



Amazing Highlights Invention In Search of Licensee

An innovative new product designed to serve as a revolutionary at-home beauty accessory, the ***Amazing Highlights***, has been developed by Steve Scholz of Houston, Texas. The invention's unique design insures that its users can apply salon-quality highlights to their hair right in the comfort of their own home.

The ***Amazing Highlights***' proprietary components insure precision application and guards against cross-contamination of other areas of hair on the scalp. The product saves time and money for its users when compared to having to visit a professional for the same treatment. Additionally, the ***Amazing Highlights*** boasts a quick, easy, and clean application process. Furthermore, it is versatile enough to be utilized equally effectively with or without foils. Moreover, the ***Amazing Highlights*** will also be competitively priced and made from durable and sturdy components, adding to its appeal and making it a wise investment.

The ***Amazing Highlights*** has had prototypes developed and is the subject of ongoing manufacturing. The ***Amazing Highlights*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Scholz now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the beauty products industry are currently being targeted as candidates to eventually commercialize the ***Amazing Highlights*** on a worldwide basis.

In July 2014, Mr. Scholz contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Amazing Highlights*** 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 ***Amazing Highlights*** 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.