







PRODUCT COMPARISON & SELECTION GUIDE

Style Edit Root Concealers & Coverage Solutions

PRODUCT TYPE	BEST FOR	PRIMARY USE	FINISH	APPLICATION	KEY BENEFITS	GAME CHANGER
 ROOT CONCEALER SPRAY	Larger Surface Areas	Instant Gray Coverage & Regrowth	Natural	Aerosol Mist (4-6" Away)	Fastest Coverage & Blends Seamlessly	Maximizes Coverage in Minimal Time, Ideal for Coarse Hair
 ROOT TOUCH-UP POWDER	Hairlines, Parts & All-Over Coverage	Precision Coverage	Natural	Sponge Dabber	Infused With Keratin for a Natural, Non-Chalky Feel	Neutralizes Excess Oil, Buildable Coverage
 ROOT COVER-UP STICK	Hairlines, Parts & Stubborn Grays	Targeted "Spot" Treatment	Cream to Powder	Swipe Directly onto Hair	100% Opacity on White & Gray Hair	Perfect for Eyebrows & Beards
 HAIR BUILDING FIBERS	Thinning Hair	Filling in Sparse Areas & Adding Volume	Textured & Voluminous	Precision Shake-On Application	Fills in Wide Parts & Camouflages Thinning Areas	Bonds with Natural Static & Shampoos Out Effortlessly

SELECTION GUIDE

SWEAT-RESISTANT, WATER-RESISTANT & SHAMPOOS OUT EASILY

- **FOR SPEED & REGROWTH:** Choose the Root Concealer Spray for fast application & covering significant regrowth.
- **FOR PRECISION & PARTS:** Opt for the Touch-Up Powder for controlled application & a flawless finish along the part.
- **FOR STUBBORN WHITE & GRAY HAIR:** Use the Root Cover-Up Stick to achieve high-pigment coverage on resistant white & gray hairs.
- **FOR VOLUME & SCALP COVERAGE:** Utilize the Hair Building Fibers when your primary goal is masking thinning hair & creating the appearance of volume.

PRO TIP: Use the "Sandwich Method" –Apply the Root Concealer Spray for general coverage, then refine the hairline with the Root Touch-Up Powder to achieve a blended finish.