



## **DAX Hair Care Launches Braid Gel**

Newest Product Addition Since 2020

FAIRFIELD, NJ (August 20, 2024) [Imperial DAX Co., Inc.](#) makers of classic DAX hair and skin products, proudly made in the USA since 1954, announces the immediate launch of its newest product, **DAX Braid Gel**. In addition to DAX Bergamot Pomade - their #1-seller worldwide - the introduction of this braid gel makes this DAX's thirtieth (30<sup>th</sup>) product available for global distribution and retail.

Unlike many products currently on the market, DAX's Braid Gel is **fragrance-free, flake-free, and cruelty-free**. Three key, beneficial ingredients that also set DAX's braid gel apart include: tea tree oil, which keeps your hair healthy and moisturized helping it to grow at a normal rate to prevent it from falling out; and propylene glycol, which helps the skin and hair absorb and retain moisture. This is an ingredient that has been known to soften hair and make it easy to comb through. The third is glycerin, a highly effective natural humectant that adds moisture to the hair, improves softness, manageability, and overall hair health.

"We're not the first to hit the market with a Braid Gel and we certainly won't be the last," says **President, David Joy**, a 42-year veteran of Imperial DAX Co., Inc. "But, at DAX we proudly do hair products right and if that means taking our time to source the best ingredients, so be it. Excellence shouldn't be rushed. We've been thriving in this business for seventy (70) years for a reason, not just a season, and that's because we sell high-quality products that are effective, affordable and shelf stable."

DAX Braid Gel is being sold in two (2) sizes on the company website [www.daxhaircare.com](http://www.daxhaircare.com). The 7.5-ounce jar retails for \$10.88, and the travel-friendly, 4-ounce jar retails for \$9.38. It's also available for worldwide distribution immediately. For press samples, kindly email the media contact below. For distribution inquiries and pricing, kindly email Lauren Zawisha at [lzawisha@imperialdax.com](mailto:lzawisha@imperialdax.com) or David Joy at [djoy@imperialdax.com](mailto:djoy@imperialdax.com).

**About Imperial DAX Co., Inc.**

DAX Hair Care is an international hair and skin care brand that manufactures, markets, and distributes a wide variety of products including pomades, waxes, gels, oils, styling treatments and skin and scalp conditioners. To date, DAX is still proudly made in the USA and operates out of its 45,000 sq ft. headquarters in Fairfield, NJ. DAX products are marketed and distributed online at [www.daxhaircare.com](http://www.daxhaircare.com) and through more than 10,000 drug, beauty and mass-merchant retail stores in the United States and in over 73 countries worldwide. Social handle @daxhaircare on Instagram, Facebook and TikTok.

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**Media Contact for Imperial DAX Co., Inc.:**

Kathleen Berzon  
Berzon PR & Communications  
[kberzon@imperialdax.com](mailto:kberzon@imperialdax.com)  
[kathleenberzon@gmail.com](mailto:kathleenberzon@gmail.com)