



Hair Salon Accessory Garment Invention In Search of Licensee

An innovative new product designed to address a common problem related to beauty salon treatments, the ***Hair Salon Accessory Garment***, has been developed by Mary L. Melvin of Fort Lauderdale, Florida. The invention's unique design provides its users thorough protection for clothing when one's hair is being worked on in a salon environment.

Hair salons are extremely popular all over the world, and a shampoo and hair color treatments are standard and extremely common procedures that many consumers enjoy while there. Although they certainly have their cosmetic benefits, both processes also can bring about uncomfortable wetting and even staining of the person's clothing due to the corresponding liquids coming into direct contact with them. A towel is customarily used to attempt to prevent these types of problems, but that method has certain shortcomings that often causes it to fall short of being effective.

In an effort to address these types of problems, the ***Hair Salon Accessory Garment*** has been developed. The ***Hair Salon Accessory Garment*** will not fall off the neck and shoulders inadvertently, as is common with a conventional towel. It will significantly reduce the chances of hair color and other chemical stains damaging skin or clothing. Additionally, the ***Hair Salon Accessory Garment*** will be easy and comfortable to wear. It will also eliminate virtually all chances of back wetting when at the shampoo station.

The inventor has also developed a working prototype of the ***Hair Salon Accessory Garment*** that has been utilized with success.

Mrs. Melvin now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair care products industry are currently being targeted as candidates to commercialize the ***Hair Salon Accessory Garment*** on a worldwide basis.

In April 2012, Mrs. Melvin contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Hair Salon Accessory Garment*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Hair Salon Accessory Garment*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.