

# STYLE EDIT

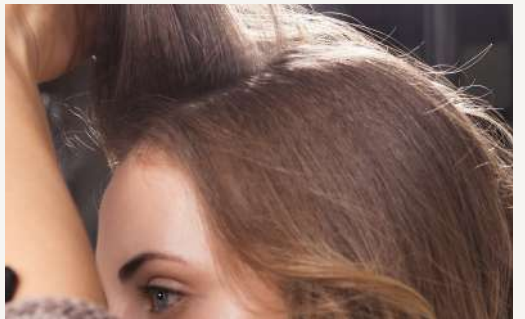


CONFIDENCE THAT LASTS



# STYLE EDIT

We believe every hair concern warrants an at-your-fingertips fix. When that fix doesn't exist, it's our job to create it. Style Edit brings together the world's leading scientists and stylists to confront your most essential hair needs and provide you with innovative products you can't live without. We're for breaking barriers, challenging conventions, and taking on the impossible. ... all in the name of fabulous hair.





STYLE  
EDIT

root  
concealer

instantly covers gray for  
extended color life

color adaptive  
pigments

what it does | this instant  
conditioning, gray retouch-  
up spray extends the life of  
color between salon visits.

net wt 2.0 oz. / 56.7g

medium brown



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net wt 2.0 oz. / 56.7g

dark brown

# BRUNETTE BEAUTY

## ROOT CONCEALER FOR BRUNETTES

Instantly covers gray for extended color life



Light brown  
(levels 6-7)



Medium brown  
(levels 4-5)



Dark brown  
(levels 2-3)



Black  
(level 1)



Auburn/Red  
(level 6)



### RESULTS



Before



After

### ABOUT

**What It Does |** This instant, temporary, gray root touch-up spray covers fading roots, extending the life of color between salon visits. The unique pin-point applicator targets just the areas that need a temporary color boost.

- Doesn't flake
- Works in seconds and dries in minutes
- Shampoos out

**What's In It |** Naturally derived color-adaptive pigments smoothly adhere to the hair fiber and self-adjust to perfectly match hair color, providing a lustrous, natural shine.

**What's NOT In It |** Mineral oil, petrolatum, parabens, peroxide. Not tested on animals.

Net wt: 2.0 oz / 56.7 g

Suggested Retail Price: \$34.00

### MERCHANDISING

Root Concealer Spray Display Brunette + Red

Includes:

- (3) Each of Black, Dark Brown, Medium Brown, Light Brown & Auburn
- (1) FREE Tester of Each Shade + FREE Counter Display

Salon Price: \$255

Salon Value: \$510



### INSTRUCTION

1. Shake well before use.
2. For best results, apply to dry hair.
3. Hold 6 inches from roots and spray in a continuous, sweeping motion until roots are evenly covered.
4. Let dry for a few seconds, then style as usual.





STYLE  
EDIT

root  
touch-up  
binding powder  
for precise gray  
root coverage

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# BRUNETTE BEAUTY

## ROOT TOUCH-UP FOR BRUNETTES

Binding powder for precise gray root coverage



Light brown  
(levels 6-7)



Medium brown  
(levels 4-5)



Dark brown  
(levels 2-3)



Black  
(level 1)



### RESULTS



Before



After

### ABOUT

**What It Does** | This lightweight, binding powder delivers instant, temporary coverage to unwanted gray roots.

- Washes out with shampoo
- No flyaways or dusting
- Works in seconds

**What's In It** | **Color-binding complex** with unique binding agents glides over gray roots and locks color into place in just one swip. **Color-adaptive pigments** add luster and blend seamlessly with salon color for a completely natural look. Hidden sponge applicator allows for precise control and coverage. The secret weapon for at home or on-the-go.

**What's NOT In It** | Peroxide, parabens, ammonia, or any harsh or permanent dyes. Not tested on animals.

Net wt: 13 oz / 3.70 g

Suggested Retail Price: \$39.00

### MERCHANDISING

Root Touch-Up Powder Display – Brunette

Includes:

- (3) Each of Black, Dark Brown, Medium Brown & Light Brown
- (1) FREE Tester of Each Shade + FREE Counter Display

Salon Price: \$234

Salon Value: \$468



### INSTRUCTION

1. Remove the base to reveal the sponge applicator.
2. Lift the top lid to access the binding powder.
3. For best results, apply to clean, dry, styled hair.
4. Using the sponge applicator, sweep powder over roots, starting at the scalp and blending outward.
5. Reapply as needed.





STYLE  
EDIT

root  
cover-up  
cream to powder stick  
for precise application

STYLE  
EDIT

root  
cover-up  
cream to powder stick  
for precise application

STYLE  
EDIT

root  
cover-up  
cream to powder stick  
for precise application

STYLE  
EDIT

root  
cover-up  
cream to powder stick  
for precise application

# BRUNETTE BEAUTY

## ROOT COVER-UP FOR BRUNETTES

Cream-to-powder stick for detailed application



Light brown  
(levels 6-7)



Medium brown  
(levels 4-5)



Dark brown  
(levels 2-3)



Black  
(level 1)



### RESULTS



Before



After

### ABOUT

**What It Does |** This waxless stick provides instant, targeted coverage to unwanted gray regrowth. Leaves hair smooth, soft, and shiny. Perfect for the hairline, temple area, and brows.

- Precise application
- Shampoos out
- No drying time
- Not sticky or waxy

**What's In It |** Long wear, cream-to-powder formula instantly glides over hair to effectively cover regrowth. Color-adaptive pigments easily adhere to hair shaft and blend in to match hair color and leave hair natural to the touch. The dual-ended stick allows for super targeted application and specially designed sponge to seamlessly blend in. Transfer and water-resistant, root cover-up is the perfect size for home or travel.

**What's NOT In It |** Peroxide, parabens, ammonia, or any harsh or permanent dyes. Not tested on animals.

Net wt: 13 oz / 3.70 g

Suggested Retail Price: \$39.00

### MERCHANDISING

Root Cover-Up Stick Display – Brunette  
Includes:

- (3) Each of Black, Dark Brown, Medium Brown & Light Brown
- (1) FREE Tester of Each Shade + FREE Counter Display

Salon Price: \$234

Salon Value: \$468



### INSTRUCTION

1. Apply to clean, dry hair.
2. Use the stick directly on roots and areas needing coverage.
3. Blend thoroughly with the pointed sponge tip.
4. Reapply as desired.





STYLE  
EDIT

blonde  
perfection

root concealer  
for blondes

the instant touch-up  
for dark roots

light blonde

net wt. 4.0 oz. / 113.4 g e

STYLE  
EDIT

blonde  
perfection

root concealer  
for blondes

the instant touch-up  
for dark roots

medium blonde

net wt. 4.0 oz. / 113.4 g e

STYLE  
EDIT

blonde  
perfection

root concealer  
for blondes

the instant touch-up  
for dark roots

dark blonde

net wt. 4.0 oz. / 113.4 g e

# BLONDE PERFECTION

## ROOT CONCEALER FOR BLONDES

The instant touch-up for dark roots



Light blonde  
(levels 9-10)



Medium blonde  
(level 8)



Dark blonde  
(level 7)



### RESULTS



Before

After

### ABOUT

**What It Does** | This temporary, touch-up spray instantly lightens and brightens to blend dark roots and perfectly disguises gray roots, leaving hair looking freshe, revived, and ready for anything.

- Shampoos out
- Works in seconds
- Targeted pinpoint application for precision

**What's In It** | **Multi-chromatic pigments** for self-adjusting color that matches your signature hue and blends visible dark and gray roots. Emollients impart vibrant shine with a natural-feeling texture.

**What's NOT In It** | Peroxide, ammonia, or any harsh or permanent dyes. Not tested on animals.

Net wt: 4 oz / 113.4 g

Suggested Retail Price: \$39.00

### MERCHANDISING

Root Concealer Spray Display - Blonde

Includes:

- (4) Each of Light Blonde, Medium Blonde & Dark Blonde
- (1) FREE Tester of Each Shade + FREE Counter Display

Salon Price: \$234

Salon Value: \$468



### INSTRUCTION

1. Shake well before use.
2. For best results, apply to dry hair.
3. Hold 6 inches from roots and spray in a continuous, sweeping motion until roots are evenly covered.
4. Let dry for a few seconds, then style as usual.





# BLONDE PERFECTION

## ROOT TOUCH-UP FOR BLONDES

Binding powder for precise dark root coverage



Light blonde  
(levels 9-10)



Medium blonde  
(level 8)



Dark blonde  
(level 7)



### RESULTS



Before



After

### ABOUT

**What It Does |** This lightweight, binding powder instantly lightens and brightens to blend dark and gray roots.

- Washes out with shampoo
- Works in seconds

**What's In It |** Color-binding complex with unique adhering agents glides over roots and locks color into place in just one swipe. Multi-chromatic pigments for self-adjusting color that matches your signature hue and blends visible unwanted roots. Hidden sponge applicator allows for precise control and coverage. The secret weapon for at home or on-the-go.

**What's NOT In It |** Peroxide, ammonia, or any harsh or permanent dyes. Not tested on animals.

Net wt: .14 oz / 4 g

Suggested Retail Price: \$39.00

### MERCHANDISING

Root Touch-Up Powder Display – Blonde

Includes:

- (4) Each of Light Blonde, Medium Blonde & Dark Blonde
- (1) FREE Tester of Each Shade + FREE Counter Display

Salon Price: \$234

Salon Value: \$468



### INSTRUCTION

1. Remove the base to reveal the sponge applicator.
2. Lift the top lid to access the binding powder.
3. For best results, apply to clean, dry, styled hair.
4. Using the sponge applicator, sweep powder over roots, starting at the scalp and blending outward.
5. Reapply as needed.





STYLE  
EDIT

drop red  
gorgeous  
root touch-up  
for reds

STYLE  
EDIT

drop red  
gorgeous  
root touch-up  
for reds

STYLE  
EDIT

drop red  
gorgeous  
root touch-up  
for reds

# DROP RED GORGEOUS

## ROOT TOUCH-UP FOR REDS

Binding powder for precise root coverage



Light red  
(level 8)



Medium red  
(level 7)



Dark red  
(level 6)



### RESULTS



Before



After

### ABOUT

**What It Does |** This ultra-light binding powder instantly blends unwanted gray and dark roots, keeping hair red-hot between appointments.

- Washes out with shampoo
- No flyaways or dusting
- Works in seconds

**What's In It |** Color-binding complex with unique binding agents glides over unwanted roots and locks color into place in just one swipe. Color-adaptive pigments match the shade and shine of your salon color for undetectable coverage. Hidden sponge applicator allows for precise control. The secret weapon for at home or on-the-go.

**What's NOT In It |** Peroxide, parabens, ammonia, or any harsh or permanent dyes. Not tested on animals.

Net wt: .13 oz / 3.70 g

Suggested Retail Price: \$39.00

### MERCHANDISING

Root Touch-Up Powder Display – Red

Includes:

- (4) Each of Light Red, Medium Red, Dark Red
- (1) FREE Tester of Each Shade + FREE Counter Display

Salon Price: \$234

Salon Value: \$468



### INSTRUCTION

1. Remove the base to reveal the sponge applicator.
2. Lift the top lid to access the binding powder.
3. For best results, apply to clean, dry, styled hair.
4. Using the sponge applicator, sweep powder over roots, starting at the scalp and blending outward.
5. Reapply as needed.



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