



STYLE EDIT

We innovate essential solutions for concealing gray roots, blending regrowth and camouflaging thinning hair, delivering salon-quality results you can't live without.

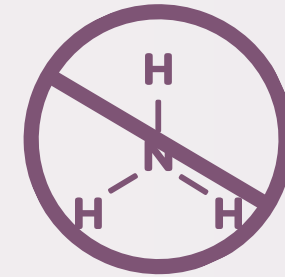


BRAND MISSION

Style Edit provides a simple yet transformative solution for the common frustration of gray hair, outgrown roots, and thinning hair. Our at-home coverage products deliver professional-quality results with effortless application, giving individuals the freedom to look and feel their best, every day.

Driven by innovation and expertise, Style Edit partners with top scientists and stylists to develop must-have products that simplify hair maintenance and elevate confidence.

OUR VALUES



✓ NO DYES OR HARSH CHEMICALS

Style Edit products are formulated without peroxide, parabens, ammonia, or any harsh and permanent dyes, and they are not tested on animals.

✓ CONFIDENCE BOOSTING

Empowering customers with high-quality products to express their unique styles confidently.

✓ INNOVATIVE DEVELOPMENT

Continuously advancing hair care with cutting-edge solutions to meet diverse needs.

✓ CUSTOMER FOCUS

Prioritizing customer needs and satisfaction through exceptional service and engagement.

✓ EASE AND EXCELLENCE

Simplifying at-home application to deliver professional, salon-quality results effortlessly.

✓ LIFESTYLE DRIVEN

All root touch ups products are all non-transferrable, and are wind, water and sweat-resistant.



OUR CUSTOMERS

- They desire hair care solutions that enable them to maintain vibrant hair until their next color.
- They seek products to effectively cover gray, and all outgrown roots for **brunettes, redheads and blondes.**
- Our clientele crave products that provide coverage for sparse or bald areas, to create the illusion of denser, fuller hair.
- Our clients use our products to refine, touch up and fill in facial hair on beards and eyebrows.

STYLE
EDIT



THE CONCERN

Roughly **75% of women in the U.S. color their hair**, with many opting for permanent color four to five times a year.
—Unilever's All Things Hair

According to a Talker Research Survey (reported by KHQ), **51% of women** who've experienced hair loss say they've hidden thinning hair out of embarrassment.



OUR SOLUTION

We ensure that our customers always feel confident with their hair by providing instant coverage.

Producing products that are all non-transferrable, and are wind, water and sweat-resistant, all while being free of any dyes or harsh chemicals.



PRODUCT REVIEW

STYLE
EDIT



BRUNETTE BEAUTY COLLECTION



BLONDE PERFECTION COLLECTION



DROP RED GORGEOUS COLLECTION



STYLE EDIT ROOT CONCEALER SPRAY

FEATURES

- Lightweight spray for broad coverage
- Quick and easy spray application

BENEFITS

- Effortlessly conceal large areas of root regrowth, even in thick hair
- Delivers a natural look without sticky residue
- All-day wear ensures lasting coverage until your next shampoo
- TSA-compliant for travel!



A unique long nozzle to aim at targeted spots

STYLE EDIT ROOT TOUCH-UP POWDER

FEATURES

- Ultra-light binding powder with sponge applicator
- Compact design with built-in mirror and hidden sponge

BENEFITS

- Precisely targets scattered grays or roots regrowth
- Provides a natural finish without sticky residue
- Perfect for on-the-go touch-ups
- Fills in sparse or thinning areas for a fuller-looking beard!



STYLE EDIT ROOT COVER-UP STICK

FEATURES

- Cream-to-powder formula
- Dual-ended stick: pointed tip for precision, sponge tip for blending

BENEFITS

- Precise application for hairlines, temples, strands of gray, and men's beards!
- Blends seamlessly for a natural finish.
- Portable and easy to use for quick touch-ups anytime, anywhere.
- Effectively fills in eyebrows too!

Pointed tip for
precision



Sponge tip for
blending

TESTIMONIALS

What our customers say about our products



Covers my gray wonderfully and it's so natural! This is a life saver when I have to postpone my hair appointment.



Love this product! I have tried many root cover ups - nothing comes close to Style Edit!



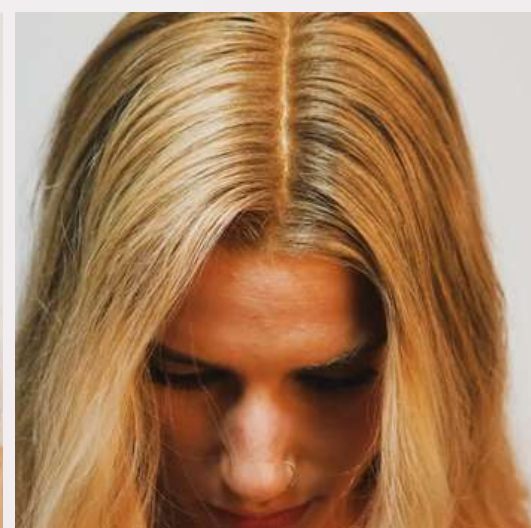
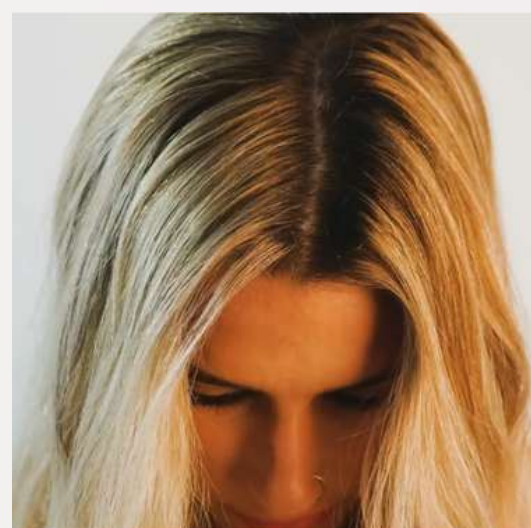
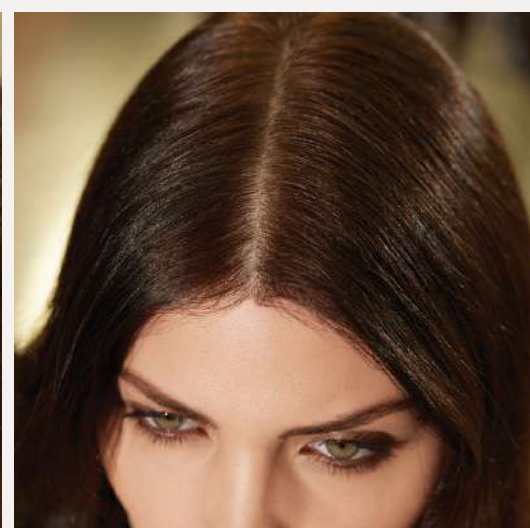
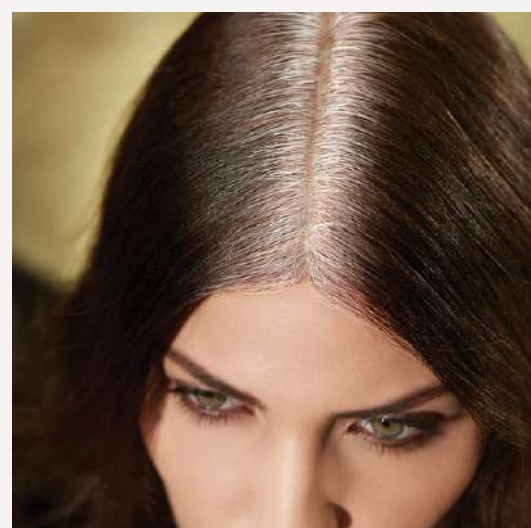
Extremely easy ordering and it is the best concealer I've EVER tried and used!



I have thin hair, so this is fabulous scalp cover as well - makes my hair appear thicker at the scalp!



Amazing coverage, easy to use & lasts between washes/styling! I love the dark brown root touch-up powder.



Loved by hairstylists & 300,000+ customers!

TV SEGMENTS



PRESS MENTIONS

BEST SPRAY

[Style Edit Root Touch Up Spray](#)



Why We Love It

When selecting the best spray root concealer, we paid special attention to natural-looking coverage and a buildable formula that caters to all hair colors, and [Style Edit Root Touch-Up Spray](#) delivered. Our tester loved how lightweight it felt and how fast it dried without a strong scent or residue. It stayed put, too.

InStyle



Marisa Tomei Shares Her Inside-Out Beauty Secrets, From Supplements to Serums



yahoo!

COSMOPOLITAN



allure

marie claire


VOGUE



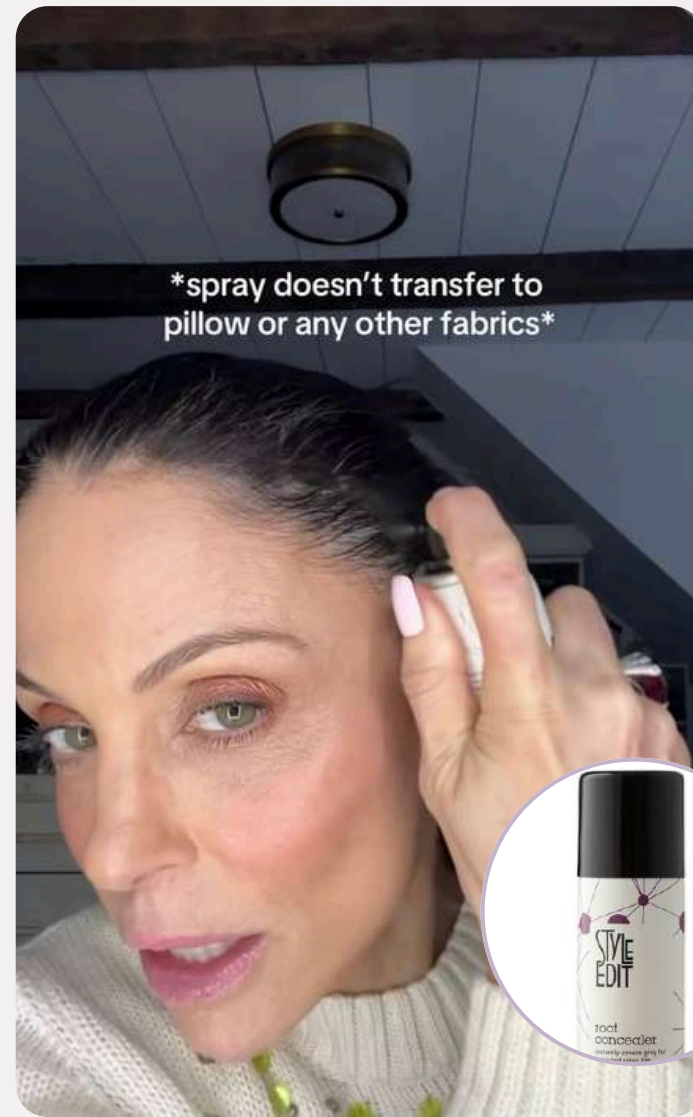
SOCIAL MEDIA IMPACT


Captivating creator content has generated significant reach:
10M+ views on Instagram and 50M+ views on TikTok.



 @arshiamoorjani


10.1M views



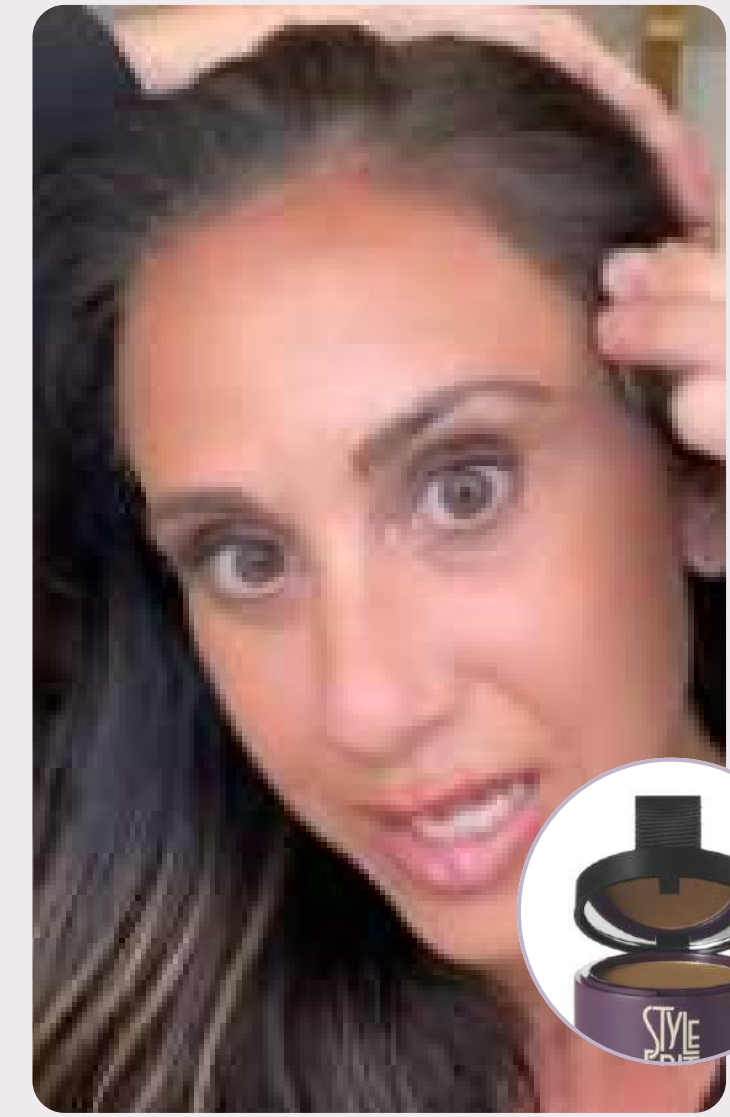
 @bethennyfrankel

1.6M views



 @michellerene

3.1M views



 @daniella_britt

11.5 M views