

**SHORT &
SASSY®**

Short & Sassy® History

- Short & Sassy has been a part of the American landscape since its launch in the 1970s by Clairol®.
- The brand was originally introduced as a protein-enriched Conditioner specially formulated for short hair.
- Was endorsed by Olympic Figure Skater, Dorothy Hamill.



The Acquisition

- Owned by Retrobrands America LLC
- Plans to re-launch the brand Q2 2026

Our re-launch will include a host of hair care products aimed at solving problems and building volume.



The Re-launch

SHORT & SASSY®



Re-imagined Hair Care
Products for Today's Styles

The New Short & Sassy®

PROTEIN ENRICHED
CITRUS SHINE
ARGAN OIL
SHAMPOO & CONDITIONER
LEAVES HAIR FRIZZ FREE

Available in a 3 oz. travel size, twin-pack 3 oz. gift set (shampoo & conditioner), 12 oz., 18 oz., and 32 oz. with pump.



The New Short & Sassy®

PROTEIN ENRICHED
**MOISTURE
RENEWING**
SHAMPOO & CONDITIONER
HYDRATES & RESTORES

Available in a 3 oz. travel size, twin-pack 3 oz. gift set (shampoo & conditioner), 12 oz., 18 oz., and 32 oz. with pump.



The New Short & Sassy®

PROTEIN ENRICHED
LOW SULFATE
KERATIN OIL
SHAMPOO & CONDITIONER
BREAK RESISTANT FORMULA

Available in a 3 oz. travel size, twin-pack 3 oz. gift set (shampoo & conditioner), 12 oz., 18 oz., and 32 oz. with pump.



The New Short & Sassy®

PROTEIN ENRICHED
**VOLUME
BUILDING**
SHAMPOO & CONDITIONER
ADDS FULLNESS & BODY

Available in a 3 oz. travel size, twin-pack 3 oz. gift set (shampoo & conditioner), 12 oz., 18 oz., and 32 oz. with pump.



Trial & Gift Size Program



Available in:
Volume Building
Keratin Oil
Citrus Shine



The New Short & Sassy®

PROTEIN ENRICHED
MOUSSE
HAIR SPRAY
DRY SHAMPOO



Short & Sassy® Value Size

32
OZ
WITH
PUMP



Short & Sassy® Premium

SULFATE
FREE



The Line Up

Shampoo

- Argan Oil Citrus Shine
- Moisture Renew
- Volume Building
- Low-Sulfate Keratin Oil
- Dry Shampoo

Styling Gel

- Protein Enriched
- Mega Hold
- Light Control

Conditioner

- Argan Oil Citrus Shine
- Moisture Renew
- Volume Building
- Low-Sulfate Keratin Oil
- Conditioning Detangler
- Leave-in Conditioner

Treatments

- Mousse
- Dry Shampoo
- Hair Mask
- Scalp Serum
- Hair Oil/Polisher
- Hair Protector



Our Pledge

- More sustainable products
- Natural ingredients
- Plant-based ingredients
- High-quality products
- Inventory management
- JIT delivery
- 24/7 Toll-free customer care line



Partner with us in servicing your customers who are looking for our essential and vital care-product.

Intellectual Property

LICENSING OFFER

Exclusive rights to use the
SHORT & SASSY®
Trademark for the Product or Product
Line you want to bring to Market for the
United States, its Possessions, Territories
and Military bases Worldwide

Next Steps

- Decide what product or line of products You want to license
- Do your due diligence to assess the demand for what you want to bring to market
 - Contact us for Licensing proposal

CONTACT

BACK