**NAVIGATION**

* A Touch of Glam
* Get A Sample
* Get A Coupon
* Glam Gallery
* Our Products
* GLAM4GOOD

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**Video Intro**

HEAD: Suave® Professionals Natural Infusion brings you… a Touch of Glam

BODY: See how Suave® Professionals & GLAM4GOOD are working together to transform lives, then go get a Touch of Glam for yourself and give one to a friend!

**Callout to Try Product**

* Sample: Get a sample. Give a sample.

Get a free sample of NEW Suave® Professionals Natural Infusion.

* Coupon: Get $1.50 off of NEW Suave® Professionals Natural Infusion.

Go on and get some glam!

**SAMPLE SIGN UP**

1. Get Your Sample

**Sample Sign Up Form**

Enter your information to get a free sample of NEW Suave® Professionals Natural Infusion. Once you’ve clicked ‘Submit’ on the entry form, go give a sample to a friend.

**Share Experience**

1. Now, Give a Sample to a Friend

SUBHEAD: Click the button to give a sample of NEW Suave® Professionals Natural Infusion to a friend. In celebration of the NEW Suave® Professionals Natural Infusion collection, we’re donating hair makeovers through GLAM4GOOD.

ON BUTTON: Give a Touch of Glam to a Friend

**Share Copy**

* Twitter:
  + I got a #TouchofGlam w/ @SuaveBeauty! Get a free sample for you & a friend here: [link to site]
* Facebook:
  + I got a #TouchofGlam with NEW Suave Professionals Natural Infusion! Get a free sample for yourself and give one to a friend by clicking here [link to site]
* E-mail:
  + SUBJECT: Your gift of glam
  + BODY:

Hey there!

I wanted to let you know I’m getting a #TouchofGlam with NEW Suave® Professionals Natural Infusion. Each collection is infused with specially-chosen exotic ingredients and delivers noticeable results and contains no parabens or dyes.

You can get your free sample of NEW Suave® Professionals Natural Infusion by clicking here [link to site].

**Coupon**

Get a coupon for $1.50 off NEW Suave Professionals Natural Infusion.

**GLAM GALLERY**

Fans of Suave® Professionals are getting glam across the nation! Snap a selfie of your glam moment and post it on Twitter or Instagram using #TouchofGlam for a chance to win\* some glam prizes! Read the official rules.

\*[ABBREVIATED SWEEPSTAKES RULES WILL GO HERE]

**PRODUCT TOUR**

**Welcome Copy**

HEAD: Get Glam in Three Steps

BODY: Infuse your hair with goodness with NEW Suave® Professionals Natural Infusion. Each collection is infused with specially-chosen exotic ingredients and delivers noticeable results and contains no parabens or dyes.

***With Macadamia Oil – 10x More Moisture\****

1. Suave® Professionals Natural Infusion Moisturizing Shampoo with Macadamia Oil
   * Gently cleanses and nourishes hair, providing it with weightless, complete moisture.
   * Usage: Apply, lather and rinse. For best results, follow with Suave® Professionals Natural Infusion Moisturizing Conditioner with Macadamia Oil.
2. Suave® Professionals Natural Infusion Moisturizing Conditioner with Macadamia Oil
   * Conditions hair and weightlessly seals the cuticle from root to tip for long-lasting moisture and smoothness.
   * Usage: Apply to ends and rinse. Follow with Suave® Professionals Natural Infusion Moisturizing Light Oil Spray with Macadamia Oil for enhanced hydration.
3. Suave® Professionals Natural Infusion Moisturizing Light Oil Spray with Macadamia Oil
   * Delivers a fine mist that hydrates weightlessly for a softer, smoother look.
   * Usage: Spray product on dry hair 6-10 inches away from head for an instantly moisturized look.

***With Awapuhi Ginger – Up to 95% less hair breakage\****

1. Suave® Professionals Natural Infusion Anti-Breakage Shampoo with Awapuhi Ginger
   * Gently cleanses and fortifies hair to prevent breakage for a thicker, fuller look\*.
   * Usage: Apply, lather and rinse. For best results, follow with Suave® Professionals Natural Infusion Anti-Breakage Conditioner with Awapuhi Ginger.
2. Suave® Professionals Natural Infusion Anti-Breakage Conditioner with Awapuhi Ginger
   * Strengthens hair and seals the cuticle to prevent breakage.
   * Usage: Apply to ends then rinse. Follow with Suave® Professionals Natural Infusion Strengthening Light Leave-In Cream with Awapuhi Ginger for further breakage protection.
3. Suave® Professionals Natural Infusion Strengthening Light Leave-In Cream with Awapuhi Ginger
   * Makes hair stronger to prevent breakage\* for thicker, fuller looking hair\* that’s easier to style.
   * Usage: For damp hair, dispense 2-4 pumps in palms, rub hands together and apply throughout hair. Style as usual. On dry hair, dispense 1-2 pumps on fingertips and run through hair for easier styling.

\*vs. non-conditioning shampoo

***With Seaweed – 24 hour body***

1. Suave® Professionals Natural Infusion All Day Body Shampoo with Seaweed
   * Gently cleanses and adds body from root to tip for touchably soft, bouncy hair.
   * Usage: Apply, lather then rinse. Follow with Natural Infusion All Day Body Conditioner with Seaweed.
2. Suave® Professionals Natural Infusion All Day Body Conditioner with Seaweed
   * Conditions hair while maintaining body for a touchably soft, weightless bounce.
   * Usage: Apply to ends then rinse. Follow with Natural Infusion All Day Body Leave-In Foam with Seaweed for longer-lasting volume.
3. Suave® Professionals Natural Infusion All Day Body Leave-In Foam with Seaweed
   * Unique formula that gives 24-hour body and bounce without making hair feel sticky or crunchy.
   * Usage: For damp hair, dispense 3-5 pumps into palms depending on hair thickness and rub hands together. Apply to roots, spread through ends and style as usual. On dry hair, use 1 pump to tame any flyaways for a flawless, voluminous look.

**GLAM 4 GOOD**

We believe every woman should live beautifully, both inside and out. That’s why we’re partnering with GLAM4GOOD and donating hair makeovers to help deserving women across the country.

GLAM4GOOD is on a mission to ignite positive change through style and transform lives through confidence-boosting makeovers, pampering the people who need it most. Check out the photos from past events and find one near you!

For more information on getting involved with GLAM4GOOD, please email XXXXXXXXXXXXX.

**About Mary Alice Stephenson**

[Mary Alice Stephenson](https://twitter.com/MaryAliceStyle) is a world renowned style and beauty expert, humanitarian and the founder of [GLAM4GOOD](https://twitter.com/GLAM4GOOD). She launched GLAM4GOOD in 2012 after serving a ten year tenure as the National Fashion Ambassador for Make-A-Wish® Foundation. Through GLAM4GOOD’s partnerships with non-profits and beauty brands, she has been able to provide life changing makeovers, dramatic giveaways and transformative experiences for everyday heroes.