

**FFØR®**

**SALON SUPPORT**



FFØR was built from our philosophy of haircare without compromise; luxury vegan haircare, enriched with honesty and sustainability.

Expertly developed and thoughtfully sourced, our products elevate natural beauty beyond boundaries and stereotypes.

But our story goes further; making movements that will positively impact the future of people and the planet.

**BEYØND HAIR**



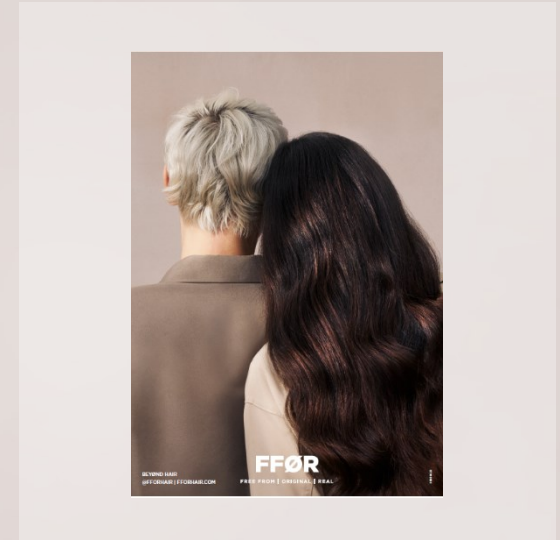
**BRAND SUPPORT**

# BEYØND HAIR

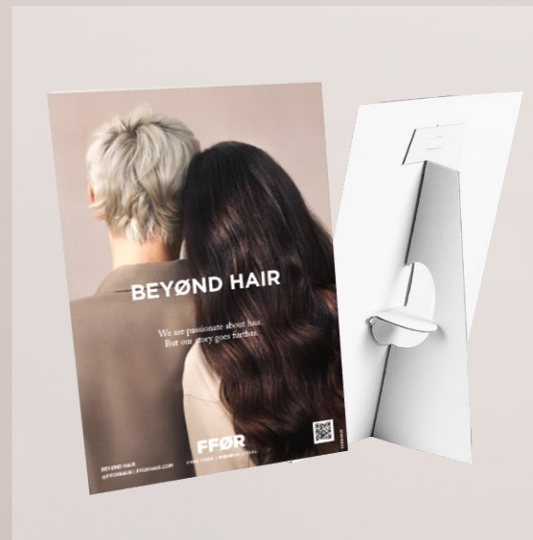
With the aim to raise awareness of the brand, both in and out of the salon, FFØR has a growing range of brand-led POS available, from in-salon strut cards and posters to carrier bags, and postcards that can be used for customer purchases.



POSTCARD



SALON POSTER



STRUT CARD



BRAND VALUE STRUT CARDS



PRICELIST



SMALL KRAFT BAG



COTTON TOTE BAG



WOODEN BRAND BOARD

**OTHER  
BRAND**





**PRODUCT SUPPORT**

# PRODUCT

To help raise awareness of our products, and their benefits, we offer a selection of in-salon POS that tell specific product stories. Including strut cards and table talkers that easily sit on shelves, to postcards and leaflets that can happily sit on coffee tables, or given away with customers, FFØR aims to encourage and educate customers at varying salon touchpoints.



STRUT CARDS



POSTCARDS

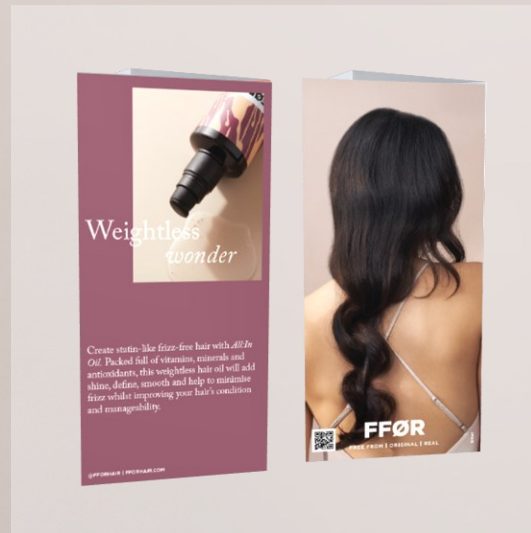
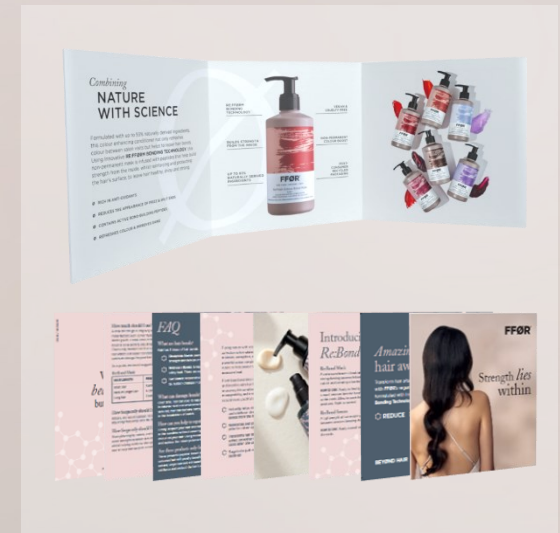


TABLE TALKERS



BOOKLETS

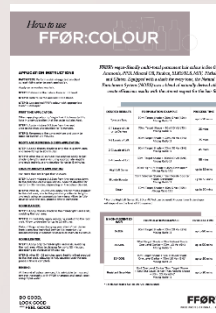
# COLOUR



SHADE CHART



COLOUR BROCHURE



DIGITAL USAGE GUIDE



TINT BOWL



TINT BRUSH



SALON GOWN

To support easy use of FFØR:Colour, we offer a growing selection of in-salon tools to not only help skilled colourists understand and use our ammonia free colour, but to help them push the boundaries of our colour's use. From a comprehensive shade chart, to a handy digital usage guide to explain mixing and usage, sustainable bowls, brushes and of course high-quality salon gowns, FFØR:Colour collateral will be available to all salons using the colour.





**SALON DISPLAYS**

# SALON DISPLAYS

To support retail sales, and encourage easy up-selling, premium retail displays are available to those salons who have the space and would like the added retail support.



RETAIL STAND



TREATMENT DISPENSARY

BACKWASH BOARD - COMING SOON

We care about beautiful hair  
but our story goes further...



TO BECOME A FFØR PARTNER CONTACT  
[SALES@FFORHAIR.COM](mailto:SALES@FFORHAIR.COM)

FOLLOW THE STORY  
@FFORHAIR  
#HAIRFFORGGOOD  
FFORHAIR.COM

