

# LATITUDE

by Great Clips®



## EXCLUSIVELY AT GREAT CLIPS

A collection of Great Clips haircare products formulated specifically for all men who desire premium ingredients and style simplicity at a great price.



# 2-IN-1 SHAMPOO AND CONDITIONER

A shampoo that offers all around ease and efficiency. It's intoxicating scent captures salty coastal air, citrus tonic, and Irish Moss.



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## KEY BENEFITS:

- Convenient 2-in-1 shampoo and conditioner formula
- Leaves hair hydrated and conditioned
- Infused with Vitamin B to promote healthy, fuller-looking hair
- Key ingredients of Thyme & Irish Moss
- Intoxicating scent of Icelandic Moss featuring notes of Bergamot, Mandarin and Spearmint
- Sulfate-free, paraben-free, phthalate-free

**HOW TO USE:** Apply to wet hair, lather and rinse.

**WHO NEEDS THIS PRODUCT:** This shampoo is ideal for customers who are looking for efficiency in their shower routine. Shampoo and condition in one simple step.

# DAILY HYDRATING SHAMPOO

Daily Hydrating Shampoo offers a refreshing cleanse while keeping the hair hydrated and feeling soft all day.



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## KEY BENEFITS:

- Daily refreshing cleanse
- Equipped with Vitamin B, Orange and Aloe
- Promotes healthy, fuller-looking hair
- Refreshing Snowmint Leaves fragrance
- Sulfate-free, paraben-free, and phthalate-free

**HOW TO USE:** Apply to wet hair, lather and rinse.

**WHO NEEDS THIS PRODUCT:** Daily Hydrating Shampoo offers a great cleansing and hydration routine to men with all hair types. This daily formula works for those who are looking to add or maintain moisture to their hair. Recommend it to men who are looking for professional haircare at a reasonable price.

# LEAVE-IN CONDITIONER

A leave-in conditioner that moisturizes and protects the hair and scalp while providing light texture and hold.



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## KEY BENEFITS:

- Restores moisture to hair and scalp
- Soothes and relieves dry scalp irritations and itching
- Provides light texture and hold
- Natural extracts actively moisturize the hair and scalp
- Formulated with key ingredients like Biotin, Jojoba, and Sandalwood
- Paraben-free, sulfate-free, and phthalate-free

**HOW TO USE:** Apply a small amount to towel dried hair, comb through. Do not rinse. Style as usual.

**WHO NEEDS THIS PRODUCT:** This product is for male customers who prefer a leave-in conditioner that will moisturize both the hair and scalp while providing light styling. **For stylist use, this product can be used as a cutting aid.**

# NATURAL STYLE CREAM

An everyday style cream for  
a casual look.

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## KEY BENEFITS:

- Loose styling cream
- Low hold and movable texture
- No added shine
- Offers slight control and definition
- Can be used to smooth and soften facial hair
- Formulated with key ingredients like Orange and Comfrey
- Paraben-free, sulfate-free, phthalate-free

**HOW TO USE:** Work a small amount through dry or towel-dried hair and style.

**WHO NEEDS THIS PRODUCT:** Perfect for the guy looking to get a great look with minimal effort. Suggest adding this into the routine of your bearded customers.

# MOLDING CREAM

A thick styling cream that gives a pliable hold and natural finish to your style.



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## KEY BENEFITS:

- Provides rough texture
- Creates structured definition
- Medium pliable hold
- Natural finish
- Formulated with key ingredients like White Pine and Irish Moss

**HOW TO USE:** Put desired amount in palm, rub hands together, work evenly through slightly damp or dry hair.

**WHO NEEDS THIS PRODUCT:** This hair product offers a wide range of uses for short to mid-length hair to give it that tousled, textured look. Recommend for customers who are looking to add slight definition to more structured styles.

# MATTE TEXTURE CLAY

A clay-based texturizer that provides a medium hold, smooth application, and matte finish.



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## KEY BENEFITS:

- Clay-based formula
- Creates moldable texture with great memory
- Medium hold
- Matte finish
- Smooth, creamy formula for easy application
- Lightweight formula won't weigh hair down
- Formulated with key ingredients like Orange and Thyme

**HOW TO USE:** Put desired amount in palm, rub hands together, work evenly through slightly damp or dry hair. Allow hair to air dry when applied on damp hair.

**WHO NEEDS THIS PRODUCT:** This product is great for sculpting short to mid-length styles while giving a moldable, no-shine finish. Recommend for customers who are looking to add volume and fullness to their hair style.

# SPRAY GEL

A medium hold, spray-on gel.

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## KEY BENEFITS:

- Medium hold and flexible feel
- Offers great shine
- Conditions and maintains moisture
- Masculine, earthy, yet warm scent
- Gives a natural look and feel
- Formulated with Keratin Amino Acids to retain hair's moisture and add strength
- Contains Ginger Root and Aloe
- Paraben-free, sulfate-free, and phthalate-free

**HOW TO USE:** Spray on to hair and style as usual.

**WHO NEEDS THIS PRODUCT:** Customers looking for a medium-hold product that is easy to use and adds moisture to the hair. Great for styles of all lengths.



# POMADE

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

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## KEY BENEFITS:

- Polished style
- Healthy shine
- Provides medium hold and great definition
- Washes out easily
- Features key ingredients like Lanolin and Hops

**HOW TO USE:** Put desired amount in palm, rub hands together, work evenly through slightly damp or dry hair.

**WHO NEEDS THIS PRODUCT:** This product is recommended for men (or women) who are looking for a hold with movement and shine. It works on a wide range of hair types and lengths. May be used to achieve tousled looks, slicked back looks, pompadours, side parts, or to contain fly-aways.

# MOLDING PASTE

Molding Paste adds maximum control that's easy to use and great for all hair types. Polystretch fibers give tough, touchable texture and all-day hold.



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## KEY BENEFITS:

- Maximum control
- Natural no-shine finish
- Polystretch fibers allow for flexibility
- Won't feel crunchy or stiff
- Formulated with key ingredients like Irish Moss, Orange, and Nettle

**HOW TO USE:** Pump desired amount in palm, rub hands together, work evenly through damp or dry hair.

**WHO NEEDS THIS PRODUCT:** Recommend to customers who want fast, easy, no-style looks with great control and added texture. This product is a great choice for those who wish to re-style their hair later in the day without adding more product.

# FIRM STYLE GEL

A firm hold styling gel that will stay put all day long.



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## KEY BENEFITS:

- Strong holding gel
- Defined style
- Solid shine
- No flaking or buildup
- Formulated with key ingredients like Ginseng and Nettle
- Paraben-free, sulfate-free, phthalate-free

**HOW TO USE:** Work a small amount through dry or towel-dried hair and style. To finish, air dry or blow dry on a cool setting.

**WHO NEEDS THIS PRODUCT:** Recommend to customers who are looking for solid structure to their style.