

INNOVATION DIRECT™

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Body Hair Cut Invention In Search of Licensee

About 80-90% of your body is covered with hair.

An innovative new technology and marketing concept designed around regularly cutting body hair in order to maintain optimal levels of appearance and hygiene, the **Body Hair Cut**, has been developed by Scott Thompson of Dublin, California. The invention's unique design incorporates electrostatic technology to facilitate the convenient, even, and thorough cutting of body hair, especially in all sensitive areas.

The **Body Hair Cut's** proprietary features and components help to easily and evenly trim body hair to desired length. The product also promotes your best appearance and a superior level of hygiene. Additionally, the **Body Hair Cut** helps to reduce perspiration and body odor. Furthermore, the **Body Hair Cut** allows hair to retain a natural and soft feel after the cut, as opposed to a stubble-like texture. It also eliminates the common and often painful problems of cutting and scratching inherent in the use of conventional razors and will be equally effective in any area of the body that contains hair. The **Body Hair Cut** will be competitively priced as well, adding to its appeal.

The **Body Hair Cut** is also in Patent Pending status within the United States Patent and Trademark Office.

The inventor of the **Body Hair Cut** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the personal hygiene accessories industry are currently being targeted as candidates to eventually commercialize the **Body Hair Cut** on a worldwide basis.

In September 2013, Mr. Thompson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Body Hair Cut** 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 World of Concrete 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 **Body Hair Cut** 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.