

# HiBAR

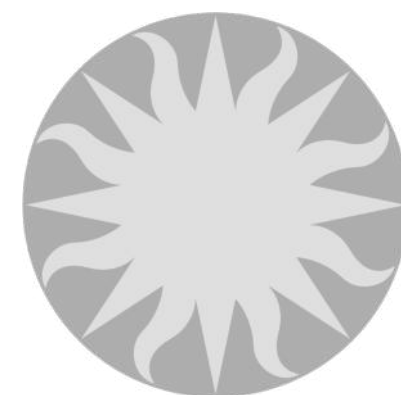


How a brand consulting company  
put its money where its mouth is  
to help save the world from plastic.



The day job:  
Identifying the idea inside a company that  
inspires employees and customers alike.





Smithsonian



[persuasionusa.com](http://persuasionusa.com)

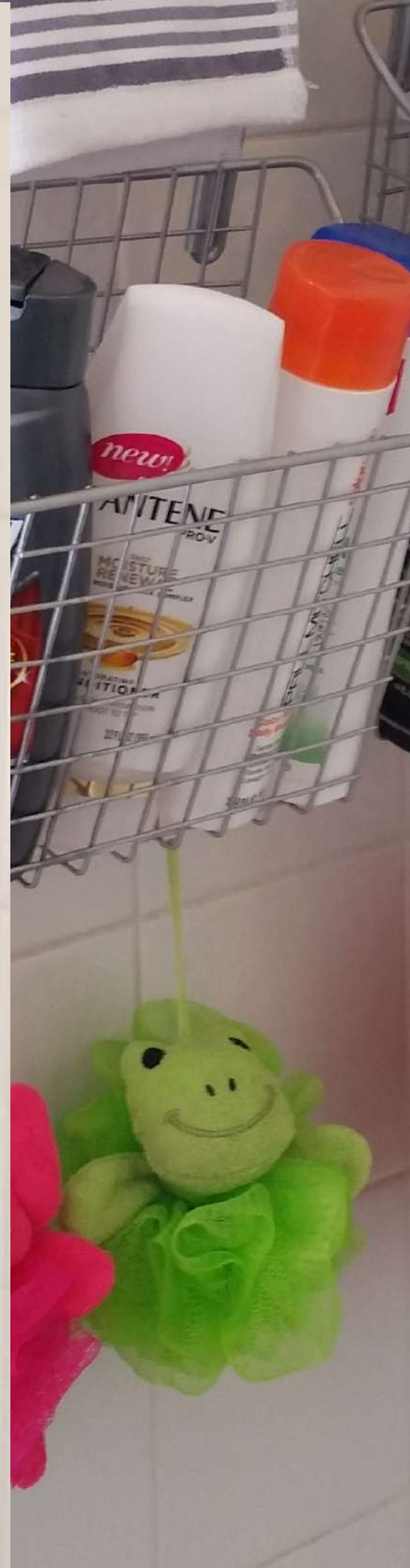
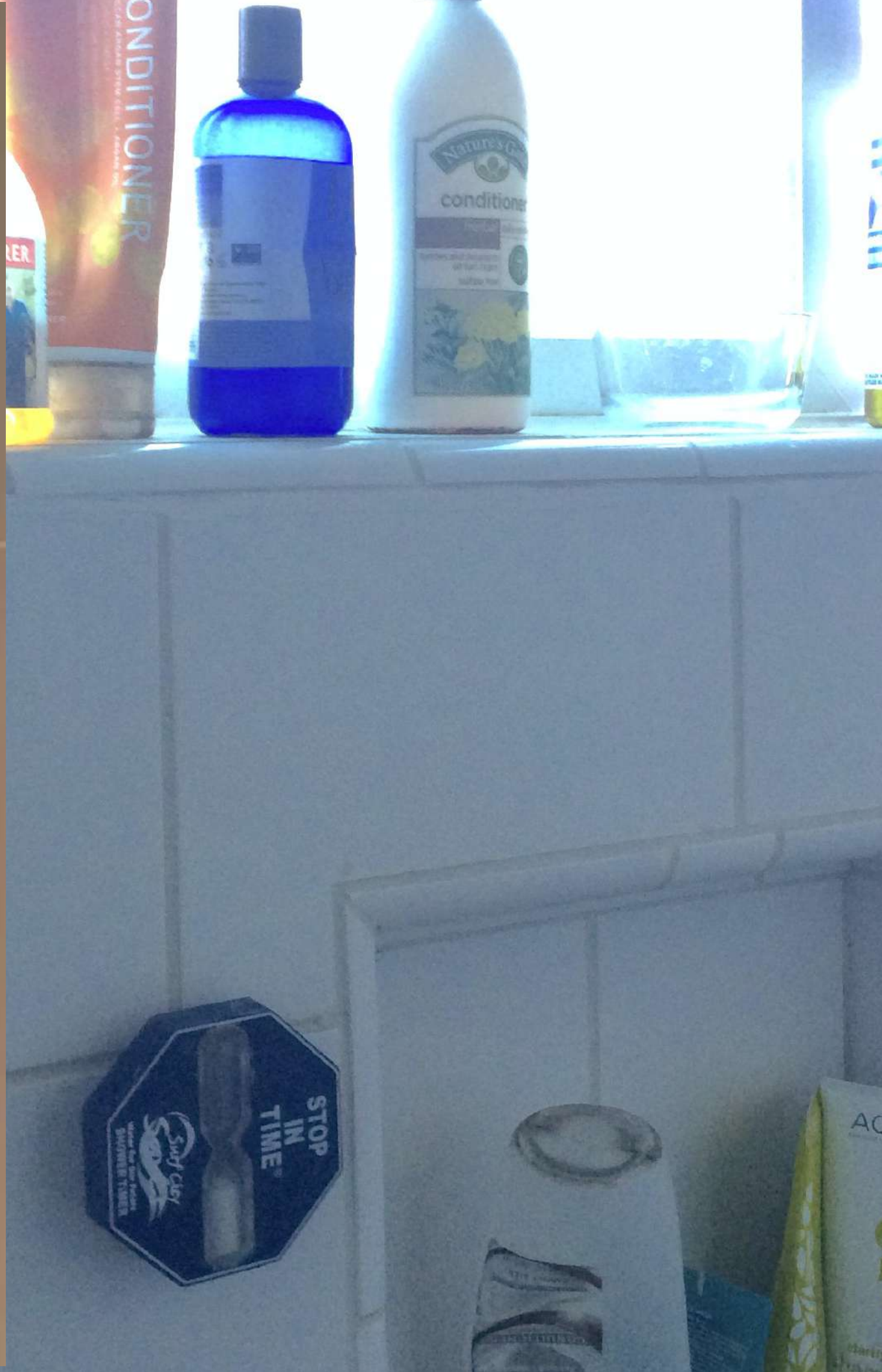
But sometimes, we go on vacation...











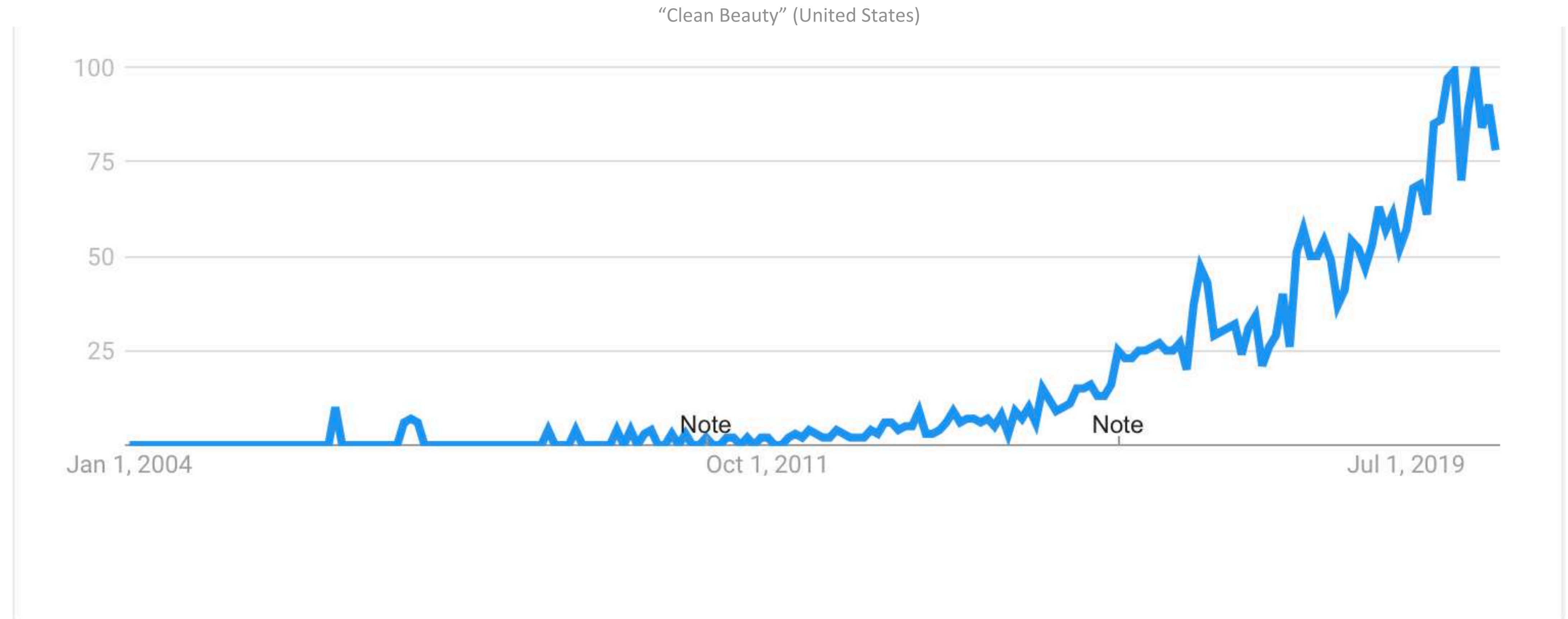


Irony: the beauty industry is part of the ugly.  
In 2020, Americans will discard over half a billion shampoo bottles.



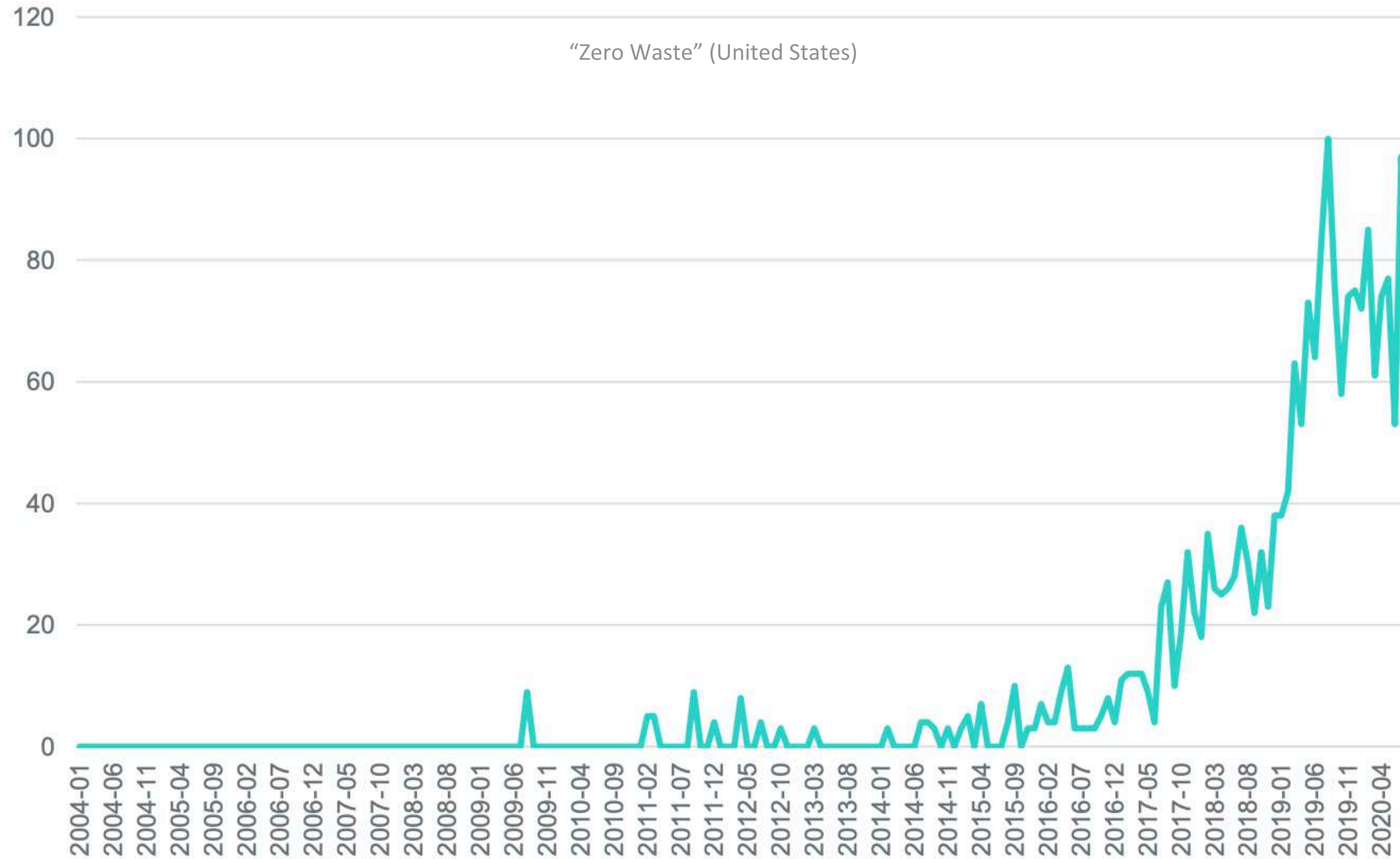


This at a time when people are demanding more integrity from their beauty brands.





# Active interest in the plastic waste problem has boomed.





So I went shopping.













The Venn Diagram had no overlap!





This packaging problem  
goes beyond packaging.

It needs a product reinvented  
from scratch, with no compromise in:

1. Convenience
2. Experience
3. Performance
4. Brand







Convenience  
redeems itself.



A joy  
to use.





Hair first,  
Earth second.

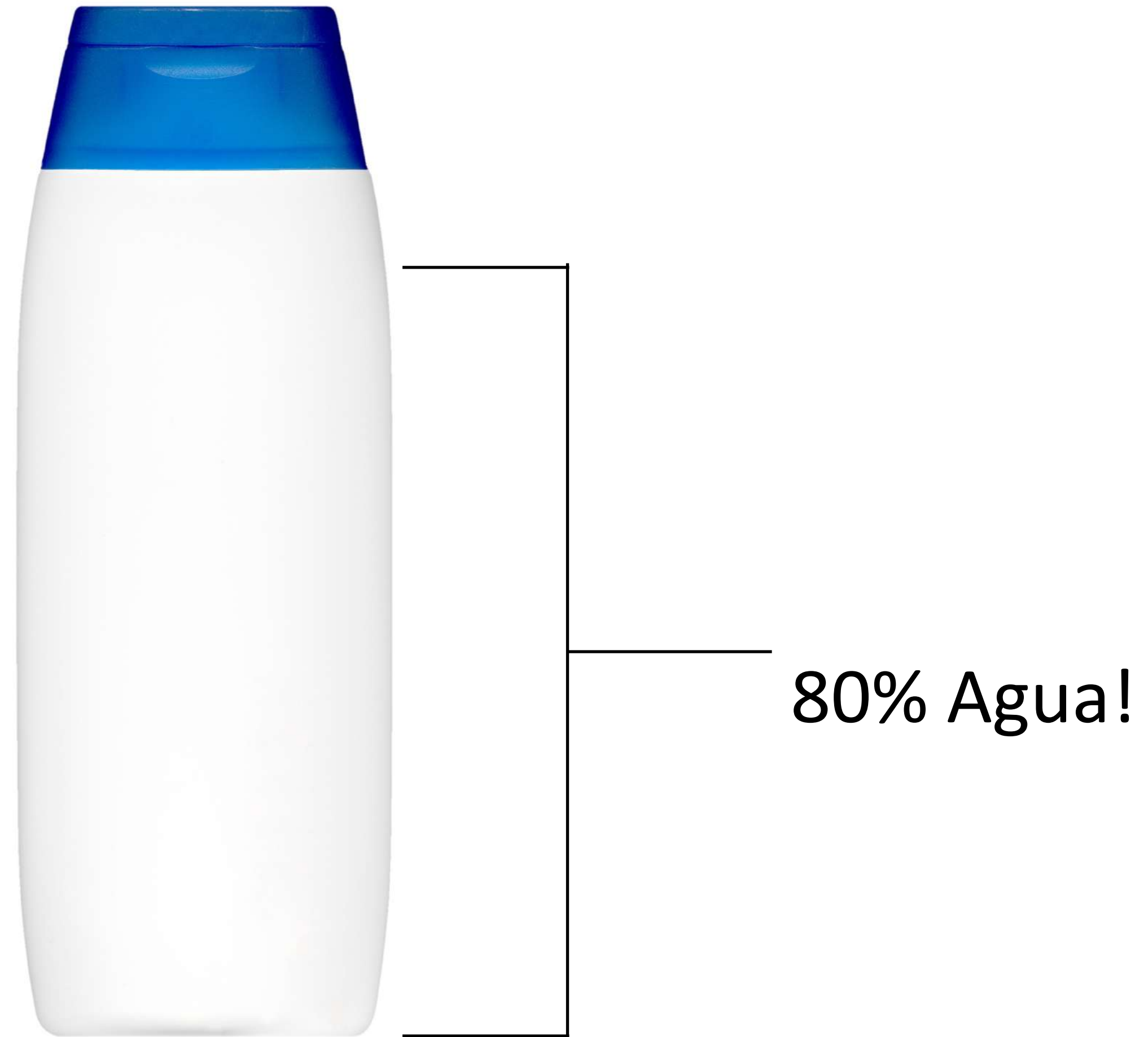




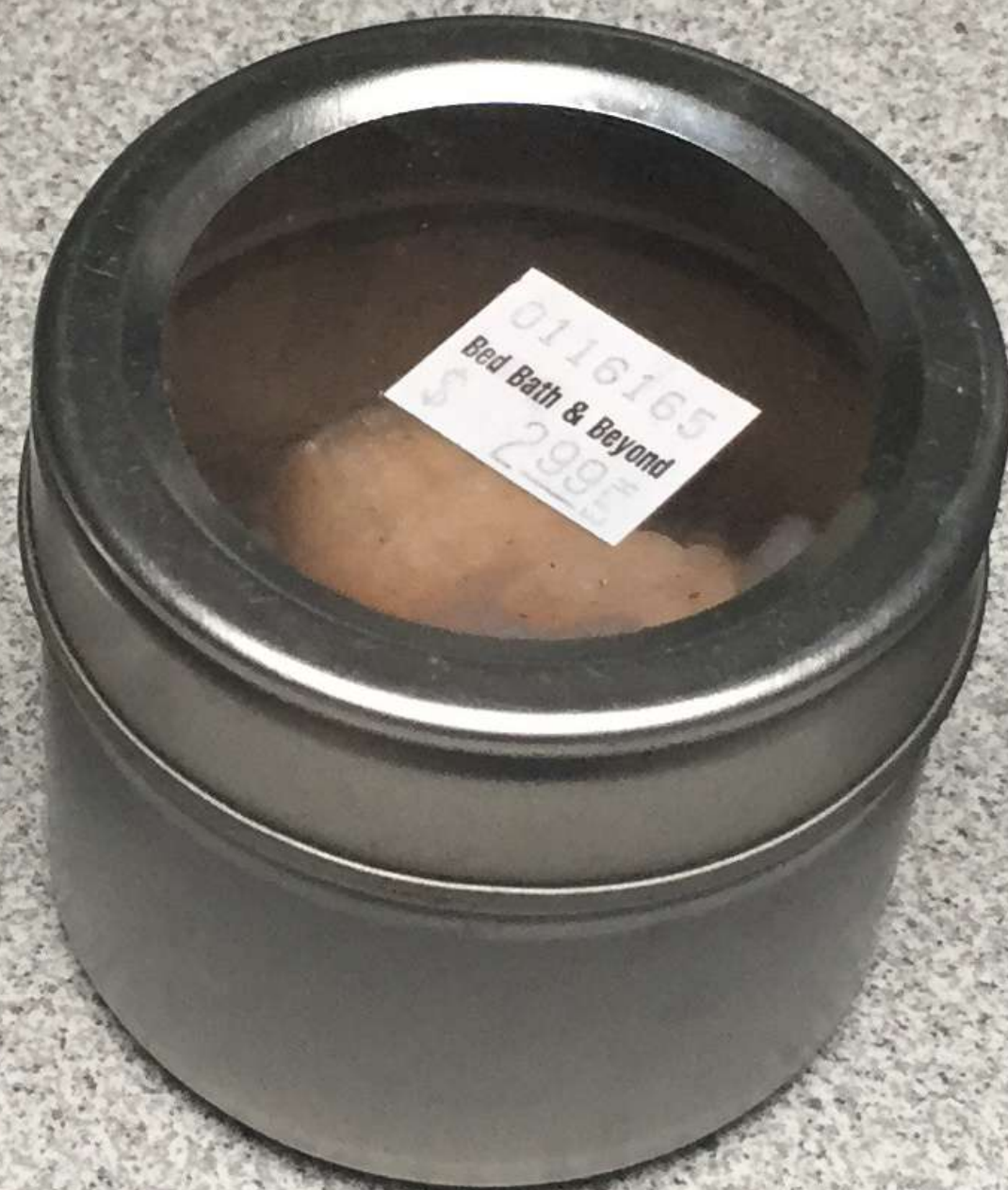
A helping  
brand.













WARM BREWED  
NOV 9



COLD BREWED  
NOV 8



WARM  
NORMAL FOAM BOOST  
+ D BOOSTER  
NOV 10



WARM  
+ DOUBLE FOAM  
BOOSTER  
NOV 10



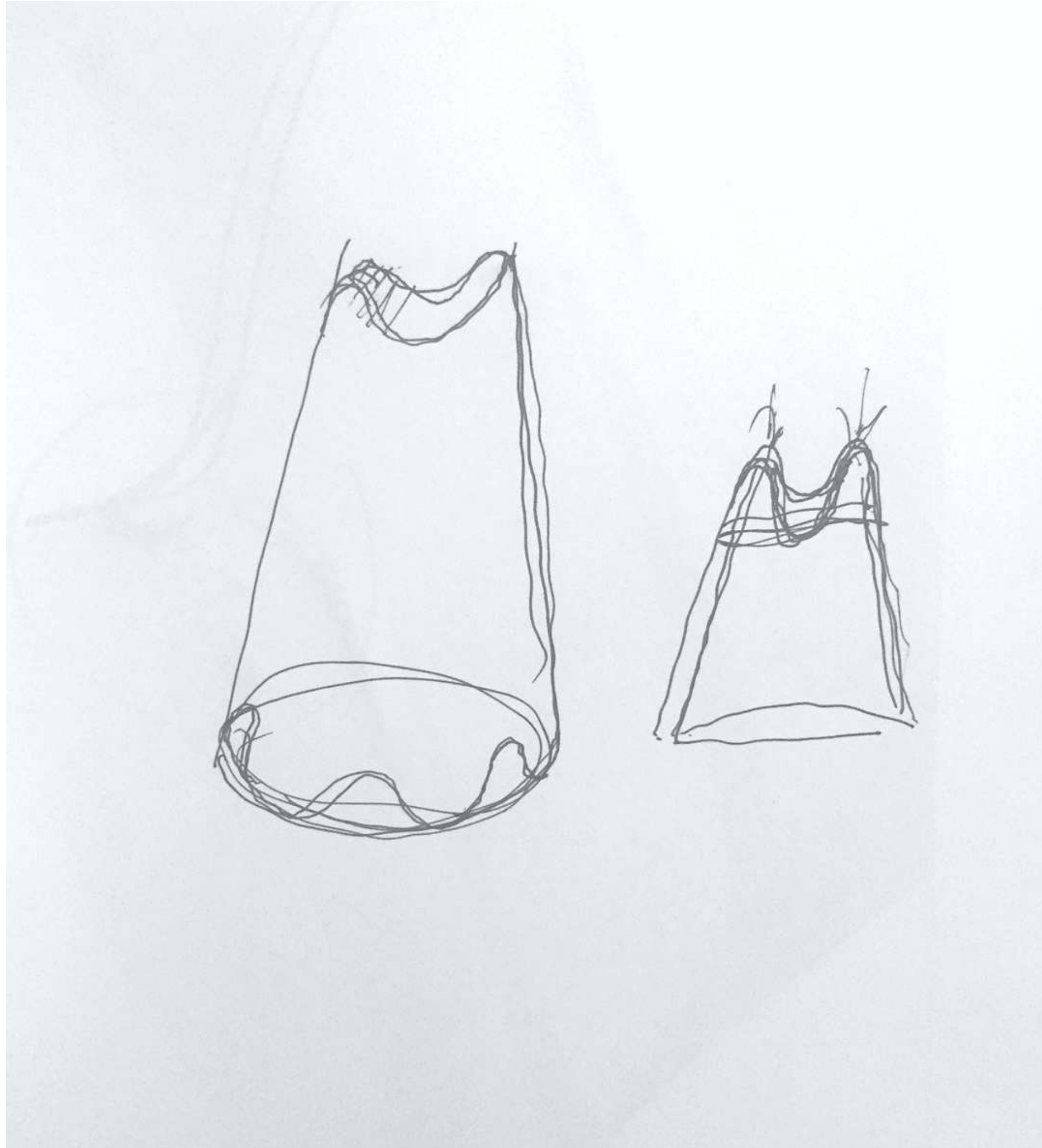








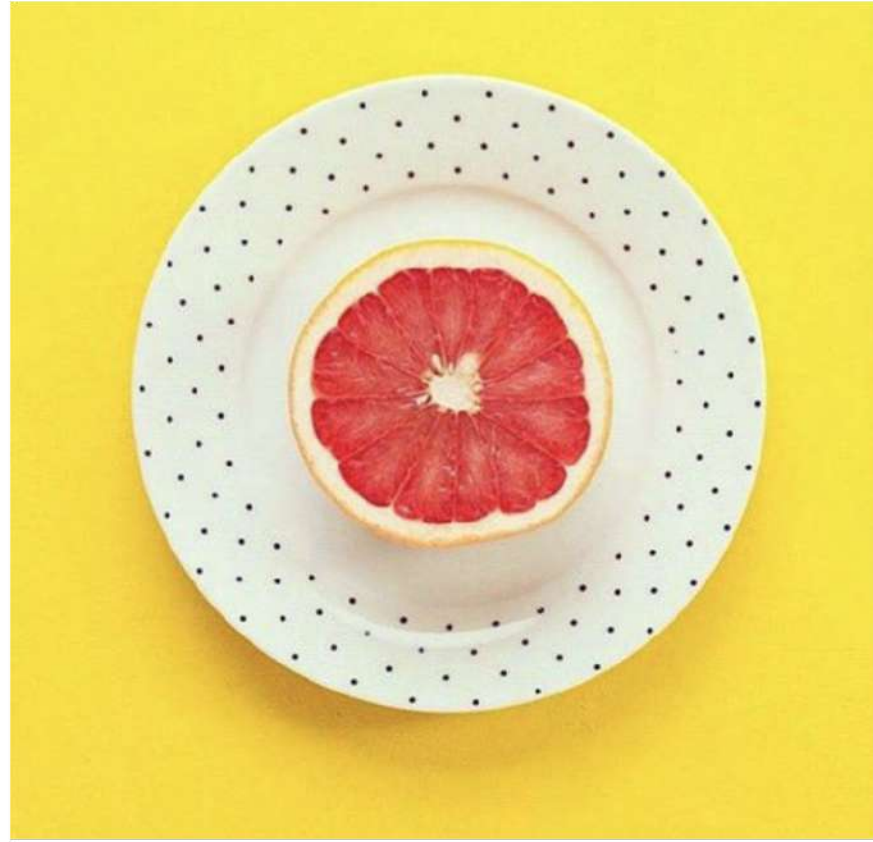












MODERN  
YOUTHFUL  
ENERGETIC  
COLORFUL  
BOLD











We're on a mission to rid the world of unnecessary plastic. But we want to look  
better. Is that so wrong?











**HiBAR**



**Save the world  
and look good  
doing it.**





# The Hype: thousands of reviews, 4.9 star average

## From customers:

"It blows any liquid shampoo out of the water."

"The no-packaging is just the cherry on the top."

"BTW This is the best shampoo and conditioner I have ever used PERIOD."

"I've tried literally 20 conditioner bars and this is the only good one."

"Better than my regular shampoo, and I usually use salon brands."

"My salon clients are picky about purity and performance and HiBAR is a hit!"

"Held up to any pro brand I've used in my 15 years as a stylist."

## From industry pundits:

"A complete game-changer" - Marie Claire

"One of the best ways to love the Earth" - Martha Stewart Living

"The future of shampoo is here" - Yahoo!

"The coolest way to reduce single-use plastic" - Brit+Co

"Changed my life" - MSN

"Most Innovative" Fast Company

"Best Packaging" - Dieline

"One of 2020's best healthy home products" - Health Magazine





MARTHA STEWART  
Living

FASTCOMPANY



OK!  
magazine



\_\_MANEADDICTS\_\_

TRENDHUNTER™

sky  
DELTA

Forbes

CBS

Better Homes  
& Gardens®

marie  
claire

BUSTLE

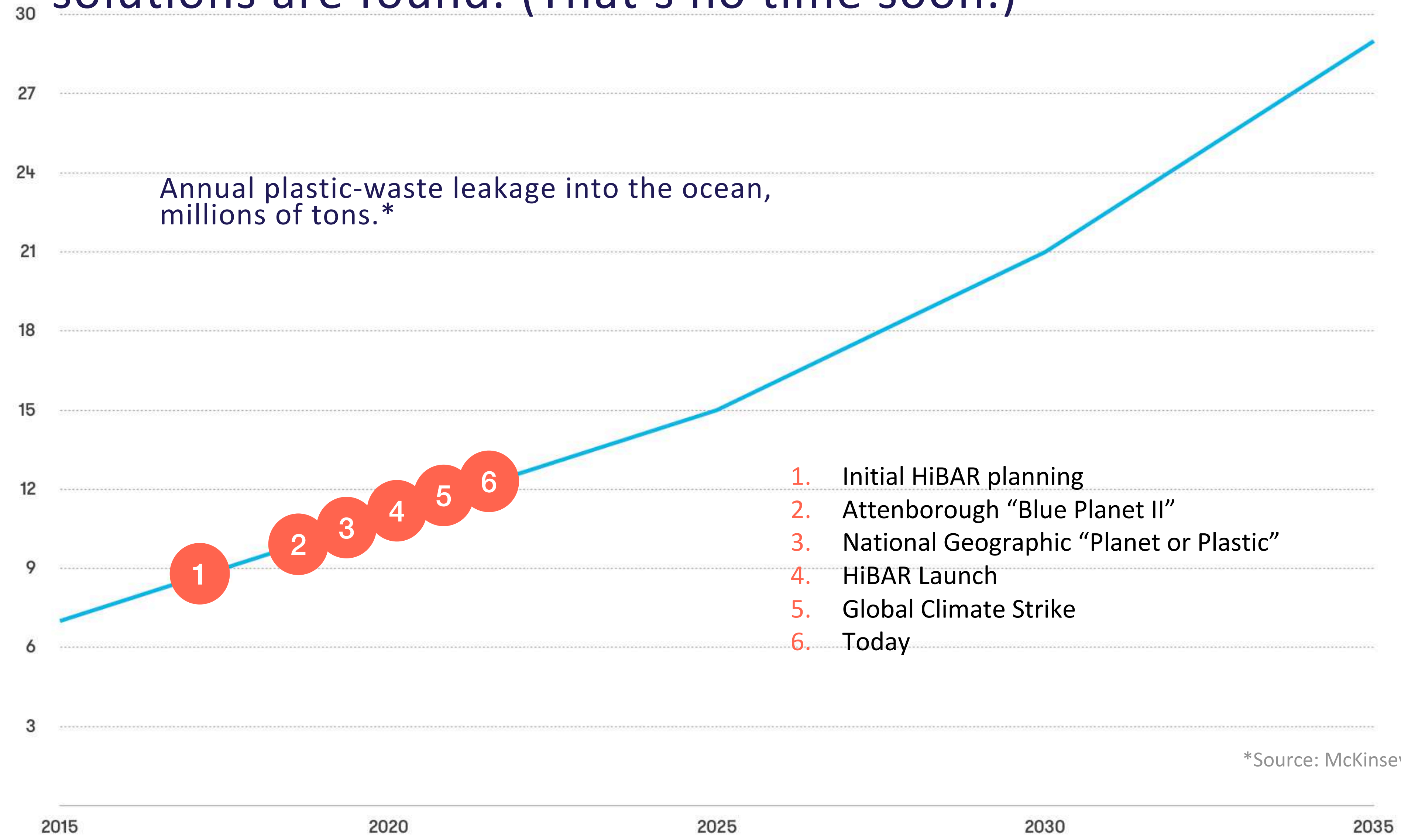
Health

GLITTER  
GUIDE





Interest and action will grow until large-scale solutions are found. (That's no time soon.)



\*Source: McKinsey Consulting





During this thirty five minute presentation,  
532 tons of plastic found its way into the ocean.





Thank you.

“There is nothing wrong with us,  
that cannot be cured by what is right with us.”

dion@persuasionusa.com

