

A word from Alex Costa:

Life is all about finding your forte. Mine is helping guys look their best. When a guy looks good, he feels good. When he feels good, he's ready to capture every opportunity that comes his way.

For years I've recommended other people's products. But now, I'm excited to put my name behind my own product line. It's called Forte Series.

Forte is for the guy who wants to look good without looking like he put in a ton of effort. It's for the guy who knows you don't always get a second chance at a first impression - whether it's in work, dating, or life.

When you look good, you feel good. And when you feel good, you find your forte.

What's the Forte Series Texture Clay?

The Forte Series Texture Clay is an extreme hold hair clay that allows you to achieve your ideal hairstyle, and keeps your hair in place all day. The argan oil feature nourishes your hair while giving it a natural, healthy glow. The seamless blend of bentonite clay and beeswax allows you to create a distinct, bold, texturized look. Life's too short to have boring hair. And with Forte's Texture Clay, you can say goodbye to bad hair days for good.

Acosta
