



High Beams Temporary Spray on Natural & Fashion Shades

Intense temporary spray on hair color goes on easily for full coverage and stays put until you wash it out.

High Beams Temporary Spray On Hair Thickener

Helps reduce the appearance of thinning hair. This easy to use spray helps hair appear thicker and fuller with one application and washes right out with one shampoo.





Core Consumer

- GROWING! → *on trend*
- Female Beauty channel consumer
- Multi-cultural
- Special occasion, sports, holiday

Temporary spray-on hair colors in natural and fashion shades

Market Positioning

One of the industry's leading temporary spray-on hair color brands
Strong brand loyalty and consumer recognition in the ethnic beauty channel

SKU Summary

Natural Shades

- 81% of **Brand** Sales
- 13 SKUs
- 2.7oz: \$4.99-6.99

Fashion Shades

- 7% of **Brand** Sales
- 10 SKUs
- 2.7oz: \$4.99-6.99

Thickener (Mens)

- 7% of **Brand** Sales
- 2 SKUs
- 2.7oz: \$4.99-6.99