



STYLE EDIT

FAQs

Q. WHO IS STYLE EDIT?

A: We're a team of superstar scientists + stylists with one simple mission: To solve your biggest hair concerns. Our product range is dedicated to restoring confidence and achieving head-turning hair. With Style Edit, you're never more than one product away from your best hair.

Q. WHO ARE STYLE EDIT CONSUMERS?

A: Suitable for all hair types, textures and anyone with hair concerns.

Q. WHAT ARE THE DIFFERENCES BETWEEN THE CONCEALER SPRAY, TOUCH-UP POWDER, AND ROOT COVER-UP STICK?

A: **CONCEALER SPRAY** instantly and temporarily covers fading roots and grays. The unique pinpoint applicator targets just the areas that need a temporary color boost. For temporary highlights and added dimension, try a lighter shade. Works in seconds and dries in minutes. Doesn't flake and shampoos out.

TOUCH-UP POWDER is a lightweight, binding powder that delivers instant, temporary coverage to unwanted gray roots. Powder washes out with shampoo. No flyaways, dusting, and works in seconds. 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 color for a completely natural look. The hidden sponge applicator allows for precise control and buildable coverage. The secret weapon for at home or on the go.

COVER-UP STICK is a wax-less stick that provides instant, targeted coverage to unwanted gray regrowth. Leaves hair smooth, soft, and shiny. Perfect for the hairline, temple area, and brows. Precise application, no drying time, and shampoos out. Not sticky or waxy.

Q. CAN YOU LAYER STYLE EDIT PRODUCTS?

A: Yes, if you would like to layer:

- Use the Concealer Spray for general coverage (largest area).
- Use the Root Cover-Up Stick for targeted spots (sideburns, mustache, beard patches, brows).
- Use the Touch-Up Powder for finishing touches (edges, small gaps).
- Wait for each layer to set/dry before applying the next.
- Keep the amount light – better to add a little more than to overload!

Q. CAN YOU APPLY STYLE EDIT PRODUCTS TO FACIAL HAIR, AND IF SO, WHICH PRODUCTS ARE SUITABLE?

A: Yes, our recommendation for eyebrows is our Root Cover-Up Stick. The same salon-quality formula that conceals grays at the roots also works wonders on eyebrows, seamlessly blending color for a fuller, more defined look. Our Root Cover-Up Stick fills in patchy beards, delivering natural-looking coverage and a more polished finish in minutes!

Q. WILL STYLE EDIT THICKEN MY HAIR?

A: The Concealer Spray uses color-adaptive pigments that adhere to the hair fiber and root area, filling in visual gaps and creating a more uniform color coverage. For example, our unique color-adaptive pigments smoothly adhere to the hair fiber and self-adjust to perfectly match hair color, providing a lustrous, natural shine.

This color-filling effect can visually reduce contrast between the scalp/skin and hair (or between lighter grays and darker hairs). That contrast often makes hair look thinner. By reducing that contrast, the hair looks fuller by creating the illusion of thicker and more even-toned hair.

The improved shine and uniformity also help. A hair section that is uniform in color and less patchy will reflect light better and give a perception of density, which can translate to looking thicker.

Q. HOW LONG WILL THE PRODUCTS STAY ON? WILL IT RUN DOWN MY FACE IF I SWEAT?

A: Style Edit products are wind, rain, & sweat resistant, so they will not run. The temporary color will stay secure until your next shampoo!

Q. DOES IT FEEL STICKY OR HEAVY?

A: Nope! Once dried, hair will feel light and look refreshed. Our unique formula matches your hair's shine for the most natural look possible.

Q. ARE YOUR PRODUCTS NATURAL?

A: Yes, our color-adaptive pigments are naturally derived and made in the USA. FREE from mineral oil, petrolatum, peroxide, parabens, ammonia, or any harsh or permanent dyes. Not tested on animals.

Q. ARE STYLE EDIT PRODUCTS SAFE FOR CONSUMERS WITH A KERATIN TREATMENT AND HAIR EXTENSIONS?

A: Yes – **in many cases**, Style Edit products can be used on keratin-treated hair or hair with extensions, because the formulas are temporary and rinse out with shampoo. But proceed with caution: If your hair has just had a keratin treatment (within a week or two) or you have recently had extensions installed, you may want to do a patch or spot test first.

Q. HOW DO I CONTACT CUSTOMER SERVICE?

A: We're here to help! Please send us an email at customerservice@styleedit.com or call us at 1-855-695-1466. We're available to chat Monday-Friday, 9AM-5PM EST. If you leave us a message after normal business hours, we'll get back to you ASAP!