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Proceeding/Serial No: 91170863

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Title: Deposition of Mark Stiller

Part 1 of 6

Document contains two DVD disk marked "Exhibit 34 and 35" concerning mark.

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TTAB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SEXY HAIR CONCEPTS, LLC,	)	78573653
Opposer,	)	
vs.	)	Opposition No. 91,170,863
PERFECT PLUS, INC.,	)	
Applicant.	)	

DEPOSITION OF MARK STILLER

Chatsworth, California

Thursday, August 2, 2007

Reported by:

KELLY M. BATES

CSR NO. 12935

JOB No. 209884A

09-11-2007

U.S. Patent & TMOfc/TM Mail Rcpt Dt #72

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CERTIFICATE OF MAILING

The undersigned hereby certifies that the attached Transcript of the Testimony Deposition of Mark Stiller taken on August 2, 2007, and Exhibits thereto, is being deposited with the United States Postal Service as First Class Mail in a box addressed to the Commissioner for Trademarks, P. O. Box 1451, Alexandria, VA 22313-1451, on the date indicated below.

Dated: September 4, 2007

John F. Metzger

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the attached Transcript of the Testimony Deposition of Mark Stiller taken on August 2, 2007, and Exhibits thereto, filed with U.S. Trademark Trial and Appeal Board is being deposited with the United States Postal Service as First Class Mail, postage pre-paid, in a box addressed to counsel for Applicant, Richard H. Zaitlen, Esquire, Pillsbury Winthrop LLP, 725 S. Figueroa Street, Suite 2800, Los Angeles, CA 90017-5406 24 on the date listed below.

Dated: September 4, 2007

John F. Metzger

1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
3
4 SEXY HAIR CONCEPTS, LLC,)
5 Opposer,)
6 vs.) Opposition No. 91,170,863
7 PERFECT PLUS, INC.,)
8 Applicant.)
9
10
11
12 DEPOSITION of MARK STILLER, taken on
13 behalf of Opposer, at 9232 Eton
14 Avenue, Chatsworth, California 91311,
15 beginning at 9:18 a.m., and ending at
16 11:55 a.m. on Thursday, August 2,
17 2007, before KELLY M. BATES, Certified
18 Shorthand Reporter No. 12935.
19
20
21
22
23
24
25

1 APPEARANCES:

2

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4

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8

9

10

11

12 (No appearance by Applicant's counsel.)

13

14

15

16 Also Present:

17

JIM MORRISON

18

19

20

21

22

23

24

25

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1 Chatsworth, California, Thursday, August 2, 2007
2 9:18 a.m. - 11:55 a.m.
3
4 MARK STILLER,
5 having been administered an oath, was examined and
6 testified as follows:
7
8 MS. JACOBS-MEADWAY: This is a testimony
9 deposition in the matter of Sexy Hair Concepts, LLC
10 versus Perfect Plus, Inc, Opposition 91170863, taken
11 pursuant to notice issued July 12, 2007. I note that
12 the deposition was noticed for 9:00 a.m. It is now
13 after 9:15, and we have not heard from Mr. Zaitlen. We
14 are accordingly going to proceed with the deposition in
15 his absence.
16 EXAMINATION
17 BY MS. JACOBS-MEADWAY:
18 Q Would you please state your name and address
19 for the record.
20 A My name is Mark Stiller. I live at 23 Roundup
21 Road, Bell Canyon, California.
22 Q By whom are you employed?
23 A By Sexy Hair Concepts.
24 Q In what capacity?
25 A As chief operating officer.

1 Q And how long have you been employed by Sexy
2 Hair Concepts?
3 A Since 2002 -- January 1, 2002.
4 Q Prior to that time, by whom were you employed?
5 A Ecoly, E-c-o-l-y, International, Inc.
6 Q And during what period of time were you
7 employed by Ecoly International?
8 A From April of '95 through December of 2001.
9 Q Prior to your employment by Ecoly
10 International, by whom were you employed?
11 A The company was called Alder, Green & Hasson --
12 A-l-d-e-r, Green & Hasson.
13 Q And what was the business of Alder, Green &
14 Hasson?
15 A They are a CPA firm.
16 Q Mr. Stiller, what is your educational
17 background subsequent to high school?
18 A I have a Bachelor of Commerce, a Bachelor of
19 Accountancy. I'm a charted accountant in South Africa,
20 and I have my CPA in California.
21 Q What was the business -- or what is the
22 business of Ecoly International, Inc.?
23 A What is currently?
24 Q Yes, sir.
25 A Currently Ecoly International is the holding

1 company of Sexy Hair Concepts.
2 Q And when you joined Ecoly International in
3 April of 1995, what was the business of the company?
4 A Ecoly International was a manufacturer/marketer
5 of hair care products.
6 Q And what was your position when you first
7 joined Ecoly International in April of 1995?
8 A I was controller.
9 Q And during what period of time did you serve as
10 controller for Ecoly International?
11 A I don't remember the specific dates, but I
12 think it was about 6 months, and then I became chief
13 financial officer.
14 Q And for how long were you the chief financial
15 officer of Ecoly International?
16 A Until the end of 2001.
17 Q And what were the hair care products that Ecoly
18 International manufactured and marketed?
19 A Throughout the whole time from '95 through
20 2001?
21 Q Yes, sir.
22 A When I joined, the line was -- Ecoly was the
23 actual brand. We also had a line called Linear. Those
24 were the original 2 lines. Ecoly's name changed over
25 the years to Fashion Formulas by Ecoly and then to

1 Formulas by Ecoly, and that brand still exists today in
2 Sexy Hair Concepts. The Linear brand has gone away.
3 And we introduced numerous other lines over the
4 years. And I can't give you specific dates, but some of
5 the other lines that we introduced were Sea Critters,
6 Rumble boys, Woman. And then in end of '98 is when the
7 first Sexy Hair product was launched. Do you want me to
8 run through all of the various launches of the Sexy Hair
9 line?
10 Q Before we get to that, during what period of
11 time did Ecoly International market Sexy Hair products?
12 A Ecoly International had Sexy Hair from the
13 first one towards the end of '98 up until it stopped --
14 until the operations were transferred to Sexy Hair
15 Concepts January 1, 2002.
16 Q Can you explain to me how that transfer
17 occurred?
18 A Yeah. When we brought out Sexy Hair at the end
19 of '98 and then started launching all the sub brands
20 through '99 and 2000 and the subsequent years, the
21 popularity of Sexy Hair caused us to take Sexy Hair
22 Concepts as a dba. So we had Ecoly International, a dba
23 of Sexy Hair Concepts.
24 We became known as Sexy Hair Concepts. And in
25 January 1, 2002 we decided to actually change -- to form

1 a new corporation called Sexy Hair Concepts, and we
2 transferred all the assets and liabilities from Ecoly
3 International into Sexy Hair Concepts.
4 Q So would it be fair to state that the business
5 of Ecoly International with the Sexy Hair brand was
6 simply transferred into Sexy Hair Concepts, LLC and
7 continued uninterrupted?
8 A Correct.
9 Q Now, you mentioned sub brands. What are the
10 sub brands for Sexy Hair Concepts or Sexy Hair?
11 A Would you like me to go in chronological order,
12 or you just want a listing of the --
13 Q Chronological order if you can, please.
14 A Okay. To the best of my recollection, the
15 first line out was the Big Sexy Hair line. That was
16 started in '98 and then rolled out more complete in
17 early '99. After Big Sexy Hair came Straight Sexy Hair
18 in '99, and then also in '99 was Short Sexy Hair. In
19 2000 we had Curly Sexy Hair.
20 I actually have a sheet to refer to here to
21 just help my memory. In 2000 we also had Hot Sexy
22 Highlights, which fell under the Sexy Hair Concepts'
23 products. In 2001 we had Healthy Sexy Hair launch. So
24 that was -- those were all the lines that Sexy Hair had
25 until the transfer of assets and liabilities at the

1 beginning of 2002. You want me to continue; right?
2 Q Hold on before we get there. Now, at the end
3 of 2001 the assets and liabilities of Ecoly
4 International were transferred into Sexy Hair Concepts,
5 LLC. What position did you hold with Sexy Hair
6 Concepts, LLC?
7 A I became -- in early 2002 I took on the
8 additional title of chief operating officer. So I was
9 still CFO and secretary, treasurer, and COO.
10 Q And did your position with Sexy Hair Concepts
11 ever change after early 2002?
12 A I'm still COO, but recently I gave up the CFO
13 position.
14 Q Who is the CFO of Sexy Hair Concepts at this
15 time?
16 A Jim Morrison.
17 Q Now, after Sexy Hair Concepts, LLC was formed
18 and began operating, were there additional Sexy Hair
19 products that were added to the line?
20 A Yes, there were.
21 Q What were those?
22 A In 2002 we added Wild Sexy Hair. In 2003 we
23 added Silky Sexy Hair. In 2005 we added Simply Sexy
24 Hair. And in 2007 we added Strong Sexy Hair.
25 Q At the present time, approximately how many

1 SKUs are there of Sexy Hair products?
2 A I would estimate in the range of 150.
3 Q Now, in 1998 when the first Sexy Hair products
4 were introduced, what was the approximate sales volume
5 of Ecoly International?
6 A At the end of '99 -- this will be an estimate
7 as well -- I think we were doing about 8 or 9 million.
8 I'm sorry that was the end of '98, not the end of '99.
9 Q At the time of the transfer of assets and
10 liabilities into Sexy Hair Concepts, LLC, what were the
11 approximate sales of product of the company?
12 A Again, are we -- sorry. Just to clarify. Are
13 we talking the total sales of the company or just Sexy
14 Hair sales?
15 Q Let's do -- in 2001 what were the total sales
16 of the company?
17 A About 21 million.
18 Q And how much of that was Sexy Hair Concepts --
19 was Sexy Hair products?
20 A 13 and a half million.
21 Q And at the end of 2006, what were the sales of
22 Sexy Hair Concepts?
23 A 53 million.
24 Q And how much of that was Sexy Hair product?
25 A 51.3 million or 97 percent.

1 Q You referred to a sheet before. Can you tell
2 me what that is?
3 A Yeah. This is just a summary of our sales from
4 1999 through to our estimate for 2007. I have company
5 total sales by year. I then have the Sexy Hair sales at
6 our selling price. I then have what percentage Sexy
7 Hair is of total sales.
8 I then have an estimate of what our Sexy Hair
9 sales are at retail because understand we sell to a
10 distributor who in turn sells to a salon who in turn
11 sells to the consumer who walks into the salon. So once
12 you mark it up -- for example, in 2006 the 51 million --
13 51.3 million is equivalent to approximately 185 million
14 at retail level.
15 Below that I have our selling expenses for each
16 year, our marketing expenses for each year, and then
17 I've listed just the years in which we launched each sub
18 brand. This was just to help my memory. And I compiled
19 this from our internal financial information.
20 MS. JACOBS-MEADWAY: I'd ask the reporter to
21 mark the document Mr. Stiller has referred to as Sexy
22 Hair Testimony Deposition Exhibit 1.
23 (Sexy Testimony Deposition Exhibit 1 was
24 marked for identification by the court
25 reporter.)

1 BY MS. JACOBS-MEADWAY:

2 Q Mr. Stiller, you stated that the sales of the
3 Sexy Hair products were made through distributors to
4 salons and then purchased by consumers in salons. Are
5 there sales of Sexy Hair products outside the salons?

6 A Yes, our products are found outside of salons.

7 Q Where outside of salons are Sexy Hair products
8 sold?

9 A You can find our products in the mass
10 retailers, drug stores -- mass retailers: Target,
11 Rite-Aid, Costco, various -- and spread across the
12 country. CVS. And this gets there through what we call
13 diversion.

14 Q Can you describe what diversion is for the
15 record?

16 A Yeah. Diversion is where the products end up
17 in a channel that they weren't intended to be. So we
18 are a professional hair care company, and our products
19 are targeted to be sold through the professional hair
20 care industry, which is through salons.

21 However, because there is such a demand for our
22 product by the consumer, the mass market -- the large
23 retailers try to get our products. And so through the
24 gray market, whether they buy directly from a
25 distributor or from a salon, they purchase our products

1 and then sell them in the retail. And because of the
2 popularity of the brand it's a growing business.
3 Q Is there any way of tracking the sales of
4 product in the mass market/drug store/retail trade
5 channel?
6 A We don't do it ourselves, but there is a
7 company -- the Nielsen Company who actually does do a
8 quarterly report. And I do have an example of one here
9 where they track the diversion for the industry and then
10 the major companies' diversion quarterly and percentage
11 change.
12 Q Does Sexy Hair Concepts purchase the Nielsen
13 data?
14 A No, we do not.
15 Q So how do you secure the Nielsen data?
16 A One of our chain accounts, Regus, provides it
17 to us. They send it out to all of their manufacturers.
18 Q And you said that you had a Nielsen report
19 here?
20 A Yes.
21 MS. JACOBS-MEADWAY: Can we have the reporter
22 mark that as Sexy Hair Testimony Deposition Exhibit 2.
23 (Sexy Testimony Deposition Exhibit 2 was
24 marked for identification by the court
25 reporter.)

1 THE WITNESS: May I just clarify one point on
2 our distribution channel? I spoke about distributor to
3 salon. We also do sell directly to chains, so in that
4 situation there isn't a distributor involved such as
5 Regis who I just mentioned. There we sell it directly
6 to Regis, and they sell it through their various salons.
7 BY MS. JACOBS-MEADWAY:
8 Q And can you identify some of the chains that
9 Sexy Hair Concepts sells the Sexy Hair products to?
10 A Well, there's the Regis Organization which has
11 a number of different chains under them such as
12 Supercuts, Trade Secrets. There are numerous others. I
13 think they have between 12 and 15,000 different salons,
14 and we're in at least half to two-thirds of their
15 different salons.
16 So there's the whole Regis Organization.
17 There's JCPenney salons, which is about a 900 to 1000
18 salon chain. There's Ulta, U-l-t-a. They're about a
19 100-door chain. There's Beauty Brands, and they're, I
20 think, about a 50 -- I'm guessing about a 50-door chain.
21 There's Beauty First. I think they're a
22 similar size. Those are the major ones that come to
23 mind.
24 Q And turning to Testimony Deposition Exhibit 2,
25 can you explain that to me?

1 A Yeah. So what the Nielsen report does on a
2 quarterly basis is it tracks diverted professional
3 products. I'm not sure exactly what they do. I assume
4 they have a sample of so many salons -- sorry. I take
5 that back.
6 However they collect their data, they have
7 people who go out and visit various retail outlets and
8 count or record the amount of professional products that
9 they find there. They then compile all this data and
10 show the trend on, it looks like, a rolling 2-year basis
11 and show how diversion is growing or declining in total
12 for the industry, and it's specific by each
13 manufacturer.
14 Q And can you identify some of the manufacturers
15 that are tracked in the Nielsen data on diverted
16 product?
17 A I can. They have a page here that says "Top 10
18 Diverted Manufacturers." It then says, "Dollar Volume
19 Total U.S, All Outlets, All Hair Care." And this
20 particular report was for the year ended September 30,
21 2005.
22 Q And is Sexy Hair Concepts among the top 10
23 diverted manufacturers?
24 A It is.
25 Q And based on your experience as the chief

1 operating officer and chief financial officer of the
2 company, is diverted product a growing or declining
3 factor in the sales of the company?
4 A It definitely is a growing factor. As much as
5 we try to prevent it, the demand by the consumer and,
6 therefore, by the retailers -- they find a way to get
7 the product. And with the popularity of our brand it's
8 continued to grow each year.
9 Q Can you give me some notion of the extent of
10 the sales of diverted product of Sexy Hair Concepts?
11 A According to this report, there's a page that's
12 titled "Diverted Brand Summary as of September 30, 2005
13 Total U.S. Dollar Sales Volume Trend." And it shows
14 that for Sexy Hair Concepts our past year accumulative
15 was 11.87 million dollars worth of diverted product,
16 which was an increase of 23.1 percent from the prior
17 year.
18 And for all U.S. outlets the average increase
19 change was 17.5 percent. So you can see from there that
20 ours increased by 23 percent whereas the total was a
21 17-percent increase.
22 Q And in the current year has that trend
23 increased or decreased or stayed the same?
24 A It has increased. I believe the last report I
25 remember seeing our accumulative was up to between 15

1 and 16 million dollars.
2 Q Now --
3 A Now, understand these dollars are at retail
4 dollars.
5 Q Mr. Stiller, you identified a number of sub
6 brands for Sexy Hair, and I'd like to just identify some
7 examples of that. Big Sexy Hair was the first sub
8 brand?
9 A Correct.
10 Q Are Big Sexy Hair products still being sold by
11 Sexy Hair Concepts?
12 A Very much so.
13 Q And I show you a can of hair spray with "Big
14 Sexy Hair" on it and ask if you can identify that for
15 me.
16 A Sure. This product is our Spray & Play
17 Volumizing Hair Spray. This product was launched in
18 '99 -- early '99 and is our No. 1 SKU. Has been since
19 it was -- pretty much since it was launched and remains
20 our No. 1 selling SKU.
21 MS. JACOBS-MEADWAY: I would ask the reporter
22 to mark the Spray & Play Volumizing Hair Spray with the
23 "Big Sexy Hair" mark on it as Sexy Hair Testimony
24 Deposition Exhibit No. 3.
25 (Sexy Testimony Deposition Exhibit 3 was

1 marked for identification by the court
2 reporter.)
3 BY MS. JACOBS-MEADWAY:
4 Q Mr. Stiller, what are the marks that Sexy Hair
5 Concepts uses for the Spray & Play Hair Spray product
6 which is Testimony Deposition Exhibit No. 3?
7 A What are the marks that are on the product?
8 Q Yes, sir.
9 A There's "Big Sexy Hair." There is "Sexy Hair."
10 There is "Sexy," and there's "Spray & Play."
11 Q Has the packaging for the Big Sexy Hair product
12 changed since the introduction of the product?
13 A Yes, it has.
14 Q And what was the nature of the change?
15 A When we first launched Big Sexy Hair in '98 and
16 then the rest of it in '99, the words "Big Sexy Hair"
17 were more in a stacked format where you had "Big",
18 underneath it "Sexy" and underneath it "Hair." And then
19 we went in 2001 or 2002 we changed to this vertical
20 format which is much bolder and easier to see.
21 We wanted to highlight the "Sexy" more, and the
22 "Sexy" really stands out. It's in a different color.
23 We also have changed our star logo from -- this one
24 actually is the old logo that has the "Sexy" inside the
25 star. We changed that as well to where you have the

1 little star and next to it it says "Sexy Hair." Those
2 are the major changes.
3 Q I'm going to show you a photograph of a product
4 and ask if you can identify that for me.
5 A Yes. This is the Spray & Play with the old
6 "Big Sexy Hair" logo -- the stacked format I spoke
7 about. I guess one other change that I missed that's on
8 here is when the product was first launched it didn't
9 have the "Sexy" that's on the actual product sample. It
10 was Formulas by Ecoly.
11 It was later that we actually brought out the
12 "Sexy" and then subsequently changed that star Sexy to
13 the star with the "Sexy Hair" next to it. So this would
14 be the very original packaging back from '99.
15 MS. JACOBS-MEADWAY: I would ask the reporter
16 to mark the photograph showing the original packaging
17 for the Big Sexy Hair product as Sexy Testimony
18 Deposition Exhibit 4.
19 (Sexy Testimony Deposition Exhibit 4 was
20 marked for identification by the court
21 reporter.)
22 BY MS. JACOBS-MEADWAY:
23 Q Mr. Stiller, I show you a product and ask if
24 you can identify that for me.
25 A Sure. This one is a shampoo in our Big Sexy

1 Hair line. It's called Extra Big Volume Shampoo. This
2 product was actually launched after the rollout in '99.
3 So we started with the Root Pump at the end of '98.
4 We launched another 5 or 6 products in early
5 '99. And then a year -- maybe a year or 2 later we
6 launched a few more products into Big Sexy Hair, and the
7 Extra Big Volume was one of those.
8 Q And what are the trademarks that appear on that
9 package?
10 A Again, this one has "Big Sexy Hair" as a
11 trademark, "Sexy Hair" as a trademark, "Sexy" as a
12 trademark.
13 Q And does that show the current star Sexy logo?
14 A Yes, it does.
15 MS. JACOBS-MEADWAY: I would ask the reporter
16 to mark the Extra Big Volume Shampoo product in the Big
17 Sexy Hair line as Sexy Testimony Deposition Exhibit 5.
18 (Sexy Testimony Deposition Exhibit 5 was
19 marked for identification by the court
20 reporter.)
21 BY MS. JACOBS-MEADWAY:
22 Q Mr. Stiller, I believe you testified that the
23 next sub brand was Straight Sexy Hair?
24 A Correct.
25 Q And I show you a product which is a conditioner

1 and ask if you can identify that for me.
2 A Sure. This is our conditioner in the Straight
3 Sexy Hair line. It's the newer packaging. We are -- I
4 think we have just changed the packaging again. I'm not
5 sure if it's shipped yet. It's either shipped this
6 month or shipping -- I think it's shipping next month.
7 Either August or September. Not sure.
8 But this is the packaging that we have had for
9 the last 2 or 3 years. Prior to that, again, we had --
10 when it first came out, we had the stacked logo as
11 opposed to the vertical logo. And this one has the new
12 Sexy Hair star logo.
13 MS. JACOBS-MEADWAY: I would ask the reporter
14 to mark the Straight Sexy Hair product that the witness
15 has just been testifying about as Sexy Testimony
16 Deposition Exhibit 6.
17 (Sexy Testimony Deposition Exhibit 6 was
18 marked for identification by the court
19 reporter.)
20 BY MS. JACOBS-MEADWAY:
21 Q Mr. Stiller, I show you a photograph of a
22 product and ask if you can identify that product for me.
23 A Yes. This is our Straight Aero in the Straight
24 Sexy Hair line. This was an aerosol straightening
25 product.

1 Q Does this show the original logo for the
2 Straight Sexy Hair sub brand?
3 A Yes, it does. It shows the stacked, and it has
4 the old star logo as well.
5 MS. JACOBS-MEADWAY: I would ask the reporter
6 to mark the photograph depicting the initial Sexy Hair
7 brand in the Straight Sexy sub brand as Sexy Testimony
8 Deposition Exhibit 7.
9 (Sexy Testimony Deposition Exhibit 7 was
10 marked for identification by the court
11 reporter.)
12 BY MS. JACOBS-MEADWAY:
13 Q Mr. Stiller, I show you another package and ask
14 if you can identify that for me.
15 A Yes. This is the same product -- the Straight
16 Aero -- however, with the vertical design for the
17 Straight Sexy Hair. So this is updated from the picture
18 one. Still has the old star logo, but it has the
19 vertical "Straight Sexy Hair."
20 MS. JACOBS-MEADWAY: I would ask the reporter
21 to mark the Straight Sexy Hair product as Sexy Testimony
22 Deposition Exhibit No. 8.
23 (Sexy Testimony Deposition Exhibit 8 was
24 marked for identification by the court
25 reporter.)

1 BY MS. JACOBS-MEADWAY:

2 Q Mr. Stiller, I note that in the packages and
3 the photographs that have been identified the term
4 "Sexy" appears in a different color than the other
5 components of the mark. Is that something that the
6 company has done consistently?

7 A Yes, it is.

8 Q And why has that been done?

9 A Well, the whole success of this brand has been
10 around the word "Sexy." When we first came up with the
11 concept back in '98, we wanted an emotional trigger for
12 the consumer. So it was a combination of the color of
13 the packaging, but more importantly the word "sexy."

14 We wanted that to invoke some emotion with the
15 consumer when they walked in and saw our products, so we
16 wanted the "Sexy" to stand out. So even in the old
17 stacked logo the word "Sexy" was bigger and in a
18 different color.

19 And in the vertical logo you can see it's a
20 different color so that it stands out. And for most
21 products from a distance all you really can see clearly
22 is the "Sexy."

23 Q Now, the next sub brand, I believe you
24 testified, was the Short Sexy Hair?

25 A Yes.

1 Q And let me show you a package and ask if you
2 can identify that for me, sir.
3 A Yeah. This is our Short Sexy Hair Hard Up Gel.
4 This is our most popular product in the Short Sexy Hair.
5 It has the vertical "Short Sexy Hair," so it's
6 newer packaging, but it's changed since this time.
7 About earlier this year we took the images -- this has a
8 guy on the label. We took the images off the packaging.
9 Everything else remained the same.
10 MS. JACOBS-MEADWAY: I would ask the reporter
11 to mark the package for the Short Sexy Hair Hard Up
12 product as Sexy Testimony Deposition Exhibit No. 9.
13 (Sexy Testimony Deposition Exhibit 9 was
14 marked for identification by the court
15 reporter.)
16 BY MS. JACOBS-MEADWAY:
17 Q Mr. Stiller, you noted that there was a male
18 figure on the package of Sexy Testimony Deposition
19 Exhibit No. 9. Is that a product that's intended for
20 men?
21 A Yes. That's why we put it on originally. We
22 had -- our original demographic when we first brought
23 out Big Sexy Hair was predominantly female. And with
24 the Short Sexy Hair we decided a way to target males
25 would be to put a male's image on the product. So some

1 products would have a female -- had a female and male
2 image and some have just a male image. And it worked
3 very well. We in Short Sexy Hair have a large male
4 users of the product.
5 Q Can you estimate what percent of the purchasers
6 of the Short Sexy Hair product are men?
7 A For example, Hard Up Gel, which is by far the
8 biggest SKU in the line, I would say would be in the
9 90's. I'm trying to imagine -- I guess there might be
10 some females that would use it, but I would think it's
11 at least 90 percent male. And this SKU happens to be
12 our 4th or 5th biggest SKU.
13 So it alone out of Short must account for at
14 least 50 percent of the sales in that line. To answer
15 your question, I would guess that in the whole Short
16 line males probably account for 60 percent of the sales,
17 and that's just an estimate.
18 Q Do you know whether with the other sub brands
19 in the Sexy Hair line there are male purchasers?
20 A Yes, there are male purchasers, but to the
21 extent they are I'm not sure. For example, Healthy I
22 know would have a number of male purchasers because of
23 the positioning that it has.
24 The healthy seems less targeted towards females
25 and seems more generic. And being a cleansing and

1 conditioning line, I would imagine that has a fair
2 number of male users.
3 Q In your estimation, would the Big Sexy Hair and
4 Straight Sexy Hair lines be purchased primarily by
5 women?
6 A Primarily, but there are certain products like
7 you referred to the Extra Big Volume Shampoo. That's a
8 great shampoo for guys, and I know a lot of guys use
9 that as well. But the hair sprays and those types of
10 products would be predominantly female.
11 Q Is there a target market for the products of
12 Sexy Hair Concepts generally?
13 A It's basically all hair -- all people who use
14 hair care products.
15 Q I'd like to show you another product in a
16 silvery gray package with a yellow cap and ask if you
17 can identify that for me.
18 A Yes. This is another Short Sexy Hair product.
19 It's called "What a Body." It's a blow dry gel. It's
20 the same packaging as the -- the same time frame as the
21 Hard Up Gel. It has the same sort of label: the
22 vertically-stacked logo with the star and the "Sexy
23 Hair."
24 MS. JACOBS-MEADWAY: I'd ask the reporter to
25 mark the What a Body product in the Short Sexy Hair line

1 as Sexy Testimony Deposition Exhibit No. 10.

2 THE WITNESS: And this has a female's image on

3 it, and being a blow dry gel would be targeted primarily

4 to females.

5 (Sexy Testimony Deposition Exhibit 10

6 was marked for identification by the

7 court reporter.)

8 BY MS. JACOBS-MEADWAY:

9 Q Mr. Stiller, I note that there are different

10 colors that are used in connection with the different

11 sub brands. Was that an intentional choice?

12 A Absolutely.

13 Q Can you explain that choice for me?

14 A Yeah. We wanted to make the line very simple

15 to understand, and we wanted it to stand out on the

16 shelf. I already mentioned that the word "sexy" was

17 there as an emotional trigger. So was the red packaging

18 when we first launched the Big Sexy Hair.

19 We decided to launch in sub brands so that

20 there would be a focus on each sub brand as opposed to

21 launching everything at one time. We decided to use the

22 different colors so that it would be very easy for you

23 to identify the different products.

24 And if you were someone who wanted volume in

25 their hair, you knew the red products were the ones you

1 would go to. If you wanted -- if you had curly hair,
2 you knew the blue products were the ones you wanted.
3 So it just became very simple, big, clear logo
4 that would say "Big Sexy Hair," the name of the product
5 very descriptive: Big Volume Shampoo, Hard Up Gel. All
6 designed to be very simple and designed to sell itself
7 on the shelf.
8 We wanted it to be able to stand on the shelf
9 without someone having to explain it. Someone could
10 look at it and easily understand who it was targeted
11 towards. And this has proven to have worked very well
12 for us by the proof that we do extremely well in the
13 store-type locations where the products just sit on a
14 shelf like the professional stores or the chains.
15 And that's why, again, the diversion is so high
16 because it does so well on a shelf on its own without
17 having to have a hairdresser stand there and explain it.
18 Q I show you a photograph of a product and ask if
19 you can identify that for me.
20 A This has got to be the original packaging on
21 the Blow It Up Gel in Short Sexy Hair. This has the
22 stacked logo that has "Short," then a big "Sexy" in the
23 middle in a different color, and then "Hair" below it.
24 So this is a gel foam, again, in the original
25 Short Sexy Hair packaging.

1 MS. JACOBS-MEADWAY: I'd ask the reporter to
2 mark the photograph as Sexy Testimony Deposition Exhibit
3 No. 11.
4 (Sexy Testimony Deposition Exhibit 11
5 was marked for identification by the
6 court reporter.)
7 BY MS. JACOBS-MEADWAY:
8 Q Mr. Stiller, you identified the blue package as
9 Curly Sexy Hair products. And I show you a package
10 which is blue with Curly Sexy Hair with the "Curly" and
11 "Hair" in silver and the "Sexy" in the middle in red and
12 ask if you can identify that for me.
13 A Yeah. So this is an example of the Curly Sexy
14 Hair line that was launched, I believe, in 2000 I said.
15 This actually looks like -- it says "Advanced
16 Formula," so I think this was a subsequent repackage.
17 When it was first launched it would have had the stacked
18 Curly Sexy Hair format, so this was done sometime later.
19 Again, as you mentioned, the "Sexy" is in a different
20 color so that it stands out in the logo as a separate
21 mark. And this is called Power Spray Foam.
22 Q And how many products are there in the Curly
23 Sexy Hair sub brand for Sexy Hair?
24 A I would estimate separate products probably
25 about 5 -- 5 or 6. And then SKU wise obviously you get

1 more SKUs because you have the different sizes.
2 MS. JACOBS-MEADWAY: I would ask the reporter
3 to mark the Curly Sexy Hair product which the witness
4 has just been testifying as Sexy Testimony Deposition
5 Exhibit No. 12.
6 (Sexy Testimony Deposition Exhibit 12
7 was marked for identification by the
8 court reporter.)
9 BY MS. JACOBS-MEADWAY:
10 Q Mr. Stiller, I show you a photograph of a
11 product which appears to bear what you've identified as
12 the old logo and ask if you can identify this for me.
13 A Yes. So this is the Curly Sexy Hair shampoo in
14 the old stacked logo that I mentioned. So this is
15 probably the original packaging with "Curly" at the top,
16 then "Sexy" and then "Hair". Again, the "Sexy" being
17 much larger than the "Curly" and the "Hair" and also in
18 a different color.
19 Q And is it also in a different font?
20 A And a different font, yes.
21 MS. JACOBS-MEADWAY: I'd ask the reporter to
22 mark the photograph as Sexy Testimony Deposition Exhibit
23 No. 13.
24 (Sexy Testimony Deposition Exhibit 13
25 was marked for identification by the

1 court reporter.)
2 BY MS. JACOBS-MEADWAY:
3 Q Mr. Stiller, I'm going to show you another
4 product in a blue package and ask if you can identify
5 that for me.
6 A Yes. This is another Curly Sexy Hair product.
7 This is the Curl Reactivator. This is one of the newer
8 packages. It has the vertical format for the "Curly
9 Sexy Hair." Again, the "Curly" and the "Hair" are in
10 silver or gray, and the "Sexy" is in red. It has the
11 older star logo with the "Sexy Hair Concepts" in it.
12 MS. JACOBS-MEADWAY: I'd ask the reporter to
13 mark the Curl Reactivator product with the Curly Sexy
14 Hair mark on it as Sexy Testimony Deposition Exhibit 14.
15 (Sexy Testimony Deposition Exhibit 14
16 was marked for identification by the
17 court reporter.)
18 BY MS. JACOBS-MEADWAY:
19 Q Mr. Stiller, what are the marks of the company
20 that appear on that package which we've marked as Sexy
21 Testimony Deposition Exhibit No. 14?
22 A The marks are "Curly Sexy Hair," "Sexy Hair,"
23 "Sexy," "Sexy Hair Concepts," and "Curl Reactivator."
24 Q I believe you testified that the next line of
25 product was Hot Sexy Highlights?

1 A Yes.
2 Q And what is Hot Sexy Highlights?
3 A Hot Sexy Highlights is a brand that we brought
4 out to address the growing color segment of the market
5 at that time. So it had color shampoos. So you would
6 have a -- if you had your hair colored brown, it would
7 have a shampoo.
8 I think it was called Foxy Brown, something
9 like that. And if you used it it would help retain the
10 color. We also had different glitter sprays like a gold
11 glitter spray and a blue glitter spray. So it was all
12 around color.
13 Q And I believe you next testified that Healthy
14 Sexy Hair products were introduced?
15 A Yes.
16 Q I believe you testified that was in 2001?
17 A Correct.
18 Q I show you a package and ask if you can
19 identify that for me.
20 A Yes. This is under the Healthy Sexy Hair
21 brand, and this is the Pumpkin Rehydrating Shampoo. The
22 Healthy Sexy Hair line basically has 2 segments to it.
23 It has the soy-based segment, and it has the
24 pumpkin segment. So the original launch in 2001 was the
25 soy-based segment of the line. And the pumpkin, which

1 this product is, was launched in 2006. So this is the
2 Pumpkin Rehydrating Shampoo.
3 MS. JACOBS-MEADWAY: I'd ask the reporter to
4 mark as Sexy Testimony Deposition Exhibit No. 15 the
5 Pumpkin Rehydrating Shampoo.
6 (Sexy Testimony Deposition Exhibit 15
7 was marked for identification by the
8 court reporter.)
9 BY MS. JACOBS-MEADWAY:
10 Q Mr. Stiller, I show you a photograph of what
11 appears to be a package and ask if you can identify that
12 for me.
13 A Yeah. This is part of the soy segment of the
14 Healthy Sexy Hair. This product is called Soy
15 Salvation, which was a deep treatment hair mask. This
16 was part of the original launch of Healthy Sexy Hair.
17 You can see the stacked format that says
18 "Healthy Sexy Hair", again, with "Sexy" in a different
19 color. It has the star logo with the "Sexy Hair
20 Concepts." So this would have been one of the products
21 that launched in 2001.
22 MS. JACOBS-MEADWAY: I'd ask the reporter to
23 mark the photograph with the Healthy Sexy Hair package
24 as Sexy Testimony Deposition Exhibit No. 16.
25 (Sexy Testimony Deposition Exhibit 16

1 was marked for identification by the
2 court reporter.)
3 BY MS. JACOBS-MEADWAY:
4 Q Mr. Stiller, I show you another package. This
5 one is a light blue and ask if you can identify that for
6 me.
7 A Yeah. This is the Healthy Sexy Hair Soya Want
8 Full Hair. This product was launched with the original
9 products back in 2001, I believe it was. However, we
10 went through a repackage about 2 years ago. And so as
11 you can see by the previous exhibit where you had the
12 white and red color to it, we then changed it to blues
13 and whites with blue and brown. So this was part of the
14 repackage.
15 MS. JACOBS-MEADWAY: I'd ask the reporter to
16 mark the Soya Want Full Hair product in the Healthy Sexy
17 Hair line as Sexy Testimony Deposition Exhibit No. 17.
18 (Sexy Testimony Deposition Exhibit 17
19 was marked for identification by the
20 court reporter.)
21 BY MS. JACOBS-MEADWAY:
22 Q Mr. Stiller, I show you another product which
23 is in the same or very similar light blue to Exhibit 17
24 and ask if you can identify this for me.
25 A Yeah. This is the Soy Tri-Wheat Leave-in

1 Conditioner. This is the lead SKU in the soy-based
2 line. And this, again, is the repackaged look from a
3 couple of years ago for this product. So it came out at
4 the same time as the full hair one, which was the
5 previous one we spoke about.
6 Q When you say it's the lead SKU, what does that
7 mean?
8 A The top selling product in that sub brand.
9 MS. JACOBS-MEADWAY: I'd ask the reporter to
10 mark the conditioner product in the Healthy Sexy Hair
11 line as Sexy Testimony Deposition Exhibit No. 18.
12 (Sexy Testimony Deposition Exhibit 18
13 was marked for identification by the
14 court reporter.)
15 BY MS. JACOBS-MEADWAY:
16 Q Mr. Stiller, I show you another product which
17 is a Pumpkin Puree Treatment Mask, and I note that the
18 Healthy Sexy Hair mark appears to be horizontal while
19 the Sexy Hair mark is vertical. Can you explain why
20 this varies from the other formats that we've looked at?
21 A Yeah. Wherever we can, the logo is consistent
22 where it's vertical on the packaging. However, some
23 packages don't allow us to do that. If you look at
24 this, your actual real estate on which you can place
25 your artwork is only probably about an inch high.

1 So in this sort of case where we can't fit it
2 vertically we put it horizontally. It's still the same
3 fonts. It still has "Sexy" in a different color, but
4 because of the packaging limitation it's horizontal as
5 opposed to vertical.
6 MS. JACOBS-MEADWAY: I'd ask the reporter to
7 mark the package for the Pumpkin Puree Treatment Mask as
8 Sexy Testimony Deposition Exhibit No. 19.
9 (Sexy Testimony Deposition Exhibit 19
10 was marked for identification by the
11 court reporter.)
12 BY MS. JACOBS-MEADWAY:
13 Q Mr. Stiller, the next sub brand I believe you
14 identified was Wild Sexy Hair; is that correct?
15 A Correct.
16 Q I show you a picture and ask if you can
17 identify that for me.
18 A Yes. This product is called Untamed Whipped
19 Wax, and it's under the Wild Sexy Hair. Again, it's
20 vertical logo with writing in silver, "Sexy" in red, and
21 has the star format with the "Sexy Hair Concepts."
22 Q And how many SKUs have there been sold under
23 the Wild Sexy Hair sub brand?
24 A I believe we had -- it was either 3 or 4.
25 MS. JACOBS-MEADWAY: I'd ask the reporter to

1 mark the photograph for the Wild Sexy Hair product as
2 Sexy Testimony Deposition Exhibit No. 20.
3 (Sexy Testimony Deposition Exhibit 20
4 was marked for identification by the
5 court reporter.)
6 BY MS. JACOBS-MEADWAY:
7 Q I believe you testified that the next sub brand
8 in the Sexy Hair line of products was Silky Sexy Hair?
9 A Correct.
10 Q I show you a product which is in a slightly
11 tinted bottle and ask if you can identify that for me.
12 A Sure. This is our Frizz Eliminator in the
13 Silky Sexy Hair line. It's actually interesting because
14 the package isn't really tinted, but we put this disc
15 which was very innovative the time. As opposed to
16 painting the bottom, we really just put a clear sort of
17 purple disc in there. And it reflects up and looks as
18 though it is that color.
19 Anyway, so this was actually a repackage of the
20 Silky Sexy. It's not the original. It does have the
21 vertical logo. I believe the Silky Sexy Hair was
22 launched with the vertical logo. I think that's when we
23 transitioned to the vertical logo, but I know we
24 repackaged this product.
25 MS. JACOBS-MEADWAY: I'd ask the reporter to

1 mark the Silky Sexy Hair package as Sexy Testimony
2 Deposition Exhibit No. 21.
3 (Sexy Testimony Deposition Exhibit 21
4 was marked for identification by the
5 court reporter.)
6 BY MS. JACOBS-MEADWAY:
7 Q Mr. Stiller, I show you another product in a
8 deep purple package and ask if you can identify that for
9 me.
10 A Yes. This is the Silky Conditioner. So this
11 is the latest packaging. It has the stacked format, and
12 it has the Sexy Hair -- the star and the "Sexy Hair"
13 logo.
14 Q Excuse me. You said the stacked format?
15 A Sorry. I apologize. It has the vertical
16 format with "Sexy" in red, the "Silky" and the "Hair" in
17 silver. This product originally came out in, I believe,
18 a clear white bottle, so this was the repackage.
19 Q At the current time is there a color that's
20 used for the Silky Sexy Hair sub brand line of Sexy
21 Hair?
22 A This is the color -- this purple color.
23 MS. JACOBS-MEADWAY: I'd ask the reporter to
24 mark the package for the Silky Sexy Hair Conditioner as
25 Sexy Testimony Deposition Exhibit No. 22.

1 (Sexy Testimony Deposition Exhibit 22
2 was marked for identification by the
3 court reporter.)
4 BY MS. JACOBS-MEADWAY:
5 Q Now, you identified as, I believe, the most
6 recent addition to the lines of Sexy Hair products
7 Strong Sexy Hair?
8 A Yes.
9 Q I show you a package and ask if you can
10 identify this for me.
11 A This is the Strengthening Conditioner under the
12 Strong Sexy Hair brand, and this brand was just launched
13 this year -- earlier this year.
14 Q And is there a color associated with the Strong
15 Sexy Hair product line?
16 A Yes, it's white and gold.
17 Q And to what market is the Strong Sexy Hair
18 product line targeted?
19 A It's targeted to people with brittle, fine hair
20 who want their hair to be stronger. So it has a
21 proprietary complex called the Tritanium Complex which
22 was formulated to make the hair stronger and feel
23 stronger.
24 Q And what are the marks of the company that
25 appear on that package for the conditioner product?

1 A The marks are "Strong Sexy Hair," "Sexy Hair,"
2 "Sexy," "Tritanium Complex." And I said "Sexy" already,
3 so that's it.
4 MS. JACOBS-MEADWAY: I'd ask the reporter to
5 mark the package as Sexy Testimony Deposition Exhibit
6 No. 23.
7 (Sexy Testimony Deposition Exhibit 23
8 was marked for identification by the
9 court reporter.)
10 BY MS. JACOBS-MEADWAY:
11 Q I show you a hair spray product and ask if you
12 can identify this for me.
13 A Yes. This is the Strong Hold Hair Spray which
14 is part of the Strong Sexy Hair line, so was launched
15 earlier this year at the same time as the previous
16 product we looked at.
17 Q And what's the color scheme on that package?
18 A This one is predominantly gold with the writing
19 in white and black.
20 MS. JACOBS-MEADWAY: I'd ask the reporter to
21 mark the hair spray product as Sexy Testimony Deposition
22 Exhibit No. 24.
23 (Sexy Testimony Deposition Exhibit 24
24 was marked for identification by the
25 court reporter.)

1 BY MS. JACOBS-MEADWAY:
2 Q Mr. Stiller, are the product and packages that
3 we've identified the complete line of Sexy Hair product?
4 A No. There's also Simply Sexy Hair, which is
5 the color line. We have Liquid Art and Color Me Sexy
6 are the sub sections of Simply Sexy Hair. Liquid Art is
7 a demi-permanent color, and Color Me Sexy are color
8 shampoos.
9 Q And are the products in each line
10 representative of the packaging for the other SKUs
11 within that product line?
12 A Can you repeat that?
13 Q Let me clarify. By way of example, we have 2
14 of the products in the Big Sexy Hair line that we've
15 marked. Are there other products in the Big Sexy Hair
16 line?
17 A Yes, there are.
18 Q And are they packaged essentially the same way?
19 A Yes, the color scheme will be the same. The
20 logo will be the same. The only limitation you'll have
21 is if there's a short package where you might have the
22 horizontal versus the vertical logo. You might also
23 find in the marketplace some older packaging prior to
24 the transition to the new packaging.
25 Q And similarly with respect to the Curly Sexy

1 Hair product, there are 2 packages that we've identified
2 and have marked as Exhibits 12 and 14. The other
3 products in the Curly Sexy Hair line, are they packaged
4 similarly to these?
5 A Yes, they are.
6 Q And would that be the case with all of the
7 other sub brands in the Sexy Hair lines?
8 A Yes, it would be.
9 Q Now, who designed the packaging for the Sexy
10 Hair products?
11 A At the time when we first started, Michael came
12 up with the concept of using "Sexy" as the emotional
13 trigger, and our in-house creative director at the time
14 would have worked with Michael in terms of the look.
15 Q Who is Michael?
16 A Sorry. Michael O'Rourke is the founder of Sexy
17 Hair Concepts. He's a hairdresser -- celebrity
18 hairdresser, and he was CEO of the company until 2006.
19 He is now chairman and works with the company
20 with product development and is a face of the company at
21 trade shows and things like that.
22 Q Was there any effort to have the packaging have
23 a consistent look or not?
24 A Absolutely. Sexy was what we were all about.
25 That's who we are. That's what distinguishes this

1 brand. It's the emotional trigger. We wanted to be
2 sure that when people saw the word "Sexy" they thought
3 of us. So we always had "Sexy" permanently displayed in
4 a different color. We wanted people to see us as a --
5 our products as a family to easily identify our products
6 and associate them with us.
7 Q Has Sexy Hair taken any steps to promote the
8 Sexy and Sexy Hair marks?
9 A Absolutely.
10 Q What's been done to promote the Sexy and Sexy
11 Hair marks of the company?
12 A I referred to us being a manufacturer. That's
13 what we're called in the industry. We're really a
14 marketing company, and so we spend a ton of money
15 marketing our products. And since the launch of Sexy
16 Hair that has been our primary focus, so all our dollars
17 that we spend on the sales side and marketing side have
18 been to promote the Sexy Hair brand.
19 There are numerous ways in which we do this.
20 I'll run through some of the categories. We attend
21 trade shows. These trade shows can be the large trade
22 shows that are not distributor-specific, and there's
23 probably 3 or 4 of them that we attend around the
24 country in Chicago, in Florida, in L.A., in Las Vegas.
25 So those are the major trade shows that are

1 really targeted towards the stylists. There are also
2 distributor-specific trade shows where a distributor
3 would have a show for their customers -- their salons in
4 their territory. So that's the trade shows. At these
5 trade shows we have a huge booth, a huge presence.
6 We're a fun company, you know, with the name
7 Sexy. We put on a good show, and we typically are the
8 highlight of any trade show that we go to. We cut hair
9 on the stage. We have dancers on the stage. And at any
10 time at any trade show you go to we normally are the
11 talk of the show. So we spend a lot of money at these
12 shows.
13 Each one of the major shows we spend probably
14 about $150,000 at a show. We hire stylists. We hire
15 models. Michael O'Rourke goes in. We'll sell products
16 at the shows as well. It's a huge event, and we are
17 known in the industry. They want -- all the show
18 organizers want Sexy Hair there because we're a huge
19 draw.
20 Q Let me show you a photograph and ask if you can
21 identify that for me.
22 A Yes. This is our booth that we use at the
23 major shows and at some of the bigger
24 distributor-specific shows. You can see the huge Sexy
25 Hair banners strung around the booth with "Sexy," again,

1 in a different color to "Hair" so that it stands out.
2 This would be -- you see people cutting on pods
3 around the booth. So our format here that we use is we
4 have this kind of enclosed area but with sheer panels so
5 you can see through it. We'd have a platform in the
6 middle, and people would come in and sit in the middle,
7 watch haircutting, which would be -- every now and then
8 we'd have some dancers in just to liven it up.
9 And then we'd have artists back on the platform
10 cutting hair, showing how to cut certain styles. And
11 then on the outside we have these pods and selling areas
12 where people will be demonstrating either specific
13 products or specific cuts. And we'd be selling products
14 as well. And this is what our current booth looks like.
15 We just change the imagery from time to time.
16 Q Mr. Stiller, approximately how large is that
17 booth?
18 A That booth -- the space we take, I'm
19 guessing --
20 Q Approximately.
21 A I think it's about 20-foot by 60-foot, I'm
22 guessing.
23 Q How many hairstylists can be operating at any
24 one point in time when they're surrounded by these
25 selling stations?

1 A We would have 3 operating on the stage in the
2 middle at one time each with an assistant who would be a
3 hairdresser as well. And then on the outside we could
4 have 6 -- about 6 different pods, maybe up to 8 with
5 stylists, again, with assistants next to them. So you
6 have probably 10 platform artists at any time operating
7 in and around the booth.
8 MS. JACOBS-MEADWAY: I'd ask the reporter to
9 mark the photograph of the Sexy Hair trade show booth as
10 Sexy Testimony Deposition Exhibit No. 25.
11 (Sexy Testimony Deposition Exhibit 25
12 was marked for identification by the
13 court reporter.)
14 MS. JACOBS-MEADWAY: Off the record.
15 (Brief recess taken.)
16 BY MS. JACOBS-MEADWAY:
17 Q In addition to trade shows, Mr. Stiller, how is
18 the Sexy and Sexy Hair brand promoted?
19 A So I went through trade shows. The next
20 category would be education. Education is where --
21 there are 2 different types of education.
22 There's product knowledge education where we
23 have stylists who go out into the market to salons and
24 will give classes on our product, go through all the
25 products, say how they are to be used, what their

1 purpose is, how they're positioned, and answer any
2 questions so that if a new salon has bought our products
3 the stylist will then know which products to use when.
4 So that's product knowledge. The larger part
5 of education we do is where we have a team of artists
6 who actually go out and teach haircutting techniques.
7 And what we do here is because the stylists are
8 so important to us in the salon industry we want to have
9 a close relationship with them. And stylists are always
10 looking for education, techniques, better ways to cut
11 hair, new styles. Clients will often walk in and want
12 to have the style that they just saw at the Academy
13 Awards or some celebrity has. And they'll walk in and
14 say "I want my hair cut like Charlize Theron," for
15 example.
16 What we do is Michael will come out. It's been
17 historically about twice a year he'll come out with a
18 haircut where he'll actually do a step-by-step process
19 on how to achieve a certain style, and we'll bring all
20 our artists together.
21 Now, our artists are independent contractors.
22 These are stylists who work in salons already, but they
23 subcontract with us to work on their off days and attend
24 trade shows or do these educational classes. So Michael
25 will bring them into this event, which is in L.A.

1 normally. In fact, we've got one coming up, I think,
2 this weekend. And he'll teach them how to cut the
3 style, how to achieve that look very easily.
4 He actually developed his own cutting
5 technique, which is called Structure in Motion, which is
6 a quicker way to cut hair and achieve a look. And this
7 is, again, to help stylists because it's all about
8 money. The quicker they can turn over the client, the
9 more clients they can fit into a day.
10 So Michael has developed this technique, and we
11 teach all these artists who then go out and teach
12 stylists around the country and internationally on how
13 to cut the Structure in Motion way and also how to
14 achieve the style.
15 Obviously in achieving a style there are
16 certain products that go with it. So we do a more
17 subtle sell on that basis in that we're teaching them
18 cutting. They'll always come to cutting classes. They
19 won't always come to product knowledge classes.
20 So we go. We teach them cutting. And at the
21 same time they lock in. They love the company. They
22 love what we're about. They love that we're educating
23 them. And they're attached to us and then want to buy
24 our products, or they feel for that style they need our
25 products.

1 So it's been a great way of promoting the
2 products. Having been hairdresser led for so many
3 years, we are known -- and there aren't that many
4 competitors that have a hairdresser at the head of the
5 company. We are known by the stylists as being a
6 hairdresser-orientated company and very good with
7 education. And we'll do 500, 600 classes -- different
8 types of classes in a year.
9 Q How many different artists are there who will
10 attend this show coming up in Los Angeles?
11 A I'm not sure of the amount. It's probably
12 between 50 and 100.
13 Q Now, other than trade shows and education, how
14 are the Sexy and Sexy Hair marks promoted by Sexy Hair
15 Concepts?
16 A Obviously a large -- a lot of money gets spent
17 on actual promotions where every month we will sell a
18 significant amount of our products in promotions as
19 opposed to open stock. And a promotion can take a
20 number of different formats.
21 It can be 2 products together at a special
22 price. It can be a sample size that comes with a full
23 retail size. It can be a rack. It can be a box with 3
24 products at a special price. It can come with the
25 merchandising material.

1 There are numerous different ways in which we
2 do promotions, and in any month we could have up to 30
3 different promotions that we will actually package and
4 ship out to our distributors along with the promotional
5 sheets that go out with it. And we currently trend at
6 about 40 percent of our sales are in promotions.
7 Q Mr. Stiller, I show you a document which is
8 titled "August 2006 Promo Guide" and ask if you can
9 identify that for me.
10 A Yes. So this promo guide -- this August 2006
11 Promo Guide would be the promo sheet that went out for
12 the August promotions. So this would have shipped the
13 month before in July. It would have shipped to all our
14 distributors. And it shows in there -- it shows
15 examples of the promotions that we had in that month.
16 For example, there's one where it's "Buy Blow
17 Dry Gel and Get Remedy for 50 percent off." There's a
18 special price on some products. There's free
19 accessories with some. We have our Big Sexy Lips. On
20 the back is the price list that shows all of our
21 different Sexy Hair products. And there's also an
22 insert for our rack deal that says "Rack Deal 2006."
23 And what this is is a rack like the one you see
24 here in the room today where a salon could buy the whole
25 line basically -- so many products of each of the

1 different SKUs that we have and they get a rack for
2 free. Now, this can take different -- it might be "buy
3 so many products, get so many racks free."
4 It can take different formats, but it is a
5 promotion where a salon is committed to the full brand
6 and they have this nice display that they can put all
7 the products on and show the whole family of Sexy Hair.
8 MS. JACOBS-MEADWAY: I would ask the reporter
9 to mark the August 2006 Promo Guide as Sexy Testimony
10 Deposition Exhibit No. 26.
11 (Sexy Testimony Deposition Exhibit 26
12 was marked for identification by the
13 court reporter.)
14 BY MS. JACOBS-MEADWAY:
15 Q Mr. Stiller, I show you another document which
16 bears the designation "Holiday 2006 Promotion Guide" and
17 ask if you can tell me what that is.
18 A Yeah. We have -- each year we ship -- around
19 August/September we would ship the holiday promotions
20 for the year. These are normally our most aggressive
21 promotions. And what you have here is we were giving a
22 small Spray & Play. And this was, I believe, a
23 1-and-a-half-ounce Spray & Play Hair Spray.
24 If you remember, earlier I mentioned the Spray
25 & Play was our lead SKU. So what we were doing here is

1 making a small size of it that was then packaged along
2 with various other products and given away free, which
3 then becomes a sampling of our Spray & Play product.
4 And you can see here that it's not only with
5 Big Sexy Hair products, but it's also with others like
6 you have Curl Power with the free Spray & Play Hair
7 Spray.
8 You have the Straight Smooth & Seal. You have
9 the Hard Up Gel. You have the Soy Tri-Wheat Leave-in.
10 So you have a cross-section of the sub brands all with a
11 free mini hair spray and in a little bag.
12 MS. JACOBS-MEADWAY: Let me have the reporter
13 mark that as Sexy Testimony Deposition Exhibit No. 27.
14 That is the Holiday 2006 Promotion Guide.
15 (Sexy Testimony Deposition Exhibit 27
16 was marked for identification by the
17 court reporter.)
18 BY MS. JACOBS-MEADWAY:
19 Q Mr. Stiller, I show you a document which is
20 designated "March/April 2004 Promotion Guide" and ask if
21 you can identify that for me.
22 A Yeah. This is March/April, so at this time we
23 were probably doing bi-monthly promotions. For the last
24 2 years at least we've done monthly. So this here shows
25 a number of promotions that we were offering during this

1 period.

2 There's the What A Tease product, which is a

3 Big Sexy Hair product in a display. You got a sample --

4 a free tester came with 6 of the products, and it had a

5 display with a big sign at the back that clearly showed

6 the logo in big and some imagery.

7 You then had -- on the inside you have

8 different promotions, and one, for example, where you

9 can buy some shears and you get some Big Sexy Hair

10 product, Silky Sexy Hair, Healthy and Short Sexy Hair

11 products.

12 There's various other -- we were promoting

13 different tools here. You can see we have this Z-Blade

14 cutting tool, a blow dryer. There's some gallon

15 promotions. There's a special price on the Spray &

16 Play. There's some publicity that's shown in this

17 Hairstyles magazine. Do you want me to go through each

18 promotion here as there's numerous of them?

19 Q No, that's not necessary. I note that there

20 are a number of promotions where the different sub brand

21 lines are combined.

22 A Yes.

23 Q Is that a deliberate decision on the part of

24 the company?

25 A Absolutely.

1 Q And why is that done?

2 A We do that for a number of reasons. Obviously
3 we want the salons and the consumer to carry and buy as
4 much of our product as possible. So you might have a
5 person who somehow got one of our products, say, the
6 Spray & Play Hair Spray and loves it. And we want them
7 to carry more products, not only of the Big Sexy Hair
8 line, but we want them to have other of our products.

9 So we will sample them or put them in a
10 promotion so that they have the opportunity to try some
11 of our other products and then hopefully become users of
12 the product.

13 MS. JACOBS-MEADWAY: Now, I have some older
14 package deals, promotional materials. Let me ask you to
15 identify that, and perhaps we'll just mark this as a
16 group exhibit. Let's first mark the 2004 March/April
17 Promotion Guide as Sexy Testimony Deposition Exhibit No.
18 28.

19 (Sexy Testimony Deposition Exhibit 28
20 was marked for identification by the
21 court reporter.)

22 BY MS. JACOBS-MEADWAY:

23 Q Mr. Stiller, could you identify this material
24 for me generally. They are photocopies.

25 A Okay. Here we have a whole lot of our

1 promotional sheets for 2000, 2001, 2002. I'm not sure
2 if it extends beyond those years, but these are more
3 examples of our monthly or bi-monthly promo sheets that
4 go out to our distributors who in turn then would go and
5 give them to the salons so that the salons can order the
6 promotions that they want to order.
7 So we would send out a mailing or all these --
8 I think we print at the moment about 80 or 90,000 of
9 these promo sheets a month. We ship them to our various
10 distributors.
11 Depending on the size of the distributor,
12 they'll get their proportionate quantity. They then
13 will see which promotions they want to order and will
14 then give it to the salons so that they know which
15 promotions are available for that promotional period.
16 MS. JACOBS-MEADWAY: I would ask the reporter
17 to mark the collection of older promotional sheets as
18 Sexy Testimony Deposition Exhibit No. 29.
19 (Sexy Testimony Deposition Exhibit 29
20 was marked for identification by the
21 court reporter.)
22 BY MS. JACOBS-MEADWAY:
23 Q Mr. Stiller, in addition to the promotions, the
24 education, and the trade shows, what other actions does
25 Sexy Hair take to promote the Sexy and Sexy Hair marks?

1 A We have our website, which is a -- we're
2 constantly updating it. It's a website designed for
3 stylists, consumers, anyone to go into and get
4 information on our products, on the company, and where
5 you can buy the products. Plus you can see some
6 publicity on the website.
7 Q Does Sexy Hair track the number of hits to its
8 website?
9 A We do. And I believe we're currently at about
10 85,000 hits a month.
11 Q I'm going to show you a printout and ask if you
12 can identify this for me.
13 A Yeah. This would be -- it looks like a
14 printout of our website with the various pages having
15 been printed out. And it has Katharine McPhee in the
16 front who's our celebrity spokesperson who we'll get
17 into next as one of the ways we promote our company.
18 But then it has the various pages that you can
19 click through to get information, as I mentioned, on the
20 company, on the products, on Michael, on Jim the CEO.
21 And it has categories here: In the News, Latest News,
22 Celebrity Stylists, Sexy Stylists. So tons of
23 information on the company and on the products.
24 MS. JACOBS-MEADWAY: I would ask the reporter
25 to mark the printout of the Sexy Hair website as Sexy

1 Testimony Deposition Exhibit 30.

2 (Sexy Testimony Deposition Exhibit 30

3 was marked for identification by the

4 court reporter.)

5 THE WITNESS: And our Web address is on every

6 product that we produce. And on all the literature we

7 would have our website so that the consumer or stylist

8 can refer to our website for more information.

9 BY MS. JACOBS-MEADWAY:

10 Q Now, you mentioned a celebrity spokesperson.

11 Can you tell me about that?

12 A Right. Katharine McPhee was the runner-up in

13 American Idol, not this season that's just ended, but

14 the one before that. And we signed her up in 2006 to be

15 our first celebrity spokesperson. Michael O'Rourke was

16 a spokesperson of Sexy Hair, but this is our first

17 person from outside the company.

18 And we signed a 2-year deal with Katharine

19 McPhee to be the face and spokesperson for Sexy Hair.

20 So this agreement contracts her to do certain

21 appearances for us, certain photo shoots so that -- a

22 certain number of photo shoots.

23 And so we're using her imagery on, as you can

24 see, our website, our deal sheets, our posters. And

25 then she goes out and whenever she is out in front -- on

1 magazines or on T.V. she tries to plug Sexy Hair and has
2 done a good job in doing that.
3 Q Did signing Katharine McPhee as a spokesperson
4 for Sexy Hair generate any publicity for the company?
5 A A ton of publicity.
6 Q Can you describe that for me?
7 A She got onto numerous T.V. channels. I have
8 some of them that I can refer to here.
9 Q Please.
10 A She was on Access Hollywood, That's
11 Entertainment, MSNBC, Fox New York, a talk show with
12 Dr. Keith Ablow, extratv.com -- well, that was a
13 website. And that's just a small sampling of -- and Jim
14 Morrison can speak more to that, but that's a small
15 sampling of the appearances that she -- the publicity
16 she got.
17 Because not only once she became runner-up was
18 she very popular and she then also had -- there was just
19 a lot of buzz around Katharine. And with her look and
20 with being a spokesperson for Sexy Hair, she got a ton
21 of press and has been voted, I think, the sexiest
22 American Idol ever, different things like that. So
23 she's had great publicity, and we've been able to ride
24 along with her.
25 Q I show you a package and ask if you can

1 identify this for me.

2 A Yeah. This is a promotion that we ran for

3 Spray & Play and Root Pump, and it shows a picture of

4 Katharine McPhee on it. Looks like she's spraying the

5 Spray & Play product, and it says "Volumize your hair."

6 So you see Katharine with her hair volumized,

7 and it's a savings of 33 percent on the combined

8 product. So this would be a typical promotion we

9 would -- monthly promotion we would do using Katharine

10 to help promote our product.

11 Q And what is the mark at the top of the box?

12 A It's "Big Sexy Hair," "Sexy Hair," and, of

13 course, "Sexy."

14 MS. JACOBS-MEADWAY: I would ask the reporter

15 to mark the promotional package as Sexy Testimony

16 Deposition Exhibit 31.

17 (Sexy Testimony Deposition Exhibit 31

18 was marked for identification by the

19 court reporter.)

20 THE WITNESS: In fact, on this page from a

21 distance you really just see "Sexy." It's hard to see

22 the "Big" and the "Hair." It looks like just "Sexy."

23 BY MS. JACOBS-MEADWAY:

24 Q Mr. Stiller, I show you a -- well, let me ask

25 you to identify for me what this is. It does have

1 Katharine McPhee and the tag line "Beauty that
2 Performs."
3 A I don't recall specifically how we used this,
4 but it looks like a POP, something that would have gone
5 in with a promotion either as part of a display or to
6 just sit on a shelf. And it has Katharine. It refers
7 to her as, "The RCA recording artist Katharine McPhee
8 for Sexy Hair." And then you see our logo, and it says
9 "Beauty That Performs," as you mentioned. Refers to our
10 website.
11 Q POP is point of purchase?
12 A Correct.
13 Q Does Sexy Hair distribute the POP or point of
14 purchase pieces?
15 A Yes, we do. We would have -- we would either
16 sell a display that has a POP built into the display, or
17 we'll have a promotion that will have an easel card or a
18 shelf talker, which is a little piece that sits on a
19 shelf and will give some -- say something about the
20 products or the promotion that we are running.
21 We also have posters. There's numerous
22 merchandising materials that we will either ship into a
23 distributor on its own or as part of a promotion.
24 Q I show you a product display, I guess. Is that
25 what this is -- for Sexy Hair Frenzy?

1 A Yeah.
2 Q Can you identify that for me?
3 A Yeah. So this would be one of our promotions
4 that we ran and it forms -- it's a POP as well. So this
5 would sit on a shelf. It's got -- it's like an easel.
6 It's got a stand behind it so you can clearly
7 see the products we promoted, and then it has like this
8 billboard behind it that has "Sexy Hair" clear with the
9 "Sexy" and the star standing out.
10 It gives the name of the product Frenzy and the
11 logo "Short Sexy Hair" as well with the "Sexy" standing
12 out. It will just tell you about the products that we
13 are promoting here.
14 MS. JACOBS-MEADWAY: I would ask the reporter
15 to mark the 2 point of purchase pieces as Sexy Testimony
16 Deposition Exhibits 32 and 33 respectively.
17 (Sexy Testimony Deposition Exhibits 32
18 and 33 were marked for identification by
19 the court reporter.)
20 THE WITNESS: I would just like to add a couple
21 more things on Katharine. One is once we signed her up
22 we also used her image in consumer advertising, and we
23 can get into that as another category of dollars we have
24 spent.
25 Also, one point I want to make is that for her

1 album when her CD released the photo of her they used on
2 the cover was actually the photo we had done in our
3 photo shoot of Katharine, and we allowed them to use it.
4 And then we used that same imagery in our
5 promotions, so we were kind of dovetailing off the image
6 from the CD along with our promotions.
7 BY MS. JACOBS-MEADWAY:
8 Q Now, you mentioned that there was some
9 television coverage when Katharine was signed. Does
10 Sexy Hair Concepts otherwise have its products shown on
11 T.V.?
12 A Yes.
13 Q Can you explain that for me?
14 A Yeah. Our products can get onto T.V. in a few
15 ways. One way we did from the start is that whenever we
16 would do a trade show, an educational event in a city,
17 our PR agency, which is another way we promote the
18 products is through our PR company. They would set up
19 for Michael to get onto a local news station -- T.V.
20 station and talk about the event that he was attending.
21 And, of course, Michael would then talk about
22 Sexy Hair, talk about our products. So that was one
23 way. We also get product placement on shows, movies,
24 and on T.V. shows where a stylist that uses the
25 products, likes the products, might have attended events

1 at Sexy Hair, or the actual actor or actress uses our
2 products would place the products on the set. So there
3 have been shows like -- I always get confused with
4 this -- Queer Eye for the Straight -- what's --
5 Q For the Straight Guy?
6 A Yeah, Queer Eye For the Straight Guy, I think
7 is the name. In that example the guy recommended that
8 the straight guy use our Short products and told him
9 about Sexy Hair, told him about the product, told him
10 how to do it and mix 2 products together.
11 That's an example of where someone who likes
12 the product and they use it. So we get a number of
13 those. Michael has been on shows like The Other Half
14 with Dick Clark, and he's been on Extreme Makeover.
15 And all the time it's Michael as a celebrity
16 hairstylist and, of course, Sexy Hair and the products.
17 And the products are always visible and spoken about.
18 We've been on The View with Barbara Walters
19 where they were speaking about our Healthy Sexy Hair
20 products just as an example of products that the guy on
21 the show liked and was talking about. Jay Leno. We've
22 been on Jay Leno before -- the Big Sexy Hair Spray &
23 Play.
24 Matt Lauer. We've been on -- they presented
25 him just this year for -- I think it was his birthday

1 they presented him with a can of the Spray & Play. So
2 that's just an example of some of the T.V.
3 There have been numerous, numerous hits over
4 the years. And, of course, with Katharine and
5 everything else we've been very happy with the amount of
6 exposure we've got for the products on T.V. and in
7 movies.
8 Q I'm going to show you a DVD "Matt Lauer, Sexy
9 Hair" and a VHS tape "Hot Hair Care Products, ABC The
10 view June 25, 2002" and ask if these are recordings of 2
11 of the media exposures that you were just testifying to?
12 A Yes, they are.
13 MS. JACOBS-MEADWAY: I would ask the reporter
14 to mark those as demonstrative of the television media
15 coverage of Sexy Hair products as Sexy Testimony
16 Deposition Exhibit Nos. 34 and 35 respectively, being
17 the Matt Lauer as 34 and The View as 35.
18 (Sexy Testimony Deposition Exhibits 34
19 and 35 were marked for identification by
20 the court reporter.)
21 BY MS. JACOBS-MEADWAY:
22 Q Mr. Stiller, you mentioned consumer
23 advertising. Does Sexy Hair advertise the Sexy and Sexy
24 Hair marks to consumers?
25 A Yes, the trade and consumers.

Q Why do you advertise to consumers if you are primarily a professional hair care company?

A The consumers are ultimately the ones that buy our product. They're our ultimate customer. And we use the salon as a channel through which to sell to the consumer.

Q I'm going to show you a collection of advertisements and ask if you can identify these for me, and then I think we'll mark them as a group exhibit.

A Just in general. You don't want me to go through each one?

Q No. If you can identify some of the publications and who reads them and how they're distributed and some notion of some of the dates as you go through.

A Okay. So the first one has Modern Salon. I mentioned we do trade advertising. These are ~~our~~ targeted ~~main 2~~ mainly to stylists, and the big ones would be Modern Salon and American Salon. You will find them in salons sitting at the table.

The consumer -- the person who walks in to have their hair done will have access to them as well, but they are read by the stylists and all of the people in the industry. So that's Modern Salon, and this looks like it's some publicity we received rather than an ad

1 we ran.

2 So there'll be a combination in consumer and in
3 trade of publicity that's either our PR company has sent
4 a press release, or it can just be publicity where no
5 action on our part. They have just chosen to highlight
6 it because either the editor likes it or a celebrity
7 likes it or they're doing a segment on a particular type
8 of product.

9 So we'll get that type of publicity. So here's
10 one called Platinum is the next one, and that would be a
11 consumer magazine as opposed to the trade. And, again,
12 this is publicity rather than an ad that we ran.

13 Q Directing your attention to the page which is
14 marked SH636.

15 A Yeah, this is the Parenting magazine, which is
16 obviously a consumer magazine as well. And here you can
17 see they're talking about our Curly Sexy Hair. There's
18 a picture of the actual Curly Sexy Hair Conditioner, it
19 looks like. So it's just some publicity, again, that we
20 got for this article.

21 Q Looking at page 624 in the document that I've
22 handed you.

23 A So this is Seventeen magazine, which again is a
24 consumer magazine. This is from September 2000. This
25 shows celebrities and some of the products. And I'm

1 trying to see --

2 Q I believe it's in the upper right-hand corner.

3 A Yeah, I see the "Sexy" -- sorry. The copy

4 isn't great. It talks about Curly Sexy Hair. This has

5 to do with Keri Russell. Yeah, the copy isn't great. I

6 can't read it that well, but you have teen star

7 hairstyles, just a ton of -- and this looks like

8 initially from me looking at it mainly consumer

9 magazines where we've had hits or had some publicity as

10 opposed to ads that we have run.

11 Q And directing your attention to the page which

12 is marked 707 and 708.

13 A Yeah. I can't see what the name of this --

14 Q I think that's In Style.

15 A Oh, sorry. Yeah, it's a very light copy. But,

16 yeah, it looks like -- I can see the "In". It looks

17 like In Style magazine, and in here we have -- it's

18 titled "Sexy Hair, Great Hair with Flair," and it shows

19 one of our Short Sexy Hair products. It talks about the

20 slept-in product in Short Sexy Hair.

21 Q Let me direct your attention to the page which

22 is 779 and 780.

23 A So this is titled "ABC Soaps," and this here

24 under what looks like the title "Beauty Secrets" has our

25 Straight Sexy Hair product. It says "Freelance hair and

1 makeup artist Tamara Ogden suggests using a product like
2 Sexy Hair Concepts' Straight Sexy Hair Smooth & Seal to
3 tame those frizzies."
4 It says a little more in it, but you clearly
5 see a picture of our Straight Sexy Hair product with,
6 again, "Sexy" standing out on the package.
7 Q And I'd like to direct your attention to page
8 853 and 854.
9 A So this is Marie Claire magazine. Again, a
10 consumer magazine. And this here has a section that
11 says, "Marie Claire recommends 10 Best Beauty. Marie
12 Claire's beauty editors pick this month's must haves."
13 And under there they have -- it's a bit faint,
14 but it says something about "Giving your roots a boost
15 with Big Sexy Hair Volumizing Hair Spray."
16 Q And does the page depict any of the Sexy Hair
17 products?
18 A Yes. So it has here a picture of our Spray &
19 Play Hair Spray, and you can see the Big Sexy Hair logo
20 and "Spray & Play."
21 Q Are these materials typical of the editorial
22 mentions of Sexy Hair products in both professional and
23 consumer magazines?
24 A Yes, these are typical. And as you can see by
25 the pile here there are a number of them. And this is

1 just editorial we've looked at. We haven't looked at
2 the advertising yet, but this is typical.
3 MS. JACOBS-MEADWAY: I would ask the reporter
4 to mark the group exhibit as Sexy Hair Testimony
5 Deposition Exhibit 36.
6 (Sexy Testimony Deposition Exhibit 36
7 was marked for identification by the
8 court reporter.)
9 THE WITNESS: To help get publicity, we do
10 media tours where Michael would go to the editors in New
11 York and spend up to a week there going from one
12 magazine to the other just talking about the company and
13 the products and getting the editors familiar with maybe
14 the latest product we've brought out and just staying in
15 their face so that whenever possible we can get some
16 publicity.
17 BY MS. JACOBS-MEADWAY:
18 Q Now, I show you what appear to be ads from the
19 company that have been run in various media and ask if
20 you can identify those for me.
21 A Yeah. These look like -- these are copies of
22 ads we've run in different magazines. I can't tell you
23 specifically here which one it is as it just shows the
24 different ads, but here's one for Big Sexy Hair that
25 shows a model with big sexy hair and then shows various

1 of our Sexy Hair products. The next page is, again, for
2 Big Sexy Hair Spray & Play. There's one for Big Sexy
3 Hair Root Volumizer, and that would be the root pump.
4 Another one for Big Sexy Hair. Then we have
5 one for Straight Sexy Hair showing 4 different products
6 in Straight and talks about each product and highlights
7 that we have our Straight Aero was the first aerated
8 straightening spray. There's an ad here with Michael
9 with a model.
10 Q Can you identify some of the publications in
11 which these ads have been placed?
12 A Yeah. These specifics ads would have been
13 placed -- these go back a few years. These would have
14 been placed in some of the trade magazines like American
15 Salon, Modern Salon, Canadian Hairdresser. We also
16 advertise in Vibra, Salon Today. Those are some of the
17 trade mags that we advertise in.
18 Q And what are the consumer magazines that you
19 advertise in?
20 A The consumer magazines we really have focused
21 on since last year with the signing of Katharine, and we
22 have been in Cosmopolitan, Teen Vogue, People, and I
23 think Star, but Jim Morrison can speak more to that.
24 MS. JACOBS-MEADWAY: I would ask the reporter
25 to mark as a group exhibit the advertisements run in

1 trade publications as Sexy Testimony Deposition Exhibit
2 No. 37.
3 (Sexy Testimony Deposition Exhibit 37
4 was marked for identification by the
5 court reporter.)
6 BY MS. JACOBS-MEADWAY:
7 Q Mr. Stiller, are there any other means of
8 advertising the Sexy and Sexy Hair brands that have been
9 employed by the company?
10 A We also do what's called co-op advertising,
11 which is where we would reimburse our distributors for
12 advertisements that they run or their customers -- the
13 salons -- run.
14 So typically in a regional newspaper or
15 regional magazine a local salon might run an ad saying
16 "We carry Sexy Hair products" or highlighting one of our
17 products, and they would then get reimbursed by the
18 distributor who in turn would get reimbursed by us.
19 So we spend a lot on what's called co-op
20 advertising. So that can be on a radio -- on local
21 radio, local cable, T.V., magazines, newspapers that are
22 local to that territory.
23 Q Are there any other promotional media that you
24 can recall at this time?
25 A Other ways we promote the product, or are we

1 still on advertising?

2 Q Advertising or promotion.

3 A We've done billboards. We had a billboard here

4 on Sunset and --

5 Q In Los Angeles?

6 A Yeah, Sunset Boulevard. We had a big billboard

7 there. And Jim can talk more to this. So we've done

8 billboards. I'm trying to think what else.

9 Q Are there any promotional products that are

10 distributor-sold with Sexy or Sexy Hair marks on them

11 such as shirts or hats or aprons or any of that sort of

12 thing?

13 A Right. Yeah. So then we do -- to help promote

14 the products, we make T-shirts. We make caps, which

15 we'll either have in a promotion -- that might be free

16 in a promotion that a consumer can buy or a salon can

17 buy.

18 And we also will sell them at trade shows, so

19 that's another form of publicity that we do. There are

20 others that I can get into as well, but strictly on the

21 advertising I think we've pretty much covered the

22 different types of advertising that we do.

23 Q Are there any other types of promotion for the

24 Sexy and Sexy Hair marks?

25 A Yeah, we do sampling -- a lot of sampling and

1 giveaways. Sampling would be where we'll give free
2 products to our distributor who in turn will give it to
3 salons or directly to the chain.
4 Say we come out with a new product and we want
5 the stylists to use it at their station on their
6 clients. And hopefully the client likes it, the stylist
7 likes it, and then they buy the product. So we spend a
8 lot of money on giving away free products, and we have
9 found that to be a very effective way to promote the
10 products because they actually get to use the products.
11 And once they use them, they generally like it
12 and buy it. So we do a lot of sampling, a lot of
13 giveaways -- charities, giveaways in bags -- you know,
14 the gift bags that they would have at a charity. Every
15 month we are giving products and donating it to some
16 cause or charity as a giveaway, again, for the consumer
17 to try it and hopefully like it and then buy it.
18 Q Can you identify some of the charities that you
19 have done promotional activities with?
20 A I think Jim can answer that better. I can't
21 specifically -- I just -- you know, I see the dollars
22 every month that are going out, but we have a PR
23 department that has 2 people in it, and they spend a lot
24 of time doing that every month.
25 And through our actual PR agency, M. Craig,

1 they are constantly asking us for product to be given
2 away as samples for various organizations or charities.
3 Q Can you identify for me the dollars that are
4 being spent in connection with promotional and
5 advertising materials by the company?
6 A Yeah, I can. On the exhibit that I think was
7 our first or second exhibit -- there's still other
8 different promotional vehicles we use, but what I have
9 on Exhibit No. 1 I discussed earlier that I have taken
10 from our financial records what we spent in selling and
11 marketing expenses.
12 And what I did is I went through our income
13 statement and pulled out just the expenses that really
14 relate to promoting the products, which are some of the
15 ones we've discussed today. And, for example, in 2006
16 we spent 6.2 -- almost 6.3 million dollars in selling
17 and marketing expenses to promote Sexy Hair.
18 Q And was that more or less than 2005?
19 A More. Each year is slightly more. For
20 example, 2005 was 5.3 million. 2004 was 4.9 million.
21 2003 was 4.2 million. So it's a significant amount of
22 expenditure that we incur every month on promoting
23 because as I mentioned earlier we're really a marketing
24 company. We have a brand, and we market our brand.
25 Some of the categories that we haven't dealt

1 with yet that fall under that are things like detailing
2 where our employees will actually go and walk into
3 salons with salespeople and actually talk about our
4 products and try to sell our products to the salon owner
5 or the stylists in the salon.
6 We will -- it can be our employees or could be
7 some of the independent contractor educators that I
8 mentioned earlier that will go into territories and
9 actually ride with a sales consultant who's employed by
10 the distributor and go and visit all their clients and
11 promote our products while they do that.
12 And there's sales meetings that we spend money
13 on every month where our salespeople go to our
14 distributor sales meetings and present to all the
15 salespeople -- present our promotions for the month and
16 talk about the company and what's happening with the
17 company and what's exciting with the company, but always
18 promoting the product and trying to get them to focus on
19 our products and sell our products.
20 Q Are there any other promotional vehicles that
21 the company uses to promote the Sexy and Sexy Hair
22 brands?
23 A I've mentioned the literature that we do, for
24 example, the promotional sheets. We also have
25 consumer -- we have the consumer brochures, which is a

1 brochure that we prepare. We update it probably every
2 year or twice a year, and that gives information on
3 every one of our products.
4 Now, that will be in a printed form, and we
5 will also produce a DVD that will ship to our
6 distributors that gives information on every product,
7 how you use it so that someone -- stylists or a salon
8 that just got our line in can take it home and learn
9 about the products. I'm trying to think of the other
10 literature.
11 We also -- we will send out our imagery. We do
12 a lot of photo shoots. We'll send out our imagery to
13 all our distributors, and I'm talking international as
14 well. We'll send out our imagery so they can use it on
15 their sell sheets.
16 What a distributor will do is they will have
17 their own magazine or newspaper because a distributor
18 typically will carry not only Sexy Hair but could carry
19 one or more of our competitors. So they'll produce a
20 monthly, say, newspaper that will list the promotions of
21 all the different lines they carry.
22 And so they can pull the imagery from the disc
23 we send them and insert it into their newspaper, and
24 that then goes out to their customers. So I mentioned
25 the literature. I think I've covered the major

1 categories. If anything else comes to mind as we go
2 through this, I'll come back to it.
3 MS. JACOBS-MEADWAY: Excellent. Off the
4 record.
5 (Brief recess taken.)
6 BY MS. JACOBS-MEADWAY:
7 Q Mr. Stiller, before we move to the next topic,
8 are there any other means of promoting the Sexy and Sexy
9 Hair marks that you're familiar with?
10 A Yeah. Another area where we spend a fair
11 amount of money is on sales incentives. And this would
12 be where we would incentivize the salespeople -- those
13 are people employed by our distributor -- to sell our
14 product.
15 So there might be a -- it will be a monetary
16 incentive where we would say, for example, "If you sell
17 10 of this deal, you get a hundred dollars." That's
18 just a generic example, but we would quite often --
19 don't forget we're competing for selling time of a
20 salesperson. So our average distributor -- there are 1
21 or 2 that only sell our product -- 1 or 2 distributors.
22 But the bulk of them are multi-line
23 distributors where they can -- a salesperson can have up
24 to maybe 10 lines that they are selling. So what we are
25 competing for is when that salesperson walks into one of

his or her accounts what products are they going to talk about. Are they going to talk about ours or our competitors' products?

So some of the many things that I've spoken about already -- the sales meetings, our promotions -- all those things are to help the salesperson focus on our product, the salon focus on our product, the distributor focus on our product, and, of course, the consumer to buy it.

So we regularly would run customized sales incentive programs. Another promotional activity that we engaged in -- and this would have been, I think, in 2006 -- was we had a competition called The Show Off. We spent about, I think, $200,000 on this particular promotion.

And what we did here is we ran -- it was Web-based. And we ran this competition that was kind of show us your Sexy Hair. It was we're having a competition under -- for the person who had the best big sexy hair, the best healthy sexy hair, the best curly sexy hair, the best straight sexy hair.

So the program was designed you'd go into a salon, the stylist was involved and the consumer was involved. And they'd take a photo and would submit the photo. Judges then would get finalists in each

1 category.

2 And then at a trade show we had in Florida a

3 year ago we picked the winners in the different

4 categories. There was a lot of interest, a lot of --

5 thousands of submissions. We got a good amount of press

6 on it. There's a website called behindthechair.com,

7 which is the premier stylist website in our industry.

8 And we both advertised and they promoted the

9 competition for us as well as some of our various

10 products. So it was totally Web-based, and we got

11 consumers and stylists involved. And then there was a

12 prize -- various prizes: monetary and product, trips and

13 different things like that. It ran for -- I don't

14 know -- about 6 months or 9 months.

15 Q So that would be that the stylist who used a

16 Big Sexy Hair product and the consumer who had her hair

17 done with the Big Sexy Hair product was eligible for the

18 Big Sexy Hair segment of this contest; was that how it

19 worked?

20 A Yeah. It was more into -- typically they would

21 end up being -- they were Sexy Hair product users

22 because really that's how they knew about the products,

23 but really what they submitted was the picture of the

24 client with their short sexy hair or their big sexy hair

25 or their straight sexy hair and was chosen based on

1 their look, but always around the various brands is how
2 it was tailored.
3 Q So the consumer would be a consumer who was
4 using the Curly Sexy Hair product to get that look that
5 was shown in the photograph?
6 A Yes, typically they would then say "I used this
7 product and that product to get this look."
8 Q So it would be -- if you will, in the Straight
9 category it would be the use of the Straight Sexy Hair
10 product that would be promoted to get that look?
11 A Yes. Correct. And the only other -- I've
12 mentioned them a few times but haven't really focused on
13 them is our PR agency which is M. Craig & Associates.
14 And they are an agency -- one of the reasons we
15 chose them is because they are on both coasts.
16 So on the East Coast is where all the magazines
17 are really headquartered, and on the West Coast is where
18 the T.V. and movies are. So we have people on the West
19 Coast working on placements and charities and all the
20 rest on the West Coast. And on the East Coast they're
21 working on the placements within the magazines.
22 We've had the PR agency since, I believe, '99
23 since Sexy Hair really started. And they've been on a
24 retainer ever since and have helped to promote the
25 product.

1 Q Does Sexy Hair take any steps to protect any of
2 its trademarks?
3 A Absolutely.
4 Q What steps are those?
5 A Before using any mark, we use our attorney --
6 you -- to do a search on the mark and see whether the
7 mark is available for use. So that would be the first
8 step.
9 We would then decide whether we're going to
10 apply for registration for the mark or not, but we -- in
11 fact, before getting to the stage where we get Bobby
12 involved, our marketing company will decide on names --
13 our marketing department will decide on names they want
14 to use.
15 They will then do a very basic search on the
16 Internet of the trademark and patent website to see if
17 anyone's using that mark. If no one is using the mark,
18 then we would go to Bobby and ask her to do an extensive
19 search on the name. And Bobby would then give us her
20 opinion as to whether the mark is available for use or
21 not.
22 Q Now, has Sexy Hair registered any trademarks?
23 A Yes, we have.
24 Q Have you registered any trademarks in the Sexy
25 Hair line of products?

1 A Yes. Yes. Sexy Hair itself is registered in
2 the United States, Canada, and numerous other countries.
3 We also have registrations for some of the
4 other names including Sexy Hair. And off the top of my
5 head I can't state specifically which ones. I know --
6 well, there's Hot Sexy Highlights. I know we had that
7 one. I believe Wild Sexy Hair we have. And there are a
8 whole of others we've applied for as well.
9 Q Now, in addition to securing registrations for
10 Sexy Hair and some of the other marks, does Sexy Hair
11 take any other steps to police or protect its marks?
12 A Yes. We constantly are policing our marks, and
13 this is a joint effort by our counsel -- Bobby -- and
14 us. If we ever see in any publications or out in the
15 salons or stores anything that looks like it's similar
16 to our mark, we would get together with counsel and
17 decide on what action needs to be taken. And over the
18 years there have been a number of instances where we
19 have had to take action of varying degrees.
20 Q I show you a collection of documents which
21 represent various policing activities and just ask if
22 you can identify these generally as policing matters
23 that you're familiar with.
24 A Yes. Looking at this, this is a number of
25 either oppositions or letters that have been sent

1 relating to oppositions -- people who we've opposed
2 using a name that we had an issue with.
3 Q Are you the person at Sexy Hair who has
4 authorized the taking of action?
5 A Yes.
6 MS. JACOBS-MEADWAY: I would ask that the
7 collection of policing documents be marked as Sexy
8 Testimony Deposition Exhibit 38.
9 (Sexy Testimony Deposition Exhibit 38
10 was marked for identification by the
11 court reporter.)
12 BY MS. JACOBS-MEADWAY:
13 Q Have any of the opposition proceedings
14 instituted by Sexy Hair gone to a decision by the
15 Trademark Trial and Appeal Board?
16 A Yes, one has.
17 Q And what is that one?
18 A That was the Victoria's Secret "So Sexy" mark.
19 Q And I show you a copy of the decision mailed
20 April 20, 2007 and ask if you can identify that for me.
21 A Yes. This is the decision from the board on
22 the mark where we prevailed against Victoria's Secret on
23 the "So Sexy" mark.
24 MS. JACOBS-MEADWAY: I'd ask the reporter to
25 mark the decision from the Trademark Trial and Appeal

1 Board as Sexy Testimony Deposition Exhibit No. 39.
2 (Sexy Testimony Deposition Exhibit 39
3 was marked for identification by the
4 court reporter.)
5 BY MS. JACOBS-MEADWAY:
6 Q Mr. Stiller, at the present time are you aware
7 of any use by any other company of "Sexy" as a mark for
8 hair care preparations?
9 A The only companies I'm aware of are this
10 Victoria's Secret one and the Sexy 'N Sassy.
11 Q And that is the Perfect Plus product that is
12 the subject of this opposition proceeding?
13 A Correct.
14 Q Let me show you a package and ask if you can
15 identify that for me.
16 A Yeah. This is the Sexy 'N Sassy, one of the
17 products in their line that clearly has the word "Sexy"
18 on it and is, as you said, the subject of this
19 proceeding.
20 Q When did you first see the Sexy 'N Sassy
21 product which is bearing the mark which is the subject
22 of this proceeding?
23 A I believe it was 2005.
24 Q Have you ever seen the Sexy 'N Sassy product in
25 a salon?

1 A No.
2 Q Have you ever seen the Sexy 'N Sassy product in
3 retail distribution?
4 A No.
5 Q Have you ever seen an advertisement for the
6 Sexy 'N Sassy product?
7 A No.
8 MS. JACOBS-MEADWAY: I would ask the reporter
9 to mark the Sexy 'N Sassy product as Sexy Testimony
10 Deposition Exhibit 40.
11 (Sexy Testimony Deposition Exhibit 40
12 was marked for identification by the
13 court reporter.)
14 BY MS. JACOBS-MEADWAY:
15 Q Mr. Stiller, is the package for the Sexy 'N
16 Sassy product reminiscent of any other package that
17 you're familiar with?
18 A Yeah. Well, it looks a lot like our Straight
19 Sexy Hair. I mean, you've got the silver packaging and
20 a kind of standard -- in a standard container. You've
21 got "Sexy" as the dominant mark on the package. It's
22 also in a pinky red color, and our Straight Sexy Hair
23 has "Sexy" in red. It looks similar to our product and
24 could easily be confused.
25 MS. JACOBS-MEADWAY: Off the record.

1 (Discussion held off the record.)
2 BY MS. JACOBS-MEADWAY:
3 Q Mr. Stiller, do you have an opinion as to
4 whether or not the Sexy Hair and Sexy brand is well
5 known to the general public?
6 A Yes, I believe it's very well known.
7 Q And do you have any basis for that?
8 A There are a number of reasons I say that.
9 Firstly, on a basic level, whoever I come in
10 contact with now as the brand's got popular, at least
11 80 percent of people I meet would have heard of the
12 brand.
13 But to take it to a higher level, you just have
14 to look at our diversion as a perfect example of how
15 popular this brand is. Everyone knows that to get
16 retail space with these huge companies is, Number 1,
17 very costly. Number 2, the products have to move on the
18 shelf because their real estate is so valuable.
19 You have people who are going through the gray
20 market to obtain our product so that they can supply the
21 shelves. And you can see by the numbers how this is
22 growing from year to year, and I think we said it's
23 about 15 to 16 million dollars worth at the moment in
24 Sexy Hair products on retail shelves that's unauthorized
25 by us. In fact, we've taken -- tried to take legal

1 action against these companies to stop them carrying it.
2 And even though we've tried to do that, because
3 of the demand they continue carrying the product. And
4 diversion is purely based on demand. If you have a
5 product that doesn't move and there's no consumer demand
6 for the product, these retailers aren't going to carry
7 the product. Their real estate is just too valuable.
8 And Sexy Hair just driven by the pure consumer
9 demand, unfortunately from a pure professional point of
10 view in wanting to keep our products in the salons, you
11 can find it everywhere. So that's another basis for me
12 talking about the popularity of the product.
13 You then just have to look at the hits we get
14 in all the magazines -- the consumer magazines, the
15 trade magazines. Editors aren't going to be talking
16 about something that they don't think is popular or that
17 their readers don't want to read about. And another
18 example was there's a product that came out that
19 actually is selling in retail and compares itself to our
20 product.
21 They are the -- their whole marketing for their
22 product is they're saying their product compares to the
23 Big Sexy Hair Spray & Play product. Now, if they didn't
24 think that there was significant recognition of the
25 brand and the product, there's no reason that they would

1 go out and produce a product and have that as their main
2 marketing position.
3 Q I show you a package of Nature's Therapy
4 Professional -- with two dots over the A -- Volumizing
5 Hair Spray and ask if you can identify that for me.
6 A Yes. This is the package I just referred to,
7 and it's a volumizing hair spray, which is what our
8 Spray & Play is. And clearly at the bottom it says
9 "Sexy Hair Concepts' Big Sexy Hair" with a TM "Spray &
10 Play is a competing product." So there they're clearly
11 saying buy our product because it's similar to the Big
12 Sexy Hair Spray & Play product.
13 MS. JACOBS-MEADWAY: I'd ask the reporter to
14 mark the Nature's Therapy product with the comparison to
15 Big Sexy Hair as Sexy Testimony Deposition Exhibit 41.
16 (Sexy Testimony Deposition Exhibit 41
17 was marked for identification by the
18 court reporter.)
19 THE WITNESS: Just to add on that point, it's
20 been done before in our industry by -- I know of at
21 least one other company where they will go and take the
22 most popular products and use this type of marketing
23 technique to try and position themselves in retail.
24 So they'll pick, say, the best Paul Mitchell
25 product, the best of any of our competitors' products

1 and say "compare to this product." And that's really --
2 they're just trying to ride on the coattails of a
3 product that's popular in a different channel or a more
4 expensive product.
5 BY MS. JACOBS-MEADWAY:
6 Q In terms of that, Mr. Stiller, what is the
7 price range for these products in the Sexy Hair line?
8 A Our price range -- and I'm going to talk about
9 the retail sizes because we have samples -- small sizes
10 and we have up to gallons. But if you talk the average
11 retail size, which is anywhere from 8 ounces to 13
12 ounces, our price will range from about $9 to the mid
13 20's.
14 Q Is that considered a mid price range?
15 A It's considered just above mid. Mid to mid to
16 high. In the middle there somewhere.
17 MS. JACOBS-MEADWAY: Thank you very much. Off
18 the record.
19 (Discussion held off the record.)
20 MS. JACOBS-MEADWAY: That's all my questions,
21 Mr. Stiller. Thank you very much.
22 THE WITNESS: Thank you.
23 //
//
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7
8 I, MARK STILLER, do hereby declare under penalty
9 of perjury that I have read the foregoing transcript;
10 that I have made any corrections as appear noted, in
11 ink, initialed by me; that my Testimony as contained
12 herein, as corrected, is true and correct.
13 EXECUTED this 30th day of AUGUST,
14 2007, at WEST HILLS, CALIFORNIA.
(City) (State)
15
16
17
MARK STILLER
18
19
20
21
22
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25

I, the undersigned, a Certified Shorthand Reporter of the State of California, do hereby certify:

That the foregoing proceedings were taken before me at the time and place herein set forth; that any witnesses in the foregoing proceedings, prior to testifying, were placed under oath; that a verbatim record of the proceedings was made by me using machine shorthand which was thereafter transcribed under my direction; further, that the foregoing is an accurate transcription thereof.

I further certify that I am neither financially interested in the action nor a relative or employee of any attorney of any of the parties.

IN WITNESS WHEREOF, I have this date subscribed my name.

Dated: AUG 29 2007

Kelly M. Bates
CSR No. 12935

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SEXY HAIR CONCEPTS, LLC, Opposer, vs. PERFECT PLUS, INC., Applicant.	Opposition No. 91,170,863

DEPOSITION OF MARK STILLER

Chatsworth, California

Thursday, August 2, 2007

ORIGINAL

EXHIBITS

Reported by:

KELLY M. BATES

CSR NO. 12935

JOB No. 209884A

1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

3

4 SEXY HAIR CONCEPTS, LLC,)
5 Opposer,)
6 vs.) Opposition No. 91,170,863
7 PERFECT PLUS, INC.,)
8 Applicant.)
9

10

11

12 DEPOSITION of MARK STILLER, taken on
13 behalf of Opposer, at 9232 Eton
14 Avenue, Chatsworth, California 91311,
15 beginning at 9:18 a.m., and ending at
16 11:55 a.m. on Thursday, August 2,
17 2007, before KELLY M. BATES, Certified
18 Shorthand Reporter No. 12935.

19

20

21

22

23

24

25

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13

14

15

16 Also Present:

17

JIM MORRISON

18

19

20

21

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23

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25

1 I N D E X

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3 MARK STILLER

4

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9 E X H I B I T S

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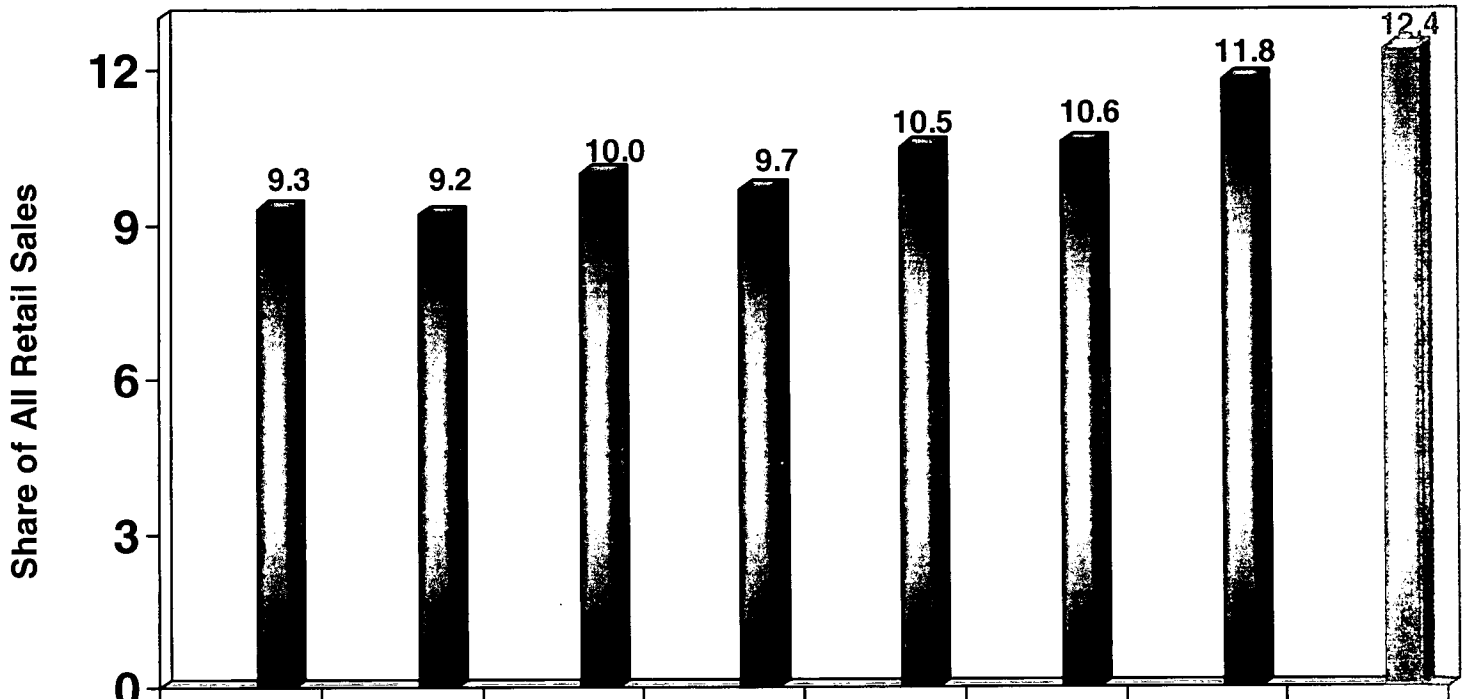
SEXY HAIR CONCEPTS, LLC
Sales and expenses

	2007 Est	2006 Actual	2005 Actual	2004 Actual	2003 Actual	2002 Actual	2001 Actual	2000 Actual	1999 Actual
Total Sales	62,000,000	53,000,000	44,000,000	36,000,000	32,000,000	26,000,000	21,000,000	16,000,000	12,000,000
Sexy Hair Sales (Distributor Price)	**60,000,000**	**51,308,000**	**38,890,000**	**32,917,000**	**28,428,000**	**22,321,000**	**13,538,000**	**9,323,000**	**4,400,000**
% of Total	97%	97%	88%	91%	89%	86%	64%	58%	37%
Sexy Hair Sales (Est. Retail Price)	**218,181,818**	**186,574,545**	**141,418,182**	**119,698,182**	**103,374,545**	**81,167,273**	**49,229,091**	**33,901,818**	**16,000,000**
Selling Expenses	3,732,590	3,412,475	3,380,027	2,895,847	2,596,513	2,799,563	1,925,154	1,257,663	1,399,594
Marketing Expenses	3,253,000	2,861,240	1,933,554	2,053,432	1,577,367	1,254,301	864,768	879,959	837,523
Total Selling and Marketing Exp	**6,985,590**	**6,273,715**	**5,313,581**	**4,949,279**	**4,173,880**	**4,053,864**	**2,789,922**	**2,137,622**	**2,237,117**
Sub-Brand Introduction	Strong		Simply		Silky	Wild	Healthy	Curly Hot	Big Straight Short

Sexy Hair
EXHIBIT NO. 1
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

TRENDED HAIR CARE DIVERSION IN THE U.S.
ALL OUTLETS ALL DOLLARS (000'S)

Sexy Hair
EXHIBIT NO. 2
No. 91,170,863
8-2-07
K.Bates, CSR# 12935



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005
Diverted $ Volume	67,039	70,731	73,811	76,105	76,529	81,183	87,080	93,316
Total U.S. $ Volume	722,455	766,802	734,521	784,160	730,617	763,453	739,137	750,291
Share	9.3	9.2	10.0	9.7	10.5	10.6	11.8	12.4

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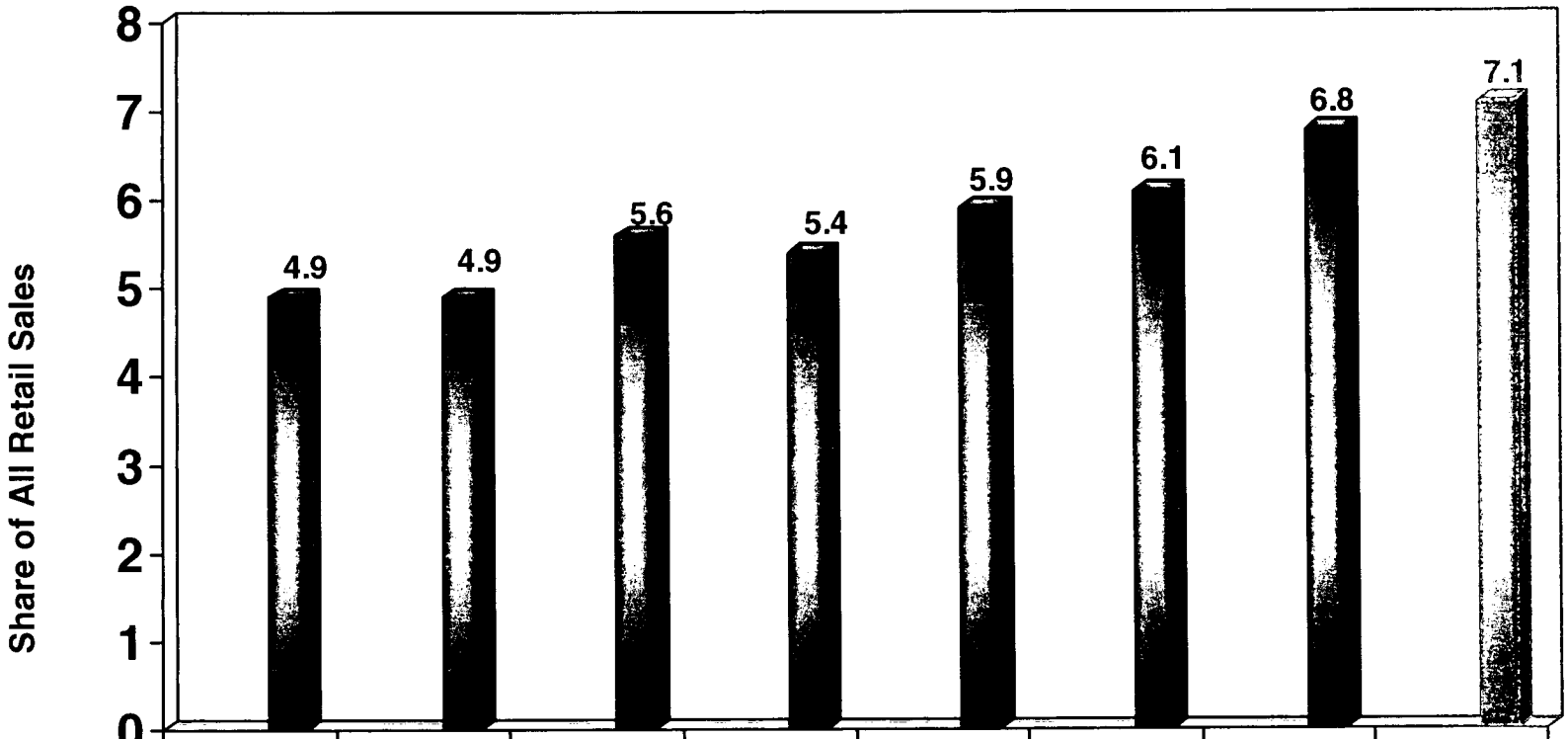
DIVERTED SHAMPOO SHARE OF TOTAL U.S. RETAIL TREND

ALL OUTLETS (000'S)



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005
Diverted $ Volume	15,490	16,284	17,667	18,670	18,798	20,191	21,785	23,450
Total U.S. $ Volume	317,807	331,459	317,984	344,067	320,583	332,270	322,687	331,110
Share	4.9	4.9	5.6	5.4	5.9	6.1	6.8	7.1

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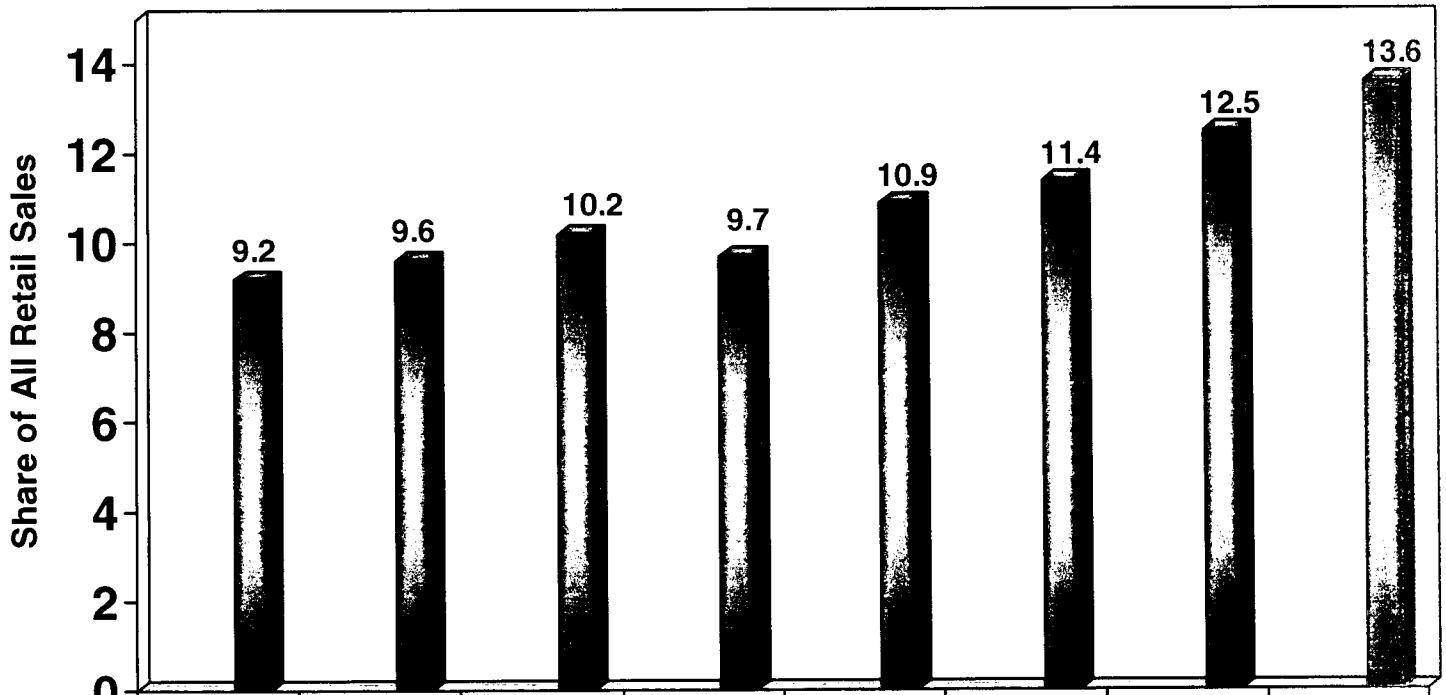
DIVERTED CONDITIONER SHARE OF TOTAL U.S. RETAIL TREND
ALL OUTLETS (000'S)



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005
Diverted $ Volume	16,377	18,574	19,396	19,754	20,115	22,219	23,843	26,563
Total U.S. $ Volume	178,771	193,748	189,435	202,719	185,012	195,458	190,889	194,737
Share	9.2	9.6	10.2	9.7	10.9	11.4	12.5	13.6

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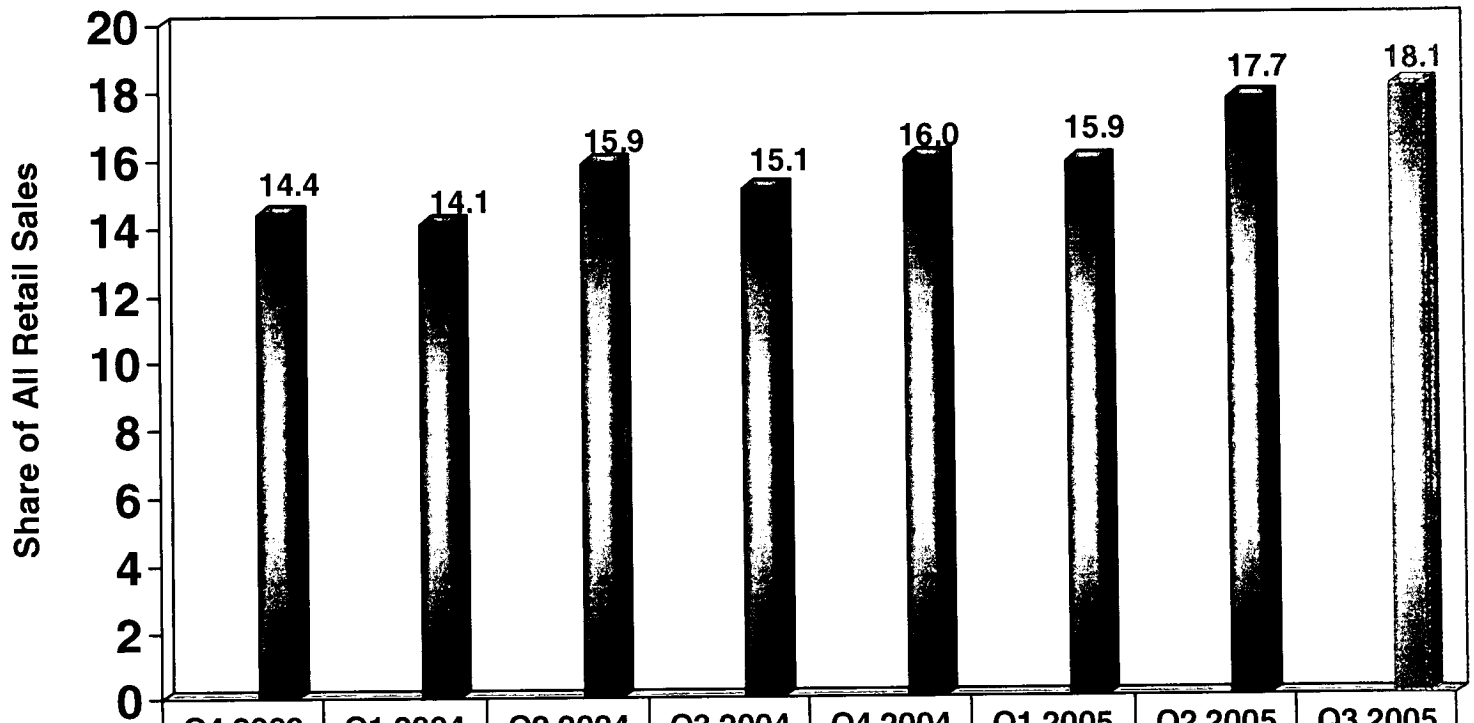
DIVERTED HAIR SPRAY SHARE OF TOTAL U.S. RETAIL TREND
ALL OUTLETS (000'S)



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005
Diverted $ Volume	15,157	15,517	16,024	15,553	16,376	16,847	17,878	17,688
Total U.S. $ Volume	105,301	109,925	100,668	103,275	102,108	105,944	100,918	97,989
Share	14.4	14.1	15.9	15.1	16.0	15.9	17.7	18.1

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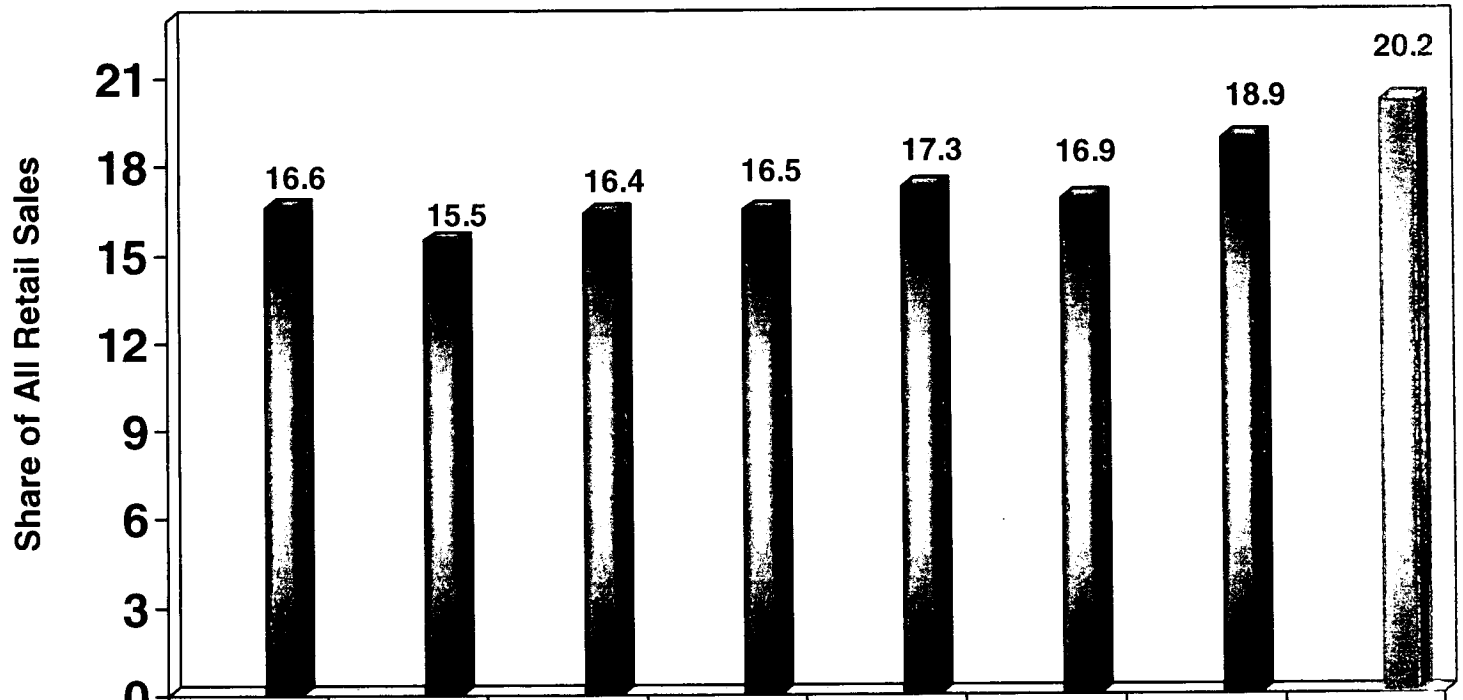
DIVERTED STYLING AIDS SHARE OF TOTAL U.S. RETAIL TREND
ALL OUTLETS (000'S)



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005
Diverted $ Volume	20,014	20,356	20,724	22,128	21,240	21,925	23,574	25,615
Total U.S. $ Volume	120,576	131,670	126,434	134,100	122,913	129,780	124,644	126,291
Share	16.6	15.5	16.4	16.5	17.3	16.9	18.9	20.2

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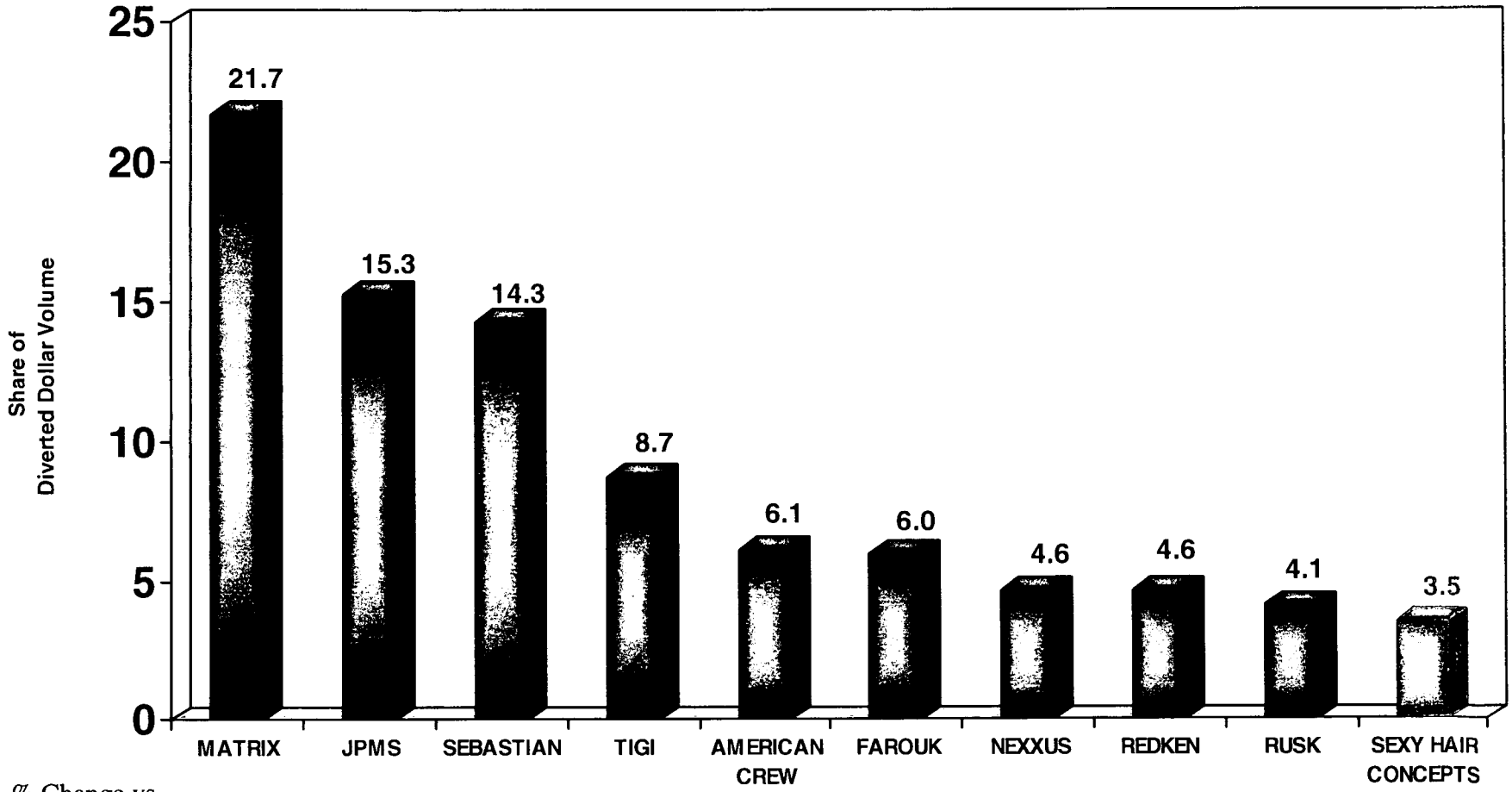
TOP 10 DIVERTED MANUFACTURERS
DOLLAR VOLUME - TOTAL U.S. – ALL OUTLETS
ALL HAIR CARE
Year Ended September 30, 2005



% Change vs. Year Ended	MATRIX	JPMS	SEBASTIAN	TIGI	AMERICAN CREW	FAROUK	NEXXUS	REDKEN	RUSK	SEXY HAIR CONCEPTS
Prior quarter	3	1	(4)	6	0	5	0	7	(7)	0

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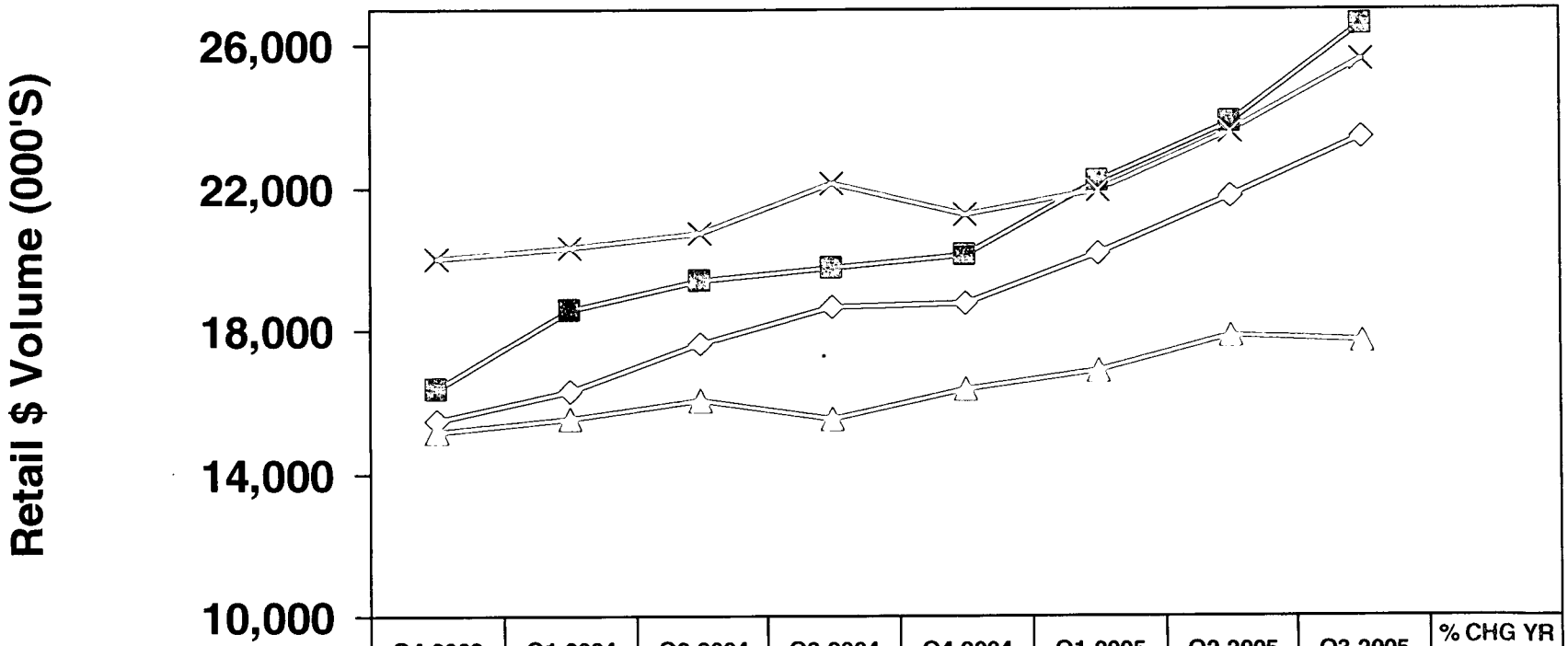
PROFESSIONAL DIVERTED DOLLAR VOLUME
Two years ended September 30, 2005

Hair Care Category – All Channels



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	% CHG YR VS YR
Total Shampoo $	15,490	16,284	17,667	18,670	18,798	20,191	21,785	23,450	23.7%
Total Conditioner $	16,377	18,574	19,396	19,754	20,115	22,219	23,843	26,563	25.2%
Total Hairspray $	15,157	15,517	16,024	15,553	16,376	16,847	17,878	17,688	10.5%
Total Styling Aids $	20,014	20,356	20,724	22,128	21,240	21,925	23,574	25,615	11.0%

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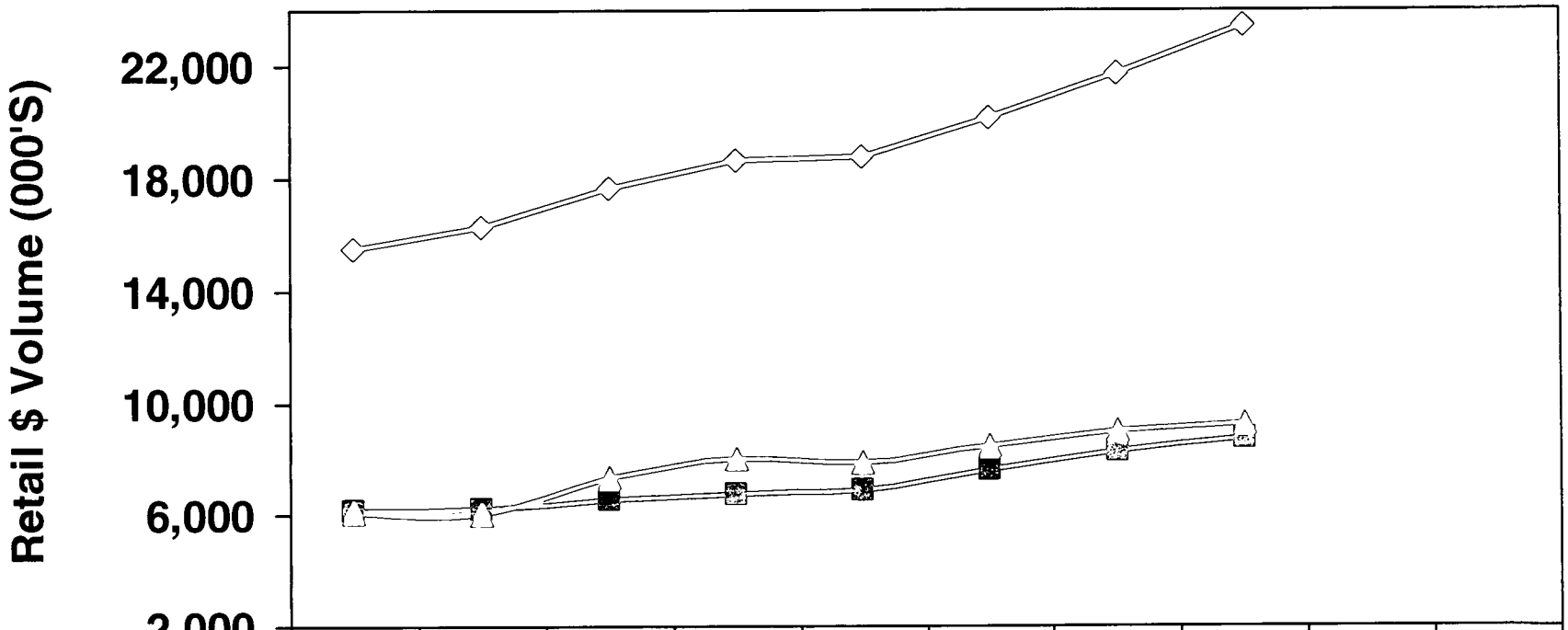
PROFESSIONAL DIVERTED DOLLAR VOLUME BY CHANNEL
Two years ended September 30, 2005

Shampoo Category



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	% Change Year vs. Year	Share of Total U.S.
Total U.S. $	15,490	16,284	17,667	18,670	18,798	20,191	21,785	23,450	23.7%	100%
Total Food $	6,129	6,243	6,562	6,766	6,880	7,594	8,234	8,694	22.2%	37.1%
Total Drug $	6,061	6,040	7,359	7,999	7,840	8,424	9,012	9,256	25.8%	39.5%

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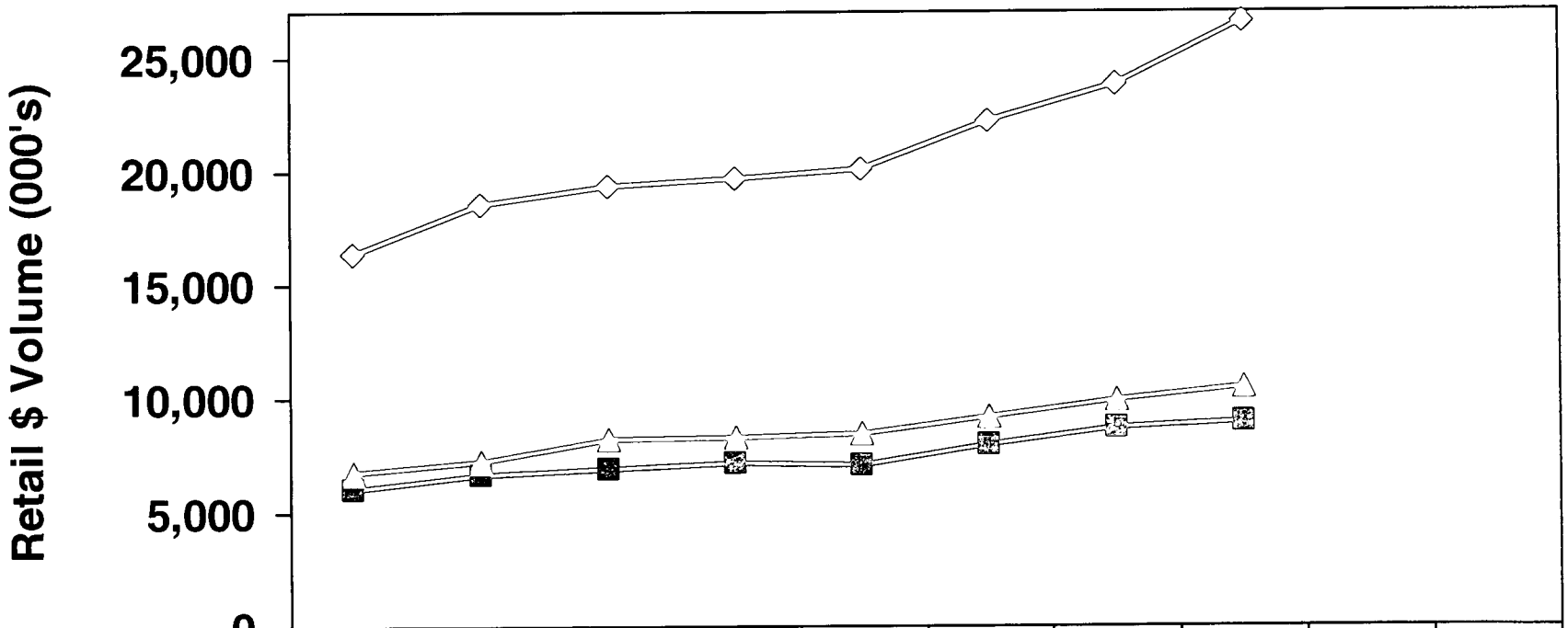
PROFESSIONAL DIVERTED DOLLAR VOLUME BY CHANNEL
Two years ended September 30, 2005

Conditioner Category



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	% Change Year vs. Year	Share of Total U.S.
Total U.S. $	16,377	18,574	19,396	19,754	20,115	22,219	23,843	26,563	25.2%	100%
Total Food $	6,073	6,673	6,991	7,192	7,115	8,021	8,693	8,997	21.9%	33.9%
Total Drug $	6,810	7,256	8,273	8,309	8,512	9,229	9,915	10,545	24.6%	39.7%

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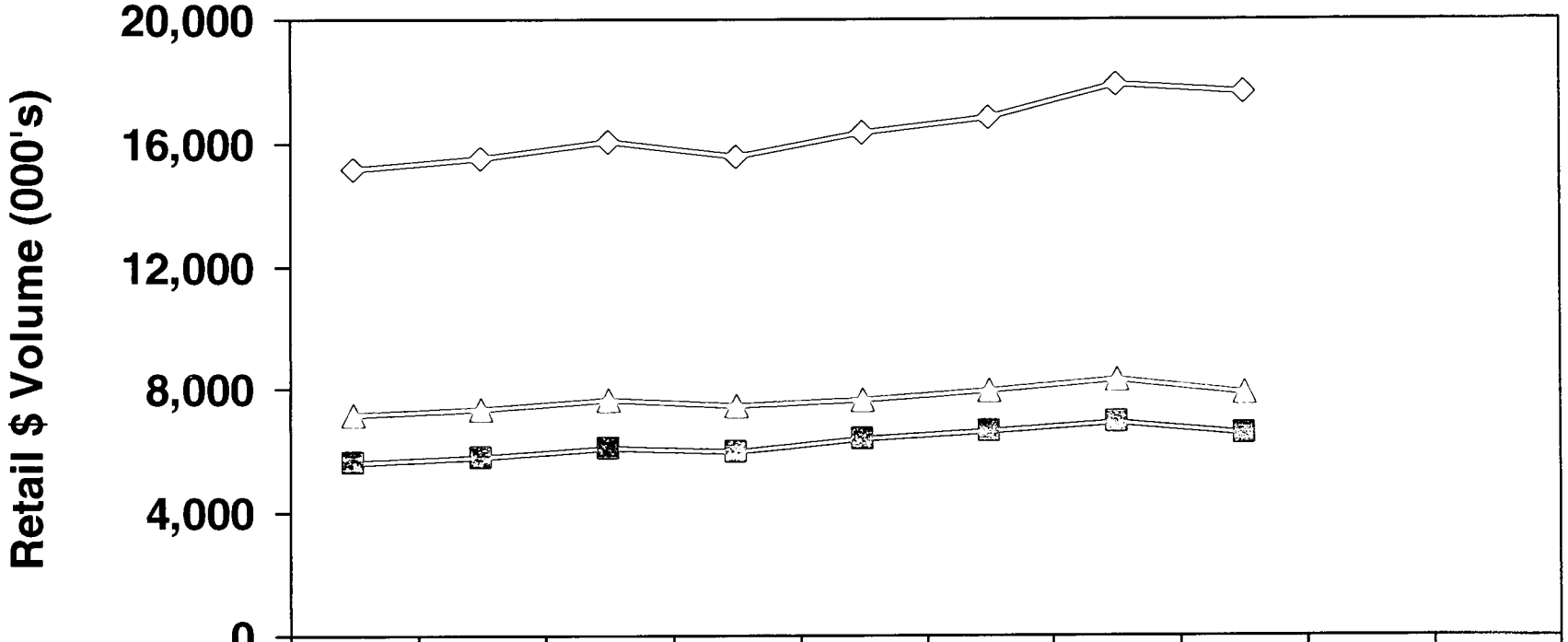
PROFESSIONAL DIVERTED DOLLAR VOLUME BY CHANNEL
Two years ended September 30, 2005

Hair Spray Category



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	% Change Year vs. Year	Share of Total U.S.
Total U.S. $	15,157	15,517	16,024	15,553	16,376	16,847	17,878	17,688	10.5%	100%
Total Food $	5,601	5,812	6,116	5,992	6,380	6,629	6,973	6,606	13.0%	37.3%
Total Drug $	7,178	7,366	7,683	7,501	7,662	7,943	8,344	7,915	7.2%	44.7%

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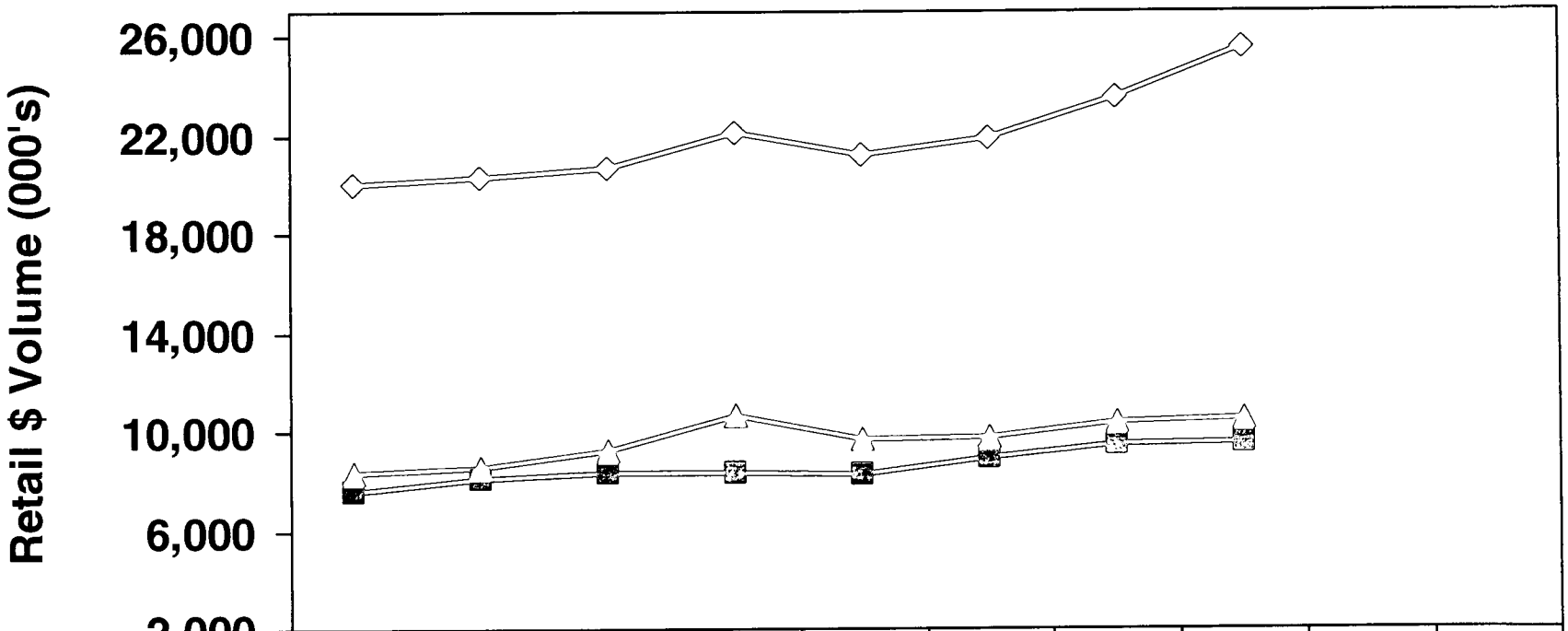
PROFESSIONAL DIVERTED DOLLAR VOLUME BY CHANNEL
Two years ended September 30, 2005

Styling Aids Category



	Q4 2003	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	% Change Year vs. Year	Share of Total U.S.
Total U.S. $	20,014	20,356	20,724	22,128	21,240	21,925	23,574	25,615	11.0%	100%
Total Food $	7,634	8,107	8,356	8,365	8,273	8,936	9,497	9,575	11.8%	37.4%
Total Drug $	8,381	8,588	9,296	10,703	9,712	9,775	10,386	10,528	9.3%	41.1%

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ACNielsen MARKET DECISIONS

DIVERTED BRAND SUMMARY AS OF SEPTEMBER 30, 2005
TOTAL U.S.
DOLLAR SALES VOLUME TREND

CATEGORY
HAIR CARE

	DOLLAR SALES VOLUME								% NET CHANGE				
	QTR IV 2003	QTR I 2004	QTR II 2004	YEAR AGO QTR III 2004	QTR IV 2004	QTR I 2005	QTR II 2005	CRRNT PERIOD QTR III 2005	PRIOR QTR	YEAR AGO	PAST YEAR ACCUM	% CHANGE VS PRIOR YEAR	SHARE OF DIVERTED VOLUME
TOTAL U.S. - ALL OUTLETS	67,039,081	70,731,428	73,811,477	76,105,005	76,528,949	81,182,685	87,080,237	93,316,470	7.2	22.6	338,108,342	17.5	100.0
ABBA	902,679	875,581	949,691	950,512	904,279	959,799	928,913	904,351	-2.6	-4.9	3,697,342	0.5	1.1
AMERICAN CREW	4,120,492	4,104,902	4,337,763	4,545,797	4,795,318	4,878,284	5,324,489	5,767,262	8.3	26.9	20,765,352	21.4	6.1
ARTEC	1,417,929	1,438,560	1,407,332	1,360,992	1,327,928	1,376,166	1,278,491	1,285,160	0.5	-5.6	5,267,746	-6.3	1.6
AVEDA	665,458	751,310	990,330	1,068,349	1,921,748	2,244,415	2,196,222	1,748,274	-20.4	63.6	8,110,659	133.4	2.4
CLAIROL	145,777	144,860	145,835	130,922	119,636	126,148	112,999	112,472	-0.5	-14.1	471,255	-16.9	0.1
FAROUK	2,769,422	3,852,282	3,951,881	3,857,808	4,451,027	4,762,514	5,132,793	5,826,638	13.5	51.0	20,172,972	39.8	6.0
FRAMESI	6,547	3,778	2,694	1,268	1,179	1,139	599	0	-100.0	-100.0	2,918	-79.6	0.0
GOLDWELL	82,045	64,094	94,768	73,797	64,729	55,199	55,276	40,511	-26.7	-45.1	215,715	-31.5	0.1
GRAHAM WEBB	1,275,215	1,295,698	1,053,541	1,065,147	1,029,023	1,098,371	1,158,439	1,001,292	-13.6	-6.0	4,287,125	-8.6	1.3
IMAGE	3,284	1,654	729	744	58	80	112	25	-77.2	-96.6	276	-95.7	0.0
ISO	72,929	64,744	76,532	69,740	74,517	56,947	17,349	20,239	16.7	-71.0	169,053	-40.5	0.0
JOICO	1,560,740	1,605,151	1,523,235	1,414,151	1,310,471	1,200,007	1,109,468	1,045,248	-5.8	-26.1	4,665,193	-23.6	1.4
JPMS	10,221,555	10,098,102	10,901,209	11,239,890	11,286,062	12,254,107	13,814,204	14,518,466	5.1	29.2	51,872,839	22.2	15.3
KENRA	11,915	2,664	2,260	2,675	2,396	1,855	517	0	-100.0	-100.0	4,768	-75.6	0.0
KMS	1,229,173	1,226,517	1,161,897	1,217,377	1,084,905	1,080,922	1,015,801	921,721	-9.3	-24.3	4,103,349	-15.1	1.2
L'ANZA	248,580	140,878	77,467	53,981	55,390	45,503	32,505	19,586	-39.7	-63.7	152,985	-70.6	0.0
L'OREAL	40,191	16,037	4,925	3,941	2,977	2,517	893	169	-81.0	-95.7	6,556	-89.9	0.0
MATRIX	9,410,071	12,731,818	14,281,707	15,194,207	15,677,276	17,703,472	19,067,089	20,917,249	9.7	37.7	73,365,086	42.1	21.7
NEXXUS	3,905,693	3,727,667	3,452,907	3,616,772	3,510,088	3,763,750	3,979,332	4,223,158	6.1	16.8	15,476,329	5.3	4.6
NIOXIN	57,292	66,497	75,650	69,071	77,650	96,951	93,702	112,609	20.2	63.0	380,912	41.9	0.1
PUREOLOGY	0	0	0	0	0	0	0	279,466			279,466		0.1
REDKEN	3,059,851	3,094,999	2,964,074	2,984,068	3,047,591	3,454,904	4,221,798	4,962,954	17.6	66.3	15,687,246	29.6	4.6
RUSK	2,989,587	3,019,429	3,298,350	3,847,360	3,485,313	,421	3,412,481	3,530,658	3.5	-8.2	13,809,873	5.(	4.1

ACNielsen MARKET DECISIONS

DIVERTED BRAND SUMMARY AS OF SEPTEMBER 30, 2005
TOTAL U.S.
DOLLAR SALES VOLUME TREND

CATEGORY
HAIR CARE

	DOLLAR SALES VOLUME								% NET CHANGE				
	QTR IV 2003	QTR I 2004	QTR II 2004	YEAR AGO QTR III 2004	QTR IV 2004	QTR I 2005	QTR II 2005	CRRNT PERIOD QTR III 2005	PRIOR QTR	YEAR AGO	PAST YEAR ACCUM	% CHANGE VS PRIOR YEAR	SHARE OF DIVERTED VOLUME
SEBASTIAN	12,790,000	12,827,898	12,951,753	12,020,534	11,741,100	11,811,691	12,291,679	12,549,684	2.1	4.4	48,394,154	-4.3	14.3
SEXY HAIR CONCEPTS	2,043,025	2,482,539	2,506,647	2,611,534	2,817,279	2,884,571	3,016,253	3,152,262	4.5	20.7	11,870,366	23.1	3.5
SORBIE	48,273	29,022	18,269	8,912	13,911	13,744	6,871	2,242	-67.4	-74.8	36,769	-64.8	0.0
TIGI	6,849,607	5,905,729	6,281,465	6,230,465	6,025,782	6,538,362	7,618,901	9,107,316	19.5	46.2	29,290,361	15.9	8.7
WELLA	22,613	15,741	11,077	9,187	7,580	9,808	4,831	10,726	122.0	16.7	32,945	-43.8	0.0
ZOTOS CORE BRANDS	534,329	555,786	619,285	1,681,082	953,919	645,342	570,124	703,358	23.4	-58.2	2,872,743	-15.3	0.8
ZOTOS INTERNATIONAL	0	0	150	859	1,260	1,845	1,933	2,057	6.4	139.6	7,096	603.6	0.0
SMALL MANUFACTURERS	546,760	583,883	664,126	771,212	737,831	732,325	616,047	551,318	-10.5	-28.5	2,637,521	2.8	0.8
PRIVATE LABEL	400	128	29	29	53	0	0	0		-100.0	53	-90.9	0.0
ALL OTHER MANUFACTURERS	7,138	3,480	3,899	2,619	669	523	128	0	-100.0	-100.0	1,321	-92.3	0.0

Digital

Sexy Hair
EXHIBIT NO. 4
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

SH 3683

big sexy hair

straight hair

Sexy Hair
EXHIBIT NO. 7
NO. 91,170,863
8-2-07
K.Bates, CSR# 12935

straightsexyhair

hair
5 fl oz (150 ml)e
Short

Sexy Hair

EXHIBIT NO. 10

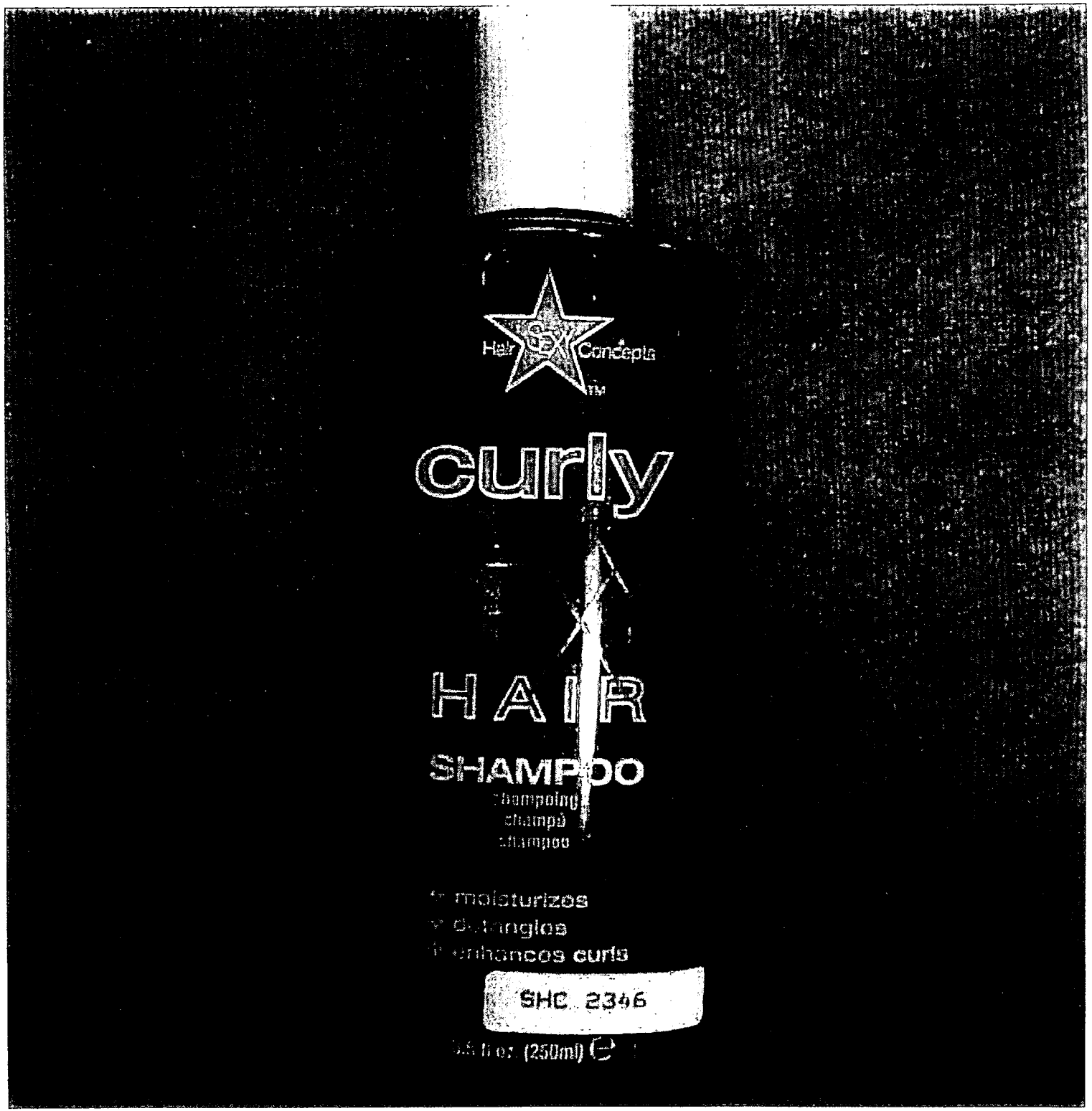
No. 91, 170, 863

3-2-07

Bates, CSR# 12935

Sexy Hair
EXHIBIT NO. 11
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

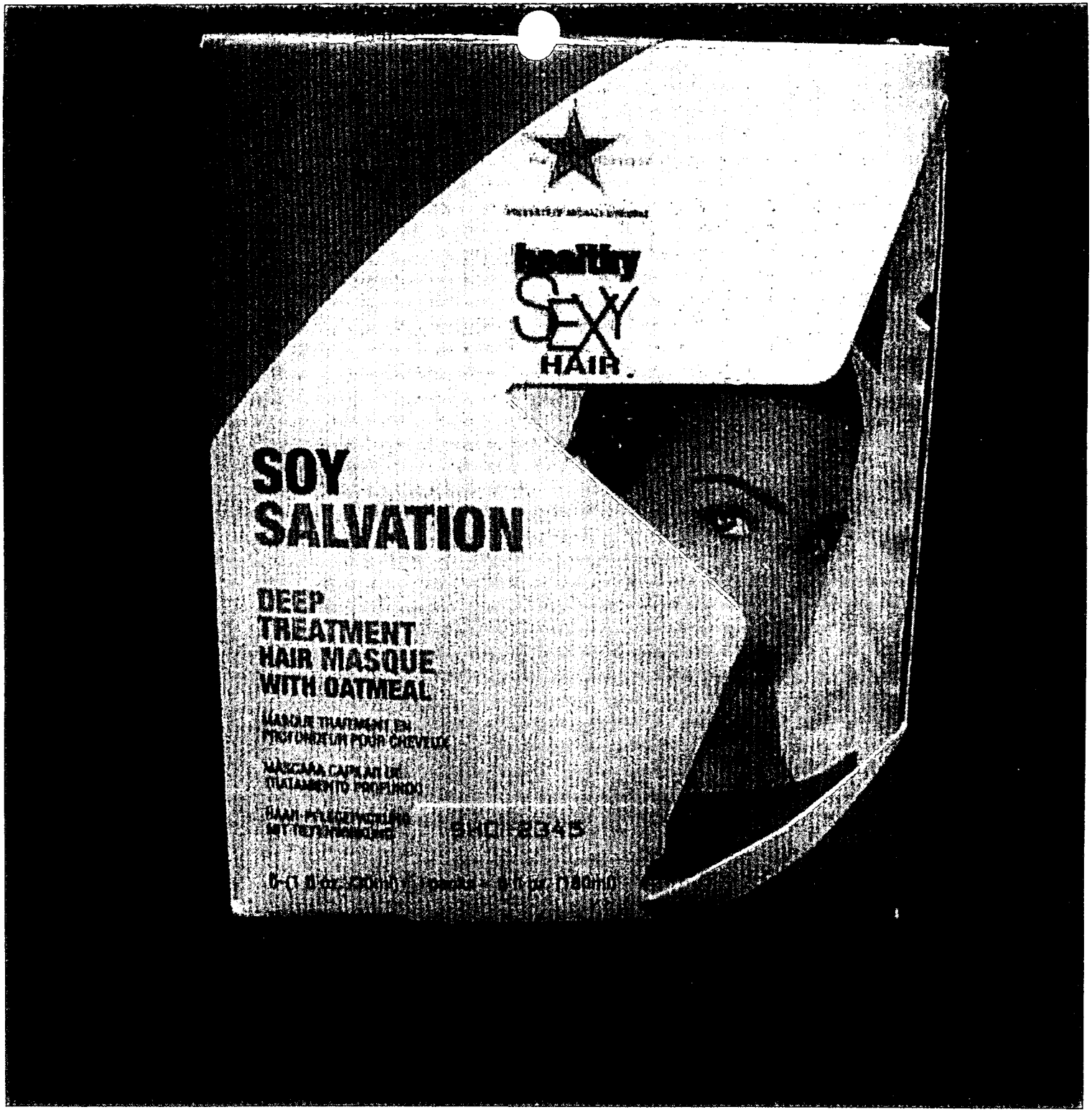
curlysexyhair
ADVANCED
CURL PO
SPRAY FO



Sexy Hair
EXHIBIT NO. 13
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

curlysexyhair
CURL

EXHIBIT NO. E



Sexy Hair
EXHIBIT NO. 16
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

Sam Hale
CHETTO B
[illegible] 70.863
[illegible]

Sexy Hair

EXHIBIT NO. 11
No. 91, 170, 865
8-2-07
K. Bates, CSR# 12935

Sexy Hair
EXHIBIT NO. 20
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

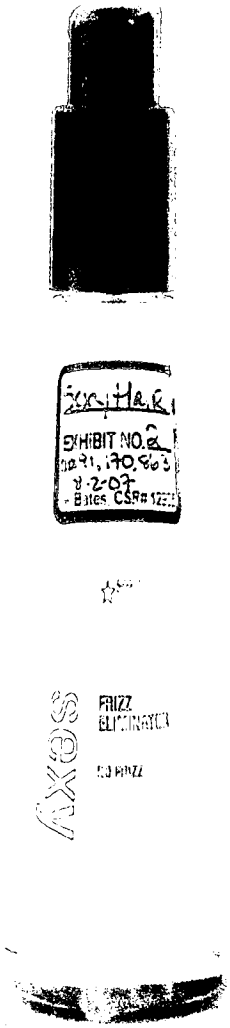


EXHIBIT NO.
Bates, CSR#
FRIZZ
ELIMINATOR
NO FRIZZ

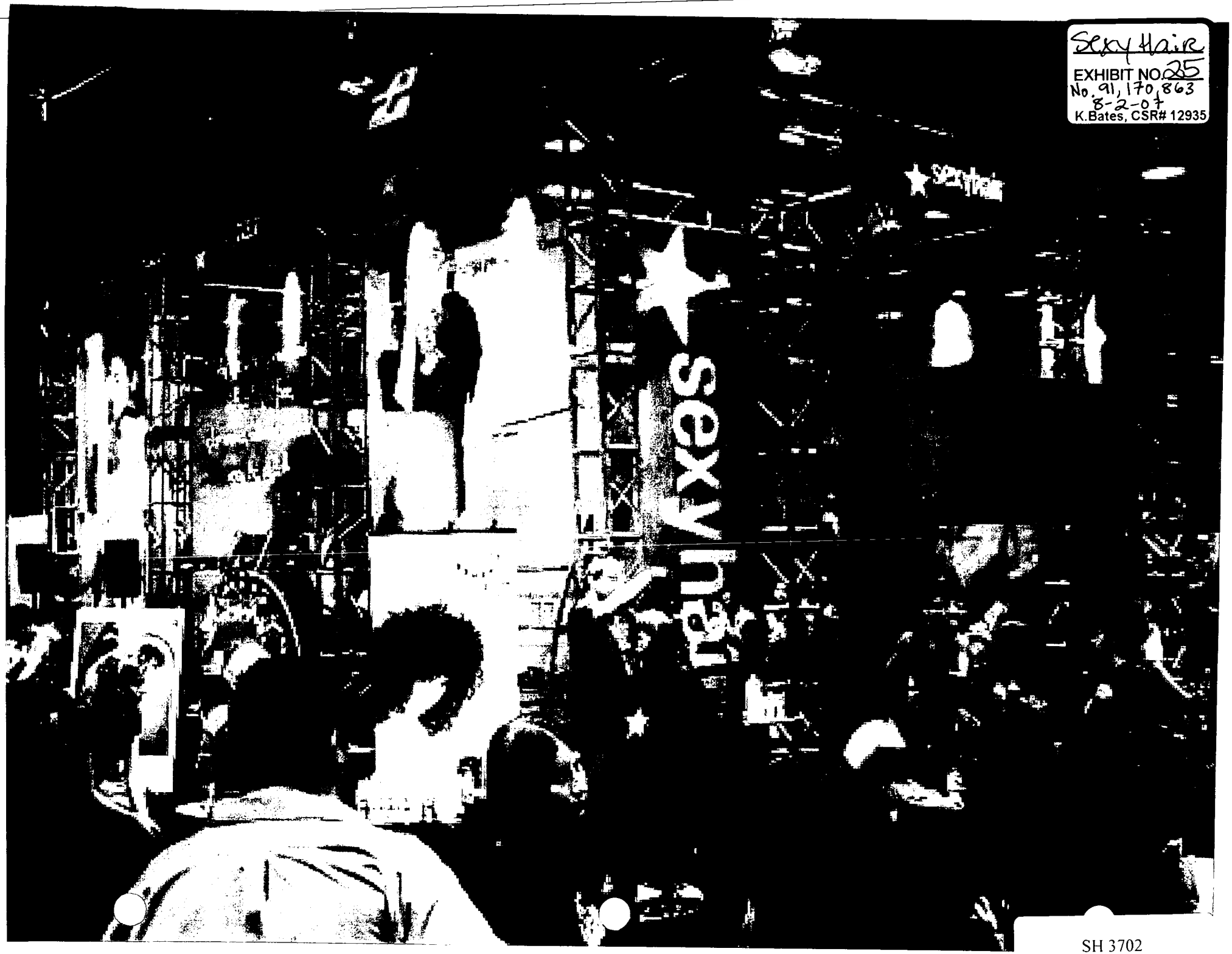
Soy Hair
EXHIBIT NO. 28
No. 91,170,863
8-2-07
Bates, CSR# 12335
silkysexyhair
PROPERTY OF MICHAEL O ROURKE

Sexy Hair
EXHIBIT NO. 23
No. 91, 170, 865
8-2-07
Bates CSR# 12235

hair

sexy

Sexy Hair
EXHIBIT NO. 24
No. 91,170,863
5-2-07
Bates CSR# 12935
hair.
STRONG HOLD
HAIRSPRAY
TANIUM
sexy
9 oz (256g)



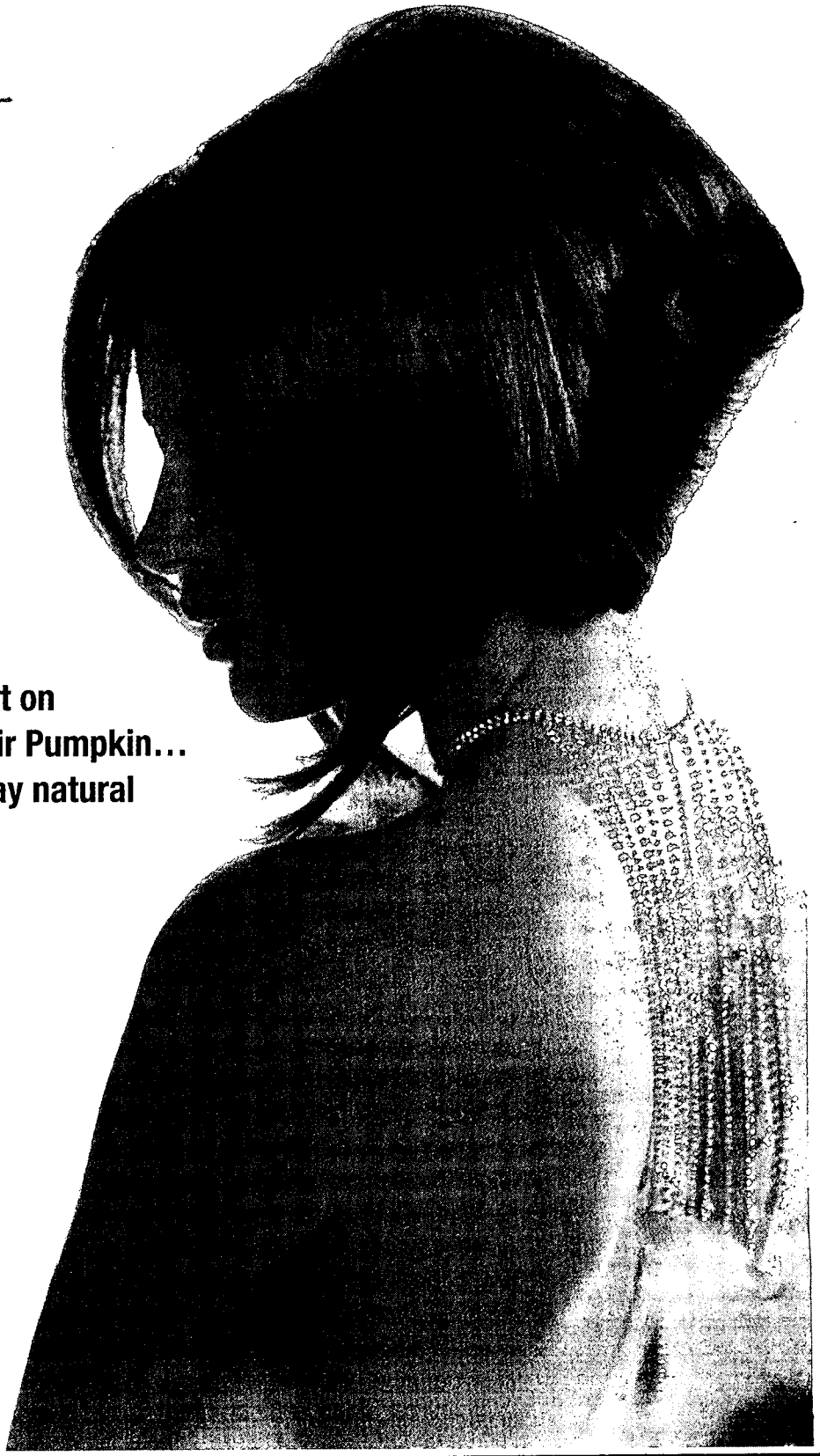
Sexy Hair
EXHIBIT NO. 25
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

August 2006 Promo Guide

Sexy Hair
EXHIBIT NO. 26
No. 91, 170, 863
8-2-07
K.Bates, CSR# 12935

sexy hair®

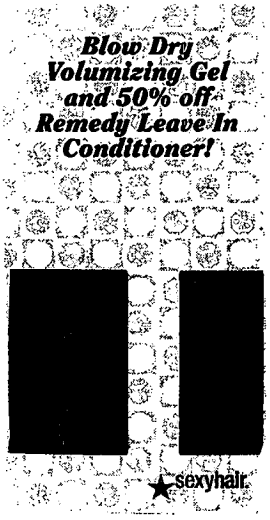
Look for special insert on NEW Healthy Sexy Hair Pumpkin… the complete, everyday natural hair therapy!



bigsexyhair® & silkysexyhair®

PROPERTY OF MICHAEL O'ROURKE

BUY BLOW DRY GEL, GET REMEDY FOR 50% OFF FOR VOLUMINOUS HAIR THAT IS MOISTURIZED!!



Purchase:
1 – Big Sexy Hair Blow Dry Volumizing Gel 8.5 fl oz

Receive for 50% off:
1 – Silky Sexy Hair Remedy for Dry or Chemically Treated Hair 5.1 fl oz

- U.S. Salon Price: $9.82
- U.S. Salon Value: $13.50
- U.S. Retail Price: $19.63
- U.S. Retail Value: $27.00
- CN Salon Price: $16.05
- CN Salon Value: $22.07
- CN Retail Price: $26.40
- CN Retail Value: $36.32

SAVE 27%

Products will be boxed.

DENSE FOR ONLY $9.95

urchase at a special price:
1 – Dense Thickening Spray 8.5 oz

- U.S. Salon Price: $4.98
- U.S. Salon Value: $6.63
- U.S. Retail Price: $9.95
- U.S. Retail Value: $13.25
- CN Salon Price: $8.13
- CN Salon Value: $10.83
- CN Retail Price: $13.38
- CN Retail Value: $17.82

SAVE 25%

Products will be stickered.

FLIP IT OVER FOR ONLY $10.95

Purchase at a special price:
1 – Flip It Over Full & Wild Spray 4.4 oz

- U.S. Salon Price: $6.48
- U.S. Salon Value: $8.25
- U.S. Retail Price: $10.95
- U.S. Retail Value: $16.50
- CN Salon Price: $8.95
- CN Salon Value: $13.49
- CN Retail Price: $14.73
- CN Retail Value: $22.19

SAVE 34%

Products will be stickered.

PLEASE CONTACT YOUR DISTRIBUTOR FOR MORE INFORMATION AND PRICING.

healthysexyhair.
PROPERTY OF MICHAEL O'ROURKE

CHECK OUT THE NEW PACKAGES!! SOYA WANT FULL HAIR and SOY PASTE DUO

Purchase at a special price:
1 – Soya Want Full Hair Firm Hairspray 9.1 oz
1 – Soy Paste Texture Pomade 1.8 oz

- U.S. Salon Price: $11.48
- U.S. Salon Value: $14.48
- U.S. Retail Price: $22.95
- U.S. Retail Value: $28.95
- CN Salon Price: $18.76
- CN Salon Value: $23.67
- CN Retail Price: $30.87
- CN Retail Value: $38.94

SAVE 21%
Products will be boxed.

SULFATE-FREE SHAMPOO LITER FOR ONLY $19.95

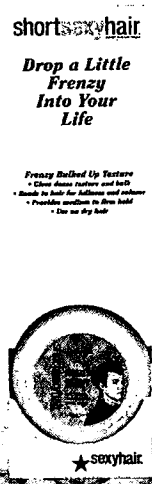
Purchase at a special price:
1 – Sulfate-Free Chocolate SoyMilk Shampoo 33.8 fl oz

- U.S. Salon Price: $9.98
- U.S. Salon Value: $17.48
- U.S. Retail Price: $19.95
- U.S. Retail Value: $34.95
- CN Salon Price: $16.31
- CN Salon Value: $28.57
- CN Retail Price: $26.83
- CN Retail Value: $47.01

SAVE 21%
Products will be packed in display.

shortsexyhair.
PROPERTY OF MICHAEL O'ROURKE

FRENZY SIX PACK DISPLAY DEAL



Purchase at a special price:
6 – Frenzy Bulked Up Texture 2.5 oz
Receive FREE:
1 – Short Sexy Hair 6 Pack Display

- U.S. Salon Price: $40.00
- U.S. Salon Value: $50.85
- U.S. Retail Price: $13.33 EACH
- U.S. Retail Value: $16.95 EACH
- CN Salon Price: $65.40
- CN Salon Value: $81.14
- CN Retail Price: $17.93 EACH
- CN Retail Value: $22.80 EACH

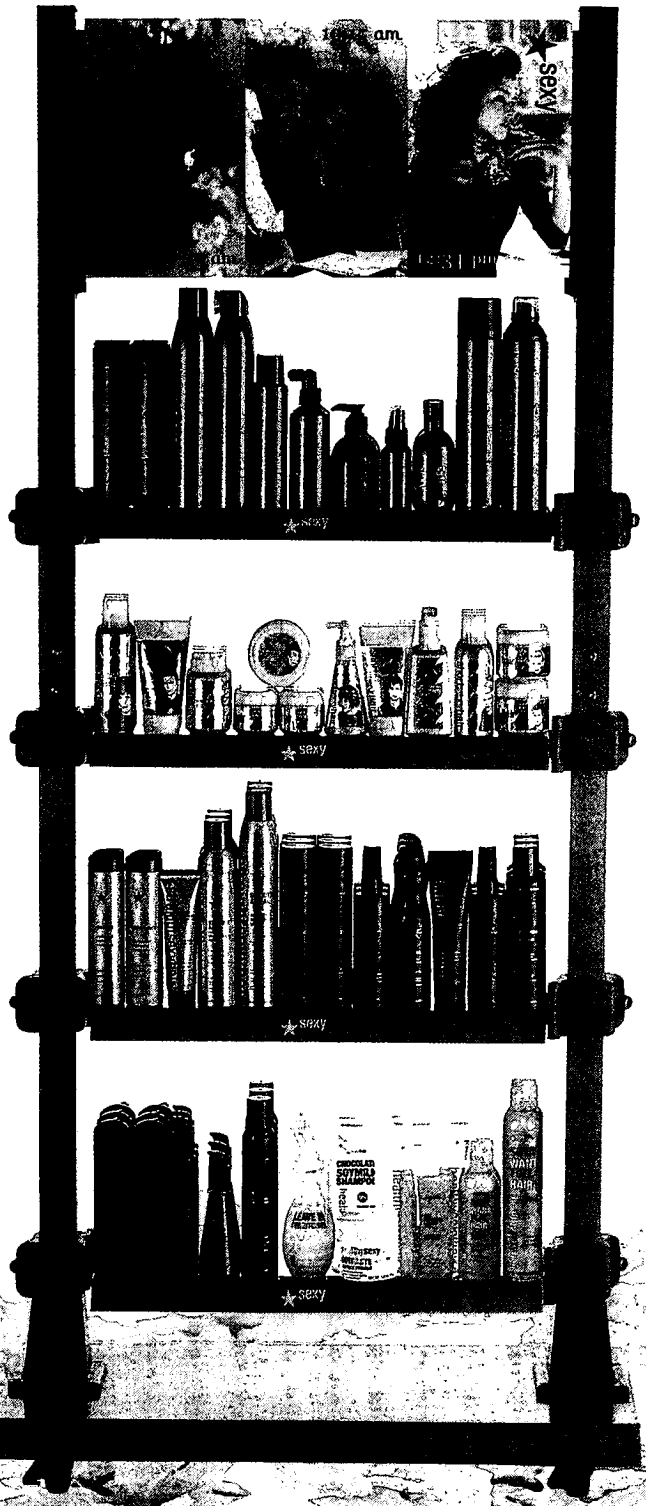
SAVE 21%
Products will be packed in display.

PLEASE CONTACT YOUR DISTRIBUTOR FOR MORE INFORMATION AND PRICING.

sexyhair®

RACK DEAL 2006

PLEASE CONTACT YOUR DISTRIBUTOR FOR DEAL INFORMATION AND PRICING.



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liquid art.

by sexyhair.

DEMI PERMANENT COLOR

FREE APRON with COLOR AND PROCESSOR PURCHASE

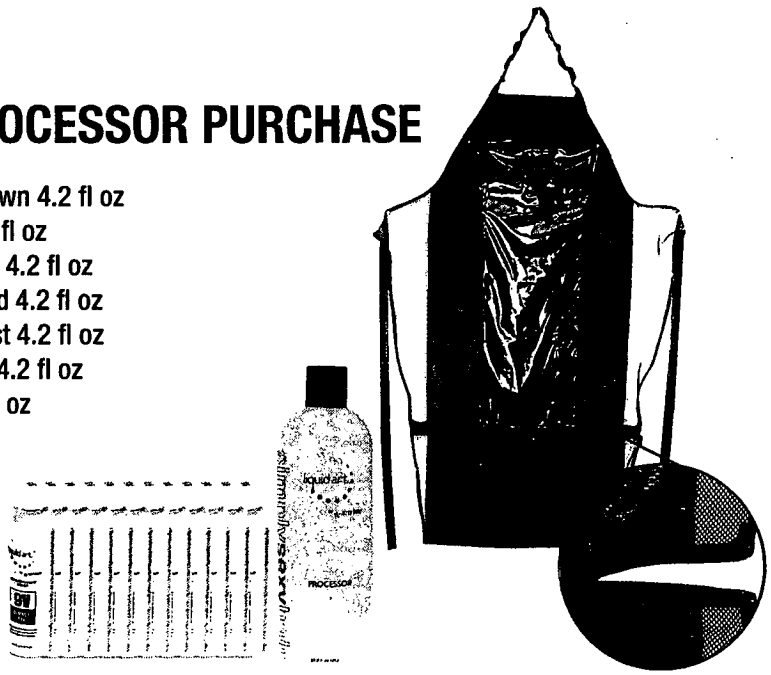
Purchase at a special price:
1 – 6CR Canyon Rock 4.2 fl oz
1 – 7CG Amber Ale 4.2 fl oz
1 – 4N Bittersweet Chocolate 4.2 fl oz
1 – 6R Berry Brandy 4.2 fl oz
1 – 8N Bermuda Sand 4.2 fl oz
1 – 8G Honey Milk 4.2 fl oz
1 – 6N Oakwood Brown 4.2 fl oz
1 – 6G Butternut 4.2 fl oz
1 – 4G Sweet Mocha 4.2 fl oz
1 – 9N Sweet Almond 4.2 fl oz
1 – 3RO French Roast 4.2 fl oz
1 – 9V Summer Rye 4.2 fl oz
1 – Processor 33.8 fl oz

Receive FREE:
1 – Liquid Art Apron

- U.S. Salon Price: $79.95
- U.S. Salon Value: $84.95

SAVE $5.00 + FREE APRON

- CN Salon Price: $130.72
- CN Salon Value: $138.89



with a zippable length option

big sexy lips™

BEST SELLERS FEATURE DISPLAY CHOOSE ANY ONE OF OUR TOP 3

8 Stolen Embrace ***A savored embrace that sneaks up in the blink of an eye.***

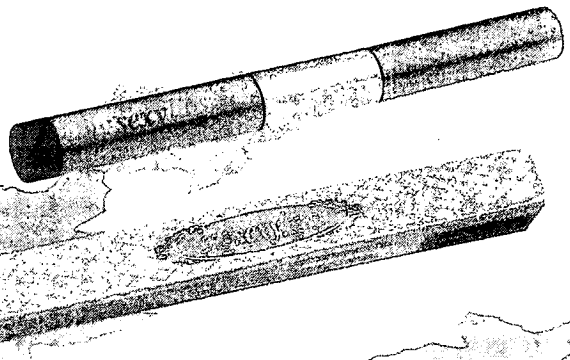
1 Puppy Love ***The innocent beginnings of a childlike, pure love.***

4 Goodnight Kiss ***The first time knees go weak and butterflies flutter.***

Purchase at a special price:
4 – Stolen Embrace
4 – Puppy Love
4 – Goodnight Kiss

Receive FREE:
1 – Big Sexy Lips Display

- U.S. Salon Price: $65.70
- U.S. Salon Value: $105.00
- U.S. Retail Price: $10.95 EACH
- U.S. Retail Value: $17.50 EACH
- CN Salon Price: $107.42
- CN Salon Value: $171.68
- CN Retail Price: $14.73 EACH
- CN Retail Value: $23.54 EACH



SAVE 37%

Products will be packed in display.

sexyhair. PRICING LIST

SEXY HAIR

	U.S. Salon Retail	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
olume Shampoo [10 fl oz]	$4.48	$8.95	$7.32	$12.04
Big Volume Shampoo [33.8 fl oz / liter]	$9.75	$19.50	$15.94	$26.23
Big Volume Shampoo [2 fl oz]	$1.58	$3.15	$2.58	$4.24
Extra Big Volume Shampoo [13.5 fl oz]	$5.63	$11.25	$9.20	$15.13
Extra Big Volume Shampoo [33.8 fl oz / liter]	$10.25	$20.50	$16.76	$27.57
Big Volume Conditioner [10 fl oz]	$4.98	$9.95	$8.13	$13.38
Big Volume Conditioner [33.8 fl oz / liter]	$9.75	$19.50	$15.94	$26.23
Big Volume Conditioner [2 fl oz]	$1.58	$3.15	$2.58	$4.24
Volumizing Detangler [8.5 fl oz]	$5.13	$10.25	$8.38	$13.79
Root Pump Volumizing Spray Mousse [10.6 oz]	$7.48	$14.95	$12.22	$20.11
Root Pump Plus Humidity Resistant Volumizing Spray Mousse [10.6 oz]	$8.48	$16.95	$13.86	$22.80
Spray & Play Volumizing Hairspray [10.6 oz]	$7.48	$14.95	$12.22	$20.11
Spray & Play Harder Firm Volumizing Hairspray [10.6 oz]	$7.98	$15.95	$13.04	$21.45
Spray & Play Volumizing Hairspray [2.25 oz]	$3.25	$6.50	$5.31	$8.74
Volumizing Blow Dry Gel [8.5 fl oz]	$6.13	$12.25	$10.01	$16.48
Volumizing Blow Dry Gel [2 fl oz]	$2.10	$4.20	$3.43	$5.65
Big Shine - Shine Spray [2.5 fl oz]	$6.13	$12.25	$10.01	$16.48
Dense Thickening Spray [8.5 fl oz]	$6.63	$13.25	$10.83	$17.82
Flip It Over Full & Wild Spray [4.4 oz]	$8.25	$16.50	$13.49	$22.19
What A Tease Backcomb In A Bottle [4.4 oz]	$9.88	$19.75	$16.15	$26.56

CURLY SEXY HAIR

Advanced Formula Shampoo [10 fl oz]	$5.75	$11.50	$9.40	$15.47
Advanced Formula Shampoo [33.8 fl oz / liter]	$10.63	$21.25	$17.37	$28.58
Advanced Formula Conditioner [10 fl oz]	$6.25	$12.50	$10.22	$16.81
Advanced Formula Conditioner fl oz / liter]	$11.63	$23.25	$19.01	$31.27
nced Formula Curl Power Curl Enhancer for fine to medium hair [8.5 fl oz]	$6.88	$13.75	$11.24	$18.49
Curling Detangler [8.5 fl oz]	$6.13	$12.25	$10.01	$16.48
Curling Crème for medium to thick hair [5.1 fl oz]	$6.88	$13.75	$11.24	$18.49
New Curling Crème for medium to thick hair [1 fl oz]	$2.10	$4.20	$3.43	$5.65
Curl Reactivator [8.5 fl oz]	$7.38	$14.75	$12.06	$19.84
Curl Reactivator [1 fl oz]	$2.10	$4.20	$3.43	$5.65
24/7 Curls Instant-Set Curling Spray	$9.38	$18.75	$15.33	$25.22

SHORT SEXY HAIR

Control Maniac Wax [1.8 oz]	$6.38	$12.75	$10.42	$17.15
Blow It Up Gel Foam [5.3 oz]	$6.63	$13.25	$10.83	$17.82
Slept In Texture Creme [5.1 fl oz]	$7.25	$14.50	$11.85	$19.50
Quick Change Shaping Balm [1.7 fl oz]	$6.38	$12.75	$10.42	$17.15
Hard Up Hard Holding Gel [5.1 fl oz]	$6.75	$13.50	$11.04	$18.16
Hard Up Hard Holding Gel [16.9 fl oz]	$14.98	$29.95	$24.48	$40.23
Hard Up Hard Holding Gel [1 fl oz]	$2.10	$4.20	$3.43	$5.65
Frenzy Bulked-Up Texture Compound [2.5 oz]	$8.48	$16.95	$13.86	$22.80
Shatter Separate & Hold Spray [4.2 fl oz]	$6.63	$13.25	$10.83	$17.82
Play Dirty Wax Master Dry Wax [4.4 oz]	$8.25	$16.50	$13.49	$22.19
What A Body Ultra Bodifying Blow Dry Gel [6.8 fl oz]	$6.63	$13.25	$10.83	$17.82
Rough & Ready Styling Gunk [4.4 oz]	$7.13	$14.25	$11.65	$19.17
Hold Out Medium Holding Gel [4.4 fl oz]	$6.75	$13.50	$11.04	$18.16
Doubleheader Volume + Texturizing Spray [6.8 fl oz]	$8.25	$16.50	$13.49	$22.19

SYMBOL COSMETIC ENHANCERS

Aero Tan Temporary Tanning Spray [5.3 oz]	$8.75	$17.50	$14.31	$23.54
Aero Tan Temporary Tanning Spray [1 oz]	$3.38	$6.75	$5.52	$9.08

HEALTHY SEXY HAIR

NEW Healthy Sexy Hair packaging and pricing!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
SoyMilk Shampoo (COLOR SAFE) [13.5 fl oz]	$5.75	$11.50	$9.40	$15.47
SoyMilk Shampoo (COLOR SAFE) [33.8 fl oz/Liter]	$9.75	$19.59	$15.44	$26.23
SoyMilk Shampoo [2 fl oz]	$1.58	$3.15	$2.58	$4.24
SULFATE FREE Chocolate SoyMilk Shampoo [13.5 fl oz]	$7.75	$15.50	$12.67	$20.85
SULFATE FREE Chocolate SoyMilk Shampoo [33.8 fl oz/Liter]	$12.75	$25.50	$20.85	$34.30
SoyMilk Conditioner (COLOR SAFE) [13.5 fl oz]	$6.63	$13.25	$10.83	$17.82
SoyMilk Conditioner (COLOR SAFE) [33.8 fl oz/Liter]	$10.25	$20.50	$16.76	$27.57
SoyMilk Conditioner [2 fl oz]	$1.58	$3.15	$2.58	$4.24
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$6.25	$12.50	$10.22	$16.81
Soy Tri-Wheat Leave-In Conditioner [2 fl oz]	$2.10	$4.20	$3.43	$5.65
Soy Smoothie Bodifying & Smoothing Lotion [6.8 fl oz]	$6.48	$12.95	$10.59	$17.42
Soy Paste Texture Pomade [1.8 oz]	$6.98	$13.95	$11.40	$18.76
Soya Want Flat Hair Flat Iron Spray [4.5 oz]	$6.50	$13.00	$10.63	$17.49
Soya Want Full Hair Firm Hold Hairspray [9.1 oz]	$7.50	$15.00	$12.26	$20.18

NEW Healthy Sexy Hair PUMPKIN

Pumpkin Detoxifying Shampoo [10 oz]	$7.48	$14.95	$12.22	$20.11
Pumpkin Rehydrating Shampoo [10 oz]	$7.98	$15.95	$13.04	$21.45
Pumpkin Puree Treatment Masque [8.5 oz]	$12.48	$24.95	$20.40	$33.56
Pumpkin Potion Leave In Conditioner [10 oz]	$8.98	$17.95	$14.67	$24.14
Pumpkin Enzyme Therapy Mist [8 oz]	$7.48	$14.95	$12.22	$20.11
Pumpkin Whipped Soufflé Styling Crème [4 oz]	$8.98	$17.95	$14.67	$24.14

SILKY SEXY HAIR

Silky Shampoo [10 fl oz]	$5.48	$10.95	$8.95	$14.73
Silky Shampoo [33.8 fl oz / liter]	$10.63	$21.25	$17.37	$28.58
Silky Conditioner [10 fl oz]	$5.98	$11.95	$9.77	$16.07
Silky Conditioner [33.8 fl oz / liter]	$11.63	$23.25	$19.01	$31.27
Remedy for Chemically Treated Hair [5.1 fl oz] New Improved!	$7.38	$14.75	$12.06	$19.84
Frizz Eliminator [4.2 fl oz]	$9.48	$18.95	$15.49	$25.49
Satin Hairspray [8.5 fl oz]	$6.88	$13.75	$11.24	$18.49

STRAIGHT SEXY HAIR

Shampoo [10 fl oz]	$4.48	$8.95	$7.32	$12.04
Shampoo [33.8 fl oz / liter]	$9.75	$19.50	$15.94	$26.23
Conditioner [10 fl oz]	$4.98	$9.95	$8.13	$13.38
Conditioner [33.8 fl oz / liter]	$9.75	$19.50	$15.94	$26.23
Straight Aero Aerated Sraightening Spray [8.8 oz]	$8.75	$17.50	$14.31	$23.54
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$8.75	$17.50	$14.31	$23.54
Smooth and Seal Aerated Anti-Frizz Spray [2oz]	$3.25	$6.50	$5.31	$8.74
Power Straight Temporary Straightening Balm [3.4 fl oz]	$7.13	$14.25	$11.65	$19.17
Power Straight Temporary Straightening Balm [1 fl oz]	$2.10	$4.20	$3.43	$5.65
Shine On Polishing Gloss [3.4 fl oz]	$7.13	$14.25	$11.65	$19.17

WILD SEXY HAIR

Unshakeable Firm Holding Fixative [4.2 fl oz]	$6.50	$13.00	$10.50	$17.55
Flashy 3-D Shine Gloss [1.7 fl oz]	$6.75	$13.50	$10.95	$18.25
Metal Head [2.1 fl oz] COPPER OR EMERALD	$6.25	$12.50	$10.35	$17.25

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sexy hair
Sexy Hair
EXHIBIT NO. 27
No. 91, 170, 863
8-2-07
K.Bates, CSR# 12935
Holiday
Promotion
Spray & Play
for the Holidays

Free travel sized Spray & S

Perfect for the holiday season. Sexy Hair is supplying a Free Travel Sized Big Sexy Hair Spray & Play Hairspray with selected product purchases as our gift to you! Everyone can be Sexy® this Holiday Season. Whether you have a night on the town or a night away from home, Spray & Play can go with you.

SPRAY & PLAY OR ROOT PUMP

Purchase:

1 – Big Sexy Hair Spray & Play Volumizing Hairspray 10.6 oz

OR

1 – Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz

Receive FREE:

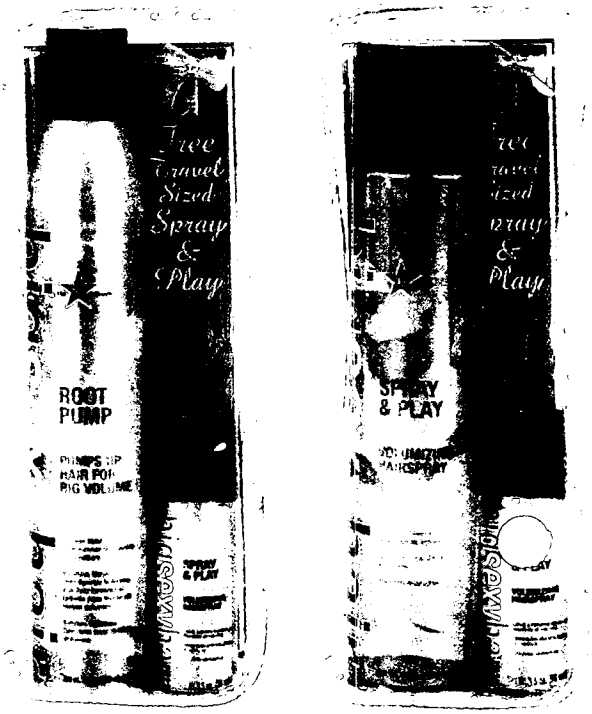
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz

1 – Travel accessories bag

- **U.S. Salon Price: $7.48**
- **U.S. Salon Value: $9.98**
- **U.S. Retail Price: $14.95**
- **U.S. Retail Value: $19.95**
- **CN Salon Price: $12.22**
- **CN Salon Value: $16.31**
- **CN Retail Price: $20.11**
- **CN Retail Value: $26.84**

SAVE 25%

Products will be packed in a travel bag.



BLOW DRY VOLUMIZING GEL

Purchase:

1 – Big Sexy Hair Blow Dry Volumizing Gel 8.5fl oz

Receive FREE:

1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz

1 – Travel accessories bag

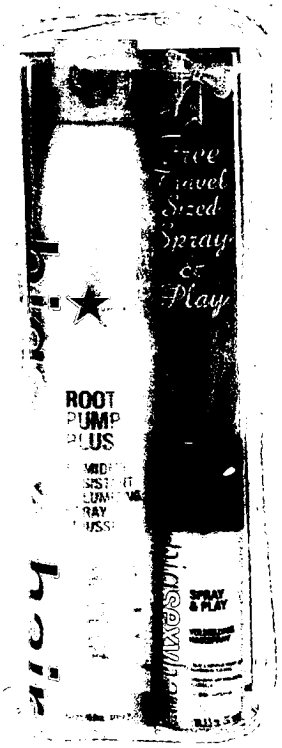
- **U.S. Salon Price: $6.13**
- **U.S. Salon Value: $8.63**
- **U.S. Retail Price: $12.25**
- **U.S. Retail Value: $17.25**
- **CN Salon Price: $10.01**
- **CN Salon Value: $14.10**
- **CN Retail Price: $16.48**
- **CN Retail Value: $23.21**

SAVE 29%

Products will be packed in a travel bag.

Play and travel accessories bag.

ROOT PUMP PLUS



Purchase:
1 – Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz

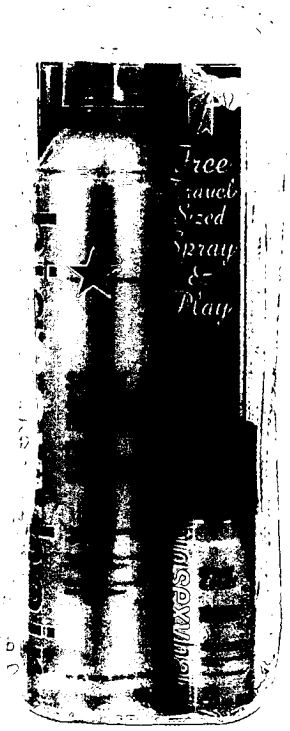
Receive FREE:
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz
1 – Travel accessories bag

- U.S. Salon Price: $8.48
- U.S. Salon Value: $10.98
- U.S. Retail Price: $16.95
- U.S. Retail Value: $21.95
- CN Salon Price: $13.86
- CN Salon Value: $17.95
- CN Retail Price: $22.80
- CN Retail Value: $29.53

SAVE 23%

Products will be packed in a travel bag.

SPRAY & PLAY HARDER



Purchase:
1 – Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz

Receive FREE:
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz
1 – Travel accessories bag

- U.S. Salon Price: $7.98
- U.S. Salon Value: $10.48
- U.S. Retail Price: $15.95
- U.S. Retail Value: $20.95
- CN Salon Price: $13.04
- CN Salon Value: $17.13
- CN Retail Price: $21.45
- CN Retail Value: $28.18

SAVE 24%

Products will be packed in a travel bag.

...you can take me anywhere

CURL POWER CURL ENHANCER

Purchase:
1 – Curly Sexy Hair Curl Power Curl Enhancer 8.5 oz

Receive FREE:
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz
1 – Travel accessories bag

- U.S. Salon Price: $6.88
- U.S. Salon Value: $9.38
- U.S. Retail Price: $13.75
- U.S. Retail Value: $18.75
- CN Salon Price: $11.24
- CN Salon Value: $15.33
- CN Retail Price: $18.49
- CN Retail Value: $25.22

SAVE 27%

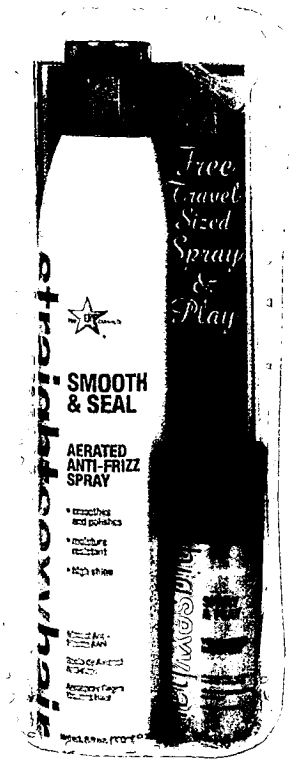
Products will be packed in a travel bag.

STRAIGHT SMOOTH & SEAL

Purchase:
1 – Straight Sexy Hair Smooth & Seal Aerated Anti-Frizz Spray 8.8 oz

Receive FREE:
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz
1 – Travel accessories bag

- U.S. Salon Price: $8.75
- U.S. Salon Value: $11.25
- U.S. Retail Price: $17.50
- U.S. Retail Value: $22.50
- CN Salon Price: $14.31
- CN Salon Value: $18.40
- CN Retail Price: $23.54
- CN Retail Value: $30.27



SAVE 22%

Products will be packed in a travel bag.

SHORT HARD UP GEL

Purchase:
1 – Short Sexy Hair Hard Up Gel 5.1 fl oz

Receive FREE:
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz
1 – Travel accessories bag

- U.S. Salon Price: $6.75
- U.S. Salon Value: $9.25
- U.S. Retail Price: $13.50
- U.S. Retail Value: $18.50
- CN Salon Price: $11.04
- CN Salon Value: $15.13
- CN Retail Price: $18.16
- CN Retail Value: $24.89

SAVE 27%

Products will be packed in a travel bag.

SOY TRI-WHEAT LEAVE IN

Purchase:
1 – Healthy Sexy Hair Soy Tri-Wheat Leave-In 8.5 fl oz

Receive FREE:
1 – Big Sexy Hair Travel Sized Spray & Play Hairspray 1.5oz
1 – Travel accessories bag

- U.S. Salon Price: $6.25
- U.S. Salon Value: $8.75
- U.S. Retail Price: $12.50
- U.S. Retail Value: $17.50
- CN Salon Price: $10.22
- CN Salon Value: $14.31
- CN Retail Price: $16.81
- CN Retail Value: $23.54

SAVE 29%

Products will be packed in a travel bag.

Additional deal on back...

MINI SPRAY & PLAY DISPLAY BOX

Purchase:
12 – Big Sexy Hair Spray & Play 2.25oz

Receive FREE:
1 – Spray & Play Display

- U.S. Salon Price: $39.00 for 12
- U.S. Retail Price: $6.50 each
- CN Retail Price: $104.88 for 12 and 8.74 each
- CN Salon Price: $63.72 for 12 and $5.31 each

Products will be packed in display

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U.S. AND CANADIAN PRICING IS SUGGESTED.
BUTOR FOR MORE INFORMATION AND PRICING.

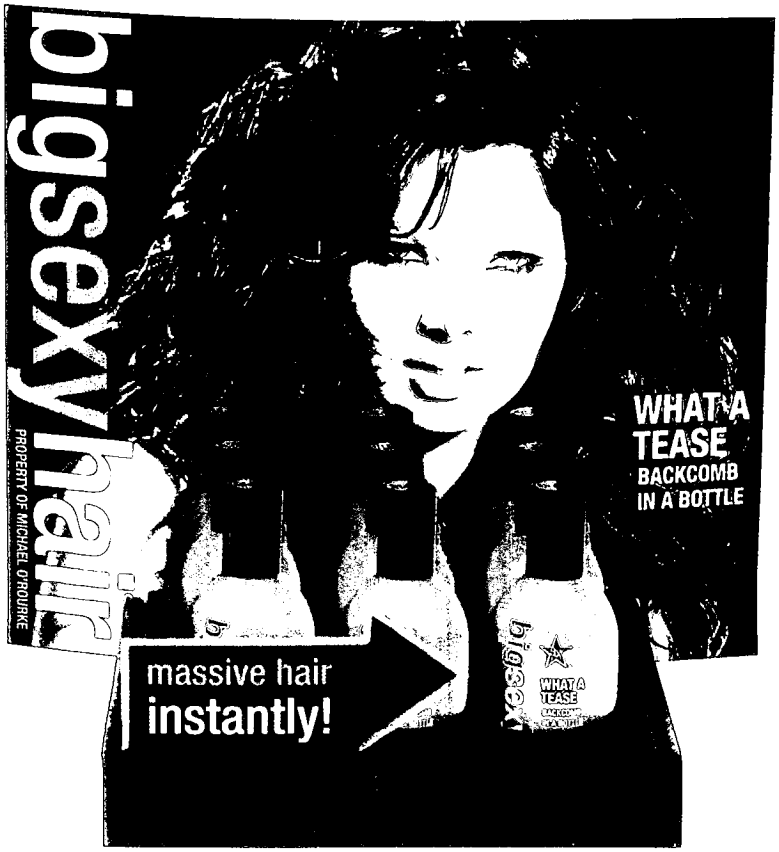
sexyhairconcepts™

MARCH/APRIL 2004 PROMOTION GUIDE

march deals ◦ march deals ◦ march deals ◦ march deals ◦ march deals ◦ march deals

bigsexyhair

NEW! BIG SEXY HAIR WHAT A TEASE BACKCOMB IN A BOTTLE!



NOW YOU CAN BE A TEASE WITH SO MUCH EASE!

MASSIVE HAIR INSTANTLY!

- Gives ultra hip height to hair with little time or effort.
- Special combination of resins leaves hair with elastic expanding property.
- Spray into dry hair, then use hands to separate and expand hair into any shape or style.
- What A Tease should be used whenever or wherever a teased look is desired.
- Medium hold.

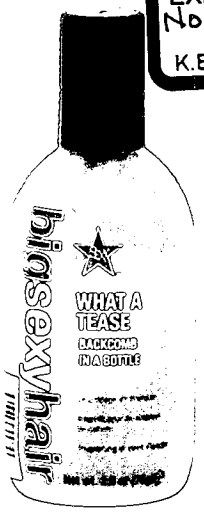
Sexy Hair
EXHIBIT NO. 28
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

Purchase at a special price:
6-New! Big Sexy Hair What A Tease Backcomb In A Bottle 2.6 oz

Receive FREE:
1-What A Tease Display
1-What A Tease Backcomb In A Bottle 2.6 oz as tester

- US Salon Price: $53.85
- US Salon Value: $62.83
- US Sugg. Retail Price Each: $17.95

- CN Salon Price: $94.50 (CAD)
- CN Salon Value: $110.25 (CAD)
- CN Sugg. Retail Price Each: $23.65 (CAD)



ALL SAVINGS NOTED HEREIN ARE BASED ON US PRICING. QUANTITIES ARE LIMITED.
ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

sexyhairconcepts™

SHOW STOPPERS! SHOW STOPPERS! SHOW STOPPERS! SHOW

New! Sexy Hair Concepts Tools with FREE Sexy Product! Everything a stylist needs.

MICHAEL O'ROURKE FLOW SHEARS!

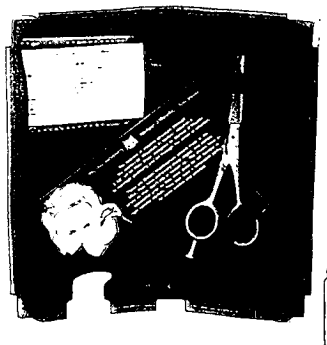
Purchase:

1-Michael O'Rourke Flow Shear
- 5 1/2" off tilt Cobalt Flow Shears
- Removable pinky rest for extra control and comfort
- The opposable grip works for right handed and left handed stylists
- Essential when cutting "Structure In Motion"

Receive FREE:

1-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz
1-Short Sexy Hair Hard Up Gel 4.2 fl oz
1-Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner 8.5 fl oz
1-Silky Sexy Hair Frizz Eliminator 5.1 fl oz

- **US Salon Price: $199.00 › CN Salon Price: $288.50 (CAD)**
- **US Salon Value: $233.49 › CN Salon Value: $344.53 (CAD)**



Products & Shears will be bagged together.

Z-BLADE CUTTING TOOL!

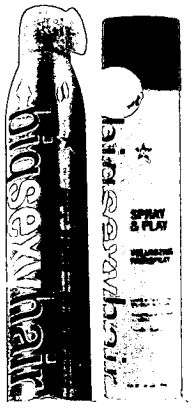
Purchase:

1-Z-Blade 3-D Cutting Tool ($59.95 U.S. Salon Value)
- First ever spinning tri-dimensional hair cutting razor for faster cutting
- 3 different cutting edges to thin, add texture and detail hair

Receive FREE:

1-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
1-Big Sexy Hair Spray & Play Volumizing Hairspray 10.6 oz

- **US Salon Price: $49.95 › CN Salon Price: $72.45 (CAD)**
- **US Salon Value: $74.46 › CN Salon Value: $96.29 (CAD)**



Products & Z-Blade will be bagged together.

NEW! SEXY HAIR CONCEPTS IONIC BLOW DRYER!

Purchase:

1-New! Sexy Hair Concepts Ionic Blow Dryer
- Powerful.....1800 WATTS
- Pure Ionic Power helps reduce drying time up to 50%
- Helps prevent heat damage
- Ergonomic Stylist Grip to make blow drying easier
- Focus Nozzle regulates air flow
- 6 Heat Settings, 2 Speeds and a Cold Shot

Receive FREE:

1-Big Sexy Hair Volumizing Blow Dry Gel 8.5 fl oz
1-Big Sexy Hair Spray & Play Volumizing Hairspray 10.6 oz

- **US Salon Price: $99.00 › CN Salon Price: $157.95 (CAD)**
- **US Salon Value: $111.63 › CN Salon Value: $179.35 (CAD)**

Products will be bagged, Blow Dryer separate.

ALL SAVINGS NOTED HEREIN ARE BASED ON US PRICING. ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT

NEW! SEXY HAIR CONCEPTS BEVEL IRON!

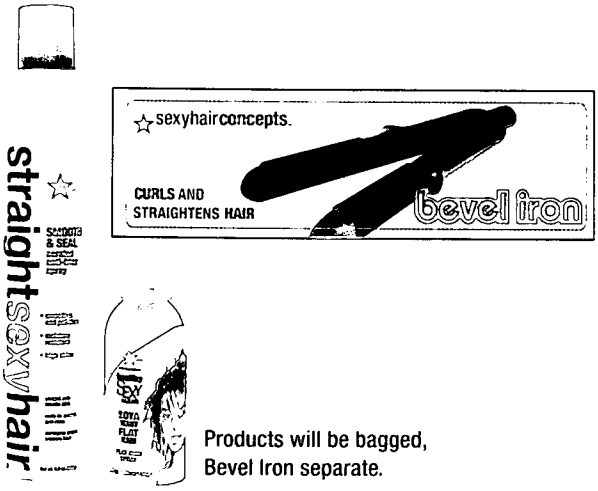
Purchase:

1- Sexy Hair Concepts Bevel Iron
- Straightens and curls hair with special beveled plate
- Heats up fast. Goes up to 200 degrees in 30 seconds
- Anodized Aluminum-Ceramic Plate
- 360 degree rotating cord

Receive FREE:

1-Healthy Sexy Hair Soya Want Flat Hair Flat Iron Spray 5.3 oz
1-Straight Sexy Hair Smooth & Seal Aerated Anti-Frizz Spray 8.8 oz

- **US Salon Price: $95.00** - **CN Salon Price: $151.50 (CAD)**
- **US Salon Value: $109.13** - **CN Salon Value: $174.90 (CAD)**



Products will be bagged, Bevel Iron separate.

NEW! SEXY HAIR CONCEPTS MULTI-LENGTH CLIPPER!

Purchase:

1-Sexy Hair Concepts Multi-Length Clipper
- Works on long, medium and short hair styles
- Powerful rotary motor runs quiet and cool
- Includes: 4 high strength comb attachments, cleaning brush with oil, charging stand, plug adapter and high strength, industrial carrying case

Receive FREE:

1-Short Sexy Hair Hard Up Gel 4.2 fl oz
1-Short Sexy Hair Blow It Up Gel Foam 5.3 oz

- **US Salon Price: $130.00** - **CN Salon Price: $207.35 (CAD)**
- **US Salon Value: $141.50** - **CN Salon Value: $225.90 (CAD)**

Products will be bagged, Clipper separate.

NEW! SEXY HAIR CONCEPTS LEATHER BAG!

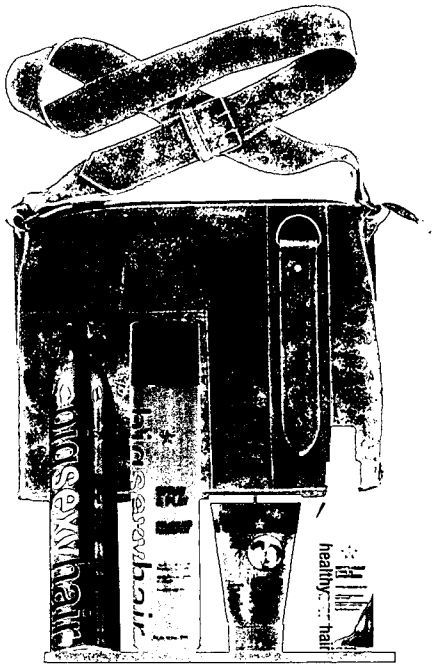
Purchase at a special price:

1-New! Sexy Hair Concepts Leather Bag
- Stylish, Genuine Distressed Brown Leather
- Great for work and play

Receive FREE:

1-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
1-Big Sexy Hair Spray & Play Volumizing Hairspray 10.6 oz
1-Short Sexy Hair Hard Up Gel 4.2 fl oz
1-Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner 8.5 fl oz

- **US Salon Price: $125.00** - **CN Salon Price: $181.25 (CAD)**
- **US Salon Value: $150.76** - **CN Salon Value: $223.19 (CAD)**



Products will be packed inside Leather Bag.

sexyhair concepts™

SHOW STOPPERS! SHOW STOPPERS! SHOW STOPPERS!

New! Sexy Hair Concepts Tools with FREE Sexy Product! Everything a stylist needs.

NEW! SEXY HAIR CONCEPTS STYLIST BELT W/ BOBBY PINS

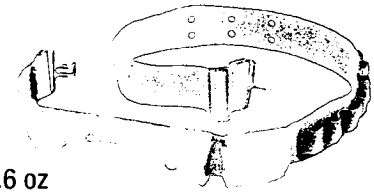
Purchase at a special price:

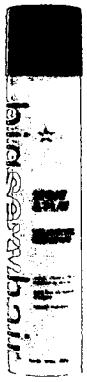
1-New! Sexy Hair Concepts Stylist Belt with 75 custom red metallic bobby pins ($75.00 U.S. Salon Value)

- 2 pockets for bobby pins
- 9 accessory loops for holding tools and clips
- Adjustable up to 45"

Receive FREE:

3-Big Sexy Hair Spray & Play Volumizing Hairspray 10.6 oz





- US Salon Price: $60.00
- US Salon Value: $95.64
- CN Salon Price: $86.00 (CAD)
- CN Salon Value: $121.97 (CAD)

Products will be bagged, Stylist Belt Separate.

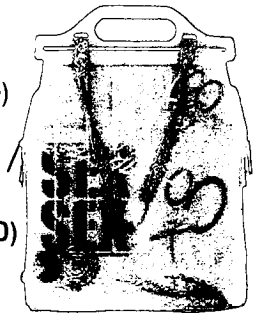
NEW! MICHAEL O'ROURKE SPRING 2004 HAIRCUT VIDEO DEAL

Purchase at a special price:

1-New! Michael O'Rourke Spring Haircut Video ($25.00 Salon Value)

1-Tribes of Style Canvas Bag/Backpack ($75.00 Salon Value)

1-Sexy Hair Concepts Cutting Cape ($25.00 Salon Value)



- US Salon Price: $60.00
- US Salon Value: $125.00
- CN Salon Price: $87.00 (CAD)
- CN Salon Value: $152.00 (CAD)

Video and cape will be packed in Tribes of Style bag.

salonbusinessbuilder • for march

EVERYTHING YOU NEED TO GROW YOUR SHORT SEXY HAIR SALON BUSINESS

Purchase:

12-Short Sexy Hair Hard Up Gel 4.2 fl oz

6-Slept in Texture Crème 4.2 fl oz

4-Shatter Separate and Hold Spray 4.2 fl oz

Receive FREE:

1-Station Size Hard Up Gel 16.9 fl oz

1-Station Size Slept in Texture Crème 16.9 fl oz

20-Mini Hard Up Gel 1 fl oz ($1.50 each U.S. Salon Value)

1-New! Short Sexy Hair Easel Clips

NEW Short Easel Design TBD

- US Salon Price: $127.00
- US Salon Value: $[illegible]

CN Salon Price: $[illegible] (CAD)

CN Salon Value: $[illegible] (CAD)

Products will be packed in [illegible]

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sexyhairconcepts™ PRICING LIST

NEW PRICING NOW IN EFFECT.

○ b... SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Big Volume Shampoo [8.5 fl oz]	$3.63	$7.25	$5.85	$9.75
Big Volume Shampoo [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.65
Extra Big Volume Shampoo [13.5 fl oz]	$5.25	$10.50	$8.50	$14.20
Extra Big Volume Shampoo [33.8 fl oz / liter]	$9.75	$19.50	$17.40	$28.99
Big Volume Conditioner [8.5 fl oz]	$3.63	$7.25	$5.85	$9.75
Big Volume Conditioner [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.75	$9.50	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.88	$13.75	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.63	$15.25	$11.85	$19.75
Spray & Play Volumizing Hairspray [10.6 oz]	$6.88	$13.75	$11.99	$19.99
Spray & Play Harder Firm Volumizing Hairspray [10.6 oz]	$7.38	$14.75	$11.99	$19.99
Volumizing Blow Dry Gel [8.5 fl oz]	$5.75	$11.50	$9.25	$15.40
Big Shine - Shine Spray [2.5 fl oz]	$5.75	$11.50	$9.25	$15.40
Dense Thickening Spray [8.5 fl oz]	$6.25	$12.50	$10.00	$16.75
Flip It Over Full & Wild Spray [4.4 oz]	$7.38	$14.75	$11.80	$19.64
NEW! What A Tease Backcomb In A Bottle [2.6 oz]	$8.98	$17.95	$15.75	$23.65

○ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.63	$7.25	$5.85	$9.75
Sh[illegible] [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.25
Con[illegible]ner [8.5 fl oz]	$3.63	$7.25	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.25
Curl Power Curl Enhancer [8.5 fl oz]	$6.25	$12.50	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$5.25	$10.50	$8.40	$14.00

○ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
SoyMilk Shampoo [13.5 fl oz]	$5.25	$10.50	$8.42	$13.99
SoyMilk Shampoo [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.70
SoyMilk Moisture Shampoo [13.5 fl oz]	$5.75	$11.50	$9.25	$15.40
SoyMilk Moisture Shampoo [33.8 fl oz / liter]	$10.25	$20.50	$17.95	$29.95
SoyMilk Conditioner [13.5 fl oz]	$6.25	$12.50	$9.99	$16.65
SoyMilk Conditioner [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.88	$15.75	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque [6.8 fl oz]	$8.37	$16.75	$13.50	$22.50
Soy Salvation Deep Treatment Hair Masque [33.8 fl oz / liter]	$18.38	$36.75	$29.65	$49.40
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.75	$11.50	$9.25	$15.40
Soy Tri-Wheat Leave-In Conditioner [33.8 fl oz / liter]	$15.75	$31.50	$27.50	$45.95
Soy Potion Miraculous Leave-In Treatment [5.1 fl oz]	$7.13	$14.25	$11.35	$18.95
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.75	$11.50	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.75	$13.50	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$8.13	$16.25	$13.00	$21.95
Soy [illegible]nt Flat Hair Flat Iron Spray [5.3 oz]	$6.25	$12.50	$9.99	$16.99
Soy[illegible]nt Full Hair Firm Hold Hairspray [10.6 oz]	$7.13	$14.25	$11.40	$18.99
Soy! Sculpting & Braiding Clay [1.8 oz]	$6.75	$13.50	$10.95	$18.25
Soy Gelatine Firm Holding Gel [4.4 oz]	$6.75	$13.50	$10.95	$18.25

○ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$6.00	$12.00	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$6.00	$12.00	$9.70	$16.15
Slept In Texture Creme [4.2 fl oz]	$6.00	$12.00	$9.70	$16.15
Slept In Texture Creme [16.9 fl oz]	$15.25	$30.50	$24.45	$40.75
Quick Change Shaping Balm [1.7 fl oz]	$6.00	$12.00	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.50	$11.00	$8.85	$14.75
Hard Up Hard Holding Gel [16.9 fl oz]	$14.13	$28.25	$22.75	$37.90
Frenzy Bulked-Up Texture Compound [2.5 oz]	$8.13	$16.25	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$6.25	$12.50	$9.99	$16.65
Shatter Separate & Hold Spray [8.5 fl oz]	$7.75	$15.50	$13.00	$21.95
AVAILABLE WHILE SUPPLIES LAST!				
Play Dirty Wax Master Dry Wax [4.4 oz]	$7.38	$14.75	$10.25	$16.99
What A Body Ultra Bodifying Blow Dry Gel [6.8 fl oz]	$6.25	$12.50	$10.99	$18.40
What A Body Ultra Bodifying Blow Dry Gel [16.9 fl oz]	$12.00	$24.00	$19.35	$32.25
Rough & Ready Styling Gunk [4.4 oz]	$6.75	$13.50	$11.95	$19.95

○ SILKY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Silky Shampoo [8.5 fl oz]	$4.48	$8.95	$7.50	$12.50
Silky Shampoo [33.8 fl oz / liter]	$9.98	$19.95	$16.95	$28.25
Silky Conditioner [8.5 fl oz]	$4.98	$9.95	$8.40	$13.99
Silky Conditioner [33.8 fl oz / liter]	$10.98	$21.95	$18.60	$31.00
Drench for Dry Hair [5.1 fl oz]	$6.98	$13.95	$11.80	$19.65
Remedy for Chemically Treated Hair [5.1 fl oz]	$6.98	$13.95	$11.80	$19.65
Frizz Eliminator [5.1 fl oz]	$8.98	$17.95	$14.99	$24.99

○ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.63	$7.25	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.63	$7.25	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$9.25	$18.50	$16.00	$26.25
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.88	$15.75	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.88	$15.75	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.75	$13.50	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.75	$13.50	$10.95	$18.25

○ WILD SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg Retail
Untamed Whipped Wax [3.5 oz]	$7.88	$15.75	$12.60	$21.00
Unshakeable Firm Holding Fixative [4.2 fl oz]	$6.50	$13.00	$10.50	$17.55
Flashy 3-D Shine Gloss [1.7 fl oz]	$6.75	$13.50	$10.95	$18.25
Metal Head Metallic Holding Gel [2.1 fl oz] (Copper, Crimson, Emerald, Purple)	$6.25	$12.50	$10.35	$17.25

○ SEX SYMBOL COSMETIC ENHANCERS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Aero Tan Temporary Tanning Spray [5.3 oz]	$7.88	$15.75	$12.65	$21.00

PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED AND/OR CANADIAN PRICING.

sexyhairconcepts™ PRICING LIST

○ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) Canadian (sugg.) Salon Price	(CAD) Canadian (sugg.) Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Extra Big Volume Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Moisture Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair What A Body Bodifying Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Silky Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Silky Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Silky Sexy Hair Drench for Dry Hair [.25 fl oz]	$0.25	n/a	$0.35	n/a
Silky Sexy Hair Remedy for Chemically Treated Hair [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

○ FORMULAS BY ECOLY

	Available sizes	Salon Price	Sugg. Retail
Papaya Dry Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Papaya Dry Hair Shampoo	[16.9 oz/500 ml]	$7.25	$14.50
Papaya Dry Hair Shampoo	[33.8 oz/1000 ml]	$12.00	$24.00
Papaya Dry Hair Shampoo	[Gallon/3.8 l]	$30.00	
Cucumber Oily Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Cucumber Oily Hair Shampoo	[16.9 oz/500 ml]	$6.00	$12.00
Cucumber Oily Hair Shampoo	[33.8 oz/1000 ml]	$11.00	$22.00
Cucumber Oily Hair Shampoo	[Gallon/3.8 l]	$28.50	
Primrose Daily Shampoo	[10 oz/300 ml]	$3.88	$7.25
Primrose Daily Shampoo	[16.9 oz/500 ml]	$5.63	$11.25
Primrose Daily Shampoo	[33.8 oz/1000 ml]	$10.50	$21.00
Primrose Daily Shampoo	[Gallon/3.8 l]	$26.50	
Extra Moisture Conditioner	[5.1fl oz/150 ml]	$5.98	$11.95
Intense Hair Repair Protein Reconstructor	[4.2fl oz/125 ml]	$5.98	$11.95
Tri-Wheat Leave-In Conditioner	[10 oz/300 ml]	$6.50	$13.00
Tri-Wheat Leave-In Conditioner	[16.9 oz/500 ml]	$10.75	$21.50
Tri-Wheat Leave-In Conditioner	[33.8 oz/1000 ml]	$15.50	$31.00
Tri-Wheat Daily Use Reconstructor	[10 oz/300 ml]	$8.25	$16.50
Tri-Wheat Daily Use Reconstructor	[16.9 oz/500 ml]	$15.00	$30.00
Tri-Wheat Daily Use Reconstructor	[33.8 oz/1000 ml]	$24.00	$48.00
Tri-Wheat Daily Use Reconstructor	[Gallon/3.8 l]	$53.00	
Sage Weightless Conditioner & Detangler	[10 oz/300 ml]	$4.13	$8.25
Sage Weightless Conditioner & Detangler	[16.9 oz/500 ml]	$6.13	$12.25
Sage Weightless Conditioner & Detangler	[33.8 oz/1000 ml]	$11.00	$22.00
Sage Weightless Conditioner & Detangler	[Gallon /3.8 l]	$28.50	
Rosemary Mint Scalp Stimulating Treatment	[10 oz/300 ml]	$7.50	$15.00
Rosemary Mint Scalp Stimulating Treatment	[33.8 oz/1000 ml]	$19.50	$39.00
Willow Bark Heat Curling Lotion	[10 oz/300 ml]	$6.00	$12.00
Thyme Volumizing Gel-Mousse	[7 oz/200 ml]	$7.13	$14.25
Oak Tree Firm Hold Aerated Hair Spray	[10 oz/300 g]	$6.00	$12.00
Sundew Shine Spray	[1.7 oz/50 ml]	$6.00	$12.00
Oak Bark Gel	[4 oz/120 g]	$4.38	$8.75
Linden Mousse	[8 oz/230 g]	$6.00	$12.00
Cypress Setting Lotion	[10 oz/300 ml]	$6.50	$13.00
Slippery Elm Polishing Gloss	[4 oz/120 g]	$11.00	$22.00
Chamomile Hair Therapy Oil	[1 oz./30 ml]	$8.25	$16.50
Mint Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50
Tea Tree Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50

THE LEGEND OF SEXY

SHAMPOO

TEXTURE

CONDITIONER

BLOW DRY

GEL

STRAIGHTEN

SPRAY

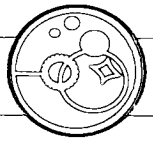
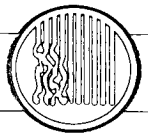
CURL

MOUSSE

VOLUME

PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED AND/OR CANADIAN PRICING.

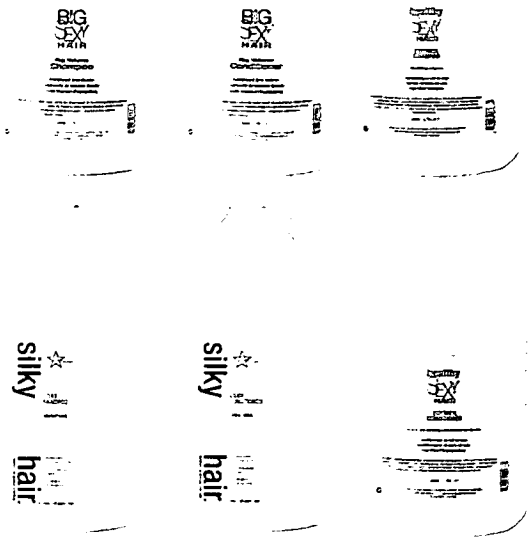
sexyhairgallonspecial!

SEXY HAIR GALLONS $15 SALON PRICE!

Purchase any of the following Sexy Hair Concepts Gallons for $15.00 U.S. Salon Price!

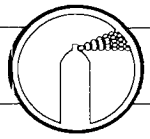
Big Sexy Hair Big Volume Shampoo Gallon
Big Sexy Hair Big Volume Conditioner Gallon
Healthy Sexy Hair Soymilk Shampoo Gallon
Healthy Sexy Hair Soymilk Conditioner Gallon
New! Silky Sexy Hair Shampoo Gallon ($27.00 U.S. Salon Value)
New! Silky Sexy Hair Conditioner Gallon ($27.00 U.S. Salon Value)



- US Salon Price: $15.00
- US Salon Value: $22.50 - $27.00

- CN Salon Price: $22.00 (CAD)
- CN Salon Value: $28.00 (CAD)

bigsexyhair.



SPRAY & PLAY HAIRSPRAY FOR $10.95 U.S. RETAIL

Purchase at a special price:
1-Big Sexy Hair Spray & Play Volumizing Hairspray 10.6 oz

- US Salon Price: $5.48
- US Salon Value: $6.88
- US Sugg. Retail Price: $10.95
- US Sugg. Retail Value: $13.75

- CN Salon Price: $6.58 (CAD)
- CN Salon Value: $11.99 (CAD)
- CN Sugg. Retail Price: $15.85 (CAD)
- CN Sugg. Retail Value: $19.99 (CAD)

shortsexyhair

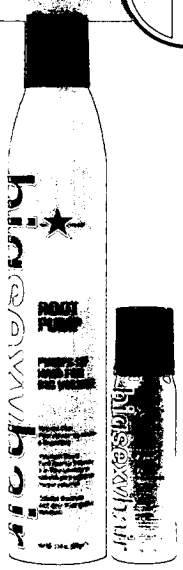
HARD UP GEL 100% MORE FREE!

Purchase:
1-Short Sexy Hair Hard Up Gel 8.5 fl oz at the 4.2 fl oz price

- US Salon Price: $5.50
- US Salon Value: $11.00
- US Sugg. Retail Price: $11.00
- US Sugg. Retail Value: $22.00
- CN Salon Price: $8.85 (CAD)
- CN Salon Value: $17.70 (CAD)
- CN Sugg. Retail Price: $14.75 (CAD)
- CN Sugg. Retail Value: $29.50 (CAD)

bigsexyhair

MINI BIG SEXY HAIR ROOT PUMP!



Purchase:
1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz

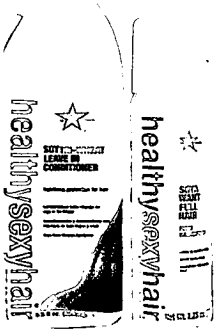
Receive at a special price of $2 retail:
1-New! Mini Big Sexy Hair Root Pump Volumizing Spray Mousse 2.5 oz
($5.25 retail value)

- US Salon Price: $7.88
- US Salon Value: $9.50
- US Sugg. Retail Price: $15.75
- US Sugg. Retail Value: $19.00
- CN Salon Price: $11.45 (CAD)
- CN Salon Value: $14.90 (CAD)
- CN Sugg. Retail Price: $18.99 (CAD)
- CN Sugg. Retail Value: $25.85 (CAD)

Products will be shrinkbanded with sticker.

healthysexyhair

MINI HEALTHY SEXY HAIR SOYA WANT FULL HAIR HAIRSPRAY!



Purchase:
1-Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner 8.5 fl oz

Receive at a special price of $2.50 retail:
1-Mini Healthy Sexy Hair Soya Want Full Hair Hairspray 2.25 oz
($5.50 retail value)

- US Salon Price: $7.00
- US Salon Value: $8.50
- US Sugg. Retail Price: $14.00
- US Sugg. Retail Value: $17.00
- CN Salon Price: $10.15 (CAD)
- CN Salon Value: $14.04 (CAD)
- CN Sugg. Retail Price: $16.95 (CAD)
- CN Sugg. Retail Value: $23.39 (CAD)

Products will be shrinkbanded with sticker.

09MARAPR04

SOLD ONLY IN PROFESSIONAL SALONS. © 2004 SEXY HAIR CONCEPTS, LOS ANGELES, CA 91311
ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

BIG SEXY HAIR

Big Sexy Hair Merchandising Kit

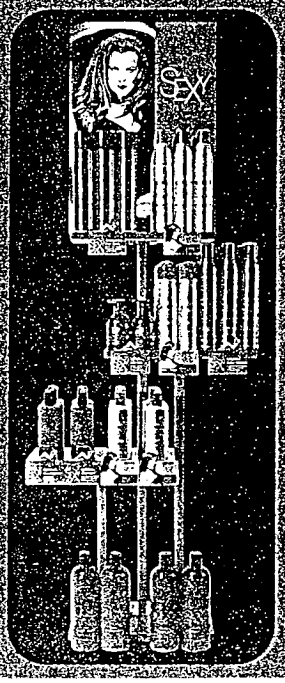
Purchase: 4 BSH Shampoos 8.5 oz, 4 BSH Conditioners 8.5 oz, 4 Root Pumps 10.6 oz, 4 Spray & Play Hairsprays 10.6 oz, 4 Big Time Gels 8.5 oz.

Receive Free:
1 of Each BSH product as tester, 1 BSH Poster, 5 BSH Shelf Talkers, 1 BSH Decal, 1 BSH Counter Display

$99.95 each deal
$119.84 reg. salon value
(while supplies last)

Sexy Hair Display

Purchase: 5-BSH Shampoo 8.5 oz, 5-BSH Conditioner 8.5 oz, 15-BSH Root Pump 10.6 oz, 10-BSH Spray & Play Hairspray 10.6 oz, 2-BSH Hair Shampoo 33.8 oz, 2-BSH Conditioner 33.8 oz, 10-BSH Hair Gel 8.5 oz 5-Straight Sexy Hair Shampoo 8.5 oz, 5-Straight Sexy Hair Conditioner 8.5 oz, 15-Straight Sexy Hair Smooth Out 8.8 oz, 15-Straight Sexy Hair Straight Aero Spray 8.8 oz



Receive Free: 5-Big Sexy Hair Shelf Talkers, 4-Straight Sexy Hair Shelf Talkers, 1-Big Sexy Hair Poster, 1-Straight Sexy Hair Poster, 1-Sexy Hair Display and $45 off overall product price.

$499.95 each deal
$645.00 reg. salon value
(while supplies last)

SH 0925

Sexy Hair
EXHIBIT NO. 29
No. 91,170,863
8-2-07
K.Bates, CSR# 12935

Big Sexy Hair The world's first moisturizing and volumizing products.

What it is:

Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness

Why is it different?

Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

Big Volume Shampoo:

A mixture of Proteins and Panthenol.

What it does:

Moisturizes, revitalizes and increases the hair's diameter.

How can it be used?

Daily for normal to dry and/or combination hair types.

Big Volume Conditioner:

A blend of Proteins and moisturizing ingredients.

What it does:

Maintains moisture and detangles without adding weight.

How can it be used?

Daily for normal to dry and/or combination hair types.

Root Pump Spray Mousse:

What it does:

Comes out as a spray and turns into a mousse to pump up the root and give the hair volume.

How can it be used?

On damp hair.

Spray and Play Hair Spray:

What it does:

A firm holding, fast drying and ultra shine hair spray.

How can it be used?

On dry hair.

Big Time Volumizing Gel:

What it does:

A firm holding gel that volumizes and inflates the hair.

How can it be used?

On damp hair.

It's always *BETTER* when it's *BIGGER!*

SH 0926

Big Sexy Hair Price list

Shampoos	Salon Price	Sugg Retail
Big Volume Shampoo (8.5 fl oz)	$3.48	$6.95
Big Volume Shampoo (liter)	$8.75	$17.50
Conditioners		
Big Volume Conditioner (8.5 fl oz)	$3.48	$6.95
Big Volume Conditioner (liter)	$8.75	$17.50
Styling & Finishing		
Root Pump (10.6 oz)	$6.50	$13.00
Spray and Play Hair spray (10.6 oz)	$6.50	$13.00
Big Time Volumizing Gel (8.5 oz)	$5.50	$10.95

JAN/FEB 2000 PROMOTIONS

INTRODUCING
[SHORT SEXY HAIR]

SHORT SEXY HAIR TRIAL PACK

Purchase:
1 **CONTROL MANIAC** Wax [1.8 oz]
1 **BLOW IT UP** Gel Foam [5.3 oz]
1 **SLEPT IN** Texture Creme [4.2 fl oz]
1 **QUICK CHANGE** Shaping Balm [1.7 fl oz]
Packaged in **SHOULDER BAG** [Retail Value of bag $20.00]

Purchase one deal for **$21.92** Salon Price
Receive a FREE **SHOULDER BAG** and product brochure.

SHORT SEXY HAIR SALON OPENER

Contains 4 each and 1 FREE:
CONTROL MANIAC Wax [1.8 oz]
BLOW IT UP Gel Foam [5.3 oz]
SLEPT IN Texture Creme [4.2 fl oz]
QUICK CHANGE Shaping Balm [1.7 fl oz]
with 10 consumer brochures and 4 shelf talkers

Salon Price **$87.68**
[Regular Value $109.60]

SHORT SEXY HAIR PRICE LIST

	Salon Price	Sugg. Retail
CONTROL MANIAC Wax [1.8 oz]	$5.48	$10.95
BLOW IT UP Gel Foam [5.3 oz]	$5.48	$10.95
SLEPT IN Texture Creme [4.2 fl oz]	$5.48	$10.95
QUICK CHANGE Shaping Balm [1.7fl oz]	$5.48	$10.95

SH 0927

Hair Concepts

1-800-848-3383
Sold only in Salons

© 1999 Sexy Hair Concepts • Los Angeles, CA 91311

09SHSHJEM

short SEXY HAIR

The newest Sexy Hair line extension specifically designed for SHORT HAIR.
These unique styling products can be used for any short hairstyles, textures and conditions.

CONTROL MANIAC WAX:

Take control of your hair. "CONTROL MANIAC" allows you to control any style that you can dream of.
Slick back, spikes, conservative, alternative, you name it; this wax will do it.
Use on dry hair.

QUICK CHANGE SHAPING BALM:

"QUICK CHANGE" your hair as often as you change your mind. During the day, create and maintain your shape for work; and without washing your hair, you can "QUICK CHANGE" it for the evening.
Use on damp or dry hair.

BLOW IT UP GEL FOAM:

Got volume? "BLOW IT UP" has your volume. Apply at the roots and the "BLOW IT UP" gel turns into a foam giving support and movement to all styles.
Use on damp hair.

SLEPT IN TEXTURING CREME:

This crème creates ULTIMATE texture. The trendy style of today is the textured, messy, slept in look; and for this, "SLEPT IN" is the only product you need. Think of this product as giving you "SLEPT IN" style.
Use on damp or dry hair.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
CONTROL MANIAC Wax [1.8 oz]	$5.48	$10.95
BLOW IT UP Gel Foam [5.3 oz]	$5.48	$10.95
SLEPT IN Texture Creme [4.2 fl oz]	$5.48	$10.95
QUICK CHANGE Shaping Balm [1.7 fl oz]	$5.48	$10.95

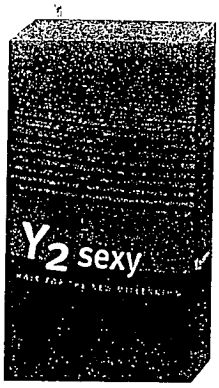
SH 0928

short SEXY HAIR

SEXY HAIR CONCEPTS

STRUCTURE
in *MOTION*

Michael O'Rourke



SIM & Y_2 SEXY
video 2 pack with free bag
at special price

Purchase 2 of Michael O'Rourke's newest cutting/styling videos at a special price and receive a free shoulder bag
[retail value of bag $20.00]

Salon Price *$35.00*
Salon Value *$60.00*

[While supplies last]

SH 0929

BIG SEXY HAIR
detangler launch with free comb

Purchase 1 new Big Sexy Hair Detangler [8.5 fl oz]
and receive 1 free Sexy Hair Comb

Salon Price *$4.48* each
Suggested Retail *$8.95* each
Retail Value *$10.95* each

Products are banded
[While supplies last]

BIG SEXY HAIR
free big sexy hair shampoo or conditioner with root pump

Purchase one Big Sexy Hair Root Pump [10.6 oz] and receive
a free Big Sexy Hair [8.5 fl oz] Shampoo or Conditioner

Salon Price *$6.50* each
Suggested Retail *$13.00* each
Retail Value *$19.96* each

Root Pump is stickered
[While supplies last]

SH 0930

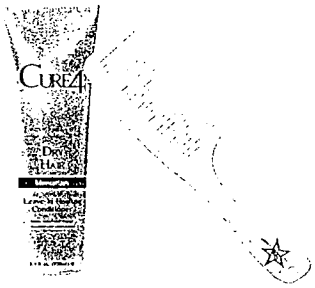
SEXY HAIR CONCEPTS

CURE 4
leave-in conditioner with free comb

Purchase one Cure4 Leave-In Conditioner [3.4 fl oz] for Dry Hair, Chemically Treated Hair, Fine Hair or Dull Hair and receive a free comb

Salon Price *$4.00* each
Suggested Retail *$7.99* each
Retail Value *$9.99* each

Products are banded
[While supplies last]



SHORT SEXY HAIR
blow it up gel foam and slept in texture creme for $15.00 retail

Purchase one Short Sexy Hair Blow It Up Gel Foam [5.3 oz] and one Short Sexy Hair Slept In Texture Creme [4.2 fl oz] both at a special price

Salon Price *$7.50* each
Suggested Retail *$15.00* each
Retail Value *$21.90* each

Products are banded
[While supplies last]

SH 0931

Product Pricing & Info

SHORT SEXY HAIR

The newest Sexy Hair line [illegible] designed for SHORT HAIR. These unique styling products can be used for any short hairstyle, textures and conditions.

CONTROL MANIAC WAX:
Take control of your hair. "Control Maniac" allows you to control any style that you can dream of. Slick back, spikes, [illegible] this wax will do it.
Use on dry hair

QUICK CHANGE SHAPING BALM:
"Quick change" your hair as often as you change your mind. During the day create and maintain your shape for work, and without washing your hair, you can "Quick Change" it for the evening.
Use on damp or dry hair

BLOW IT UP GEL FOAM:
Got volume? "Blow It Up" has your volume. Apply at the root, and the "Blow It Up" gel turns into a foam giving support and movement to the style.
Use on damp hair

SLEPT IN TEXTURE CREME:
This creme creates ULTIMATE texture. The trendy style of today is the textured, messy, slept in look, and for this, "Slept In" is the only product you need. Think of this product as giving you "Slept In" style.
Use on damp or dry hair

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax (1.8 oz)	$5.48	$10.95
Blow It Up Gel Foam (5.3 oz)	$5.48	$10.95
Slept In Texture Creme (4.2 fl oz)	$5.48	$10.95
Quick Change Shaping Balm (1.7 fl oz)	$5.48	$10.95

STRAIGHT SEXY HAIR

What they are
Straight Sexy [illegible] treatment system. The line of [illegible] and [illegible] hair. Straight Sexy [illegible] protect and give control.
Why is it different?
This is the first ever aerated straightening system that delivers uniform application from [illegible] to ends. [illegible] A mixture of Proteins and Panthenol are combined to [illegible] straight.

CLEANSE AND CONDITION
Straight Sexy Hair Shampoo
[illegible] and helps [illegible] split ends

Available sizes	Salon Price	Sugg. Retail
[illegible]	$3.48	$6.95
[illegible]	$8.75	$17.50

Straight Sexy Hair Conditioner
Helps eliminate frizz and tames the waves

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

STYLING AND FINISHING
Straight Aero Aerated Straightening Spray
Temporarily straightens unruly curls and waves

Available size	Salon Price	Sugg. Retail
8.8 oz	$7.48	$14.95

Smooth out (Smooth and Seal) Aerated Anti-Frizz Spray
Locks out moisture and keeps your hair straight

Available size	Salon Price	Sugg. Retail
8.8 oz	$7.48	$14.95

BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.
Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

CLEANSE AND CONDITION
BIG VOLUME Shampoo
Moisturizes and increases the hair's diameter

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

BIG VOLUME Conditioner
Maintains moisture and detangles without adding weight.

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

STYLING AND FINISHING
Root PUMP Spray Mousse
Pumps up the root and maximizes hair volume.

Available size	Salon Price	Sugg. Retail
10.6 oz	$6.50	$13.00

Spray and Play Hair Spray
A firm holding, fast drying and ultra shining hair spray

Available size	Salon Price	Sugg. Retail
10.6 oz	$6.50	$13.00

BIG TIME Volumizing Gel (Blow Dry Gel)
A firm holding gel that volumizes the hair when blow dried

Available size	Salon Price	Sugg. Retail
8.5 fl oz	$5.50	$10.95

CURE 4

What they are:
Cure4 is the first set of Leave-In Conditioners that are used for four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair and Fine Hair.
Why are they different?
Other leave-in conditioners are geared for all hair types, but Cure4 has unique ingredients that condition, protect and treat your specific hair type. They also have a light hold for styling.
How they can be used?
Apply to damp hair and style as usual.

CURE4 DULL HAIR:
Raspberry Extract, Lemon Extract and Linseed Extract soothe the cuticle and leave the hair with increased shine.

CURE4 DRY HAIR:
Kelp Extract, Quince Extract and Avocado Extract moisturize, condition and add shine, while protecting dry hair from future styling damage.

CURE4 CHEMICALLY TREATED HAIR:
Nettle Extract, Calendula Extract and Hydrolyzed Wheat Protein strengthen, protect and increase the shine in hair.

CURE4 FINE HAIR:
Ginkgo Biloba Extract, Ginseng Extract and Panthenol moisturize, soothe and strengthen to deliver body and fullness to the hair.

CURE4 PRICE LIST:

	Salon Price	Sugg Retail
Cure4 Dull Hair (3.4fl.oz.)	$4.00	$7.99
Cure4 Dry Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Chemically Treated Hair (3.4fl oz)	$4.00	$7.99
Cure4 Fine Hair (3.4fl.oz)	$4.00	$7.99

SH 0932

1-800-848-3383
Sold only in Salons

Hair Concepts

SEXY HAIR CONCEPTS

SHORT SEXY HAIR COUNTER DISPLAY PACK

Contains 5 each and 1 FREE for a Tester
Control Maniac Wax 1.8 oz.
Blow It Up Gel Foam 5.3 oz.
Slept In Texturizing Creme 4.2 fl oz.
Quick Change Shaping Balm 1.7 fl oz

with 10 Consumer Brochures, 4 Shelf Talkers
and 1 Short Sexy Hair display

Salon Price $109.50
Salon Value $151.50
28% Savings
[While supplies last]

FREE VOLUMIZING GEL FOR THE STYLIST STATION

Purchase
6 Big Sexy Hair Big Time Volumizing Gels 8.5 fl oz.
& get 6 of the same FREE for the stylists to
demonstrate on their clients

Salon Price $33.00
Salon Value $66.00
Retail Price $10.95 each
50% Savings
[While supplies last]

Hair Concepts

1-800-848-9388
Sold only in Salons
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SH 0933

09SHAM00

SEXY HAIR Products

SHORT SEXY HAIR

[illegible] Sexy Hair line extension [illegible] unique for SHORT HAIR [illegible] be used for all short hair [illegible] styles and conditions.

CONTROL MANIAC WAX:
Take control of your hair. Control Maniac allows you to control any style that your hair desires of Slick Back Spikes conservative alternative, you name it, this wax can do it.
Use on dry hair

QUICK CHANGE SHAPING BALM:
"Quick change" your hair as often as you change your mind. During the day [illegible] and maintain your shape for work, and without washing your hair, you can "Quick Change" it for the evening.
Use on damp or dry hair

BLOW IT UP GEL FOAM:
Got volume? "Blow It Up" has your volume. Apply at the roots and the "Blow It Up" gel forms into a foam giving support and movement to all styles.
Use on damp hair.

SLEPT IN TEXTURE CREME:
This creme creates ULTIMATE texture. The trendy style of today is the textured "messy" slept in look; and for this, "Slept In" is the only product you need. Think of this product as giving you "Slept In" style.
Use on damp or dry hair

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax (1.8 oz)	$5.48	$10.95
Blow It Up Gel Foam (5.3 oz)	$5.48	$10.95
Slept In Texture Creme (4.2 fl oz)	$5.48	$10.95
Quick Change Shaping Balm (1.7 fl oz)	$5.48	$10.95

STRAIGHT SEXY HAIR

What they are
Straight Sexy Hair [illegible] the industry's newest and [illegible] ingredients that condition [illegible]
Why is it different?
This is the first ever aerated straightening system that [illegible] uniform application from scalp to ends, without the mess. A [illegible] and [illegible] are combined to help relax curls and strengthen the hair to keep [illegible]

CLEANSE AND CONDITION
Straight Sexy Hair Shampoo
Replenishes moisture and helps [illegible]

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

Straight Sexy Hair Conditioner
Helps eliminate frizz and tames the waves

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

STYLING AND FINISHING
Straight Aero Aerated Straightening Spray
Temporarily straightens unruly curls and waves

Available size	Salon Price	Sugg. Retail
8.8 oz	$7.48	$14.95

Smooth out (Smooth and Seal) Aerated Anti-Frizz Spray
Locks out moisture and keeps your hair straight

Available size	Salon Price	Sugg. Retail
8.8 oz	$7.48	$14.95

BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.
Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

CLEANSE AND CONDITION
BIG VOLUME Shampoo
Moisturizes and increases the hair's diameter.

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

BIG VOLUME Conditioner
Maintains moisture and detangles without adding weight.

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

STYLING AND FINISHING
Root PUMP Spray Mousse
Pumps up the root and maximizes hair volume.

Available size	Salon Price	Sugg. Retail
10.6 oz	$6.50	$13.00

Spray and Play Hair Spray
A firm holding, fast drying and ultra shining hair spray.

Available size	Salon Price	Sugg. Retail
10.6 oz	$6.50	$13.00

BIG TIME Volumizing Gel (Blow Dry Gel)
A firm holding gel that volumizes the hair when blow dried.

Available size	Salon Price	Sugg. Retail
8.5 fl oz	$5.50	$10.95

Volumizing Detangler
Detangles, moisturizes and volumizes the hair.

Available size	Salon Price	Sugg. Retail
8.5 fl oz	$4.48	$8.95

CURE 4

What they are:
Cure4 is the first set of Leave-In Conditioners that are used for four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair and Fine Hair.
Why are they different?
Other leave-in conditioners are geared for all hair types, but Cure4 has unique ingredients that condition, protect and treat your specific hair type. They also have a light hold for styling.
How they can be used?
Apply to damp hair and style as usual

CURE4 DULL HAIR:
Raspberry Extract, Lemon Extract and Linseed Extract soothe the cuticle and leave the hair with increased shine

CURE4 DRY HAIR:
Kelp Extract, Quince Extract and Avocado Extract moisturize, condition and add shine, while protecting dry hair from future styling damage.

CURE4 CHEMICALLY TREATED HAIR:
Nettle Extract, Calendula Extract and Hydrolyzed Wheat Protein strengthen, protect and increase the shine in hair.

CURE4 FINE HAIR:
Ginkgo Biloba Extract, Ginseng Extract and Panthenol moisturize, soothe and strengthen to deliver body and fullness to the hair.

CURE4 PRICE LIST:

	Salon Price	Sugg Retail
Cure4 Dull Hair (3.4fl.oz.)	$4.00	$7.99
Cure4 Dry Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Chemically Treated Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Fine Hair (3.4fl.oz)	$4.00	$7.99

MAY/JUNE 2000 **PROMOTIONS**

INTRODUCING
[CURLY SEXY HAIR]

CURLY SEXY HAIR
TRIAL PACK

Purchase:
1 Curl Power Curl Enhancer [8.5 fl oz]
1 Hot Curl Setting Lotion [8.5 fl oz]
1 Curly Sexy Hair Shampoo [8.5 fl oz]
1 Curly Sexy Hair Conditioner [8.5 fl oz]
1 Curling Iron 3/4" at a special price
Receive Free:
1 cool bag and product brochure

Salon Price $39.95 [Salon Value $47.87]
SAVE 17%

CURLY SEXY HAIR
SALON OPENER

Contains 4 each and 1 FREE:
Curly Sexy Hair Shampoo [8.5 fl oz]
Curly Sexy Hair Conditioner [8.5 fl oz]
Curl Power Curl Enhancer [8.5 fl oz]
Hot Curl Setting Lotion [8.5 fl oz]
With 10 consumer brochures, 1 poster, and 1 of each shelf talkers

Salon Price $71.68 [Regular Value $89.
SAVE 20%

CURLY SEXY HAIR
PRICE LIST

Curly Sexy Hair Shampoo [8.5 fl oz]
Curly Sexy Hair Conditioner [8.5 fl oz
Curl Power Curl Enhancer [8.5 fl oz]
Hot Curl Setting Lotion [8.5 fl oz]

SH 0935

SEXY HAIR CONCEPTS

G & INFO

IR

The new "Sexy" line extension specifically designed for SHORT HAIR. These unique styling products are for any short hairstyles, textures and conditions.

CONTROL MANIAC WAX:

Take control of your hair with "Control Maniac" allows you to control any style that you can dream of. Sick of the spikes, conservative, alternative, you name it, this wax will do it.
Use on damp hair.

QUICK CHANGE SHAPING BALM:

"Quick change" your hair styles as you change your mind. During the day, create and maintain your style of choice and without washing your hair, you can "Quick Change" it for the evening.
Use on damp or dry hair.

BLOW IT UP GEL FOAM:

Get volume! "Blow it Up" has your volume. Apply at the roots and the "Blow It Up" gel turns into a cream giving support and movement to all styles.
Use on damp hair.

SLEPT IN TEXTURE CREME:

This cream creates DEFINITE texture. The trendy style of today is the textured, messy, slept in look and "Slept In" is the only product you need. Think of this product as bring your slept in style.
Use on damp or dry hair.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax (1.8 oz)	$5.48	$10.95
Blow It Up Gel Foam (5.4 oz)	$5.48	$10.95
Slept In Texture Creme (4.2 fl oz)	$5.48	$10.95
Quick Change Shaping Balm (1.7 fl oz)	$5.48	$10.95

HAIR

What they are:
Big Sexy Hair's BED HEAD product line created to take hair to it's maximum fullness.
Why is it different?
Big Sexy Hair's has formulated to improve and maintain the hair's moisture balance while producing volume and body.

CLEANSE AND CONDITION

BIG VOLUME Shampoo
Moisturizes and increases the hair's diameter.

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

BIG VOLUME Conditioner
Maintains moisture and detangles without adding weight.

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

VOLUMIZING Detangler
Detangles, moisturizes and volumizes the hair.

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$4.48	$8.95

STYLING AND FINISHING

Root PUMP Spray Mousse
Pumps up the roots and maximizes hair volume.

Available size	Salon Price	Sugg. Retail
10.6 oz	$6.50	$13.00

Spray and Play Hair Spray
A firm hold hair spray for the ultra stylish hair spray

Available size	Salon Price	Sugg. Retail
10.6 oz	$6.50	$13.00

BIG TIME Volumizing Gel (Blow Dry Gel)
A firm holding gel that volumizes hair when blow dried.

Available size	Salon Price	Sugg. Retail
8.5 fl oz	$5.48	$10.95

STRAIGHT SEXY HAIR

What they are:
Straight Sexy Hair, more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and give control.
Why is it different?
This is the first ever aerated straightening system that delivers uniform application from scalp to ends, without the mess. A mixture of Proteins and Panthenol are combined to help relax curls and strengthen the hair to keep it straight.

CLEANSE AND CONDITION

Straight Sexy Hair Shampoo
Replenishes moisture and helps mend split ends

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

Straight Sexy Hair Conditioner
Helps eliminate frizz and tames the waves

Available sizes	Salon Price	Sugg. Retail
8.5 fl oz	$3.48	$6.95
33.8 fl oz (liter)	$8.75	$17.50

STYLING AND FINISHING

Straight Aero Aerated Straightening Spray
Temporarily straightens unruly curls and waves.

Available size	Salon Price	Sugg. Retail
8.8 oz	$7.48	$14.95

Smooth out (Smooth and Seal) Aerated Anti-Frizz Spray
Locks out moisture and keeps your hair straight

Available size	Salon Price	Sugg. Retail
8.8 oz	$7.48	$14.95

CURE 4

What they are:
Cure4 is the first set of Leave-In Conditioners that are used for four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair and Fine Hair.
Why are they different?
Other leave-in conditioners are geared for all hair types, but Cure4 has unique ingredients that condition, protect and treat your specific hair type. They also have a light hold for styling.
How they can be used?
Apply to damp hair and style as usual.

CURE4 DULL HAIR:

Raspberry Extract, Lemon Extract and Linseed Extract soothe the cuticle and leave the hair with increased shine.

CURE4 DRY HAIR:

Kelp Extract, Quince Extract and Avocado Extract moisturize, condition and add shine, while protecting dry hair from future styling damage.

CURE4 CHEMICALLY TREATED HAIR:

Nettle Extract, Calendula Extract and Hydrolyzed Wheat Protein strengthen, protect and increase the shine in hair.

CURE4 FINE HAIR:

Ginkgo Biloba Extract, Ginseng Extract and Panthenol moisturize, soothe and strengthen to deliver body and fullness to the hair.

CURE4 PRICE LIST:

	Salon Price	Sugg Retail
Cure4 Dull Hair (3.4fl.oz.)	$4.00	$7.99
Cure4 Dry Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Chemically Treated Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Fine Hair (3.4fl.oz)	$4.00	$7.99

SH 0936

SHORT SEXY HAIR

[illegible] Shaping Balm

Purchase:

1 Control Maniac Wax [1.8 oz]

1 Quick Change Shaping Balm [1.7 fl oz]

BOTH at a special price

Salon Price [illegible]
[Regular Salon Value $10.96]

Suggested Retail [illegible]
[Retail Value $21.90]

SAVE 32%

[Products are bagged & stickered]

STRAIGHT SEXY HAIR

Free Straight Sexy Hair Shampoo or Conditioner [8.5 fl oz.] with Straight Aero [8.8 oz.] purchase

Purchase:

1 Straight Sexy Hair Straight Aero [8.8 oz]

and receive a free

Straight Sexy Hair Shampoo

or Conditioner [8.5 fl oz]

Salon Price *$7.48*
[Regular Salon Value $10.96]

Suggested Retail *$14.95*
[Retail Value $21.90]

SAVE 32%

[Straight Aero is stickered]

BIG SEXY HAIR

Spray and Play Hairspray Special

Purchase:

10 Spray and Play Hairspray [10.6 oz]

and receive free

2 Spray and Play Hairspray [10.6 oz]

Salon Price *$65.00*

Regular Salon Price *$78.00*

SAVE 17%

Products are open stock

SH 0937

PROMOTIONS

All promotions available while supplies last

CURLY SEXY HAIR

Got Curls or Want Curls, if so, this line is for you. The newest Sexy Hair line extension specifically designed for Curls of All Kinds. Make it curly and keep it curly, that's what it's all about.

CURLY SEXY HAIR
SHAMPOO

This wonderful shampoo contains Quinoa Protein to help strengthen and support your curls, with Panthenol adding moisture. Added botanicals like Passion Fruit and Ginseng help detangle and add shine to the hair.

CURLY SEXY HAIR
CONDITIONER

Indulge yourself in the luxury of this conditioner where the combination of Proteins, Aloe Vera and Chamomile smooth the hair and control frizz, while helping hair stay tangle free. After using CURLY SEXY HAIR, your curls will be soft and shiny.

CURL POWER
CURL ENHANCER

Enhance your curls and keep them curly with this unique spray foam. It creates beautiful, soft curls that stay all day. The effortless application makes it easy to spread the product through your hair while keeping your hands nice and clean. Spray CURL POWER into the hair and then diffuse or scrunch it for the hottest looking curls around.

HOT CURL
SETTING LOTION

If you don't have curls, this product is for you. Spray HOT CURL into damp or dry hair and use any type of heat curling tool (velcro rollers, curling iron, etc) and WHOLA!!!!!!!!!! INSTANT CURLS. This product is so good, the style lasts all day.

CURLY SEXY HAIR
PRICELIST

	Salon Price	Sugg. Retail
Curly Sexy Hair Shampoo [8.5 fl oz]	$3.48	$6.95
Curly Sexy Hair Conditioner [8.5 fl oz]	$3.48	$6.95
Curl Power Curl Enhancer [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

SH 0938

Sexy Hair

curly SEXY HAIR

Curly • Sexy • You

▼TRIAL PACK

Purchase:
- 1 Curly Sexy Hair Shampoo [8.5 fl oz]
- 1 Curly Sexy Hair Conditioner [8.5 fl oz]
- 1 Curl Power Curl Enhancing Foam [8.5 fl oz]
- 1 Hot Curl Setting Lotion [8.5 fl oz]

Receive FREE:
- 1 Sexy Hair Concepts Cool Bag *
- 1 Product Brochure

Salon Price *$17.92*

** When Cool Bag out of stock, Trial Pack will include Sexy Hair Concepts Clear Sexy Bag (see pg 1)*

▼OPENER

Purchase:
- 4 Curly Sexy Hair Shampoo [8.5 fl oz]
- 4 Curly Sexy Hair Conditioner [8.5 fl oz]
- 4 Curl Power Curl Enhancing Foam [8.5 fl oz]
- 4 Hot Curl Setting Lotion [8.5 fl oz]

Receive FREE:
- 1 of each Product
- 1 of each Shelf Talker
- 1 Poster
- 10 Product Brochures

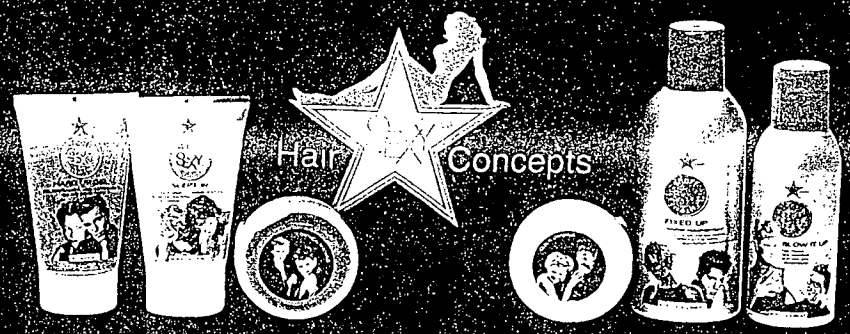
Salon Price *$71.68*
Salon Value *$89.60*

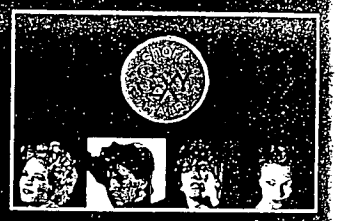
CURLY SEXY HAIR PRICE LIST	SALON PRICE	SUGG. RETAIL
Curly Sexy Hair Shampoo [8.5 fl oz]	$3.48	$6.95
Curly Sexy Hair Conditioner [8.5 fl oz]	$3.48	$6.95
Curl Power Curl Enhancer [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

SH 0939

1★800★848★3383 www.sexyhairconcepts.com

sold only in salons ©2000 Sexy Hair Concepts, Los Angeles, CA 91311





TRIAL PACK

Purchase:
1 Control Maniac Wax [1.8 oz]
1 Blow It Up Gel Foam [5.3 oz]
1 Slept In Texture Crème [4.2 fl oz]
1 Quick Change Shaping Balm [1.7 fl oz]
1 Hard Up Gel [4.2 fl oz]
1 Fixed Up Hairspray [8.8 oz]

Receive FREE:
1 Sexy Hair Concepts Shoulder Bag*
1 Product Brochure

Salon Price *$32.65*

OPENER

Purchase:
4 Control Maniac Wax [1.8 oz]
4 Blow It Up Gel Foam [5.3 oz]
4 Slept In Texture Crème [4.2 fl oz]
4 Quick Change Shaping Balm [1.7 fl oz]
4 Hard Up Gel [4.2 fl oz]
4 Fixed Up Hairspray [8.8 oz]

Receive FREE:
1 of each Product
1 of each Shelf Talker
10 Product Brochures

Salon Price *$130.50*
Salon Value *$200.65*

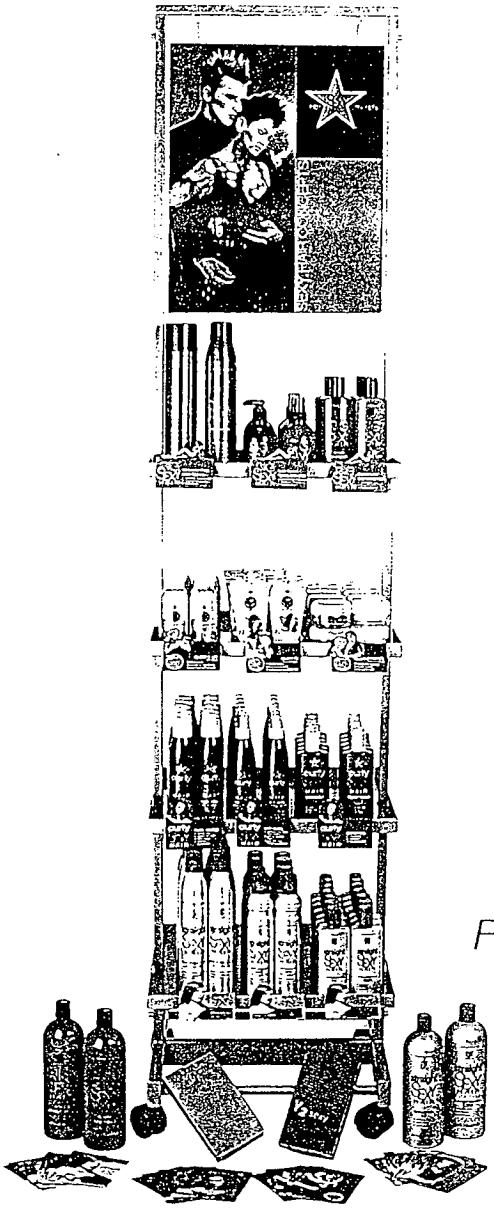
** When Shoulder Bag out of stock, Trial Pack will include Sexy Hair Concepts Clear Sexy Bag (see pg 1.)*

SHORT SEXY HAIR PRICE LIST	SALON PRICE	SUGG. RETAIL
Control Maniac [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Hairspray [8.8 oz]	$5.75	$11.50

got short hair?

SH 0940

NEW Hair Concepts DISPLAY is here!



Purchase

▼ BIG SEXY HAIR

12 Volume Shampoo [8.5 fl oz]
12 Volumizing Detangler [8.5 fl oz]
12 Volume Conditioner [8.5 fl oz]
12 Root Pump [10.6 oz]
12 Spray and Play Hairspray [10.6 oz]
12 Big Time Gel [8.5 fl oz.]

▼ STRAIGHT SEXY HAIR

12 Straight Aero [8.8 oz]
12 Shampoo [8.5 fl oz]
12 Conditioner [8.5 fl oz]
12 Smooth & Seal [8.8 oz]

▼ SHORT SEXY HAIR

12 Blow it Up Gel Foam [5.3 oz]
12 Control Maniac Wax [1.8 oz]
12 Quick Change Shaping Balm [1.7 fl oz]
12 Slept In Texture Creme [4.2 fl oz]

▼ CURLY SEXY HAIR

12 Shampoo [8.5 fl oz]
12 Conditioner [8.5 fl oz]
12 Curl Power Curl Enhancing Foam [8.5 fl oz]
12 Hot Curl Setting Lotion [8.5 fl oz]

Receive *FREE*

1 Sexy Hair Concepts Rack
1 Big Volume Shampoo [33.8 fl oz]
1 Big Volume Conditioner [33.8 fl oz]
1 Straight Sexy Hair Shampoo [33.8 fl oz]
1 Straight Sexy Hair Conditioner [33.8 fl oz]
4 Liter Pumps
1 Y2Sexy Video
1 Structure in Motion Video
1 Shelf Talker for each product
10 Consumer Brochures for each product line

Salon Price *$999.95*

Regular Salon Value *$1500.00*

[SAVE 23%]

SH 0941

▼ CURLY SEXY HAIR

1 Curl Power Curl Enhancer [8.5 fl oz]

1 Curly Sexy Hair Shampoo or Conditioner [8.5 fl oz]

Salon Price *$5.98*
Suggested Retail *$11.95*
Retail Value *$18.90*
[SAVE 37%]

Curl Power is stickered.

[while supplies last]

▼ STRAIGHT SEXY HAIR

smooth & seal and straight aero

1 Smooth & Seal [8.8 oz] and
1 Straight Aero [8.8 oz]
Both at a special price

Salon Price *$12.48* each
Suggested Retail *$24.95*
Retail Value *$29.90*
[SAVE $5]

Products will be shrinkwrapped and stickered.

[while supplies last]

▼ BIG SEXY HAIR

spray and play hairspray and volumizing detangler

1 Spray and Play Hairspray [10.6 oz] and
1 Volumizing Detangler [8.5 fl oz]
Both at a special price

Salon Price *$8.98* each
Suggested Retail *$17.95*
Retail Value *$21.95*

SH 0942

Products will be shrinkwrapped and stickered.

[while supplies last]

Straight Sexy Hair

LITER DEALS 2 for $20!

▼ BIG SEXY HAIR

1 Big Sexy Hair Shampoo [33.8 fl oz] and
1 Big Sexy Hair Conditioner [33.8 fl oz]

Both for $20.00

▼ STRAIGHT SEXY HAIR

1 Straight Sexy Hair Shampoo [33.8 fl oz] and
1 Straight Sexy Hair Conditioner [33.8 fl oz]

Both for $20.00

Salon Price *$10.00*
Suggested Retail *$20.00*
Retail Value *$38.20*
[SAVE 48%]

FREE Cure4!

1 Straight Sexy Hair Shampoo [8.5 fl oz]

Free

1 Cure4 Chemically Treated Hair [3.4 fl oz]

Or

1 Big Sexy Hair Shampoo [8.5 fl oz]

1 Cure4 Fine Hair [3.4 fl oz]

Salon Price *$3.48* each
Suggested Retail *$6.95*
Retail Value *$14.94*
[SAVE 53%]

SH 0943

SEXY HAIR CONCEPTS

▼ CURLY SEXY HAIR

What they are
[illegible]
Why is it different?
[illegible] type of Protein in combination with a combination of botanicals to support curls

CURLY SEXY HAIR SHAMPOO:
[illegible] while moisturizing and detangling the hair

CURLY SEXY HAIR CONDITIONER:
[illegible] frizz while leaving hair fully tangle free

CURL POWER CURL ENHANCER:
[illegible] Curl Enhancer gives your curls a look that stay all day. Effortless application [illegible] Curl POWER into the hair and then diffuse or scrunch it for the hottest looking curls around

HOT CURL SETTING LOTION:
Protects hair from heat styling. Creates beautiful curls that stay all day. Spray HOT CURL into damp or dry hair and use an, type of heat curling tool (velcro rollers, curling iron, etc)

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo (8.5 oz)	$3.48	$6.95
Conditioner (8.5 oz)	$3.48	$6.95
Curl Power Curl Enhancer [illegible]	[illegible]	$11.95
Hot Curl Setting Lotion (8.5 fl oz)	$4.98	$9.95

▼ SHORT SEXY HAIR

The newest Sexy Hair line extension specifically designed for SHORT HAIR. These unique styling products can be used for any short hairstyles, textures and conditions

CONTROL MANIAC WAX:
Take control of your hair. "Control Maniac" allows you to control any style that you can dream of. Slick back, spikes, conservative, alternative, you name it, this wax will do it.
Use on dry hair.

QUICK CHANGE SHAPING BALM:
"Quick change" your hair as often as you change your mind. During the day, create and maintain your shape for work; and without washing your hair, you can "Quick Change" it for the evening
Use on damp or dry hair.

BLOW IT UP GEL FOAM:
Got volume? "Blow It Up" has your volume. Apply at the roots and the "Blow It Up" gel turns into a foam giving support and movement to all styles
Use on damp hair

SLEPT IN TEXTURE CREME:
This creme creates ULTIMATE texture. The trendy style of today is the textured, messy, slept in look; and for this, "Slept In" is the only product you need. Think of this product as giving you "Slept In" style
Use on damp or dry hair.

HARD UP HARD GEL:
This intense blue gel gives ultimate hold and control without flaking

FIXED UP HARD HAIRSPRAY:
Any way you shape it, this spray will hold it

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax (1.8 oz)	$5.48	$10.95
Blow It Up Gel Foam (5.3 oz)	$5.48	$10.95
Slept In Texture Creme (4.2 fl oz)	$5.48	$10.95
Quick Change Shaping Balm (1.7 fl oz)	$5.48	$10.95
Hard Up Hard Gel (4.2 fl oz)	$4.98	$9.95
Fixed Up Hard Hairspray (8.8 oz)	$5.75	$11.50

▼ BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.
Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG VOLUME SHAMPOO:
Moisturizes and increases the hair's diameter.

BIG VOLUME CONDITIONER:
Maintains moisture and detangles without adding weight.

VOLUMIZING DETANGLER:
Detangles, moisturizes and volumizes the hair.

ROOT PUMP SPRAY MOUSSE:
Detangles, moisturizes and volumizes the hair

SPRAY AND PLAY HAIR SPRAY:
A firm holding, fast drying and ultra shining hair spray

BIG TIME VOLUMIZING GEL [BLOW DRY GEL]:
A firm holding gel that volumizes the hair when blow dried.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo (8.5 fl oz)	$3.45	$6.95
Shampoo (33.8 fl oz / liter)	$8.75	$17.50
Conditioner (8.5 fl oz)	$3.45	$6.95
Conditioner (33.8 fl oz / liter)	$8.75	$17.50
Volumizing Detangler (8.5 fl oz)	$4.48	$8.95
Root Pump Spray Mousse (10.6 oz)	$6.50	$13.00
Spray and Play Hair Spray (10.6 oz)	$6.50	$13.00
Big Time Volumizing Gel (8.5 fl oz)	$5.50	$10.95

▼ STRAIGHT SEXY HAIR

What they are:
Straight Sexy Hair, is a new aerated straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and give control
Why is it different?
This is the first ever aerated straightening system that delivers uniform application from scalp to ends without the mess. A mixture of Proteins and Panthenol are combined to help relax curls and strengthen the hair to keep it straight

STRAIGHT SEXY HAIR SHAMPOO:
Replenishes hair tone and helps mend split ends

STRAIGHT SEXY HAIR CONDITIONER:
Helps eliminate frizz and tames the waves

STRAIGHT AERO AERATED STRAIGHTENING SPRAY:
Temporarily straightens unruly curls and waves.

SMOOTH OUT [SMOOTH AND SEAL] AERATED ANTI-FRIZZ SPRAY:
Locks out moisture and keeps your hair straight.

POWER STRAIGHT TEMPORARY STRAIGHTENING BALM:
World's stromgest temporary straightener that can straighten extremely curly, kinky hair.

SHINE ON POLISHING GLOSS
After straightening that curly, kinky hair, use SHINE ON to seal and protect hair from humidity. Creates intense shine.

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo (8.5 fl oz)	$3.48	$6.95
Shampoo (33.8 fl oz / liter)	$8.75	$17.50
Conditioner (8.5 fl oz)	$3.48	$6.95
Conditioner (33.8 fl oz / liter)	$8.75	$17.50
Straight Aero Straightening Spray (8.8 oz)	$7.48	$14.95
Smooth Out Anti-Frizz Spray (8.8 oz)	$7.48	$14.95
Power Straight Balm (3.4 fl oz)	$6.48	$12.95
Shine On Polishing Gloss (3.4 fl oz)	$6.48	$12.95

▼ CURE 4

What they are:
Cure4 is the first set of Leave-In Conditioners that are used for four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair and Fine Hair.
Why are they different?
Other leave-in conditioners are geared for all hair types, but Cure4 has unique ingredients that condition, protect and treat your specific hair type. They also have a light hold for styling.
How they can be used?
Apply to damp hair and style as usual.

CURE4 DULL HAIR:
Raspberry Extract, Lemon Extract and Linseed Extract soothe the cuticle and leave the hair with increased shine.

CURE4 DRY HAIR:
Kelp Extract, Quince Extract and Avocado Extract moisturize, condition and add shine, while protecting dry hair from future styling damage.

CURE4 CHEMICALLY TREATED HAIR:
Nettle Extract, Calendula Extract and Hydrolyzed Wheat Protein strengthen, protect and increase the shine in hair.

CURE4 FINE HAIR:
Ginkgo Biloba Extract, Ginseng Extract and Panthenol moisturize, soothe and strengthen to deliver body and fullness to the hair.

CURE4 PRICE LIST:

	Salon Price	Sugg Retail
Cure4 Dull Hair (3.4fl.oz.)	$4.00	$7.99
Cure4 Dry Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Chemically Treated Hair (3.4fl.oz)	$4.00	$7.99
Cure4 Fine Hair (3.4fl.oz)	$4.00	$7.99

SH 0944

Hair Concepts

1-800-848-3383
www.sexyhairconcepts.com
sold only in salons.
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2 GREAT NEW LAUNCHES!

SEXY HAIR CONCEPTS

HOLD EVERYTHING WITH THIS HARD PAK!

SHORT SEXY HAIR

new! *fixed up hard hairspray & hard up hard holding gel*

Purchase 1 Fixed Up Hard Hairspray [8.8 oz] and
1 Hard Up Hard Holding Gel [4.2 fl oz]
Both at a special price

Salon Price *$9.98* each
Suggested Retail *$19.95* each
Retail Value *$21.45* each

Products are packed in a special Launch Box.
[while supplies last]

WORLD'S STRONGEST TEMPORARY STRAIGHTENING SYSTEM!

STRAIGHT SEXY HAIR

new! *power straight balm & shine on polishing gloss*

Purchase 1 Power Straight Temporary
Straightening Balm [3.4 oz] and
1 Shine On Polishing Gloss [3.4 oz]
Both at a special price

Salon Price *$9.98* each
Suggested Retail *$19.95* each *[SAVE 23%]*
Retail Value *$25.90*

Products are packed in a special Launch Box.
[while supplies last]

SH 0945

second chance!

CURLY SEXY HAIR
trial pack

Purchase 1 Curl Power Curl Enhancer [8.5 fl oz]
1 Hot Curl Setting Lotion [8.5 fl oz]
1 Curly Sexy Hair Shampoo [8.5 fl oz]
1 Curly Sexy Hair Conditioner [8.5 fl oz]

Receive Free
1 cool Shoulder Bag and Product Brochure

Salon Price *$17.92*
Salon Value *$25.42 [SAVE 30%]*
[Retail Price of Bag $15.00]
Products are packed in Shoulder Bag.

[while supplies last]

perfect for summer!

BIG SEXY HAIR
FREE lip gloss with root pump

Purchase 1 Big Sexy Hair Root Pump [10.6 oz]

Receive Free
1 Soft Pink Lip Gloss [perfect for summer]

Salon Price *$6.50* each
Suggested Retail *$13.00* each *[SAVE 28%]*
Retail Value *$18.00*

The lip gloss will be shrinkbanded and stickered on the Root Pump.
[while supplies last]

SH 0946

SEXY HAIR TIPS

curlygetsstraight

Apply a generous amount of ***POWER STRAIGHT*** Temporary Straightening Balm through towel dried hair. Distributing evenly from scalp to ends with a comb-or comb through for even distribution.

Activate ***POWER STRAIGHT*** Temporary Straightening Balm by blow drying and pulling out curls with a vent or round brush.

For a sleek sexy finish apply **SHINE ON** Polishing Gloss to seal ends and lock out humidity. For intense shine and smoothness use with a blow dryer and brush.

SH 0947

Product Pricing & Info

CURLY SEXY HAIR

What they are:
The newest Sexy Hair line extension specifically designed for Curls of All Kinds. This CURLY system makes your hair curly and keeps it curly. It's a curls best friend.
Why is it different?
This system utilizes a new type of Protein in conjunction with a combination of botanicals to support curls.

CURLY SEXY HAIR SHAMPOO:
Strengthen and supports curls, while moisturizing and detangling the hair.

CURLY SEXY HAIR CONDITIONER:
[illegible] while helping [illegible]

CURL POWER CURL ENHANCER:
FIRST EVER Foam Curl Enhancer [illegible] CURL POWER into the hair and [illegible]

HOT CURL SETTING LOTION:
[illegible] hair from heat styling. [illegible] hair and use any type of heat curling tool (velcro rollers, curling iron, etc)

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 oz]	$3.48	$6.95
Conditioner [8.5 oz]	$3.48	$6.95
Curl Power Curl Enhancer [5.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

SHORT SEXY HAIR

The newest Sexy Hair line extension specifically designed for SHORT HAIR. These unique styling products can be used for any short hairstyles, textures and conditions

CONTROL MANIAC WAX:
Take control of your hair. "Control Maniac" allows you to control any style that you can dream of. Slick back, spikes, conservative, alternative, you name it, this wax will do it
Use on dry hair

QUICK CHANGE SHAPING BALM:
"Quick change" your hair as often as you change your mind. During the day, create and maintain your shape for work, and without washing your hair, you can "Quick Change" it for the evening
Use on damp or dry hair

BLOW IT UP GEL FOAM:
Got volume? "Blow It Up" has your volume. Apply at the roots and the "Blow It Up" gel foam will [illegible] giving support and movement to all styles
Use on damp hair.

SLEPT IN TEXTURE CREME:
This creme creates ULTIMATE texture. The trendy style of today is the textured, messy, slept in look, and for this, "Slept In" is the only product you need. Think of this product as giving you "Slept In" style
Use on damp or dry hair

HARD UP HARD GEL:
This intense blue gel gives ultimate hold and control without flaking

FIXED UP HARD HAIRSPRAY:
Any way you shape it, this spray will hold it

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Hairspray [8.8 oz]	$5.75	$11.50

BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness
Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG VOLUME SHAMPOO:
Moisturizes and increases the hair's diameter

BIG VOLUME CONDITIONER:
Maintains moisture and detangles without adding weight

VOLUMIZING DETANGLER:
Detangles, moisturizes and volumizes the hair

ROOT PUMP SPRAY MOUSSE:
Detangles, moisturizes and volumizes the hair

SPRAY AND PLAY HAIR SPRAY:
A firm holding, fast drying and ultra shining hair spray

BIG TIME VOLUMIZING GEL [BLOW DRY GEL]:
A firm holding gel that volumizes the hair when blow dried

SH 0948

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	[illegible]	[illegible]
Shampoo [33.8 fl oz / liter]	[illegible]	[illegible]
Conditioner [8.5 fl oz]	[illegible]	[illegible]
Conditioner [33.8 fl oz / liter]	[illegible]	[illegible]
Volumizing Detangler [8.5 fl oz]	[illegible]	[illegible]
Root Pump Spray Mousse [10.6 oz]	$9.50	$15.00
Spray and Play Hair Spray [10.6 oz]	$8.50	$13.00
Big Time Volumizing Gel [8.5 fl oz]	$5.50	$10.95

STRAIGHT SEXY HAIR

What they are:
[illegible]
Why is it different?
[illegible] first ever aerated straightening system that delivers [illegible] to [illegible] without the mess. A mixture of Protein and Panthenol [illegible] help your curls [illegible] the hair to keep it straight

STRAIGHT SEXY HAIR SHAMPOO:
Replenishes moisture and helps mend split ends

STRAIGHT SEXY HAIR CONDITIONER:
Helps eliminate frizz and tames the waves.

STRAIGHT AERO AERATED STRAIGHTENING SPRAY:
Temporarily straightens unruly curls and waves

SMOOTH OUT [SMOOTH AND SEAL] AERATED ANTI-FRIZZ SPRAY:
Locks out moisture and keeps your hair straight.

POWER STRAIGHT TEMPORARY STRAIGHTENING BALM:
World's strongest temporary straightener that can straighten extremely curly, kinky hair

SHINE ON POLISHING GLOSS
After straightening that curly, kinky hair, use SHINE ON to seal and protect hair from humidity. Creates intense shine

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$9.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Straightening Spray [8.8 oz]	$7.48	$14.95
Smooth Out Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

CURE 4

What they are:
Cure4 is the first set of Leave-In Conditioners that are used for four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair and Fine Hair
Why are they different?
Other leave-in conditioners are geared for all hair types, but Cure4 has unique ingredients that condition, protect and treat your specific hair type. They also have a light hold for styling.
How they can be used?
Apply to damp hair and style as usual.

CURE4 DULL HAIR:
Raspberry Extract, Lemon Extract and Linseed Extract soothe the cuticle and leave the hair with increased shine.

CURE4 DRY HAIR:
Kelp Extract, Quince Extract and Avocado Extract moisturize, condition and add shine, while protecting dry hair from future styling damage.

CURE4 CHEMICALLY TREATED HAIR:
Nettle Extract, Calendula Extract and Hydrolyzed Wheat Protein strengthen, protect and increase the shine in hair.

CURE4 FINE HAIR:
Ginkgo Biloba Extract, Ginseng Extract and Panthenol moisturize, soothe and strengthen to deliver body and fullness to the hair.

CURE4 PRICE LIST:

	Salon Price	Sugg Retail
Cure4 Dull Hair (3.4fl.oz.)	$4.00	$7.99
Cure4 Dry Hair (3.4fl oz)	$4.00	$7.99
Cure4 Chemically Treated Hair (3.4fl oz)	$4.00	$7.99
Cure4 Fine Hair (3.4fl.oz)	$4.00	$7.99

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09SHJJ00

straight SEXY HAIR

AUG./SEPT. PROMOTIONS

STRAIGHT SEXY HAIR TRIAL PACK

Contains 1 each of:
Shampoo 8.5 fl oz
Conditioner 8.5 fl oz
Straight Aero Aerated Straightening Spray 8.8 oz
Smooth Out Anti-Frizz Spray 8.8 oz
Packaged in a full color display box.

Salon Price $21.92

STRAIGHT SEXY HAIR RETAIL PACK

Contains 4 each and 1 FREE :
Shampoo 8.5 fl oz
Conditioner 8.5 fl oz
Straight Aero Aerated Straightening Spray 8.8 oz
Smooth Out Anti-Frizz Spray 8.8 oz
with poster, 4 shelf talkers and 10 consumer brochures

Salon Price $87.68 Reg. $109.60

STRAIGHT SEXY PRICE LIST

	Salon Price	Sugg Retail
Shampoo 8.5 fl oz	$3.48	$6.95
Conditioner 8.5 fl oz	$3.48	$6.95
Straight Aero 8.8 oz	$7.48	$14.95
Smooth Out 8.8 oz	$7.48	$14.95

FORMULAS
by
ECOLY

SH 0949

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STRAIGHT SEXY HAIR PRODUCTS

What they are:

Straight Sexy Hair, more than a straightening system. This line utilizes the industry's newest and latest ingredients that condition, protect and give control

Why is it different?

This is the first aerated straightening system that delivers uniform application from scalp to ends, without the mess of traditional gels. A mixture of Proteins and Panthenol are combined to help relax curls and strengthen the hair to keep it straight.

STRAIGHT SEXY HAIR Shampoo:

A blend of Panthenol, Milk and Honey.

What it does:

This shampoo replenishes moisture, mends split ends and conditions dry, fly-away hair

How can it be used?

- As daily maintenance for all curly hair types and/or dry chemically treated/relaxed hair.
- On all hair types for ultra soft and shiny hair.

STRAIGHT SEXY HAIR Conditioner:

A blend of Panthenol, Soy Protein and Sweet Almond Oil

What it does:

This protein-enriched conditioner helps eliminate frizz and tame the waves.
By providing additional strength and shine, this product improves the hair's overall appearance each time it is used.

How can it be used?

- As daily maintenance for all curly hair types and/or dry chemically treated/relaxed hair.
- On all hair types for ultra soft and shiny hair.

STRAIGHT AERO aerated straightening spray:

A blend of Hydrolyzed Wheat Protein, Dimethicone Copolyol and Propylene Glycol

What it does:

This heat activated aerated straightening spray temporarily straightens unruly curls and waves.
The key ingredients protect hair, increase shine and prevent dryness from heat styling.

How can it be used?

- On damp hair
- As daily maintenance for all curly hair types and/or dry chemically treated/relaxed hair.

SMOOTH OUT aerated anti-frizz spray:

A blend of Dimethicone Copolyol, Propylene Glycol and Hydrolyzed Silk

What it does:

This light aerated anti-frizz spray helps lock out moisture and keeps your straight hair smooth and shiny.

How can it be used?

- As daily maintenance for all curly hair types and/or chemically treated/relaxed hair.
- Through out the day for control and shine.

STRAIGHT SEXY PRICE LIST

	Salon Price	Sugg Retail
Shampoo 8.5 fl oz	$3.48	$6.95
Conditioner 8.5 fl oz	$3.48	$6.95
Straight Aero 8.8 oz	$7.48	$14.95
Smooth Out 8.8 oz	$7.48	$14.95

SH 0950

August / September Promotions 2000

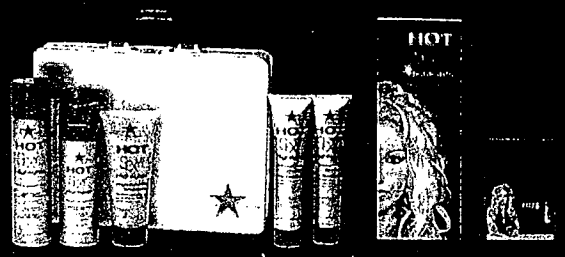
Introducing Hot Sexy Highlights

Salon Opener

Purchase: 4 Hot Sexy Highlights Highlighting Shampoo [6.8 fl. oz.]
4 Hot Sexy Highlights Titanium Blonde Conditioner [5.1 fl. oz.]
4 Hot Sexy Highlights Wheat Blonde Conditioner [5.1 fl. oz.]
4 Hot Sexy Highlights Whipped Up Gel Foam [7 oz.]
4 Hot Sexy Highlights High Drama Glitter Spray [4.4 oz.]

Receive Free: 1 of each product, 1 Cool Sexy Silver Carrying Box, 1 Hot Sexy Highlights Poster, 1 of each Shelf Talker and 10 Product Brochures

Opener Salon Price: $113.60 [Regular Salon Price: $142.00]
Save 20%



Trial Pack

Purchase: 1 Hot Sexy Highlights Highlighting Shampoo [6.8 fl. oz.]
1 Hot Sexy Highlights Titanium Blonde Conditioner [5.1 fl. oz.]
1 Hot Sexy Highlights Wheat Blonde Conditioner [5.1 fl. oz.]
1 Hot Sexy Highlights Whipped Up Gel Foam [7 oz.]
1 Hot Sexy Highlights High Drama Glitter Spray [4.4 oz.]

Receive Free: 1 Cool Sexy Silver Carrying Box and 1 Product Brochure

Suggested Salon Cost: $96.40

Introducing Short Sexy Hair Blow It Up in a new 9.1 oz. size

Purchase: 1 New 9.1 oz. size SHORT SEXY HAIR BLOW IT UP GEL FOAM at a special introductory price.

Suggested Retail: $14.95
Salon Cost: $7.48

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[while supplies last]

Sexy Hair Concepts

▼ HOT SEXY HIGHLIGHTS

What they are:
The HOTTEST new products for blonde hair. This collection cleanses, conditions and styles those blonde locks to bring out the best in them.
Why is it different?
All of the products in this line enhance all types of blondes. From the shampoo to the styling products this line is all about enhancement.

HOT SEXY HIGHLIGHTS HIGHLIGHTING SHAMPOO:
Strengthens and gives volume to all types of blondes while helping to eliminate brassy tones.

HOT SEXY HIGHLIGHTS COLOR CONDITIONERS:
Titanium Blonde Color Conditioner is for Platinum/White blondes who want to eliminate yellow brassy tones. Wheat Blonde Color Conditioner is for all other blondes who want to enhance their golden locks. Both conditioners help the hair retain moisture and protect color while giving hair incredible shine.

HOT SEXY HIGHLIGHTS WHIPPED UP GEL FOAM:
FIRST EVER Gel Foam that helps eliminate brassy tones in the hair. Whipped Up gives blonde hair beautiful volume, helps to control frizz and maintains the hairs moisture.

HOT SEXY HIGHLIGHTS HIGH DRAMA GLITTER SPRAY:
Use a little for overall highlight enhancement, but use a lot for that High Drama evening out on the town. This fast drying spray gives a firm hold that lasts all day. The glitter effect stays all day with very little fall out.

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz]	$5.98	$11.95

▼ CURLY SEXY HAIR

What they are:
The newest Sexy Hair line extension specifically designed for Curls of All Kinds. This CURLY system makes your hair curly and keeps it curly. It's a curls best friend.
Why is it different?
This system utilizes a new type of Protein in conjunction with a combination of botanicals to support curls.

CURLY SEXY HAIR SHAMPOO:
Strengthen and supports curls, while moisturizing and detangling the hair.

CURLY SEXY HAIR CONDITIONER:
Smoothes the hair and controls frizz, while helping hair stay tangle free.

CURL POWER CURL ENHANCER:
FIRST EVER Foam Curl Enhancer gives your curls a boost that stay all day. Effortless application. Spray CURL POWER into the hair and then diffuse or scrunch it for the hottest looking curls around.

HOT CURL SETTING LOTION:
Protects hair from heat styling. Creates beautiful curls that stay all day. Spray HOT CURL into damp or dry hair and use any type of heat curling tool (velcro rollers, curling iron, etc).

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 oz]	$3.48	$6.95
Conditioner [8.5 oz]	$3.48	$6.95
Curl Power Curl Enhancer [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

▼ SHORT SEXY HAIR

The newest Sexy Hair line extension specifically designed for SHORT HAIR. These unique styling products can be used for any short hairstyles, textures and conditions.

CONTROL MANIAC WAX:
Take control of your hair. "Control Maniac" allows you to control any style that you can dream of. Slick back, spikes, conservative, alternative, you name it; this wax will do it.
Use on dry hair.

QUICK CHANGE SHAPING BALM:
"Quick change" your hair as often as you change your mind. During the day, create and maintain your shape for work; and without washing your hair, you can "Quick Change" it for the evening.
Use on damp or dry hair.

BLOW IT UP GEL FOAM:
Got volume? "Blow It Up" has your volume. Apply at the roots and the "Blow It Up" gel turns into a foam giving support and movement to all styles.
Use on damp hair.

SLEPT IN TEXTURE CREME:
This creme creates ULTIMATE texture. The trendy style of today is the textured, messy, slept in look; and for this, "Slept In" is the only product you need. Think of this product as giving you "Slept In" style.
Use on damp or dry hair.

HARD UP HARD GEL:
This intense blue gel gives ultimate hold and control without flaking.

FIXED UP HARD HAIRSPRAY:
Any way you shape it, this spray will hold it.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Blow It Up Gel Foam [9.1 oz]	$7.48	$14.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Gel [4.2 fl oz]	$4.99	$9.95
Fixed Up Hard Hairspray [8.8 oz]	$5.75	$11.50

▼ BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair from lifeless to full of fullness.
Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG VOLUME SHAMPOO:
Moisturizes and increases the hair's diameter.

BIG VOLUME CONDITIONER:
Maintains moisture and detangles without adding weight.

VOLUMIZING DETANGLER:
Detangles, moisturizes and volumizes the hair.

ROOT PUMP SPRAY MOUSSE:
Detangles, moisturizes and volumizes the hair.

SPRAY AND PLAY HAIR SPRAY:
A firm holding, fast drying and ultra shining hair spray.

BIG TIME VOLUMIZING GEL [BLOW DRY GEL]:
A firm holding gel that volumizes the hair when blow dried.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Spray Mousse [10.6 oz]	$6.50	$13.00
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Gel [8.5 fl oz]	$5.50	$10.95

▼ STRAIGHT SEXY HAIR

What they are:
Straight Sexy Hair, more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and give control.
Why is it different?
This is the first ever aerated straightening system that delivers uniform application from scalp to ends, without the mess. A mixture of Proteins and Panthenol are combined to help relax curls and strengthen the hair to keep it straight.

STRAIGHT SEXY HAIR SHAMPOO:
Replenishes moisture and helps mend split ends.

STRAIGHT SEXY HAIR CONDITIONER:
Helps eliminate frizz and tames the waves.

STRAIGHT AERO AERATED STRAIGHTENING SPRAY:
Temporarily straightens unruly curls and waves.

SMOOTH OUT [SMOOTH AND SEAL] AERATED ANTI-FRIZZ SPRAY:
Locks out moisture and keeps your hair straight.

POWER STRAIGHT TEMPORARY STRAIGHTENING BALM:
World's stromgest temporary straightener that can straighten extremely curly, kinky hair.

SHINE ON POLISHING GLOSS
After straightening that curly, kinky hair, use SHINE ON to seal and protect hair from humidity. Creates intense shine.

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Sraightening Spray [8.8 oz]	$7.48	$14.95
Smooth Out Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

HOLIDAY NOV/DEC 2000 PROMOTIONS

Purchase

4 - Woman Moon Dust Body Lotion, 11.5 fl. oz.

4 Woman Raspberry Truffle Body Cleanse, 11.5 fl. oz.

NEW!

Receive

1 - Woman Moon Dust Body Lotion, 11.5 fl. oz.

1 - Woman Raspberry Truffle Body Cleanse, 11.5 fl. oz

1 - Woman Counter Card

Salon Price

Suggested Retail

Save

and

Pamper the women in your life with Woman Moon Dust body lotion and Woman Raspberry Truffle body cleanse. The body lotion keeps skin soft while the body cleanse refreshes and moisturizes. Both products are displayed in transparent boxes and come with a keepsake bookmark, featuring eastern and western astrology.

BIG SEXY HAIR

Purchase

1-Big Sexy Hair Root Pump 10.6oz

Receive Free

1-Red Sexy Lip Gloss

Salon Price $9.50

Suggested Retail $13.00

Retail Value of Lip Gloss $5.00

The lip gloss will be shrinkbanded to the product.

[while supplies last]

Sexy Hair Concepts

sold only in salons

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09SHNDC0

SEXY HAIR CONCEPTS nov/dec 2000 promotions

Hot Sexy Highlights just got *HOTTER!*

Introducing three GREAT new Color Conditioners and one fantastic Color Stabilizing Shampoo!

Foxy Brown *Red Hot Mama* *Black Cat*

and

Hot Sexy Highlights Color Stabilizing Shampoo!

Use Hot Sexy Highlights NEW Color Stabilizing Shampoo & Conditioners to help your hair color from fading fast! Keep your *Foxy Brown* style fresh, your *Black Cat* attitude wild, and your *Red Hot Mama* hot in just 2-3 minutes!

PURCHASE:
- 4 Stabilizing Shampoo [6.8 fl. oz.]
- 4 Red Hot Mama Color Conditioner [5.1 fl. oz.]
- 4 Foxy Brown Color Conditioner [5.1 fl. oz.]
- 4 Black Cat Color Conditioner [5.1 fl. oz.]

RECEIVE FREE:
- 1 of each product
- 1 of each product shelf talker
- 1 poster
- 10 product brochures

SALON PRICE **$87.68**
REGULAR SALON PRICE **$109.60**
SAVE 20%

SH 0954

New *HOT* Additions Price List:

	SALON PRICE	SUGG. RETAIL
Stabilizing Color Shampoo	$3.98	$7.95
Red Hot Mama Color Conditioner	$5.98	$11.95
Foxy Brown Color Conditioner	$5.98	$11.95
Black Cat Color Conditioner	$5.98	$11.95

1★800★848★3383
www.sexyhairconcepts.com

Hair Concepts

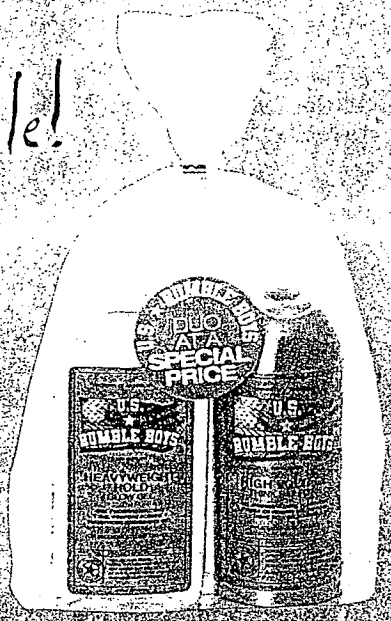
sold only in salons ©2000 Sexy Hair Concepts, Los Angeles, CA 91311

DEC 2000 PROMOTION

U.S. RUMBLE BOYS™

Create high positive energy & demand
Heavyweight Hold... Feel the Rumble!

RUMBLE BOYS $15.00 DUO!

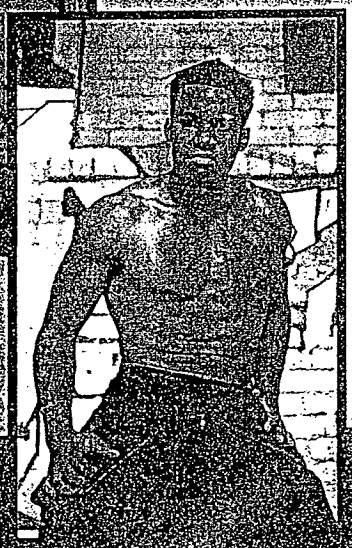


PURCHASE:
1 High Voltage Gel Foam [5.3 oz.]
1 Heavyweight Hold Glow Gel [6.6 fl. oz.]
both at a special price

SALON PRICE $7.50
SUGGESTED RETAIL $15.00
REGULAR RETAIL PRICE $21.90
SAVE 32%

Products are bagged & stickered

[While supplies last]



PROPERTY OF
SEXY
EL O'ROURKE

SH 0955

Rumble Boys Price List

Product	Salon Price	Sugg. Retail
Knockout Stimulating Shampoo 8.5 fl. oz	$3.48	$6.96
Shark Attack Pomade Schtick 2.5 oz	$6.25	$12.50
Heavyweight Hold Glow Gel 6.6 fl. oz	$4.98	$9.96
High Voltage Thick Rich Foam 5.3 oz	$5.98	$11.96

1-888-848-3383 WWW.SEXYHAIRCONCEPTS.COM

Sexy Hair Concepts

All that glitters is not gold...

Now get your *High Drama* in RED and BLUE!

Just in time for the Holidays!

PURCHASE: 6 Hot Sexy Highlights High Drama ***RED*** Glitter Spray [4.4 oz]

6 Hot Sexy Highlights High Drama ***BLUE*** Glitter Spray [4.4 oz]

SALON PRICE: $71.76

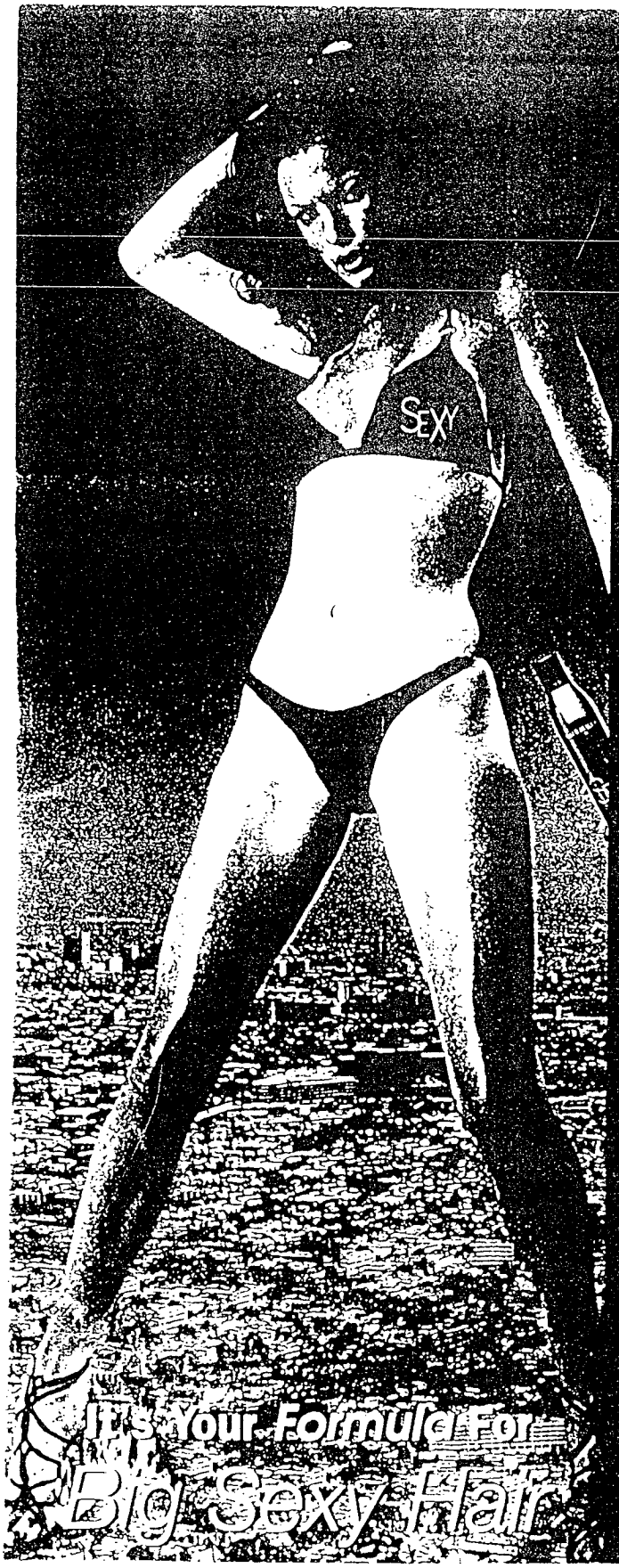
SH 0956

Products can be displayed in our special High Drama ***RED*** and ***BLUE*** Display box that is easily transformed from your shipper!

HOT SEXY HIGHLIGHTS PRICE LIST	Salon Price	Retail Price
Hot Sexy Highlights Highlighting Shampoo [6.6 fl oz]	$ 3.98	$ 7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	5.98	11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	5.98	11.95
Whipped Up Gel Foam [7 oz]	6.48	12.95
Color Stabilizing Shampoo [6.6 fl oz]	3.98	7.95
Red Hot Mama Color Conditioner [5.1 fl oz]	5.98	11.95
Foxy Brown Color Conditioner [5.1 fl oz]	5.98	11.95
Black Cat Color Conditioner [5.1 fl oz]	5.98	11.95
High Drama GOLD Glitter Spray [4.4 oz]	5.98	11.95
High Drama RED Glitter Spray [4.4 oz]	5.98	11.95
High Drama BLUE Glitter Spray [4.4 oz]	5.98	11.95

July/August 1999 Promotions

BIG SEXY HAIR



Big is getting BIGGER!
And it's more Sexier than ever!

Introducing

Big Time Gel *with Free Lip Gloss*

Expand your horizon with **Big Time** Volumizing Gel. Meet the newest force behind Big Sexy Hair. Inflate your hair and your ego. Your hair is sexier than ever!
Free Big Sexy Lip Gloss.

Salon Pre Pack contains:
3 Big Time Volumizing Gels (8.5 oz)
with 3 Lip Glosses

$16.50 three pack
$10.95 sugg. retail price each
($15.95 retail value each)

Big Sexy Styling Partners

Sizzle your way through summer with our special pre-pack of **Root Pump** Spray Mousse and **Spray and Play** Hair Spray. Comes with a free introductory jar of **Big Time** Volumizing Gel.

Salon Pre Pack contains:
1 Root Pump Spray Mousse (10.6 oz)
1 Spray and Play Hair Spray (10.6 oz)
1 Big Time Volumizing Gel. (2 oz)

$12.48 per pack
$24.95 sugg. retail price
($31.00 retail value)

FORMULAS
by

SH 0957

Sold only in Salons
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BIG SEXY HAIR

Promotions

Big Sexy Hair Trial Pack

Contains 1 each of:
Big Volume Shampoo 8.5 fl oz
Big Volume Conditioner 8.5 fl oz
Root Pump 10.6 oz
Spray & Play Hairspray 10.6 oz
Packaged in a full color display box.

Salon Price *$19.95*

Big Sexy Hair Retail Pack

Contains 4 each and 1 FREE of:
Big Volume Shampoo 8.5 fl oz
Big Volume Conditioner 8.5 fl oz
Root Pump 10.6 oz
Spray & Play Hairspray 10.6 oz
Includes Big Sexy Hair tent card and shelf talkers.

Salon Price *$79.80* Reg. $99.75

Big Sexy Hair Price List

	Salon price	Sugg Retail
Big Volume Shampoo 8.5 fl oz	$3.48	$6.95
Big Volume Conditioner 8.5 fl oz	$3.48	$6.95
Root Pump 10.6 oz	$6.50	$13.00
Spray and Play Hairspray 10.6 oz	$6.50	$13.00

It's always *BETTER* when it's *BIGGER!*

FORMULAS

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SH 0958

Big Sexy Hair

What is it:

Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.

Why is it different?

Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

Big Volume Shampoo:

A mixture of Allantoin, Proteins and Panthenol.

What it does:

Moisturizes, revitalizes and increases the hair's diameter giving more volume.

How can it be used?

Daily for normal to dry and/or combination hair types.

Big Volume Conditioner:

A blend of proteins and moisturizing ingredients.

What it does:

Maintains moisture and detangles without adding weight.

How can it be used?

Daily for normal to dry and/or combination hair types.

Root Pump Spray Mousse:

What it does:

Pumps up the root giving the hair volume.

How can it be used?

On damp hair.

Spray and Play Hair Spray:

What it does:

The world's first firm holding, fast drying and ultra shining hairspray.

How can it be used?

On dry hair.

It's always *BETTER* when it's *BIGGER!*

SH 0959

straight SEXY HAIR

The World's **STRONGEST** *Temporary Straightening System!*

▼ TRIAL PACK

Purchase:
- 1 Straight Sexy Hair Shampoo [8.5 fl oz]
- 1 Straight Sexy Hair Conditioner [8.5 fl oz]
- 1 Straight Aero Aerated Straightening Spray [8.8 oz]
- 1 Smooth & Seal Anti-Frizz Spray [8.8 oz]
- 1 Power Straight Straightening Balm [3.4 oz]

Receive FREE:
- 1 Sexy Hair Concepts Sexy Bag
- 1 Product Brochure

Salon Price *$34.88*

▼ OPENER

Purchase:
- 4 Straight Sexy Hair Shampoo [8.5 fl oz]
- 4 Straight Sexy Hair Conditioner [8.5 fl oz]
- 4 Straight Aero Aerated Straightening Spray [8.8 oz]
- 4 Smooth & Seal Anti-Frizz Spray [8.8 oz]
- 4 Power Straight Straightening Balm [3.4 oz]

Receive FREE:
- 1 of each Product
- 1 of each Shelf Talker
- 10 Product Brochures

Salon Price *$139.52*
Salon Value *$174.40*

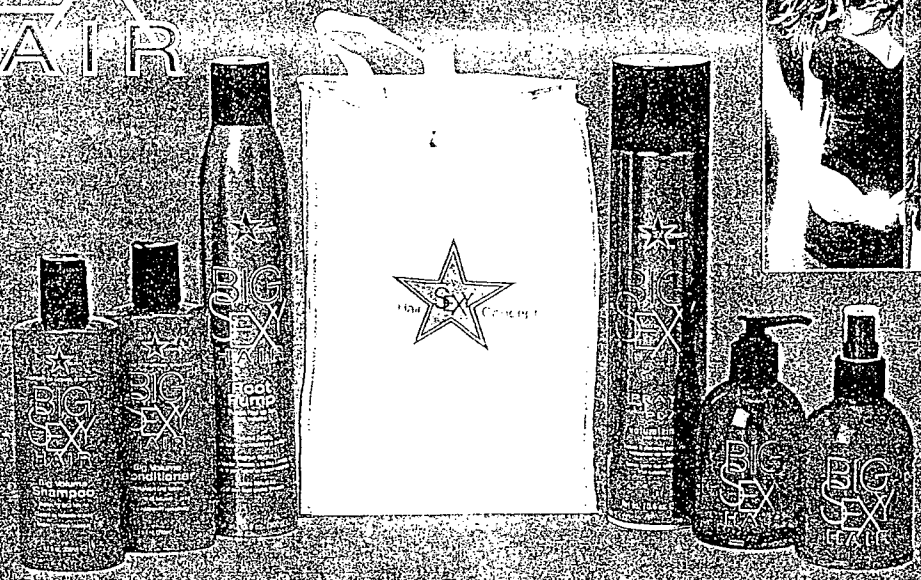
STRAIGHT SEXY HAIR PRICE LIST	SALON PRICE	SUGG. RETAIL
Straight Sexy Hair Shampoo [8.5 fl oz]	$3.48	$6.95
Straight Sexy Hair Shampoo Liter [33.8 fl oz]	$8.75	$17.50
Straight Sexy Hair Conditioner [8.5 fl oz]	$3.48	$6.95
Straight Sexy Hair Conditioner [33.8 fl oz]	$8.75	$17.50
Straight Aero Straightening Spray [8.8 oz]	$7.48	$14.95
Smooth & Seal Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	[illegible]	[illegible]

SH 0960

SEXY HAIR CONCEPTS
SPECIAL TRIAL PACK & OPENERS

BIG SEXY HAIR

It's always *BETTER* when it's *BIGGER!*



▼TRIAL PACK

Purchase:
- 1 Big Sexy Hair Shampoo [8.5 fl.oz]
- 1 Big Sexy Hair Conditioner [8.5 fl.oz]
- 1 Root Pump [10.6 oz]
- 1 Spray & Play Hairspray [10.6 oz]
- 1 Big Time Gel [8.5 fl.oz]
- 1 Volumizing Detangler [8.5 fl.oz]

Receive FREE:
- 1 Sexy Hair Concepts Clear Sexy Bag
- 1 Product Brochure

Salon Price: $29.94

▼OPENER

Purchase:
- 4 Big Sexy Hair Shampoo [8.5 fl.oz]
- 4 Big Sexy Hair Conditioner [8.5 fl.oz]
- 4 Root Pump [10.6 oz]
- 4 Spray & Play Hairspray [10.6 oz]
- 4 Big Time Gel [8.5 fl.oz]
- 4 Volumizing Detangler [8.5 fl.oz]

Receive FREE:
- 1 of each Product
- 1 of each Shelf Talker
- 1 Poster
- 10 Product Brochures

Salon Price: $119.74
Salon Value: $149.70

BIG SEXY HAIR PRICE LIST	SALON PRICE	SUGG. RETAIL
Big Sexy Hair Shampoo [8.5 fl.oz]	$3.48	$6.95
Big Sexy Hair Conditioner [33.8 fl.oz]	$8.75	$17.50
Big Sexy Hair Conditioner [8.5 fl.oz]	$3.48	$6.95
Big Sexy Hair Conditioner [33.8 fl.oz]	$8.75	$17.50
Volumizing Detangler [8.5 fl.oz]	$4.48	$8.95
Root Pump Spray Mousse [10.6 oz]	$6.50	$13.00
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Gel [8.5 fl.oz]	$5.50	$10.95

SH 0961

HOLIDAY NOV/DEC 2000 PROMOTIONS

BIG SEXY HAIR

Purchase

12-NEW SIZE Big Sexy Hair Spray & Play Hairspray 2.25 oz.

Receive Free

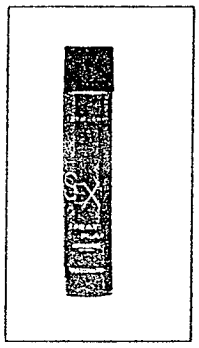
1-Big Sexy Hair Counter P.O.P Display

Salon Price *$30.00*

Suggested Retail *$5.00 each*

The products will be displayed in counter P.O.P piece.

[while supplies last]



STRAIGHT SEXY HAIR

Purchase

1-Straight Sexy Hair Smooth & Seal 8.8 oz.

Receive Free

1-Trendy Hair Clip

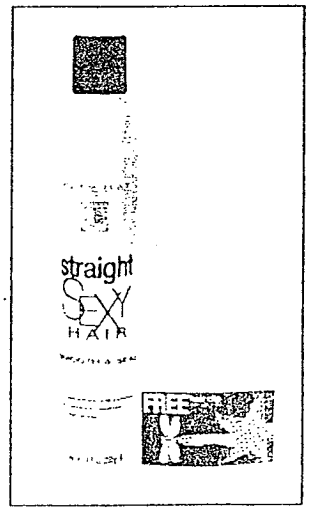
Salon Price *$7.48*

Suggested Retail *$14.95*

Retail Value of Hair Clip *$8.00*

The hair clip will be tied to the product.

[while supplies last]



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09SHNC00

HOLIDAY NOV/DEC 2000 PROMOTIONS

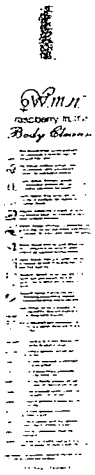
WOMAN - BRAND NEW

Purchase
4 - Woman Moon Dust Body Lotion, 11.5 fl. oz.
4 - Woman Raspberry Truffle Body Cleanse, 11.5 fl. oz.

Receive Free
1 - Woman Moon Dust Body Lotion, 11.5 fl. oz.
1 - Woman Raspberry Truffle Body Cleanse, 11.5 fl. oz.
1 - Woman Counter Card

Salon Price $59.80
Suggested Retail $149.50 ($14.95 each)
Save 20%!

Pamper the women in your life with Woman Moon Dust body lotion and Woman Raspberry Truffle body cleanse. The body lotion keeps skin soft while the body cleanse refreshes and moisturizes. Both products are displayed in transparent boxes and come with a keepsake bookmark, featuring eastern and western astrology.



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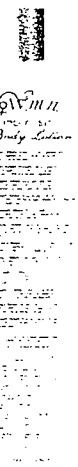

NEW!

BIG SEXY HAIR

Purchase
1-Big Sexy Hair Root Pump 10.6oz

Receive Free
1-Red Sexy Lip Gloss

Salon Price *$6.50*
Suggested Retail *$13.00*
Retail Value of Lip Gloss *$5.00*

The lip gloss will be shrinkbanded to the product.

[while supplies last]

SH 0963

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HOLIDAY NOV/DEC 2000 PROMOTIONS

SHORT SEXY HAIR

Purchase

1-Short Sexy Hair Blow It Up Gel Foam 5.3 oz

Receive Free

1-Trendy Hair Clip

Salon Price $5.48
Suggested Retail $10.95
Retail Value of Hair Clip $8.00

The hair clip will be tied to the product.

[while supplies last]

CURLY SEXY HAIR

Purchase

1-Curly Sexy Hair Curl Power Curl Enhancing Foam 8.5 fl. oz.

Receive Free

1-Massage Oil 1 fl oz

Salon Price $5.98
Suggested Retail $11.95
Retail Value of Massage Oil $5.00

The oil will be shrinkbanded to the product.

[while supplies last]

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09SHNDOO

HOLIDAY NOV/DEC 2000 PROMOTIONS

SEXY HIGHLIGHTS

Purchase

1-Hot Sexy Highlights High Drama Glitter Spray
4.4 oz. & Whipped Up Gel Foam 7 oz.

Receive Free

1-Trendy Hair Clip

Salon Price *$12.46*
Suggested Retail *$24.90*
Retail Value of Hair Clip *$10.00*

The hair clip will be tied to the products.

[while supplies last]

CURE 4

Purchase

1-Cure 4 Dry Hair 3.4 fl. oz. *or*
Chemically Treated Hair 3.4 fl. oz.

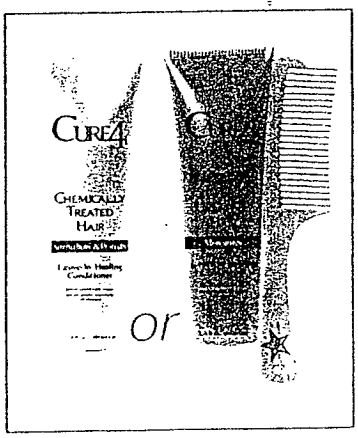
Receive Free

1-Sexy Hair Concepts Comb

Salon Price *$4.00*
Suggested Retail *$7.99*

The comb will be banded to the product.

[while supplies last]



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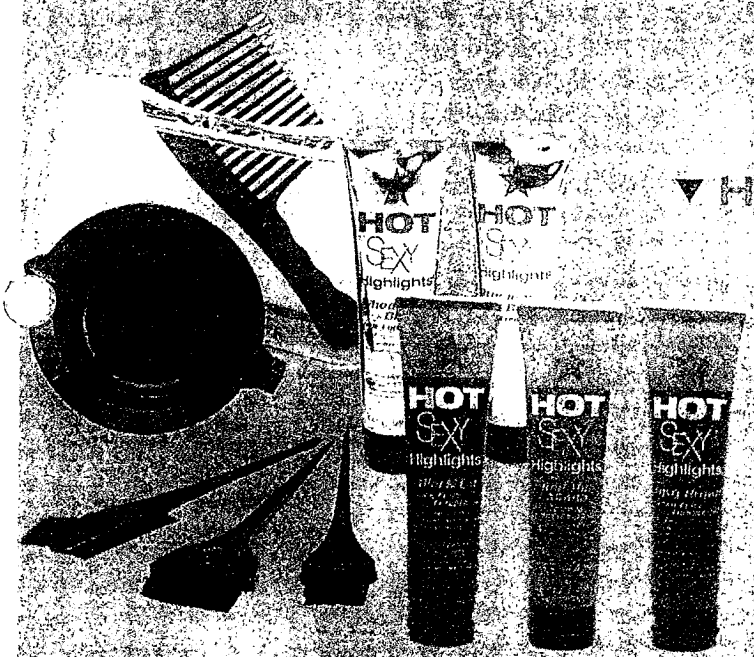
Show Deals!

Show Deals!

Show Deals!

FREE tool



▼ HOT SEXY HIGHLIGHTS

$29.95

▼ BIG SEXY HAIR

$18.50

SH 0966

▼ STRAIGHT SEXY HAIR

$19.95

▼ CURE 4

$15.95

▼ SHORT SEXY HAIR

$18.25

▼ RUMBLE BOYS

$12.25

▼ CURLY SEXY HAIR

$10.95

SH 0967

SH 0968

Price List SEXY HAIR CONCEPTS

BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.

Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Spray Mousse [10.6 oz]	$6.50	$13.00
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

SHORT SEXY HAIR

What they are:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

Why is it different?
These unique styling products add texture and allow you to shape hair into any short hairstyle. Perfect for creating casual work styles and funky weekend looks. Short Sexy Hair is a sign of the times.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Blow It Up Gel Foam [9.1 oz]	$7.48	$14.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Holding Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Holding Hairspray [8.8 oz]	$8.75	$17.50

STRAIGHT SEXY HAIR

What they are:
Getting straight has never been so Sexy! Straight Sexy Hair is more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and put you in control of your hair.

Why is it different?
A mixture of Proteins and Panthenol are combined in the products to help relax curls and add shine. Our straightening balms and our first ever aerated straightening system leave you SHINED, SEALED, and DELIVERED.

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Straightening Spray [8.8 oz]	$7.48	$14.95
Smooth Out Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

CURLY SEXY HAIR

What they are:
Designed specifically for curls of all kinds, this curly system makes your hair curly and keeps it curly! It's a Curls best friend!

Why is it different?
Our Curly Sexy Hair line utilizes a new type of Protein in conjunction with a combination of botanicals to support and strengthen curls.

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

HOT SEXY HIGHLIGHTS

What they are:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones.

Why is it different?
This collection is designed to cleanse, condition, and protect your color from fading fast while bringing out the vibrant color of your hair. From the shampoo to the styling aids and conditioners, this line is all about ENHANCEMENT!

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz]	$5.98	$11.95

CURE 4

What they are:
The first ever set of Leave-In Conditioners that address your specific hair needs: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

Why is it different?
Other leave-in conditioners are produced for all hair types. But Cure 4 contains exceptional ingredients that condition, protect and treat your specific hair type. Find YOUR Cure4.

CURE 4 PRICE LIST:

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Dry Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Fine Hair [3.4 fl oz]	$4.00	$7.99

U.S. RUMBLE BOYS

What they are:
A men's line offering unique products specifically for men's hair care needs.

Why is it different?
Superior formulations provide ultimate cleansing and styling for all types of men. U.S. Rumble Boys innovative products tap into positive energy and the sense of adventure associated with being a man. Feel the RUMBLE!

U.S. RUMBLE BOYS PRICE LIST:

	Salon Price	Sugg. Retail
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50
War Paint For Body and Hair [.66 oz]	$5.75	$11.50

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www.sexyhairconcepts.com

Hair Concepts

sold only in salons

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SH 0969

SEXY HAIR CONCEPTS

February - June 2001

presents

Sexy Package Deals for 2001!

Carry Your SEXY with Style!

★ THE SEXY STYLIST KIT

Purchase 1 of each

Big Sexy Hair Big Time Blow Dry Gel [8.5 fl oz]
Big Sexy Hair Root Pump Volumizing Spray Mousse [10.6 oz]
Big Sexy Hair Spray & Play Hair Spray [10.6 oz]

Straight Sexy Hair Straight Aero Aerated Straightening Spray [8.8 oz]
Straight Sexy Hair Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]
Straight Sexy Hair Power Straight Temporary Straightening Balm [3.4 fl oz]
Straight Sexy Hair Shine On Polishing Gloss [3.4 fl oz]

Short Sexy Hair Blow It Up Gel Foam [5.3 oz]
Short Sexy Hair Control Maniac Wax [1.8 oz]
Short Sexy Hair Quick Change Shaping Balm [1.7 oz]
Short Sexy Hair Slept In Texture Creme [4.2 fl oz]
Short Sexy Hair Hard Up Hard Holding Gel [4.2 fl oz]
Short Sexy Hair Fixed Up Hard Holding Hairspray [8.8 oz]

Curly Sexy Curl Power Curl Enhancing Foam [8.5 fl oz]
Curly Sexy Hair Hot Curl Setting Lotion [8.5 fl oz]

Hot Sexy Highlights Whipped Up Gel Foam [7 oz]
Hot Sexy Highlights High Drama Gold Glitter Spray [4.4 oz]

Receive FREE

1 of each product brochure
1 NEW Sexy Hair Concepts Stylist Bag
$40.00 retail value
[all products are packed in Stylist Bag]

Salon Price $99.95

SH 0970

★★ THE SEXY OPENER

Purchase 4 of each AT A DISCOUNT

BIG SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Volumizing Detangler [8.5 fl oz]
- Root Pump Volumizing Spray Mousse [10.6 oz]
- Spray and Play Hair Spray [10.6 oz]
- Big Time Volumizing Blow Dry Gel [8.5 fl oz]

STRAIGHT SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Straight Aero Aerated Straightening Spray [8.8 oz]
- Smooth & Seal Aerated Anti-Frizz Spray [8.8 oz]
- Power Straight Temporary Straightening Balm [3.4 fl oz]
- Shine On Polishing Gloss [3.4 fl oz]

CURLY SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Curl Power Curl Enhancing Foam [8.5 fl oz]
- Hot Curl Setting Lotion [8.5 fl oz]

SHORT SEXY HAIR
- Control Maniac Wax [1.8 oz]
- Blow It Up Gel Foam [5.3 oz]
- Slept In Texture Creme [4.2 fl oz]
- Quick Change Shaping Balm [1.7 fl oz]
- Hard Up Hard Holding Gel [4.2 fl oz]
- Fixed Up Hard Holding Hairspray [8.8 oz]

HOT SEXY HIGHLIGHTS
- Highlighting Shampoo [6.8 fl oz]
- Titanium Blonde Color Conditioner [5.1 fl oz]
- Wheat Blonde Color Conditioner [5.1 fl oz]
- Whipped Up Gel Foam [7 oz]
- High Drama Gold Glitter Spray [4.4 oz]
- Color Stabilizing Shampoo [6.8 fl oz]
- Red Hot Mama Color Conditioner [5.1 fl oz]
- Black Cat Color Conditioner [5.1 fl oz]
- Foxy Brown Color Conditioner [5.1 fl oz]

Receive FREE
- 1 of each product as a tester
- 25 Retail Bags
- 10 of each product line brochures
- 1 of each product shelf talker
- 2 Sexy Hair Concepts posters
- 1 NEW product knowledge video
- 1 Sexy Hair Concepts Decal

Salon Price $599.95
Salon Value $835.00
save 92% overall
28% product savings

★★★ THE SEXY EXPANDER

Purchase 8 of each AT A DISCOUNT

BIG SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Volumizing Detangler [8.5 fl oz]
- Root Pump Volumizing Spray Mousse [10.6 oz]
- Spray and Play Hair Spray [10.6 oz]
- Big Time Volumizing Blow Dry Gel [8.5 fl oz]

STRAIGHT SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Straight Aero Aerated Straightening Spray [8.8 oz]
- Smooth & Seal Aerated Anti-Frizz Spray [8.8 oz]
- Power Straight Temporary Straightening Balm [3.4 fl oz]
- Shine On Polishing Gloss [3.4 fl oz]

CURLY SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Curl Power Curl Enhancing Foam [8.5 fl oz]
- Hot Curl Setting Lotion [8.5 fl oz]

SHORT SEXY HAIR
- Control Maniac Wax [1.8 oz]
- Blow It Up Gel Foam [5.3 oz]
- Slept In Texture Creme [4.2 fl oz]
- Quick Change Shaping Balm [1.7 fl oz]
- Hard Up Hard Holding Gel [4.2 fl oz]
- Fixed Up Hard Holding Hairspray [8.8 oz]

HOT SEXY HIGHLIGHTS
- Highlighting Shampoo [6.8 fl oz]
- Titanium Blonde Color Conditioner [5.1 fl oz]
- Wheat Blonde Color Conditioner [5.1 fl oz]
- Whipped Up Gel Foam [7 oz]
- High Drama Gold Glitter Spray [4.4 oz]
- Color Stabilizing Shampoo [6.8 fl oz]
- Red Hot Mama Color Conditioner [5.1 fl oz]
- Black Cat Color Conditioner [5.1 fl oz]
- Foxy Brown Color Conditioner [5.1 fl oz]

Receive FREE
- 1 Big Sexy Hair Shampoo Liter
- 1 Big Sexy Hair Conditioner Liter
- 1 Straight Sexy Hair Shampoo Liter
- 1 Straight Sexy Hair Conditioner Liter
- 1 Curly Sexy Hair Shampoo Liter
- 1 Curly Sexy Hair Conditioner Liter
- 6 Liter pumps
- 1 of each product shelf talker
- 25 Sexy Hair Concepts retail bags
- 1 ad slick and logo sheet package
- 2 Sexy Hair Concepts posters
- 1 Sexy Hair decal
- 1 Sexy Hair Concepts Decal
- 160 Sexy Hair Concepts rolls
- 1 NEW product knowledge video
- Co-op Advertising Program (ask for details)

Salon Price $999.95
Salon Value $1,450.00
save 92% overall
29% product savings

SEXY HAIR CONCEPTS

Price List SEXY HAIR CONCEPTS

▼BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.

Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Spray Mousse [10.6 oz]	$6.50	$13.00
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

▼SHORT SEXY HAIR

What they are:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

Why is it different?
These unique styling products add texture and allow you to shape hair into any short hairstyle. Perfect for creating casual work styles and funky weekend looks. Short Sexy Hair is a sign of the times.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Blow It Up Gel Foam [9.1 oz]	$7.48	$14.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Holding Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Holding Hairspray [8.8 oz]	$5.75	$11.50

▼STRAIGHT SEXY HAIR

What they are:
Getting straight has never been so Sexy! Straight Sexy Hair is more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and put you in control of your hair.

Why is it different?
A mixture of Proteins and Panthenol are combined in the products to help relax curls and add shine. Our straightening balms and our first ever aerated straightening system leave you SHINED, SEALED, and DELIVERED.

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95
Smooth Out Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

▼CURLY SEXY HAIR

What they are:
Designed specifically for curls of all kinds, this curly system makes your hair curly and keeps it curly! It's a Curls best friend!

Why is it different?
Our Curly Sexy Hair line utilizes a new type of Protein in conjunction with a combination of botanicals to support and strengthen curls.

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

▼HOT SEXY HIGHLIGHTS

What they are:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones.

Why is it different?
This collection is designed to cleanse, condition, and protect your color from fading fast while bringing out the vibrant color of your hair. From the shampoo to the styling aids, and conditioners, this line is all about ENHANCEMENT!

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz]	$5.98	$11.95

▼CURE 4

What they are:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

Why is it different?
Other leave-in conditioners are produced for all hair types, but Cure 4 contains exceptional ingredients that condition, protect and treat your specific hair type. Find YOUR Cure4.

CURE 4 PRICE LIST:

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Dry Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Fine Hair [3.4 fl oz]	$4.00	$7.99

www.sexyhairconcepts.com

sold only in salons

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09SHOPEN/EX-1

SH 0973

SEXY HAIR CONCEPTS

February - June 2001

presents

Sexy Package Deals for 2001!

Carry Your SEXY with Style!

★ THE SEXY STYLIST KIT

chase each

Big Sexy Hair Big Time Blow Dry Gel [8.5 fl oz]
Big Sexy Hair Root Pump Volumizing Spray Mousse [10.6 oz]
Big Sexy Hair Spray & Play Hair Spray [10.6 oz]

Straight Sexy Hair Straight Aero Aerated Straightening Spray [8.8 oz]
Straight Sexy Hair Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]
Straight Sexy Hair Power Straight Temporary Straightening Balm [3.4 fl oz]
Straight Sexy Hair Shine On Polishing Gloss [3.4 fl oz]

Short Sexy Hair Blow It Up Gel Foam [5.3 oz]
Short Sexy Hair Control Maniac Wax [1.8 oz]
Short Sexy Hair Quick Change Shaping Balm [1.7 oz]
Short Sexy Hair Slept In Texture Creme [4.2 fl oz]
Short Sexy Hair Hard Up Hard Holding Gel [4.2 fl oz]
Short Sexy Hair Fixed Up Hard Holding Hairspray [8.8 oz]

Curly Sexy Curl Power Curl Enhancing Foam [8.5 fl oz]
Curly Sexy Hair Hot Curl Setting Lotion [8.5 fl oz]

Hot Sexy Highlights Whipped Up Gel Foam [7 oz]
Hot Sexy Highlights High Drama Gold Glitter Spray [4.4 oz]

Receive FREE

1 of each product brochure
1 NEW Sexy Hair Concepts Stylist Bag
$40.00 retail value
[all products are packed in Stylist Bag]

Salon Price $99.95

SH 0970

★★ THE SEXY OPENER

Purchase 4 of each AT A DISCOUNT

BIG SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Volumizing Detangler [8.5 fl oz]
- Root Pump Volumizing Spray Mousse [10.6 oz]
- Spray and Play Hair Spray [10.6 oz]
- Big Time Volumizing Blow Dry Gel [8.5 fl oz]

STRAIGHT SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Straight Aero Aerated Straightening Spray [8.8 oz]
- Smooth & Seal Aerated Anti-Frizz Spray [8.8 oz]
- Power Straight Temporary Straightening Balm [3.4 fl oz]
- Shine On Polishing Gloss [3.4 fl oz]

CURLY SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Curl Power Curl Enhancing Foam [8.5 fl oz]
- Hot Curl Setting Lotion [8.5 fl oz]

SHORT SEXY HAIR
- Control Maniac Wax [1.8 oz]
- Blow It Up Gel Foam [5.3 oz]
- Slept In Texture Creme [4.2 fl oz]
- Quick Change Shaping Balm [1.7 fl oz]
- Hard Up Hard Holding Gel [4.2 fl oz]
- Fixed Up Hard Holding Hairspray [8.8 oz]

HOT SEXY HIGHLIGHTS
- Highlighting Shampoo [6.8 fl oz]
- Titanium Blonde Color Conditioner [5.1 fl oz]
- Wheat Blonde Color Conditioner [5.1 fl oz]
- Whipped Up Gel Foam [7 oz]
- High Drama Gold Glitter Spray [4.4 oz]
- Color Stabilizing Shampoo [6.8 fl oz]
- Red Hot Mama Color Conditioner [5.1 fl oz]
- Black Cat Color Conditioner [5.1 fl oz]
- Foxy Brown Color Conditioner [5.1 fl oz]

Receive FREE
- 1 of each product as a tester
- 25 Retail Bags
- 10 of each product line brochures
- 1 of each product shelf talker
- 2 Sexy Hair Concepts posters
- 1 NEW product knowledge video
- 1 Sexy Hair Concepts Decal

Salon Price $599.95
Salon Value $885.00
save 32% overall
28% product savings

★★★ THE SEXY EXPANDER

Purchase 3 of each AT A DISCOUNT

BIG SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Volumizing Detangler [8.5 fl oz]
- Root Pump Volumizing Spray Mousse [10.6 oz]
- Spray and Play Hair Spray [10.6 oz]
- Big Time Volumizing Blow Dry Gel [8.5 fl oz]

STRAIGHT SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Straight Aero Aerated Straightening Spray [8.8 oz]
- Smooth & Seal Aerated Anti-Frizz Spray [8.8 oz]
- Power Straight Temporary Straightening Balm [3.4 fl oz]
- Shine On Polishing Gloss [3.4 fl oz]

CURLY SEXY HAIR
- Shampoo [8.5 fl oz]
- Conditioner [8.5 fl oz]
- Curl Power Curl Enhancing Foam [8.5 fl oz]
- Hot Curl Setting Lotion [8.5 fl oz]

SHORT SEXY HAIR
- Control Maniac Wax [1.8 oz]
- Blow It Up Gel Foam [5.3 oz]
- Slept In Texture Creme [4.2 fl oz]
- Quick Change Shaping Balm [1.7 fl oz]
- Hard Up Hard Holding Gel [4.2 fl oz]
- Fixed Up Hard Holding Hairspray [8.8 oz]

HOT SEXY HIGHLIGHTS
- Highlighting Shampoo [6.8 fl oz]
- Titanium Blonde Color Conditioner [5.1 fl oz]
- Wheat Blonde Color Conditioner [5.1 fl oz]
- Whipped Up Gel Foam [7 oz]
- High Drama Gold Glitter Spray [4.4 oz]
- Color Stabilizing Shampoo [6.8 fl oz]
- Red Hot Mama Color Conditioner [5.1 fl oz]
- Black Cat Color Conditioner [5.1 fl oz]
- Foxy Brown Color Conditioner [5.1 fl oz]

Receive FREE
- 1 Big Sexy Hair Shampoo Liter
- 1 Big Sexy Hair Conditioner Liter
- 1 Straight Sexy Hair Shampoo Liter
- 1 Straight Sexy Hair Conditioner Liter
- 1 Curly Sexy Hair Shampoo Liter
- 1 Curly Sexy Hair Conditioner Liter
- 6 Liter pumps
- 1 of each product shelf talker
- 25 Sexy Hair Concepts retail bags
- 1 rad stick and logo sheet package
- 2 Sexy Hair Concepts posters
- 1 Sexy Hair decal
- 150 Sexy Hair Concepts folios
- 1 NEW product knowledge video
- Co-op Advertising Program [ask for details]

Salon Price $999.95
Salon Value $1450.00
save 32% overall
29% product savings

SEXY HAIR CONCEPTS

Price List SEXY HAIR CONCEPTS

▼BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.

Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Spray Mousse [10.6 oz]	$6.50	$13.00
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

▼SHORT SEXY HAIR

What they are:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

Why is it different?
These unique styling products add texture and allow you to shape hair into any short hairstyle. Perfect for creating casual work styles and funky weekend looks. Short Sexy Hair is a sign of the times.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Blow It Up Gel Foam [9.1 oz]	$7.48	$14.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Holding Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Holding Hairspray [8.8 oz]	$5.75	$11.50

▼STRAIGHT SEXY HAIR

What they are:
Getting straight has never been so Sexy! Straight Sexy Hair is more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and put you in control of your hair.

Why is it different?
A mixture of Proteins and Panthenol are combined in the products to help relax curls and add shine. Our straightening balms and our first ever aerated straightening system leave you SHINED, SEALED, and DELIVERED.

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95
Smooth Out Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

▼CURLY SEXY HAIR

What they are:
Designed specifically for curls of all kinds, this curly system makes your hair curly and keeps it curly! It's a Curls best friend!

Why is it different?
Our Curly Sexy Hair line utilizes a new type of Protein in conjunction with a combination of botanicals to support and strengthen curls.

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

▼HOT SEXY HIGHLIGHTS

What they are:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones.

Why is it different?
This collection is designed to cleanse, condition, and protect your color from fading fast while bringing out the vibrant color of your hair. From the shampoo to the styling aids, and conditioners, this line is all about ENHANCEMENT!

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz]	$5.98	$11.95

▼CURE 4

What they are:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

Why is it different?
Other leave-in conditioners are produced for all hair types, but Cure 4 contains exceptional ingredients that condition, protect and treat your specific hair type. Find YOUR Cure4.

CURE 4 PRICE LIST:

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Dry Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Fine Hair [3.4 fl oz]	$4.00	$7.99

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09SHOPEN/EX-1

AVAILABLE JANUARY - JUNE 2001

SEXY HAIR CONCEPTS

proudly presents

Show Deals!

Show Deals!

Show Deals!

A FREE tool with every pur

▼ HOT SEXY HIGHLIGHTS

1 Titanium Blonde Color Conditioner [5.1 fl oz]
1 Wheat Blonde Color Conditioner [5.1 fl oz]
1 Black Oat Color Conditioner [5.1 fl oz]
1 Red Hot Mama Color Conditioner [5.1 fl oz]
1 Foxy Brown Color Conditioner [5.1 fl oz]

1-5 piece Highlighting Tools Kit

all about enhancing highlights!

▼ BIG SEXY HAIR

SH 0347

▼STRAIGHT SEXY HAIR

Purchase 1 Straight Aero Aerosol Temporary Straightening Spray [8.8 oz]
1 Straight Sealer Aerosol Anti-frizz Spray [8.8 oz]
1 Power Straight Straightening Balm [3.4 fl oz]

Receive FREE 1 Large Round Boar Bristle Brush

World's strongest Temporary Straightening System!

▼SHORT SEXY HAIR

Purchase 1 Blow It Up Gel Foam [9.1 oz]
1 Fixed Up Hairspray [8.8 oz]
1 Hard Up Hard Holding Gel [4.2 fl oz]

Receive FREE 1 Small Round Boar Bristle Brush

The line for every short hair style!

▼CURLY SEXY HAIR

Purchase 1 Curl Power Curl Enhancing Foam [8.5 fl oz]
1 Hot Curl Setting Lotion [8.5 fl oz]

Receive FREE 1 Curl Enhancing Diffuser

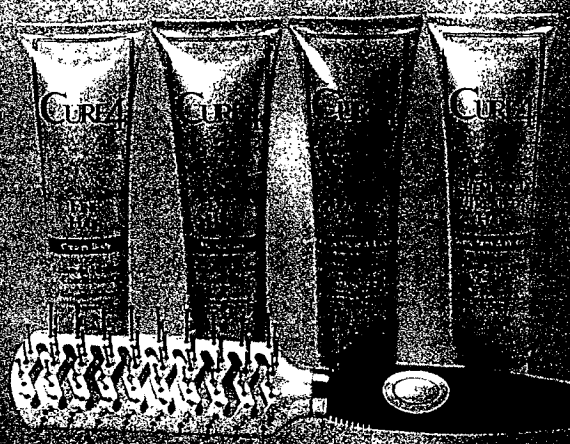
For curls of all kinds!

▼ CURE 4

Purchase 1 Cure 4 Dry Hair [3.4 fl oz]
1 Cure 4 Fine Hair [3.4 fl oz]
1 Cure 4 Chemically Treated Hair [3.4 fl oz]
1 Cure 4 Dull Hair [3.4 fl oz]

Receive FREE 1 Silver Sexy Brush

The first ever leave-in conditioning line for specific hair types!



▼ RUMBLE BOYS

Purchase 1 High Voltage Gel Foam [5.3 oz]
1 Shark Attack Schick [2.5 oz]

Receive FREE 1 *WAHL* Clipper Comb

Unique products for the unique man!

Product List SEXY HAIR CONCEPTS

▼BIG SEXY HAIR

What they are:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.

Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG SEXY HAIR PRODUCT LIST:

Shampoo [8.5 fl oz]
Shampoo [33.8 fl oz / liter]
Conditioner [8.5 fl oz]
Conditioner [33.8 fl oz / liter]
Volumizing Detangler [8.5 fl oz]
Root Pump Spray Mousse [10.6 oz]
Spray and Play Hair Spray [10.6 oz]
Big Time Volumizing Blow Dry Gel [8.5 fl oz]

▼SHORT SEXY HAIR

What they are:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

Why is it different?
These unique styling products add texture and allow you to shape hair into any short hairstyle. Perfect for creating casual work styles and funky weekend looks. Short Sexy Hair is a sign of the times.

SHORT SEXY HAIR PRODUCT LIST:

Control Maniac Wax [1.8 oz]
Blow It Up Gel Foam [6.3 oz]
Blow It Up Gel Foam [9.1 oz]
Slept In Texture Creme [4.2 fl oz]
Quick Change Shaping Balm [1.7 fl oz]
Hard Up Hard Holding Gel [4.2 fl oz]
Fixed Up Hard Holding Hairspray [8.8 oz]

▼STRAIGHT SEXY HAIR

What they are:
Getting straight has never been so Sexy! Straight Sexy Hair is more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and put you in control of your hair.

Why is it different?
A mixture of Proteins and Panthenol are combined in the products to help relax curls and add shine. Our straightening balms and our first ever aerated straightening system leave you SHINED, SEALED, and DELIVERED.

STRAIGHT SEXY HAIR PRODUCT LIST:

Shampoo [8.5 fl oz]
Shampoo [33.8 fl oz / liter]
Conditioner [8.5 fl oz]
Conditioner [33.8 fl oz / liter]
Straight Aero Aerated Sraightening Spray [8.8 oz]
Smooth Out Aerated Anti-Frizz Spray [8.8 oz]
Power Straight Temporary Straightening Balm [3.4 fl oz]
Shine On Polishing Gloss [3.4 fl oz]

▼CURLY SEXY

What they are:
Designed specifically for curls of all kinds, this curly system makes your hair curly and keeps it curly! It's a Curls best friend!

Why is it different?
Our Curly Sexy Hair line utilizes a new type of Protein in conjunction with a combination of botanicals to support and strengthen curls.

CURLY SEXY HAIR PRODUCT LIST:

Shampoo [8.5 fl oz]
Shampoo [33.8 fl oz / liter]
Conditioner [8.5 fl oz]
Conditioner [33.8 fl oz / liter]
Curl Power Curl Enhancing Foam [8.5 fl oz]
Hot Curl Setting Lotion [8.5 fl oz]

▼HOT SEXY HIGHLIGHTS

What they are:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones.

Why is it different?
This collection is designed to cleanse, condition, and protect your color from fading fast while bringing out the vibrant color of your hair. From the shampoo to the styling aids and conditioners, this line is all about ENHANCEMENT!

HOT SEXY HIGHLIGHTS PRODUCT LIST:

Highlighting Shampoo [6.8 fl oz]
Color Stabilizing Shampoo [6.8 fl oz]
Titanium Blonde Color Conditioner [5.1 fl oz]
Wheat Blonde Color Conditioner [5.1 fl oz]
Red Hot Mama Color Conditioner [5.1 fl oz]
Foxy Brown Color Conditioner [5.1 fl oz]
Black Cat Color Conditioner [5.1 fl oz]
Whipped Up Gel Foam [7 oz]
High Drama Glitter Spray [4.4 oz]

▼CURE 4

What they are:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

Why is it different?
Other leave-in conditioners are produced for all hair types, but Cure 4 contains exceptional ingredients that condition, protect and treat your specific hair type. Find YOUR Cure 4.

CURE 4 PRODUCT LIST:

Cure4 Dull Hair [3.4 fl oz]
Cure4 Dry Hair [3.4 fl oz]
Cure4 Chemically Treated Hair [3.4 fl oz]
Cure4 Fine Hair [3.4 fl oz]

▼

What they are:
A men's line offering unique products specifically for men's hair care needs.

Why is it different?
Superior formulations provide ultimate cleansing and styling for all types of men. U.S. Rumble Boys innovative products tap into positive energy and the sense of adventure associated with being a man. Feel the RUMBLE!

U.S. RUMBLE BOYS PRODUCT LIST:

Knockout Stimulating Shampoo [8.5 fl oz]
High Voltage Think Big Foam [5.3 oz]
Heavyweight Hold Glow Gel [6.6 fl oz]
Shark Attack Pomade Schtick [2.5 oz]
War Paint For Body and Hair [.66 oz]

1-800-848-3383
www.sexyhairconcepts.com
sold only in salons
©2000 Sexy Hair Concepts, Los Angeles, CA 91311

Hair Concepts

SH 0350

SEXY HAIR CONCEPTS

march/april 2001 PROMOTIONS

Hot Sexy Highlights presents NEW Aero Colors!

Play up your style with

POLY-Ester PINK

and

DENIM-Flare BLUE!

[products are shrink-banded and stickered]

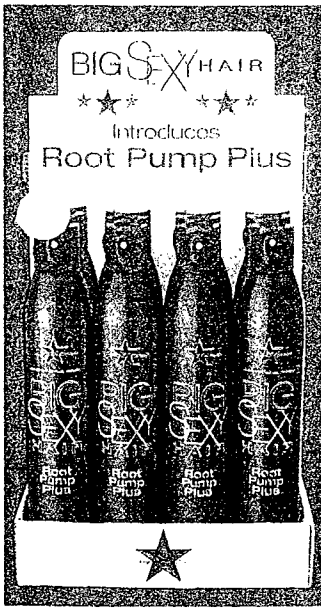
Choose your color to amuse your mood, or use them together!
Color has never been so vibrant and HOT!

Purchase
1 Poly-Ester Pink Color Spray 3.5 oz
1 Denim-Flare Blue Color Spray 3.5 oz

Both at a special introductory price!

Salon Price $9.95
Salon Value $11.95
Sugg. Retail Price $12.95

SAVE $3.95



Just when you thought your hair couldn't get any bigger...

Introducing NEW Big Sexy Hair

Root Pump Plus!

Humidity Resistant Volumizing Spray Mousse

Purchase 1 Big Sexy Hair Root Pump Plus

Receive FREE
1 Big Sexy Hair Root Pump Plus as a tester
1 display box

Salon Price $79.75
Salon Value $87.00
Sugg. Retail Price $14.50

Short Sexy Hair

Purchase
1 Short Sexy Hair Hard Up Gel 4.2 fl oz
1 Short Sexy Hair Slept-In Texture Creme 4.2 fl oz

Both at a special price!

Salon Price $7.50
Salon Value $10.45
Sugg. Retail Price $15.00

SAVE 28%

SH 0081

[products are bagged and stickered]

1★800★848★3383 www.sexyhairconcepts.com sold only in salons ©2001 Sexy Hair Concepts Los Angeles, CA 91311 09SHMA01

FORMULAS by Ecoly

march
april 2001

Save over with
Formulas by Ecoly !

Purchase 1 Tri-Wheat Daily Use Reconstructor
16 oz at the 10 oz price

60% more product FREE!

Salon Price $7.50
Salon Value $13.50
Sugg. Retail Price $15.00

SAVE 44%

Purchase 1 Almond Tree Molding Putty
4 oz at the 2 oz price

100% more product FREE!

Salon Price $4.50
Salon Value $8.50
Sugg. Retail Price $9.00

SAVE 47%

(both deals are stickered)

SH 0082

SEXY HAIR CONCEPTS
Price List

▼ BIG SEXY HAIR

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00
Root Pump Plus Volumizing Spray Mousse [10.6 oz]	$7.25	$14.50
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

▼ SHORT SEXY HAIR

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Blow It Up Gel Foam [9.1 oz]	$7.48	$14.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Holding Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Holding Hairspray [8.8 oz]	$5.75	$11.50

▼ STRAIGHT SEXY HAIR

	Salon Price	Sugg. Retail
[illegible]oo [8.5 fl oz]	$3.48	$6.95
[illegible]oo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Straightening Spray [8.8 oz]	$7.48	$14.95
Smooth & Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

▼ CURLY SEXY HAIR

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

▼ HOT SEXY HIGHLIGHTS

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [Gold, Red, Blue][4.4 oz]	$5.98	$11.95
Aero Color Poly-Ester Pink Color Spray [3.5 oz]	$5.98	$11.95
Aero Color Denim-Flare Blue Color Spray [3.5 oz]	$5.98	$11.95

▼ CURE 4

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Dry Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$4.00	$7.99
Cure4 Fine Hair [3.4 fl oz]	$4.00	$7.99

▼ U.S. RUMBLE BOYS

	Salon Price	Sugg. Retail
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50
War Paint For Body and Hair [.66 oz]	$5.75	$11.50
Axel Grease Hold & Shine Pomade [1.8 oz]	$5.75	$11.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95

FORMULAS BY ECOLY

Size	Salon Price	Sugg. Retail
Cucumber Oily Hair Shampoo		
4 oz	$2.40	$4.00
10 oz	$3.75	$7.50
16.9 oz	$5.50	$11.00
33.8 oz	$10.00	$20.00
Gallon	$26.00	
Papaya Dry Hair Shampoo		
4 oz	$2.40	$4.00
10 oz	$3.75	$7.50
16.9 oz	$4.95	$9.90
33.8 oz	$11.00	$22.00
Gallon	$27.00	
Primrose Daily Shampoo		
4 oz	$2.40	$4.00
10 oz	$3.40	$6.80
16.9 oz	$4.95	$9.90
33.8 oz	$8.75	$17.50
Gallon	$24.00	
Extra Moisture Conditioner		
5.1 oz	$5.98	$10.95
Intense Hair Repair Protein Reconstructor		
4.2 oz	$5.98	$11.95
Tri-Wheat Leave-In Conditioner		
4 oz	$3.60	$6.00
10 oz	$5.75	$11.50
16.9 oz	$9.75	$19.50
33.8 oz	$14.00	$28.00
Tri-Wheat Daily Use Reconstructor		
4 oz	$4.50	$7.50
10 oz	$7.50	$15.00
16.9 oz	$13.50	$27.00
33.8 oz	$21.50	$43.00
Gallon	$49.00	
Sage Weightless Conditioner & Detangler		
4 oz	$2.40	$4.00
10 oz	$3.75	$7.50
16.9 oz	$5.50	$11.00
33.8 oz	$10.00	$20.00
Gallon	$26.00	
Rosemary Scalp Stimulating Treatment		
4 oz	$4.00	$8.65
10 oz	$6.75	$13.50
33.8 oz	$18.00	$36.00
Gallon	$44.00	

Styling and Finishing

Size	Salon Price	Sugg. Retail
Willow Bark Heat Curling Lotion		
4 oz	$3.00	$5.00
10 oz	$5.50	$11.00
Gallon	$27.00	
Thyme Volumizing Gel Mousse		
7 oz	$8.50	$17.00
Laurel Tree Firm Working Hair Spray		
4 oz	$3.15	$5.25
10 oz	$5.00	$10.00
Sundew Shine Spray		
1.7 oz	$5.50	$11.00
Oak Bark Gel		
1 oz	$3.90	$7.95
Linden Shine Mousse		
8 oz	$5.50	$11.00
Oak Tree Firm Hair Aerated Hair Spray		
10 oz	$5.49	$10.98
Slippery Elm Polishing Gloss		
2 oz	$6.00	$12.00
4 oz	$10.00	$20.00
Almond Tree Molding Putty		
2 oz	$4.50	$9.00
4 oz	$8.50	$17.00
Cypress Setting Lotion		
4 oz	$3.60	$6.00
10 oz	$6.00	$12.00
33.8 oz	$14.75	$29.50

Supplement Finishing

Size	Salon Price	Sugg. Retail
Chamomile Hair Therapy Oil		
1 oz	$7.50	$15.00
Mint Hair Therapy Oil		
1 oz	$7.50	$15.00
Tea Tree Hair Therapy Oil		
1 oz	$7.50	$15.00

Introducing

healthy SEXY HAIR

Concepts

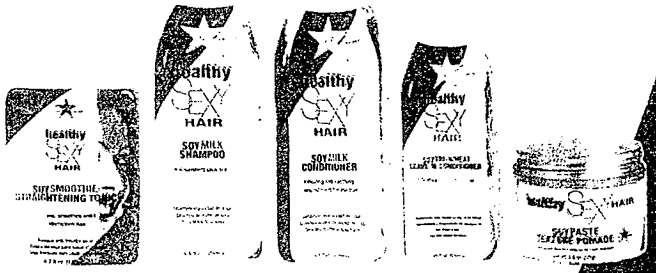
***The first-ever** Soy based haircare line that makes bad hair, good.*

All of the benefits that Soy gives to the inside of the body now nourish the outside of the body as well. Soy feeds and infuses the hair with strength, body, moisture, shine and even protects it from the environment.

Healthy Sexy Hair Salon Opener

Purchase: 4 of each of our new Healthy Sexy Hair products:

SoyMilk Shampoo 8.5fl oz
SoyMilk Conditioner 8.5fl oz
Soy Tri-Wheat Leave-In Conditioner 8.5fl oz
Soy Smoothie Straightening Tonic 4.2fl oz
Soy Paste Texture Pomade 1.8oz



Receive FREE:

1 of each product as a tester
10 Healthy Sexy Hair Consumer Brochures
1 Healthy Sexy Hair Poster
1 Healthy Sexy Hair Window Decal

Salon Price: $105.60
Salon Value: $132.00

Healthy Sexy Hair Trial Pack

Purchase: 1 of each of our new Healthy Sexy Hair products:

SoyMilk Shampoo 8.5fl oz
SoyMilk Conditioner 8.5fl oz
Soy Tri-Wheat Leave-In Conditioner 8.5fl oz
Soy Smoothie Straightening Tonic 4.2fl oz
Soy Paste Texture Pomade 1.8oz

SH 0083

Receive FREE:

1 Stylist Carry Basket
1 Healthy Sexy Hair Consumer Brochure
Salon Price: $26.40

Healthy Sexy Hair

The FIRST-EVER soy based haircare line that makes bad hair, good.

Feed your hair with the benefits of Soy. Good on the inside as well as being good on the outside. Soy is a low-fat, low cholesterol, high protein food that is beneficial for the body. Studies have shown that Soy protects against various types of cancer, heart disease and symptoms of menopause. Besides being so beneficial for the inside of the body, it does wonders on the hair. Soy moisturizes, gives body and shine and protects hair from the environment. Soy Protein infuses strength and conditions the hair shaft leaving it soft, smooth and healthier than ever.

SOYMILK SHAMPOO

Nourishing cleanser

Bathe your hair in the goodness of Soy. This gentle shampoo infuses the hair with moisture, body and shine, while helping protect it from color loss. Can be used daily.

Available Size 8.5fl oz **Salon Price** $3.98 **Sugg. Retail Price** $7.95

SOYMILK CONDITIONER

Healing and soothing nourishment for the hair

Rejuvenate and revitalize your hair with this ultimate weightless, soy conditioner. While conditioning, it builds strength and body as it detangles. Can be used daily.

Available Size 8.5fl oz **Salon Price** $4.98 **Sugg. Retail Price** $9.95

SOY TRI-WHEAT LEAVE-IN CONDITIONER

Nutritious protection for the hair

Energize, protect and rebuild strength in your hair while tangles slide right out. This soy, tri-wheat protein blend infuses hair with strength and body while protecting it from the environment. Can be used daily.

Available Size 8.5fl oz **Salon Price** $5.48 **Sugg. Retail Price** $10.95

SOY SMOOTHIE STRAIGHTENING TONIC

Straightens, smoothes and helps strengthen hair

It's like a soy shake for the hair. Improve your hair as you straighten it. This ultimate temporary straightener actually helps rebuild your hair's strength while it's being straightened. The weightless tonic protects hair from the heat of blow dryers and flat irons and leaves it soft, smooth and frizz free. Apply to damp hair and blow dry or flat iron to straighten hair.

Available Size 4.2fl oz **Salon Price** $5.48 **Sugg. Retail Price** $10.95

SOY PASTE TEXTURE POMADE

Non-greasy, firm holding finishing product for texture, detail and separation

This fun finishing product nourishes the hair while it styles. Soy Paste's unique blend of soy and natural extracts keeps the hair moisturized and healthy. No more dry, brittle hair. Use on dry hair.

Available Size 1.8oz **Salon Price** $6.48 **Sugg. Retail Price** $12.95

SH 0084

Go BACK TO SCHOOL WITH SEXY HAIR LITERS

Purchase:

Any of our Sexy Hair Concepts Shampoo and Conditioner Duos 2 for $20.00

Big Sexy Hair
hampoo & Conditioner
Liters

Straight Sexy Hair
Shampoo & Conditioner
Liters

Curly Sexy Hair
Shampoo & Conditioner
Liters

NEW!!!

Healthy Sexy Hair
Shampoo & Conditioner
Liters

uggested Retail Price **$20.00**

etail Value **$35.00**

alon Price **$10.00**

alon Value **$17.50**

SAVE OVER 45%

roducts are shrinkwrapped and stickered)

SH 0085

09SH.JA01

Hair SEXY Concepts™

FREE HAIR TOOLS

FOR BACK TO SCHOOL

Purchase:

1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6oz
1-Big Sexy Hair Volumizing Detangler 8.5fl oz

BOTH AT A SPECIAL PRICE

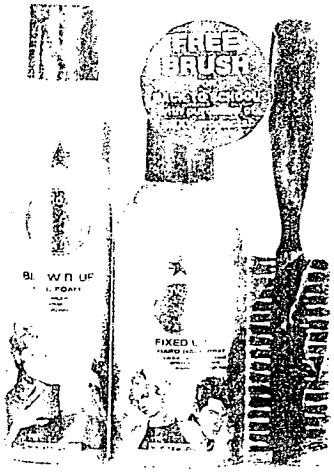
Receive FREE:

1-Medium Round Volumizing Brush

Suggested Retail Price $19.95
Approx. Retail Value with brush $30.00
Salon Price $9.98
Approx. Salon Value with brush $15.00

SAVE 33%

Products are bagged and stickered



Purchase:

1-Short Sexy Hair Blow It Up Gel Foam 9.1oz
1-Short Sexy Hair Fixed Up Hard Holding Hairspray 8.8oz

BOTH AT A SPECIAL PRICE

Receive FREE:

1-Small Round Styling Brush

Suggested Retail Price $19.95
Approx. Retail Value with brush $32.50
Salon Price $9.98
Approx. Salon Value with brush $16.25

SAVE 49%

Products are bagged and stickered

Purchase:

1-Straight Sexy Hair Smooth & Seal Aerated Anti-Frizz Spray 8.8oz
1- Straight Sexy Hair Straight Aero Aerated Straightening Spray 8.8oz

BOTH AT A SPECIAL PRICE

Receive FREE:

1-Large Round Straightening Brush

Suggested Retail Price $24.92
Approx. Retail Value with brush $39.90
Salon Price $12.46
Approx. Salon Value with brush $19.95

SAVE 38%

Products are bagged and stickered

Purchase:

1-Curly Sexy Hair Curl Power Curl Enhancing Foam 8.5floz
1-Straight Sexy Hair Shine On Polishing Gloss 3.4fl oz
BOTH AT A SPECIAL PRICE

Receive FREE:

1-Curly Hair Diffuser

Suggested Retail Price $19.95
Approx. Retail Value with diffuser $32.90
Salon Price $9.98
Approx. Salon Value with diffuser $16.45

SAVE 39%

Products are bagged and stickered

Purchase:

1-Hot Sexy Highlights High Drama Gold,
Blue and Red Glitter Sprays 4.4oz
ALL AT A SPECIAL PRICE

Suggested Retail Price $19.95
Retail Value $35.85
Salon Price $9.98
Salon Value $17.94

SAVE 44%

Products are bagged and stickered

SH 0087

HOT HAIR FOR BACK TO SCHOOL

Price List SEXY HAIR CONCEPTS

It is:
Big Sexy Hair is a RED HOT product line created to take hair to it's maximum fullness.

Why is it different?
Big Sexy Hair is designed to improve and maintain the hair's moisture balance while producing voluptuous body.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

It is:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

Why is it different?
These unique styling products add texture and allow you to shape hair into any short hairstyle. Perfect for creating casual work styles and funky weekend looks. Short Sexy Hair is a sign of the times.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.48	$10.95
Blow It Up Gel Foam [5.3 oz]	$5.48	$10.95
Blow It Up Gel Foam [9.1 oz]	$7.48	$14.95
Slept In Texture Creme [4.2 fl oz]	$5.48	$10.95
Quick Change Shaping Balm [1.7 fl oz]	$5.48	$10.95
Hard Up Hard Holding Gel [4.2 fl oz]	$4.98	$9.95
Fixed Up Hard Holding Hairspray [8.8 oz]	$5.75	$11.50

It is:
Getting straight has never been so Sexy! Straight Sexy Hair is more than a straightening system. The line utilizes the industry's newest and latest ingredients that condition, protect and put you in control of your hair.

Why is it different?
A mixture of Proteins and Panthenol are combined in the products to help relax curls and add shine. Our straightening balms and our first ever aerated straightening system leave you SHINED, SEALED, and DELIVERED.

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

It is:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

Why is it different?
Other leave-in conditioners are produced for all hair types, but Cure 4 contains exceptional ingredients that condition, protect and treat your specific hair type. Find YOUR Cure4.

CURE 4 PRICE LIST:

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99

It is:
Designed specifically for curls of all kinds, this curly system makes your hair curly and keeps it curly! It's a Curl's best friend!

Why is it different?
Our Curly Sexy Hair line utilizes a new type of Protein in conjunction with a combination of botanicals to support and strengthen curls.

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

It is:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones.

Why is it different?
This collection is designed to cleanse, condition, and protect your color from fading fast while bringing out the vibrant color of your hair. From the shampoo to the styling aids, and conditioners, this line is all about ENHANCEMENT!

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz]	$5.98	$11.95

It is:
The FIRST complete soy-based haircare line in the professional beauty industry. All of the items from the shampoo and conditioner to the styling products are loaded with nutritious Soy Protein to feed and nourish the hair with strength and protection against the environment.

Why is it different?
This HEALTHY collection contains new soy technology. Some of the products contain actual food grade soymilk protein that is more pure and concentrated to deliver a better quality protein to the hair. The other is a Glycine Soybean Protein/Hydrolyzed Soy Protein combination that better penetrates protein into the hair at a higher level. Soy is good on the inside as well as good on the outside.

HEALTHY SEXY HAIR PRICE LIST:

	Salon Price	Sugg.Retail
SoyMilk Shampoo 8.5fl oz	$3.98	$7.95
SoyMilk Shampoo 33.8fl oz/Liter	$8.75	$17.50
SoyMilk Conditioner 8.5fl oz	$4.98	$9.95
SoyMilk Conditioner 33.8fl oz/Liter	$8.75	$17.50
Soy Tri-Wheat Leave-In Conditioner 8.5fl oz	$5.48	$10.95
Soy Smoothie Straightening Tonic 4.2fl oz	$5.48	$10.95
Soy Paste Texture Pomade 1.8oz	$6.48	$12.95

SH 0088

1-800-848-3383
www.sexyhairconcepts.com

sold only in salons
©2000 Sexy Hair Concepts, Los Angeles, CA 91311

September-October Promotions 2001

SH 0089

09SHS001

SEXsymbol

2001 Fall Collection - Seduce

Seduce transcends beauty with a color enhancing palette full of sensual lilacs and wine-stained hues. As a cosmetic enhancer, Seduce's color scheme tempts all unsuspecting prey with a simple batting of the eyes, pout on deep, full lips and a shimmer that will leave 'em breathless.

Purchase:

5 - Lip Lacquer (Bella Donna & Last Kiss) Double Ended Lip Glosses
5 - Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trios
5 - Hot Cheeks (Cheeky) Cheek Sticks
5 - Star Powder (Snow Kiss) Shimmer Dust Powders

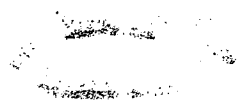
Receive Free:

1 - Sex Symbol Display
1 of each product as a tester
(Tester Unit Attached)

Save 17%

Salon Price: $171.25
Salon Value: $205.50

Lip Lacquer



Bella★Donna

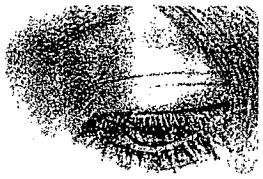
Lip Lacquer

Last★Kiss

Hot Cheeks

★Cheeky★

Peep Show



Temptation★Enamour★Sultry

Star Powder

Snow★Kiss

Fall Stylist Intro

Purchase:

1 - Lip Lacquer (Bella Donna & Last Kiss) Double Ended Lip Gloss
1 - Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio
1 - Hot Cheeks (Cheeky) Cheek Stick
1 - Star Powder (Snow Kiss) Shimmer Dust Powder

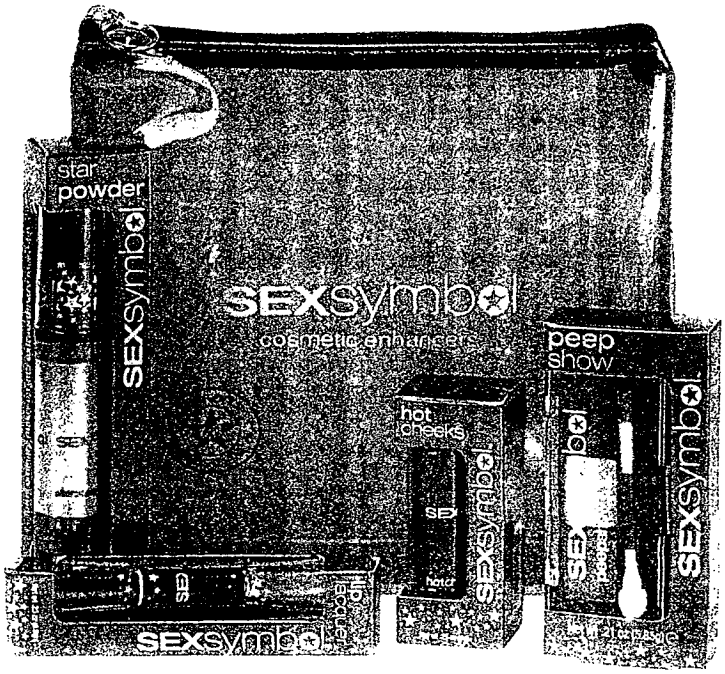
Receive Free:

1- Sex Symbol Cosmetic Bag

Salon Price: $34.25

SH 0090

(All products packed in cosmetic bag)



Get **healthy** with this new SoyMilk Shampoo and Conditioner Duo!

SEXY HAIR

Purchase:
1 - SoyMilk Shampoo 8.5 fl oz
1 - SoyMilk Conditioner 8.5 fl oz
both at a special price

Salon Price: $7.50
Salon Value: $8.96
Sugg. Retail Price: $15.00
Sugg. Retail Value: $17.90

Save 16%

[Products are boxed]

Short Sexy Hair!

Purchase:
1 - Control Maniac Wax 1.8 oz
1 - Quick Change Shaping Balm 1.7 fl oz
both at a special price

Salon Price: $7.50
Salon Value: $11.50
Sugg. Retail Price: $15.00
Sugg. Retail Value: $23.00

Save 35%

Please see reverse for NEW Short Sexy Hair prices

[Products are shrinkbanded with sticker]

Hold That Curl!

Purchase:
1 - Big Sexy Hair Spray and Play Hairspray 10.6 oz
with:
1 - Curly Sexy Hair Hot Curl Setting Lotion 8.5 fl oz
for only $2 Retail

Salon Price: $7.50
Salon Value: $11.48
Sugg. Retail Price: $15.00
Sugg. Retail Value: $22.95

Save 35%

[Products are shrinkbanded with sticker]

Super Sexy Round Brush Trio!

Special Offer!
All three for one Super Sexy Price!

1 Large Round Brush
1 Medium Round Brush
1 Small Round Brush

Salon Price: $10.00
Sugg. Retail Price: $19.99

[Products are bagged with sticker]

Seeing Stars☆☆☆

SH 0091

Frankie Muniz | Pink | Nicole (Eden's Crush) | Mya | Samantha Mumba | Jessica Simpson

Sexy Hair Concepts was at the KIIS FM 2001 Wango Tango Music Festival in June at Dodger Stadium, Los Angeles, and above are a few of the stars seen with our products. (Not paid endorsement. Photos not to be reproduced.)

Products SEXY HAIR CONCEPTS

BIG SEXY HAIR

It is:
A RED HOT product line created to take hair to it's maximum fullness and keeps it moisturized.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

SHORT SEXY HAIR (NEW PRICING)

It is:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50
Blow It Up Gel Foam [9.1 oz]	$7.75	$15.50
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50

STRAIGHT SEXY HAIR

It is:
A straightening system that utilizes the industry's newest and latest ingredients that condition, protect and put you in control for sleek, straight, sexy hair!

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

CURE 4

It is:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

CURE 4 PRICE LIST:

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99

CURLY SEXY HAIR

It is:
Designed specifically for curls of all kinds. This curly system makes your hair curly and keeps it curly! It's a Curl's best friend!

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

HOT SEXY HIGHLIGHTS

It is:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones. They are to DYE for!

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95
Aero Color Spray Color (Polyester Pink, Denim Flare Blue) 3.5oz	$5.98	$11.95

HEALTHY SEXY HAIR

It is:
The FIRST complete soy-based haircare line in the professional beauty industry. All of the items from the shampoo and conditioner to the styling products are loaded with nutritious Soy Protein to feed and nourish the hair for strength and protection against the environment.

Why is it different?
This HEALTHY collection contains new soy technology. Some of the products contain actual food grade soymilk protein that is more pure and concentrated to deliver a better quality protein to the hair. The other is a Glycine Soybean Protein/Hydrolyzed Soy Protein combination that better penetrates protein into the hair at a higher level. Soy is good on the inside and good on the outside!

HEALTHY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
SoyMilk Shampoo 8.5 fl oz	$3.98	$7.95
SoyMilk Shampoo 33.8 fl oz/Liter	$8.75	$17.50
SoyMilk Conditioner 8.5 fl oz	$4.98	$9.95
SoyMilk Conditioner 33.8 fl oz/Liter	$8.75	$17.50
Soy Tri-Wheat Leave-In Conditioner 8.5 fl oz	$5.48	$10.95
Soy Smoothie Straightening Tonic 4.2 fl oz	$5.48	$10.95
Soy Paste Texture Pomade 1.8oz	$6.48	$12.95

SEX SYMBOL

SEDUCE COLLECTION (NEW!)

	Salon Price	Sugg. Retail
Lip Lacquer (Bella Donna & Last Kiss) Double Ended Lip Gloss	$7.50	$15.00

Packaged in a double ended cylinder, Bella Donna is a holographic magenta that can be used alone or over a favorite lipstick color; and the bittersweet Last Kiss is a rich, wine gloss with a hint of hot metal. These Lip Lacquers can be used alone or can be blended together.

Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio	$8.50	$17.00

Three enticing eye shadows that allow one wink to mean much, much more. Enamor, a soft lilac that highlights the entire lid or simply under the brow; Temptation, a deep magenta to give eyes a dramatic look; and Sultry, a smoky-black shadow ideal for lining or smudging. Peep Show crème-to-powder eye shadows apply like a cream and dry to a powder for a flawless finish.

Hot Cheeks (Cheeky) Cheek Stick	$7.50	$15.00

This sheer, purplish-pink cheek stick highlights cheekbones and casts an opalescent hint on the face.

Star Powder (Snow Kiss) Shimmer Dust Powder	$10.75	$21.50

Snow Kiss silvery shimmer dust has lavender undertones to transform the stars from the night sky into kisses of snow.

NUDE BEACH COLLECTION:
(available while supplies last)

	Salon Price	Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Dust Powder	$10.75	$21.50
Hot Cheeks (Sun Burnt) pH Sticks	$7.50	$15.00
Lip Lube (Boy Bait) Lip Gloss	$5.75	$11.50
Aero Tan Temporary Tanning Spray	$6.98	$13.95

AERO TAN-A first-to-the-industry instant temporary tanning spray! This unique product provides an overall even tan without exposing yourself to harmful UV rays. Simply spray onto skin, rub in and a healthy, golden-bronze glow will appear without streaking or turning orange! Now you can look like you are vacationing all summer long! (does not contain sunscreen)

GLITTERATZY COLLECTION:
(available while supplies last)

	Salon Price	Sugg. Retail
Hot Cheeks (Love Struck) Bronzer Stick	$7.50	$15.00
Peep Show (Erotica) Eye Shadow	$5.50	$11.00
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo	$8.50	$17.00
Lip Lube (Luscious) Lip Gloss	$5.75	$11.50

1-800-848-3383
www.sexyhairconcepts.co...

SH 0092

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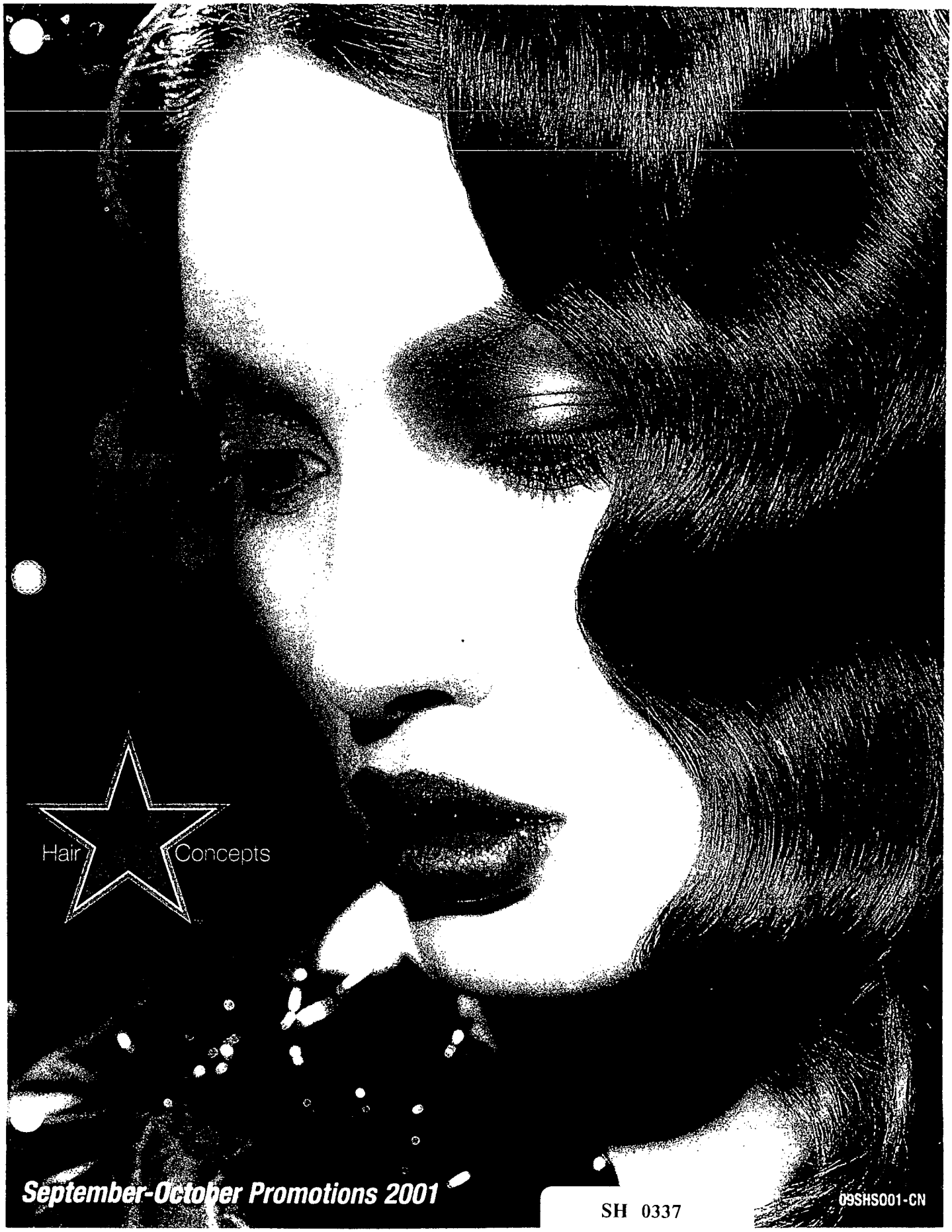

Hair Concepts
September-October Promotions 2001
09SHS001-CN

SH 0337

SEXsymbol

2001 Fall Collection - Seduce

Seduce transcends beauty with a color enhancing palette full of sensual lilacs and wine-stained hues. As a cosmetic enhancer, Seduce's color scheme tempts all unsuspecting prey with a simple batting of the eyes, pout on deep, full lips and a shimmer that will leave 'em breathless.

Purchase:

5 - Lip Lacquer (Bella Donna & Last Kiss) Double Ended Lip Glosses
5 - Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trios
5 - Hot Cheeks (Cheeky) Cheek Sticks
5 - Star Powder (Snow Kiss) Shimmer Dust Powders

Receive Free:

1 - Sex Symbol Display
1 of each product as a tester
(Tester Unit Attached)

Lip Lacquer

Bella★Donna

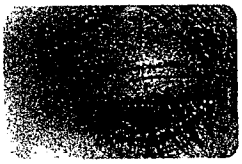
Lip Lacquer

Last★Kiss

Hot Cheeks

★Cheeky★

Peep Show



Temptation★Enamour★Sultry

Star Powder

Snow★Kiss

Fall Stylist Intro

Purchase:

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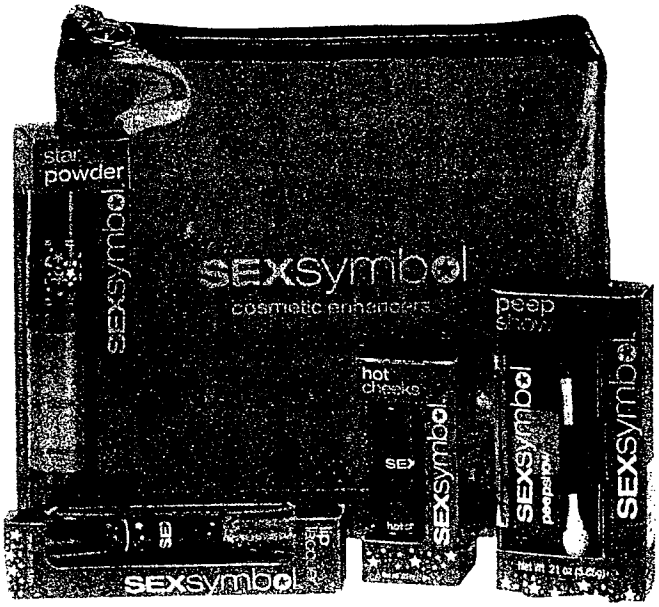
1 - Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio
1 - Hot Cheeks (Cheeky) Cheek Stick
1 - Star Powder (Snow Kiss) Shimmer Dust Powder

Receive Free:

1- Sex Symbol Cosmetic Bag

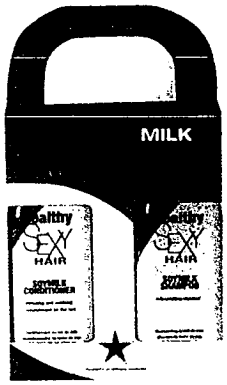


(All products packed in cosmetic bag)

Get **healthy** with this new SoyMilk Shampoo and Conditioner Duo!

SEXY HAIR

Purchase:
1 - SoyMilk Shampoo 8.5 fl oz
1 - SoyMilk Conditioner 8.5 fl oz
both at a special price



[Products are boxed]

[Products are shrinkbanded with sticker]

Short Sexy Hair!

Purchase:
1 - Control Maniac Wax 1.8 oz
1 - Quick Change Shaping Balm 1.7 fl oz
both at a special price

Hold That Curl!

Purchase:
1 - Big Sexy Hair Spray and Play Hairspray 10.6 oz
with:
1 - Curly Sexy Hair Hot Curl Setting Lotion 8.5 fl oz
at a special price!

[Products are shrinkbanded]

Super Sexy Round Brush Trio!

Special Offer!
All three for one Super Sexy Price!

1 Large Round Brush
1 Medium Round Brush
1 Small Round Brush

[Products are bagged with sticker]

Seeing Stars

Frankie Muniz | Pink | Nicole (Eden's Crush) | Mya | Samantha Mumba | Jessica Simpson

Sexy Hair Concepts was at the KIIS FM 2001 Wango Tango Music Festival in June at Dodger Stadium, Los Angeles, and above are a few of the stars seen with our products. (Not paid endorsement. Photos not to be reproduced.

Products SEXY HAIR CONCEPTS

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It is:
A RED HOT product line created to take hair to it's maximum fullness and keeps it moisturized.

BIG SEXY HAIR:

Shampoo [8.5 fl oz]
Shampoo [33.8 fl oz / liter]
Conditioner [8.5 fl oz]
Conditioner [33.8 fl oz / liter]
Volumizing Detangler [8.5 fl oz]
Root Pump Volumizing Spray Mousse [10.6 oz]
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]
Spray and Play Hair Spray [10.6 oz]
Big Time Volumizing Blow Dry Gel [8.5 fl oz]

▼ SHORT SEXY HAIR

It is:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

SHORT SEXY HAIR:

Control Maniac Wax [1.8 oz]
Blow It Up Gel Foam [5.3 oz]
Blow It Up Gel Foam [9.1 oz]
Slept In Texture Creme [4.2 fl oz]
Quick Change Shaping Balm [1.7 fl oz]
Hard Up Hard Holding Gel [4.2 fl oz]
Fixed Up Hard Holding Hairspray [8.8 oz]

▼ STRAIGHT SEXY HAIR

It is:
A straightening system that utilizes the industry's newest and latest ingredients that condition, protect and put you in control for sleek, straight, sexy hair!

STRAIGHT SEXY HAIR:

Shampoo [8.5 fl oz]
Shampoo [33.8 fl oz / liter]
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Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]
Power Straight Temporary Straightening Balm [3.4 fl oz]
Shine On Polishing Gloss [3.4 fl oz]

▼ CURE 4

It is:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

CURE 4:

Cure4 Dull Hair [3.4 fl oz]
Cure4 Dry Hair [3.4 fl oz]
Cure4 Chemically Treated Hair [3.4 fl oz]
Cure4 Fine Hair [3.4 fl oz]

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Hot Curl Setting Lotion [8.5 fl oz]

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It is:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones. They are to DYE for!

HOT SEXY HIGHLIGHTS:

Highlighting Shampoo [6.8 fl oz]
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Titanium Blonde Color Conditioner [5.1 fl oz]
Wheat Blonde Color Conditioner [5.1 fl oz]
Red Hot Mama Color Conditioner [5.1 fl oz]
Foxy Brown Color Conditioner [5.1 fl oz]
Black Cat Color Conditioner [5.1 fl oz]
Whipped Up Gel Foam [7 oz]
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)
Aero Color Spray Color (Polyester Pink, Denim Flare Blue) 3.5oz

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HEALTHY SEXY HAIR:

SoyMilk Shampoo 8.5 fl oz
SoyMilk Shampoo 33.8 fl oz/Liter
SoyMilk Conditioner 8.5 fl oz
SoyMilk Conditioner 33.8 fl oz/Liter
Soy Tri-Wheat Leave-In Conditioner 8.5 fl oz
Soy Smoothie Straightening Tonic 4.2 fl oz
Soy Paste Texture Pomade 1.8oz

▼ SEX SYMBOL

SEDUCE COLLECTION (NEW!)

Lip Lacquer (Bella Donna & Last Kiss) Double Ended Lip Gloss
Packaged in a double ended cylinder, Bella Donna is a holographic magenta that can be used alone or over a favorite lipstick color; and the bittersweet Last Kiss is a rich, wine gloss with a hint of hot metal. These Lip Lacquers can be used alone or can be blended together.

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Star Powder (Snow Kiss) Shimmer Dust Powder
Snow Kiss silvery shimmer dust has lavender undertones to transform the stars from the night sky into kisses of snow

NUDE BEACH COLLECTION:
(available while supplies last)

Orgazmic Dust (Toast-O-Matic) Dust Powder
Hot Cheeks (Sun Burnt) pH Sticks
Lip Lube (Boy Bait) Lip Gloss
Aero Tan Temporary Tanning Spray
AERO TAN-A first-to-the-industry instant temporary tanning spray! This unique product provides an overall even tan without exposing yourself to harmful UV rays. Simply spray onto skin, rub in and a healthy, golden-bronze glow will appear without streaking or turning orange! Now you can look like you are vacationing all summer long! (does not contain sunscreen)

GLITTERATZY COLLECTION:
(available while supplies last)

Hot Cheeks (Love Struck) Bronzer Stick
Peep Show (Erotica) Eye Shadow
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo
Lip Lube (Luscious) Lip Gloss

SH 0340

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www.sexyhairconcepts.com
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SEPTEMBER/OCTOBER 2001 WELCOME PROMOTIONS

PROPERTY OF MICHAEL O'ROURKE

healthy SEXY HAIR™

The first complete soy-based haircare line in the professional beauty industry.

Healthy Sexy Hair Salon Opener

Purchase: 4 of each of our new Healthy Sexy Hair products:

SoyMilk Shampoo 8.5fl oz
SoyMilk Conditioner 8.5fl oz
Soy Tri-Wheat Leave-In Conditioner 8.5fl oz
Soy Smoothie Straightening Tonic 4.2fl oz
Soy Paste Texture Pomade 1.8oz

Receive FREE:

1 of each product as a tester

Salon Price: $105.60
Salon Value: $132.00

Healthy Sexy Hair Trial Pack

Purchase: 1 of each of our new Healthy Sexy Hair products:

SoyMilk Shampoo 8.5fl oz
SoyMilk Conditioner 8.5fl oz
Soy Tri-Wheat Leave-In Conditioner 8.5fl oz
Soy Smoothie Straightening Tonic 4.2fl oz
Soy Paste Texture Pomade 1.8oz

Receive FREE:

1 Stylist Carry Basket
1 Healthy Sexy Hair Consumer Brochure

Salon Price: $26.40

SH 0351

Special Welcome Promotions are available only through select distributors. Quantities are limited.

FREE SEX SYMBOL DEAL #1

Purchase:
3-Big Sexy Hair Shampoo & Conditioner 8.5fl oz
6-Big Sexy Hair Volumizing Detangler 8.5fl oz, Root Pump Volumizing Spray Mousse 10.6oz, Big Time Blow Dry Gel 8.5fl oz, Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6oz and Spray & Play Volumizing Hairspray 10.6oz, Short Sexy Hair Hard Up Gel 4.2fl oz, Quick Change Shaping Balm 1.7fl oz and Slept-In Texture Crème 4.2fl oz

Receive FREE:
1-Sex Symbol Glitteratzy Opener which includes 6 of each of the following:
- Sin-O-Matic Orgazmic Dusts
- Luscious Lip Lube Glosses
- Love Struck Hot Cheeks Bronzers
- Raunchy and Righteous Starry Eyed Pencils
- Erotica Peep Show Eye Shadows

Salon Price $297.90
Salon Value $487.90
SAVE 39%

(Opener comes complete with 5 of each retail, 1 of each as a tester and a retail and tester display unit)

Hair Concepts™

FREE SEX SYMBOL DEAL #2

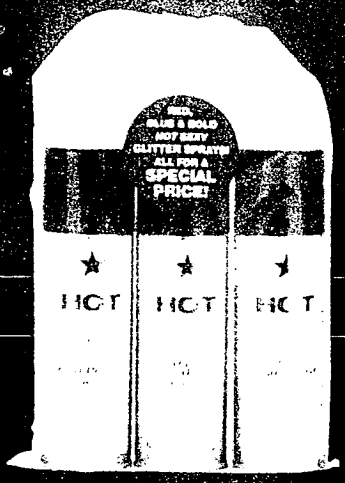
Purchase:
1-Big Sexy Hair Shampoo & Conditioner 8.5fl oz
2-Big Sexy Hair Volumizing Detangler 8.5fl oz, Root Pump Volumizing Spray Mousse 10.6oz, Big Time Blow Dry Gel 8.5fl oz, Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6oz and Spray & Play Volumizing Hairspray 10.6oz, Short Sexy Hair Hard Up Gel 4.2fl oz, Quick Change Shaping Balm 1.7fl oz and Slept-In Texture Crème 4.2fl oz

Receive FREE:
1-Sex Symbol Glitteratzy Trial Pack which includes 1 of each of the following:
- Sin-O-Matic Orgazmic Dust
- Luscious Lip Lube Gloss
- Love Struck Hot Cheeks Bronzer
- Raunchy and Righteous Starry Eyed Pencils
- Erotica Peep Show Eye Shadow

Salon Price $99.30
Salon Value $137.30
SAVE 28%

(Glitteratzy Collection)

SH 0352



HOT SEXY HAIR!

Purchase:
1-Hot Sexy Highlights High Drama
Gold, Blue and Red Glitter Sprays 4.4oz

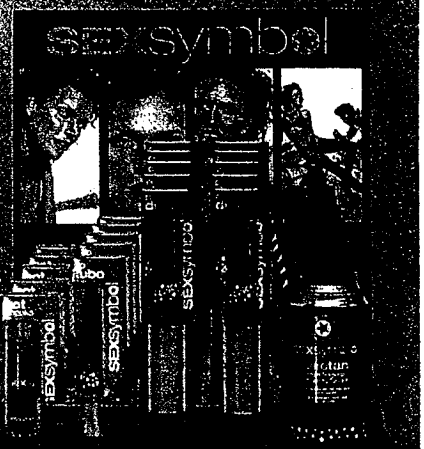
ALL AT A SPECIAL PRICE **SAVE 58%**

Suggested Retail Price $15.00
Retail Value $35.85
Salon Price $7.50
Salon Value $17.94

Products are bagged and stickered

SEXsymbol
COSMETIC ENHANCERS

SEX SYMBOL 2001 NUDE BEACH COLLECTION



Purchase:
5 Orgazmic Dust Blush-O-Matic Dust Powders
5 Orgazmic Dust Toast-O-Matic Dust Powders
5 Lip Lube Boy Bait Lip Glosses
5 Hot Cheeks Sun Burnt pH Cheek Sticks
5 Aero Tan Temporary Tanning Spray 4.4oz

RECEIVE FREE:
1 Sex Symbol Display
1 of each product as a tester
(tester Unit Attached)

Salon Price $208.65
Salon Value $250.38

NUDE BEACH STYLIST INTRO

Purchase:
1 Orgazmic Dust Blush-O-Matic Dust Powder
1 Orgazmic Dust Toast-O-Matic Dust Powder
1 Lip Lube Boy Bait Lip Gloss
1 Hot Cheeks Sun Burnt pH Cheek Stick
1 Aero Tan Temporary Tanning Spray 4.4oz

RECEIVE FREE:
1 Cosmetic Bag

Salon Price [illegible]
(all products packed in cosmetic bag)

SH 0353

Products SEXY HAIR CONCEPTS

▼ BIG SEXY HAIR

It is:
A RED HOT product line created to take hair to it's maximum fullness and keeps it moisturized.

BIG SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00

▼ SHORT SEXY HAIR

It is:
A line specifically geared for short hairstyles. All Short Sexy Hair products have dual uses allowing you to change your hair as often as you change your mind.

SHORT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50
Blow It Up Gel Foam [9.1 oz]	$7.75	$15.50
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50

▼ STRAIGHT SEXY HAIR

It is:
A straightening system that utilizes the industry's newest and latest ingredients that condition, protect and put you in control for sleek, straight, sexy hair!

STRAIGHT SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95

▼ CURE 4

It is:
The first ever set of Leave-In Conditioners that address four specific problems: Dull Hair, Dry Hair, Chemically Treated Hair, and Fine Hair.

CURE 4 PRICE LIST:

	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99

▼ CURLY SEXY HAIR

It is:
Designed specifically for curls of all kinds. This curly system makes your hair curly and keeps it curly! It's a Curl's best friend!

CURLY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95
Shampoo [33.8 fl oz / liter]	$8.75	$17.50
Conditioner [8.5 fl oz]	$3.48	$6.95
Conditioner [33.8 fl oz / liter]	$8.75	$17.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95

▼ HOT SEXY HIGHLIGHTS

It is:
The HOTTEST products for all highlighted hair! All of the products in this line enhance blonde, black, red and brown hair tones. They are to DYE for!

HOT SEXY HIGHLIGHTS PRICE LIST:

	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95
Whipped Up Gel Foam [7 oz]	$6.48	$12.95
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95
Aero Color Spray Color [3.5oz] (Polyester Pink, Denim Flare Blue)	$5.98	$11.95

▼ HEALTHY SEXY HAIR

It is:
The FIRST complete soy-based haircare line in the professional beauty industry. All of the items from the shampoo and conditioner to the styling products are loaded with nutritious Soy Protein to feed and nourish the hair for strength and protection against the environment.

Why is it different?
This HEALTHY collection contains new soy technology. Some of the products contain actual food grade soymilk protein that is more pure and concentrated to deliver a better quality protein to the hair. The other is a Glycine Soybean Protein/Hydrolyzed Soy Protein combination that better penetrates protein into the hair at a higher level. Soy is good on the inside and good on the outside!

HEALTHY SEXY HAIR PRICE LIST:

	Salon Price	Sugg. Retail
SoyMilk Shampoo [8.5 fl oz]	$3.98	$7.95
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95
Soy Paste Texture Pomade [1.8oz]	$6.48	$12.95

▼ SEX SYMBOL

NUDE BEACH COLLECTION:
(available while supplies last)

	Salon Price	Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Dust Powder	$10.75	$21.50
Hot Cheeks (Sun Burnt) pH Sticks	$7.50	$15.00
Lip Lube (Boy Bait) Lip Gloss	$5.75	$11.50
Aero Tan Temporary Tanning Spray	$6.98	$13.95

AERO TAN-A first-to-the-industry instant temporary tanning spray! This unique product provides an overall even tan without exposing yourself to harmful UV rays. Simply spray onto skin, rub in and a healthy, golden-bronze glow will appear without streaking or turning orange! Now you can look like you are vacationing all summer long! (does not contain sunscreen)

GLITTERATZY COLLECTION:
(available while supplies last)

	Salon Price	Sugg. Retail
Hot Cheeks (Love Struck) Bronzer Stick	$7.50	$15.00
Peep Show (Erotica) Eye Shadow	$5.50	$11.00
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo	$8.50	$17.00
Lip Lube (Luscious) Lip Gloss	$5.75	$11.50

1-800-848-3383
www.sexyhairconcepts.com

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Sexy Hair Concepts

November/December 2001 Promotions

Perfect choices for travel or gifts!

MINI SPRAY AND PLAY

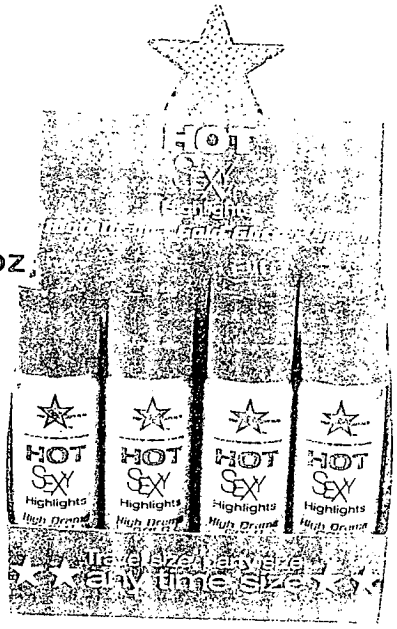
PURCHASE:
12-Big Sexy Hair Spray & Play Hairspray 2.25 oz

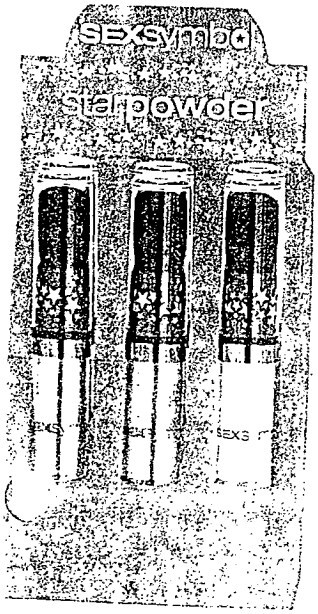
RECEIVE FREE:
1-Counter Display
U.S. Salon Price: $30.00
U.S. Sugg. Retail Price: $5.00 ea.
Canadian Salon Price: $55.25 (CAD)
Canadian Sugg. Retail Price: $7.70 ea. (CAD)

MINI HIGH DRAMA GOLD

PURCHASE:
12-Hot Sexy Highlights High Drama Gold Glitter Spray 2.25 oz

RECEIVE FREE:
1-Counter Display
U.S. Salon Price: $36.00
U.S. Sugg. Retail Price: $6.00 ea.
Canadian Salon Price: $66.30 (CAD)
Canadian Sugg. Retail Price: $9.25 ea. (CAD)





SEX SYMBOL STAR POWDER

PURCHASE:
2-Sex Symbol Wintergreen Star Powders
2-Sex Symbol 14 Carat Star Powders
2-Sex Symbol Sugar Plum Star Powders

RECEIVE FREE:
Counter Display Box
U.S. Salon Price: $64.50
U.S. Sugg. Retail Price: $21.50 ea.
Canadian Salon Price: $108.85 (CAD)
Canadian Sugg. Retail Price: $30.25 ea. (CAD)

3 different shades of glamourous shimmer!

SH 0099

Special holiday styling bonuses!

STRAIGHT SEXY HAIR

PURCHASE:
1-Straight Sexy Hair Smooth & Seal Anti-Frizz Spray 8.8 oz

RECEIVE FREE:
1-Straight Sexy Hair Shampoo 8.5 fl oz

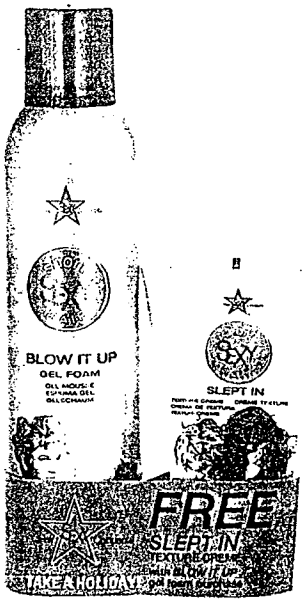
U.S. Salon Price: $7.48
U.S. Salon Value: $10.96 Save 32%
U.S. Sugg. Retail Price $14.95
U.S. Sugg. Retail Value: $21.90
Canadian Salon Price: $13.75 (CAD)
Canadian Sugg. Retail Price: $22.95 (CAD)
(Packaged in printed cardboard sleeve)

SHORT SEXY HAIR

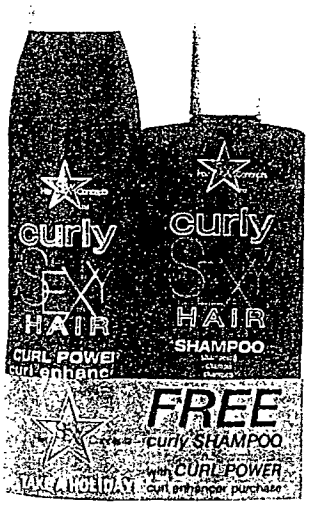
PURCHASE:
1-Short Sexy Hair Blow It Up Gel Foam 9.1 oz

RECEIVE FREE:
1-Short Sexy Hair Slept In Texture Creme 4.2 oz

U.S. Salon Price: $7.48
U.S. Salon Value: $12.96 Save 42%
U.S. Sugg. Retail Price: $14.95
U.S. Sugg. Retail Value: $25.90
Canadian Salon Price: $13.75 (CAD)
Canadian Sugg. Retail Price: $22.95 (CAD)
(Packaged in printed cardboard sleeve)



CURLY SEXY HAIR



PURCHASE:
1-Curly Sexy Hair Curl Power Curl Enhancing Foam 8.5 fl oz

RECEIVE FREE:
1-Curly Sexy Hair Shampoo 8.5 fl oz

U.S. Salon Price: $5.98
U.S. Salon Value: $9.46 Save 37%
U.S. Sugg. Retail Price: $11.95
U.S. Sugg. Retail Value: $18.90
Canadian Salon Price: $11.00 (CAD)
Canadian Sugg. Retail Price: $18.35 (CAD)
(Packaged in printed cardboard sleeve)

SEXY HAIR CONCEPTS PRICING

▽ BIG SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$14.15	$23.50
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$14.15	$23.50
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$6.65	$10.99
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$9.60	$15.95
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.85	$19.75
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$9.60	$15.95
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$7.95	$13.50

▽ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.50
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.50
Blow It Up Gel Foam [9.1 oz]	$7.75	$15.50	$13.85	$21.85
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.50
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.50
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.50

▽ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$14.15	$23.50
[illegible]ditioner [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
[illegible]litioner [33.8 fl oz / liter]	$8.75	$17.50	$14.15	$23.50
[illegible]aight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95	$10.95	$18.25
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$10.95	$18.25
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$9.65	$15.95
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$9.65	$15.95

▽ CURE 4

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85

▽ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$14.15	$23.50
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$14.15	$23.50
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95	$9.85	$16.40
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$7.50	$12.50

▽ HOT SEXY HIGHLIGHTS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$5.95	$9.95
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$5.95	$9.95
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$11.50	$18.99
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$11.50	$18.99
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$11.50	$18.99
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$11.50	$18.99
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$11.50	$18.99
[illegible]d Up Gel Foam [7 oz]	$6.48	$12.95	$10.20	$16.99
[illegible]ama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95	$9.75	$16.25
Aero Color Spray (Polyester Pink, Denim Flare Blue) [3.5 oz]	$5.98	$11.95	$9.75	$16.25

▽ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
SoyMilk Shampoo [8.5 fl oz]	$3.98	$7.95	$6.70	$10.99
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$14.15	$23.50
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95	$9.40	$15.65
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$14.15	$23.50
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.55	$15.95
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.55	$15.95
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99

▽ SEX SYMBOL - COSMETIC ENHANCERS

SEDUCE COLLECTION (NEW!)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Lip Lacquer (Bella Donna & Last Kiss) Double Ended Lip Gloss *Packaged in a double ended cylinder, Bella Donna is a holographic magenta that can be used alone or over a favorite lipstick color; and the bittersweet Last Kiss is a rich, wine gloss with a hint of hot metal. These Lip Lacquers can be used alone or can be blended together.*	$7.50	$15.00	$12.65	$21.00
Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio *Three enticing eye shadows that allow one wink to mean much, much more. Enamor, a soft lilac that highlights the entire lid or simply under the brow; Temptation, a deep magenta to give eyes a dramatic look; and Sultry, a smoky-black shadow ideal for lining or smudging. Peep Show crème-to-powder eye shadows apply like a cream and dry to a powder for a flawless finish.*	$8.50	$17.00	$14.35	$23.95
Hot Cheeks (Cheeky) Cheek Stick *This sheer, purplish-pink cheek stick highlights cheekbones and casts an opalescent hint on the face.*	$7.50	$15.00	$12.65	$21.00
Star Powder (Snow Kiss) Shimmer Dust Powder *Snow Kiss silvery shimmer dust has lavender undertones to transform the stars from the night sky into kisses of snow.*	$10.75	$21.50	$18.15	$29.99

NUDE BEACH COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$29.99
Hot Cheeks (Sun Burnt) pH Sticks	$7.50	$15.00	$12.65	$21.00
Lip Lube (Boy Bait) Lip Gloss	$5.75	$11.50	$9.40	$15.50
Aero Tan Temporary Tanning Spray [4.4 oz]	$6.98	$13.95	$11.95	$19.50

AERO TAN-A first-to-the-industry instant temporary tanning spray! This unique product provides an overall even tan without exposing yourself to harmful UV rays. Simply spray onto skin, rub in and a healthy, golden-bronze glow will appear without streaking or turning orange! Now you can look like you are vacationing all summer long! (does not contain sunscreen)

GLITTERATZY COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Hot Cheeks (Love Struck) Bronzer Stick	$7.50	$15.00	$12.65	$21.00
Peep Show (Erotica) Eye Shadow	$5.50	$11.00	$8.98	$14.95
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo	$8.50	$17.00	$14.35	$23.95
Lip Lube (Luscious) Lip Gloss	$5.75	$11.50	$9.40	$15.50

ALL CANADIAN PRICING IS SUGGESTED.
PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SH 0101

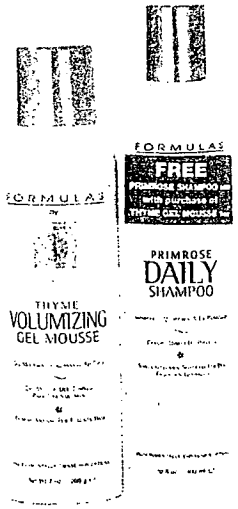
1-800-848-3383
www.sexyhairconcepts.com
sold only in salons ©2001 Sexy Hair Concepts, Los Angeles, CA 91311

PURCHASE:
1-U.S. Rumble Boys High Voltage Gel Foam 5.3 oz
RECEIVE FREE:
1-U.S. Rumble Boys Knockout Shampoo 8.5 fl oz
(Packaged in printed cardboard sleeve)

U.S. Salon Price: $5.98
U.S. Salon Value $9.46
U.S. Sugg. Retail Price: $11.95
U.S. Sugg. Retail Value: $18.90
Canadian Salon Price: $11.00 (CAD)
Canadian Sugg. Retail Price: $18.35 (CAD)
Save 37%

U.S. RUMBLE BOYS PRICING

AVAILABLE SIZE	SALON PRICE	SUGG. RETAIL
LIMITED EDITION BAD DAWG WAX .50 OZ	LTD. EDITION	LTD. EDITION
SHARK ATTACK POMADE SCHTICK 2.5 OZ	U.S. $6.25 / CAD $9.50	U.S. $12.50 / CAD $15.85
HIGH VOLTAGE THINK BIG FOAM 5.3 OZ	U.S. $5.98 / CAD $9.50	U.S. $11.95 / CAD $15.85
WAR PAINT FOR BODY AND HAIR .66 OZ	U.S. $5.75 / CAD $8.60	U.S. $11.50 / CAD $14.50
HEAVYWEIGHT HOLD GLOW GEL 6.6 FL OZ	U.S. $4.98 / CAD $7.50	U.S. $9.95 / CAD $12.50
KNOCKOUT STIMULATING SHAMPOO 8.5 FL OZ	U.S. $3.48 / CAD $5.25	U.S. $6.95 / CAD $8.75
AXEL GREASE HOLD AND SHINE POMADE 1.8 OZ	U.S. $5.75 / CAD $8.60	U.S. $11.50 / CAD $14.50
BULLET PROOF HARD HOLD HAIRSPRAY 5.3 OZ	U.S. $4.98 / CAD $7.50	U.S. $9.95 / CAD $12.50



PURCHASE:
1-Formulas by Ecoly Thyme Volumizing Gel Mousse 7 oz
RECEIVE FREE:
1-Formulas by Ecoly Primrose Daily Shampoo 10 fl oz
(Shrinkwrapped with sticker)

U.S. Salon Price: $6.50
U.S. Salon Value: $9.90
U.S. Sugg. Retail Price: $13.00
U.S. Sugg. Retail Value: $19.80
Save 34%

Canadian Salon Price & Sugg. Retail Price - Refer to your distributor

FORMULAS BY ECOLY NEW PRICING

Available sizes	U.S. Salon Price/Sugg. Retail
Papaya Dry Hair Shampoo	
10 oz. (300 ml)	$4.13 / $8.25
16.9 oz. (500 ml)	$7.25 / $14.50
33.8 oz. (1000 ml)	$12.00 / $24.00
Gallon (3.8 l)	$30.00
Cucumber Oily Hair Shampoo	
10 oz. (300 ml)	$4.13 / $8.25
16.9 oz. (500 ml)	$6.00 / $12.00
33.8 oz. (1000 ml)	$11.00 / $22.00
Gallon (3.8 l)	$28.50
Primrose Daily Shampoo	
10 oz. (300 ml)	$3.88 / $7.25
16.9 oz. (500 ml)	$5.63 / $11.25
33.8 oz. (1000 ml)	$10.50 / $21.00
Gallon (3.8 l)	$26.50
Extra Moisture Conditioner	
5.1fl oz. (150 ml)	$5.98 / $11.95
Intense Hair Repair Protein Reconstructor	
4.2fl oz. (125 ml)	$5.98 / $11.95
Tri-Wheat Leave-In Conditioner	
10 oz. (300 ml)	$6.50 / $13.00
16.9 oz. (500 ml)	$10.75 / $21.50
33.8 oz. (1000 ml)	$15.50 / $31.00

Available sizes	U.S. Salon Price/Sugg. Retail
Tri-Wheat Daily Use Reconstructor	
10 oz. (300 ml)	$8.25 / $16.50
16.9 oz. (500 ml)	$15.00 / $30.00
33.8 oz. (1000 ml)	$24.00 / $48.00
Gallon (3.8 l)	$53.00
Sage Weightless Conditioner & Detangler	
10 oz. (300 ml)	$4.13 / $8.25
16.9 oz. (500 ml)	$6.13 / $12.25
33.8 oz. (1000 ml)	$11.00 / $22.00
Gallon (3.8 l)	$28.50
Rosemary Mint Scalp Stimulating Treatment	
10 oz. (300 ml)	$7.50 / $15.00
33.8 oz. (1000 ml)	$19.50 / $39.00
Willow Bark Heat Curling Lotion	
10 oz. (300 ml)	$6.00 / $12.00
Thyme Volumizing Gel-Mousse	
7 oz. (200 ml)	$7.13 / $14.25
Oak Tree Firm Hold Aerated Hair Spray	
10 oz. (300 g)	$6.00 / $12.00
Sundew Shine Spray	
1.7 oz. (50 ml)	$6.00 / $12.00

Available sizes	U.S. Salon Price/Sugg. Retail
Oak Bark Gel	
4 oz. (120 g)	$4.38 / $8.75
Linden Mousse	
8 oz. (230 g)	$6.00 / $12.00
Cypress Setting Lotion	
10 oz. (300 ml)	$6.50 / $13.00
Slippery Elm Polishing Gloss	
4 oz. (120 g)	$11.00 / $22.00
Almond Tree Molding Putty	
4 oz. (120 g)	$9.00 / $18.00
Chamomile Hair Therapy Oil	
1 oz. (30 ml)	$8.25 / $16.50
Mint Hair Therapy Oil	
1 oz. (30 ml)	$8.25 / $16.50
Tea Tree Hair Therapy Oil	
1 oz. (30 ml)	$8.25 / $16.50

SH 0102

Canadian Salon Price & Sugg. Retail Price - Refer to your distributor

09SHND(

PROPERTY OF MICHAEL O'ROURKE

SEXY HAIR CONCEPTS

JANUARY/FEBRUARY 2002 PROMOTIONS

BRAND NEW FOR 2002!

shortsexyhair

PROPERTY OF MICHAEL O'ROURKE

SALON OPENER

Purchase:

5 - Frenzy Bulked Up Texture Compound 2.5 oz
5 - Shatter Separate & Hold Spray 4.2 fl oz

Receive Free:

1 of each product as a tester
1 - Easel Card

US Salon Price: $68.65 • CN Salon Price: $114.99 (CAD)
US Salon Value: $82.38 • CN Salon Value: $137.88 (CAD)

Save: 17%

(see back for new product information)

STYLIST'S TRIAL OFFER

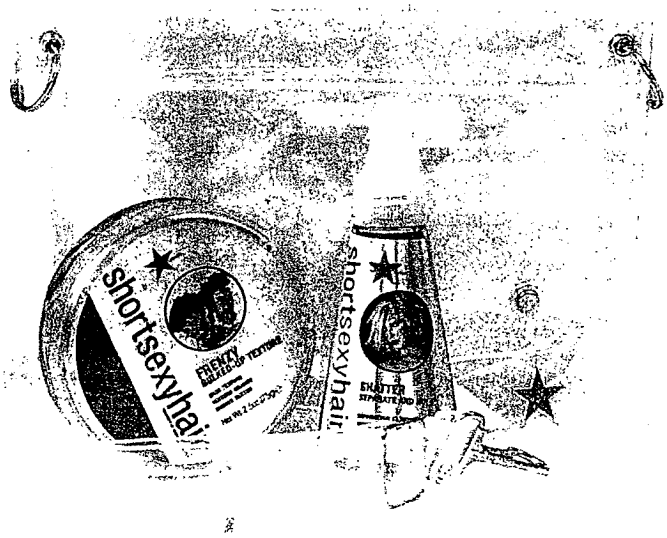
Purchase:

1 - Frenzy Bulked Up Texture Compound 2.5 oz
1 - Shatter Separate & Hold Spray 4.2 fl oz

Receive Free:

Neon Stylist's Bag

US Salon Price: $13.73 • CN Salon Price: $22.99 (CAD)
(see back for new product information)



ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SEXY HAIR CONCEPTS PRICING LIST

▼ BIG SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.99	$19.99
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$9.25	$15.40

▼ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [9.1 oz]	$7.75	$15.50	$13.85	$23.00
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.15
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.58
Frenzy Bulked-Up Texture Compound [2.5 oz]	$7.75	$15.50	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$5.98	$11.95	$9.99	$16.65

▼ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25

▼ CURE 4

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85

▼ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$8.40	$14.00

▼ HOT SEXY HIGHLIGHTS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Whipped Up Gel Foam [7 oz]	$6.48	$12.95	$10.95	$18.25
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95	$9.99	$16.65
Aero Color Spray (Polyester Pink, Denim Flare Blue) [3.5 oz]	$5.98	$11.95	$9.99	$16.65

▼ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
SoyMilk Shampoo [8.5 fl oz]	$3.98	$7.95	$6.70	$11.15
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95	$8.35	$13.90
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99
Soyl Sculpting & Braiding Clay [1.8 oz]	$6.48	$12.95	$10.95	$18.25

▼ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Color Stabilizing Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Titanium Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Wheat Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Black Cat Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Foxy Brown Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Red Hot Mama Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

▼ U.S. RUMBLE BOYS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Limited Edition Bad Dawg Wax [.50 oz]	Limited Edition		Limited edition	
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50	$9.50	$15.85
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95	$9.50	$15.85
War Paint For Body And hair [.66 oz]	$5.75	$11.50	$8.60	$14.50
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95	$7.50	$12.50
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Axel Grease Hold And Shine Pomade [1.8 oz]	$5.75	$11.50	$8.60	$14.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95	$7.50	$12.50

SOMETHING NEW FOR 2002

healthy SEXY HAIR

INTRODUCING SOYL SCULPTING & BRAIDING CLAY

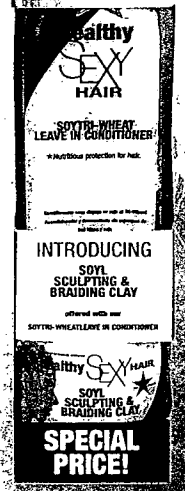
Purchase at a special price:

1 - Soy Tri-Wheat Leave-In Conditioner 8.5 oz
1 - NEW! Soyl Sculpting & Braiding Clay 1.8 oz

US Salon Price: $9.98 • CN Salon Price: $16.85 (CAD)
US Salon Value: $11.96 • CN Salon Value: $20.20 (CAD)
US Sugg. Retail Price: $19.95 • CN Sugg. Retail Price: $27.99 (CAD)
US Sugg. Retail Value $23.90 • CN Sugg. Retail Value $33.65 (CAD)

Save 17%

(Products are boxed. See back for new product information)



NEW SIZE! LIMITED EDITION!

Short Sexy Hair Hard Up Hard Hold Gel 8.5 fl oz

US Salon Price: $8.48 • CN Salon Price: $14.35 (CAD)
US Salon Value: $10.60 • CN Salon Value: $17.75 (CAD)
US Sugg. Retail Price: $16.95 • CN Sugg. Retail Price: $23.95 (CAD)
US Sugg. Retail Value $21.00 • CN Sugg. Retail Value: $29.50 (CAD)

Save 19%

(Product is stickered only for US Distribution)

SH 0342

STOCK UP NOW ON SEXY HAIR LITERS

BIG SEXY HAIR • STRAIGHT SEXY HAIR • CURLY SEXY HAIR • HEALTHY SEXY HAIR

Purchase any of our Sexy Hair Concepts Shampoo & Conditioner Duos

US Salon Price: $10.00 • CN Salon Price: $18.50 (CAD)
US Salon Value: $17.50 • CN Salon Value: $32.00 (CAD)
US Sugg. Retail Price $20.00 • CN Sugg. Retail Price: $29.95 (CAD)
US Sugg. Retail Value: $35.00 • CN Sugg. Retail Value: $ 53.30 (CAD)

Save 43%

(Products are shrinkwrapped, stickered only for US distribution)

HOT SAVINGS ON HOT SEXY HIGHLIGHTS

SAVE 50% on All Hot Sexy Highlights Shampoos, Conditioners & Whipped Up Gel Foam

Highlighting & Color Stabilizing Shampoo, 6.8 fl oz

US Salon Price: $1.99 • CN Salon Price: $3.35 (CAD)
US Salon Value: $3.98 • CN Salon Value: $6.70 (CAD)
US Sugg. Retail Price: $3.98 • CN Sugg. Retail Price: $5.60 (CAD)
US Sugg. Retail Value: $6.95 • CN Sugg. Retail Value: $11.15 (CAD)

Blonde & Color Conditioners, 5.1 fl oz.

US Salon Price: $2.99 • CN Salon Price: $5.00 (CAD)
US Salon Value: $5.98 • CN Salon Value: $9.95 (CAD)
US Sugg. Retail Price: $5.98 • CN Sugg. Retail Price: $8.85 (CAD)
US Sugg. Retail Value: $11.95 • CN Sugg. Retail Value: $ 18.65 (CAD)

Whipped Up Gel Foam 7 oz

US Salon Price: $3.24 • CN Salon Price: $5.45 (CAD)
US Salon Value: $6.48 • CN Salon Value: $10.95 (CAD)
US Sugg. Retail price: $6.48 • CN Sugg. Retail Price: $9.99 (CAD)
US Sugg. Retail Value: $12.95 • CN Sugg. Retail Value: $19.25 (CAD)

HOT SEXY Highlights

SH 0345

INTRODUCING 3 NEW SEXY HAIR CONCEPTS PRODUCTS TO START OFF 2002 WITH A BANG!

SHORT SEXY HAIR FRENZY BULKED UP TEXTURE COMPOUND

- Dual action to give bulked up volume & intense texture.
- Frenzy bonds to the hair to thicken up the hair shaft to create fullness & separation at the same time.
- This unique compound helps create today's messy and wild hairstyles.
- Delivers extra holding power to hold styles in place with a medium matte finish.
- Apply a small amount to dry hair and style. For more intense texture: throw your head upside down and work product vigorously through hair, creating random bits and pieces. Then throw your head back over and place chunks where desired.

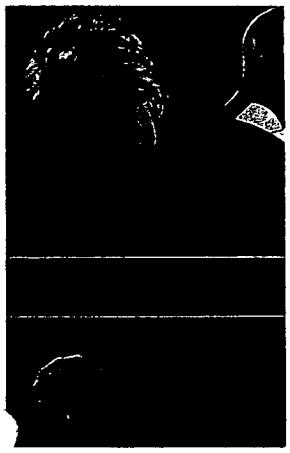
SHORT SEXY HAIR SHATTER SEPARATE & HOLD SPRAY

- Dual action to give hair extra separation and hold.
- First-ever texture spray with hold that's dry and non greasy. Never overly damp.
- Firm holding 55% VOC pump spray specifically designed to enhance shattered, jagged and textured hair styles.
- Unique new spray delivers a very controlled fine mist that goes only where you want it to go.
- Gives hair extra hold to keep it in place all day.
- Spray on damp hair and style with blow dryer or use on dry hair for extra separation and finishing hold.

HEALTHY SEXY HAIR SOYL SCULPTING & BRAIDING CLAY

- The first-ever clay specifically designed for braiding, sculpting and twisting.
- Soyl contains Soy Protein for added strength and protection from the environment and Diatomaceous Earth which absorbs oil from the hair and to cause it clump up for more control while styling.
- When applied to long straight hair, it will give the hair a rough, worn texture, making it easy to achieve twists, temporary deadlocks and braids.
- Also works great on short hair to give severe matte texture and intense direction.
- On curly hair, short or long, it will instantly clump hair up and give deep, intense separation creating rope-like pieces.
- Emulsify a small amount of Soyl between hands and apply to small sections of dry hair from roots to ends. Begin braiding or sculpting as Soyl helps bond the hair to simplify the process.

CHANGE HAPPENS



The New Year is a great time for introspection and a perfect time to evaluate yourself and your salon. Change everything that doesn't make you happy. It's that simple. Picture your life the way you want to see it and then re-invent it. Change your body, change old habits, change your hairstyle, change your service menu, and change your prices. Change is frightening, invigorating, refreshing and needed. Don't procrastinate another moment. Live life like you mean it.

Someone once told me, if you're not living on the edge, you're taking up too much space. It's become my credo. I hope it works for you.

Michael O'Rourke

Founder and CEO, Sexy Hair Concepts

09SHJF02

SH 0346

PERTY OF MICHAEL O'ROURKE

SEXY HAIR CONCEPTS

MARCH/APRIL 2002 PROMOTIONS

SEXY SPRING SAVINGS!

BIG HAIR

BIG SEXY HAIR ROOT PUMP PLUS WITH VOLUMIZING DETANGLER AT A SPECIAL PRICE

Purchase:

1 - Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse, 10.6 oz
1 - Big Sexy Hair Volumizing Detangler, 8.5 fl oz at a Special Price

US Salon Price: $8.75 • CN Salon Price: $14.65 (CAD)
US Salon Value: $11.73 • CN Salon Value: $19.54 (CAD)
US Sugg. Retail Price: $17.50 • CN Sugg. Retail Price: $24.45 (CAD)
US Sugg. Retail Value: $23.45 • CN Sugg. Retail Value: $32.59 (CAD)

Save 25%

(Products will be banded.)

CURLY SEXY HAIR SHAMPOO + CONDITIONER WITH FREE HOT CURL

curly SEXY HAIR

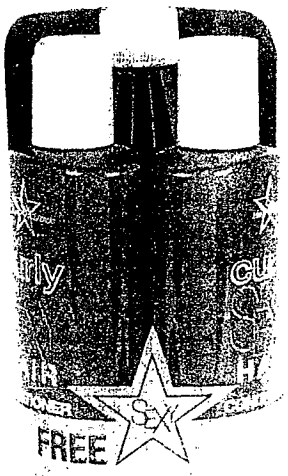
Purchase:

1 - Curly Sexy Hair Shampoo 8.5 fl oz
1 - Curly Sexy Hair Conditioner 8.5 fl oz

Receive Free:

1 - Curly Sexy Hair Hot Curl Setting Lotion 8.5 fl oz

US Salon Price: $6.95 • CN Salon Price: $11.70 (CAD)
US Salon Value: $11.93 • CN Salon Value: $20.10 (CAD)
US Sugg. Retail Price: $13.90 • CN Sugg. Retail Price: $19.50 (CAD)
US Sugg. Retail Value: $23.85 • CN Sugg. Retail Value: $33.50 (CAD)

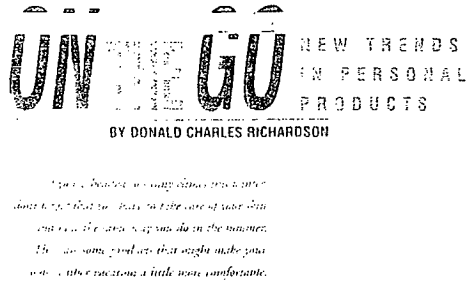


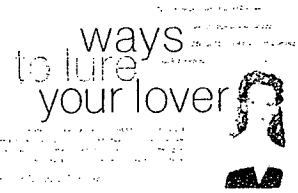
Save 43%

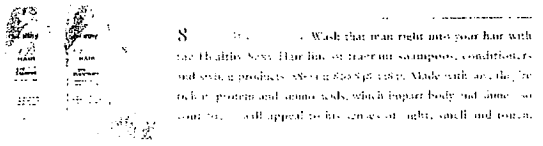
(Products will be banded.)

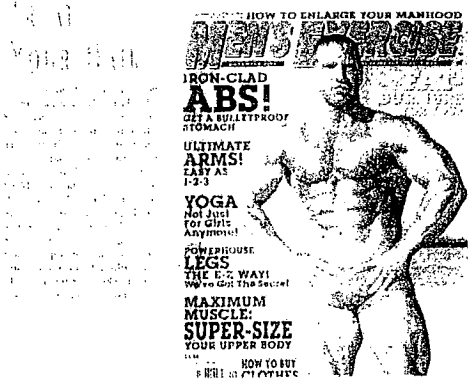
ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

EDITORS LOVE HEALTHY SEXY HAIR









SEEDS OF ABUNDANCE

Spring is the time of re-birth and renewal. In nature, it's time to turn over the ground and plant seeds that will bring a bountiful harvest. Why not start within yourself? Plant a seed and upgrade your skills; invest in your continued education. Take classes to hone your cutting technique, your coloring expertise, your business acumen. The rewards you reap are both tangible and intangible for not only will you increase your financial prospects, but your confidence level will improve your emotional state as well. Plant a seed and invest in your health; exercise every day and eat sensibly. The discipline you utilize helps two-fold: not only will you look good, you'll feel good knowing you've accomplished your goal. Plant a seed and grow your spirit; make time to appreciate your blessings. Acknowledge others for their contribution to your life; it's a win-win situation. You win their appreciation for the acknowledgement; they win your gratitude.

Plant seeds of abundance now; you'll be all the richer for it. SH 0114

09SHMA02

Michael O'Rourke

Founder and CEO, Sexy Hair Concepts

SOYA WANT A SPECIAL PRICE?

healthy SEXY HAIR

HEALTHY SEXY HAIR SOYA WANT FULL HAIR FIRM HOLD HAIRSPRAY & SOY PASTE TEXTURE POMADE AT A SPECIAL PRICE

Purchase at a special price:

1 - Healthy Sexy Hair Soya Want Full Hair Firm Hold Hairspray, 10.6 oz
1 - Healthy Sexy Hair Soy Paste Texture Pomade, 1.8 oz

US Salon Price: $10.73 • CN Salon Price: $18.10 (CAD)
US Salon Value: $13.23 • CN Salon Value: $22.35 (CAD)
US Sugg. Retail Price: $21.45 • CN Sugg. Retail Price: $30.15 (CAD)
US Sugg.Retail Value $26.45 • CN Sugg. Retail Value $37.24 (CAD)

Save 19%

(Products will be shrinksleeved and stickered.)

Coming Soon
NEW SIZE!

HEALTHY SEXY HAIR SOY SALVATION DEEP TREATMENT HAIR MASQUE AND SOY FUEL POWER CONDITIONER BOOSTER AT A SPECIAL PRICE

Purchase at a special price:

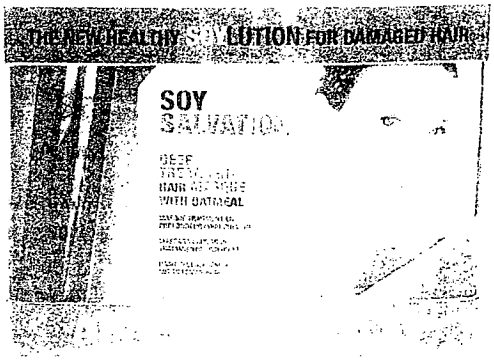
1 - Healthy Sexy Hair Soy Salvation Deep Treatment Hair Masque (6 pack, 1 fl oz each)
1 - Healthy Sexy Hair Soy Fuel Power Conditioner Booster, 1 fl oz

US Salon Price: $12.48 • CN Salon Price: $20.85 (CAD)
US Salon Value: $17.23 • CN Salon Value: $28.95 (CAD)
US Sugg. Retail Price: $24.95 • CN Sugg. Retail Price: $34.95 (CAD)
US Sugg. Retail Value $34.45 • CN Sugg. Retail Value $48.50 (CAD)

Save 28%

(Products will be boxed.)

healthy SEXY hair



concepts

SH 0110

ALL CANADIAN PRICING IS SUGGESTED. PLEASE C

SEXY HAIR CONCEPTS PRICING LIST

▽ BIG SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.99	$19.99
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$9.25	$15.40

▽ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [9.1 oz]	$7.75	$15.50	$13.85	$23.00
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.15
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.58
Frenzy Bulked-Up Texture Compound [2.5 oz]	$7.75	$15.50	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$5.98	$11.95	$9.99	$16.65

▽ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25

▽ CURE 4

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85

▽ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$8.40	$14.00

▽ HOT SEXY HIGHLIGHTS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Whipped Up Gel Foam [7 oz]	$6.48	$12.95	$10.95	$18.25
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95	$9.99	$16.65
Aero Color Spray (Polyester Pink, Denim Flare Blue) [3.5 oz]	$5.98	$11.95	$9.99	$16.65

▽ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
SoyMilk Shampoo [8.5 fl oz]	$3.98	$7.95	$6.70	$11.15
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95	$8.35	$13.90
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99
Soyl Sculpting & Braiding Clay [1.8 oz]	$6.48	$12.95	$10.95	$18.25

▽ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Color Stabilizing Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Titanium Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Wheat Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Black Cat Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Foxy Brown Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Red Hot Mama Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

▽ U.S. RUMBLE BOYS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Limited Edition Bad Dawg Wax [.50 oz]	Limited Edition		Limited edition	
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50	$9.50	$15.85
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95	$9.50	$15.85
War Paint For Body And hair [.66 oz]	$5.75	$11.50	$8.60	$14.50
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95	$7.50	$12.50
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Axel Grease Hold And Shine Pomade [1.8 oz]	$5.75	$11.50	$8.60	$14.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95	$7.50	$12.50

SH 0111

▽ SEX SYMBOL - COSMETIC ENHANCERS

	U.S.		(CAD) CANADIAN (SUGG.)	
COMING SOON--NEW SIZE!!!:	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Aero Tan Temporary Tanning Spray [5.3 oz]	$7.50	$15.00	$12.65	$21.00
SUPER NATURAL LOVE COLLECTION (NEW!):				
Peep Show (Allure/Coy/Envy) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95

The color of crushed seashells, Allure is a pale shimmer that sweeps across eyelids for a smooth finish; Coy is a soft, delicate caramel perfect for smudging in eyelid creases; and Envy is a sparkling jaded green with flecks of turquoise and silver for an unassuming, yet inviting, sheen. Peep Show crème-to-powder eye shadows apply like a cream and dry to a powder for a flawless look.

Lip Lacquer (Sugar & Rush) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00

A delectable gloss duo that combines shine with the electricity of a sweet kiss! Sugar is a soft vanilla frosting-like glaze with just a hint of color, and Rush is a sheer, golden-fused pink for a kiss-able pout. Glosses can be used alone for pure shine, together or on top of a favorite lipstick.

Cheek Tint (Gel-ous)	$7.50	$15.00	$12.65	$21.00

A new addition to the Sex Symbol line, Cheek Tint is a gelatin-like blush that is sheer and transparent or can be layered for a more dramatic appearance. With just a hint of fresh wild berries, Gel-ous flushes cheeks with a tint of color -- like a bowl of cherry gelatin. Simply sweep across cheeks using either fingertips or cosmetic sponge.

Aero Glow (Golden Rose) Shimmering Body Spray	$7.50	$15.00	$12.65	$21.00

For a luminescent shine, spray Golden Rose Shimmering Body Spray anywhere on the body and it will accentuate sexy, bare shoulders and midriffs. The fresh and sweet pear berry fragrance will remind you of a blissful day in spring. Aero Glow is not a sunscreen and does not protect against UV or UVB rays.

SEDUCE COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Lip Lacquer (Bella Donna & Last Kiss) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00
Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95
Hot Cheeks (Cheeky) Cheek Stick	$7.50	$15.00	$12.65	$21.00
Star Powder (Snow Kiss) Shimmer Dust Powder	$10.75	$21.50	$18.15	$29.99

NUDE BEACH COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	CANADIAN (SUGG.) Salon Price	CANADIAN (SUGG.) Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$30.25
Hot Cheeks (Sun Burnt) pH Sticks	$7.50	$15.00	$12.65	$21.00
Lip Lube (Boy Bait) Lip Gloss	$5.75	$11.50	$9.65	$16.00
Aero Tan Temporary Tanning Spray [4.4 oz]	$6.98	$13.95	$11.75	$19.50

GLITTERATZY COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Hot Cheeks (Love Struck) Bronzer Stick	$7.50	$15.00	$12.65	$21.00
Peep Show (Erotica) Eye Shadow	$5.50	$11.00	$9.25	$15.40
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo	$8.50	$17.00	$14.35	$23.90
Lip Lube (Luscious) Lip Gloss	$5.75	$11.50	$9.65	$16.00

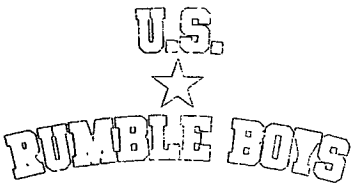
▽ FORMULAS BY ECOLY

	Available sizes	U.S. Salon Price	U.S. Sugg. Retail
Papaya Dry Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Papaya Dry Hair Shampoo	[16.9 oz/500 ml]	$7.25	$14.50
Papaya Dry Hair Shampoo	[33.8 oz/1000 ml]	$12.00	$24.00
Papaya Dry Hair Shampoo	[Gallon/3.8 l]	$30.00	
Cucumber Oily Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Cucumber Oily Hair Shampoo	[16.9 oz/500 ml]	$6.00	$12.00
Cucumber Oily Hair Shampoo	[33.8 oz/1000 ml]	$11.00	$22.00
Cucumber Oily Hair Shampoo	[Gallon/3.8 l]	$28.50	
Primrose Daily Shampoo	[10 oz/300 ml]	$3.88	$7.25
Primrose Daily Shampoo	[16.9 oz/500 ml]	$5.63	$11.25
Primrose Daily Shampoo	[33.8 oz/1000 ml]	$10.50	$21.00
Primrose Daily Shampoo	[Gallon/3.8 l]	$26.50	
Extra Moisture Conditioner	[5.1fl oz/150 ml]	$5.98	$11.95
Intense Hair Repair Protein Reconstructor	[4.2fl oz/125 ml]	$5.98	$11.95
Tri-Wheat Leave-In Conditioner	[10 oz/300 ml]	$6.50	$13.00
Tri-Wheat Leave-In Conditioner	[16.9 oz/500 ml]	$10.75	$21.50
Tri-Wheat Leave-In Conditioner	[33.8 oz/1000 ml]	$15.50	$31.00
Tri-Wheat Daily Use Reconstructor	[10 oz/300 ml]	$8.25	$16.50
Tri-Wheat Daily Use Reconstructor	[16.9 oz/500 ml]	$15.00	$30.00
Tri-Wheat Daily Use Reconstructor	[33.8 oz/1000 ml]	$24.00	$48.00
Tri-Wheat Daily Use Reconstructor	[Gallon/3.8 l]	$53.00	
Sage Weightless Conditioner & Detangler	[10 oz/300 ml]	$4.13	$8.25
Sage Weightless Conditioner & Detangler	[16.9 oz/500 ml]	$6.13	$12.25
Sage Weightless Conditioner & Detangler	[33.8 oz/1000 ml]	$11.00	$22.00
Sage Weightless Conditioner & Detangler	[Gallon /3.8 l]	$28.50	
Rosemary Mint Scalp Stimulating Treatment	[10 oz/300 ml]	$7.50	$15.00
Rosemary Mint Scalp Stimulating Treatment	[33.8 oz/1000 ml]	$19.50	$39.00
Willow Bark Heat Curling Lotion	[10 oz/300 ml]	$6.00	$12.00
Thyme Volumizing Gel-Mousse	[7 oz/200 ml]	$7.13	$14.25
Oak Tree Firm Hold Aerated Hair Spray	[10 oz/300 g]	$6.00	$12.00
Sundew Shine Spray	[1.7 oz/50 ml]	$6.00	$12.00
Oak Bark Gel	[4 oz/120 g]	$4.38	$8.75
Linden Mousse	[8 oz/230 g]	$6.00	$12.00
Cypress Setting Lotion	[10 oz/300 ml]	$6.50	$13.00
Slippery Elm Polishing Gloss	[4 oz/120 g]	$11.00	$22.00
Almond Tree Molding Putty	[4 oz/120 g]	$9.00	$18.00
Chamomile Hair Therapy Oil	[1 oz./30 ml]	$8.25	$16.50
Mint Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50
Tea Tree Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

Last Rev: 01/14/02

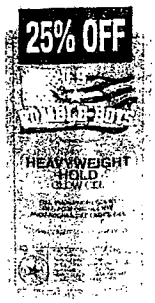
SPRING INTO ACTION & SAVE NOW!



U.S. RUMBLE BOYS HEAVYWEIGHT HOLD GLOW GEL AT 25% OFF

Purchase at 25% off:

1 - Rumble Boys Heavyweight Hold Glow Gel, 6.6 fl oz



US Salon Price: $3.73 • CN Salon Price: $5.63 (CAD)
US Salon Value: $4.98 • CN Salon Value: $7.50 (CAD)
US Sugg. Retail Price: $7.46 • CN Sugg. Retail Price: $9.40 (CAD)
US Sugg. Retail Value: $9.95 • CN Sugg. Retail Value: $12.50 (CAD)

Save 25%

(Product will be stickered.)

FORMULAS BY ECOLY 60% MORE FREE ON SELECTED PRODUCTS! GET 16.9 OZ FOR THE 10 OZ PRICE!

Purchase:

1 - Formulas by Ecoly Primrose Daily Shampoo
- US Salon Price: $3.88
- US Salon Value: $5.63
- US Sugg. Retail Price: $7.25
- US Sugg. Retail Value: $11.25

Save 31%

1 - Formulas by Ecoly Papaya Dry Hair Shampoo
- US Salon Price: $4.13
- US Salon Value: $7.25
- US Sugg. Retail Price: $8.25
- US Sugg. Retail Value: $14.50

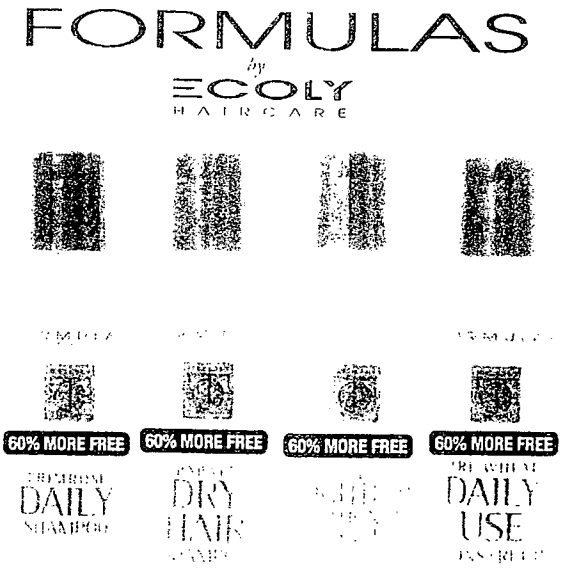
Save 43%

1 - Formulas by Ecoly Sage Weightless Conditioner & Detangler
- US Salon Price: $4.13
- US Salon Value: $6.13
- US Sugg. Retail price: $8.25
- US Sugg. Retail Value: $12.25

Save 33%

1 - Formulas by Ecoly Tri-Wheat Daily Use Reconstructor
- US Salon Price: $8.25
- US Salon Value: $15.00
- US Sugg. Retail price: $16.50
- US Sugg. Retail Value: $30.00

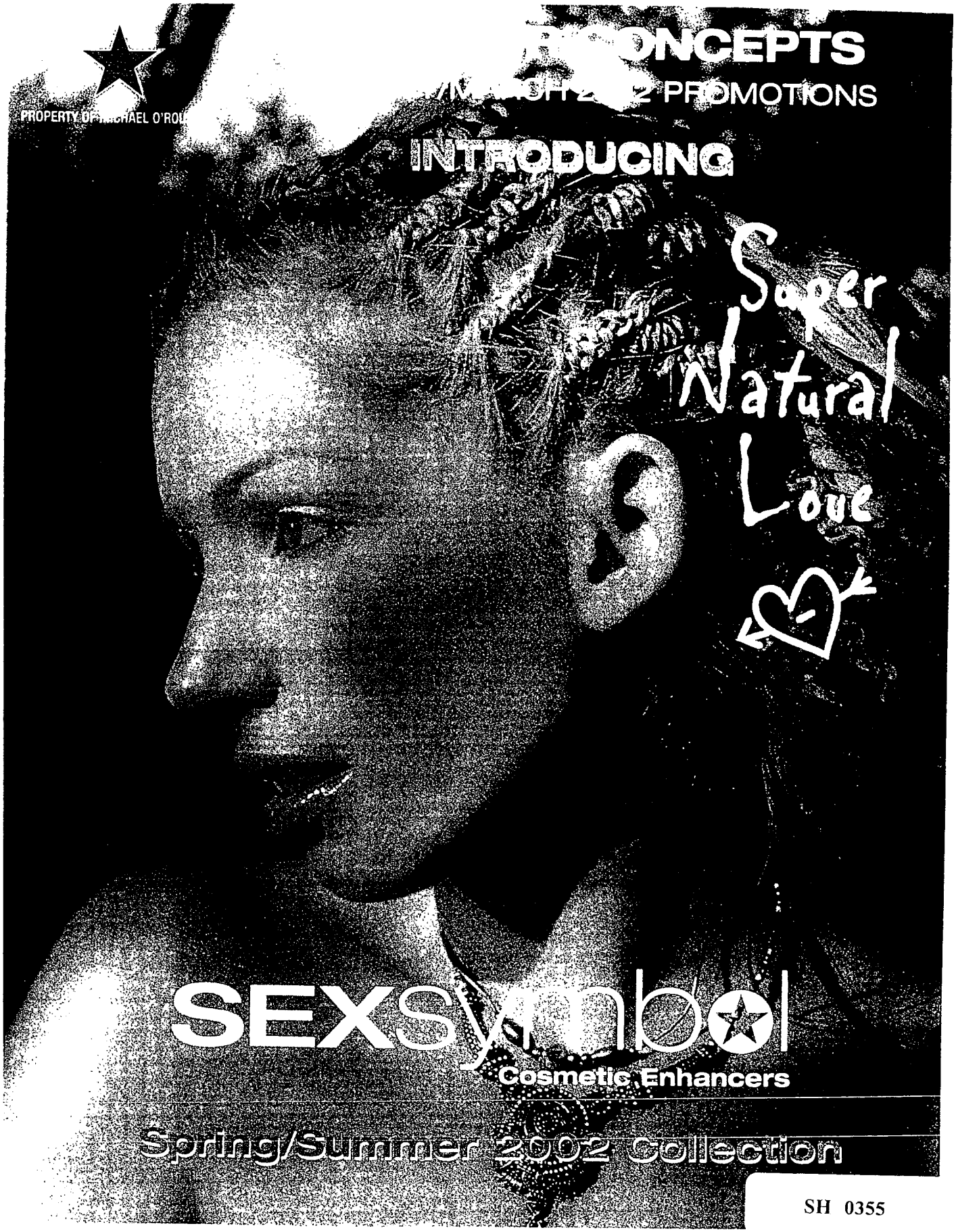
Save 45%



CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING

SH 0113

(Products will be stickered.)


ONCEPTS
2 PROMOTIONS
PROPERTY OF MICHAEL O'ROU
INTRODUCING
Super Natural Love
SEXsymbol
Cosmetic Enhancers
Spring/Summer 2002 Collection

SH 0355

Products include:

Peep Show (Allure/Coy/Envy) Eye Shadow Trio

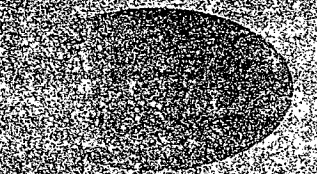
This eye shadow trio offers simple color for anytime wear. The color of crushed seashells, Allure is a pale shimmer that sweeps across eyelids for a smooth finish is a soft, delicate caramel perfect for smudging in eyelid creases; and Envy is a sparkling jaded green with flecks of turquoise and silver for an unassuming, yet in ing sheen. Peep Show creme-to-powder eye shadows apply like a cream and dry powder for a flawless look.

Lip Lacquer (Sugar & Rush) Double-Ended Lip Gloss

A delectable gloss duo that combines shine with the electricity of a sweet kiss! St a soft vanilla frosting-like glaze with just a hint of color, and Rush is a sheer golden-tused pink for a kissable pout. Glosses can be used ne pure shine, together or on top of a favorite lipstick.

Cheek Tint (Gel-ous)

A new addition to the Sex Symbol line, Cheek Tint is a gelatin-like blush that is sh and transparent or can be layered for a more dramatic appearance. With just a hi fresh wild berries, Gel-ous flushes cheeks with a tint of color – like a bowl of che gelatin. Simply sweep across cheeks using either fingertips or a cosmetic sponge



Aero Glow (Golden Rose) Shimmering Body Spray

The bare essentials for Spring . . . For a luminescent shine, spray Golden Rose Shimmering Body Spray anywhere on the body and it will accentuate sexy, bare sl ders and midriffs. The fresh and sweet pear berry fragrance will remind you of a t ful day in spring. Aero Glow is not a sunscreen and does not protect against UV or rays.

SEXY HAIR CONCEPTS PRICING LIST

▼ BIG SEXY HAIR

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg Retail	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.99	$19.99
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$9.25	$15.40

▼ SHORT SEXY HAIR

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [9.1 oz]	$7.75	$15.50	$13.85	$23.00
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.15
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.58
Frenzy Bulked-Up Texture Compound [2.5 oz]	$7.75	$15.50	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$5.98	$11.95	$9.99	$16.65

▼ STRAIGHT SEXY HAIR

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Straight Aero Aerated Straightening Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25

▼ CURE 4

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85

▼ CURLY SEXY HAIR

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$8.40	$14.00

▼ HOT SEXY HIGHLIGHTS

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Whipped Up Gel Foam [7 oz]	$6.48	$12.95	$10.95	$18.25
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95	$9.99	$16.65
Aero Color Spray (Polyester Pink, Denim Flare Blue) [3.5 oz]	$5.98	$11.95	$9.99	$16.65

▼ HEALTHY SEXY HAIR

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
SoyMilk Shampoo [8.5 fl oz]	$3.98	$7.95	$6.70	$11.15
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95	$8.35	$13.90
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99
Soyl Sculpting & Braiding Clay [1.8 oz]	$6.48	$12.95	$10.95	$18.25

▼ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Color Stabilizing Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Titanium Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Wheat Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Black Cat Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Foxy Brown Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Red Hot Mama Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

▼ U.S. RUMBLE BOYS

	U.S.		(CAD) CANADIAN (SUGG.)	
	Salon Price	Sugg. Retail	Salon Price	Sugg. Retail
Limited Edition Bad Dawg Wax [.50 oz]	Limited Edition		Limited edition	
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50	$9.50	$15.85
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95	$9.50	$15.85
War Paint For Body And hair [.66 oz]	$5.75	$11.50	$8.60	$14.50
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95	$7.50	$12.50
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Axel Grease Hold And Shine Pomade [1.8 oz]	$5.75	$11.50	$8.60	$14.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95	$7.50	$12.50

▼ SEX SYMBOL - COSMETIC ENHANCERS

SUPER NATURAL LOVE COLLECTION (NEW!):	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg Retail
Peep Show (Allure/Coy/Envy) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95

The color of crushed seashells. Allure is a pale shimmer that sweeps across eyelids for a smooth finish; Coy is a soft, delicate caramel perfect for smudging in eyelid creases; and Envy is a sparkling jaded green with flecks of turquoise and silver for an unassuming, yet inviting, sheen. Peep Show crème-to-powder eye shadows apply like a cream and dry to a powder for a flawless look.

Lip Lacquer (Sugar & Rush) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00

A delectable gloss duo that combines shine with the electricity of a sweet kiss! Sugar is a soft vanilla frosting-like glaze with just a hint of color, and Rush is a sheer, golden-fused pink for a kissable pout. Glosses can be used alone for pure shine, together or on top of a favorite lipstick.

Cheek Tint (Gel-ous)	$7.50	$15.00	$12.65	$21.00

A new addition to the Sex Symbol line, Cheek Tint is a gelatin-like blush that is sheer and transparent or can be layered for a more dramatic appearance. With just a hint of fresh wild berries, Gel-ous flushes cheeks with a tint of color -- like a bowl of cherry gelatin. Simply sweep across cheeks using either fingertips or cosmetic sponge.

Aero Glow (Golden Rose) Shimmering Body Spray	$7.50	$15.00	$12.65	$21.00

For a luminescent shine, spray Golden Rose Shimmering Body Spray anywhere on the body and it will accentuate sexy, bare shoulders and midriffs. The fresh and sweet pear berry fragrance will remind you of a blissful day in spring. Aero Glow is not a sunscreen and does not protect against UV or UVB rays.

SEDUCE COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Lip Lacquer (Bella Donna & Last Kiss) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00
Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95
Hot Cheeks (Cheeky) Cheek Stick	$7.50	$15.00	$12.65	$21.00
Star Powder (Snow Kiss) Shimmer Dust Powder	$10.75	$21.50	$18.15	$29.99

NUDE BEACH COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	CANADIAN (SUGG.) Salon Price	CANADIAN (SUGG.) Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$30.25
Hot Cheeks (Sun Burnt) pH Sticks	$7.50	$15.00	$12.65	$21.00
Lip Lube (Boy Bait) Lip Gloss	$5.75	$11.50	$9.65	$16.00
Aero Tan Temporary Tanning Spray [4.4 oz]	$6.98	$13.95	$11.75	$19.50

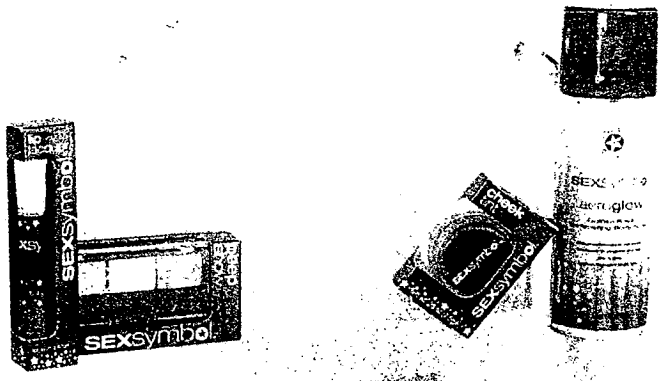
GLITTERATZY COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Hot Cheeks (Love Struck) Bronzer Stick	$7.50	$15.00	$12.65	$21.00
Peep Show (Erotica) Eye Shadow	$5.50	$11.00	$9.25	$15.40
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo	$8.50	$17.00	$14.35	$23.90
Lip Lube (Luscious) Lip Gloss	$5.75	$11.50	$9.65	$16.00

▼ FORMULAS BY ECOLY

	Available Size	U.S. Salon Price	U.S. Sugg Retail
Papaya Dry Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Papaya Dry Hair Shampoo	[16.9 oz/500 ml]	$7.25	$14.50
Papaya Dry Hair Shampoo	[33.8 oz/1000 ml]	$12.00	$24.00
Papaya Dry Hair Shampoo	[Gallon/3.8 l]	$30.00	
Cucumber Oily Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Cucumber Oily Hair Shampoo	[16.9 oz/500 ml]	$6.00	$12.00
Cucumber Oily Hair Shampoo	[33.8 oz/1000 ml]	$11.00	$22.00
Cucumber Oily Hair Shampoo	[Gallon/3.8 l]	$28.50	
Primrose Daily Shampoo	[10 oz/300 ml]	$3.88	$7.25
Primrose Daily Shampoo	[16.9 oz/500 ml]	$5.63	$11.25
Primrose Daily Shampoo	[33.8 oz/1000 ml]	$10.50	$21.00
Primrose Daily Shampoo	[Gallon/3.8 l]	$26.50	
Extra Moisture Conditioner	[5.1fl oz/150 ml]	$5.98	$11.95
Intense Hair Repair Protein Reconstructor	[4.2fl oz/125 ml]	$5.98	$11.95
Tri-Wheat Leave-In Conditioner	[10 oz/300 ml]	$6.50	$13.00
Tri-Wheat Leave-In Conditioner	[16.9 oz/500 ml]	$10.75	$21.50
Tri-Wheat Leave-In Conditioner	[33.8 oz/1000 ml]	$15.50	$31.00
Tri-Wheat Daily Use Reconstructor	[10 oz/300 ml]	$8.25	$16.50
Tri-Wheat Daily Use Reconstructor	[16.9 oz/500 ml]	$15.00	$30.00
Tri-Wheat Daily Use Reconstructor	[33.8 oz/1000 ml]	$24.00	$48.00
Tri-Wheat Daily Use Reconstructor	[Gallon/3.8 l]	$53.00	
Sage Weightless Conditioner & Detangler	[10 oz/300 ml]	$4.13	$8.25
Sage Weightless Conditioner & Detangler	[16.9 oz/500 ml]	$6.13	$12.25
Sage Weightless Conditioner & Detangler	[33.8 oz/1000 ml]	$11.00	$22.00
Sage Weightless Conditioner & Detangler	[Gallon /3.8 l]	$28.50	
Rosemary Mint Scalp Stimulating Treatment	[10 oz/300 ml]	$7.50	$15.00
Rosemary Mint Scalp Stimulating Treatment	[33.8 oz/1000 ml]	$19.50	$39.00
Willow Bark Heat Curling Lotion	[10 oz/300 ml]	$6.00	$12.00
Thyme Volumizing Gel-Mousse	[7 oz/200 ml]	$7.13	$14.25
Oak Tree Firm Hold Aerated Hair Spray	[10 oz/300 g]	$6.00	$12.00
Sundew Shine Spray	[1.7 oz/50 ml]	$6.00	$12.00
Oak Bark Gel	[4 oz/120 g]	$4.38	$8.75
Linden Mousse	[8 oz/230 g]	$6.00	$12.00
Cypress Setting Lotion	[10 oz/300 ml]	$6.50	$13.00
Slippery Elm Polishing Gloss	[4 oz/120 g]	$11.00	$22.00
Almond Tree Molding Putty	[4 oz/120 g]	$9.00	$18.00
Chamomile Hair Therapy Oil	[1 oz./30 ml]	$8.25	$16.50
Mint Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50
Tea Tree Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

Last Rev: 12/12/01



Purchase:

1 - Peep Show (Allure/Coy/Envy) Eye Shadow Trio
1 - Lip Lacquer (Sugar & Rush) Double-Ended Lip Gloss
1 - Cheek Tint (Gel-ous)
1 - Aero Glow (Golden Rose) Shimmering Body Spray

Receive Free:

Clear Clutch Bag with Shoulder Strap

US Salon Price: $31.00 • CN Salon Price: $52.30 (CAD)

SALON OPENER

Purchase:
5 - Peep Show (Allure/Coy/Envy) Eye Shadow Trios
5 - Lip Lacquer (Sugar & Rush) Double-Ended Lip Glosses
5 - Cheek Tints (Gel-ous)
5 - Aero Glow (Golden Rose) Shimmering Body Sprays

Receive Free:
1 - Sex Symbol Super Natural Love Display with Shelf Talker/Table Tent
1 of each product as a tester

US Salon Price: $155.00 • CN Salon Price: $261.50 (CAD)
US Salon Value: $186.00 • CN Salon Value: $313.80 (CAD)

Save 17%

* ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SH 0359

April/May 2002 Promotions

SPECIAL SPRING OFFER!

Limited Time Only!

healthy SEXY HAIR

healthy SEXY HAIR
SOYMILK CONDITIONER
*Healing and soothing nourishment for the hair
Conditionneur au lait de soja
Acondicionador de leche de soja
Soja Milch Pflegespülung
1 Gallon (3.79 L)

healthy SEXY HAIR
SOYMILK SHAMPOO
*Nourishing cleanser.
Shampooing au lait de soja
Champu de leche de soja
Soja Milch Shampoo
1 Gallon (3.79 L)

Healthy Sexy Hair SoyMilk Shampoo & Healthy Sexy Hair SoyMilk Conditioner Gallon Size - 135.3 fl oz!

Purchase either:
Healthy Sexy Hair SoyMilk Shampoo, 135.3 fl oz
or
Healthy Sexy Hair SoyMilk Conditioner, 135.3 fl oz

At one low price!

US Salon Price: $14.99 CN Salon Price: $24.95 (CAD)
US Salon Value: $22.50 CN Salon Value: $37.95 (CAD)

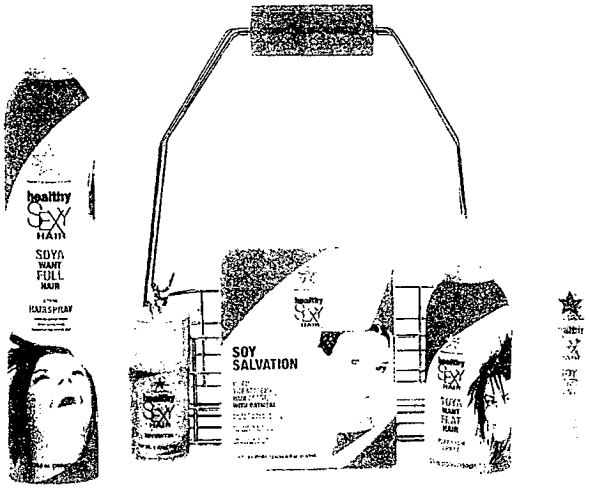
(Pumps sold separately) **Save 33%** SH 0115

*All Canadian pricing is suggested. Please contact your distributor for confirmed pricing.

STILL AVAILABLE:

(Quantities limited - while supplies last.)

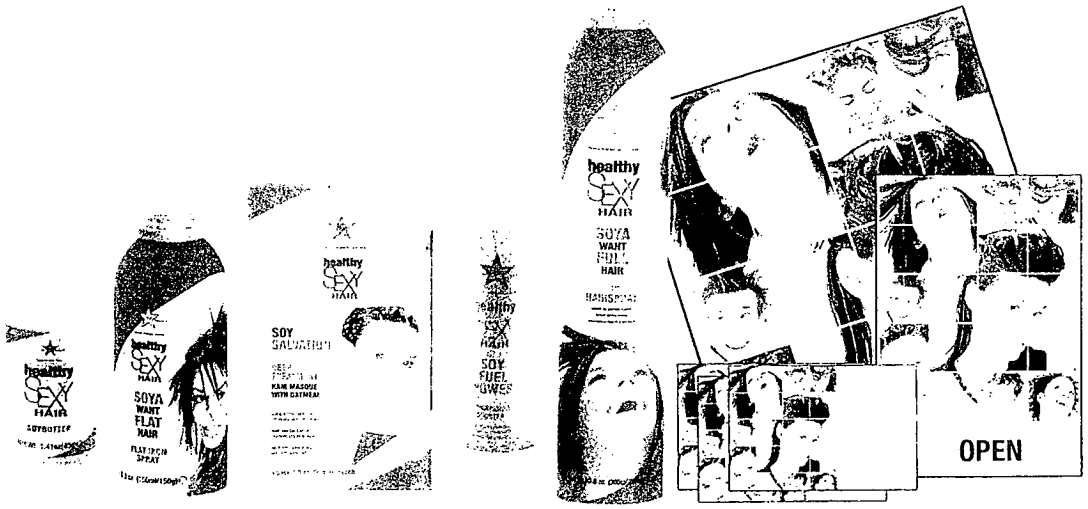
NEW Healthy Sexy Hair Stylist Trial Basket



Purchase:
1-Soy Fuel Power Conditioner Booster 1 fl oz
1-Soy Salvation Deep Treatment Hair Masque (6-1 fl oz packs)
1-Soy Butter Pure Shine 1.41 oz
1-Soya Want Full Hair Firm Hair Spray 10.6 oz
1-Soya Want Flat Hair Flat Iron Spray 5.3 oz

Receive Free:
1-Stylist Basket & Healthy Sexy Hair Brochure

U.S. Salon Price: $37.71
Canadian Salon Price: $63.50 (CAD)



NEW Healthy Sexy Hair Opener

Purchase:
4-Soy Fuel Power Conditioner Booster 1 fl oz
4-Soy Salvation Deep Treatment Hair Masque (6-1 fl oz packs)
4-Soy Butter Pure Shine 1.41 oz
4-Soya Want Full Hair Firm Hair Spray 10.6 oz
4-Soya Want Flat Hair Flat Iron Spray 5.3 oz

Receive Free:
1 of each product as testers
10-Healthy Sexy Hair Consumer Brochures
1-Healthy Sexy Hair Decal
1-Healthy Sexy Hair Poster

U.S. Salon Price: $150.84 (Salon Value: $188.55) **Save 20%**
Canadian Salon Price: $277.75 (CAD)

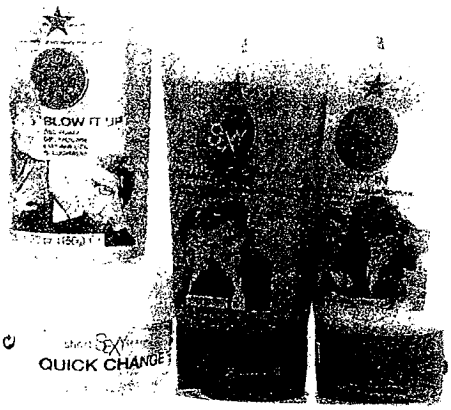
SH 0116

*All Canadian pricing is suggested. Please contact your distributor for confirmed pricing.

Hair SEXY Concepts

April/May 2002 Promotions

SPRING INTO SAVINGS!



SHORT SEXY HAIR BAG DEAL

Purchase at a special price:
1 – Short Sexy Hair Slept In Texture Crème 4.2 fl. oz.
1 – Short Sexy Hair Hard Up Gel 4.2 fl. oz.
1 – Short Sexy Hair Quick Change Shaping Balm 1.7 fl. oz.
1 – Short Sexy Hair Blow It Up Gel Foam 5.3 oz.

US Salon Price: $15.00 • CN Salon Price: $27.20 (CAD)
US Salon Value: $22.50 • CN Salon Value: $37.95 (CAD)
US Save 33% CN Save 28%

*All Canadian pricing is suggested. Please contact your distributor for confirmed pricing.

shortsexyhair

PROPERTY OF MICHAEL O'ROURKE

SEXY HAIR CONCEPTS

MAY/JUNE 2002 PROMOTIONS

PROPERTY OF MICHAEL O'ROURKE

NEW

healthysexyhair

MEGA MOISTURE MEANS HEALTHY HAIR!

3 NEW PRODUCTS GIVE EXTRA MOISTURE & STRENGTH!

SALON OPENER

Purchase:

5- Healthy Sexy Hair SoyMilk Moisture Shampoo 13.5 fl oz

5- Healthy Sexy Hair Soy Potion Miraculous Leave-In Treatment 5.1 fl oz

5- Healthy Sexy Hair Soy Gelatine Firm Holding Gel 4.4 oz

Receive Free*:

1 of each product as a tester

10 Sexy Hair Consumer Brochures

1 Easel Card

*US Only

US Salon Price: $93.55 • CN Salon Price: $172.25 (CAD)

US Salon Value: $112.26 • CN Salon Value: $189.30 (CAD)

Save: 17% **Save: 9%**

TRIAL PACK

Purchase:

1- Healthy Sexy Hair SoyMilk Moisture Shampoo 13.5 fl oz

1- Healthy Sexy Hair Soy Potion Miraculous Leave-In Treatment 5.1 fl oz

1- Healthy Sexy Hair Soy Gelatine Firm Holding Gel 4.4 oz

Receive Free:

1 Healthy Sexy Hair POP Display Box

1 Sexy Hair Consumer Brochure

US Salon Price: $18.71 • CN Salon Price: $31.55 (CAD)

SH 0118

Healthy Sexy Hair News! We listened to you! (See back for details)

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SEXsymbol

SEX SYMBOL SUMMER 2002 - "I ♥ SHINE" DISPLAY

Purchase:

5 – "I ♥ Shine" Duos

Each "I ♥ Shine" Duo includes a Peep Show Sparkling Water Colors Eye Shadow Trio (Pale Green/Pale Blue/Pale Gold) and a Lip Lacquer Double-Ended Lip Gloss (Shimmer/Shine) in clear plastic bag

Receive Free:

1-Peep Show Sparkling Water Colors Eye Shadow Trio Tester
1-Lip Lacquer Double-Ended Lip Gloss Tester
1-"I ♥ Shine" Counter Display

US Salon Price: $49.88 • CN Salon Price: $91.90 (CAD)
US Sugg. Retail Price: • CN Sugg. Retail Price:
Each "I ♥ Shine" Duo: $19.95 Each "I ♥ Shine" Duo: $29.99 (CAD)

NEW SIZE! SEX SYMBOL AERO TAN TEMPORARY TANNING SPRAY 5.3 OZ DISPLAY

Purchase:

5-Sex Symbol Aero Tan Temporary Tanning Spray 5.3 oz

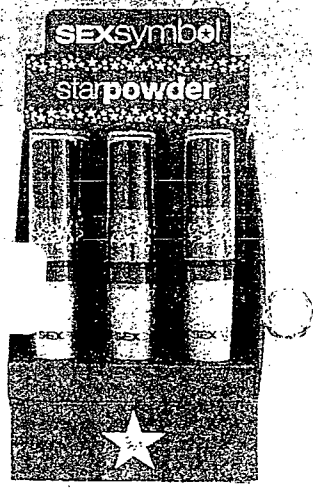
Save 17%

Receive Free:

1-Sex Symbol Aero Tan Temporary Tanning Spray 5.3 oz as tester
1-Aero Tan Counter Display Box

US Salon Price: $37.50 • CN Salon Price: $63.25 (CAD)
US Salon Value: $45.00 • CN Salon Value: $75.90 (CAD)
US Sugg. Retail Price: • CN Sugg. Retail Price:
Each Aero Tan 5.3 oz: $15.00 Each Aero Tan 5.3 oz: $21.00 (CAD)

SEX SYMBOL TOAST-O-MATIC STAR POWDER DISPLAY



Purchase:

5-Sex Symbol Toast-O-Matic Star Powder Shimmer Dusters

Save 21%

Receive Free:

1-Sex Symbol Toast-O-Matic Star Powder as a tester
1- Star Powder Counter Display Box

US Salon Price: $42.48 • CN Salon Price: $71.69 (CAD)
US Salon Value: $64.50 • CN Salon Value: $108.90 (CAD)
US Sugg. Retail Price: • CN Sugg. Retail Price:
Each Toast-O-Matic Star Powder: $16.99 Each Toast-O-Matic Star Powder: $23.69 (CAD)
US Sugg. Retail Value: • CN Sugg. Retail Value:
Each Toast-O-Matic Star Powder: $21.50 Each Toast-O-Matic Star Powder: $29.99 (CAD)

SH 0119

SEXY HAIR CONCEPTS PRICING LIST

▼ BIG SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.99	$19.99
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Big Time Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$9.25	$15.40

▼ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.15
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.15
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.58
Frenzy Bulked-Up Texture Compound [2.5 oz]	$7.75	$15.50	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$5.98	$11.95	$9.99	$16.65

▼ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
[illegible]tioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
[illegible]tioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25

▼ CURE 4

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Cure4 Dull Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Dry Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Chemically Treated Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85
Cure4 Fine Hair [3.4 fl oz]	$2.50	$4.99	$4.70	$7.85

▼ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Curl Power Curl Enhancing Foam [8.5 fl oz]	$5.98	$11.95	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$8.40	$14.00

▼ HOT SEXY HIGHLIGHTS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
[illegible] Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
[illegible]rown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Whipped Up Gel Foam [7 oz]	$5.98	$11.95	$9.95	$16.65
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$6.48	$12.95	$10.95	$18.25
Aero Color Spray (Polyester Pink, Denim Flare Blue) [3.5 oz]	$5.98	$11.95	$9.99	$16.65
	$5.98	$11.95	$9.99	$16.65

▼ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
COMING SOON AT YOUR REQUEST:				
SoyMilk Shampoo [13.5 fl oz]	$4.98	$9.95	$8.42	$13.99
SoyMilk Conditioner [13.5 fl oz]	$5.98	$11.95	$9.99	$16.65
SoyMilk Shampoo [8.5 fl oz] (While Supplies Last)	$3.98	$7.95	$6.70	$11.15
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
SoyMilk Moisture Shampoo [13.5 fl oz]	$5.48	$10.95	$9.25	$15.40
SoyMilk Conditioner [8.5 fl oz] (While Supplies Last)	$4.98	$9.95	$8.35	$13.90
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Potion Miraculous Leave-In Treatment [5.1 fl oz]	$6.75	$13.50	$11.35	$18.95
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99
Soyl Sculpting & Braiding Clay [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Gelatine Firm Holding Gel [4.4 oz]	$6.48	$12.95	$10.95	$18.25

▼ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Color Stabilizing Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Titanium Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Wheat Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Black Cat Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Foxy Brown Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Red Hot Mama Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

▼ U.S. RUMBLE BOYS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Limited Edition Bad Dawg Wax [.50 oz]	Limited Edition		Limited edition	
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50	$9.50	$15.85
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95	$9.50	$15.85
War Paint For Body And Hair [.66 oz]	$5.75	$11.50	$8.60	$14.50
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95	$7.50	$12.50
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Axel Grease Hold And Shine Pomade [1.8 oz]	$5.75	$11.50	$8.60	$14.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95	$7.50	$12.50

▽ SEX SYMBOL - COSMETIC ENHANCERS

NEW SIZE!!!:	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Aero Tan Temporary Tanning Spray [5.3 oz]	$7.50	$15.00	$12.65	$21.00
SUPER NATURAL LOVE COLLECTION (NEW!):				
Peep Show (Allure/Coy/Envy) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95

The color of crushed seashells, Allure is a pale shimmer that sweeps across eyelids for a smooth finish; Coy is a soft, delicate caramel perfect for smudging in eyelid creases; and Envy is a sparkling jaded green with flecks of turquoise and silver for an unassuming, yet inviting, sheen. Peep Show crème-to-powder eye shadows apply like a cream and dry to a powder for a flawless look.

Lip Lacquer (Sugar & Rush) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00

A delectable gloss duo that combines shine with the electricity of a sweet kiss! Sugar is a soft vanilla frosting-like glaze with just a hint of color, and Rush is a sheer, golden-fused pink for a kissable pout. Glosses can be used alone for pure shine, together or on top of a favorite lipstick.

Cheek Tint (Gel-ous)	$7.50	$15.00	$12.65	$21.00

A new addition to the Sex Symbol line, Cheek Tint is a gelatin-like blush that is sheer and transparent or can be layered for a more dramatic appearance. With just a hint of fresh wild berries, Gel-ous flushes cheeks with a tint of color -- like a bowl of cherry gelatin. Simply sweep across cheeks using either fingertips or cosmetic sponge.

Aero Glow (Golden Rose) Shimmering Body Spray	$7.50	$15.00	$12.65	$21.00

For a luminescent shine, spray Golden Rose Shimmering Body Spray anywhere on the body and it will accentuate sexy, bare shoulders and midriffs. The fresh and sweet pear berry fragrance will remind you of a blissful day in spring. Aero Glow is not a sunscreen and does not protect against UV or UVB rays.

SEDUCE COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Lip Lacquer (Bella Donna & Last Kiss) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00
Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95
Hot Cheeks (Cheeky) Cheek Stick	$7.50	$15.00	$12.65	$21.00
Star Powder (Snow Kiss) Shimmer Dust Powder	$10.75	$21.50	$18.15	$29.99

NUDE BEACH COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	CANADIAN (SUGG.) Salon Price	CANADIAN (SUGG.) Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$30.25
Orgazmic Dust (Blush-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$30.25
Hot Cheeks (Sun Burnt) pH Sticks	$7.50	$15.00	$12.65	$21.00
Lip Lube (Boy Bait) Lip Gloss	$5.75	$11.50	$9.65	$16.00

GLITTERATZY COLLECTION: (available while supplies last)	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Hot Cheeks (Love Struck) Bronzer Stick	$7.50	$15.00	$12.65	$21.00
Peep Show (Erotica) Eye Shadow	$5.50	$11.00	$9.25	$15.40
Starry Eyed (Raunchy/Righteous) Eye Pencil Duo	$8.50	$17.00	$14.35	$23.90
Lip Lube (Luscious) Lip Gloss	$5.75	$11.50	$9.65	$16.00

▽ FORMULAS BY ECOLY

	Available sizes	U.S. Salon Price	U.S. Sugg. Retail
Papaya Dry Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Papaya Dry Hair Shampoo	[16.9 oz/500 ml]	$7.25	$14.50
Papaya Dry Hair Shampoo	[33.8 oz/1000 ml]	$12.00	$24.00
Papaya Dry Hair Shampoo	[Gallon/3.8 l]	$30.00	
Cucumber Oily Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Cucumber Oily Hair Shampoo	[16.9 oz/500 ml]	$6.00	$12.00
Cucumber Oily Hair Shampoo	[33.8 oz/1000 ml]	$11.00	$22.00
Cucumber Oily Hair Shampoo	[Gallon/3.8 l]	$28.50	
Primrose Daily Shampoo	[10 oz/300 ml]	$3.88	$7.25
Primrose Daily Shampoo	[16.9 oz/500 ml]	$5.63	$11.25
Primrose Daily Shampoo	[33.8 oz/1000 ml]	$10.50	$21.00
Primrose Daily Shampoo	[Gallon/3.8 l]	$26.50	
Extra Moisture Conditioner	[5.1fl oz/150 ml]	$5.98	$11.95
Intense Hair Repair Protein Reconstructor	[4.2fl oz/125 ml]	$5.98	$11.95
Tri-Wheat Leave-In Conditioner	[10 oz/300 ml]	$6.50	$13.00
Tri-Wheat Leave-In Conditioner	[16.9 oz/500 ml]	$10.75	$21.50
Tri-Wheat Leave-In Conditioner	[33.8 oz/1000 ml]	$15.50	$31.00
Tri-Wheat Daily Use Reconstructor	[10 oz/300 ml]	$8.25	$16.50
Tri-Wheat Daily Use Reconstructor	[16.9 oz/500 ml]	$15.00	$30.00
Tri-Wheat Daily Use Reconstructor	[33.8 oz/1000 ml]	$24.00	$48.00
Tri-Wheat Daily Use Reconstructor	[Gallon/3.8 l]	$53.00	
Sage Weightless Conditioner & Detangler	[10 oz/300 ml]	$4.13	$8.25
Sage Weightless Conditioner & Detangler	[16.9 oz/500 ml]	$6.13	$12.25
Sage Weightless Conditioner & Detangler	[33.8 oz/1000 ml]	$11.00	$22.00
Sage Weightless Conditioner & Detangler	[Gallon /3.8 l]	$28.50	
Rosemary Mint Scalp Stimulating Treatment	[10 oz/300 ml]	$7.50	$15.00
Rosemary Mint Scalp Stimulating Treatment	[33.8 oz/1000 ml]	$19.50	$39.00
Willow Bark Heat Curling Lotion	[10 oz/300 ml]	$6.00	$12.00
Thyme Volumizing Gel-Mousse	[7 oz/200 ml]	$7.13	$14.25
Oak Tree Firm Hold Aerated Hair Spray	[10 oz/300 g]	$6.00	$12.00
Sundew Shine Spray	[1.7 oz/50 ml]	$6.00	$12.00
Oak Bark Gel	[4 oz/120 g]	$4.38	$8.75
Linden Mousse	[8 oz/230 g]	$6.00	$12.00
Cypress Setting Lotion	[10 oz/300 ml]	$6.50	$13.00
Slippery Elm Polishing Gloss	[4 oz/120 g]	$11.00	$22.00
Almond Tree Molding Putty	[4 oz/120 g]	$9.00	$18.00
Chamomile Hair Therapy Oil	[1 oz./30 ml]	$8.25	$16.50
Mint Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50
Tea Tree Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

Last Rev: 03/13/02

STOCK UP NOW ON SEXY DUO PACKS

BIG SEXY HAIR ROOT PUMP WITH FREE HOT SEXY HIGHLIGHTS CONDITIONER

Purchase:

1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz

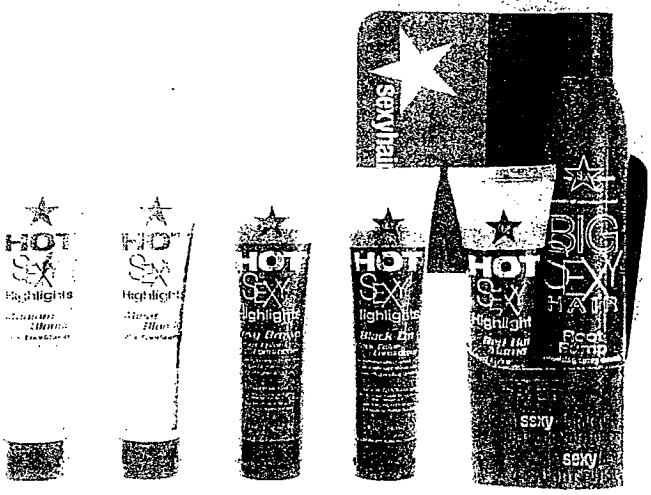
Receive Free:

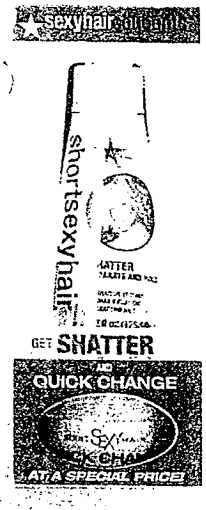
1-Hot Sexy Highlights Color Conditioner 5.1 oz (your choice)

US Salon Price: $6.50 • CN Salon Price: $10.95 (CAD)
US Salon Value: $12.48 • CN Salon Value: $20.90 (CAD)
US Sugg. Retail Price: $13.00 • CN Sugg. Retail Price: $18.25 (CAD)
US Sugg. Retail Value: $24.95 • CN Sugg. Retail Value: $34.90 (CAD)

Save 48%

(Products will be banded.)





SHORT SEXY HAIR QUICK CHANGE WITH NEW SHATTER SPRAY

Purchase at a Special Price:

1-Quick Change Shaping Balm 1.7 fl oz
1-**NEW** Shatter Separate & Hold Spray 4.2 fl oz

US Salon Price: $9.98 • CN Salon Price: $16.75 (CAD)
US Salon Value: $11.73 • CN Salon Value: $19.69 (CAD)
US Sugg. Retail Price: $19.95 • CN Sugg. Retail Price: $27.88 (CAD)
US Sugg. Retail Value: $23.45 • CN Sugg. Retail Value: $32.80 (CAD)

Save 15%

(Products will be boxed.)

STRAIGHT SEXY HAIR POWER STRAIGHT WITH SHINE ON

Purchase at a Special Price:

1-Straight Sexy Hair Power Straight 3.4 fl oz
1-Straight Sexy Hair Shine On 3.4 fl oz

US Salon Price: $8.48 • CN Salon Price: $14.25 (CAD)
US Salon Value: $12.95 • CN Salon Value: $21.90 (CAD)
US Sugg. Retail Price: $16.95 • CN Sugg. Retail Price: $23.75 (CAD)
US Sugg. Retail Value: $25.90 • CN Sugg. Retail Value: $36.50 (CAD)

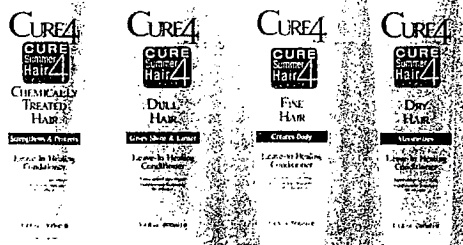
Save 35%

(Products will be boxed.)

SH 0122

STOCK UP NOW TO CURE SUMMER HAIR PROBLEMS

SAVE 10% ON ALL CURE4 PRODUCTS

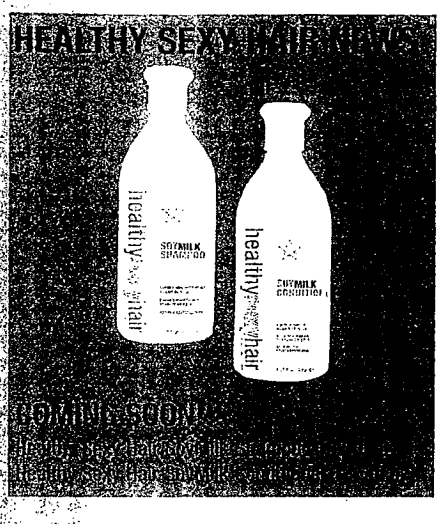


Purchase at 10% off:

Cure4 Dry Hair 3.4 oz
Cure4 Dull Hair 3.4 oz
Cure4 Fine Hair 3.4 oz
Cure4 Chemically Treated Hair 3.4 oz

US Salon Price: $2.25 • CN Salon Price: $4.23 (CAD)
US Salon Value: $2.50 • CN Salon Value: $4.70 (CAD)
US Sugg. Retail Price: $4.50 • CN Sugg. Retail Price: $7.07 (CAD)
US Sugg. Retail Value: $4.99 • CN Sugg. Retail Value: $7.85 (CAD)

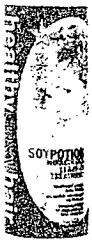
(Products will be stickered.)



NEW HEALTHY SEXY PRODUCT INFORMATION

SOY MILK MOISTURE SHAMPOO

- Drenches hair with extra moisture
- Gently clenses and strengthens the hair
- Creates a healthy shine



SOYPOTION
MIRACULOUS LEAVE-IN TREATMENT

- All day repair for the hair
- Gives intense moisture and strength without weight
- Leaves hair healthy, shiny and managable

USE ON DAMP HAIR

SOY GELATINE
FIRM HOLDING GEL

- Gives firm, all day hold
- Delivers moisture and protein while styling
- Never flakes

USE ON DAMP OR DRY HAIR

INNER CREATIVITY

Inside every hairdresser is a complex synergy of art and energy that separates us from the norm. Celebrate your uniqueness. Be true to your creativity and listen to your inner voice. Practice this and all that you wish for will be yours.

Michael O'Rourke

Founder and CEO, Sexy Hair Concepts

09SHMJ02

SH 0123

sexyhairconcepts™

big sexy hair

NEW DOOR PROGRAM

Purchase:

4-Big Sexy Hair Big Volume Shampoo 8.5 fl oz
4-Big Sexy Hair Big Volume Conditioner 8.5 fl oz
4-Big Sexy Hair Volumizing Detangler 8.5 fl oz
4-Big Sexy Hair Blow Dry Gel 8.5 fl oz
4-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz
4-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
4-Big Sexy Hair Spray & Play Hairspray 10.6 oz

Receive Free:

1-Big Sexy Hair Big Volume Shampoo 33.8 fl oz
1-Big Sexy Hair Big Volume Conditioner 33.8 fl oz
2-Big Sexy Hair Volumizing Detangler 8.5 fl oz
2-Big Sexy Hair Blow Dry Gel 8.5 fl oz
2-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz
2-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
2-Big Sexy Hair Spray & Play Hairspray 10.6 oz
10-each Big Sexy Hair Shampoo, Conditioner and Blow Dry Gel Foil Samples

- US Salon Price: $148.64 • CN Salon Price: $249.56 (CAD)
- US Salon Value: $234.04 • CN Salon Value: $393.44 (CAD)

Save 36%

BIG SEXY HAIR BIG VOLUME SHAMPOO & CONDITIONER GALLONS

Limited Time Offer!

Purchase:

1-Big Sexy Hair Big Volume Shampoo 1 gallon
OR
1-Big Sexy Hair Big Volume Conditioner 1 gallon

- US Salon Price: $14.99 • CN Salon Price: $27.60 (CAD)
- US Salon Value: $22.50 • CN Salon Value: $37.99 (CAD)

Save 33% Save 27%

(Special offer - available only while supplies last!)

SH 0124

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

big sexy & healthy sexy hair

SEXY HAIR SPRAY AT A SPECIAL PRICE

Purchase at a special price:
1-Big Sexy Hair Spray And Play Volumizing Hairspray 10.6 oz
OR
1-Healthy Sexy Hair Soya Want Full Hair Firm Hold Hair Spray 10.6 oz

- US Salon Price: $4.98 • CN Salon Price: $8.65 (CAD)
- US Salon Value: $6.50+ • CN Salon Value: $10.95+ (CAD)
- US Sugg. Retail Price: $9.95 • CN Sugg. Retail Price: $14.40 (CAD)
- US Sugg. Retail Value: $13.00+ • CN Sugg. Retail Value: $18.00+ (CAD)

Save over 20%

(Products will be stickered for US distribution only.)

healthy sexy hair

HEALTHY SEXY HAIR SUMMER CARE DUO

Purchase:
1-Healthy Sexy Hair Soy Butter Pure Shine 1.41 oz
Receive Free:
1-Healthy Sexy Hair Soy Tri-Wheat Leave-In Conditioner 8.5 fl oz

- US Salon Price: $7.75 • CN Salon Price: $13.00 (CAD)
- US Salon Value: $13.23 • CN Salon Value: $22.25 (CAD)
- US Sugg. Retail Price: $15.50 • CN Sugg. Retail Price: $21.95 (CAD)
- US Sugg. Retail Value: $26.45 • CN Sugg. Retail Value: $37.35 (CAD)

Save 41%

BIGGER IS BETTER! HEALTHY SEXY HAIR SOY TRI-WHEAT LEAVE IN CONDITIONER *NOW AVAILABLE IN LITERS*

Purchase:
1-Healthy Sexy Hair Soy Tri-Wheat Leave-In Conditioner 33.8 fl oz

- US Salon Price: $9.98 • CN Salon Price: $18.40 (CAD)
- US Salon Value: $15.00 • CN Salon Value: $25.40 (CAD)
- US Sugg. Retail Price: $19.95 • CN Sugg. Retail Price: $30.65 (CAD)
- US Sugg. Retail Value: $30.00 • CN Sugg. Retail Value: $42.30 (CAD)

Save 34% Save 28%

HEALTHY SEXY HAIR SHAMPOO & [illegible]

Purchase at a special price:
1-Healthy Sexy Hair Shampoo 8.5 fl oz
1-Healthy Sexy Hair Conditioner 8.5 fl oz

SH 0125

- US Salon Price: $6.00 CN Salon Price: $10.10 (CAD)
- US Salon Value: $8.95 CN Salon Value: $15.05 (CAD)
- US Sugg. Retail Price: $12.00 CN Sugg. Retail Price: $16.80 (CAD)
- US Sugg. Retail Value: $17.90 CN Sugg. Retail Value: $25.05 (CAD)

Save [illegible]

(Products will be shrinkbanded. Stickered for US distribution only.)

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING. 09SHJJ02

concepts™

JULY/AUGUST 2002 PROMOTIONS

sexyhairconcepts™

bigsexyhair

BIG SEXY HAIR NEW PRODUCTS OPENER

Purchase:

5-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
5-Big Sexy Hair Dense Thickening Spray 8.5 fl oz
5-Big Sexy Hair Big Shine - Shine Spray 2.5 fl oz
5-Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz

Receive Free*:

1 of each product
1-Easel Card
1-Big Sexy Hair Styling Video
10-Sexy Hair Concepts Consumer Brochures

* U.S. ONLY

- **US Salon Price: $127.20**
- **US Salon Value: $165.14**

Save 23%

- **CN Salon Price: $234.25 (CAD)**
- **CN Salon Value: $270.60 (CAD)**

Save 13%

BIG SEXY HAIR NEW PRODUCTS TRIAL BOX

Purchase:

1-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
1-Big Sexy Hair Dense Thickening Spray 8.5 fl oz
1-Big Sexy Hair Big Shine - Shine Spray 2.5 fl oz
1-Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz

Receive Free:

1-Trial Box/POP Display
1-Sexy Hair Concepts Consumer Brochure

- **US Salon Price: $25.44**
- **CN Salon Price: $42.85 (CAD)**

SH 0126

SEE BACK PAGE FOR MORE INFORMATION ON NEW PRODUCTS

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

sexyhairconcepts™

big sexy hair &

BIG SEXY HAIR ROOT PUMP PLUS HUMIDITY RESISTANT VOLUMIZING SPRAY MOUSSE WITH $1.00 SEX SYMBOL HOT CHEEKS (RETAIL)

Purchase:
1-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
1-Sex Symbol Hot Cheeks Cheek Stick (Sunburnt or Love Struck*) for $1.00 (Retail)

- US Salon Price: $7.75
- US Salon Value: $14.75
- US Sugg. Retail Price: $15.50
- US Sugg. Retail Value: $29.50
- CN Salon Price: $13.10 (CAD)
- CN Salon Value: $24.64 (CAD)
- CN Sugg. Retail Price: $21.75 (CAD)
- CN Sugg. Retail Value: $40.99 (CAD)

Save 47%

(Products will be shrinkbanded. Stickered for US distribution only. *Color choice not available.)

BIG SEXY HAIR ROOT PUMP VOLUMIZING SPRAY MOUSSE WITH FREE SEX SYMBOL LIP LUBE LIP GLOSS

Purchase:
1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz
Receive Free:
1-Sex Symbol Lip Lube Lip Gloss (Luscious or Boy Bait*)

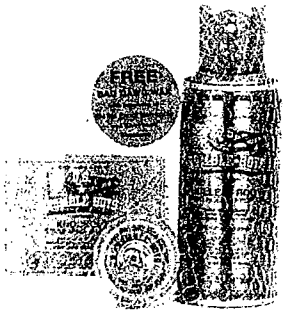
- US Salon Price: $6.50
- US Salon Value: $12.25
- US Sugg. Retail Price: $13.00
- US Sugg. Retail Value: $24.50
- CN Salon Price: $10.95 (CAD)
- CN Salon Value: $20.60 (CAD)
- CN Sugg. Retail Price: $18.25 (CAD)
- CN Sugg. Retail Value: $34.25 (CAD)

Save 47%

(Products will be shrinkbanded. Stickered for US distribution only. *Color choice not available.)

U.S. RUMBLE BOYS

RUMBLE BOYS BULLET PROOF & KNOCKOUT SHAMPOO WITH FREE BAD DAWG WAX



Purchase at a special price:
1-Bullet Proof Hairspray 5.3 oz
1-Knockout Stimulating Shampoo 8.5 fl oz
Receive Free:
1-Bad Dawg Wax Limited Edition .5 oz

- US Salon Price: $6.98
- US Salon Value: $10.96
- US Sugg. Retail Price: $13.95
- US Sugg. Retail Value: $21.92
- CN Salon Price: $11.20 (CAD)
- CN Salon Value: $17.45 (CAD)
- CN Sugg. Retail Price: $18.65 (CAD)
- CN Sugg. Retail Value: $29.10 (CAD)

Save 36%

(Products will be bagged with hangtag.)

SH 0127

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

short hair

SHORT SEXY HAIR HARD UP GEL BONUS SIZE - 100% MORE FREE!

Purchase:
Short Sexy Hair Hard Up Gel 8.5 fl oz for the 4.2 fl oz Price

- US Salon Price: $5.25
- US Salon Value: $10.50
- US Sugg. Retail Price: $10.50
- US Sugg. Retail Value: $21.00
- CN Salon Price: $8.85 (CAD)
- CN Salon Value: $17.75 (CAD)
- CN Sugg. Retail Price: $14.75 (CAD)
- CN Sugg. Retail Value: $29.50 (CAD)

Save 50%

backtoschoolbargains

STOCK UP ON LITERS!
BACK TO SCHOOL SPECIAL 2 FOR $20 RETAIL*

Purchase any of these Shampoo and Conditioner Duos :
Big Sexy Hair Shampoo & Conditioner Liters
Curly Sexy Hair Shampoo & Conditioner Liters
Healthy Sexy Hair SoyMilk Shampoo & Conditioner Liters
Straight Sexy Hair Shampoo & Conditioner Liters

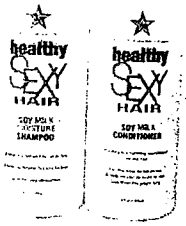
- US Salon Price: $10.00
- US Salon Value: $17.50
- US Sugg. Retail Price: $20.00
- US Sugg. Retail Value: $35.00
- CN Salon Price: $18.25 (CAD)
- CN Salon Value: $32.00 (CAD)
- CN Sugg. Retail Price: $30.50 (CAD)
- CN Sugg. Retail Value: $53.30 (CAD)

Save 43%

(*Products will be shrinkbanded. Stickered 2 for $20 for US distribution only.)

healthysexyhair

NEW HEALTHY SEXY HAIR SOYMILK MOISTURE SHAMPOO LITER WITH HEALTHY SEXY HAIR SOYMILK CONDITIONER LITER 2 FOR $22*



- US Salon Price: $11.00
- US Salon Value: $18.50
- US Sugg. Retail Price: $22.00
- US Sugg. Retail Value: $37.00
- CN Salon Price: $20.25 (CAD)
- CN Salon Value: $33.95 (CAD)
- CN Sugg. Retail Price: $33.75 (CAD)
- CN Sugg. Retail Value: $56.50 (CAD)

Save 40%

(*Products will be shrinkbanded. Stickered 2 for $22 for US distribution only.)

FORMULAS by ECOLY

FORMULAS BY ECOLY LITERS

Purchase your choice of any of these products, 33.8 oz:
Formulas By Ecoly Papaya Dry Hair Shampoo Liter
Formulas By Ecoly Primrose Daily Shampoo Liter
Formulas By Ecoly Cucumber Oily Hair Shampoo Liter
Formulas By Ecoly Sage Weightless Conditioner and Detangler Liter

- US Salon Price: $6.00
- US Salon Value: $10.50-12.00
- US Sugg. Retail Price: $12.00
- US Sugg. Retail Value: $21.00-24.00

Save up to 50%

(*Products will be stickered $12 for US distribution only.)

NEW sexy

• GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS!

DENSE THICKENING SPRAY

- The perfect, non-aerosol spray that thickens and volumizes hair
- Leaves hair extremely soft and FREE of that sticky product feel
- Delivers long lasting volume that's flexible and touchable
- Spray this weightless product into damp hair from roots to ends and blow-dry
- Contains Lavender Extract for lots of extra volume, with Aloe Vera and Evening Primrose Extracts for condition, moisture balance and soothing properties

SPRAY & PLAY HARDER FIRM VOLUMIZING HAIRSPRAY

- It's BIGGER,STRONGER and FASTER
- Fights humidity and damaging UV rays
- Faster drying and gives you more volume
- Extra Hydrolyzed Wheat Protein helps to moisturize hair
- Delivers a super shiny finish

FLIP IT OVER FULL AND WILD SPRAY

- This is a one of a kind product that brings BIG styling to the next level
- Specifically designed to give you extremely full and wild volume
- Flip your head over, spray onto the underside of dry hair, then scrunch it and tousle it
- Unique formula bonds to the hair for super fullness
- Contains Lavender Extract for lots of extra volume, Aloe and Evening Primrose Extracts for condition, moisture balance and soothing properties
- Also contains Panthenol to thicken the hair shaft.

BIG SHINE - SHINE SPRAY

- For a BIG finish
- Non-greasy and weightless so it won't flatten your BIG style
- Unique combination of ingredients plus Lemon Extract for ULTIMATE SHINE

CHECK OUT OUR WEBSITE! • WWW.SEXYHAIRCONCEPTS.COM • NEW LOOK • NEW LAYOUT • NEW INFORMATION!

SPEAKING OUT AGAINST DIVERSION

Diversion corrupts our synergy, weakens our strength as opinion leaders, and diminishes our capacity to earn. I, as stylist, salon owner, and manufacturer, am incensed from all perspectives. I don't believe that any manufacturer in our industry is exempt from this attack.

We at Sexy Hair Concepts are committed to:

- Terminate any distributors we find diverting products directly or indirectly.
- Ensuring distributors stop shipping to any salons known to be or suspected of diverting products.
- Work with other manufacturers to implement procedures which will minimize the ability to divert our product and to trace those responsible.
- Do everything in our power to legally stop retailers from selling diverted products.

I thank you for your support and hopefully together we can free our wonderful industry from this unfortunate plight.

Michael O'Rourke
Founder and CEO, Sexy Hair Concepts

09SHJA02

SH 0129

short sexy

3 HOT DEALS ON HOT SELLERS

Deal #1 • Big Savings with Blow It Up

Purchase:
1-Short Sexy Hair Blow It Up Gel Foam 5.3 oz

Receive Free:
1-Big Sexy Hair Big Volume Shampoo 8.5 fl oz

- US Salon Price: $5.75
- US Salon Value: $9.23
- US Sugg. Retail Price: $11.50
- US Sugg. Retail Value: $18.45

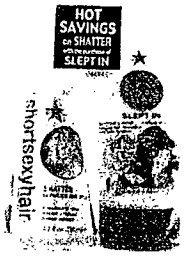
- CN Salon Price: $9.70 (CAD)
- CN Salon Value: $15.55 (CAD)
- CN Sugg. Retail Price: $16.15 (CAD)
- CN Sugg. Retail Value: $25.90 (CAD)

Save 36%

(Products will be shrinkbanded and stickered.)

Deal #2 • Hot Savings on Shatter with Purchase of Slept In

Purchase:
1-Short Sexy Hair Slept In Texture Crème 4.2 fl oz
1-Short Sexy Hair Shatter Separate & Hold 4.2 fl oz at a special price



- US Salon Price: $7.75
- US Salon Value: $11.73
- US Sugg. Retail Price: $15.50
- US Sugg. Retail Value: $23.45

- CN Salon Price: $13.00 (CAD)
- CN Salon Value: $19.69 (CAD)
- CN Sugg. Retail Price: $21.65 (CAD)
- CN Sugg. Retail Value: $32.80 (CAD)

Save 34%

(Products will be bagged and stickered.)

Deal #3 • Two Short Looks - One Great Price

Purchase at a special price:
1-Short Sexy Hair Quick Change Shaping Balm 1.7 fl oz
1-Short Sexy Hair Control Maniac Wax 1.8 oz

- US Salon Price: $7.50
- US Salon Value: $11.50
- US Sugg. Retail Price: $15.00
- US Sugg. Retail Value: $23.00

- CN Salon Price: $12.60 (CAD)
- CN Salon Value: $19.40 (CAD)
- CN Sugg. Retail Price: $21.00 (CAD)
- CN Sugg. Retail Value: $32.30 (CAD)

Save 34%

(Products will be shrinkbanded and stickered.)

SH 0130

DON'T MISS THIS!

Please be sure to see the July issue of *American Salon* magazine for a special message from Michael O'Rourke. Look for the keepsake pull-out insert.

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING. 09SHA02

short sexy hair concepts™

sexyhairconcepts™

AUGUST 2002 PROMOTIONS

SEXY RACK DEAL

Purchase 5 of each of the following:

Big Sexy Hair:
Big Volume Shampoo 8.5 fl oz
Big Volume Conditioner 8.5 fl oz
Blow Dry Volumizing Gel 8.5 fl oz
Volumizing Detangler 8.5 fl oz
Root Pump Volumizing Spray Mousse 10.6 oz.
Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
Spray & Play Volumizing Hairspray 10.6 oz.

Straight Sexy Hair:
Shampoo 8.5 fl oz
Conditioner 8.5 fl oz
Straight Aero Aerated Straightening Spray 8.8 oz
Power Straight Temporary Straightening Balm 3.4 fl oz
Smooth & Seal Aerated Anti-Frizz Spray 8.8 oz
Shine On Polishing Gloss 3.4 fl oz

Short Sexy Hair:
Blow It Up Gel Foam 5.3 oz
Control Maniac Wax 1.8 oz
Quick Change Shaping Balm 1.7 fl oz
Slept In Texture Crème 4.2 fl oz
Hard Up Hard Holding Gel 4.2 fl oz
Shatter Separate & Hold 4.2 fl oz
Frenzy Bulked Up Texture 2.5 oz

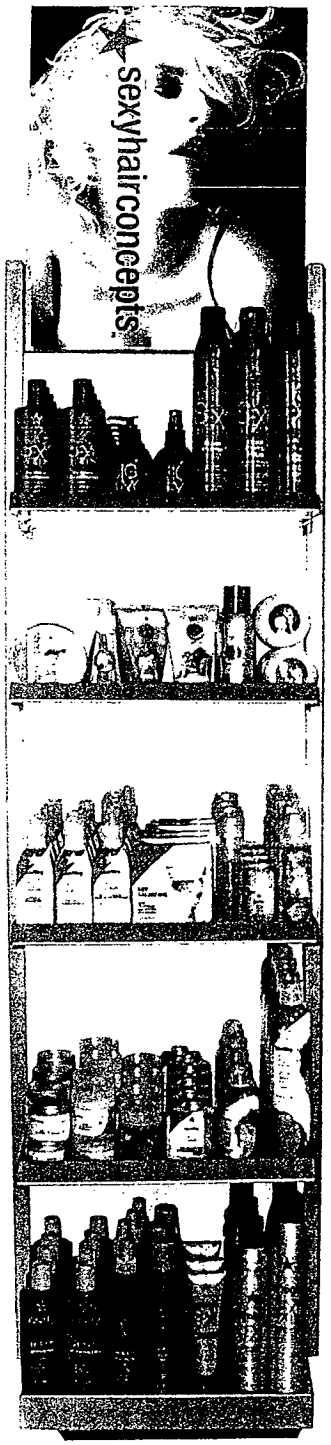
Curly Sexy Hair:
Shampoo 8.5 fl oz
Conditioner 8.5 fl oz
Curl Power Curl Enhancer 8.5 fl oz
Hot Curl Setting Lotion 8.5 fl oz

Healthy Sexy Hair:
SoyMilk Shampoo 13.5 fl oz
SoyMilk Moisture Shampoo 13.5 fl oz
SoyMilk Conditioner 13.5 fl oz
Soy Fuel Power Conditioner Booster 1 fl oz
Soy Salvation Deep Treatment Hair Masque
with Oatmeal (6-1 fl oz Packettes)
Soy Tri-Wheat Leave-In Conditioner 8.5 fl oz
Soy Potion Miraculous Leave-In Treatment 5.1 fl oz
Soy Smoothie Straightening Tonic 4.2 fl oz
Soy Paste Texture Pomade 1.8 fl oz
Soy Butter Pure Shine 1.41 oz
Soya Want Full Hair Firm Hairspray 10.6 oz
Soya Want Flat Hair Flat Iron Spray 5.3 oz
Soyl Braiding & Sculpting Clay 1.8 oz
Soy Gelatine Firm Holding Gel 4.4 oz

SH 0131

Receive Free:

1 of each product listed above PLUS
25 Foil Samples for each of the following products (325 in all):
Big Sexy Hair: Big Volume Shampoo, Big Volume Conditioner and Blow Dry Volumizing Gel
Straight Sexy Hair: Shampoo, Conditioner and Power Straight Temporary Straightening Balm
Short Sexy Hair: Slept In Texture Crème and Hard Up Hard Holding Gel
Curly Sexy Hair: Shampoo and Conditioner
Healthy Sexy Hair: SoyMilk Shampoo, SoyMilk Conditioner and Soy Smoothie Straightening Tonic
1-Sexy Hair Concepts Product Knowledge Video
1-Healthy Sexy Hair Product Knowledge Video
1-In-Salon Sexy Hair Concepts Cutting Class ($250 US Value)
1-NEW! Sexy Hair Concepts Double-Sided Retail Rack ($300 US Value)

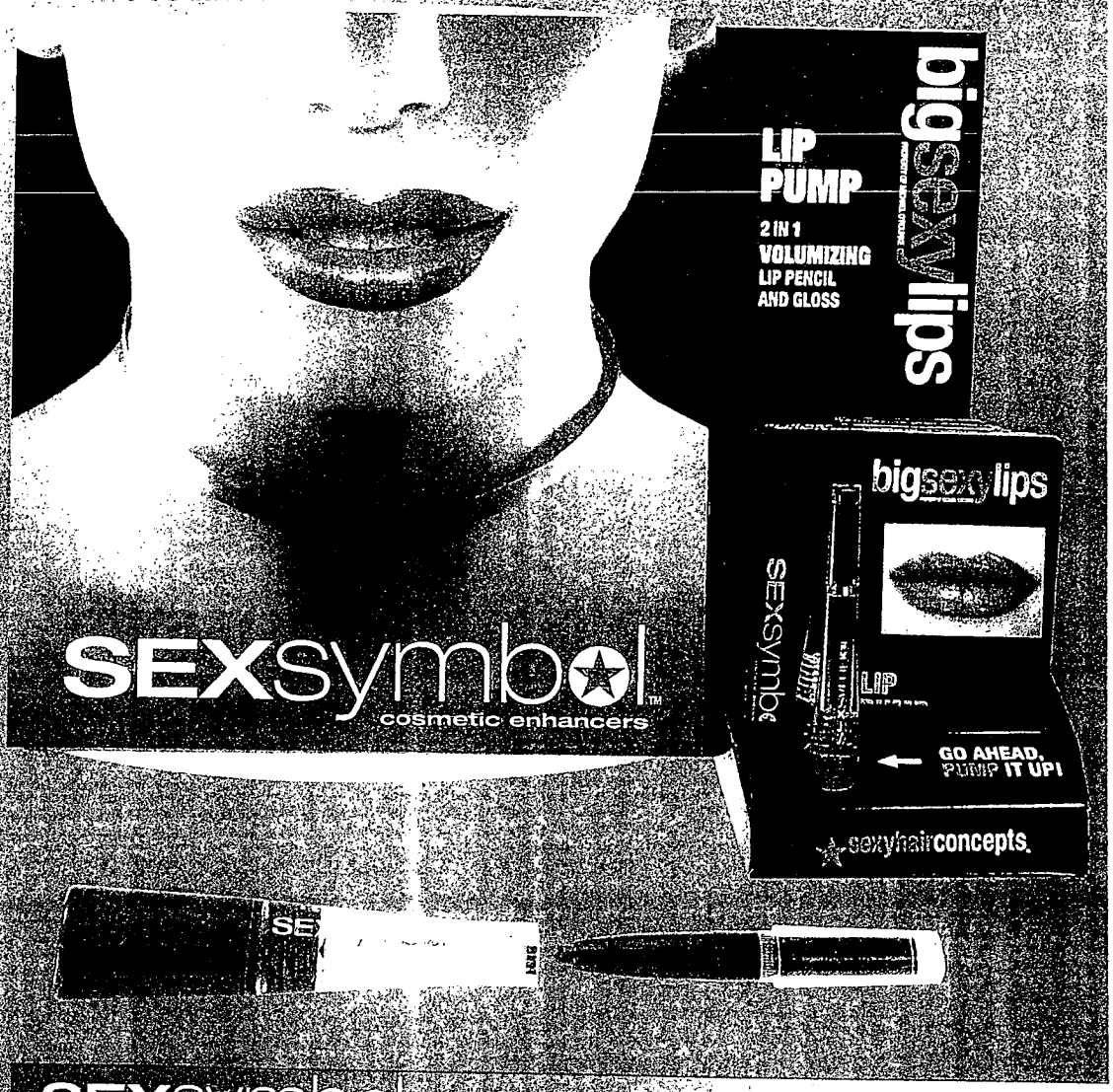


US Salon Price: $1,150.00
US Salon Value: $2,010.36
CN Salon Price: $1,882.55 (CAD)
CN Salon Value: $3,285.81 (CAD)

Save 43%

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SEPTEMBER 2002 PROMOTIONS



SEXsymbol cosmetic enhancers

INTRODUCES bigsexylips

Special Display Offer!
Purchase:
10 – Big Sexy Lips Lip Pump 2-in-1 Volumizing Lip Pencil and Gloss

Receive Free:
1 Big Sexy Lips Display
1 Big Sexy Lips Lip Pump 2-in-1 Volumizing Lip Pencil and Gloss as a tester

FEEL THE COOL, TINGLING SENSATION!

US Salon Price: $77.50 • CN Salon Price: $130.80 (CAD)
US Salon Value: $85.25 • CN Salon Value: $143.88 (CAD)
US Sugg. Retail Price: $15.50 ea. • CN Sugg. Retail Price: $21.80 ea. (CAD)

SH 0132

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

sexyhairconcepts™

wildsexyhair

SEXY HAIR CONCEPTS INTRODUCES ITS NEWEST REBEL...

wild sexy hair SALON OPENER

Purchase:
5-Wild Sexy Hair Untamed Whipped Wax 4.2 fl oz
5-Wild Sexy Hair Unshakeable Firm Holding Fixative 4.2 fl oz
5-Wild Sexy Hair Flashy 3-D Shine Gloss 1.7 fl oz

Receive Free:
1 of each product
1-Z-Blade Cutting Tool
1-Wild Sexy Hair Haircut & PK Video
10-Sexy Hair Concepts Brochures

- US Salon Price: $101.15 • CN Salon Price: $170.25 (CAD)
- US Salon Value: $193.83 • CN Salon Value: $316.64 (CAD)

Save Over 46%

wild hair STYLIST'S TRIAL BOX

Purchase:
1-Wild Sexy Hair Untamed Whipped Wax 4.2 fl oz
1-Wild Sexy Hair Unshakeable Firm Holding Fixative 4.2 fl oz
1-Wild Sexy Hair Flashy 3-D Shine Gloss 1.7 fl oz

Receive Free:
1-Stylist's Trial Box

- US Salon Price: $20.23
- CN Salon Price: $34.05 (CAD)

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SEXY HAIR CONCEPTS PRICING LIST

▼ BIG SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.85	$19.75
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$11.99	$19.99
Spray & Play Harder Firm Volumizing Hairspray [10.6 oz]	$7.00	$14.00	$11.99	$19.99
Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$9.25	$15.40
Big Shine - Shine Spray [2.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Dense Thickening Spray [8.5 fl oz]	$5.98	$11.95	$10.00	$16.75
Flip It Over Full & Wild Spray [4.4 oz]	$6.98	$13.95	$11.80	$19.64

▼ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.15
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.15
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.58
Frenzy Bulked-Up Texture Compound [2.5 oz]	$7.75	$15.50	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$5.98	$11.95	$9.99	$16.65

▼ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25

▼ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Curl Power Curl Enhancer [8.5 fl oz]	$5.98	$11.95	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$8.40	$14.00

▼ HOT SEXY HIGHLIGHTS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Whipped Up Gel Foam [7 oz]	$6.48	$12.95	$10.95	$18.25
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95	$9.99	$16.65
Aero Color Spray (Polyester Pink) [3.5 oz]	$5.98	$11.95	$9.99	$16.65

▼ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
SoyMilk Shampoo [13.5 fl oz]	$4.98	$9.95	$8.42	$13.99
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
SoyMilk Moisture Shampoo [13.5 fl oz]	$5.48	$10.95	$9.25	$15.40
SoyMilk Moisture Shampoo [33.8 oz]	$9.75	$19.50	$17.95	$29.95
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95	$8.35	$13.90
SoyMilk Conditioner [13.5 fl oz]	$5.98	$11.95	$9.99	$16.65
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Tri-Wheat Leave-In Conditioner [33.8 fl oz]	$15.00	$30.00	$27.50	$45.95
Soy Potion Miraculous Leave-In Treatment [5.1 fl oz]	$6.75	$13.50	$11.35	$18.95
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99
Soy! Sculpting & Braiding Clay [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Gelatine Firm Holding Gel [4.4 oz]	$6.48	$12.95	$10.95	$18.25

▼ WILD SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Untamed Whipped Wax [4.2 fl oz]	$7.48	$14.95	$12.60	$21.00
Unshakeable Firm Holding Fixative [4.2 fl oz]	$6.25	$12.50	$10.50	$17.55
Flashy 3-D Shine Gloss [1.7 fl oz]	$6.50	$13.00	$10.95	$18.25

▼ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Color Stabilizing Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Titanium Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Wheat Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Black Cat Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Foxy Brown Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Red Hot Mama Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

▼ U.S. RUMBLE BOYS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Limited Edition Bad Dawg Wax [.50 oz]	Limited Edition		Limited edition	
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50	$9.50	$15.85
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95	$9.50	$15.85
War Paint For Body And Hair [.66 oz]	$5.75	$11.50	$8.60	$14.50
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95	$7.50	$12.50
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Axel Grease Hold And Shine Pomade [1.8 oz]	$5.75	$11.50	$8.60	$14.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95	$7.50	$12.50

SH 0134

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▼ SEX SYMBOL - COSMETIC ENHANCERS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN(SUGG.) Salon Price	(CAD) CANADIAN(SUGG.) Sugg. Retail
Aero Tan Temporary Tanning Spray [5.3 oz]	$7.50	$15.00	$12.65	$21.00

SUPER NATURAL LOVE COLLECTION:
(available while supplies last)

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Peep Show (Allure/Coy/Envy) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95
Lip Lacquer (Sugar & Rush) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00
Cheek Tint (Gel-ous)	$7.50	$15.00	$12.65	$21.00

SEDUCE COLLECTION:
(available while supplies last)

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Lip Lacquer (Bella Donna & Last Kiss) Double-Ended Lip Gloss	$7.50	$15.00	$12.65	$21.00
Peep Show (Temptation/Enamor/Sultry) Eye Shadow Trio	$8.50	$17.00	$14.35	$23.95
Hot Cheeks (Cheeky) Cheek Stick	$7.50	$15.00	$12.65	$21.00

NUDE BEACH COLLECTION:
(available while supplies last)

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Orgazmic Dust (Toast-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$30.25
Orgazmic Dust (Blush-O-Matic) Shimmer Powder	$10.75	$21.50	$18.15	$30.25

▼ FORMULAS BY ECOLY

	Available sizes	U.S. Salon Price	U.S. Sugg. Retail
Papaya Dry Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Papaya Dry Hair Shampoo	[16.9 oz/500 ml]	$7.25	$14.50
Papaya Dry Hair Shampoo	[33.8 oz/1000 ml]	$12.00	$24.00
Papaya Dry Hair Shampoo	[Gallon/3.8 l]	$30.00	
Cucumber Oily Hair Shampoo	[10 oz/300 ml]	$4.13	$8.25
Cucumber Oily Hair Shampoo	[16.9 oz/500 ml]	$6.00	$12.00
Cucumber Oily Hair Shampoo	[33.8 oz/1000 ml]	$11.00	$22.00
Cucumber Oily Hair Shampoo	[Gallon/3.8 l]	$28.50	
Primrose Daily Shampoo	[10 oz/300 ml]	$3.88	$7.25
Primrose Daily Shampoo	[16.9 oz/500 ml]	$5.63	$11.25
Primrose Daily Shampoo	[33.8 oz/1000 ml]	$10.50	$21.00
Primrose Daily Shampoo	[Gallon/3.8 l]	$26.50	
Extra Moisture Conditioner	[5.1fl oz/150 ml]	$5.98	$11.95
Intense Hair Repair Protein Reconstructor	[4.2fl oz/125 ml]	$5.98	$11.95
Tri-Wheat Leave-In Conditioner	[10 oz/300 ml]	$6.50	$13.00
Tri-Wheat Leave-In Conditioner	[16.9 oz/500 ml]	$10.75	$21.50
Tri-Wheat Leave-In Conditioner	[33.8 oz/1000 ml]	$15.50	$31.00
Tri-Wheat Daily Use Reconstructor	[10 oz/300 ml]	$8.25	$16.50
Tri-Wheat Daily Use Reconstructor	[16.9 oz/500 ml]	$15.00	$30.00
Tri-Wheat Daily Use Reconstructor	[33.8 oz/1000 ml]	$24.00	$48.00
Tri-Wheat Daily Use Reconstructor	[Gallon/3.8 l]	$53.00	
Sage Weightless Conditioner & Detangler	[10 oz/300 ml]	$4.13	$8.25
Sage Weightless Conditioner & Detangler	[16.9 oz/500 ml]	$6.13	$12.25
Sage Weightless Conditioner & Detangler	[33.8 oz/1000 ml]	$11.00	$22.00
Sage Weightless Conditioner & Detangler	[Gallon /3.8 l]	$28.50	
Rosemary Mint Scalp Stimulating Treatment	[10 oz/300 ml]	$7.50	$15.00
Rosemary Mint Scalp Stimulating Treatment	[33.8 oz/1000 ml]	$19.50	$39.00
Willow Bark Heat Curling Lotion	[10 oz/300 ml]	$6.00	$12.00
Thyme Volumizing Gel-Mousse	[7 oz/200 ml]	$7.13	$14.25
Oak Tree Firm Hold Aerated Hair Spray	[10 oz/300 g]	$6.00	$12.00
Sundew Shine Spray	[1.7 oz/50 ml]	$6.00	$12.00
Oak Bark Gel	[4 oz/120 g]	$4.38	$8.75
Linden Mousse	[8 oz/230 g]	$6.00	$12.00
Cypress Setting Lotion	[10 oz/300 ml]	$6.50	$13.00
Slippery Elm Polishing Gloss	[4 oz/120 g]	$11.00	$22.00
Chamomile Hair Therapy Oil	[1 oz./30 ml]	$8.25	$16.50
Mint Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50
Tea Tree Hair Therapy Oil	[1 oz/30 ml]	$8.25	$16.50

SH 0135

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

Last Rev: 07/16/02

NEW wildsexyhair

• GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS

UNSHAKEABLE
Firm Holding Fixative

- A non-aerosol 55% VOC HARD holding spray!
- Fast Drying
- Super firm hold that you just can't shake

FLASHY
3-D Shine Gloss

- Super high shine gloss
- Light hold for creating multi-dimensional styles
- Leaves hair soft, manageable and ready for the spotlight

UNTAMED
Whipped Wax

- Finally, control of a wax with ease of [illegible] dispenser
- Whipped Wax won't weigh hair down
- Mess into hair for an Untamed look with added dimension
- For an extreme wild look, turn head over and use the blow dryer while running your fingers through your hair... presto! Now you are ready to take a walk on the wild side!

big sexy hair

NEW PRODUCT SPECIALS

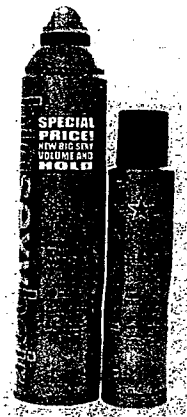
Purchase at a special price:
1-Big Sexy Hair Dense Thickening Spray 8.5 fl oz
1-Big Sexy Hair Big Shine – Shine Spray 2.5 fl oz

US Salon Price: $8.95 • CN Salon Price: $15.00 (CAD)
US Salon Value: $11.45 • CN Salon Value: $19.25 (CAD)
US Sugg. Retail Price: $17.90 • CN Sugg. Retail Price: $25.08 (CAD)
US Sugg. Retail Value: $22.90 • CN Sugg. Retail Value: $32.15 (CAD)

Save $5 Retail! (US Only)

Save 22%

(Products will be shrinkbanded with sticker)



Purchase at a special price:
1-Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz
1-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz

US Salon Price: $11.48 • CN Salon Price: $19.50 (CAD)
US Salon Value: $13.98 • CN Salon Value: $23.79 (CAD)
US Sugg. Retail Price: $22.95 • CN Sugg. Retail Price: $32.50 (CAD)
US Sugg. Retail Value: $27.95 • CN Sugg. Retail Value: $39.63 (CAD)

Save $5 Retail! (US Only)

Save 18%

(Products will be shrinkbanded with sticker)

SH 0136

healthy sexy hair & curlysexyhair

Purchase at a special price:
1-Curly Sexy Hair Curl Power Curl Enhancer 8.5 fl oz
1-Healthy Sexy Hair Soy Tri-Wheat Leave-In Conditioner 8.5 fl oz

US Salon Price: $8.75 • CN Salon Price: $14.62 (CAD)
US Salon Value: $11.45 • CN Salon Value: $19.24 (CAD)
US Sugg. Retail Price: $17.50 • CN Sugg. Retail Price: $24.36 (CAD)
US Sugg. Retail Value: $22.90 • CN Sugg. Retail Value: $32.05 (CAD)

Save 24%

(Products will be shrinkbanded with sticker.)

healthy sexy hair

Purchase at a special price:
1-Healthy Sexy Hair SoyMilk Moisture Shampoo 13.5 fl oz
1-Healthy Sexy Hair Soy Potion Miraculous Leave-In Treatment 5.1 fl oz

US Salon Price: $9.73 • CN Salon Price: $16.48 (CAD)
US Salon Value: $12.23 • CN Salon Value: $20.60 (CAD)
US Sugg. Retail Price: $19.45 • CN Sugg. Retail Price: $27.48 (CAD)
US Sugg. Retail Value: $24.45 • CN Sugg. Retail Value: $34.35 (CAD)

Save $5 Retail! (US Only)

Save 20%

(Products will be shrinkbanded with sticker.)

hot sexy highlights

Purchase:
1-Hot Sexy Highlights Titanium Blonde **OR** Wheat Blonde Color Conditioner 5.1 fl oz

Receive Free:
1-Hot Sexy Highlights Highlighting Shampoo 6.8 fl oz

US Salon Price: $5.98 • CN Salon Price: $9.95 (CAD)
US Salon Value: $9.95 • CN Salon Value: $16.65 (CAD)
US Sugg. Retail Price: $11.95 • CN Sugg. Retail Price: $16.65 (CAD)
US Sugg. Retail Value: $19.90 • CN Sugg. Retail Value: $27.80 (CAD)

Save 40%

(Products will be bagged and stickered.)

SH 0137

09SHS02

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concepts

OCTOBER 2002

A Big Deal You'll "Flip Over"!!

A perfect way for you to add product to your styling stations for FREE!

PURCHASE:

RECEIVE FREE:

sexy

Stylists LOVE it and your clients NEED it!
What's better than FREE?

For every 2 sets of the new BIG SEXY HAIR products you purchase, you'll receive 1 set FREE!!

Each set contains the gravity-defying system (2 each) of:

DENSE Thickening Spray, 8.5 fl oz
FLIP IT OVER Full And Wild Spray, 4.4 oz
SPRAY & PLAY HARDER Firm Volumizing Hairspray, 10.6 oz
BIG SHINE Shine Spray, 2.5 fl oz

SH 0361

SALON PRICE: $50.88 • SALON VALUE $76.32

Limit 2 per station.

09SH002-BSH

Sold Only In Professional Salons. ©2002 Manufactured for Sexy Hair Concepts, Los Angeles, CA 91311, Hampstead London NW3, 800-848-3383 Made in U.S.A. www.sexyhairconcepts.com

Hair SEXY Concepts

BIG SEXY HAIR

It's always better when it's BIGGER!

Achieve maximum fullness with Big Sexy Hair. These products are designed to add volume and body to the hair for bigger, sexier hair.

- Big Sexy Hair Shampoo [8.5 fl. oz. & 33.8 fl. oz.]
- Big Sexy Hair Conditioner [8.5 fl. oz. & 33.8 fl. oz.]
- Big Sexy Hair Detangler [8.5 fl. oz.]
- Big Time Blow Dry Gel [8.5 fl. oz.]
- Root Pump Root Volumizer [10.6 oz.]
- Spray & Play Hairspray [10.6 oz.]

Available At:

SH 0362

sold only in salons
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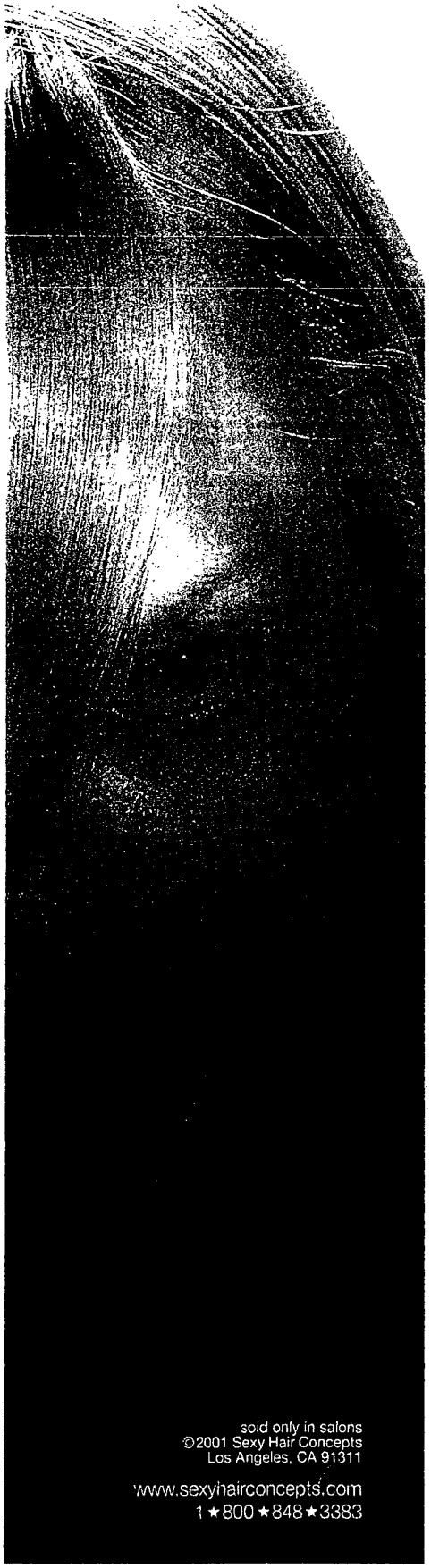
Los Angeles, CA 91311

www.sexyhairconcepts.com
1★800★848★3383



straight SEXY HAIR

The World's *STRONGEST* Temporary Straightening System

Each product is designed to keep hair straight throughout the day, protect hair from becoming frizzy, and seal the look with lasting shine.

- Straight Sexy Hair Shampoo [8.5 fl. oz. & 33.8 fl. oz.]
- Straight Sexy Hair Conditioner [8.5 fl. oz. & 33.8 fl. oz.]
- Straight Aero Aerated Straightening Spray [8.8 oz.]
- Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz.]
- Power Straight Temporary Straightening Balm [3.4 fl. oz.]
- Shine On Polishing Gloss [3.4 fl. oz.]

Available At:

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www.sexyhairconcepts.com
1★800★848★3383

SH 0363

Hair SEXY Concepts

curly SEXY HAIR

Curly • Sexy • You

It's a Curl THING!

Whether it's a few curly pieces in an up do or a head full of cascading ringlets. Curly Sexy Hair products add structure and definition to each ringlet and offer support and strength for beautiful bouncy curls!

- **Curly Sexy Hair Shampoo [8.5 fl. oz. & 33.8 fl. oz.]**
- **Curly Sexy Hair Conditioner [8.5 fl. oz. & 33.8 fl. oz.]**
- **Curl Power Curl Enhancing Foam [8.5 fl. oz.]**
- **Hot Curl Setting Lotion [8.5 fl. oz.]**

Available At:

SH 0364

Got short hair?

Short Sexy Hair offers products created specifically for styling short hair. Ideal for both men and women; they shape, shift, and smooth short hair into any statement.

- Blow It Up Gel Foam [5.3 oz.]
- Slept In Texture Crème [4.2 fl. oz.]
- Control Maniac Wax [1.8 oz.]
- Quick Change Shaping Balm [1.7 fl. oz.]
- Hard Up Hard Holding Gel [4.2 fl. oz.]
- Fixed Up Hard Holding Hairspray [8.8 oz.]

.Available At:

SH 0365

HOT SEXY Highlights

sold only in salons
©2001 Sexy Hair Concepts
Los Angeles, CA 91311

www.sexyhairconcepts.com
1★800★848★3383

Hair SEXY Concepts

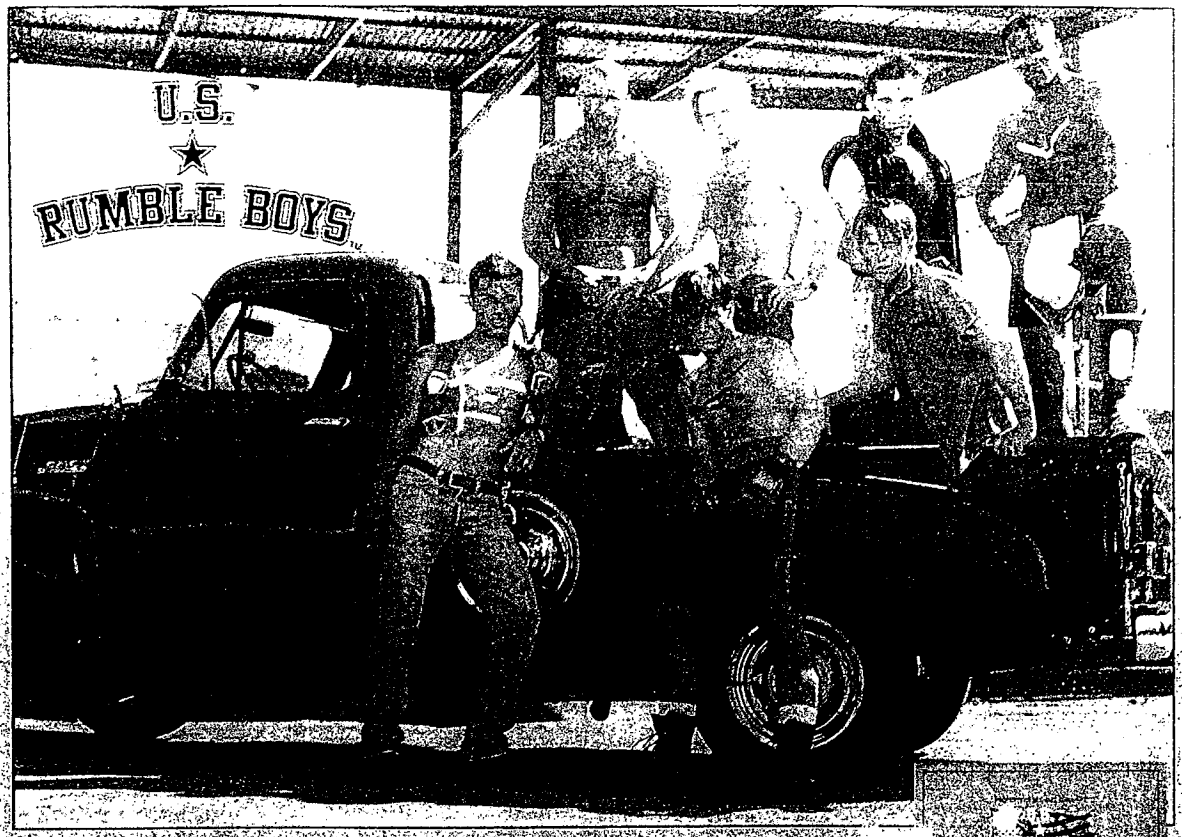
They're to Dye for!

To have sexy hair, one must feel the excitement of its color. Hot Sexy Highlights is a collection of cleansing, conditioning, and styling products to maintain rich, sexy, highlighted tones in your hair.

- Hot Sexy Highlighting Shampoo [6.8 fl. oz.]
- Wheat Blonde Color Conditioner [5.1 fl. oz.]
- Titanium Blonde Color Conditoner [5.1 fl. oz.]
- Whipped Up Gel Foam [7.0 oz.]
- High Drama Seasonal Glitter Sprays [4.4 oz.]
- Color Stablizing Shampoo [6.8 fl. oz.]
- Black Cat Color Conditioner [5.1 fl. oz.]
- Foxy Brown Color Conditioner [5.1 fl. oz.]
- Red Hot Mama Color Conditioner [5.1 fl. oz.]

Available At:

SH 0366



FEEL the Rumble, BE the Rumble!

U.S. Rumble Boys products create pure, positive energy. Each product allows you to be true to yourself. Make your own rules.....

- Knockout Stimulating Shampoo [8.5 fl. oz.]
- High Voltage Think Big Gel Foam [5.3 oz.]
- Heavyweight Hold Glow Gel [6.6 fl. oz.]
- Shark Attack Pomade Schtick [2.5 oz.]
- War Paint for Body and Hair [.66 oz.]

PROPERTY OF MICHAEL O'ROURKE

Available At:

www.sexyhairconcepts.com
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sold only in salons
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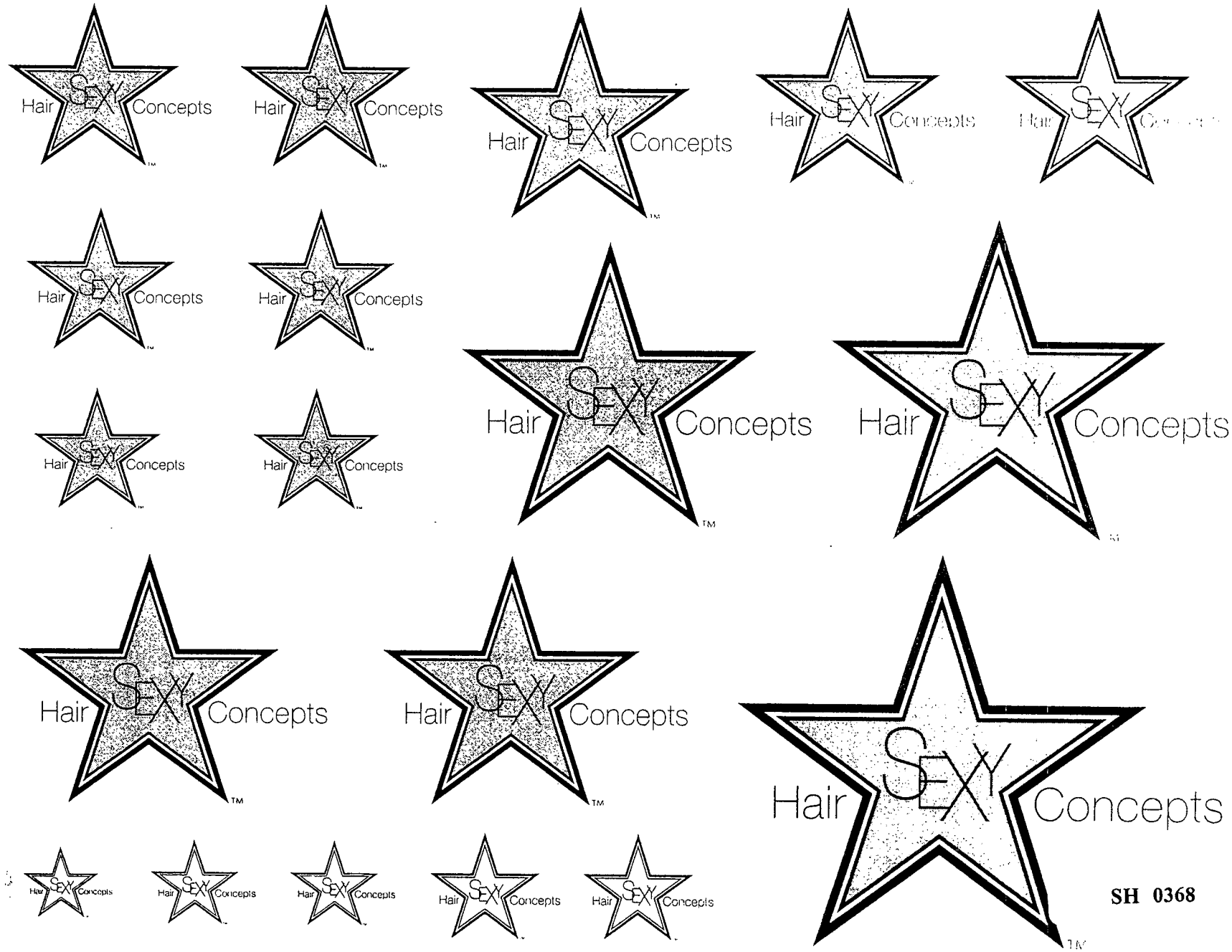
SH 0367



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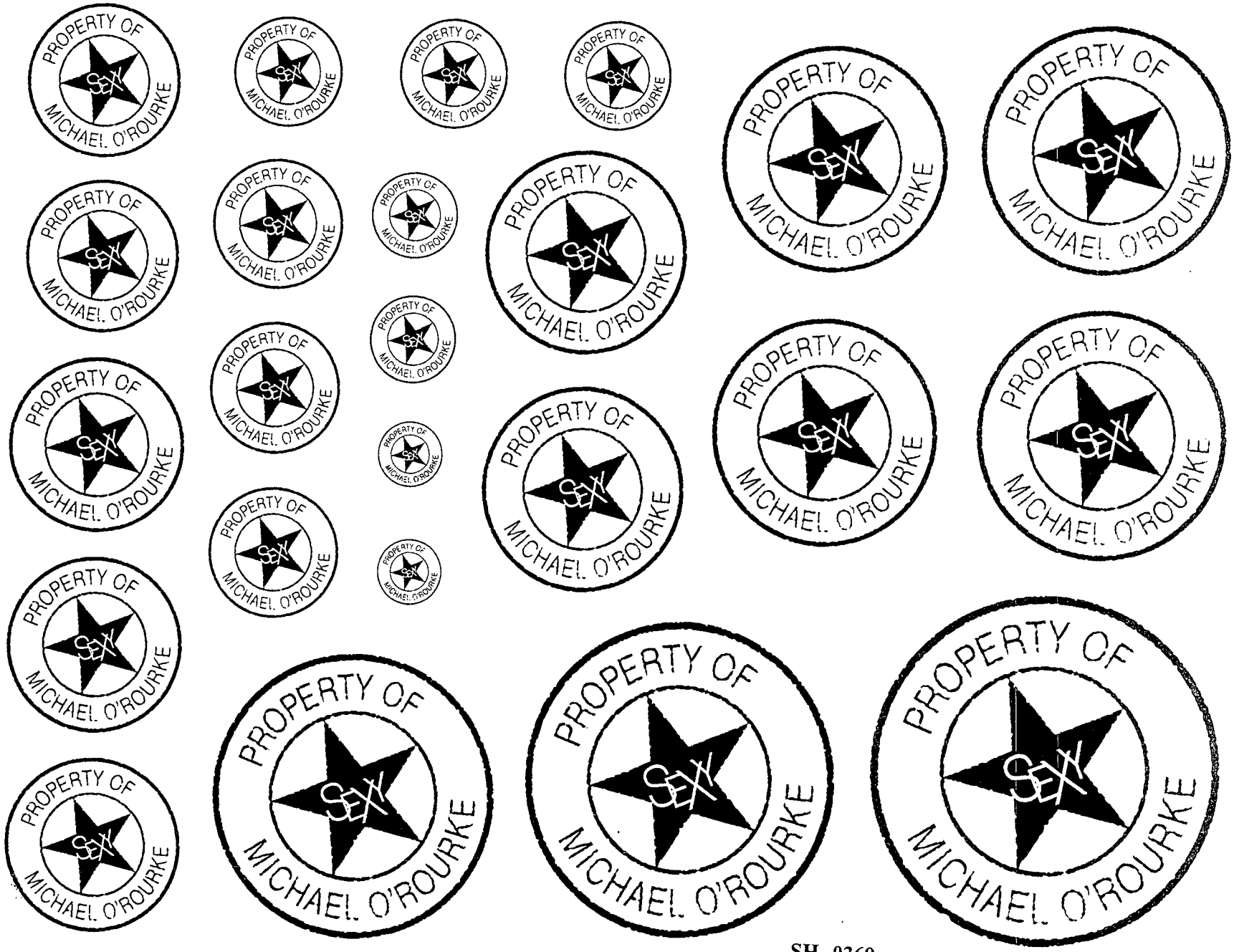
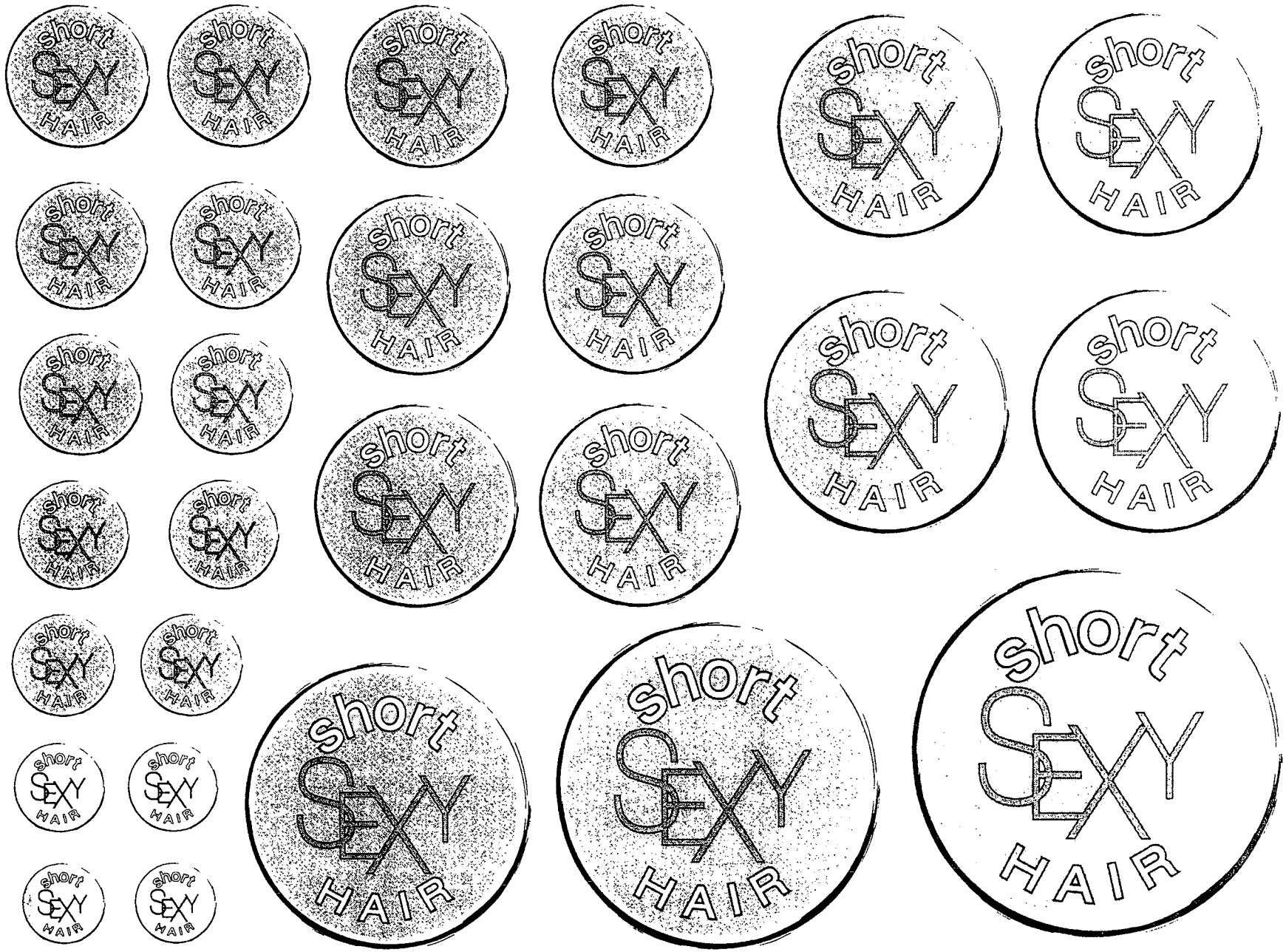


SH 0369

BIG SEXY HAIR

SH 0370



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straight SEXY HAIR

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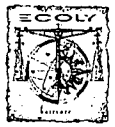

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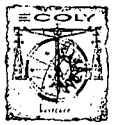

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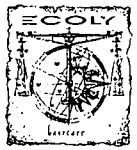

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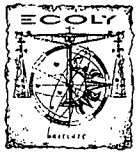

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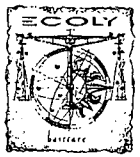

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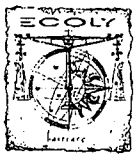

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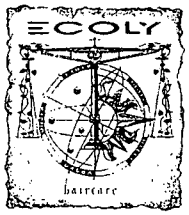

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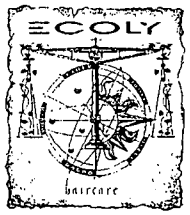

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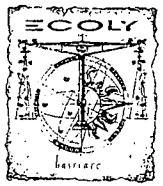

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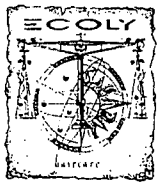

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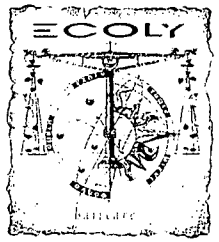

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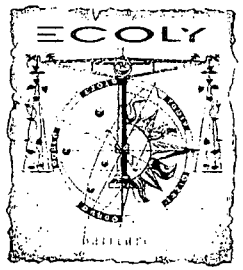

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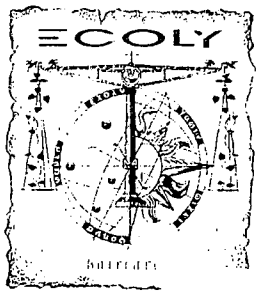


SH 0375

sexyhairconcepts™

HOLIDAY 2002 PROMOTIONS

healthysexyhair

GET HEALTHY FOR A SPECIAL PRICE

Purchase for a special price:
1-Healthy Sexy Hair Soya Want Full Hair Hairspray 10.6 oz
1-Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner 8.5 fl oz

- US Salon Price: $8.98
- US Salon Value: $12.23
- US Sugg. Retail Price: $17.95
- US Sugg. Retail Value: $24.45

- CN Salon Price: $15.07 (CAD)
- CN Salon Value: $20.65 (CAD)
- CN Sugg. Retail Price: $25.10 (CAD)
- CN Sugg. Retail Value: $34.39 (CAD)

Save 27%

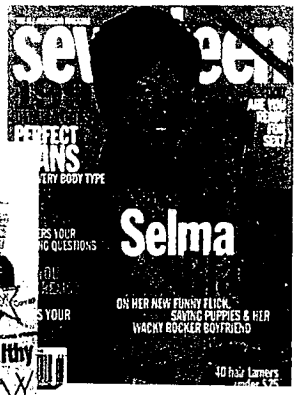
(Products will be boxed)

who's that girl

friends hair

Jennifer Aniston has changed her famous shag into something blond, beachy and a lot less choppy.

As seen in Seventeen magazine, August 2002



SH 0378

sexyhairconcepts™

STEAL THIS LOOK

WINONA RYDER: MR. DEEDS

As part of her plan to win over Mr. Deeds. Babe abandons her sleek brunet locks for blonder big-wave curls. To damp tresses Real applied Big Sexy Hair [illegible] and Curly Sexy Hair Curl Power Curl Enhancer, on ends for thickness. before blow-drying with a large-barrel round brush. After spritzing on [illegible] Hot Curl Setting Lotion, a heat-activated protector, Real used a curling iron in alternating directions, separating curls with his fingers. He ... finished with Big Sexy Hair Spray and Play Hair Spray, "just enough to set and leave it alone."

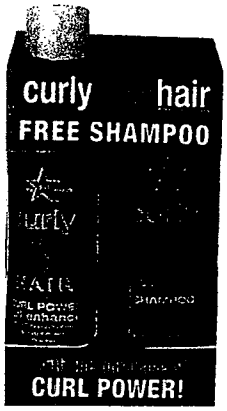
- As seen on www.instyle.com June 28, 2002.

curlysexyhair

FREE SHAMPOO WITH THE PURCHASE OF CURL POWER

Purchase:
1-Curly Sexy Hair Curl Power Curl Enhancer 8.5 fl oz

Receive Free:
1-Curly Sexy Hair Shampoo 8.5 fl oz



- US Salon Price: $5.98
- US Salon Value: $9.45
- US Sugg. Retail Price: $11.95
- US Sugg. Retail Value: $18.90
- CN Salon Price: $9.99 (CAD)
- CN Salon Value: $15.84 (CAD)
- CN Sugg. Retail Price: $16.65 (CAD)
- CN Sugg. Retail Value: $26.40 (CAD)

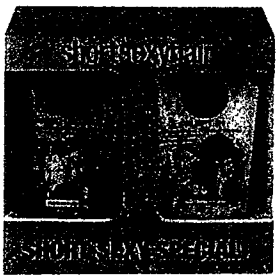
Save 37%

(Products will be boxed)

shortsexyhair

SHORT SEXY SPECIAL

Purchase for a special price:
1-Hard Up Gel Hard Holding Gel 4.2 fl oz
1-Slept-In Texture Crème 4.2 fl oz



- US Salon Price: $7.50
- US Salon Value: $11.00
- US Sugg. Retail Price: $15.00
- US Sugg. Retail Value: $22.00
- CN Salon Price: $13.80 (CAD)
- CN Salon Value: $18.55 (CAD)
- CN Sugg. Retail Price: $27.60 (CAD)
- CN Sugg. Retail Value: $30.90 (CAD)

Save 32% **Save 25%**

(Products will be boxed)

SH 0379

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SEXY HAIR CONCEPTS PRICING LIST

▼ BIG SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.65
Volumizing Detangler [8.5 fl oz]	$4.48	$8.95	$7.55	$12.60
Root Pump Volumizing Spray Mousse [10.6 oz]	$6.50	$13.00	$10.95	$18.25
Root Pump Plus Humidity Resistant Spray Mousse [10.6 oz]	$7.25	$14.50	$11.85	$19.75
Spray and Play Hair Spray [10.6 oz]	$6.50	$13.00	$11.99	$19.99
Spray & Play Harder Firm Volumizing Hairspray [10.6 oz]	$7.00	$14.00	$11.99	$19.99
Volumizing Blow Dry Gel [8.5 fl oz]	$5.50	$11.00	$9.25	$15.40
Big Shine - Shine Spray [2.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Dense Thickening Spray [8.5 fl oz]	$5.98	$11.95	$10.00	$16.75
Flip It Over Full & Wild Spray [4.4 oz]	$6.98	$13.95	$11.80	$19.64

▼ SHORT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Control Maniac Wax [1.8 oz]	$5.75	$11.50	$9.70	$16.15
Blow It Up Gel Foam [5.3 oz]	$5.75	$11.50	$9.70	$16.15
Slept In Texture Creme [4.2 fl oz]	$5.75	$11.50	$9.70	$16.15
Quick Change Shaping Balm [1.7 fl oz]	$5.75	$11.50	$9.70	$16.15
Hard Up Hard Holding Gel [4.2 fl oz]	$5.25	$10.50	$8.85	$14.75
Fixed Up Hard Holding Hairspray [8.8 oz]	$6.25	$12.50	$10.55	$17.58
Frenzy Bulked-Up Texture Compound [2.5 oz]	$7.75	$15.50	$12.99	$21.65
Shatter Separate & Hold Spray [4.2 fl oz]	$5.98	$11.95	$9.99	$16.65

▼ STRAIGHT SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Straight Aero Aerated Sraightening Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Smooth and Seal Aerated Anti-Frizz Spray [8.8 oz]	$7.48	$14.95	$12.60	$21.00
Power Straight Temporary Straightening Balm [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25
Shine On Polishing Gloss [3.4 fl oz]	$6.48	$12.95	$10.95	$18.25

▼ CURLY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Shampoo [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Shampoo [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Conditioner [8.5 fl oz]	$3.48	$6.95	$5.85	$9.75
Conditioner [33.8 fl oz / liter]	$8.75	$17.50	$16.00	$26.25
Curl Power Curl Enhancer [8.5 fl oz]	$5.98	$11.95	$9.99	$16.65
Hot Curl Setting Lotion [8.5 fl oz]	$4.98	$9.95	$8.40	$14.00

▼ HOT SEXY HIGHLIGHTS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Highlighting Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Color Stabilizing Shampoo [6.8 fl oz]	$3.98	$7.95	$6.70	$11.15
Titanium Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Wheat Blonde Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Red Hot Mama Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Foxy Brown Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Black Cat Color Conditioner [5.1 fl oz]	$5.98	$11.95	$9.95	$16.65
Whipped Up Gel Foam [7 oz]	$6.48	$12.95	$10.95	$18.25
High Drama Glitter Spray [4.4 oz] (Gold, Red, Blue)	$5.98	$11.95	$9.99	$16.65
Aero Color Spray (Polyester Pink) [3.5 oz]	$5.98	$11.95	$9.99	$16.65

▼ HEALTHY SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
SoyMilk Shampoo [13.5 fl oz]	$4.98	$9.95	$8.42	$13.99
SoyMilk Shampoo [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
SoyMilk Moisture Shampoo [13.5 fl oz]	$5.48	$10.95	$9.25	$15.40
SoyMilk Moisture Shampoo [33.8 oz]	$9.75	$19.50	$17.95	$29.95
SoyMilk Conditioner [8.5 fl oz]	$4.98	$9.95	$8.35	$13.90
SoyMilk Conditioner [13.5 fl oz]	$5.98	$11.95	$9.99	$16.65
SoyMilk Conditioner [33.8 fl oz/Liter]	$8.75	$17.50	$16.00	$26.70
Soy Fuel Power Conditioner Booster [1 fl oz]	$7.48	$14.95	$12.50	$21.00
Soy Salvation Deep Treatment Hair Masque (6/pk) [1 fl oz ea.]	$9.75	$19.50	$16.45	$27.50
Soy Tri-Wheat Leave-In Conditioner [8.5 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Tri-Wheat Leave-In Conditioner [33.8 fl oz]	$15.00	$30.00	$27.50	$45.95
Soy Potion Miraculous Leave-In Treatment [5.1 fl oz]	$6.75	$13.50	$11.35	$18.95
Soy Smoothie Straightening Tonic [4.2 fl oz]	$5.48	$10.95	$9.25	$15.40
Soy Paste Texture Pomade [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Butter Pure Shine [1.41 oz]	$7.75	$15.50	$13.00	$21.95
Soya Want Flat Hair Flat Iron Spray [5.3 oz]	$5.98	$11.95	$9.99	$16.99
Soya Want Full Hair Firm Hold Hairspray [10.6 oz]	$6.75	$13.50	$11.40	$18.99
Soyl Sculpting & Braiding Clay [1.8 oz]	$6.48	$12.95	$10.95	$18.25
Soy Gelatine Firm Holding Gel [4.4 oz]	$6.48	$12.95	$10.95	$18.25

▼ WILD SEXY HAIR

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Untamed Whipped Wax [3.5 oz]	$7.48	$14.95	$12.60	$21.00
Unshakeable Firm Holding Fixative [4.2 fl oz]	$6.25	$12.50	$10.50	$17.55
Flashy 3-D Shine Gloss [1.7 fl oz]	$6.50	$13.00	$10.95	$18.25

▼ SEXY HAIR FOIL SAMPLES

Build your retail business with product samples!

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Big Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Big Sexy Hair Blow Dry Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Curly Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair SoyMilk Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Healthy Sexy Hair Soy Smoothie [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Color Stabilizing Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Titanium Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Wheat Blonde Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Black Cat Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Foxy Brown Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Hot Sexy Red Hot Mama Color Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Hard Up Gel [.25 fl oz]	$0.25	n/a	$0.35	n/a
Short Sexy Hair Slept-In Texture Creme [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Shampoo [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Conditioner [.25 fl oz]	$0.25	n/a	$0.35	n/a
Straight Sexy Hair Power Straight [.25 fl oz]	$0.25	n/a	$0.35	n/a

▼ U.S. RUMBLE BOYS

	U.S. Salon Price	U.S. Sugg. Retail	(CAD) CANADIAN (SUGG.) Salon Price	(CAD) CANADIAN (SUGG.) Sugg. Retail
Limited Edition Bad Dawg Wax [.50 oz]	Limited Edition		Limited edition	
Shark Attack Pomade Schtick [2.5 oz]	$6.25	$12.50	$9.50	$15.85
High Voltage Think Big Foam [5.3 oz]	$5.98	$11.95	$9.50	$15.85
War Paint For Body And Hair [.66 oz]	$5.75	$11.50	$8.60	$14.50
Heavyweight Hold Glow Gel [6.6 fl oz]	$4.98	$9.95	$7.50	$12.50
Knockout Stimulating Shampoo [8.5 fl oz]	$3.48	$6.95	$5.25	$8.75
Axel Grease Hold And Shine Pomade [1.8 oz]	$5.75	$11.50	$8.60	$14.50
Bullet Proof Hard Hold Hairspray [5.3 oz]	$4.98	$9.95	$7.50	$12.50

SH 0380

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

LIMITED EDITION! SPRAY & PLAY IS BIGGER!!

Purchase at a special price:
1-Big Sexy Hair Spray & Play Bigger Firm Volumizing Hairspray 18 oz

- US Salon Price: $9.98
- US Salon Value: $11.08
- US Sugg. Retail Price: $19.95
- US Sugg. Retail Value: $22.15
- CN Salon Price: $16.85 (CAD)
- CN Salon Value: $18.65 (CAD)
- CN Sugg. Retail Price: $27.95 (CAD)
- CN Sugg. Retail Value: $29.95 (CAD)

FREE BIG SHAMPOO WITH PURCHASE OF ROOT PUMP PLUS

Purchase:
1-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz

Receive Free:
1-Big Sexy Hair Big Volume Shampoo 8.5 fl oz

- US Salon Price: $7.25
- US Salon Value: $10.73
- US Sugg. Retail Price: $14.50
- US Sugg. Retail Value: $21.46
- CN Salon Price: $11.85 (CAD)
- CN Salon Value: $17.70 (CAD)
- CN Sugg. Retail Price: $19.75 (CAD)
- CN Sugg. Retail Value: $29.50 (CAD)

Save 32%

(Products will be boxed)

BIG SEXY HAIR MINI SPRAY & PLAY DISPLAY

Purchase:
12-Big Sexy Hair Spray & Play 2.25 oz

Receive Free:
1-Counter Display

- US Salon Price: $30.00
- US Sugg. Retail Price: $5.00 ea.
- CN Salon Price: $55.25 (CAD)
- CN Sugg. Retail Price: $7.65 ea. (CAD)

straightsexyhair

STRAIGHT POWER DUO AT A SPECIAL PRICE

Purchase for a special price:
1-Straight Sexy Hair Smooth & Seal Aerated Anti-Frizz Spray 8.8 oz
1-Straight Sexy Hair Power Straight Temporary Straightening Balm 3.4 fl oz

- US Salon Price: $9.48
- US Salon Value: $13.95
- US Sugg. Retail Price: $18.95
- US Sugg. Retail Value: $27.90

Save 32%

- CN Salon Price: $17.45 (CAD)
- CN Salon Value: $23.55 (CAD)
- CN Sugg. Retail Price: $29.00 (CAD)
- CN Sugg. Retail Value: $39.25 (CAD)

Save 25%

(Products will be boxed)

SEXsymbol cosmetic enhancers

SEX SYMBOL STAR POWDERS

Purchase:
2-Wintergreen Star Powders
2-24 Carat Star Powders
2-Sugar Plum Star Powders

Receive Free:
Counter Display Box

- US Salon Price: $64.50
- US Sugg. Retail Value: $21.50 ea.
- CN Salon Price: $108.90 (CAD)
- CN Sugg. Retail Value: $29.99 ea. (CAD)

FORMULAS by ECOLY

FORMULAS BY ECOLY

Purchase:
1-Thyme Volumizing Gel-Mousse 7 oz

Receive Free:
1-Tri-Wheat Leave-In Conditioner 10 fl oz

- US Salon Price: $7.13
- US Salon Value: $13.63
- US Sugg. Retail Price: $14.25
- US Sugg. Retail Value: $27.25

Save 48%

(Products will be boxed)

09SHH02

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

healthysexyhair

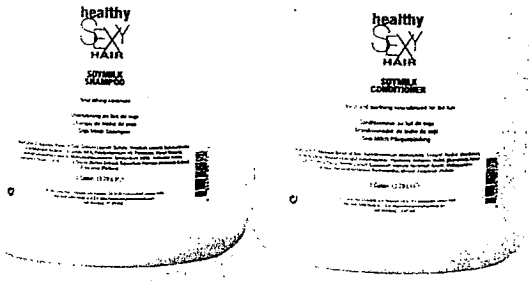
HEALTHY SEXY HAIR GALLONS SPECIAL LIMITED TIME OFFER!!!

Purchase:
1- Healthy Sexy Hair SoyMilk Shampoo, 1 gallon
OR
1-Healthy Sexy Hair SoyMilk Conditioner, 1 gallon

- **US Salon Price: $14.99**
- **US Salon Value: $22.50**

- **CN Salon Price: $24.95 (CAD)**
- **CN Salon Value: $37.95 (CAD)**

Save 33%



FORMULAS by ECOLY

FORMULAS BY ECOLY 10 fl oz SIZE FOR $5 RETAIL

Purchase your choice at a special price:
1-Papaya Dry Hair Shampoo 10 fl oz
1-Primrose Daily Shampoo 10 fl oz
1-Cucumber Oily Hair Shampoo 10 fl oz
1-Sage Weightless Conditioner & Detangler 10 fl oz

- **US Salon Price: $2.50**
- **US Salon Value: $3.88-4.13**
- **US Retail Price: $5.00**
- **US Retail Value: $7.75-8.25**

Save up to 40%

Products will be stickered for US Distribution only.

SH 0144

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING. 09SH002

sexyhairconcepts™

healthysexyhair concepts™

OCTOBER 2002 PROMOTIONS

healthysexyhair

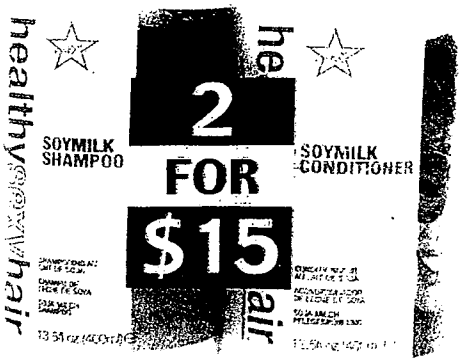
SOYMILK SHAMPOO & SOYMILK CONDITIONER 13.5 fl oz AT A SPECIAL PRICE

Purchase at a special price:
1-Healthy Sexy Hair SoyMilk Shampoo 13.5 fl oz
1-Healthy Sexy Hair SoyMilk Conditioner 13.5 fl oz

- US Salon Price: $7.50
- US Salon Value: $10.95
- US Sugg. Retail Price: $15.00
- US Sugg. Retail Value: $21.90

- CN Salon Price: $12.50 (CAD)
- CN Salon Value: $18.41 (CAD)
- CN Sugg. Retail Price: $20.85 (CAD)
- CN Sugg. Retail Value: $30.64 (CAD)

Save 32%



(Products will be shrinkbanded. Stickered for US Distribution only.)

SAVE $10* ON HEALTHY SEXY HAIR SOY GELATINE & SOY PASTE DUO

Purchase at a special price:
1-Healthy Sexy Hair Soy Gelatine Firm Holding Gel 4.4 oz
1-Healthy Sexy Hair Soy Paste Texture Pomade 1.8 oz

- US Salon Price: $7.95
- US Salon Value: $12.95
- US Sugg. Retail Price: $15.90
- US Sugg. Retail Value: $25.90

- CN Salon Price: $13.40 (CAD)
- CN Salon Value: $21.90 (CAD)
- CN Sugg. Retail Price: $22.30 (CAD)
- CN Sugg. Retail Value: $36.50 (CAD)

Save 39%

*US RETAIL
Products will be shrinkbanded with sticker.

SH 0145

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

how to get **BIG SEXY HAIR**

Root Pump

Spray and Play.

BIG SEXY HAIR

It's always *BETTER* when it's *BIGGER!*

FORMULAS by