



## Marketing & Media Initiatives

## Paid Marketing

**Video Creation** - 6 videos in all with embedded QR Codes are used for Social Media boosts, as well as advertising campaigns.



## TV Advertising - with AdCritic via online streaming services

## Targeted TV Legend



## Digital Advertising - with AdCritic

Pasadena Star-News

News | Black hairstylists and barbers offer free...

ot

so one doesn't have to style hair daily. That task can take hours for textured hair. These are considered protective styles because when Black people have them, they don't have to use heat on their hair, which can be damaging and lead to breakage.

"Anything that someone comes in and needs, and we have a stylist or a barber on hand that can do it, we're going to do it," Hannah said. "We're not turning anyone away."

While a lot of donations and mutual aid from communities across Southern California have been made available, many Black residents at Sunday's event said that finding products for their hair since the fires has been a struggle.

Altadena resident Kamerin Harrell lost her family's generational home of 50 years and said it's been "a little bit trickier" to get Black hair care products during this time.

"As a Black woman, when my hair doesn't look good, I don't feel good," Harrell, 33, said.

**Achieve Any Look You Desire Using DAX Braid Gel**

STRONG HOLD, FLAKE-FREE,  
TEA TREE INFUSED,  
AND EASY WASH-OUT.

**DAX** ORDER NOW

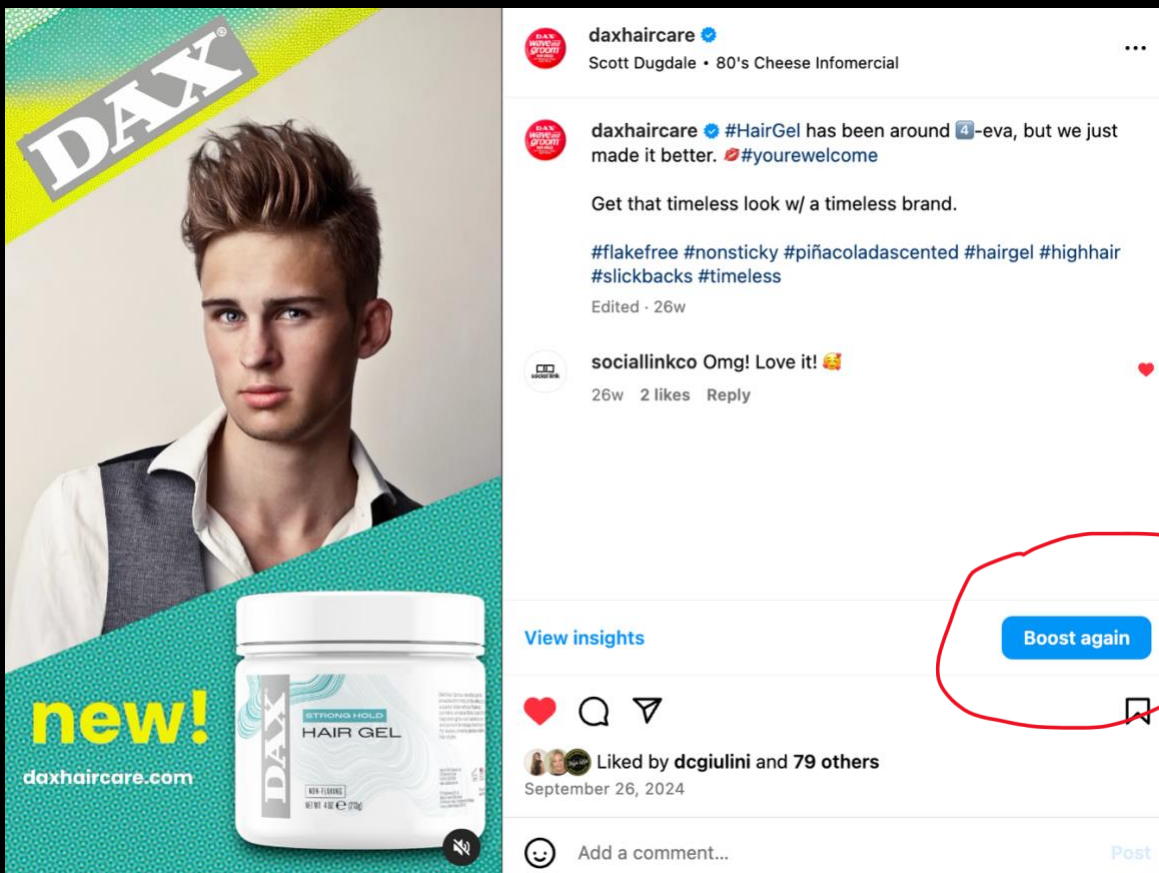
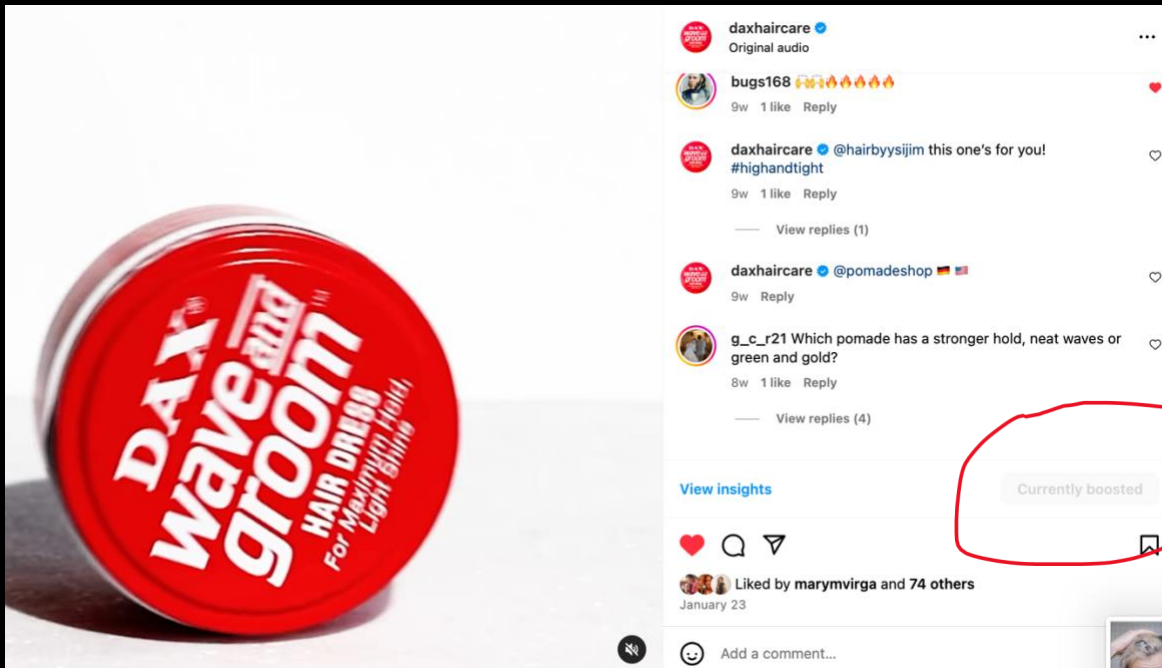
70 Years Strong. Still Holding.

**DAX**  
Hair Care

Grab Yours Now!

Trusted across generations for  
unbeatable value and results.

## Social Media Boosting – paid Meta ads, coming-soon: TikTok



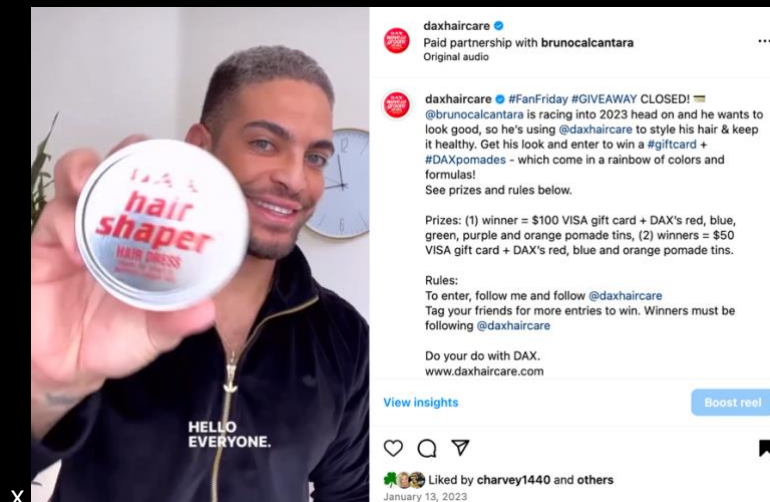


Examples include but are not limited to athletes, celeb hairstylists, hair influencers, entertainers

[illegible]

## Social Media Influencers – paid examples

Examples include but are not limited to athletes, celeb hairstylists, hair influencers, entertainers



### how to get a WOLFCUT hairstyle \*Month-By-Month Process\*



**Feel Good With Ali**  
23.2K subscribers

**Subscribe**

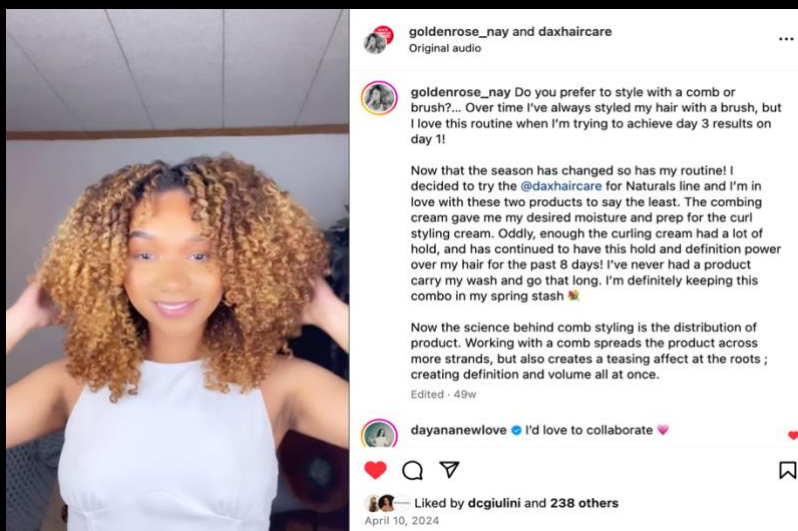
9K



Share



293K views 4 months ago #wolfcut #menhairstyle #menhair  
Check Out Dax Hair Care: <https://www.daxhaircare.com/>



National TV Segments – paid integration

Major Markets NY, CA, IL, TX, FL et al...

WATCH NOW

PIX11+

PIX11

NEW YORK'S VERY OWN

SIGN UP

43°

NEW YORK, NY

Watch Live

News

Weather

Morning News

NY Living

Sports

Marketplace

More

Search

WEATHER ALERT

Special Weather Statement: Bronx County, Eastern Bergen County, Eastern Essex County, Eastern Monmouth County, Eastern Passaic County, Eastern Union ...

PIX11 SPONSOR

Sponsored Content: Fall Essentials with Kathy Buccio

by: Marysol Castro, Tracy Chevrier

Posted: Sep 23, 2024 / 03:02 PM EDT

Updated: Sep 25, 2024 / 11:29 AM EDT

DAX

FALL ESSENTIALS

NEW YORK LIVING

KHOU-11

News

Weather

Sports

KHOU-11+

Miami

RIGHT NOW

Houston, TX

NCAA TOURNAMENT

RODEOHOUSTON

MEASLES IN TEXAS

IMMIGRATION

OUR STORY, OUR HISTORY

TEXANS HELPING

BREAKING NEWS

Live radar: Track showers in the Houston area

The six back-to-school & wellness products to add to your shopping cart

Sophie & Swani

greatday HOUSTON

greatday HOUSTON

3X the impact.

3X the unrivaled support.

MATCH MY GIFT

Guide Dogs for the Blind



## Trade and Consumer Magazine Advertisements – digital and hard copy

Examples include but are not limited to: Pride Magazine UK, OTC Magazine, Carib Magazine, etc.



**GLOW**  
with the **DAX** you know.

**DAX Indian Hemp**  
contains a unique blend of oils that moisturizes hair to help repair damage caused by chemical treatments. DAX Indian Hemp stimulates the scalp and locks in moisture to improve hair texture.

[WWW.DAXHAIRCARE.COM](http://WWW.DAXHAIRCARE.COM)  
@DaxHairCare



**DAX**  
Hair Care

Same great DAX  
**BRAND NEW LOOK**

[daxhaircare.com](http://daxhaircare.com)

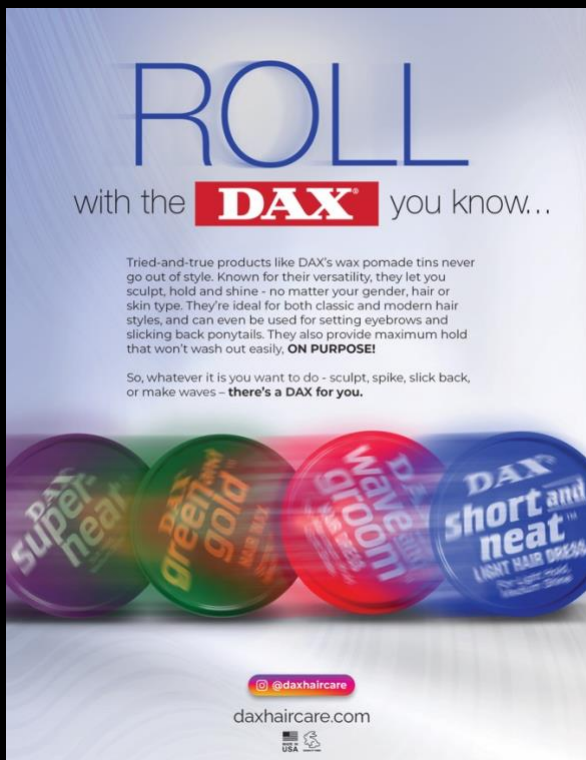
USA

**CURRENT LOOK**

**COMING SOON**

**NEW LOOK**

@daxhaircare

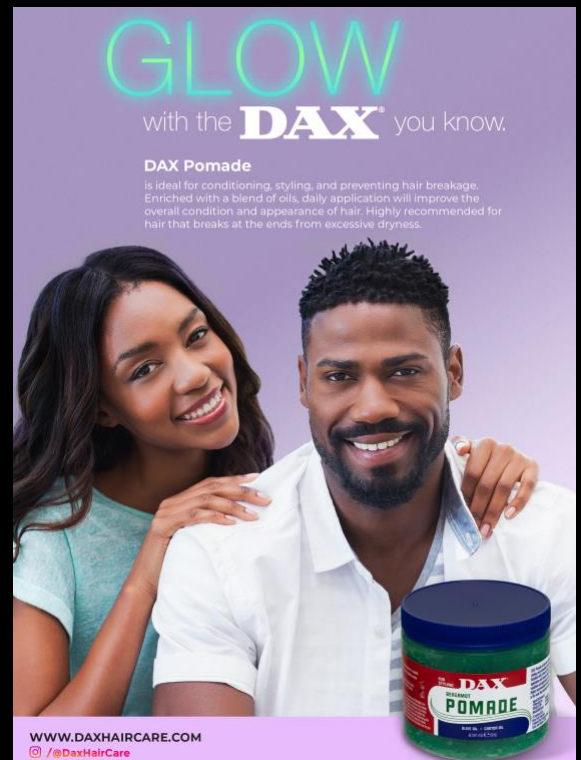


**ROLL**  
with the **DAX** you know...

Tried-and-true products like DAX's wax pomade tins never go out of style. Known for their versatility, they let you sculpt, hold and shine - no matter your gender, hair or skin type. They're ideal for both classic and modern hair styles, and can even be used for setting eyebrows and slicking back ponytails. They also provide maximum hold that won't wash out easily. **ON PURPOSE!**

So, whatever it is you want to do - sculpt, spike, slick back, or make waves - **there's a DAX for you.**

@daxhaircare  
[daxhaircare.com](http://daxhaircare.com)



**GLOW**  
with the **DAX** you know.

**DAX Pomade**  
is ideal for conditioning, styling, and preventing hair breakage. Enriched with a blend of oils, daily application will improve the overall condition and appearance of hair. Highly recommended for hair that breaks at the ends from excessive dryness.

[WWW.DAXHAIRCARE.COM](http://WWW.DAXHAIRCARE.COM)  
@DaxHairCare



## Newsletter Inclusion – Professional Beauty Association (PBA)

Marketed directly to over 250k beauty professionals



## UPCOMING EVENTS

### International Beauty Show | Las Vegas

IBS Las Vegas

**June 21-23, 2025**

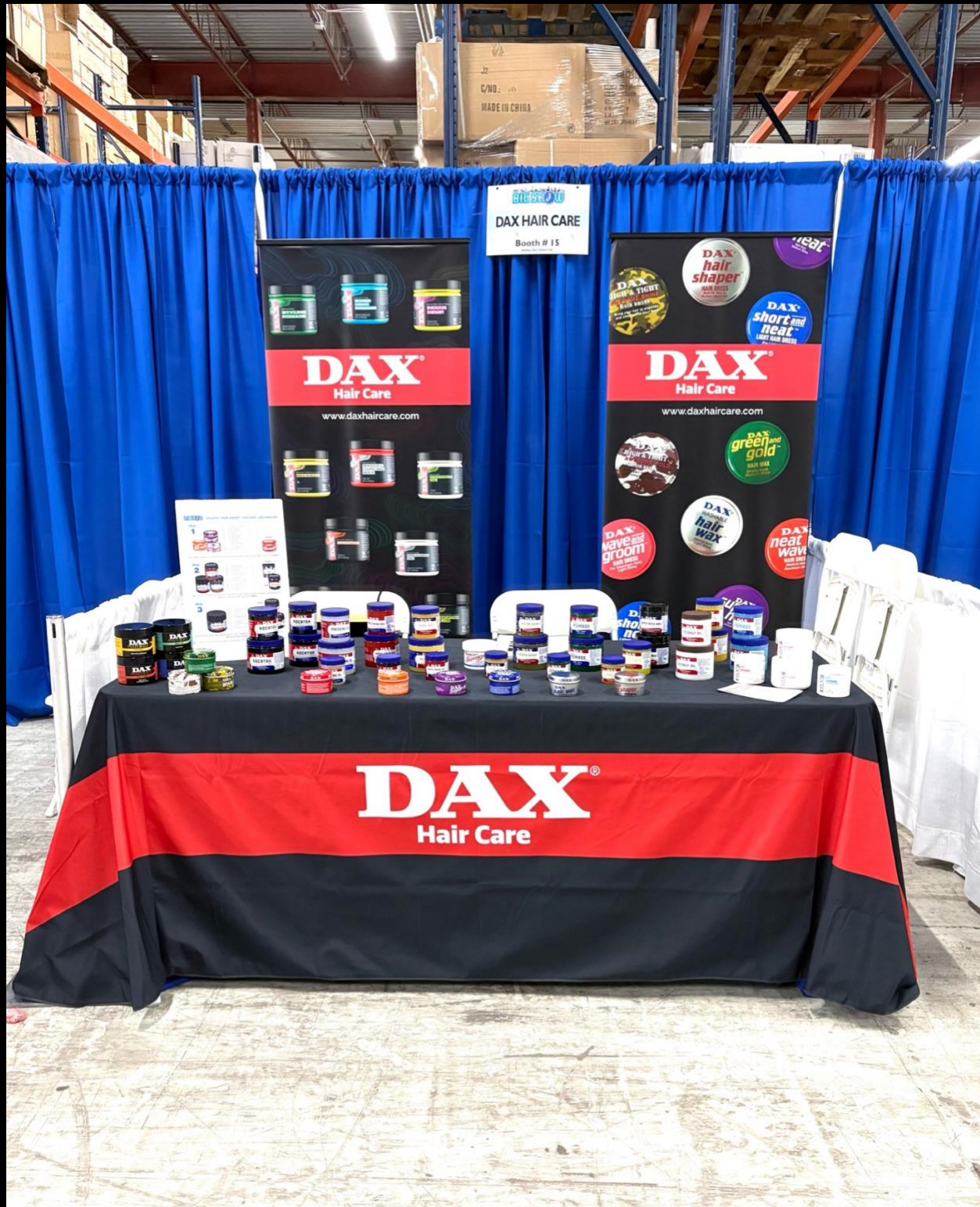
Set your sights on career growth at IBS Las Vegas, June 21–23, 2025, at the Convention Center's West Hall. The event offers top-tier education, networking and opportunities to elevate your beauty business. [Learn More](#)

Advertisement

An advertisement for DAX Hair Care. The background is dark and filled with various DAX product containers, including cans of "DAX super-neat", "DAX short and neat", "DAX hair shaper", "DAX hair wax", "DAX neat waves", and "DAX wave and groom". The text "Style Your Hair to the Max with" is at the top right, followed by the large, bold "DAX" logo and "Hair Care" below it. At the bottom left, the tagline "Sculpt. Slick. Wave. Spike. Shine." is written. A yellow button at the bottom right says "VIEW OUR SITE".

## Trade Shows – paid on-site presence

Examples include but are not limited to: Cosmoprof, Cosmoprof Bologna, Jinny Beauty, Carib





## Trade Shows – paid on-site presence





## Gift Bag Inclusion – paid and organic

Examples include but are not limited to: ESPY Awards, Oscars, Grammys, Superbowl, Golden Globes etc.



## Gift Bag Inclusion – paid and organic



It's not just the nominees who could be winning — as A-listers cash in on luxury gifted items (Image: AFP via Getty Images)

# Grammys 2023 guests treated to generous \$60,000 gift bags — including lipo vouchers

Grammy guests have been treated to some luxury items in gift bags including — Arlo plastic surgery gift cards for lipo treatments and the latest pushchairs

By **Louise Lavigueur**, Showbiz Reporter  
16:00, 5 Feb 2023



Grammy-goers who make the elite list will be gifted a goodie bag worth an eye-watering \$60,000.

Hollywood event attendees including — presenters, performers and **Grammy** executives — will net around 50 freebies with several gifted items specially designed items for Hollywood's biggest night of the year.

Other items reportedly included are TurboFlex sunglasses designed exclusively for this year's Grammys.

Other brands expected to be included in the luxury line up include such as All Better Co, Banila Co USA, Beekeeper's Naturals, Beli, C60 Purple Power, MUTHA, Daily Energy Cards, DAX Hair Care, ëcōMD, global hair giant Garnier, and Lumibymari.



**Stadium Banner** – hosted on home field in Pasadena, CA



# ROSE CITY FC

Presented by **MOVEMENT  
PRESCRIBED**



**FIFA**  
For the Game. For the World.



20ft x 4ft banner, embedded QR Code and Social Handles

# DAX<sup>®</sup>

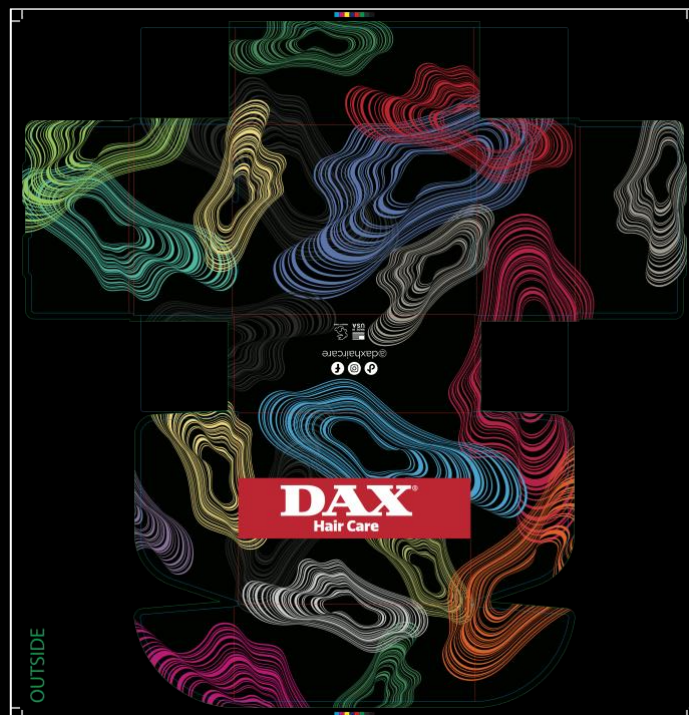
## Hair Care





## Media Promotional Mailers – Inclusive paid swag procurement & shipping

Sent to media, Hair & Makeup Departments: Broadway, TV et al



Promo Mailer Boxes include product and swag items

## Media Promotional Mailers – Inclusive paid swag procurement & shipping

### Women's tees



### Men's tees



**Mail Chimp** – Emailed Seasonal / Holiday Discounts to Subscribers

**DAX**<sup>®</sup>  
Hair Care Products

**70 YEAR  
ANNIVERSARY  
SAVINGS!**

**20% OFF SITEWIDE**

**+**

**(LAND OF THE FREE)  
SHIPPING!**

**EST. 1954**

**Shop Now!**

**DAX**<sup>®</sup>  
Hair Care

**CYBER  
MONDAY**

Save  
on  
Great Hair!

20% off ALL DAX

**+**

Free Shipping!

Wax Pomade  
Tins

DAX  
for  
Naturals

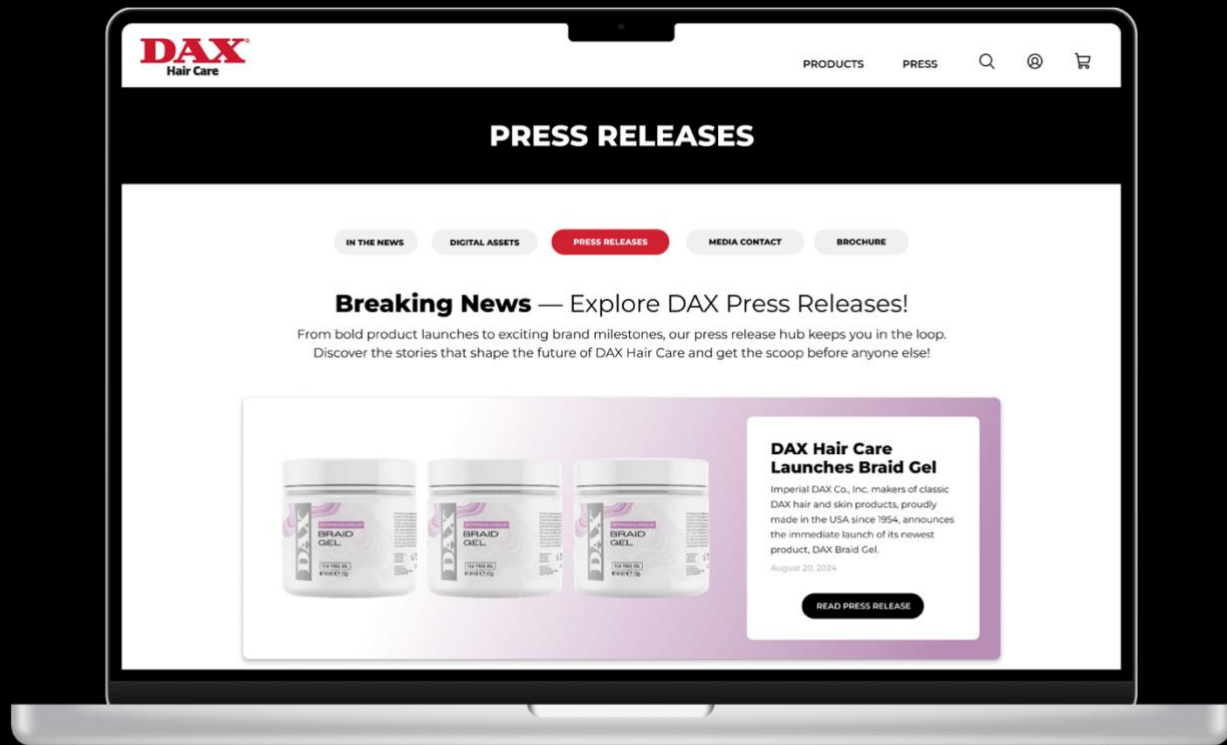
Hair Gels!

ALL  
Hair, Skin, Scalp

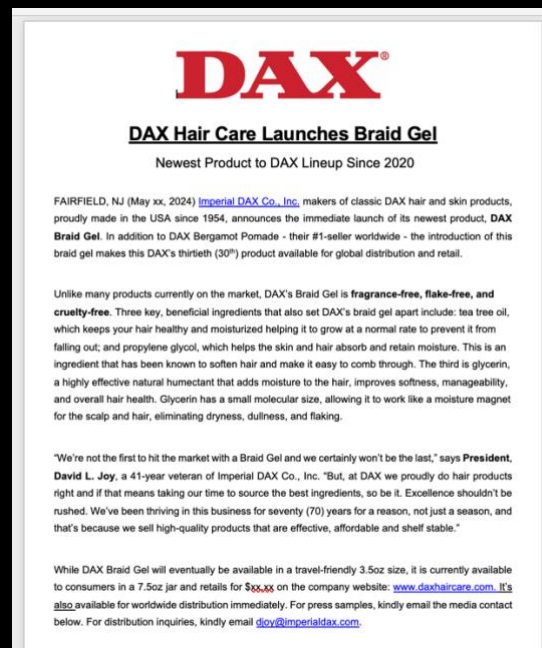
**Shop & Save Today!**



## New Product Announcement – DAX Braid Gel 7.5oz and 4oz







## Press Releases – distributed to Trade and Mainstream Media



## Media / Press Area – hosted online

All organic and paid media mentions are hosted on DAX's website




Free Shipping in the US

LoginRegister0 items - \$0.00

**DAX**<sup>®</sup>

Styling Waxes & GelsFor NaturalsHair & Scalp ConditionersSkin CareHigh LifePress


In the News/Blog



**Valentine's Day Gift Guide | Beauty and Skincare Gifts**

January 21, 2025


Read the Story



**Black hairstylists and barbers offer free services, products for Eaton fire victims**

January 20, 2025


Read the Story





**how to get a WOLFCUT hairstyle**

November 21, 2024

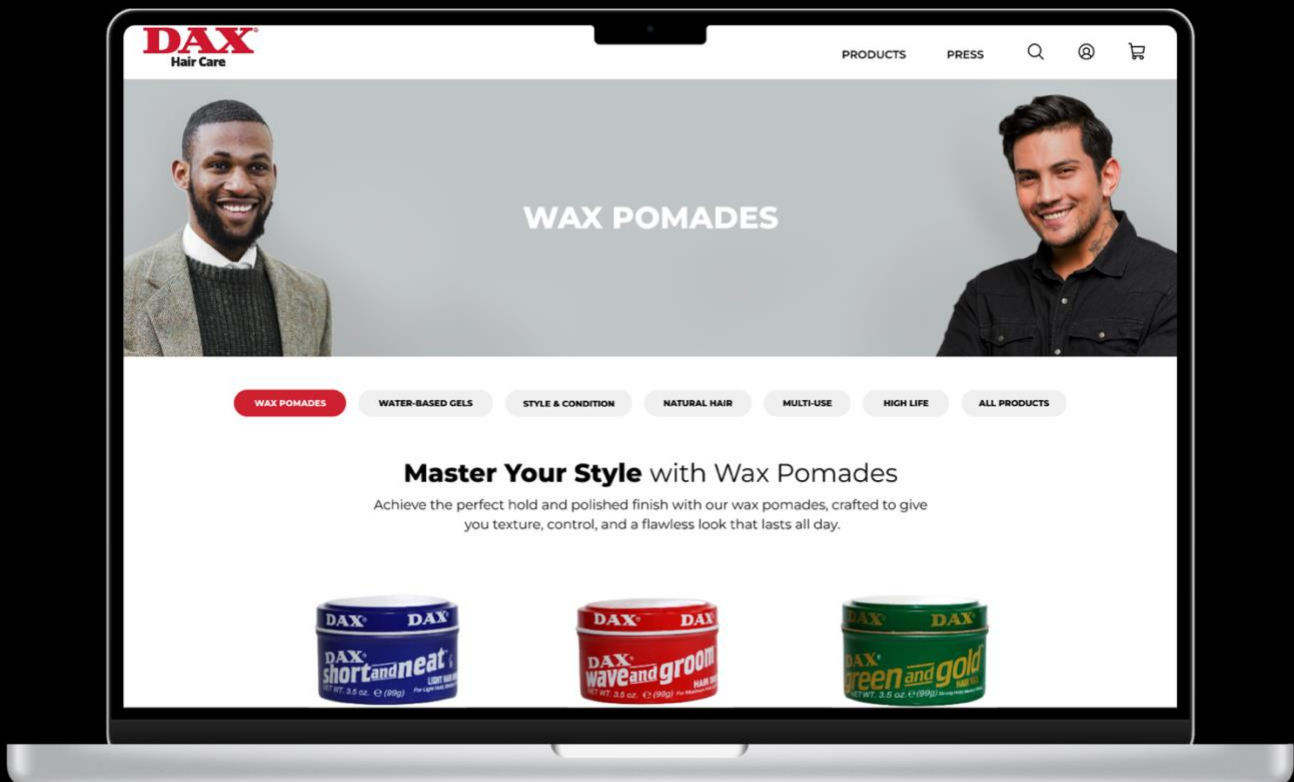
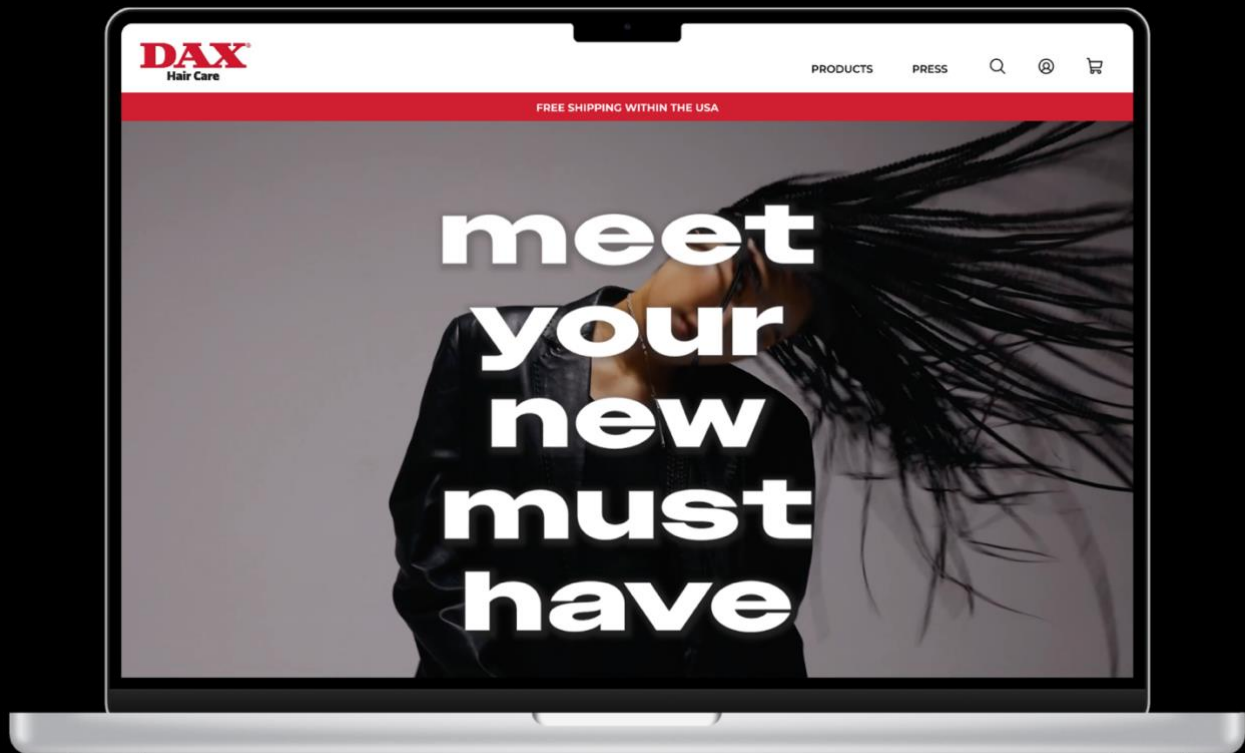
See the video





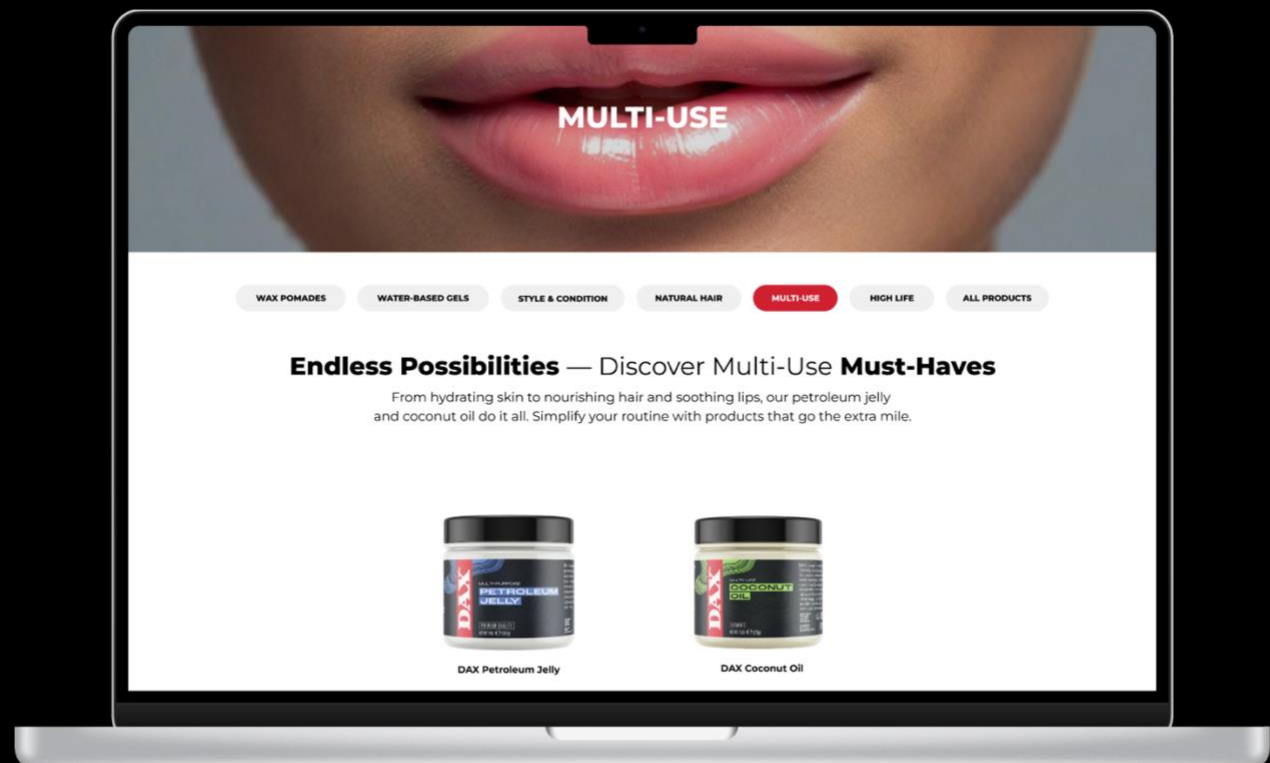
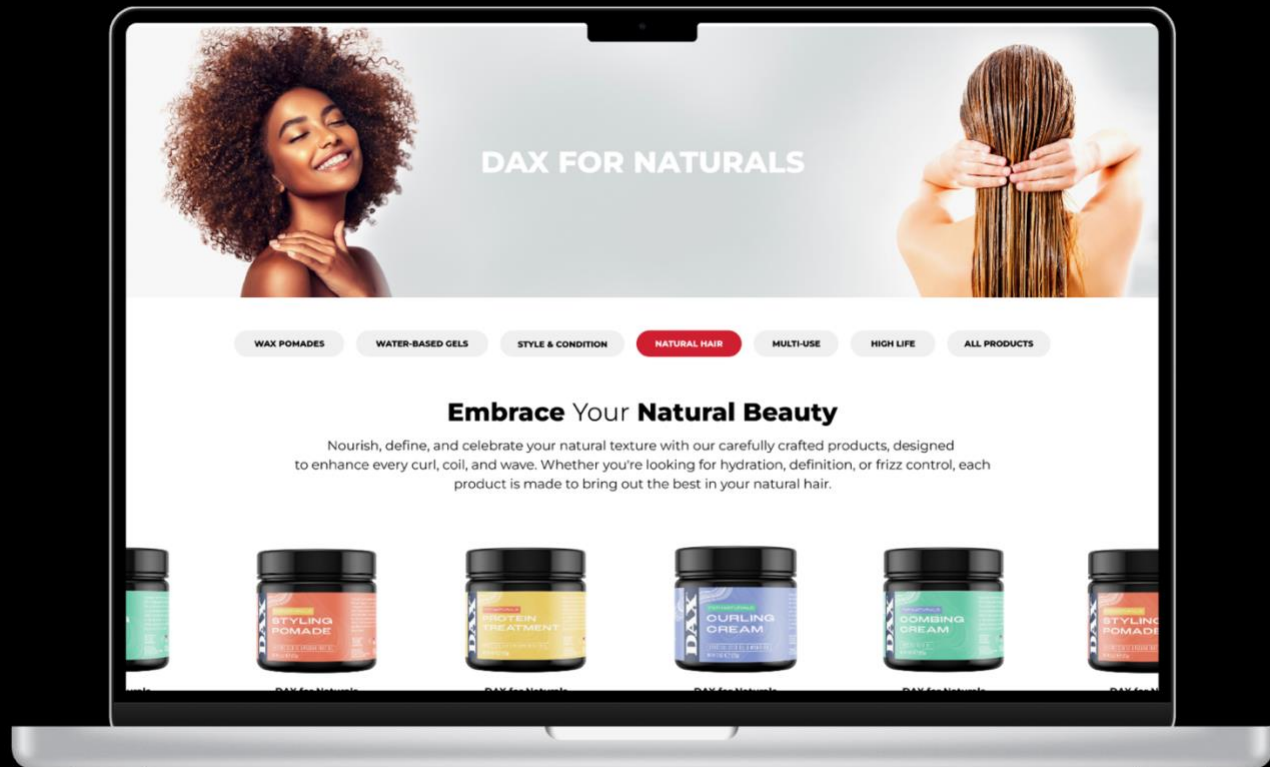


## New Website Launch – Coming Soon with new jar labels





## New Website Launch – Coming Soon with new jar labels



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