

fatb()y.®



HAIR CARE PRODUCTS
REIMAGINED FOR A
NEW WORLD

HIGH-END SIGNATURE
HAIR PRODUCTS MADE
FOR YOU.

fatboy.



the (story)

CREATED BY LEAD SINGER
OF THE GRAMMY-NOMINATED
BAND, STERIOGRAM.

TYSON KENNEDY DEVELOPED HIS
SIGNATURE RECIPE ON HIS EAST
VILLAGE APARTMENT STOVE. THE
PERFECT PUTTY BECAME THE SEED
FOR THE IDEA THAT EVENTUALLY
BECAME FATBOY.

FATBOY WAS FOUNDED ON A NEED
FOR A STYLING PRODUCT THAT
COULD KEEP UP WITH THE HIGH
ENERGY PACE OF PERFORMING IN AN
INTERNATIONALLY TOURING BAND.

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OAC #1121

PERMIT #120341077-01-SG



fatboy.®

OAC #1121

PERMIT #120341086-01-SG



OAC #1121

PERMIT #120341095-01-SG

**PERFECT PUTTY
SEA SALT POMADE
STYLING CREAM
TOUSLE&GO
SPRAY PUTTY
DEFINING FINISH
STRONG HOLD GEL
CURL CREAM
SMOOTHING B
THICKENING B**

fatboy.®



the (rockstar)

[ABOUT TYSON KENNEDY]

A PROMINENT FIGURE IN THE HAIR INDUSTRY AND A BI-COSTAL AWARD-WINNING STYLIST AND CO-OWNER OF CUTLER SALON. KENNEDY TRAILBLAZED A PATH AND CREATED A LASTING IMPACT IN THE HAIRSTYLING WORLD.

WITH A PASSION FOR CREATING INNOVATIVE HAIR PRODUCTS, KENNEDY HAS BEEN INVOLVED IN THE BEAUTY INDUSTRY FROM A YOUNG AGE.

DESPITE HIS SUCCESS, TYSON KENNEDY REMAINS COMMITTED TO PUSHING BOUNDARIES AND DEVELOPING NEW PRODUCTS. HE CONTINUES TO EXPERIMENT AND CRAFT INNOVATIVE HAIR SOLUTIONS IN HIS BK KITCHEN; CONSTANTLY SEARCHING FOR SPECIAL "SOMETHIN-SOMETHIN" THAT WILL GIVE PEOPLE THE HAIR THEY NEVER KNEW THEY NEEDED.

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foolish®



FROM BROOKLYN
TO THE WORLD.

fatboy.®

FATBOY HAIR: THE
WORLD TOUR

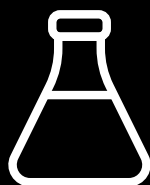
HAIR CARE PRODUCTS THAT KEEP UP WITH YOUR LIFESTYLE.

YOUR HAIR IS YOUR
STYLE. AND TO BE
HONEST, YOU HAVE
BETTER THINGS TO
WORRY ABOUT.

THE ENERGY OF THE
CROWD, THE VOLUME
OF THE SPEAKERS. YOU
NEED PRODUCTS THAT
CAN KEEP UP.

NO NASTIES, FILLERS,
OR SHORTCUTS. HAIR
THAT OUTPERFORMS
AND ENDURES THE
ENCORES.

FATBOY WAS MADE
WITH LOVE TO
ROCK AS HARD AS
YOU DO AND THEN
SOME.



**PARABEN
FREE**



**SULFATE
FREE**



**CRUELTY
FREE**



**COLOR
SAFE**

fatboy.®

the (tour)



investment

fatboy.
rebrand



JUNE
2022

JANUARY
2023

AUGUST
2023

SEPTEMBER
2023

DECEMBER
2023

JANUARY
2024

FEBRUARY
2024

 fatboyhair



 fatboyhair



 fatboyhair



re (launch)



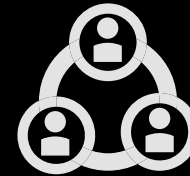
SOCIAL

- UGC AND PRO IMAGE
- PAID SOCIAL
- PRODUCT SPOTLIGHTS
- INFORMATIONAL



COMMUNITY

- COMMUNITY SPOTLIGHT
- USER TUTORIALS
- LOYALTY PROGRAMS
- USER GENERATED CONTENT



NETWORK

- PROFESSIONALS
- MACRO-INFLUENCERS
- NICHE-INFLUENCERS
- CELEBRITIES

@FATBOYHAIR

(perfect putty)

fatboy.®

FLEXIBLE MATTE HOLD

TENUE MATE FLEXIBLE

2.6oz | 75g

fatboy.®
PERFECT PUTTY

2.6oz/75g



fatboy.[®]
SEA SALT
POMADE

2.6oz/75g



fatboy. SPRAY PUTTY

3.5oz/100g



fatboy.®
DEFINING
FINISH

8oz/236ml



fatboy.®
TOUSLE & GO
TEXTURE SPRAY

6oz/177ml



fatboy.[®] STYLING CREAM

3.5oz/100g



fatboy.®
LEAVE-IN
CONDITIONER

8oz/236ml

(repairing hair mask)

fatboy.®

NOURISH + HYDRATE

TENUE MATE FLEXIBLE

8oz | 237ml

fatboy.®
HAIR MASK

8oz/227g



fatboy.® MOISTURIZING SHAMPOO & CONDITIONER

10oz/295ml



fatboy.® VOLUMIZING SHAMPOO & CONDITIONER

10oz/295ml



fatboy.® FOR

**ENFANTS RICHES
DÉPRIMÉS**

SS24

THANK YOU