WAVY
MEDIUM
FRIZZY
STRAIGH
FINE
CURLY CURA
COARS

Style your way

Hoping to expand their hair care audience, Gussi approached us in search of a solution: a new strategy that would be inclusive to all hair types while still maintaining a modern and trendy approach. Gussi is an at-home keratin treatment formulated to make hair frizz-free in half the time and cost of a salon visit, so we knew we needed to emphasize the benefits and inclusiveness of their treatment. The new strategy is chic and contemporary with a focus on engaging with all hair types through current social media trends.

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