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EZ Dye Invention In Search of Licensee

An innovative new product designed to simplify a common hair care maintenance process, the **EZ Dye**, has been developed by Nghe Pham of Kenner, Louisiana. The invention's unique design provides its users with a convenient method through which to dye their own hair without mess.

In this age of the ever shrinking budget for the average consumer, certain non-essential comforts have had to go by the wayside in order to continue to make ends meet. One common example where expenses have been curtailed has been in the area of visits to beauty and hair salons, which can often become quite expensive. With many facing the dilemma of preserving money while still keeping up their appearances, any product that offers the potential to allow the consumer to enjoy a traditional hair salon beauty treatment at a fraction of the cost will likely be viewed with great interest.

To this end, the **EZ Dye** has been developed. The **EZ Dye's** proprietary features enable its users to dye their own hair with very little of the substance sticking to the scalp. By doing so, the product saves its users money by eliminating the need to visit a beauty salon for the same service. Additionally, the **EZ Dye** will be competitively priced, adding to its appeal.

The inventor of the **EZ Dye** has developed a working prototype that has been utilized with success. The product is also in patent pending status with the United States Patent and Trademark Office.

The inventor of the **EZ Dye** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the hair care products industry are currently being targeted as candidates to eventually commercialize the **EZ Dye** on a worldwide basis.

In July 2013, Mr. Pham contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **EZ Dye** 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 **EZ Dye** 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.