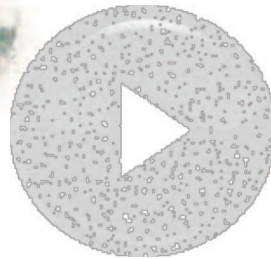


TEXTURES

UNEARTHING
MATTE MINERAL
HAIR STYLING



MATTE MINERAL TEXTURES

Unearthing Textures. An exciting new brand of styling innovations, bought to you by the makers of Fudge.

A whole new range of naturally inspired matte mineral products formulated with **French Green Clay**, mined for texture and movement.

WITH
FRENCH **GREEN** CLAY
Style innovation with minerals
mined for texture and movement.





MATTE MINERAL
TEXTURES

BRAND CONCEPT

A range of premium matte mineral inspired styling innovations with unique French Green Clay designed to create a natural matte finish in a number of textures and forms.

NATURAL, MINERALS,
TEXTURE, MATTE,
PREMIUM, SALON STYLING,
UNISEX, MOVEMENT,
INNOVATION, EARTHY

WITH
FRENCH GREEN CLAY
Style innovation with minerals
mined for texture and movement.

UNEARTHING FRENCH GREEN CLAY

FRENCH GREEN CLAY

has a unique structure which means maximum oil absorption for a super matte look and an easy-to-work-with pliable feel.



- ❖ French Green Clay is a unique mattifying clay that gives the hair a matte natural finish
- ❖ Naturally inspired styling range with naturally derived Green Clay mineral from France
- ❖ Absorbs more oil than other mattifying ingredients
- ❖ Smoother and more pliable to apply through the hair

MATTE MINERAL
TEXTURES



CONCEPT SUPPORT

- ❖ New French green clay ingredient support
- ❖ Premium looking packaging
- ❖ Quality packaging functionality
- ❖ Unique product concepts

TARGET MARKET

Unisex. High disposable income, fashion conscious and a product maven. A leader in trends and innovations, aged 20 – 39 years.

MATTE MINERAL
TEXTURES



IN OUR RESEARCH GROUPS,
CONSUMERS ACROSS ALL SEXES
LOVED TEXTURES. THIS IS WHAT
THEY SAID...

LIKE THE COLOURS
UNISEX METRO PREMIUM
PRODUCT DOESN'T LOOK CHEAP
LOOKS SOPHISTICATED

LIKE SHAPE

LIKE BRANDING

PRACTICAL

CLEAN PACKAGING

STYLISH



* Ultra Feedback Groups June 2011

THE RANGE

RAW VINTAGE CLAY 70G DISRUPT & DECONSTRUCT

A strong hold dry styling clay
to create unstructured texture
and movement
Target: Males



CLASSIC CLAY WAX 70G SHAPE & STRUCTURE

A strong hold hard wax for
structure and control
Target: Males



FRENCH STYLING MILK 50ML DEFINE AND DISTRESS

A medium hold milk for piecing,
texture and definition
Target: Female



CREATIVE STYLING DUST 10G SHAKE & AMPLIFY

A medium hold powder for fine
texture, volume and body
Target: Unisex



ANTI-HUMIDITY DECONSTRUCTION SPRAY 150G TAME & DEFRIZZ

A light aerosol spray to block humidity
and prevent frizz
Target: Female



AEROSOL ROCK SPRAY 150ML DEFINE AND DISTRESS

A super hold aerosol to control and
lock in styles.
Target: Female