

Great Clips®

DeTour®

# Great Clips®



## Shampoos

## Wash Out Shampoo

### **What it is:**

A hard core shampoo with a soft side. Tough enough to get out the gunk, soft enough to use every day--without a conditioner!

While not a clarifying shampoo, this daily cleansing shampoo breaks down excess product on all hair types, leaving the hair moisturized, conditioned, and ready for the next Detour!

### **Key Benefits:**

- Removes excess styling products.
- Wheat Protein and other natural ingredients add shine, strength, elasticity, and softness to the hair.
- Shampoo and conditioner in one; perfect for the active consumer.

### **Who Needs This Product:**

This shampoo is ideal for the hip, active individual who uses a lot of styling products and prefers an easy, one-step shampoo and conditioner. Bright, colorful packaging and hip, trendy imagery appeal to younger customers.

The logo for 'Detour' is written in a stylized, hand-drawn font. The word 'Detour' is in a dark, possibly black or dark grey, ink-like color. The letters are somewhat irregular and connected, giving it a casual, artistic feel. A small 'TM' trademark symbol is located at the end of the word.

# Great Clips®



**Styling & Finishing  
Products**

## **Concrete Gel**

### **What it is:**

A maximum-hold styling gel.

### **Key Benefits:**

- Dual Polymer Complex provides an Ultimate Hold Factor of 10, creating firm hold in any condition.
- Won't build up on hair shaft, shampoos out easily.
- Enriched with natural extracts to help hair look thicker with more body and shine.
- Great for a "wet" look.
- Provides long-lasting style retention while adding body and texture.

### **Control: Firm**

### **Who Needs This Product:**

Good for all customers looking for maximum hold, whether to spike hair up or help stubborn hair to stay down. Especially recommended for heavy or coarse hair that requires strong hold or support. Apply to wet hair if hair is finer. Cool and hip imagery sells stylish and active lifestyle.

The logo for Detour, featuring the word "Detour" in a stylized, hand-drawn font with a trademark symbol (TM) to the right.

## **Grid Lock Putty**

### **What it is:**

A finishing product that provides great flexibility and texture with a medium hold.

### **Key Benefits:**

- Adds texture and support to define style; separates hair to show off interior layering and dimension.
- Beeswax acts as a moisture barrier.
- Wheat protein adds body and volume to hair.
- Shampoos out easily without build-up.
- Great for detail work on styles.

**Control:** Medium, moldable

### **Who Needs This Product:**

Any customer looking for pliable hold with added fullness, texture, and a hint of shine - wet or dry. Bright, contemporary packaging speaks to style-conscious youth consumers.

The logo for Detour, featuring the word "Detour" in a stylized, handwritten font with a trademark symbol (TM) to the right.

## **Live Wire Cream**

### **What it is:**

A creamy, liquid styling tool that delivers flexible style with firm control.

### **Key Benefits:**

- Strong formula allows firm hold, while elastic fibers provide pliable styling.
- Creates long-lasting volume and lift in any style.
- Sets up quickly and shampoos out easily.
- The more you work this product, the tougher it gets.

**Control:** firm/flexible

### **Who Needs This Product:**

Any customer looking for a strong, yet pliable hold with a matte finish. Hip, contemporary packaging appeals to younger, active customers and stylish adults alike.

The logo for Detour, featuring the word "Detour" in a stylized, handwritten font with a trademark symbol (TM) to the right.

## **Road Slick Wax**

### **What it is:**

A finishing wax for piecing out styles, also good for slicking back or smoothing out “flyaways”. Light-medium hold.

### **Key Benefits:**

- Beeswax acts as a barrier against moisture loss.
- Lanolin and hemp seed oil help thicken hair, adding fullness.
- Great for piecing out and detailing hair styles.
- Provides tremendous shine and pliable hold.
- Gives added support to fine or thin hair.

**Control:** Light- to Medium. Can be layered on to increase hold.

### **Who Needs This Product:**

Any customer who is looking for a finishing wax to provide shine and definition to their hair style. Hip, contemporary packaging appeals to younger, active customers and stylish adults alike.

The logo for Detour, featuring the word "Detour" in a stylized, handwritten font with a trademark symbol (TM) to the right.

## Torque Boosting Cream

### **What it is:**

Torque looks like a lotion, but is applied to wet hair, like a gel, before blow drying and is used more as a base for the style than as a finishing product. It is designed to add volume to customers' hair.

### **Key Benefits:**

- Gives a lot of support before blow-drying
- Matte Finish
- Feels nice and clean, not crunchy like a gel
- Distributes easily and evenly through hair

**Control:** medium to firm

### **Who Needs This Product:**

This product should be as liked by men as women and can be recommended to anyone, any age or gender, desiring more lift. However, Detour customers are typically teens to early 30s who like to be on the edge of hair fashion. Simply apply the desired amount to the palm of your hand (start with dime-size, you can always add more), emulsify and distribute through hair. Follow with blow-drying. Here's a little styling tip—combine with Tread Spray before blow-drying for lots of texture!

The logo for Detour, featuring the word "Detour" in a stylized, handwritten font with a trademark symbol (TM) to the right.

## Dusty Road Matte Cream

### **What it is:**

A styling cream that provides texture, detail and definition.

### **Key Benefits:**

- Provides volume, control and texture
- Matte finish, medium hold
- Distributes easily and evenly through hair
- Can be applied to both wet or dry hair

### **Who Needs This Product:**

This product can be used by any customer looking for pliable hold and a matte finish. However, the typical Detour customer is fashion forward and likes their style "On the Edge."

The logo for Detour, featuring the word "Detour" in a stylized, hand-drawn font with a registered trademark symbol (®) to the right.