
STYLE EDIT POWDER VS. THE COMPETITOR

SAME EASE THEY LOVED —

“BUT WITH BETTER PERFORMANCE, WEAR, AND SHADE ACCURACY.”



Style Edit Powder vs. Competitor (Root Cover Up)

1. Coverage & Pigment Payoff (Biggest Difference!)

Competitor

- Sheerer pigment
- Often require multiple passes
- May look dusty on darker hair

Style Edit Powder

- More concentrated pigment
- Covers gray and regrowth in one application
- Looks richer and more natural on dark hair

Style Edit Key Message:

“Style Edit has more pigment, so you don’t need to layer it. One swipe actually covers.”

2. Staying Power & Wear

Competitor

- Can fade throughout the day
- Brush-applied powders rest on the surface rather than adhering to hair.
- Transfers with sweat or humidity

Style Edit Powder

- Sweat-resistant, water-resistant, wind-resistant
- Sponge application presses pigment into the hair for superior, long-lasting coverage.
- Holds through workouts, humidity, and long days
- Shampoos out cleanly

Style Edit Key Message:

“It wears longer and doesn’t break down during the day — but still washes out easily.”

3. Texture & Hair Feel

Competitor

- Can feel chalky or dry
- Builds up quickly if over-applied

Style Edit Powder

- Silky, finely milled powder
- Never crunchy or stiff
- Blends seamlessly into natural hair texture

Style Edit Key Message:

“It feels soft in the hair — no chalky residue.”

4. Shade Range & Real Hair Matching

Competitor

- Limited undertone flexibility
- Some shades run warm or flat

Style Edit Powder

- Designed by colorists for true undertones
- Brunettes, blondes, and reds (3 shades of red) match salon color with 11 shades
- Better gray blending instead of a flat ‘painted’ look

Style Edit Key Message:

“The undertones are more salon-accurate, so it blends instead of sitting on top of the hair.”

5. Application Control (Especially for Thinning Areas)

Competitor

- Works mainly at the part
- Less effective for sparse areas

Style Edit Powder

- Sponge application allows for more ease of application to broader areas
- Camouflages thinning areas as well as roots
- Creates the illusion of density at the hairline and crown
- Great for post-menopausal thinning or postpartum hair

Style Edit Key Message:

“It’s not just a root cover – it makes hair look fuller.”

6. Professional Credibility

Competitor

- Strong consumer brand
- Less salon-focused education

Style Edit

- 15+ years specializing in root concealers
- Developed specifically for salon resale

Style Edit Key Message:

“Style Edit specializes in root concealers – it’s all they do.”

One-Sentence Conversion Line

“If you loved competitor, you’ll love Style Edit – it’s more pigmented, lasts longer, and looks more natural in the hair.”

7. Master Positioning

How you should think about it:

Style Edit isn’t a replacement – it’s an upgrade.

Salons that loved Competitor will convert faster because Style Edit:

- Covers better in one application
- Offers a larger powder size: .13 oz for approximately \$5 more compared to the competitor’s .07 oz
- Wears longer under real-life conditions
- Matches salon color more accurately
- Covers thinning and regrowth in one product

8. SIDE-BY-SIDE COMPARISON Style Edit Powder vs. Competitor

Feature	Competitor	Style Edit
Coverage	Sheer, buildable	High pigment, one swipe, buildable
Wear Time	Can fade	Sweat- & water-resistant
Texture	Chalky if layered	Soft, finely milled
Shade Accuracy	Limited undertones	Salon-accurate tones
Thinning Coverage	Minimal	Camouflages sparse areas
Professional Focus	Consumer-first	Salon & pro-focused
Applicator	Root brush-can be messy & powder lays on top of hair	Sponge-allows for broader application and “pressing” in powder for superior adhesion

9. WHY SALONS SWITCH TO STYLE EDIT

Top reasons salons convert:

- Fewer client concerns
- Faster application
- More natural finish
- Better results for aging or thinning hair clients
- Higher rebooking confidence

Style Edit Statement:

“It’s not just covering gray – it makes hair look better.”

10. STYLE EDIT POSITIONING

Salons should display Style Edit as:

“Professional Root & Thinning Concealer”

- Not just a gray cover-up
- Near color services or front desk checkout

Recommendation:

“Position it as an add-on solution, not just a cover-up emergency product.”

11. WHY STYLE EDIT IS EASY FOR PROMOTING

Business Advantages:

- Strong reorder velocity
- Low shade confusion
- High conversion from competitor users
- Minimal education needed
- Complements color services

“Once a salon brings it in, they reorder.”