

Print Ads | 3 Options

1. Love Is In Your Hair
 - a. 30+ unique collections
 - b. Scents you can't forget
 - c. Stand-out formulas, designed with you in mind
2. Love Is In Your Hair
 - a. Quench your hair's thirst with 30+ unique collections
 - b. Unforgettable scents
 - c. Twirl it or curl it, standout formulas made just for you
3. Love Is In Your Hair
 - a. Lather up those luscious locks and feel great
 - b. 30+ unique scrumptious scents
 - c. We don't believe in one-size-fits-all, we believe in all
4. Love Is In Your Hair
 - a. Standout formulas to cleanse, hydrate and shine
 - b. 30+ collections to choose from where every day is an adventure and you choose yours
 - c. Twirl it or curl it, designed with you in mind
5. Love Is In Your Hair
 - a. Twirl it, curl it or cut it, celebrate every hair day
 - b. We don't believe in one-size-fits-all, we believe in all
 - c. So, lather up those luscious locks with 30+ unique collections
6. Love Is In Your Hair
 - a. 30+ unique collections with scents you can't forget
 - b. We don't believe in one-size-fits-all, we believe in all
 - c. United we're invincible

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- **Headline**
 - Love Is In Your Hair
- **Subhead**
 - ...
 - We don't believe in one-size-fits-all, we believe in all
 - 30+ unique collections

- standout formulas for endless possibilities

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Notes:

Unique collections
No product/benefit
No ingredients

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Next:

Facebook, SEM – Evergreen *only*
Make a couple
With “Shop Now,” etc., CTA