

OUR STORY. OUR LOOK. OUR VOICE.

A simpler way to color.

SIMPLER began with men’s hair and beard coloring. Today, we offer products for men, for women, and for both.



Get to know SIMPLER.

01 Who we are

Mission, founder story, and character

02 How we look

People, photography, logo, color, and type

03 How we speak

Product names, voice, and claims

04 How we show up

Website, advertising, and packaging



OUR MISSION

Make at-home
hair color easier
to understand
and use.

Clear coverage choices. Practical tools. Help at every step.



SNEHAL PATEL / FOUNDER

It started in his own bathroom.

Snehal started getting grays in his twenties. He wanted to color his hair and beard without a complicated routine.

He tried products, spoke with hair-color chemists around the world, and worked with experienced formulators.

That personal need became SIMPLER, now a range for men and women.

[Read the founder story](#)

Clear.

Make the next step easy to understand.

Capable.

Show the product accurately.
Explain what matters.

Human.

Respect the person and their choice to color.

Real people. Product in use.



Keep the label readable and the grip natural. Use an uncluttered setting.



A clear view of the application. Natural skin texture. Accurate tools and safety steps.

Men’s Full Coverage



Cool gray backgrounds, stone surfaces, and clear product details.

Women’s Full Coverage



Soft light, warm neutrals, hands, and simple surfaces.

Let the product do the talking.



PARTIAL COVERAGE



SHAMPOO & CONDITIONER



SIMPLER TOUCH

Partial Coverage: warm stone. Shampoo & Conditioner: white backgrounds, water, and soap. SIMPLER Touch: black backgrounds and precise highlights.

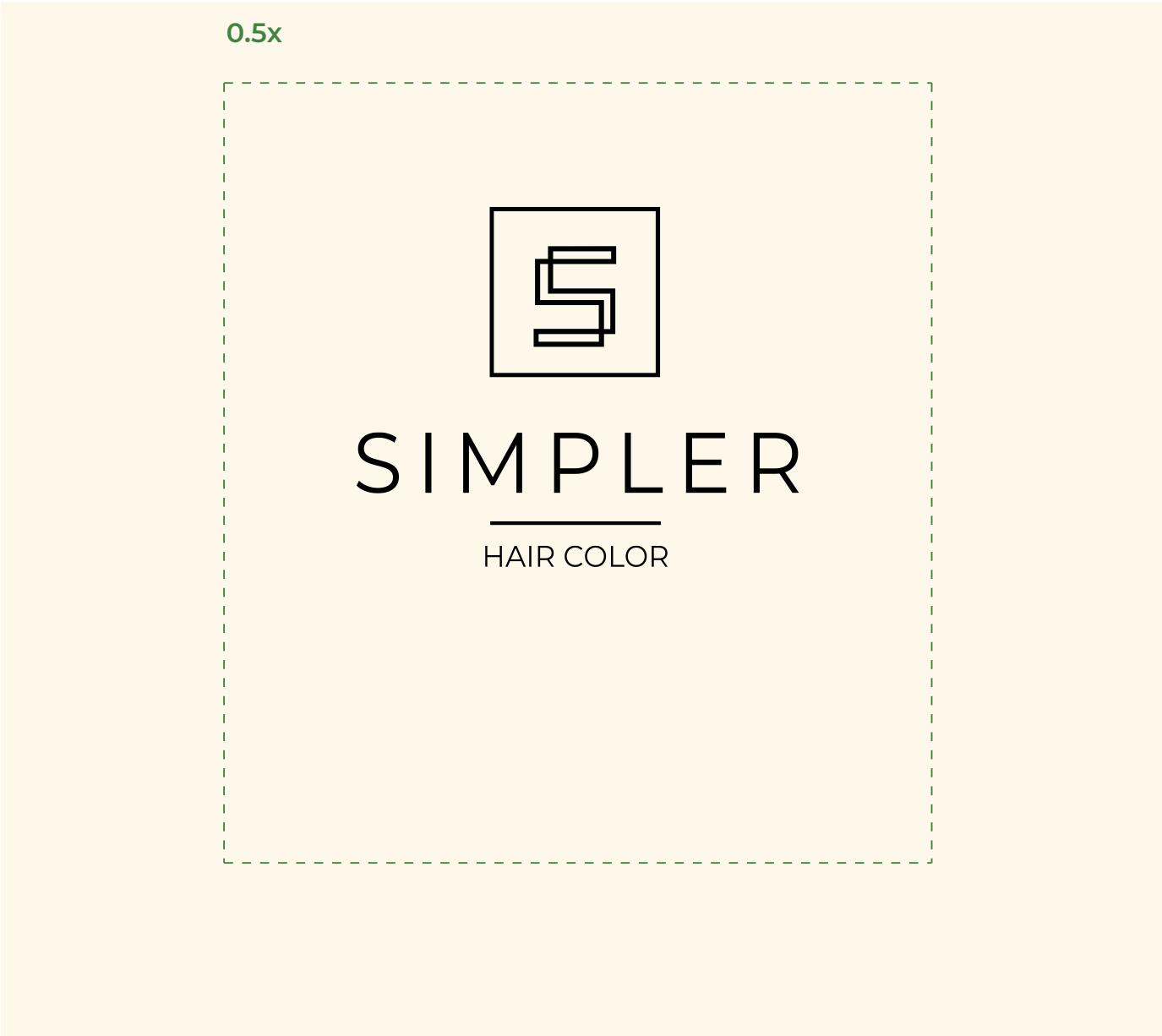
This is our signature.



Use the complete master artwork. Keep the emblem, wordmark, divider, and descriptor together.

[DOWNLOAD VECTOR LOGOS + MONTSERRAT](#)

Give it room.



x = the width of the square emblem. Leave at least 0.5x around the full visible logo.

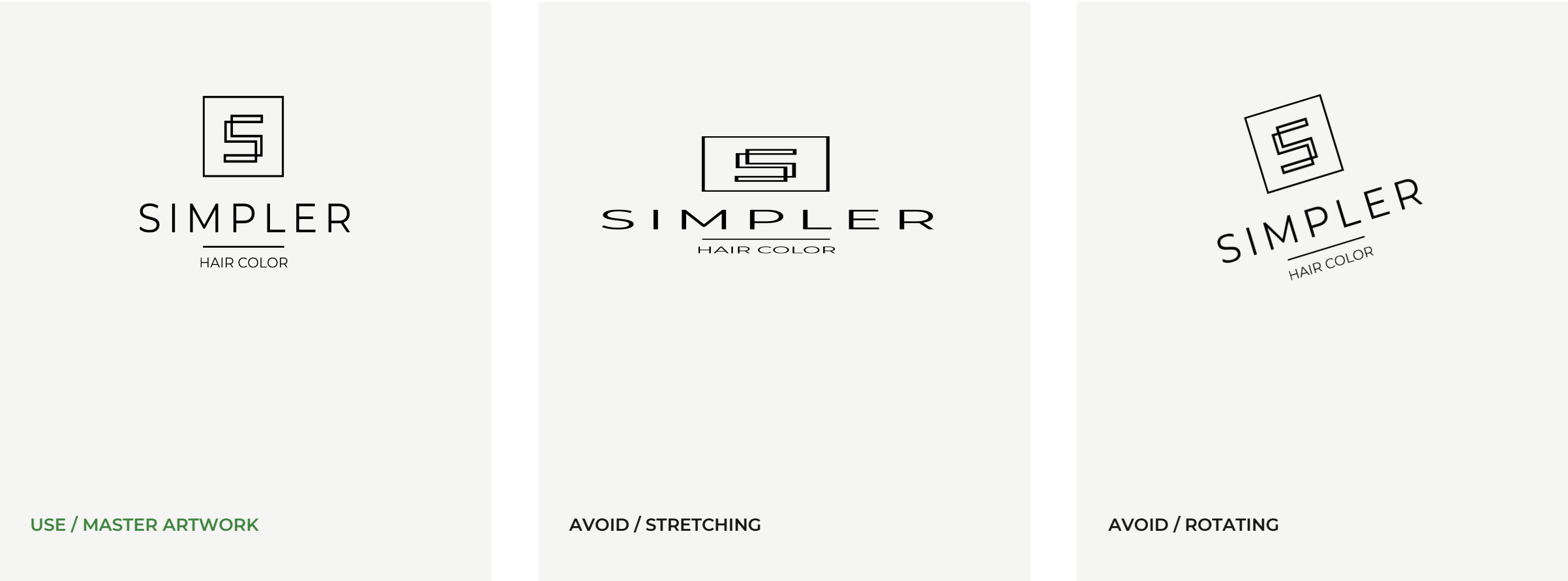
FULL LOGO

120 px / 30 mm

SUPPORTING ICON

24 px / 6 mm

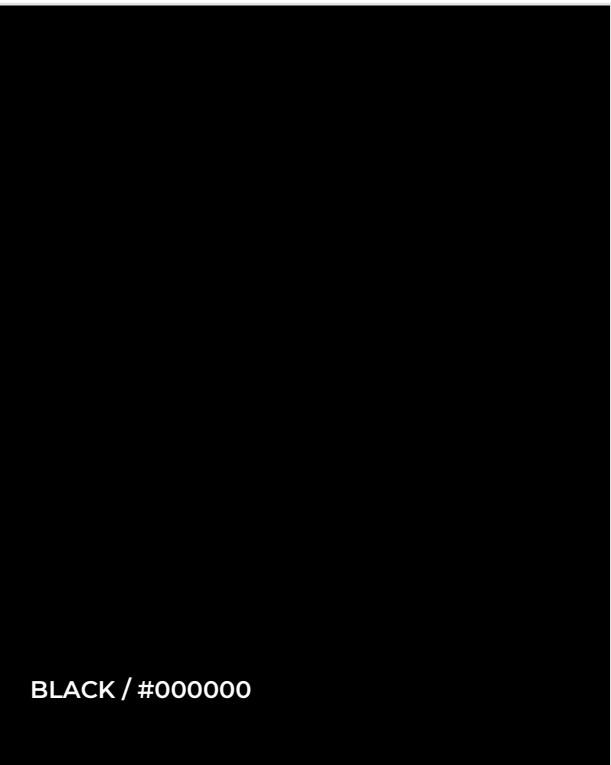
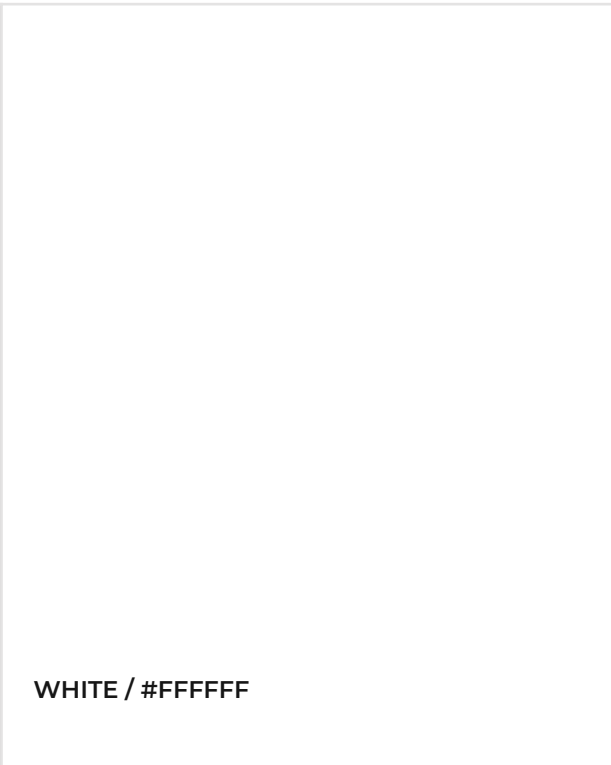
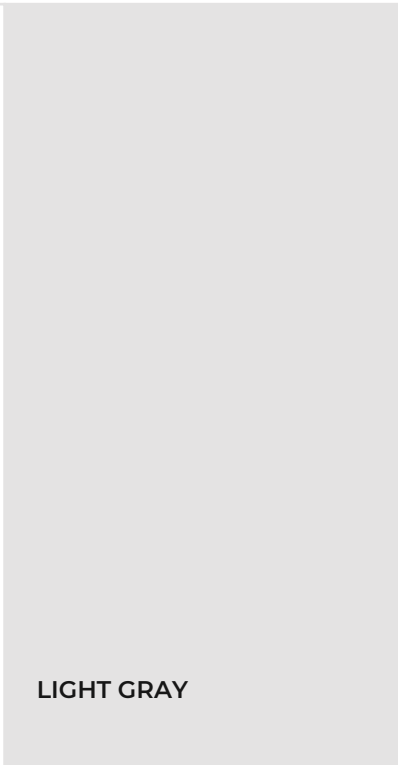
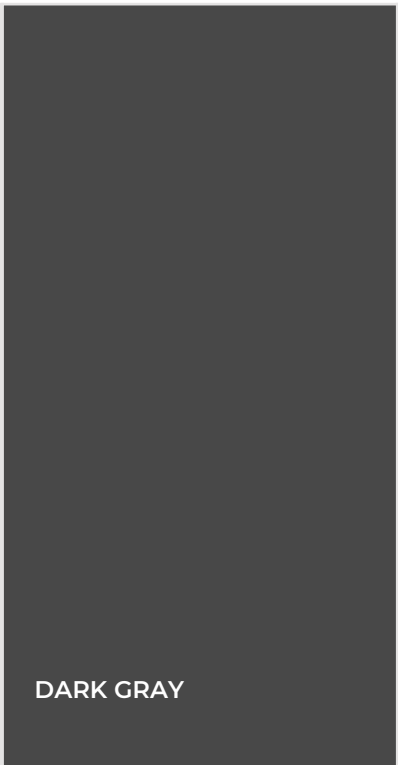
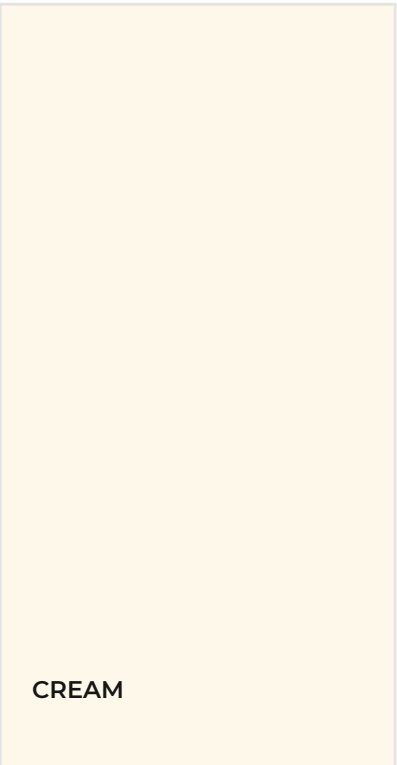
Keep the mark intact.



No redrawing, new colors, shadows, extra borders, or rearranged parts. Keep photography and copy outside the clear space.

The icon supports the full identity when the brand name is already visible nearby.

Neutrals set the tone.

 BLACK / #000000	 WHITE / #FFFFFF	 LIGHT GRAY #E4E3E3	 DARK GRAY #484848	 CREAM #FDF8EA
 #3F8440	 #CCEEC4	 #FF9525	 #D44509	

Green: purchase actions. Dark orange: path selection. Keep the overall composition neutral.

HEX values are for screens. Match print colors with physical swatches on the intended substrate.

MONTSERRAT

Simple words. Strong hierarchy.

Regular for reading. SemiBold for headlines.
Bold for short emphasis and actions.

Aa

Regular / 400

Aa

SemiBold / 600

Aa

Bold / 700

Coverage. Temporary dye. Color extender.



Full Coverage

Full Coverage

Partial Coverage

Temporary Dye

Color Extender

Men’s Full
Coverage

Women’s Full
Coverage

Partial Coverage

SIMPLER Touch

Shampoo &
Conditioner

For men

For women

Primarily for men

For men and women

For men and women

Brush options

Men: Stubble brush and Precision brush.

Women: Two-sided comb and Precision brush.



Stubble brush

Men. Shorter bristles than the standard brush.



Two-sided comb

Women.



Precision brush

Men and women. Show it separately when sold as an add-on.

Product naming.

INTERNAL RECORD

CUSTOMER-FACING NAME

Full Coverage / men / kit

Men's Full Coverage - Color Box

Full Coverage / women / kit

Women's Full Coverage - Color Box

Partial Coverage / men / kit

Partial Coverage

Temporary Dye / wand

SIMPLER Touch

Color Extender / shampoo

Shampoo

Color Extender / conditioner

Conditioner

Color Extender / bundle

Shampoo & Conditioner

Voice in practice.

WRITING EXAMPLES / NOT CUSTOMER QUOTATIONS

HEADLINE

Choose your coverage.

PRODUCT DESCRIPTION

Partial Coverage is primarily for men who want a blended look.

CUSTOMER GUIDANCE RULE

Name the product and explain the step the customer needs. Keep safety instructions with application guidance.

Clear words. Specific promises.

USE THE QUALIFIED WORDING

Less mess. No pre-mixing.

DO NOT MAKE IT ABSOLUTE

No mess. No mixing.

Natural-looking results.

All-natural formula.

Gentler†

Gentle. Reaction-free.

Keep required qualifiers and disclaimers attached to the claim. Confirm the exact product and channel.

Examples from Claim Playbook 3.0. See the following Claims section for requirements.

Claim Playbook 3.0

Leadership-approved playbook. Product-specific conditions still apply.

[OPEN THE COMPLETE PLAYBOOK](#)

Safer† / gentler†

Keep the claim relative, place † immediately after it, and include the required disclaimer. Do not promise universal safety or no reaction.

†We use TDS, shown in a study to be less likely to cause a reaction for those allergic to PPD. Some people can be allergic to TDS. Please follow all safety instructions.

Short disclaimer reproduced from 3.0 and its approved-baseline appendix. Confirm the required treatment for the product and channel.

Three claim statuses.

USE WITH CONDITIONS

Keep † beside the claim and the full disclaimer nearby. Confirm the exact product before reuse.

DO NOT USE

No universal safety promises, invented testimonials, or unsupported comparisons.

PENDING WORDING

Items marked pending in the playbook still require approval.

Stop before these become claims.

“#1,” “best,” “highest rated,” or “most trusted” without current substantiation and approval.

“Mess-free,” “stain-free,” “drip-free,” “damage-free,” or a universal safety promise.

Claims that competitors are toxic, harmful, dangerous, or cancer-causing.

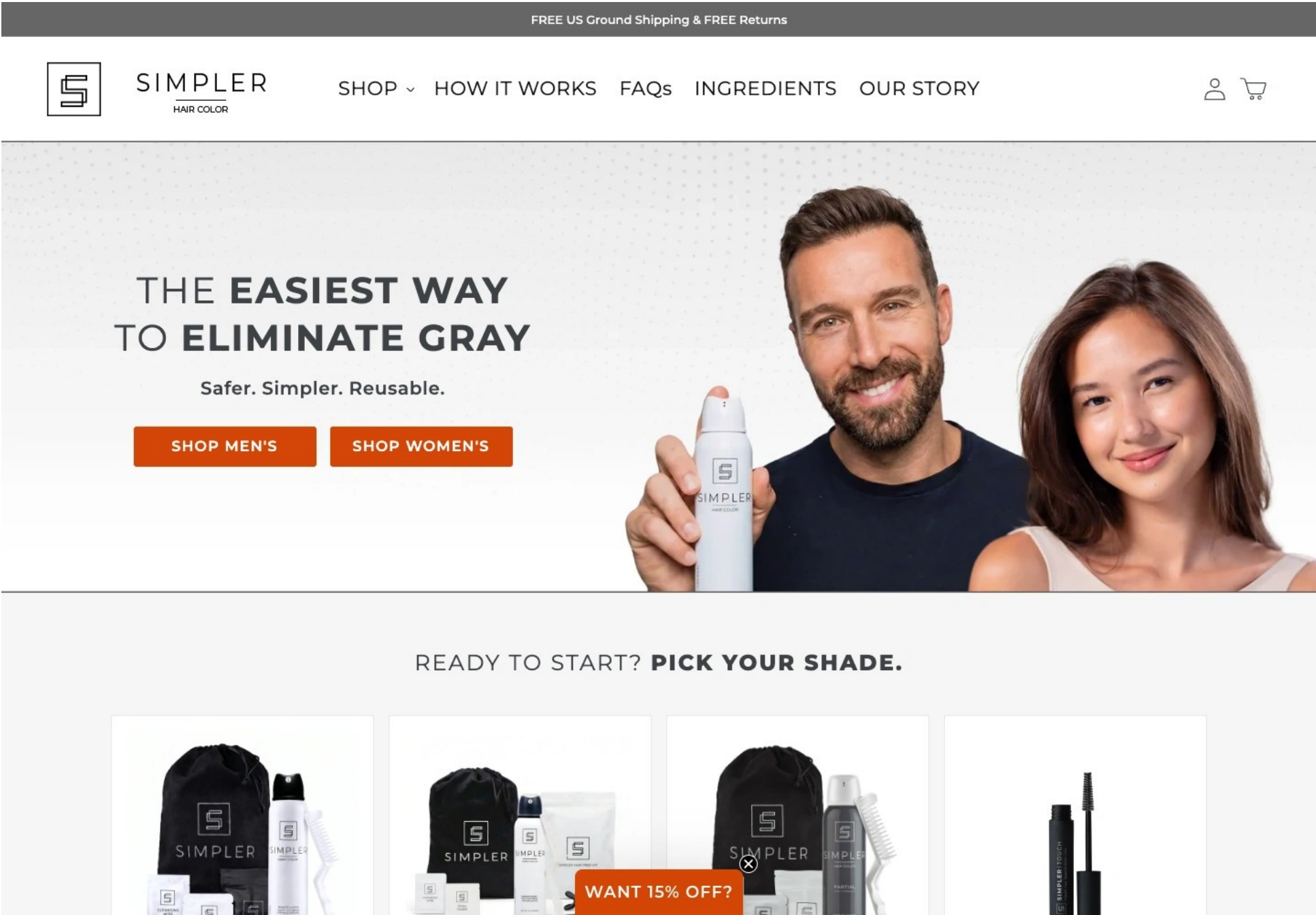
Fabricated negative scenes using recognizable competitor packaging.

AI-generated customer experiences, testimonials, reactions, or product results presented as real.

Check the whole asset.

Review voiceover, on-screen copy, captions, thumbnail, end card, and landing page. Confirm the exact SKU, supporting evidence, qualifiers, and final approval. Recheck old ads before reactivation.

Start with a clear choice.



The homepage shows men and women, with separate paths for each.

Put details beside the decision.

FREE US Ground Shipping & FREE Returns

SIMPLER
HAIR COLOR

SHOP ▾ HOW IT WORKS FAQs INGREDIENTS OUR STORY





MEN'S FULL COVERAGE -
COLOR BOX

4.7 ★★★★★
14628 reviews

Full coverage for hair and beard that looks natural. **No mixing, no mess. No PPD, ammonia, or parabens.**

CHOOSE COLOR:

Natural Black

Brown Black

Dark Brown

Medium Brown

Light Brown

Blond

Ginger

Looking for Partial Coverage?

CHOOSE FREQUENCY:

One Time Purchase

Subscribe & Save 22%

CHOOSE QUANTITY:

SAVE 10%

1 Box
\$49.95 ~~\$55.50~~

SAVE 20%

2 Boxes
\$89.92 ~~\$111.00~~

SAVE 30%

3 Boxes
\$119.88 ~~\$166.50~~

\$49.95 ~~\$55.50~~ | ADD TO CART

As low as \$4 Per Use

or 4 interest-free payments of \$12.49 with  Afterpay ⓘ

60-day money-back
guarantee

Free Shipping

1 Can = up to 4 boxes
of drugstore dyes

DO

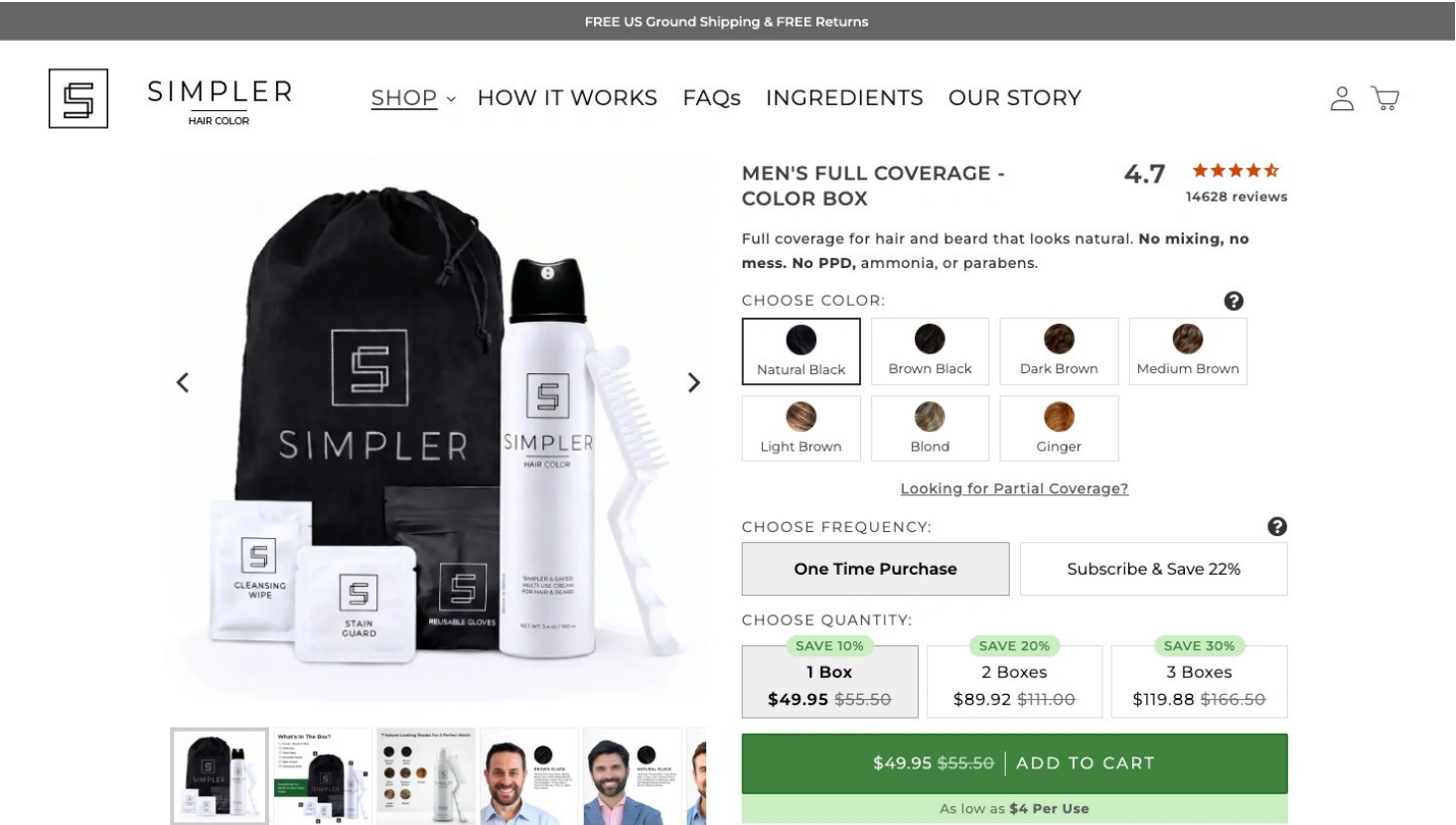
Show the correct kit, shade, price, and plan terms.

DON'T

Hide choices, crop kit contents, or reuse an old offer.

Captured September 11, 2026. Check current prices, offers, and approved claims before reusing.

Make the purchase terms clear.

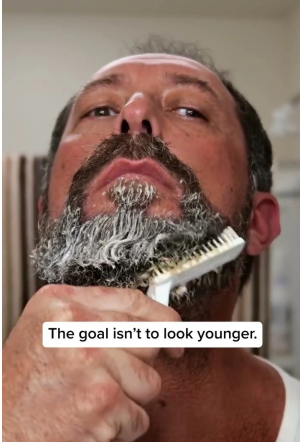


01
Show the kit and shade

02
Separate one-time purchases and subscriptions

03
Keep delivery price and renewal terms together

One brand. Many ways to show it.



FORMAT REFERENCE: recheck before reuse

01 / Application montage

NC ROAS 0.82 · \$3,397 spend



FORMAT REFERENCE: recheck before reuse

02 / Creator demonstration

NC ROAS 0.76 · \$3,850 spend



FORMAT REFERENCE: recheck before reuse

03 / Founder demonstration

NC ROAS 0.74 · \$4,627 spend



FORMAT REFERENCE: recheck before reuse

04 / Partial Coverage explainer

NC ROAS 0.71 · \$1,340 spend



REVISE CLAIM: no mess

05 / Creator routine

NC ROAS 0.68 · \$5,167 spend



EXPIRED OFFER: Labor Day

06 / Seasonal product graphic

NC ROAS 0.67 · \$6,826 spend



FORMAT REFERENCE: recheck before reuse

07 / Partial Coverage routine

NC ROAS 0.67 · \$4,646 spend



REVISE CLAIM: 10x easier

08 / At-home routine

NC ROAS 0.65 · \$4,979 spend

One brand. Many ways to show it.



FORMAT REFERENCE: recheck before reuse

09 / Founder product education

NC ROAS 0.64 · \$8,491 spend



FORMAT REFERENCE: recheck before reuse

10 / Brush demonstration

NC ROAS 0.62 · \$12,189 spend



FORMAT REFERENCE: recheck before reuse

11 / Personal introduction

NC ROAS 0.61 · \$1,395 spend



VERIFY COMPARISON: salon cost

12 / AI character story

NC ROAS 0.60 · \$22,363 spend



FORMAT REFERENCE: recheck before reuse

13 / AI product graphic

NC ROAS 0.60 · \$6,215 spend



REVISE CLAIM: 10x easier

14 / Beard application

NC ROAS 0.59 · \$8,125 spend



FORMAT REFERENCE: recheck before reuse

15 / SIMPLER Touch routine

NC ROAS 0.55 · \$4,017 spend



FORMAT REFERENCE: recheck before reuse

16 / AI character story

NC ROAS 0.54 · \$1,008 spend

Keep the promise accurate.



REVISE CLAIM

Replace “no mess” with supported, qualified wording.



EXPIRED OFFER

Replace the expired Labor Day offer before reuse.



REVISE CLAIM

Remove “10x easier” or substantiate the comparison and get approval before reuse.

Creative references.

Selected from 100 ad-name rows returned by Triple Whale, with at least \$1,000 spend per row. The first nine had the highest new-customer ROAS in that subset; seven more show other formats. Period: August 15–September 13, 2026, America/Chicago. Model: Triple Attribution, lifetime lookback. These are creative references, not account-wide rankings or claim approvals. Performance may not repeat.

Before reuse: remove or revise “no mess” in ad 05 and “10x easier than any other dye” in ads 08 and 14 to comply with Playbook 3.0. Update the Labor Day offer in ad 06 and verify current support for the salon-cost comparison in ad 12.

All examples are identified from creative names and source assets. Historical offers and claims must pass the current playbook before reuse. Click a tile to open the creative.

Two boxes. One interior.



Men’s outer box
Black exterior.



Women’s outer box
White exterior.

Women’s box: AI studio recreation. Refer to the original photos for print details.

Inside the box



Welcome message inside the lid. Founder note in the base.

Instructions are part of the brand.



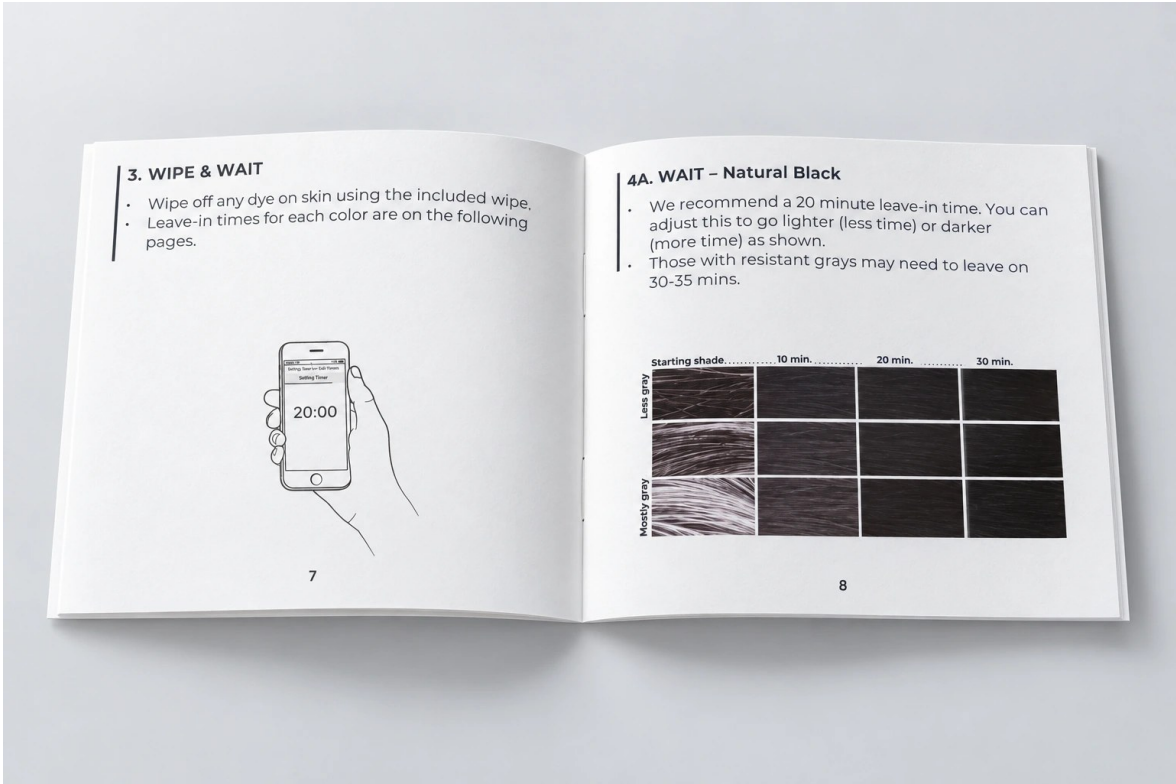
Men’s instruction booklet

Use clear headings, numbered steps, simple illustrations, and readable safety information.

Clear steps. Visual guidance.



Sensitivity-test spread



Timing guide

Make the contents clear.



Use the emblem with a clear contents label, such as Reusable Gloves or SIMPLER Hair Prep Kit.

Brush options



Stubble brush

MEN Shorter bristles than the standard brush.



Two-sided comb

WOMEN



Precision brush

MEN AND WOMEN Show it separately when sold as an add-on.

Brush reference



AI studio recreation of the physical brush profiles.

Packaging text hierarchy.



01 / Brand

02 / Product or coverage type

03 / Purpose

04 / Product-specific support

05 / Net contents

Follow the current package. Use only wording approved for that exact product.

Review the actual package.



- 01 Brand first
- 02 Name the contents
- 03 Show the included brush
- 04 Label add-ons separately

Check the finished piece.

01 Use the originals.

Master logos, licensed Montserrat files, and exact product assets.

02 Check it at real size.

Read the label on the pack. Check the website and ad on a phone.

03 Proof the complete piece.

Confirm copy, claims, contrast, color, materials, and export quality.



Clear words.
Thoughtful design.
Care for our customers.

SIMPLER Hair Color