



# STYLE EDIT: AN OVERVIEW

What Sets Style Edit Products Apart?  
Quick Decision Guide  
Shade Matching Cheat Sheet & Demos

## What Sets Style Edit Apart?

### Pro • Performance • Trust

- Reputable, salon-approved formulas that have been trusted for over 16 years. Home of the “original” root concealer!
- The only professional trio concealer, offered in spray, powder, and stick formats, available in 11 shades.
- Unique offering of 3 shades of red powder, while providing more ounces for your money!
- Delivers natural, undetectable, and uniform color coverage technology.
- Wind, rain, and sweat-resistant.
- Color-adaptive pigments that adhere to hair fibers and roots, effectively filling visual gaps.
- Formulated with naturally derived ingredients, free from harsh chemicals, and never tested on animals.

## IMPACT STATEMENT

Trusted by clients, designed for professionals for over 16 years.

## PRODUCTS: Recommending & Why It Wins!

1. Root Concealer Spray
2. Touch-Up Powder
3. Cover-Up Stick

### Root Concealer Spray

Fast • Full • Flawless

**When to recommend:** Fast, full root coverage, larger regrowth area, clients needing long wear

**Why it wins:** Micro-fine precision spray, sweat, water & transfer resistant, instant, natural-looking finish

**Impact statement:** Best seller for quick, flawless root coverage.

### Touch-Up Powder

Soft • Precise • Portable

**When to recommend:** On-the-go maintenance, part lines & hairlines, clients wanting soft coverage

**Why it wins:** Compact & travel-friendly, buildable, lightweight coverage, precise control around the face

**Impact statement:** Perfect for clients who want control and portability.

### Root Cover-Up Stick

Targeted • Precise • Powerful

**When to recommend:** Stubborn or resistant grays, maximum precision needed, hairlines, beards, eyebrows, temples & detail work

**Why it wins:** Non-greasy cream-to-powder formula, long-lasting, smudge-resistant wear, ideal for targeted application

**Impact statement:** Precise coverage every time.



## Quick Decision Guide

Match • Recommend • Win

**Choose Spray:** Large areas & long wear

**Choose Powder:** Soft coverage, on-the-go, buildable, facial hair & hairlines

**Choose Stick:** Precision, resistant grays, facial hair & hairlines

## Shade Matching Cheat Sheet

Blend • Balance • Perfect

Match To: Root depth (not ends) & neutral undertones first, go lighter if unsure;

For temporary highlights and added dimension, try a lighter shade.

Impact Statement: When in doubt, blend—not darken.

## High-Impact Demos

1. Transfer-Proof Water Test (wrist/palm + spray + tissue)
2. Split-Part Transformation
3. Touch & Feel Test
4. Precision Detail Test
5. Format Comparison (System Sell)

## What demo proves (ties directly to objections) & one-line impact statements.

Choose demo based on client questions/objections:

- “Will it rub off?” → Water Test
- “Will it look fake?” → Split-Part
- “Will it feel sticky?” → Touch & Feel

How to Demo (step-by-step)

### 1. Transfer-Proof Water Test

Proof • Performance • Trust

How to demo: Apply to wrist or palm, spray with water, press tissue firmly

What it proves: No transfer, water resistance, long-wear confidence

Impact Statement: Once it's on, it stays.

## **2.Split-Part Transformation**

Instant • Natural • Seamless

How to demo: Apply to one side only, show before/after

What it proves: Natural blending, undetectable coverage, instant impact

Impact Statement: You see better hair—not makeup.

## **3.Touch & Feel Test**

Soft • Clean • Flexible

How to demo: Apply to hair, invite client to touch

What it proves: No stiffness, no stickiness, weightless feel

Impact Statement: It feels like nothing.

## **4.Precision Detail Test**

Control • Detail • Finish

How to demo: Apply to hairline or temples, focus on small areas

What it proves: Professional control, clean finish, detail mastery

Impact Statement: This is your precision problem-solver.

## **5.Format Comparison (System Recommendation)**

System • Solution • Results

How to demo: Spray, Powder & Stick, one head, different needs

What it proves: Complete coverage system, one brand, every solution, no competitor comparison

Impact Statement: This is why Style Edit has longevity & a stellar reputation.