

Goody Hair Ties

Goody is an international brand for hair ties found in most countries for more than 100 years and is most well-known for their lines of ***Ouchless Hair Ties*** and ***Slide Proof Hair Ties***.

Product



Benefits/features of the Goody Ouchless brand of hair ties are:

- Strong/firm but gentle hold on your hair, so that you don't have to worry about losing more hair than needed.
- No metal is used in these hair ties.
- Reduces snag and breakage.
- Available in a variety of colors and sizes in many stores

Fun Fact* The Goody Ouchless line of hair ties is the #1 selling hair ties across Canada and the United States of America!

Place

Goody Products, Inc. is headquartered in Atlanta, Georgia, but however Goody Ouchless hair ties are known, and available across the globe, here are a select few as an example:

USA:	Duane Reade, Bed Bath and Beyond, and Target
CANADA:	Walmart, The Real Canadian Superstore, and London Drugs
ASIA:	Sogo, Central, and Tops
MEXICO:	Comercial Mexicana, H-E-B, and Soriana
UNITED KINGDOM:	Boots



The most common places from where Goody Ouchless Hair Ties are purchased on a regular basis tend to be drug stores such as: Duane Reade, Target, and London Drugs.

Goody Hair Ties can commonly be found in the Beauty or Hair Products aisles.

Price



Goody Ouchless Hair Ties are usually very affordable. You can buy roughly 70 hair ties that are of very high quality for **less than \$5.00**.

(And that's when they're not on sale!)

Walmart sells these Hair Ties for \$4.55

London Drugs sells these Hair Ties for \$4.95

So if you're a deal seeker like me, go to Walmart!

Promotion

Goody has (for the past several years) been a part of events that help better our community. It's also been named **America's #1 Elastic!**

Girls on the Run (Non-profit program)

- Helps preteen girls gain self-esteem, obtain leadership skills and develop a healthy and full life through athletics
- Twice a year at Girls on the Run 5k, Goody contributes Happy Hair Stations which allow the preteens to fancy up their hair styles before the race.
- Numerous Goody employees voluntarily coach the girls throughout the track season



What I Think?

Goody has done very well in the area of promoting. They've been involved with **Girls on the Run** for a few years now and it has become a very Societal Orientation company. Goody has also become the America's #1 Brand Elastics, and is well known by everybody and is promoted by word of mouth from person to person. Goody's quality of hair ties are known to be better and longer-lasting than those of their competitors.