

# IN WITH THE NEW

## IT IS BEAUTIFUL

*Think chic, sophisticated, turban silhouetting. A classic beauty staple, now with its own modern edge.*

*Our fashion forward textile designs fit in just as easily on the runway as in your bathroom.*

## IT IS QUIET

*You know that horrible noise most shower caps make? The "angry rain on a tin roof" one? We reduced that. It bothered us, too.*

## IT FITS ALL

*Our flexible elastic band creates a pocket that holds all hair types and fits all head sizes. All while maintaining it's sleek look.*



## IT IS NOT PLASTIC

*Plastic is basic and we're not. So we've used a premium waterproof performance fabric that has a bunch of perks.*

- Machine washable (in cold)
- Additional anti-bacterial coating.
- Breathable for anti-humidity.
- Plus, it repels water from the outside and simply shakes off for a quick dry.



## IT STAYS PUT

*The innovative new rubber grip on the inner band, means a super secure fit without ruining your volume. You're welcome, hairs.*

*[ patent pending ]*

