



Lee Stafford

SciSSoRhANds

July 2017

CoNTenTs

kEEping uP with the Staffords

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Welcome to July's edition of the Lee Stafford Newsletter!

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We would like to thank you all for the fantastic contribution to the content of this newsletter. We have absolutely loved compiling all of the exciting news and projects that have taken place over the last two months.

We love to see any Lee Stafford marketing or promotional material that our distributors have produced or are looking to produce, it's a great way to share ideas and to see which methods work well for the brand.

Please can we ask that when creating any new Lee Stafford artwork you refer to the Brand Guidelines saved on our ftp:

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<http://assets.leestafford.com/brand-guide>

Please also send a copy to georgia@quantumbeauty.co.uk before going to print.

PReSS

P13

xXx



kEEping uP with the Staffords

In July, Lee cut this amazing boy's hair in aid of Little Princess Trust UK. A great donation to a brilliant cause!

We love this cute photo of Sugar-May taking a nap.



NEW Launches - BiGGER FATTer Fuller

We are so excited to introduce our NPD which was launched into Boots stores in the UK in June.

my BiG FAT Heathy HAiR has had a makeover and is now **BiGGER FATTer Fuller Shampoo and Conditioner**

Launched with our **NEW BiGGER FATTer Fuller Plumping Cream**



The Shampoo and Conditioner have been reformulated to give even more volume, body and texture for BiGGER FATTer Fuller HAiR than ever before!

Our **NEW BiGGER FATTer Fuller Plumping Cream** adds volume to hair to provide support and padding for plumped up hair.

NEW AiR DRy Products

Following the trend for AiR DRying HAIr we have launched two products specifically designed to enhance naturally, AiR Dried HAIr. These can also be used on those days when you just NEED to use your HAIr DRyer.

AiR (or BLow) DRy cream LiTe - to moisturize, soFten and smOOth for naturally chic HAIr.

AiR (or Blast) DRy FOAM - to control Frizz, FluFF and flyaways for effortlessly tousled HAIr.



NEW Product Launches



NEW CoCo LoCo HAIR OiL

To nourish hair, leaving it soft and glossy, this HAIR OiL is lightweight enough for use on both wet and dry hair.

Use as a dreamy overnight treatment for hair that needs a little extra TLC.

NEW Sea SaLT Mud Mask

To join our recently launched Sea Salt family we have developed this Sea SaLT Mud Mask which contains nutritious minerals from the Dead Sea to moisturise and hydrate both the hair and scalp.



NEW College Opening

In June Lee opened the Lee Stafford Academy at North Lindsey College in Lincolnshire. Another college opening was also announced at Bournemouth College to open this summer!



PReSS Launch

ScISSORbANDS



Our NPD saw lots of great coverage with press receiving send outs for all the new products. We've chosen a variety of our favourite coverage from the launches.



UK UPDATE



Social Media BuZZ

YouTube, Instagram, Twitter and Facebook, we've picked our social media highlights...



NEW eLECTRiCALs Launches

Lee Stafford eLECTRiCALs have launched their new Rainbow Shine Range in the UK. This includes a Dryer, Straighteners, Wand and Waver with a mesmerising holographic design.

The your TiME to SHiNE STYLING KiT has launched on Very.co.uk which includes a Dryer, Hairbrush, Gold bag and Head Band for ultimate styling perfection.



We love this



eLECTRiCALs in Sephora

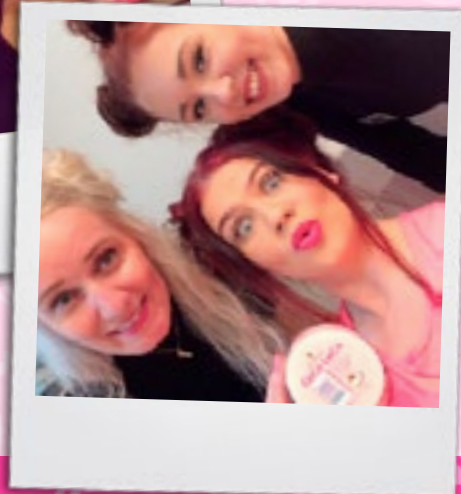
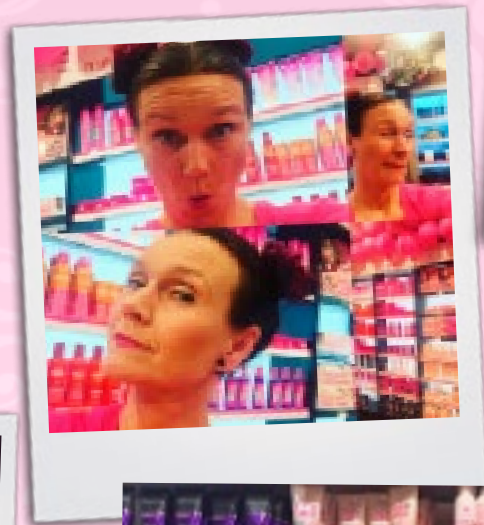
Lee Stafford eLECTRiCALs have launched the CoCo LoCo Dryer and Straightening Irons, Wonderball Wand and the Chopstick Styler in Sephora across Europe.

Lee attended a Sephora Press Day in Paris to celebrate the launch which was a great day enjoyed by all!



VITA Space Buns

As ever there's been lots of excitement in Norway around the Lee Stafford brand. VITA challenged their employees to style their hair with Space Buns and share the photos on instagram with the #LeeStaffordSpaceBuns. We love the buns and the effort from all the employees!



Lee Stafford in H&M Sweden

SciSSORhANDs

We love this photo of CoCo LoCo on shelf in a H&M store in Slona, Sweden!



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