



## **DAX Hair Care Launches New Packaging and Website**

DAX Classic Jars and E-Commerce Site Get Renewed Looks



FAIRFIELD, NJ (August 26, 2025) **Imperial DAX Co., Inc.** makers of classic **DAX** hair and skin products, proudly made in the USA since 1954, announces the immediate launch of new packaging for their DAX Classic jar products, as well as a revamped [daxhaircare.com](https://daxhaircare.com) website. The visual changes to the DAX Classics labels, packaging and website are the first made by the company in roughly eight years.

DAX's iconic pomade tins, their Naturals line and SuperGro will not change in appearance. However, the DAX classic jars, once renowned for having a straightforward, basic appearance; now feature black lids and black labels with color blocking, decorative swirls and detailed application instructions. All newly packaged jars will feature the distinctive DAX logo and will include an adhesive sticker on the lid top which reads, "**Same Great DAX, Brand New Look,**" in red, white, and blue for customers

to quickly and easily recognize them as being authentic DAX products and to thwart any counterfeit concerns.

The DAX [site](#) has also been refreshed with home page video embedding, a robust Digital Assets area, an [Instagram feed](#), and categories such as Wax Pomades, Water-Based Gels, Natural Hair, Multi-Use and more.

“Customers have used our products for generations and the quality of our ingredients will never change, but that doesn’t mean our packaging and website can’t evolve,” says **DAX General Manager, Scott Stein**. “Exterior changes will never affect our internal excellence because manufacturing quality goods is ALL we know how to do at DAX and our consumers, and our global Distributors recognize that. They appreciate that the *Same Great DAX, Brand New Look* is a trend growing with momentum and we will keep that momentum going with increased sales and product visibility.”

For more information or press samples of DAX’s new packaging, kindly email the contact below.

**About Imperial DAX Co., Inc.**

DAX Hair Care is an international hair and skin care brand that manufactures, markets, and distributes a wide variety of products including pomades, waxes, gels, oils, styling treatments and skin and scalp conditioners. To date, DAX is still proudly made in the USA and operates out of its 45,000 sq ft. headquarters in Fairfield, NJ. DAX products are marketed and distributed online at [www.daxhaircare.com](http://www.daxhaircare.com) and across 6 Continents.

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