

Great Clips®

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Men's Line

Daily Shampoo for Men

What it is:

A men's shampoo designed not only to cleanse the hair but also to condition the scalp.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

Daily Shampoo for men offers a strong cleansing routine to men with all hair-types. Key selling point is the heady, earthy fragrance that scored very high among male testers. Recommend it to men who are looking for professional haircare at a reasonable price. Slight tingly feeling leaves scalp feeling invigorated.

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Daily Conditioner for Men

What it is:

A men's conditioner designed to invigorate and stimulate the scalp.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

Daily Conditioner for Men should be recommended to men of all hair types and all hair lengths. Even shorter haired guys will benefit from using this product, as it helps restore moisture balance to the hair and the scalp. Conditioner gives customers a cooling sensation.

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Firm Hold Gel

What it is:

The heaviest holding gel in the Solutions™ line.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

Gels provide excellent style support when used on wet hair before blow-drying, they also offer fun “wet-look” alternatives for people who like to slick their hair back or keep their curls defined.

Recommend Firm Hold Gel to people looking for a very sound style foundation. Although technically part of the men’s line, women who need a strong hold will also benefit from using this product.

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Molding Cream

What it is:

A thicker cream that gives a pliable hold and matte finish to your style.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

This hair product may be recommended for a wide range of uses. Works excellent on short to mid-length hair to give it that tousled, textured look. May be recommended for customers who are looking to add slight definition to more structured styles. Can work on a wide variety of hair textures and weights. Versatile. Very popular with male customers, however, females may be interested in this product as well.

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Pomade

What it is:

A fun, versatile product that is a staple in Men's grooming.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

This product can be recommended for men (or women) who are looking for a hold with movement and shine. Works on a wide range of hair types and lengths. May be used to achieve tousled looks, slicked back looks, or to contain fly-aways. Customers with finer hair may prefer "Texturizing Pomade" found in the Daily line as it achieves the same results, but is a lighter formula.

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