

LATITUDE

by Great Clips®



Discover the freedom to express your style.

Offering premium performance at a great price. Latitude by Great Clips® hair products are uniquely formulated to hydrate, strengthen, protect, restore and volumize hair. Within this sleek new line, you'll find favorite formulas from GRIT™ and Men Solutions by Great Clips® - plus some exciting new products, too.



INGREDIENT BENEFITS

Irish Moss retains moisture and keeps hair smooth, while being easy on the scalp.

Hops are full of powerful antioxidants, stimulate the hair and scalp, and promote shine.

Orange hydrates and nourishes while boosting collagen production for growth and strength.

Vitamin B strengthens hair, promotes growth, and encourages healthy cell rejuvenation.

Comfrey soothes, stimulates and enriches the scalp, and helps soften hair.

White Pine moisturizes hair for a smooth finish and combats harmful bacteria.

Biotin improves scalp circulation, increases hair density, and strengthens hair follicles.

Eucalyptus is helpful for dry, itchy scalps and is anti-fungal and antiseptic.

Lanolin hydrates dry, damaged hair to keep in moisture and create more manageable hair.

Nettle is one of the oldest recorded remedies used for treating and preventing hair loss. It helps soothe dry scalp and improves hair health.

FRAGRANCE

Most products have a unique fragrance. The Daily Hydrating Shampoo is a minty, musk blend, while the 2-in-1 features notes of moss, citrus and jasmine. The styling products all feature neutral woody bases.

SHAMPOOS AND CONDITIONER



PCR

ALL NEW! 2-IN-1 SHAMPOO & CONDITIONER, 12oz

SULFATE FREE

Offers all around ease and efficiency. It's intoxicating scent captures salty coastal air, citrus tonic and Irish Moss. Infused with Vitamin B to promote fuller, healthier looking hair.

Item # 7927

SRP: \$15.99

SRP: \$19.99

32oz Liter - Item # 7929

Liter Pump - Item # 7999

.25oz Foil Samples (50 pk) - Item # 7925



PCR

ALL NEW! DAILY HYDRATING SHAMPOO, 12oz

SULFATE FREE

Offers a refreshing cleanse while keeping hair hydrated and soft. Equipped with Vitamin B to promote fuller, healthier-looking hair.

Item # 7922

SRP: \$14.99

SRP: \$18.99

32oz Liter - Item # 7924

Liter Pump - Item # 7999

.25oz Foil Samples (50 pk) - Item # 7920



PCR

LEAVE-IN CONDITIONER, 12oz

Restores moisture to hair and scalp, fights dryness, and smooths hair. Formulated with Biotin to strengthen and renew. Can be used daily or as needed.

Item # 7932

SRP: \$15.99

SRP: \$19.99

FORMULA UPDATES men solutions

PASTE AND CREAM



MOLDING PASTE, 3.4oz

Hold ●●●●● Shine ●●●●●
Maximum control, touchable feel, natural no-shine finish. Great for all hair types. Polystretch fibers give hair an undone, no style look that lasts all day.

Item # 7964

SRP: \$16.99

SRP: \$20.99

men solutions

NATURAL STYLE CREAM, 5.1oz

Hold ●●●●● Shine ●●●●●
Slight control, movable texture, no added shine. Great look with minimal effort. Can be used to smooth and soften facial hair too.

Item # 7952

SRP: \$16.99

SRP: \$20.99

FORMULA UPDATES <<GRIT



PCR

GELS



PCR

FIRM STYLE GEL, 5.1oz

Hold ●●●●● Shine ●●●●●
Strong hold, defined style, solid shine. No flaking or buildup.

Item # 7970

SRP: \$16.99

SRP: \$20.99

Liter size available

FORMULA UPDATES <<GRIT

SPRAY GEL, 8oz

Hold ●●●●● Shine ●●●●●
Medium hold, flexible feel, great shine. For styles of all lengths. Leaves hair with a natural look. Formulated with Keratin Amino Acids to retain hair's moisture and add strength.

Item # 7955

SRP: \$16.99

SRP: \$20.99

men solutions



PCR

PUCKS

ALL NEW!

MATTE TEXTURE CLAY, 2oz

Hold ●●●●● Shine ○○○○○
Moldable texture, medium hold, smooth matte finish. Great for sculpting short to mid-length styles.

Item # 7962

SRP: \$16.99

SRP: \$20.99

Gravity Feed - Item # 7962GF



PCR

MOLDING CREAM, 2oz

Hold ●●●●● Shine ●●●●●
Rough texture, edgy styles, structured definition. Pliable hold, natural finish. Great for long-lasting styles on short to mid-length hair.

Item # 7958

SRP: \$16.99

SRP: \$20.99

FORMULA UPDATES men solutions

Gravity Feed - Item # 7958GF



PCR

POMADE, 2oz

Hold ●●●●● Shine ●●●●●
Polished style, healthy shine, medium hold. Washes out easily. Great for pompadours, slick backs, side parts and more.

Item # 7960

SRP: \$16.99

SRP: \$20.99

FORMULA UPDATES men solutions

Gravity Feed - Item # 7960GF



PCR

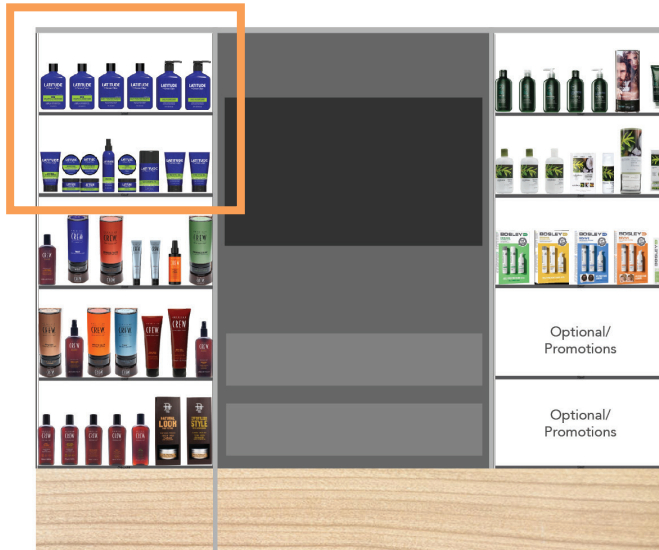
Scan for additional product knowledge.



MERCHANDISE FOR SUCCESS



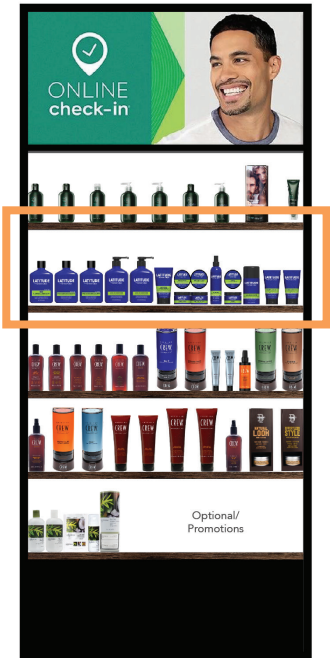
Relaxed Planogram



Find detailed planograms, including SKU by SKU placement on the Salon Innovations Resource Center. Utilize the provided shelf talkers to draw attention and give more information.



Greenlight Planogram



LATITUDE FAQ

Why the name Latitude?

Latitude: freedom of thought or action. One could say, the Latitude products give their users the freedom to express their style - at a great price! Latitude is also a way of conveying a location point, especially at sea. A great tie-in to Great Clips' historical use of nautical elements!

What were the updates made to the formulas?

Many of the products carried over from Men Solutions and GRIT were updated to utilize new technology. This included updating and enhancing extracts and ingredients and removing unwanted ingredients such as parabens and DMDM Hydantoin.

Are Gravity Feed displays available for the pucks?

Yes! Gravity Feeds are the best way to keep shelves organized and call attention to the brand. Find the item numbers on the previous page or get them at a special price when you order the Retail Launch Kit.

What is PCR packaging?

Post-Consumer Recycled (PCR) packaging is made from items that consumers recycle every day. The recycled materials are melted and molded into new items. This helps reduce the carbon footprint and keeps materials out of landfills.

Will Latitude by Great Clips® be required?

Yes! As with all exclusive brands, Latitude will be a required brand. Look for a launch package and more information in the spring of 2024.

Where can I find more information?

Additional information can be found in Salon Innovations' 2024 First Edition Buyers Guide. Visit www.saloninnovations.com for product knowledge and the Launch Kits pre-order form. Don't forget to follow Salon Innovations on Facebook and Instagram and Subscribe on YouTube for the latest updates and information. And finally, utilize your SI Business Development Manager to engage your salon for success!