





WHO IS DAFNI?





WHERE IT ALL BEGAN



In 2012, 24-year-old Sharon Rabi and her father Kobi, a senior electrical engineer, worked together to develop a **new generation of hair straightening products.**

The improvised hot brush straightened Sharon's hair in minutes, helping her manage a too-short haircut by **simply brushing it!**

A black and white photograph of a woman with long dark hair, wearing a white dress, sitting in a chair. A person wearing a black shirt is standing behind her, using a large flat iron to style her hair. The woman has her eyes closed and a relaxed expression. The background is dark and out of focus, showing some furniture like a table and a chair. The overall mood is professional and focused.

WHY DAFNI IS
DIFFERENT FROM
A FLAT IRON?



WHY HAIR STRAIGHTENING BRUSHES?

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Flat irons, which were already patented in 1909, are restricted by their 2D iron plate structure.

The DAFNI patent changed that, creating a 3D structure with **8 times the surface of a hair straightener.**

This styles more hair in each stroke, **saving time, and providing a more natural look.**



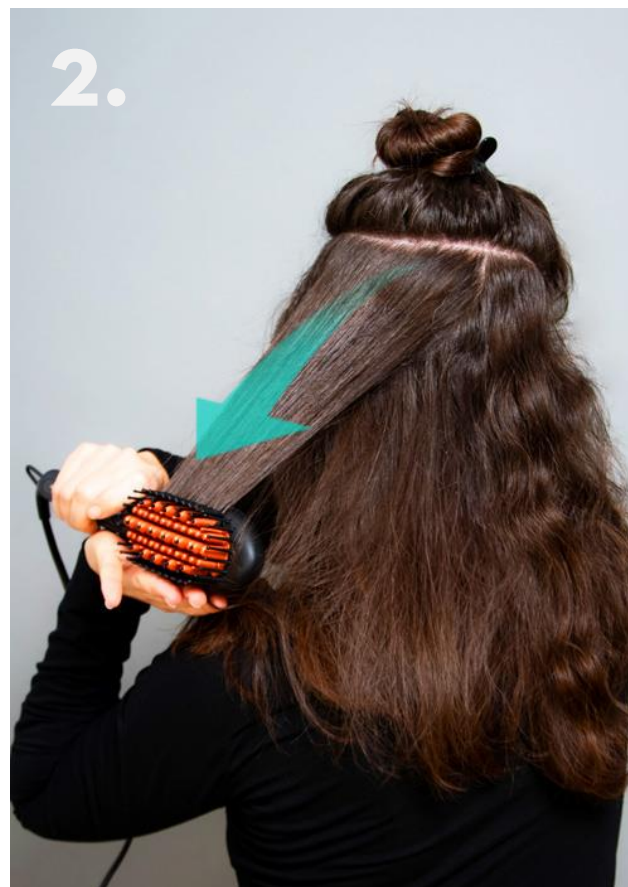
HOW IT WORKS?





SIMPLY START AT THE ROOTS

Patented springy bristles
that avoid burning your scalp
or damaging your hair.



BRUSH SLOWLY IN A PULLING MOTION

Take a large hair section,
place it deep inside the brush,
and brush slowly with tension.



DONE!

It's not magic! It's science.



DAFNI KEY BENEFITS



1. THE ORIGINAL

DAFNI was the first hair straightening brush launched in the world and changed women's routines forever.

Only DAFNI is the Original!





Safer tech

STRONG AND
SHINY HAIR

DAMAGED HAIR
AS A RESULT OF
EXTREME HEAT

2. SAFER FOR THE HAIR

Studies have shown that temperatures over 185°C (like those reached by a flat iron), are sufficient to damage the hair permanently.

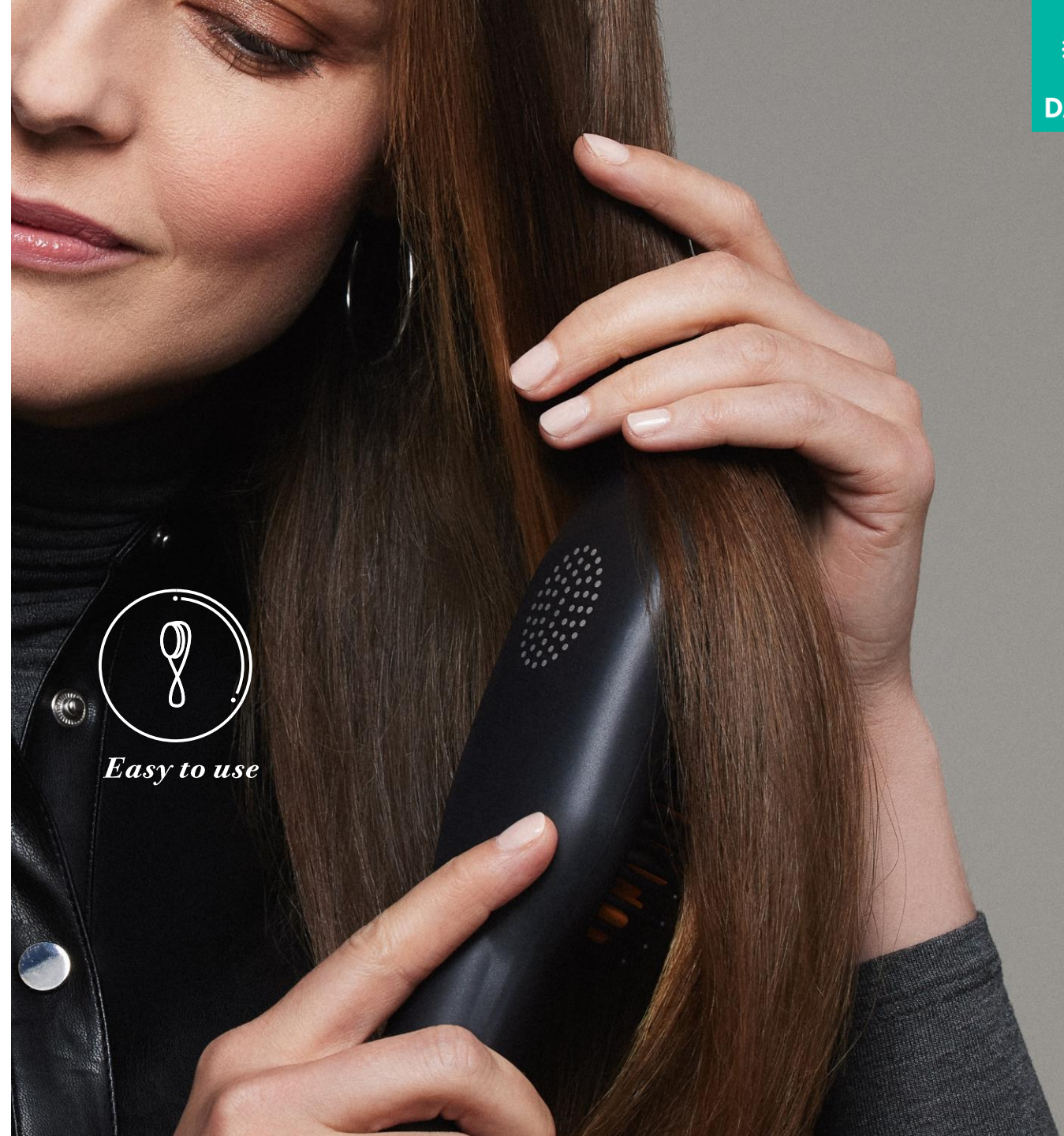
DAFNI has a **unique and patented technology that maintains an optimal 185°C temperature.**

This optimal temperature not only prevents hair damage but also **promotes strength and enhances shine.**

3. EASY TO USE

The 3D patented structure looks and acts like a brush. You can take large and messy sections of hair and **just brush it slowly** to create a polished, frizz-free look.

If you can brush your hair you can DAFNI!



Easy to use



4 • 100% RESULTS

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DAFNI was designed and tested on all hair types.

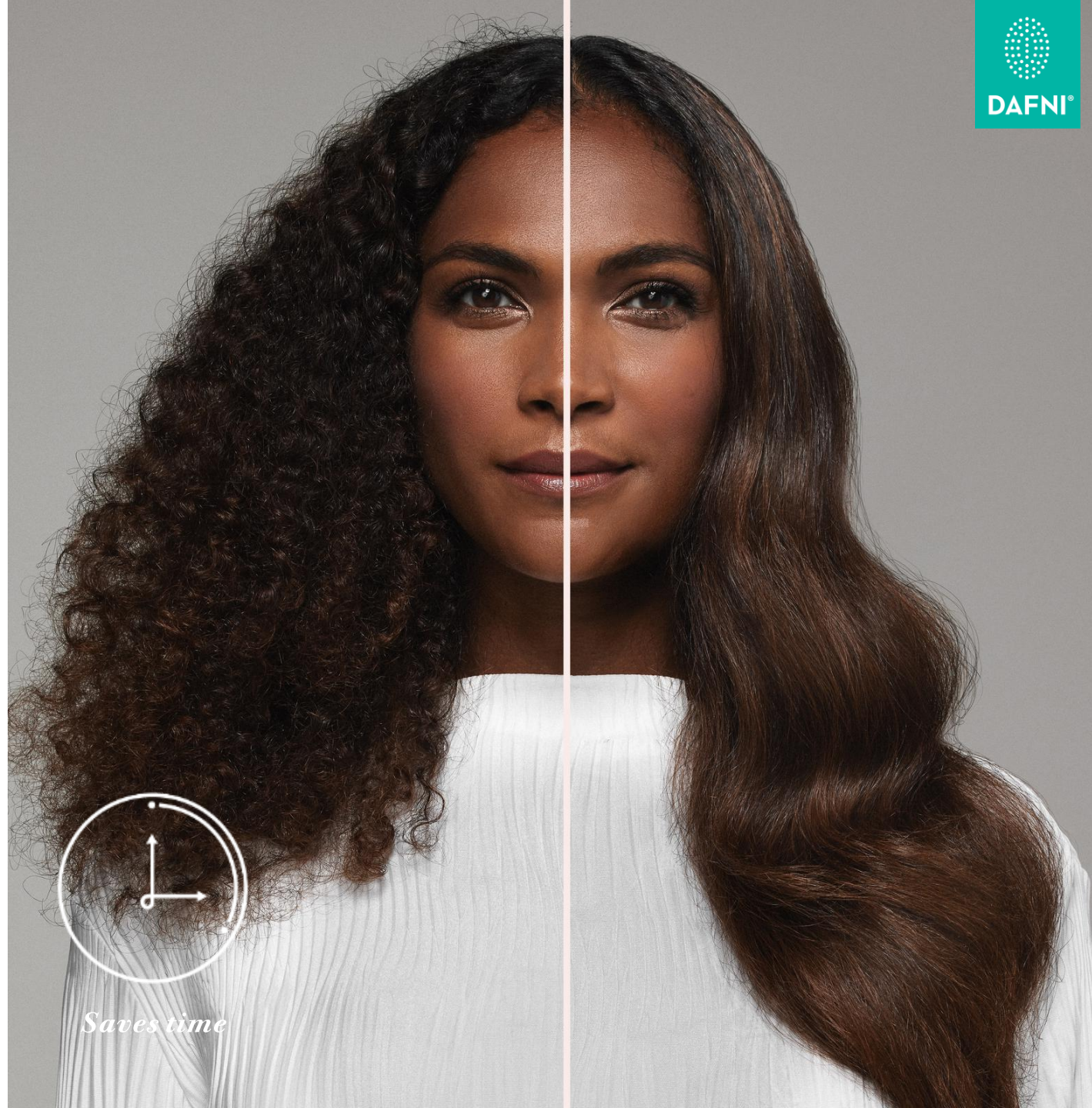
It is perfect for straightening curly hair and giving **more volume** to straight hair from the roots in minutes.



100% results

5. SAVES TIME

Straightening up to **10x faster** than traditional straightening methods, saving hours a week!



Saves time



THE CONSUMER VOICE



OUR REVIEWS

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Skm2_

Evaluation: ★★★★★

Easy to use

Posted: 4/2/2023 10:13

It is **easier to use** than what we used so far. Since the volume of my hair has decreased, I use it to **raise the roots**. I'm happy that it also has a **glossy feel**.

OUR REVIEWS

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Ms. Oteru

Female in her 50s

Evaluation: ★★★★★

I wanted something like this

Posted: 5/30/2023 17:14

My hair was originally thin, lacking tension, lacking volume, and lacking confidence. During use, it became hot in my hand, but if you are careful, there is no problem. **Even if you use it every day, your hair will not be damaged.** It was good to come across a good product.

OUR REVIEWS

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Omochi

Evaluation: ★★★★★

I got lustrous hair!

Posted: 2023/3/29 10:06

Just by running the iron through your hair, you can control the spread of your dry hair and **make it lustrous**. The iron warms up quickly, it's easy to get **smooth hair**, and it **saves time**! The weight of the iron is also light, so I thought it **would be convenient to keep it in my bag when traveling, on rainy days, or on dates!**

OUR REVIEWS

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Ms. Tacco

Female in her 60s

Evaluation: ★★★★★

Say goodbye to flat bangs!

Posted: 4/1/2023 22:33

I have thin bangs, so thanks to Dafni my bangs have become fluffy. I like it because the back hair is easy to put together and it is very easy to use. The dry hair has also calmed down.



OUR INNOVATIVE PRODUCTS

DAFNI *power*TM

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Better Control, Better Results



IMPROVED MATRIX

7x the surface of a hair straightener in a denser 3D matrix that gives shinier, sleeker, and smoother results

A SMART MECHANISM

Auto shut-off after 10 minutes without use or after 60 minutes for your safety

ERGONOMIC HANDLE

Designed for effective grip and less work on your hand

EXTRA CONTROL

Extra layers of peripheral bristles for better control, so you can simply brush your hair while styling it!

FREEDOM TO STYLE

Swivel cord 360° for more flexibility at any angle



BEFORE

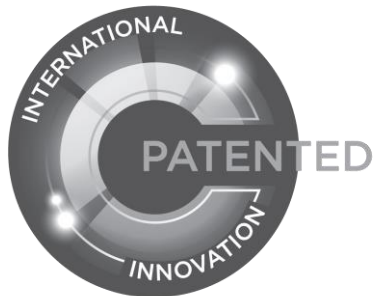


AFTER

DAFNI*nano*

Compact and strong tool to style, straighten and add volume from the roots at home with professional results.





DAFNI *nano*

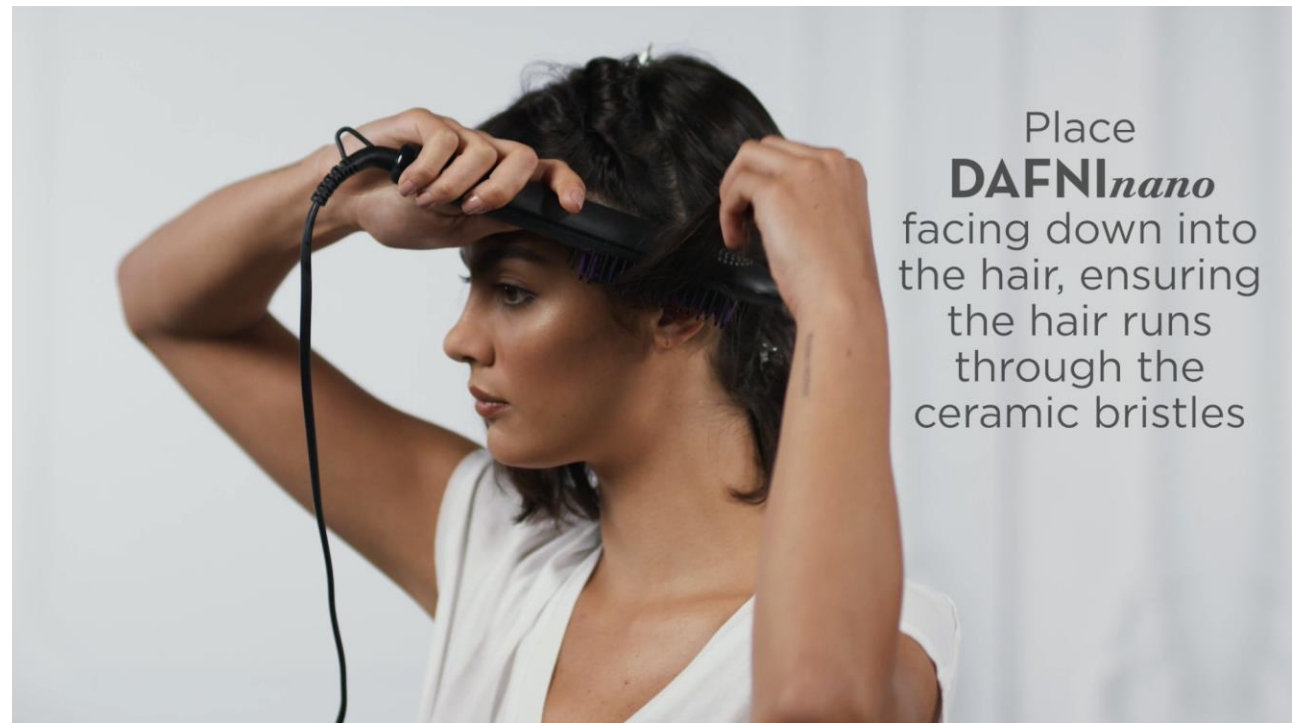
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- Japan's best-seller
- Curls and styles with less heat
- Perfect to add more volume to the hair, also for the back head.
- Designed for men and women



DAFNI*nano*

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Place
DAFNI*nano*
facing down into
the hair, ensuring
the hair runs
through the
ceramic bristles

DAFNI *power*TM

- Optimal temperature 185°C
- For **frizzy/curly hair**
- Great for **straightening and styling**
- Protect the scalp (all black parts remain safe to touch)



DAFNI *nano*

- Optimal temperature 185°C
- For **short/medium thin hair and bangs**
- Great for **adding volume from the roots and smoothing**
- Protect the scalp (all black parts remain safe to touch)



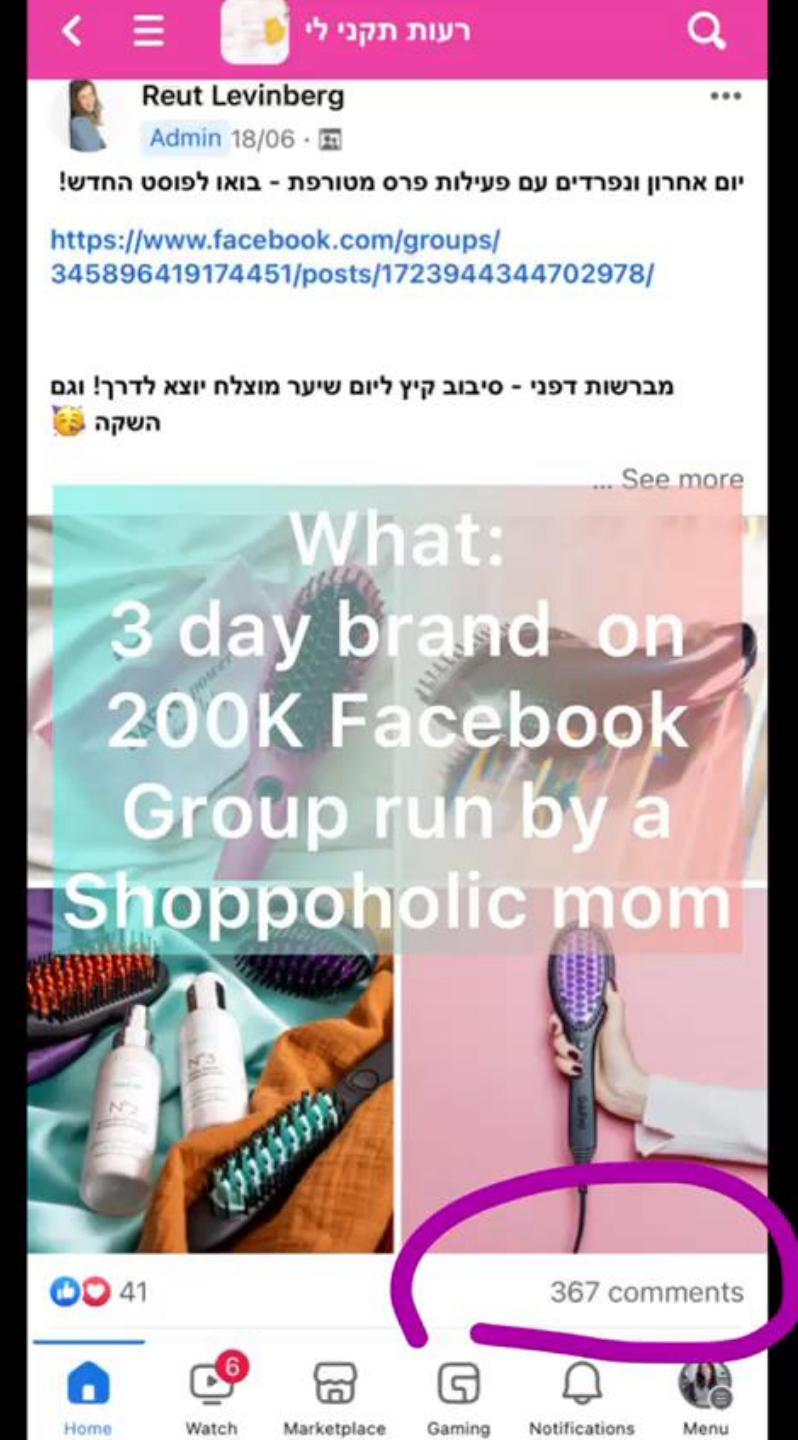
MARKETING APPROACH



FACEBOOK GROUP PROMOTION

- We send videos of hair types and looks
- Interaction with the public (personal attention, open to questions)
- Videos How to / Demonstration
- Before & After in one frame

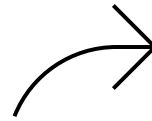
Click to watch
the video



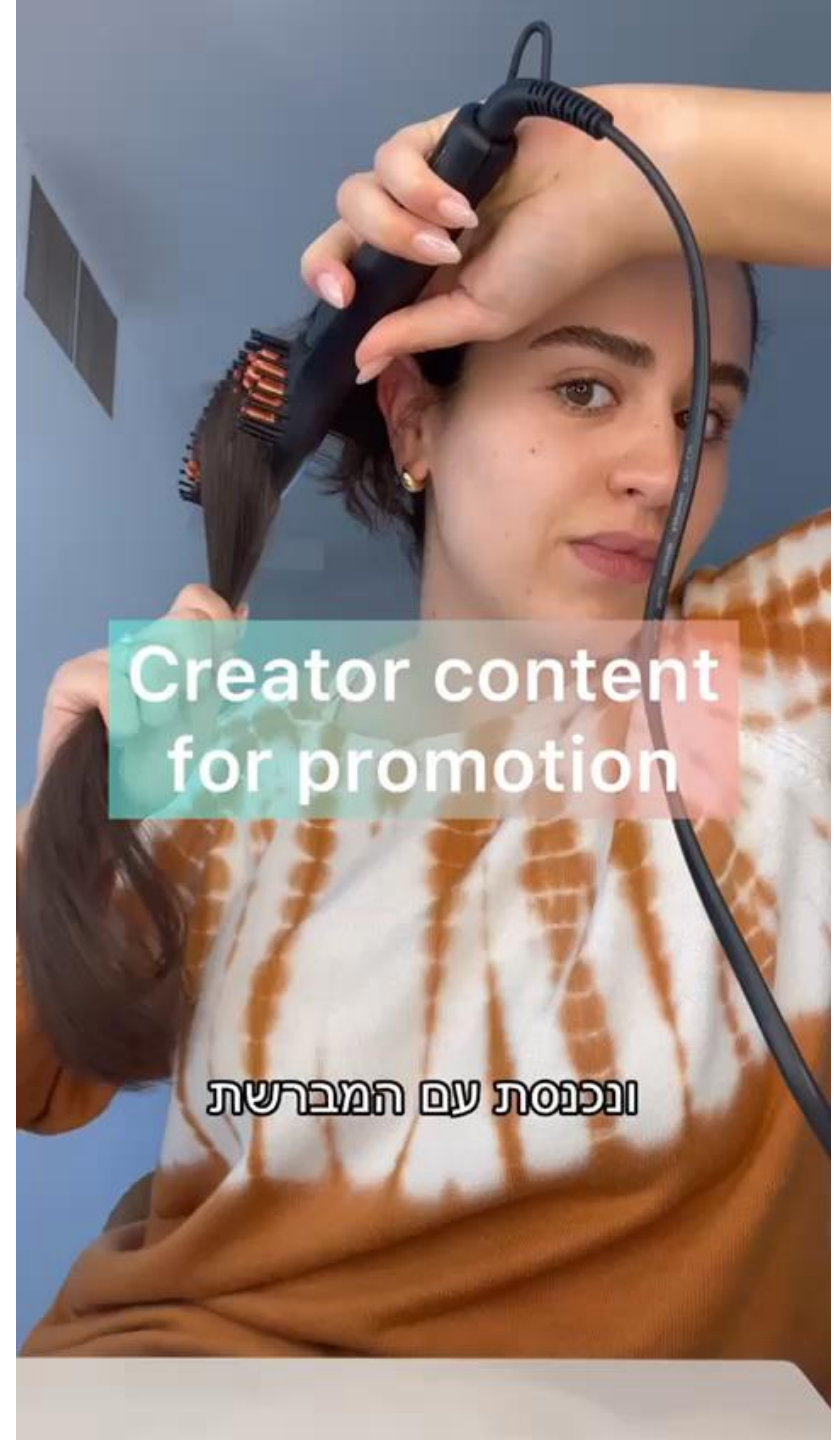
CREATOR CONTENT FOR PROMOTION

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- We worked with KOLs with a small following to create content
- Then we promoted this content on our social media
- We linked it to a unique offer (coupon code for example) to track the results

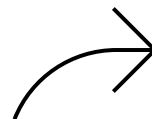


*Click to watch
the video*



WORKING WITH KOLs

- Define a selection of KOLs, not just beauty (can be journalists, make-up editors, foodies, etc.)
- KOL tests the brush and connects with DAFNI
- They do a demo video showing the DAFNI difference (before & after)



Click to watch
the video





DAFNI®

