

# short & sassy™



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**Originally launched in the 1970's.**

**Short hair was very popular because of Olympic skater Dorothy Hamill's hair style.**

**Became a major shampoo brand for CLAIROL.**

**Short Hair is very popular today.**

**Iconic brand similar to Gee Your Hair Smells Terrific and Tame.**

**Brand Extensions into Body Wash, Daily Lotion, etc can be developed.**

**Re-Launch will easily net millions in annual sales.**



# hamill & the wedge



## "Now Short & Sassy makes a shampoo too."

Short & Sassy® the great conditioner for short hair, presents something new, Short & Sassy® Shampoo! Short hair to look its very best needs two things: Body and shine. And Short & Sassy Shampoo gives you both. It's especially made for today's short hair styles. Its protein-enriched formula weathers in the body and fullness that short hair needs to look healthy, shiny and bouncy.

New Short & Sassy Shampoo is gentle to your hair-of course! Yet it washes it clean. With a beautiful, rich lather that leaves your hair breathably fresh and sparkling.

New Short & Sassy Shampoo—in three formulas: normal, dry and oily. If you've got no body...get some body now.

New Short & Sassy Shampoo. Washes in body for that Short & Sassy look.



We are so excited about our new shampoo, we'll send you a free sample.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

## Why I love my hair short.

by Dorothy Hamill



With short hair I feel much more free.

My long hair used to be something to push away from my eyes. It was so heavy, I always felt like I was skating with my head forward. I had it cut because I wanted a lighter feeling and something less fussy. Now I love the way my hair moves with me when I skate or just walk down the street.

Short & Sassy gives my hair the body it needs.

But the real secret of beautiful short hair is body. That's why I use Clairol's Short & Sassy® the conditioner for short hair. It has more than twice the protein of the leading conditioner. It always leaves my hair looking bouncy and sexy, and with lots of body. And let's face it, without body, short hair is just short hair.

Short hair has to be shaped.

I've found out that short hair depends on shape, so you need a good cut to begin with. It has to be spanking clean, so it doesn't get limp and flat-looking. Styling short hair is easy. First I comb all my hair forward, use the blower till it's almost dry, and then style.

Short & Sassy helps protect from blow-drying, too.

There's another reason I love Short & Sassy. With short hair, I find I wash and blow-dry a lot more. Short and Sassy helps protect my hair from all that blow-drying and styling, so it always looks healthy and shiny and full. And that's "the Short & Sassy look."

Clairol's Short & Sassy Conditioner.



For the extra body short hair needs.

FREE TRIAL SAMPLE: For a free sample of Short & Sassy, please send your name and address with 25¢ for postage and handling to: Clairol, Inc., P.O. Box 100, South Plainfield, NJ 07080. Allow 4-6 weeks for delivery. Offer limited to one sample per family. Offer void where prohibited. Offer good in USA. ©1983 Clairol, Inc.



"Short & Sassy is just perfect for my hair!"

Dorothy Hamill introduces the conditioner for short hair. Short hair has special needs. Like body and bounce. New Short & Sassy® from Clairol has more than twice the protein of the leading conditioner.



Even after blow drying, it gives short hair lots of body and a look that's healthy, lively, swinging. That's the Short & Sassy look. It's world figure-skating champion Dorothy Hamill's look. And now it can be your look too.

Clairol's new Short & Sassy.



"With Short & Sassy I get more than just body when I blow dry my hair!"

Dorothy Hamill

"You see, I need more than just the body from a blow dryer for my hair to look its best. I need lots of body and shine, too. That's why I use Short & Sassy® Shampoo and Conditioner. They're specially formulated for short hair."

Short & Sassy Shampoo leaves my hair full of body, clean and extra shiny. There's protein, too. Short & Sassy Conditioner has even more protein than the leading brand. And it doesn't leave my hair feeling greasy because it rinses really clean.

So, go ahead and blow dry your hair. But give it the body and shine that my hair has with Short & Sassy Shampoo and Conditioner. For the Short & Sassy look!

**FREE BODY. FREE SHINE.** Send us your name and address with 25¢ for postage and handling, and we will send you a free sample of Short & Sassy Shampoo and a free sample of Short & Sassy Conditioner. Send to: Clairol, Inc., P.O. Box 100, South Plainfield, N.J. 07080. The offer expires 12/31/83. Allow 4-6 weeks for delivery. Limit one per household.

Name \_\_\_\_\_

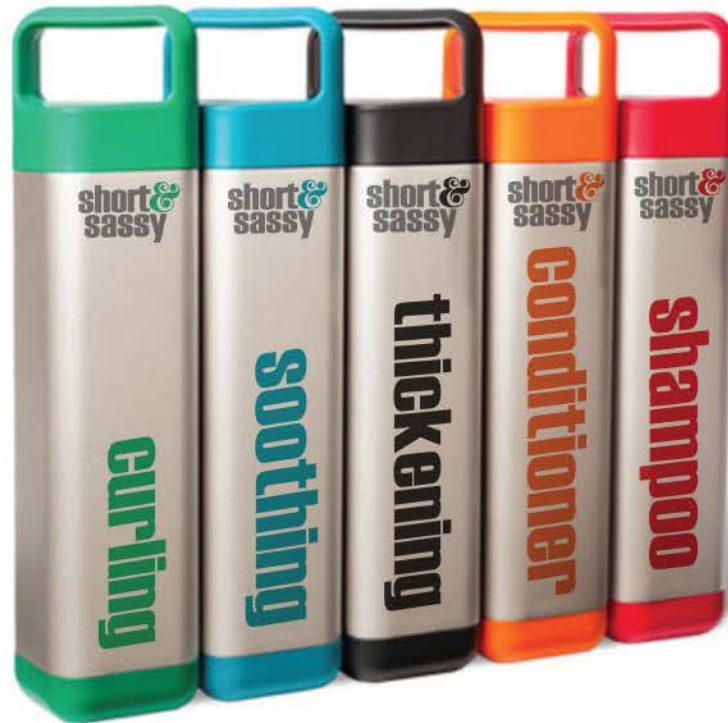
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# new & improved



# fun & flirty





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