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Destiny's Pride Invention In Search of Licensee

A effective and diverse new product designed to address several hair care and scalp-related concerns, ***Destiny's Pride***, has been developed by Margaret Jean Sargent of Alea, Hawaii. The invention's propriety features enable it to provide thorough protection for its users.

The personal care products market always seems to be a booming one, as mostly everyone strives to look their best, especially as they get older. There are a substantial number of products across a wide range of price points that address a number hair-related problems and concerns, and they all seem to enjoy relatively robust sales. Therefore, a new product that holds the potential to effectively treat multiple hair and scalp issues and that is diverse enough to even be used with pets would likely be viewed with great interest.

With this in mind, ***Destiny's Pride*** has been conceived. ***Destiny's Pride*** protects against dry and itchy scalp through its moisturizing capability. Additionally, it serves to prevent hair breakage and tangling. Furthermore, ***Destiny's Pride*** will be safe and effective to utilize with long-haired pets and quickly removes fleas, ticks, and lice. It will also offer hair regeneration capability and will be competitively priced, adding to its appeal.

The inventor has also developed a working prototype of ***Destiny's Pride*** that has ongoing inventory and has been utilized with success by a number of consumers.

Mrs. Sargent 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 eventually commercialize ***Destiny's Pride*** on a worldwide basis.

In April 2013, Mrs. Sargent contracted product management services leader Innovation Direct™ to represent ***Destiny's Pride*** 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 ***Destiny's Pride*** 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.