



FOR IMMEDIATE RELEASE

Local Inventor Launches New Touch That Up Girl™ Hair-Care Line and Expands Mr. Brushable™ Product Family With New 24-Hour Hold Gel

Raleigh-based inventor and entrepreneur David Sparks, founder of Mr. Brushable LLC, has officially launched the newest addition to his expanding beauty and lifestyle brand: Touch That Up Girl™ — a breakthrough hair-care line designed for convenience, precision, and everyday confidence.

The launch introduces a series of innovative beauty tools and formulas engineered to simplify on-the-go styling, edge detailing, touch-ups, and daily maintenance. The newest standout in the line is the Sparks Touch That Up Girl™ 24-Hour Hold Gel, a salon-grade formula that delivers long-lasting control and shine. The gel provides a firm, humidity-resistant hold comparable to any 24-hour gel currently on the market, giving users a smooth finish without flaking or buildup.

A New Standard in Easy, Stylish Hair Care

Touch That Up Girl™ is built around the idea that women deserve products that move with their lifestyle.

"Women are busy — moving with purpose — and they shouldn't have to juggle a brush, a jar, and a towel just to keep their look together," said Sparks. "This line keeps everything in one tool. You grab it, apply it, touch it up, and go. That's freedom."

The flagship applicator tool, The Edger™, includes an integrated brush-and-comb head and a squeeze-ready bottle design that comes pre-loaded with gel, allowing users to simply squeeze it and go. The system also includes refillable cartridges so customers can reload product quickly and cleanly, without mess or waste.

Part of a Fast-Growing Local Brand

Touch That Up Girl™ expands the broader Mr. Brushable™ family — which includes:

- Mr. Brushable Sparks Barbecue Sauce – "Sauce It and Toss It"™
- Mr. Brushable Sparks Touch-Up Paint – "The Picasso of Paint"™
- The Edger™ hair-care collection
- Sparks Touch That Up Girl™ 24-Hour Hold Gel
- Spike & Spice™ meat tenderizer bottle
- The Cue Stick™ artist brush bottle

Sparks' patented brush-bottle designs are gaining regional interest from retailers, beauty supply stores, and manufacturing partners.

Local Roots, National Ambition

A Raleigh native, Sparks has built his company from home-grown ingenuity, combining design, prototyping, music, and branding into a growing commercial empire. He is supported by his wife of 20 years, Kim Sparks, who plays an essential role in the business and remains a key part of the growing Mr. Brushable™ team.

"This is just the beginning. We're building a national brand from right here in North Carolina, and we're doing it together as a family," Sparks said.

Availability

The new Sparks Touch That Up Girl™ 24-Hour Hold Gel — along with the full Mr. Brushable™ product line — will be available through:

- mrbrushable.com
- Local retail partners (announcements coming soon)
- Community pop-up events throughout the Triangle area

Media Contact

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