



Me Haircare Products Invention In Search of Licensee

An innovative new line of haircare products designed to provide its users with healthy and vibrant hair, the ***Me Haircare Products***, has been developed by Michael James and Elise Phillips of Gainesville, Florida. The inventions' unique formulas render the product line natural and organic.

The ***Me Haircare Products*** effectively address a number of different scalp problems and help to repair damaged hair. Additionally, the ***Me Haircare Products*** will be made available in a variety of forms, including creams, oils, and liquids. Furthermore, they will be thoroughly safe for use by consumers of virtually any age. Moreover, the ***Me Haircare Products*** have been developed by professional cosmetologists. They will also be competitively priced, adding to their appeal.

The inventor of the ***Me Haircare Products*** has developed samples that have been utilized with success. The ***Me Haircare Products*** are also currently in Patent Pending status within the United States Patent and Trademark Office.

Mr. James and Ms. Phillips now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the hair care products industry are currently being targeted as candidates to eventually commercialize the ***Me Haircare Products*** on a worldwide basis.

In August 2014, Mr. James and Ms. Phillips contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Me Haircare Products*** 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 ***Me Haircare Products*** 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.