best results, apply to clean, dry, styled hair.
4. Using the sponge applicator, sweep powder over roots, starting at the scalp and blending outward.
5. Reapply as needed.





drop red gorgeous

ROOT TOUCH-UP FOR REDS

binding powder for precise root coverage



light red
(level 8)



medium red
(level 7)



dark red
(level 6)



about

what it does | this ultra-light binding powder instantly blends unwanted gray and dark roots, keeping hair red-hot between appointments.

- washes out with shampoo
- no flyaways or dusting
- works in seconds

what's in it | **color binding complex** with unique binding agents glides over unwanted roots and locks color into place in just one swipe. **color adaptive pigments** match the shade and shine of your salon color for undetectable coverage. hidden sponge applicator allows for precise control. the secret weapon for at home or on the go.

what's NOT in it | peroxide, parabens, ammonia, or any harsh or permanent dyes. not tested on animals.

net wt .13 oz / 3.70 g

suggested retail price: \$39.00

merchandising

drop red gorgeous root touch-up counter display
with every counter display prepack, you will receive:
saleable shades of each:

- | | |
|------------------|----------------------------------|
| • (4) dark red | • FREE tester of each shade |
| • (4) medium red | • FREE shelf talkers (pack of 4) |
| • (4) light red | • FREE counter display |



retail value: \$468.00



shelf talkers for
open stock merchandising

results



INSTRUCTION

1. Remove the base to reveal the sponge applicator.
2. Lift the top lid to access the binding powder.
3. For best results, apply to clean, dry, styled hair.
4. Using the sponge applicator, sweep powder over roots, starting at the scalp and blending outward.
5. Reapply as needed.



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