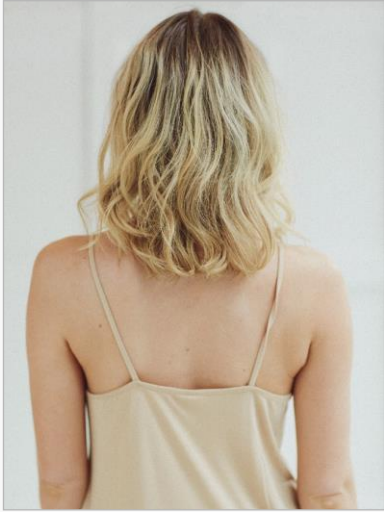




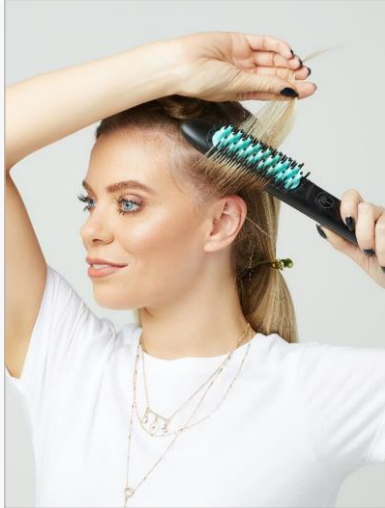
DAFNI[®]
muse
a new way to style



Get the look



texture waves



faux blow



modern bardot



luxu waves



beach waves



anti volume

BEACH WAVES

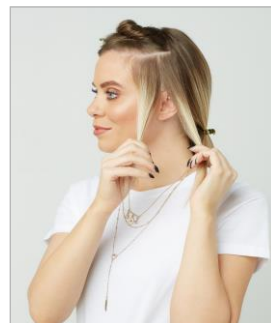
Step by step



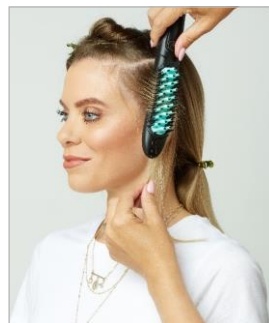
BEFOER



STEP 1



STEP 2



STEP 3



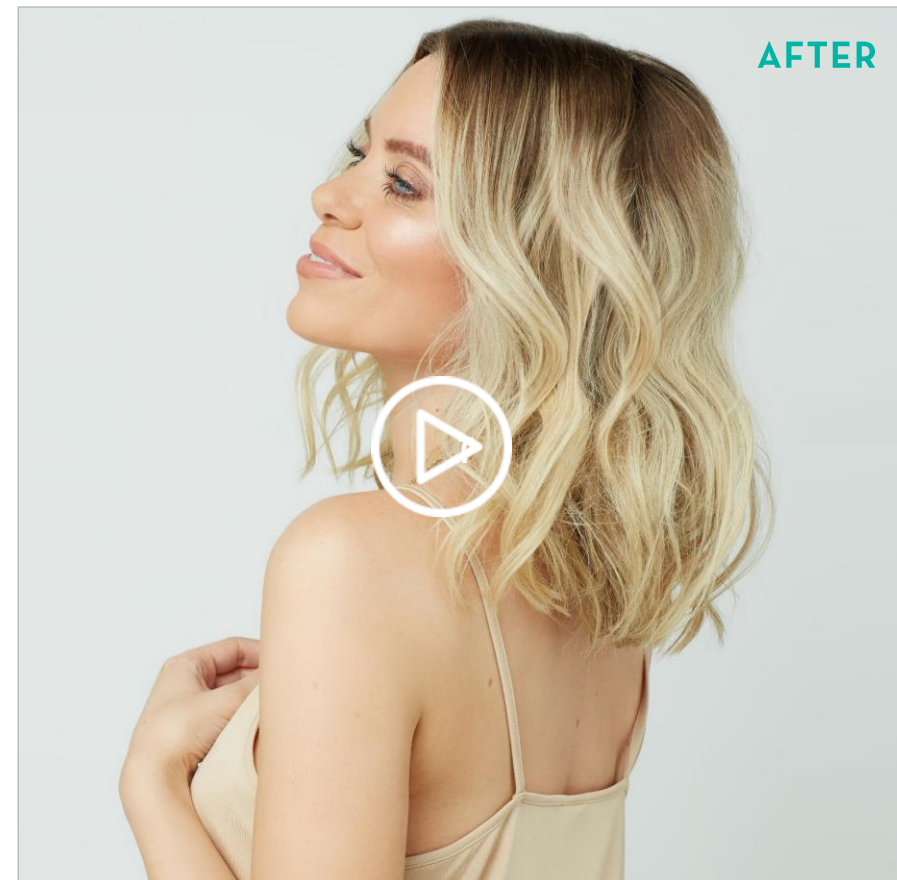
STEP 4



STEP 5



STEP 6



AFTER

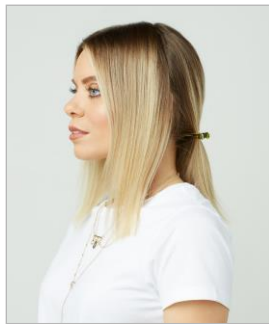


FAUX BLOW

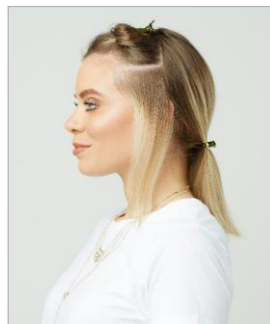
Step by step



BEFOER



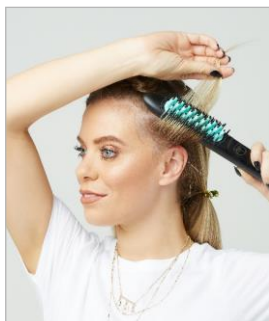
STEP 1



STEP 2



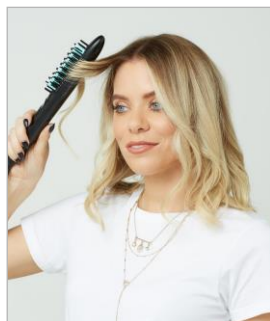
STEP 3



STEP 4



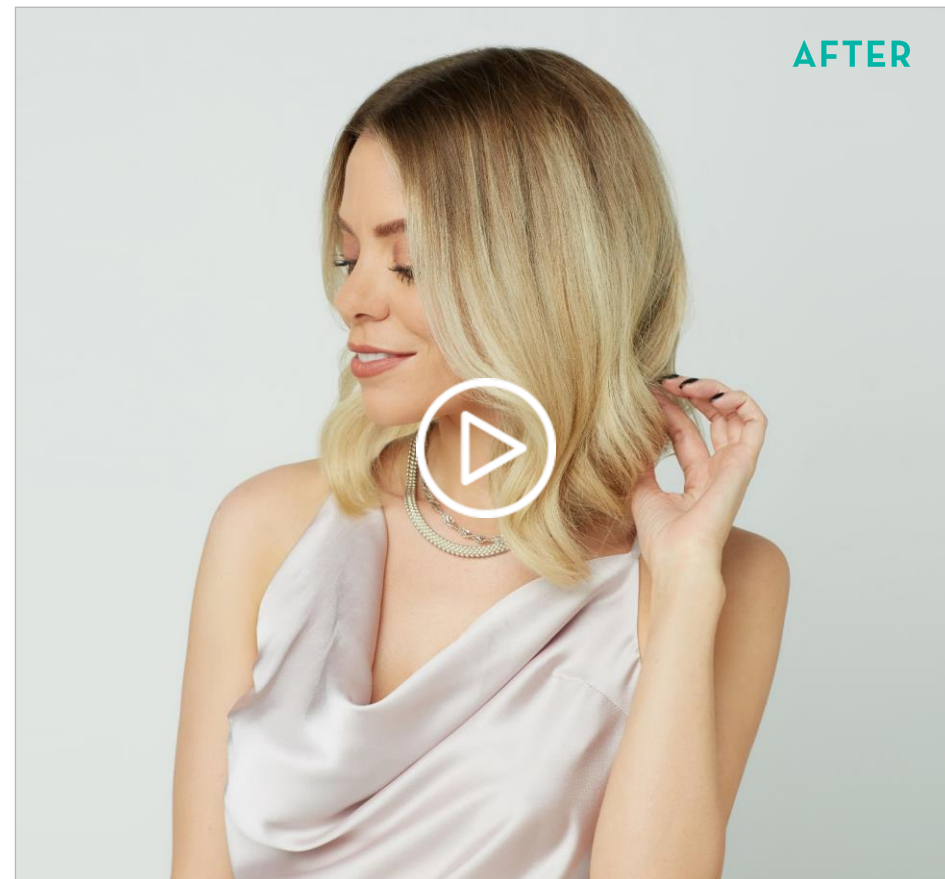
STEP 5



STEP 6



STEP 7



AFTER

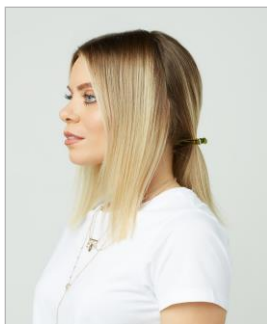


TEXTURE WAVE

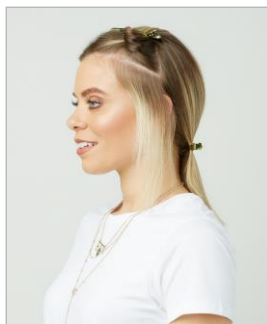
Step by step



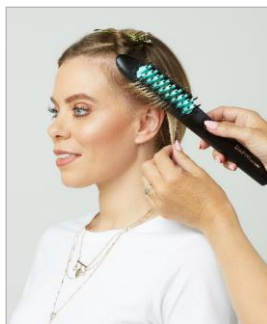
BEFOER



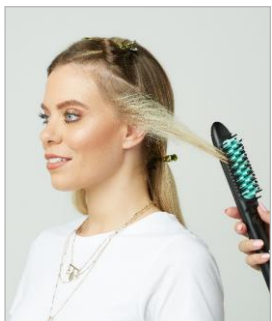
STEP 1



STEP 2



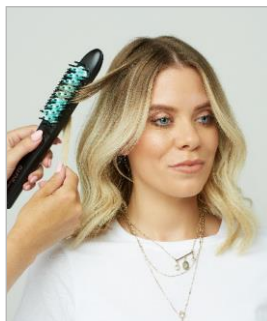
STEP 3



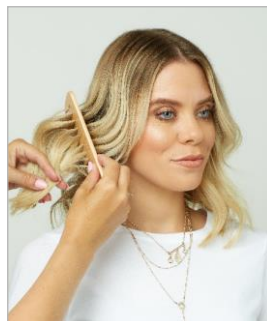
STEP 4



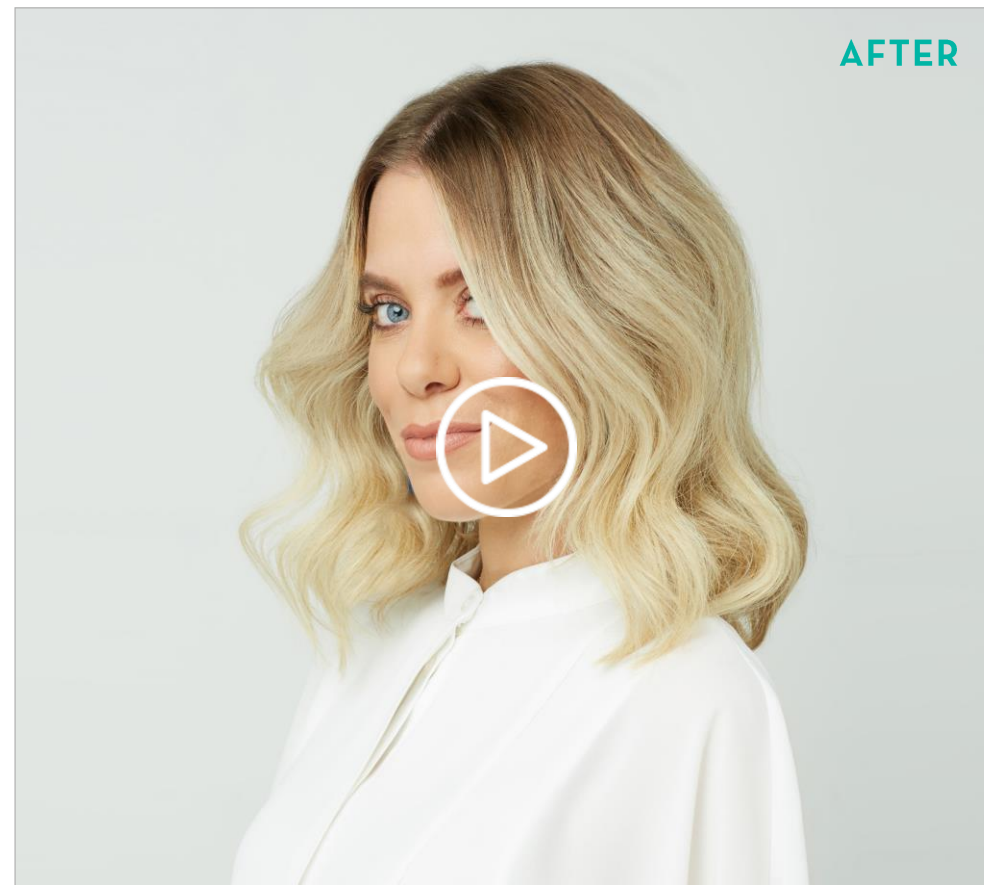
STEP 5



STEP 6



STEP 7



AFTER



ANTI VOLUME

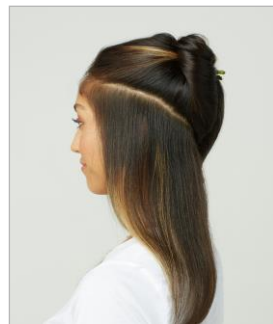
Step by step



before



STEP 1



STEP 2



STEP 3



STEP 4



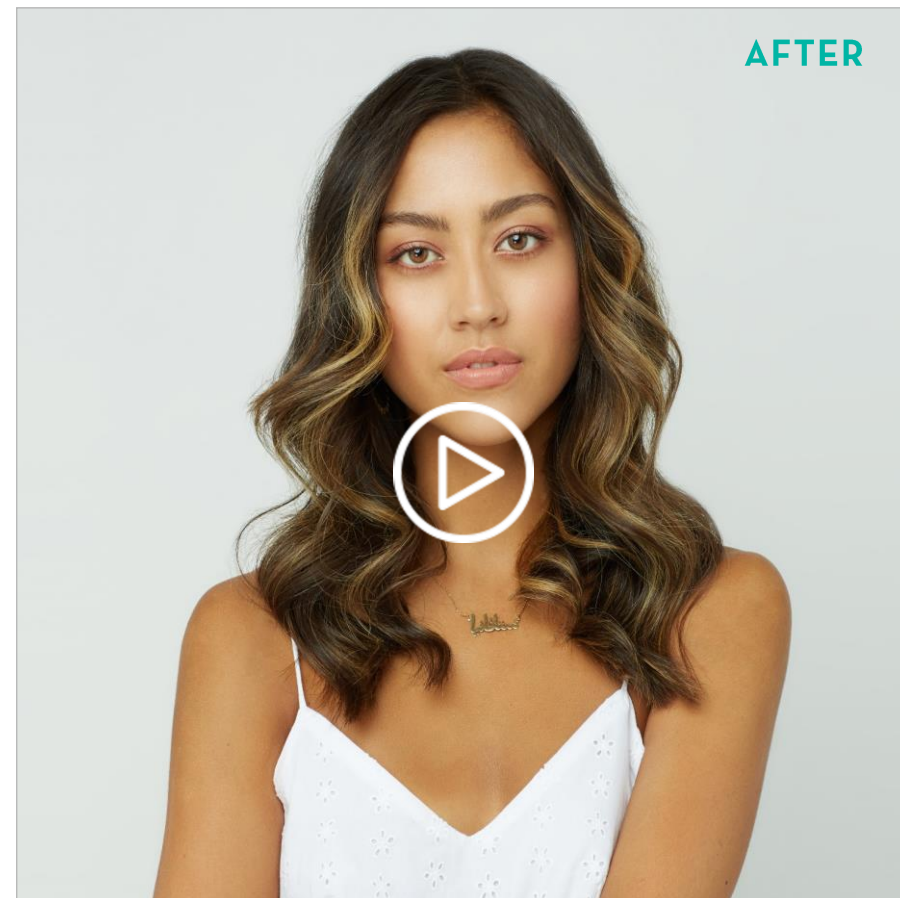
STEP 5



STEP 5a



STEP 6



AFTER



LUXE WAVES

Step by step



BEFORE



STEP 1



STEP 2



STEP 3



STEP 4



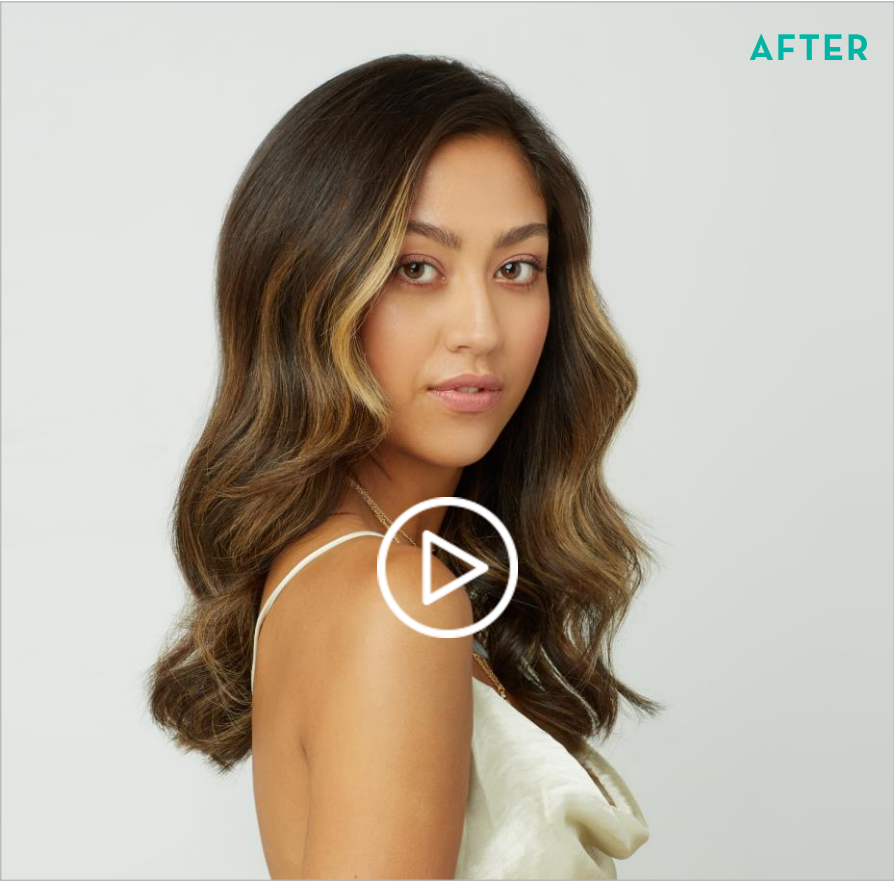
STEP 5



STEP 6



STEP 7



AFTER



MODERN BARDOT

Step by step



BEFORE



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5



STEP 6



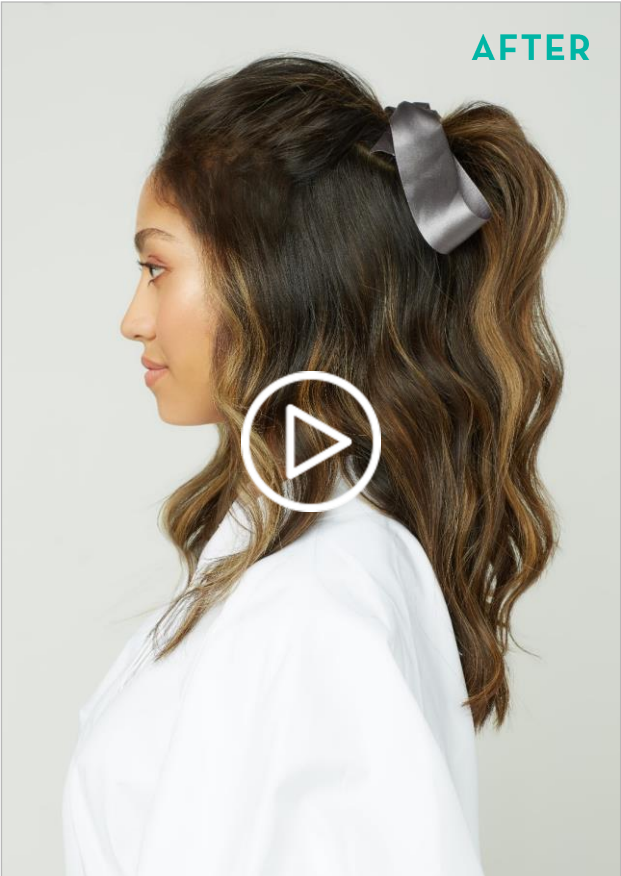
STEP 7



STEP 8



STEP 9



AFTER





Technology & Features

Nothing less than a tool of art

Additional heat isolation at the back part of the brush, thanks to the **BACK CASING**

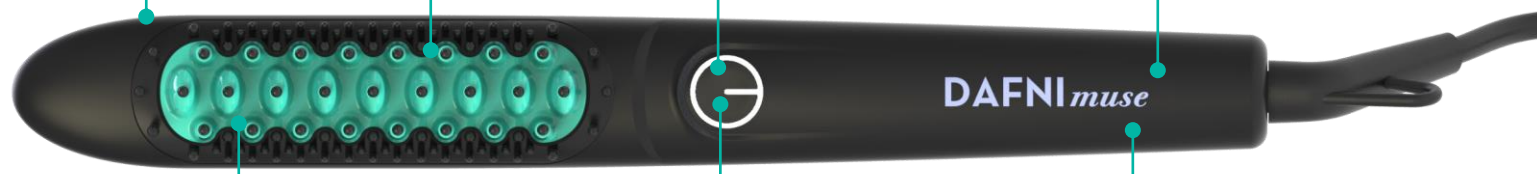
SAFETY TIPS

Heat resistant, scalp protecting safety tips designed for a comfortable treatment

ON | OFF

Long press to switch off, to resist unintentional pressure

The handle is in the shape of a **CIRCULAR TRIANGLE**, for excellent grip with more contact area, that makes swiveling the brush easy and comfortable



NEO MINT

soothing and calming | gender-neutral | an interpretation of the DAFNI turquoise

Gentle and gradual **FLICKERING WHITE LIGHT** when product is heating up, one flicker when plugged, alarming flickers at malfunction

MATERIALS

Heat resistant materials used by the US Army + NASA

DAFNI muse



Technology & Features



A SENSOR-BASED MECHANISM

shuts off the device after 10 minutes without use or after 60 minutes, so that both stylists and consumers get the time they need to style while staying safe

UPPER TIP

The **upper tip extension** allows the user to comfortably grip the brush to swivel it with two hands

SWIVEL CORD

enables styling in every position and angle

NARROW STRUCTURE

An ultra **narrow structure** makes the brush perfect for reaching "baby hairs", styling short hair and wrapping the hair around it



DAFNI muse

PACKAGING & THERMAL COVER

PACKAGING

The packaging is made of 3 parts: an inner box, a cover and an insert.

All parts contain graphic design which combines product visualization and summarized useful information including optional result visual.

The insert is both gripping the brush and contains the cable



THERMAL COVER

This thermal cover maintains a perfectly safe user environment, and makes **DAFNI muse** a portable tool you can travel with right after use



NEW PACKAGING EXPLAINED

Main benefits

- Environment Friendly
- Highlighting Product Function and Benefits
- Brand Shelf Distinction
- Robust and Sturdy



STRUCTURE

Box Cover

Laminated cardboard



Inner Box

Laminated cardboard



Insert

Restraining the Brush + Cable Compartment

CURL WITH CONFIDENCE

Goodbye burning barrels that make you over think every finger movement.

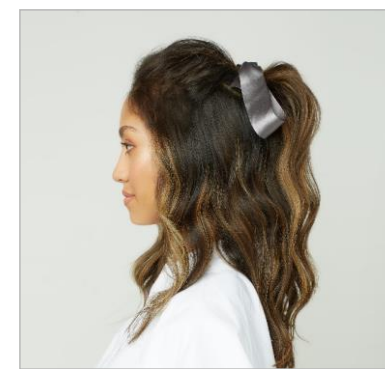
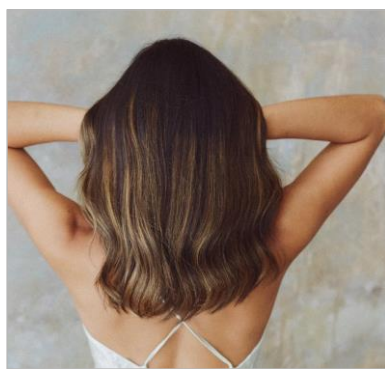
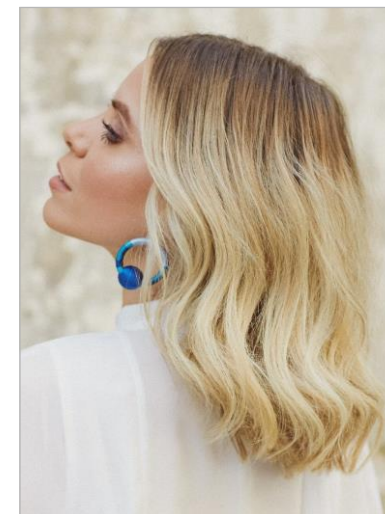
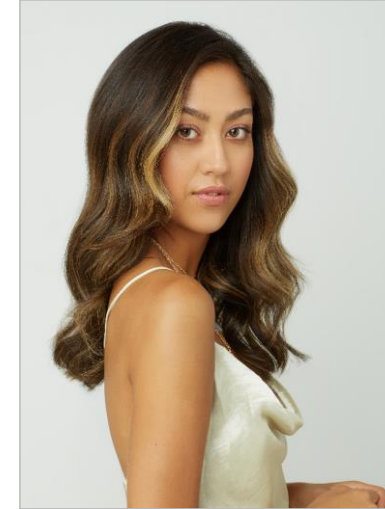
Hello DAFNI muse !



ENDLESS STYLES

From wavy to curly, with or without volume, and everything in between.

DAFNI muse applies the DAFNI technology to a tool that offers a wide range of looks.



a new way to curl

HEALTHIER FOR YOUR HAIR

Optimal temperature, minimal heat exposure.

An optimal 185°C(365°F) for all hair types

The hair is always on the move while in the ceramic surface.



SHORT HAIR

Making the DAFNI magic accessible for shorter hair.

DAFNI muse has an **especially thin ceramic surface**, that can reach every bit of hair- whether those are “baby hairs” that need special care, women with shorter hair or men





DAFNI®

**Thank
You!**