

# INNOVATION DIRECT™

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## *The Head Drier Cap Invention In Search of Licensee*

An innovative new product designed to significantly expedite an important part of the hair styling process, ***The Head Drier Cap***, has been developed by Kina Green-Phillips of South Bay, Florida. The invention's unique design provides its users with an efficient method of drying hair in a salon setting.

As with most businesses, hair salons live by the old adage that “time is money”. The more customers an establishment can serve in any given day, the more profit they have a chance to secure. One of the more time consuming aspects of the hair styling process involves the drying of hair. This step keeps the customer in a chair and occupying the attention of a salon employee a significant amount of time over the course of the day. Therefore, any product that offers the potential to curtail the time involved in this process would likely be viewed with great interest.

With this in mind, ***The Head Drier Cap*** has been conceived. ***The Head Drier Cap*** reduces the electrical usage at a hair salon considerably. Through its proprietary features, the product saves a great deal of time over the course of a business day, allowing a salon to serve more customers. Additionally, it will be thoroughly safe and comfortable for customers to utilize. ***The Head Drier Cap*** also will be competitively priced, making it a wise long-term investment, and will lend itself well to multiple design and color options.

***The Head Drier Cap*** is also in patent pending status with the United States Patent and Trademark Office.

Mrs. Green-Phillips now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the hair salon accessories industry are currently being targeted as candidates to eventually commercialize ***The Head Drier Cap*** on a worldwide basis.

In March 2013, Mrs. Green-Phillips contracted product management services leader Innovation Direct™ to represent ***The Head Drier Cap*** 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 Head Drier Cap*** 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](mailto:MR@innovationdirectonline.com).