

**Excerpt:** Naming Project – Herbal Essences Shampoo & Conditioner

Convention: Dangerously Straight

Consultant: Sarah Hawkins, Hawkins Communications

<b>Smooth</b>	<b>Silk</b>	<b>Satin</b>
Runway Smooth	Silk Goddess	Satin Doll
Catwalk Smooth	Silken Goddess	Satin Beauty
Smooth Me Over	Silktress	Satin Savvy
Seriously Smooth	Silken Smooth	Satin Smooth
Righteously Smooth	Silken Strands	Satin Vogue
Cosmic Smooth	Silk 'n Glam	Satin Stylin'
Smooth Stylin'	Silk Stand	Satin Glam
Smooth Sailing	Silk Sensation	Satin Nights
Smooth Talker	Silk Road	Tressed in Satin
Smooth Moves	Made of Silk	Tresses of Satin
Smooth Stride	Silken Sass	Satin Locks
Smooth Groove	Silk Savvy	Locks of Satin
Smooth Over	Silken Savvy	
Smooth Sensation	Silk à la Mode	
Smooth Velvet	Silk Effects	
Smooth as Silk		
Smooth as Ice	<b>Sleek</b>	
Smooth as Satin	Runway Sleek	
Smooth in a Snap	Runaway Sleek	
Smoothie	Sleek Takes a Stand	
So Smooth	Sleek Chic	
So Sleek, So Smooth	So Sleek, So Chic	
Smooth Operator	Sleek Street	
House of Smooth	Sleek Freak	
The Smoothest	Le Sleek, C'est Chic	
Freestyle Smooth	C'est Sleek	
Posh 'n Smooth	Sleek Out	
Swank & Smooth	Sleek Savvy	
Smootchin' Smooth	Sleek Strands	
Smashingly Smooth	Sleek Extreme	
Smooth Silhouette	Sleek to the Extreme	
Sultan of Smooth		
Dharma of Smooth		
Smashup Smooth		