

CONNIE
Haircare



**PROTECTIVE HAIRCARE
COLLECTION**

CONFIDENCE FOR LIFE



DARE TO BE YOU. DARE TO BE BRAVE, BOLD & FAB!

Whether you rock a loud and proud 'fro, or wear a wig, weave or braids, your hair is your hair. It's your crown. Embrace it. I'm proud to bring to you a range of salon-quality haircare products specially formulated for your unique hair needs, to give you the confidence to go out there and rule the world.

Nourish it, love it, flaunt it!

Connie xoxo

HAIRCARE MADE IN AFRICA, FOR AFRICA

Connie is proud to bring to you a collection of expert haircare products specially formulated to give you great hair – and the confidence to go out there and do you. Our haircare is designed for wigs, weaves, braids and is also suitable for natural hair.

OUR PRODUCTS CONTAIN:



NO HARMFUL CHEMICALS



NO CHLORINES



SULHPATE-FREE

NEW FROM CONNIE

The Connie personal care brand was first launched in 2014 by renowned public figure and entrepreneur Connie Ferguson and marketing guru Groovin Nchabeleng, under the Koni Multinational Brands stable. The initial offering of three award-winning body lotions embodied Connie's desire to make beautiful skin accessible for all with a range of affordable luxury products. From here, the body care range was extended to body cream and butter, as well as body care for men.

In 2024, Connie will undergo a complete relaunch as a personal care brand, and broaden its offering to include *CONNIE Classic*, *Connie Pro for Her*, and *CONNIE Pro for Him*, *CONNIE Nutrition*, *CONNIE Expert*, as well as the first of its newer expansions: a first-of-its-kind haircare line.

COMMERCIAL PROPOSITION



ATTRACT NEW CONSUMERS

Differentiated proposition will drive more feet into an existing category.



INCREASE SALES

Higher value item will increase overall basket spend.



MORE MARGIN

Higher value item will bank more rands margin.



BRAND RECOGNITION

Aspirational appeal inspired by the endorsement a recognised personality and household brand name.

THE PROTECTIVE HAIRCARE COLLECTION

FOR YOUR UNIQUE HAIRCARE NEEDS

Whether you wear a wig, weave or braids, or prefer au natural, your hair is your crown. Embrace it with Connie Haircare, the new range of quality haircare made in Africa for African hair. These salon-quality haircare products are specially formulated for your unique hair needs, to give you the confidence to go out there and rule the world. Without the stripping agents, harmful preservatives and chemicals commonly found in other haircare, the unique formulations contain silicones that detangle and protect from styling methods that may cause damage over time. Look out for new product offerings coming soon.

PROTECTIVE SHAMPOO

A perfect protective Shampoo, enriched with Jamaican castor oil and apple cider vinegar, which works well on wigs, weaves, braids and natural hair. This gently cleansing, sulphate-free shampoo is uniquely formulated to remove impurities, scalp and hair product build-up; while conditioning and locking in moisture.

PROTECTIVE CONDITIONER

A protective conditioner, enriched with jojoba and hemp seed oil, that works well on wigs, weaves, braids and natural hair. This hydrating post-shampoo product is uniquely formulated to nourish your scalp, while gently detangling and repairing dry, damaged and severely knotty hair.

PROTECTIVE 2-IN-1 SHAMPOO & CONDITIONER

A luxuriously protective 2-in-1 formulation, enriched with avocado and olive oils, that works well on wigs, weaves, braids and natural hair. This intensely nourishing sulphate-free 2-in-1 shampoo and conditioner has detangling agents and softening activites that remove impurities and any product build-up, while locking in moisture.

PROTECTIVE HAIR MASK TREATMENT

A strengthening hair mask enriched with biotin and collagen and uniquely formulated with added vitamins B and E to help revive and nourish dry, damaged hair and improve texture. Provides an intense treatment that stimulates hair production, repairs split ends and restores elasticity, while making hair look thicker and fuller. Use for wigs, weaves, braids and natural hair.

PROTECTIVE WATERLESS CLEANSER

A reviving waterless cleanser uniquely formulated with cooling and soothing aloe extract and tea tree oil to help relieve your scalp from any itchiness, irritation and dryness while taming fizz and detangling your hair. Connie Protective Waterless Cleanser is suitable for all hair types: wigs, weaves, braids, coily, kinky and curly hair.

THERMAL PROTECTOR HEAT SPRAY

A revitalising thermal protector spray infused with panthenol and chamomile. Uniquely formulated to protect your hair from heat-styling tools by creating a protective layer over each strand of hair; caring for the cuticles, and at the same time conditioning and detangling your hair in one easy step. For wigs, weaves, braids and natural hair.



TRADE CHANNELS AND DISTRIBUTION

- Modern and independent retail (including 3rd tier customers)
- Wholesalers
- Independent distributors
- Salons / hair product resellers as part of a retail offering (for servicing customers, on-line and direct)
- Online

BRAND SUPPORT

ABOVE-THE-LINE (PER MARKETING GRID/CALENDAR)

- Print and advertorial placement in haircare publications and magazine print haircare features (print and digital)
- Giveaways linked to competition
- Sampling
- Publications, e.g. Glamour, True Love, Drum, Bona

POS

- Shelf talker displays
- Branding (branded banners)


BRANDING EXAMPLES - POSTERS & ADVERTS

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www.conniebrands.com

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ACTIVATIONS

- In-store and mall demos and activations - the CONNIE "mobile" salon
- Connie Ferguson appearances, where possible engaging with haircare expert
- Competitions "Purchase a product and get your weave / wig washed and restored at no cost" (driven via social media channels)



DIGITAL AND SOCIAL MEDIA

CONTENT ON NEWLY REVAMPED CONNIE WEBSITE AND DIGITAL PLATFORMS

- Engagement on Connie Brands and Connie Ferguson's personal social media pages
- Influencer campaigns on Instagram, Influencer drops including unboxing and demos
- TikTok challenges
- Hair tutorials on YouTube
- "Ask the Haircare expert" engagement sessions
- Shared posts (influencers and small salon owners / wig distributors)
- Your hair is your crown Competition - tells us why your hair is your crown and win
- Connie Believe series podcast (phase 2)

COMPETITIONS

- "My hair is my crown" hair styling competition
- In conjunction with retailers and media partner
- Bride of the year / Matric Dance princess of the year
- Buy any product and Win a wig / weave installation for your special day

BRANDED COLLATERAL

- Branded Connie haircare collateral
- Towels
- Hot combs / Brushes
- Protective satin sleep bonnets

BRANDED SATIN SLEEP BONNETS



BACK



FRONT



BRANDED HAIR TOWEL



BRANDED SALON CAPE





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