DEAR INDUSTRY PROFESSIONAL:

Thank you for choosing Paul Mitchell and for being part of our family. Your commitment to our company and our culture is never something we’d take lightly. So in return, I’d like to share three things that I commit to you…

- High-performance products that do what they say, combining luxury and top ingredients at an affordable price
- A firm commitment to the professional beauty industry through the acquisition of a 360-year trust guaranteeing that John Paul Mitchell Systems will remain family owned and will never be sold to another corporation
- A culture that continues to give back on behalf of hairdressers everywhere, and a promise to never test on animals (never did it, never will)

Our first priority is and will always be you, the professional hairdresser. Thank you for being our strength behind the bottle and for keeping our mission going strong.

Peace, love and happiness,

JOHN PAUL DEJORIA
Co-founder and CEO
John Paul DeJoria
CO-FOUNDER & CEO

John Paul DeJoria’s inspirational rags-to-riches success story exemplifies the American Dream. He has struggled against the odds not only to achieve success, but to share his success with others.

After high school and service with honors in the U.S. Navy, John Paul did whatever it took to make ends meet—from selling encyclopedias and working as a janitor to pumping gasoline. He was even homeless at one time. Eventually, John Paul took his talents to several hair care and cosmetic companies before becoming an independent consultant. That’s when he teamed up with his friend Paul Mitchell to launch John Paul Mitchell Systems®.

As a businessman, environmentalist and philanthropist, John Paul has donated his time, money and expertise to helping others, always on behalf of hairdressers and the professional beauty industry. John Paul, along with Brad Pitt, Richard Branson and Nelson Mandela, is a patron of Mineseeker, a non-profit organization dedicated to seeking solutions to the worldwide problem of landmines. John Paul was honored with the Sustainability Award at Fashion Group International’s 25th annual Night of Stars event and was also inducted as a lifetime member into the Horatio Alger Association of Distinguished Americans. In 2010 he founded Grow Appalachia, a non-profit initiative that teaches families in need how to grow, prepare and preserve organic fruits and vegetables in a region with little access to fresh, nutritious food.

Angus Mitchell
CO-OWNER & ARTISTIC DIRECTOR OF EDUCATION

Angus Mitchell was born into the legacy of late legendary hairstylist Paul Mitchell. As the son of the fashion icon, Angus’ unique upbringing in the hair industry exposed him to the same passion that inspired his father, thus leading him to eventually fulfill his destiny in the first family of hair.

Educated at Vidal Sassoon, Angus combines their legendary precision techniques with the free creative expression Paul Mitchell encourages to craft his own signature style. He currently travels the world for hair events and educational trainings on behalf of Paul Mitchell, and makes his home in Los Angeles. He takes advantage of every creative outlet that affords him hands-on opportunities with all aspects of the beauty industry. As Artistic Director of Education, Angus is involved in the growth and development of Paul Mitchell’s thousand-strong network of national educators, using his expertise for everything from program development to hands-on trainings. Angus is looking to the future for Paul Mitchell and the entire beauty industry, staying on the forefront of techniques and trends that will propel our artistry forward.
TIMELINE

1980
Two friends, Paul Mitchell and John Paul DeJoria, borrow $700 to launch a revolutionary hair care system that’s not tested on animals.

1981
Green from the get-go, Paul Mitchell establishes a self-sustaining, solar powered Hawaiian farm where all of the Awapuhi for Paul Mitchell® products is still harvested today.

1982
Co-founders Paul Mitchell and John Paul DeJoria take to the future and power up! They launch the world’s first solar and wind powered racecar and enter it in the World Solar Challenge in Australia.

1983
We’re all about making waves. Paul Mitchell sponsors the US Open of Surf, the largest and oldest surf competition in the United States (and we still remain the largest surfing sponsor).

1984
Due to the overwhelming popularity of Tea Tree Special Shampoo®, Paul Mitchell® introduces the Tea Tree line of products, bringing the spa experience into a tingly, spa-like retreat.

1985
Paul Mitchell revolutionizes the blowout and reduces drying time with the launch of Super Skinny® Serum (still our best-selling product).

1986
The True is born: a carbon neutral brand (over 200,000 trees planted so far!).

1987
Co-founders Paul Mitchell and John Paul DeJoria look to the future and pioneer one of the world’s first solar and wind-powered racecars and enter it in the World Solar Challenge in Australia. Fast and green!

1988
We introduce Paul Mitchell® the color, our first professional, non-para color brand. PM SHINES® demi-permanent color followed in 2004.

1989
Awapuhi for Paul Mitchell® products is still harvested today.

1990
Paul Mitchell Schools reach 100 locations (and 10,000 Future Professionals) nationwide.

1991
We celebrate our 30th birthday with the launch of Awapuhi Wild Ginger® in 2010 and MITCH® in 2011.

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CONSUMER ENGAGEMENT

The Paul Mitchell® Facebook page receives more than 2 million impressions and engagements each month, giving us the valuable opportunity to stay connected to our loyalists and build relationships with potential customers like never before.

PROFESSIONAL ENGAGEMENT

Dedicated pages for salon pros on Facebook, Twitter and YouTube offer a forum for you to ask questions and share your expertise, while allowing you to provide timely updates, tips, exclusive video content and more.

SALON LOCATOR

Updated, easier to navigate salon locator on www.paulmitchell.com increased salon searches by 97% in 2012—that means more new guests searching for your salon!

BUSINESS BUILDING

Over a hundred downloadable images, color formulas, tips, techniques and business-building tools on www.paulmitchellpro.com help enhance your salon’s branding and services.
When you choose Paul Mitchell® you get more than just a quality product. You’re supporting a brand that gives back. Over the years, Paul Mitchell and Paul Mitchell Schools have donated millions of dollars to hundreds of philanthropic causes, from environmental protection to children’s charities and human rights. But we don’t just give with our checkbook—we mobilize our entire Paul Mitchell community to get involved and lend a hand. Be part of a culture that’s helping to change the world, one good deed at a time.

Paul Mitchell continues to be the #1 salon brand in the industry, offering affordable, luxury products with unparalleled performance.

Time and time again, men and women reach for that iconic black-and-white bottle for its outstanding performance, reputation and value. Everyone wants a slice of luxury, and Paul Mitchell® is a brand name clients trust at a surprisingly affordable price. Extensive research brings together technology and quality ingredients, resulting in performance-driven products that actually do what they say.

- Over 75 products organized by category for every hair type and end result, from Blonde and Color Care to Curls and Smoothing
- 51 products that hold a top 10 market position in care, styling and finishing
- Global brand recognition
- Extensive advertising, PR and social media campaigns
- Unsurpassed education, business-building and salon support

Paul Mitchell

CULTURE OF GIVING
MILLIONS OF DOLLARS DONATED TO CHARITY ON BEHALF OF HAIRDRESSERS EVERYWHERE

SUCCESS
UNSHARED IS
FAILURE.
— JOHN PAUL DEJoria

$8.5M
raised for charity by Paul Mitchell schools

4M
kids mentored by Boys & Girls Clubs of America

1.3M
meals for children with Food 4 Africa

10K
people fed fresh, organic food with Grow Appalachia

0
animal testing

over 10K
boys and girls in Thailand saved from child labor and human trafficking through the Education for Life Foundation

over 200K
trees planted
BRILLIANT. VIVID. LONG-LASTING.
PROTECTS AND MAINTAINS COLOR-TREATED HAIR.

Color Protect® Daily Shampoo
Gentle Cleanser
What it does: Moisturizes, strengthens and boosts shine in color-treated hair.
How it works: Conditioning agents and extracts hydrate and add shine while sunflower extract provides intense UV protection.
Added bonus: Helps shield strands from the sun and helps color last longer.
Sizes (OZ): .25 .34 10.14 16.9 33.8(L) 128(GL)

Color Protect® Daily Conditioner
Detangles and Repairs
What it does: Detangles and smoothes color-treated hair, leaving hair looking and feeling soft and hydrated.
How it works: Conditioning ingredients and extracts moisturize and boost shine while sunflower extract protects hair from sun damage.
Added bonus: Provides UVA and UVB protection and helps prevent color from fading.
Sizes (OZ): .25 .34 10.14 16.9 33.8(L) 128(GL)

Color Protect® Post Color Shampoo
What it does: Balanced combination of surfactants gently removes all color product from the hair and helps eliminate scalp irritation after processing.
Added bonus: Delivers an intense dose of UVA and UVB protection to prevent color fade.
Sizes (OZ): .50 3.1 16.9

Color Protect® Locking Spray
UV Protection
What it does: Makes hair look conditioned and super shiny while it locks in and extends the life of hair color.
How it works: Powerful conditioning agents and extracts add moisture and shine and sunflower extract provides sun protection and keeps color from fading.
Added bonus: Powerful UVA and UVB protection helps prevent color fade.
Sizes (OZ): 2.5 6.8 16.9

Color Protect® Locking Spray
Professional Use Only
What it does: Extra clean, effective formula gently removes all color product from the hair and the scalp stops the oxidation process, ensuring true color results and extending the life of hair color.
How it works: Fennel extract, a naturally derived “peroxide scavenger” and UV reducer, helps to stop oxidation after a color service and prevent color fade.
Added bonus: Balanced combination of surfactants gently removes all color product from the hair and helps eliminate scalp irritation after processing.
Sizes (OZ): 2.5 20.3

Color Protect® Post Color Shampoo
Professional Use Only
What it does: Extra clean, effective formula gently removes all color product from the hair and helps eliminate scalp irritation after processing.
Sizes (OZ): 2.5 20.3

Color Protect® Liquid Treatment™
Rebuilds and Protects
What it does: Repairs and protects color-treated hair, leaving it more manageable and easier to style.
How it works: Super Strong Complex rebuilds and strengthens hair, improving elasticity and guards against additional damage.
Added bonus: Makes hair more manageable and easier to style.
Sizes (OZ): .25 .6 8.5 16.9

Super Strong® Daily Shampoo
Strengthens and Protects
What it does: Gently cleanses and repairs damaged strands and improves the look and feel of hair, preventing further damage.
How it works: Super Strong Complex rebuilds hair from within and conditioning agents improve texture and add shine.
Added bonus: Mill. color-safe surfactants cleanse and protect.
Sizes (OZ): .25 .54 10.14 33.8(L) 128(GL)

Super Strong® Daily Conditioner
Rebuilds and Protects
What it does: Repairs and protects color-treated hair, leaving it more manageable and easier to style.
How it works: Super Strong Complex rebuilds and strengthens hair, improving elasticity and guards against additional damage.
Added bonus: Makes hair more manageable and easier to style.
Sizes (OZ): 2.5 6.8 16.9

Super Strong® Liquid Treatment™
Strengthens and Repairs
What it does: Repairs hair from the inside out and helps seal split ends for smooth, healthy-looking results.
How it works: Super Strong Complex and UV protection replace lost minerals and proteins.
• Super Strong Complex: rebuilds the internal structure of hair. 
• UVA and UVB protection: guards against further damage.
Sizes (OZ): 2.5 6.8 16.9

Super Strong® Treatment
Rebuilds and Restores
What it does: Repairs and rebuilds troubled tresses, improves elasticity and guards against additional damage.
How it works: Super Strong Complex rebuilds the internal structure of hair.
• Essential amino acids permanently attach to the damage sites in the cortex to provide inner strength and elasticity.
Sizes (OZ): 2.5 6.8 16.9

The Super Strength™
Professional Use Only
What it does: Penetrates deep into the cortex after alkaline chemicals have been rinsed and prior to shampooing.
How it works: Super Strong Complex, wheat-derived proteins and essential amino acids permanently attach to the damage sites in the cortex to provide inner strength and elasticity.
Added bonus: Designed specifically for use with lighteners and relaxers.
Sizes (OZ): 2.5 6.8 16.9

Strengthen, Healthy, Resilient, Strengthens and rebuilds worn-down, damaged hair.

UKA M ritchell® BI O N D L O N D E

Keeps fragile blonde strands light, bright and healthy.

Forever Blonde® Shampoo
Sulfate-Free • KerActive Repair
What it does: Gently cleanses and keeps blonde hair light, bright, and healthy.
How it works: Powered by exclusive KerActive protein and sunflower icoses.
Added bonus: Helps repair damage and seal the cuticle.
Sizes (OZ): 2.5 8.5 33.8

Forever Blonde® Conditioner
Intense Hydration • KerActive Repair
What it does: Subtly brightens blonde and highlighted hues.
How it works: KerActive and sunflower icoses help smooth and repair.
Added bonus: A perfect hydrator for everyday use.
Sizes (OZ): 2.5 8.5 33.8

Platinum Blonde Shampoo™
Brightens Blonde, Gray or White Hair
What it does: Brightens, cleanses and softens strands, adds shine and brings out the best in blonde, white and silver hair.
How it works: Conditioning agents and extracts hydrate and intensify shine.
Added bonus: Color-enhancing formula is a violet-tinted shampoo for natural and color-treated blondes.
Sizes (OZ): 2.5 8.5 33.8(L)

Forever Blonde® Dramatic Repair®
KerActive Damage Recovery
What it does: Smoothes, strengthens and replenishes depleted hair.
How it works: Loaded with KerActive protein, sunflower icoses and macadamia nut oil.
Added bonus: Lightweight yet powerful multitasking corrector.
Sizes (OZ): .85 3.1

What I like best about Color Protect® Daily Shampoo is:
- Gentle cleansing
- Leaves hair soft and hydrated
- Provides UVA and UVB protection against fading

What I like best about Color Protect® Post Color Shampoo is:
- Extra clean, effective formula
- Gentle cleansing without color fade
- Protects hair from the inside out

What I like best about Color Protect® Daily Conditioner is:
- Detangles and repairoes color-treated hair
- Leaves hair soft and hydrated
- Provides UV protection against fading

What I like best about Color Protect® Locking Spray is:
- Provides UV protection
- Keeps color from fading
- Provides added bonus for overall hair health

What I like best about Color Protect® Liquid Treatment™ is:
- Repairs and protects color-treated hair
- Increases elasticity and guards against additional damage
- Provides added bonus for overall hair health

No. 1
salon-based with more awards and press mentions than any other professional hair care brand
SMOOTHING
SMOOTH. SILKY. SHINY.
TAMES AND SMOOTHES COARSE, TEXTURED OR REBELLIOUS HAIR.

**Super Skinny® Daily Shampoo**
Smoothes and Softens

*What it does:* Cleanses and smooths hair, making rebellious locks softer and more manageable.
*How it works:*  • Our exclusive Ultra Skinny Complex hydrates and conditions hair.  • Mild surfactants clean without stripping or plumping hair. 

**Super Skinny® Daily Treatment**
Smoothes and Softens

*What it does:* Smoothes and softens strands and helps repair and prevent damage.
*How it works:*  • Our exclusive Ultra Skinny Complex hydrates and conditions hair.  • Heat-activated conditioners and thermal protectants help repair and prevent surface damage.  • Heat-activated conditioners and thermal protectants help repair and prevent surface damage.  • Added bonus: This color-safe formula reduces drying time and speeds up styling.

**Gloss Drops®**
Frizz-Free Polish

*What it does:* Fights frizz, resists humidity and creates brilliant shine, leaving hair soft and silky.
*How it works:*  • Lightweight humectants and conditioners leave hair soft and manageable.  • A special blend of chamomile, jojoba and henna provide shine and reflection.
*Added bonus:* Can be added to your favorite styling products for a boost of shine.

**Super Skinny® Serum**
Smoothes and Conditions

*What it does:* Smoothes, conditions and seals strands, leaving hair smooth, shiny and frizz-free in any weather.
*How it works:*  • Our exclusive Super Skinny Complex penetrates deep into hair to dissolve water and construct hair for speedy drying and styling.
*Added bonus:* Speeds up drying so you get silky smooth results in less time.

**Straight Works®**
Smoothes and Controls

*What it does:* Provides the perfect balance of slip and hold to transform textured hair and maximizes shine, softness and manageability.
*How it works:*  • Lightweight humectants and conditioners leave hair soft and manageable.  • Chamomile, jojoba and henna provide shine and reflection.
*Added bonus:* Controls texture and creates a silky smooth finish.

**Extra-Body Daily Boost®**
Root Lifter

*What it does:* Gives fine hair a boost of volume at the roots and helps protect hair from damage caused by heat styling.
*How it works:* Panthenol protects fragile strands and adds volume.  • Added bonus: Precision sprayer delivers extra “oomph” right where you need it.

**Extra-Body Sculpting Gel®**
Thickening Gel

*What it does:* Pumps up the volume and provides flexible hold for fine hair, creating brush-through body without stiffness or flaking.
*How it works:*  • Flexible, thickening and body-building ingredients create fullness and manageability.  • Aloe, henna, jojoba and rosemary add intense shine.
*Added bonus:* Makes hair shiny and manageable.

**Extra-Body Sculpting Foam®**
Thicken Up®

*What it does:* Makes thin strands look and feel thicker without a heavy product feel.  • Added bonus: Provides a bodifying boost so hair looks and feels thicker.
*How it works:*  • Conditioning formula provides extra body, fullness and control.  • Strengthening conditioners with UV protection shield hair from sun damage.
*Added bonus:* Protects hair from damaging UV rays.

**Extra-Body Finishing Spray®**
Volume and Shine

*What it does:* Fights frizz, adds shine and secures hard-to-hold hair. Provides a bodyifying boost so hair looks and feels thicker.
*How it works:*  • Panthenol and hydrolyzed wheat protein build body.  • Added bonus: Dries instantly without flaking or stiffness.

**Extra-Body Firm Finishing Spray®**
Extreme Hold, Maximum Volume

*What it does:* Provides all-day hold and maximum volume. Adds high shine, fullness and texture.  • Extra-firm, fast-drying formula grips every strand for added volume and texture.
*Added bonus:* Preserves the natural shine and texture of your hair.

**Extra-Body Daily Rinse®**
Thickens and Detangles

*What it does:* Detangles and adds weightless volume to fine hair, leaving locks full of body, bounce and shine.
*How it works:*  • Chamomile, henna, rosemary, aloe vera and jojoba detangle and add shine.  • Panthenol boosts body and volume and helps repair damage.  • Wheat-derived ingredients help prevent damage and leave hair silky smooth.
*Added bonus:* Helps repair and prevent damage caused by blow-drying and styling.

**Extra-Body Daily Shampoo**
Thicken Up®

*What it does:* Thickens and volumizes fine to normal hair. Provides a bodifying boost so hair looks and feels thicker.
*How it works:*  • Thickening conditioners and clean styling agents create body and definition.  • Panthenol protects fragile strands and adds volume.
*Added bonus:* Provides a bodifying boost so hair looks and feels thicker.

**Root Lift®**

*What it does:* Provides the perfect balance of slip and hold to transform textured hair and maximizes shine, softness and manageability.
*How it works:*  • Lightweight humectants and conditioners leave hair soft and manageable.  • Chamomile, jojoba and henna provide shine and reflection.
*Added bonus:* Controls texture and creates a silky smooth finish.

**5. Super Strong® Liquid Treatment™**

**7. The Super Strengthen™**

**8. Super Strong® Daily Conditioner**

**9. Color Protect Locking Spray**

**10. Platinum Blonde Shampoo™**

**11. Color Protect Reconstructive Treatment**

**12. Forever Blonde Dramatic Repair®**

**Smoothes and Softens**

- Professional only treatment; designed to penetrate deep into the cortex of the hair
- Repairs from the inside out; marine extracts and vegetable proteins replenish every strand
- Gently cleanses while adding strength and shine, also helps prevent hair color fade
- Repairs, conditions and hydrates color-treated tresses
- Sunflower extract and powerful UVA and UVB protection help lock in and extend the life of hair color
- Branniishes, adds moisture and boosts shine
- Gently removes all color products from the hair; stops oxidation and achieves true color results
- Detangles and smoothes; sunflower extract protects the structure of hair, provides UVA and UVB protection and helps prevent color from fading
- Rebuilds the internal structure of damaged hair; wheat proteins and amino acids improve strength and elasticity
- Mild, color-safe surfactants gently cleanse and help prevent further damage; conditioning agents improve the feel and intensity surface shine
- Rebuilds the internal structure of hair; canola, soy bean and corn starch soften and smooth
- Lightweight yet powerful multitalking corrector; loaded with KerActive protein, sawflower oleosines and macadamia nut oil
Instant Moisture® Daily Shampoo
Hydrates and Revives
what it does:
Cleanses and deeply hydrates thirsty hair.
Repairs damage and helps plump up skinny strands.
how it works:
• Instant Moisture Complex provides superior conditioning and UV protection.
• Panthenol adds body and volume, and helps repair damage from the inside out.
added bonus: This color-safe formula protects vulnerable hair from the sun.
SIZES (OZ): .25 3.4 10.14 16.9 33.8 (L) 128 (GL)

Instant Moisture® Daily Treatment
Hydrates and Revives
what it does:
Hydrates and detangles moisture-starved strands, making hair shiny and manageable.
how it works:
• Soy proteins, shea butter and Instant Moisture Complex team up to moisturize, strengthen and add elasticity.
• Panthenol builds body and repairs damage from the inside out.
added bonus: Strengthens the cuticle and improves elasticity.
SIZES (OZ): .25 3.4 6.8 16.9 33.8 (L) 128 (GL)

The Wash®
Moisture Balancing Shampoo
what it does:
Helps balance moisture for any hair type, leaving hair soft, healthy and full of body.
how it works:
Moisture balancing conditioners help soften and improve hair’s texture.
added bonus: This color-safe formula makes a great hydrating body wash too.
SIZES (OZ): .25 3.4 10.14 16.9 33.8 (L)

Super-Charged Moisturizer®
Intense Hydrating Treatment
what it does:
Provides an intense dose of moisture for dehydrated hair and boosts shine and improves elasticity.
how it works:
• Panthenol, soy proteins and vitamin E provide added conditioning and protection.
• Alas, chamomile, rosemary and jojoba leave hair super shiny.
added bonus: Makes hair healthier and more manageable.
SIZES (OZ): .25 3.4 6.8 16.9 128 (GL)

Awapuhi Moisture Mist®
Hydrating Spray
what it does:
Deeply hydrates thirsty hair and revives dry, tired skin.
how it works:
• Lactic acid and Hawaiian awapuhi provide deep moisture and enhanced shine.
• Spirulina and plankton extracts rich in amino acids and vitamins make hair soft, hydrated and silky smooth.
• Sodium PCA (a natural component of human skin) balances moisture.
added bonus: Reactivates styling products in hair, making it perfect for quick touch-ups.
SIZES (OZ): 3.4 8.5 16.9 128 (GL)

The Rinse™
Lightweight Conditioner
what it does:
Provides instant detangling for any hair type and hydrates thirsty hair without adding weight.
how it works:
• Wheat-derived conditioners provide easy wet and dry detangling.
• Essential amino acids and vegetable-derived conditioners hydrate hair.
• Conditioning agents reduce static.
added bonus: Helps control flyaways so hair is silky, smooth and manageable.
SIZES (OZ): .25 10.14 16.9

Lite Detangler®
Lightweight Detangling Spray
what it does:
Leaves hair full of volume and shine and makes it easier to brush and style tangled tresses.
how it works: Lightweight conditioners boost volume and shine.
added bonus: Fragrance-free formula is ideal for anyone sensitive to scents.
SIZES (OZ): 8.5

The Masque®
Intense Treatment
what it does:
Strengthens and protects damaged strands, adds an intense dose of moisture and improves hair’s elasticity.
how it works:
• Natural oils, vitamin E and wheat proteins add elasticity.
• Aquatic marine ingredients strengthen, protect and moisturize.
• Cystine conditioning complex mends hair damaged by chemical processes.
added bonus: Helps mend chemically treated hair.
SIZES (OZ): 4.2

COMPARISON OF PRODUCTS

- **Super Skinny® Serum**
  - Unique

- **Gloss Drops®**
  - Unique

- **Extra-Body Finishing Spray®**
  - Unique

- **Extra-Body Firm Finishing Spray®**
  - Unique

- **Super Skinny® Relaxing Balm™**
  - Unique

- **Straight Works®**
  - Unique

- **MOISTURE**
  - Hydrates and refreshes thirsty, brittle hair.

- **CONDITON**
  - Keeps hair looking and feeling healthy.

- **HYDRATED. SOFT. REPLENISHED.**
  - Hydrates and refreshes thirsty, brittle hair.

- **HEALTHY. MANAGEABLE. SOFT.**
  - Keeps hair looking and feeling healthy.
Who, What, When?

How will you recommend the following products to guests? Include the ideal hair type and desired end result for each product.

Extra-Body Daily Rinse®

_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

Extra-Body Sculpting Foam®

_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

Thicken Up®

_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

Instant Moisture® Daily Shampoo

_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

Super-Charged Moisturizer®

_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

Map It Out

In the space provided, create a learning map that includes a short description of each product in the following categories: Color Care, Extra-Body, Strength, Moisture and Smoothing.
SHOW WHAT YOU KNOW ABOUT COLOR CARE, STRENGTH, MOISTURE, EXTRA-BODY, CURLS, BLONDE, AND SMOOTHING PRODUCTS. CIRCLE THE CORRECT ANSWER FROM THE MULTIPLE CHOICES PROVIDED.

1. The Wash® is formulated to be a...
   A. Deep cleanser  
   B. Moisture balancing shampoo  
   C. Clarifying shampoo

2. Super Strong® Daily Shampoo is formulated to...
   A. Re-grow hair  
   B. Soothe the scalp  
   C. Rebuild the hair from within

3. Instant Moisture® Daily Shampoo is designed to...
   A. Prevent color from fading  
   B. Provide extra body and color retention  
   C. Deeply hydrate and repair damage

4. Which Paul Mitchell® shampoo is designed to thicken, repair and add shine?
   A. Awapuhi Shampoo®  
   B. Extra-Body Daily Shampoo®  
   C. Super Skinny® Daily Shampoo

5. Super-Charged Moisturizer® is recommended for...
   A. Strengthening damaged, fragile and chemically treated hair  
   B. Providing an intense dose of moisture resulting in improved elasticity and more manageable, healthy-looking hair  
   C. Thickening and repairing the hair

6. Extra-Body Daily Rinse® does the following...
   A. Helps to smooth and seal split ends on dry to normal hair  
   B. Thickens, detangles and helps repair and prevent damage  
   C. Minimizes the damaging effects of chemical treatments

7. Which Paul Mitchell® conditioner is designed to smooth and soften the hair while reducing drying time?
   A. The Detangler®  
   B. Super Skinny® Daily Treatment  
   C. Instant Moisture® Daily Treatment

8. What ingredient in Color Protect® Locking Spray helps extend the life of hair color and protect the hair structure from the damaging effects of the sun?
   A. Hydrolyzed soy protein  
   B. Sunflower extract  
   C. Anthemis nobilis flower extract

9. Which smoothing product is a frizz-free polish?
   A. Super Skinny® Serum  
   B. Gloss Drops®  
   C. Straight Works®

10. Thicken Up® is best known for...
    A. Thermal protection and shine  
    B. A perfect balance of conditioners, styling agents and shine enhancers that provide a soft, flexible hold  
    C. Thickening conditioners and clean styling agents that provide extra body and soft memory

11. Which shampoo brightens blonde, gray or white hair and banishes brassiness?
    A. Awapuhi Shampoo®  
    B. Platinum Blonde Shampoo®  
    C. Extra-Body Daily Shampoo®

12. Extra-Body Daily Boost® is described as...
    A. A clean, clear thickening gel  
    B. A thick, rich foam that creates flexible hold  
    C. A root lifter that adds volume and body at the root and protects against heat styling damage

13. Which shampoo smoothes, softens and reduces drying time?
    A. Instant Moisture® Daily Shampoo  
    B. Super Skinny® Daily Shampoo  
    C. Awapuhi Shampoo®

14. The Super Strengthener™ penetrates deep into the cortex, provides inner strength and elasticity, and is most effective when used...
    A. Only with Super Strong® Daily Shampoo  
    B. While hair is in an alkaline state  
    C. After using Shampoo Two®

15. Which leave-in product smoothes, conditions and reduces drying time?
    A. Super Skinny® Serum  
    B. Straight Works®  
    C. Gloss Drops®

16. What is the perfect everyday hydrator for blonde and highlighted hues?
    A. Forever Blonde® Conditioner  
    B. Super Strong® Daily Conditioner  
    C. Super Skinny® Serum
CLARIFYING
DEEPLY CLEANS AND PURIFIES HAIR FROM THE INSIDE OUT.

Shampoo Two®
Deep Cleansing
What it does: Deeply cleanses oil and scales, leaving hair fresh, shiny and full of body.
How it works: Wheat-derived conditioners boost body and shine.
Added bonus: This color-safe formula minimizes oil production so hair becomes less oily over time.

Sizes (OZ): .25 3.4 10.14 16.9 33.8(l) 128(gl)

Shampoo Three®
Removes Chlorine and Impurities
What it does: Removes dulling build-up from hair, strengthens strands and minimizes future build-up.
How it works: Deep cleansers remove chlorine, iron and minerals.
Added bonus: Helps prevent hair from becoming "chlorine green."

Sizes (OZ): .25 3.4 10.14 16.9 33.8(l) 128(gl)

Taming Spray®
Ouch-Free Detangler
What it does: Easily detangles dry or damp hair.
How it works: Leaves hair fresh and full of body.
Added bonus: Smooths static and helps control children's "morning hair."

Sizes (OZ): 3.4 8.5 16.9

Classic, Conditioned, Balanced.
CLEANSES AND CONDITIONS ANY HAIR TYPE OR TEXTURE.

Shampoo One®
Gentle Wash
What it does: Gently cleanses, improves manageability, adds deep shine and enhances hair's appearance.
How it works:
- Fantham® and wheat-derived conditioners improve the surface texture and manageability.
- Algae, aloes, jojoba, henna and rosemary add deep shine.
Added bonus: It's extremely mild, making it a great choice for color-treated hair.

Sizes (OZ): .25 3.4 10.14 16.9 33.8(l) 128(gl)

Awapuhi Shampoo® (Original)
Super Rich Wash
What it does: Thoroughly cleanses any hair type including color-treated hair. Helps balance moisture and add volume.
How it works:
- Hawaiian awapuhi helps prevent moisture loss.
- Special conditioners help improve hair texture.

Sizes (OZ): 2.5 6.8 33.8

Leaves hair fresh and full of body.

Sizes (OZ): 2.5 6.8 33.8

Baby Don't Cry® Shampoo
Gentle, Tearless Wash
What it does: Gently cleanses and soothes hair and scalp.
How it works: Doubles as a great body wash for baby's sensitive skin.

Added bonus: The tearless formula is great for children of all ages.
- Mild cleansers and a neutral pH create a tearless formula.
- A unique blend of extracts helps hydrate and prevent moisture loss.
- Chamomile and cornflower extract calm and sooth.

Sizes (OZ): .25 3.4 10.14 16.9 33.8(l) 128(gl)

The Detangler®
Super Rich Conditioner
What it does: Detangles and conditions medium to coarse hair. Smooths, softens and prevents moisture loss.
How it works:
- Grape seed oil provides instant conditioning, detangling and shine.
- Hawaiian awapuhi prevents dryness.
- Carrot extract rich in beta-carotene acts as a natural UV absorber.

Added bonus: Provides a powerful dose of moisture and rebuilds inner strength.

Sizes (OZ): .25 3.4 10.14 16.9 33.8(l) 128(gl)

Spring Loaded Frizz-Fighting Shampoo
Zero Sulfates / Zero Frizz
What it does: Double-duty, gently cleanses curly without roughing up the cuticle to fight frizz from the start.
How it works:
- A mild, soothing blend of sulfate-free surfactants gently cleanses curls.
- Wheat-derived nutrients and conditioning agents help leave hair soft and manageable so curls always look their best.

Added bonus: Ultra-smoothing and sulfate-free.

Sizes (OZ): 2.5 8.5 33.8

Seal and Shine®
Thermal Protection and Condition
What it does: Shields hair from damage caused by blow-dryers and hot irons.
How it works:
- Essential fatty acids add shine.
- Intense conditioners prevent moisture loss.

Added bonus: Leaves locks hydrated and noticeably shiny, and won't weigh hair down.

Sizes (OZ): 2.5 8.5 16.9

Frizz-Free Curl Therapy
What it does: Lightweight conditioning treatment that hydrates, fights frizz and gives curls definition.
How it works:
- A unique blend of extracts helps prevent moisture loss.

Added bonus: Repairs thirsty locks and leaves curls soft, smooth and frizz-free.

Sizes (OZ): 2.5 5.1

Sea and Shine®
Thermal Protection and Condition
What it does: Shields hair from damage caused by blow-dryers and hot irons.
How it works:
- Essential fatty acids add shine.
- Intense conditioners prevent moisture loss.

Added bonus: Leaves locks hydrated and noticeably shiny, and won't weigh hair down.

Sizes (OZ): 2.5 8.5 16.9

The Conditioner™
Leaves hair tamer, has a softer and smoother look and feel.
How it works:
- Wheat-derived conditioners improve hair texture.

Sizes (OZ): 2.5 6.8 33.8

Spring Loaded™ Frizz-Fighting Conditioner
Rinse-Out Curl Detangler
What it does: Creamy rinse-out conditioner tames tangles, detangles, and defines curls.
How it works: Replenishes moisture with joba oil and hydrating natural extracts.

Added bonus: Leaves hair soft, smooth and frizz-free.

Sizes (OZ): 2.5 6.8 33.8

Ultimate Wave™
Beachy Texture Cream-Gel
What it does: Lightweight, cohesion and adds loads of texture to create sexy, tousled beach waves.
How it works: Smooths and conditioning mechanism extract fights frizz.

Added bonus: Creamy formula creates a silky smooth surface.

Sizes (OZ): 2.5 5.1

Twirl Around™
Crunch-Free Curl Definer
What it does: Texturizes, defines, separates and tames unruly curls and waves without that airbrushed crunch.
How it works: Creamy, crunch-free texture leaves curls soft and touchable.

Added bonus: Helps curls retain their shape and bounce all day long.

Sizes (OZ): 5.1

KIDS
GENTLY CLEANS AND DETANGLES SENSITIVE STRANDS.

GENTLE, SOOTHING, SOFT.

Original

How it works:
- Hawaiian awapuhi helps balance moisture.

Sizes (OZ): 2.5 5.1

How it works:
- Intense conditioners prevent moisture loss.

Sizes (OZ): 2.5 5.1

How it works:
- Algae, aloe, jojoba, henna and rosemary add deep shine.

Sizes (OZ): .25 3.4 10.14 16.9 33.8(l) 128(gl)

How it works:
- A smoothing, detangling, lightweight conditioner helps replenish every curl.

Sizes (OZ): 2.5 6.8 33.8

How it works:
- A mild, soothing blend of sulfate-free surfactants gently cleanses curls.

Sizes (OZ): 2.5 8.5 33.8

How it works:
- Wheat-derived nutrients and conditioning agents help leave hair soft and manageable so curls always look their best.

Sizes (OZ): 2.5 8.5 33.8

How it works:
- A blend of panthenol and silicone moisturizes.

Sizes (OZ): 2.5 8.5 33.8

How it works:
- Wheat-derived conditioners and amino acids strengthen, add elasticity and boost shine.

Sizes (OZ): 2.5 8.5 33.8

How it works:
- A blend of panthenol and silicone moisturizes.

Sizes (OZ): 2.5 8.5 33.8

How it works:
- A blend of panthenol and silicone moisturizes.

Sizes (OZ): 2.5 8.5 33.8
BE A TAKE HOME™ PRODUCT EXPERT!

CREATE A DIALOGUE WITH YOUR FELLOW FUTURE PROFESSIONALS AND REHEARSE HOW YOU WOULD RECOMMEND PAUL MITCHELL® CURLS TO GUESTS WITHIN EACH OF THESE KEY AREAS.

Tool Bar™ (Hint: curly hair may require the right tool and the right product to achieve the perfect look.)

Reservation Desk (Hint: create a dialogue that will draw the guest to the Take Home™ area where Paul Mitchell® Curls products are displayed.)

Stylist Station (Hint: this is the time your product can really shine. Use the products on the appropriate guests so they can see the results. Explain why you recommend them and how your guests will use the products at home.)

WORD SEARCH

WRITE DOWN THE ORIGINAL, CLARIFYING, CONDITION OR KIDS PRODUCTS DESCRIBED BELOW, AND THEN LOCATE THE PRODUCT NAMES IN THIS WORD SEARCH. HAVE FUN!

1. Gentle, color-safe formula; enhances shine and improves manageability
2. Deep cleanser removes chlorine and impurities; strengthens; excellent for swimmers
3. Leave-in moisturizer; reduces static and prevents dryness; excellent for hair and skin
4. Provides a powerful dose of moisture and rebuilds inner strength
5. Lightweight detangling; enhances volume and shine; fragrance free
6. Spray on and leave on; ouch-free detangler leaves hair fresh and full of body
7. Removes dulling build-up; adds body, fullness and shine and leaves hair super clean and fresh
8. Leaves hair clean and fresh, helps prevent moisture loss and provides fullness and body; great body wash
9. Instant detangling and conditioning; smooths, softens and provides UV protection
10. Instant detangling; hydrates hair without adding weight and reduces static
11. Improves elasticity; strengthens and protects damaged strands and is excellent for chemically treated hair
12. Gentle and soothing; an excellent baby wash

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SHOW WHAT YOU KNOW ABOUT CLARIFYING, CONDITION, KIDS, CURLS AND ORIGINAL PRODUCTS.

Multiple Choice: Circle the correct answer from the multiple choices provided.

1. Which Paul Mitchell® shampoo is designed to remove chlorine, iron and minerals from the hair?
   A. Awapuhi Shampoo
   B. Baby Don’t Cry® Shampoo
   C. Shampoo Three®

2. Shampoo One® is recommended for...
   A. Gentle, color-safe cleansing, enhanced shine and improved manageability
   B. Chemically treated hair only
   C. All hair types

3. Which Paul Mitchell® shampoo is excellent for oily hair and scalp?
   A. Baby Don’t Cry® Shampoo
   B. Shampoo Two®
   C. Awapuhi Shampoo®

4. Which Paul Mitchell® shampoo is known as the original hair and body cleanser?
   A. Shampoo One®
   B. The Wash®
   C. Awapuhi Shampoo®

5. Which of the following two products help tame frizz?
   A. Ultimate Wave™ and Twirl Around™
   B. Spring Loaded™ Frizz-Fighting Shampoo and Full Circle Leave-In Treatment™
   C. All of the above

6. Which Paul Mitchell® shampoo is described as a gentle, “tearless” wash?
   A. Shampoo One®
   B. Baby Don’t Cry® Shampoo
   C. Super Skinny® Daily Shampoo

7. Which Paul Mitchell® conditioner is recommended for use prior to a color application for longer-lasting tonal quality?
   A. Awapuhi Moisture Mist®
   B. Super-Charged Moisturizer®
   C. Hair Repair Treatment®
   D. All of the above

8. The Conditioner™ is described as...
   A. Smoothing and softening
   B. A deep protein conditioner
   C. A leave-in, moisturizing conditioner

9. The Detangler® is described as...
   A. Detangling and super rich conditioner
   B. A detangler for fine or thinning hair
   C. A lightweight detangling conditioner

10. Name the product that instantly detangles, provides lightweight moisture and reduces static.
    A. Tea Tree Special Conditioner®
    B. Instant Moisture® Daily Treatment
    C. The Rinse™

11. Which thermal protection spray contains intense conditioners to prevent moisture loss?
    A. Soft Spray®
    B. Seal and Shine®
    C. Heat Seal®

12. What is the secret weapon for creating sexy, tousled beach waves?
    A. Ultimate Wave™
    B. Twirl Around™
    C. Gloss Drops®

13. Which intense conditioning treatment improves strength, elasticity and shine through wheat derived conditioners and amino acids?
    A. The Masque®
    B. Hair Repair Treatment®
    C. Super-Charged Moisturizer®

True or False? Circle the correct answer for each statement below.

1. Shampoo Two® is a deep cleanser used to remove chlorine and impurities from the hair.
   True    False

2. Hair Repair Treatment® is a leave-in conditioner that strengthens and repairs the hair.
   True    False

3. Seal and Shine® helps prevent damage caused by blow-dryers and hot irons.
   True    False
**EXPRESS DRY™**

**Fast. Clean. Dry.**
Refreshes and boosts volume in minutes.

**Dry Wash™**
Express Dry Waterless Shampoo

- **What it does:** Dry formula instantly leaves hair looking and feeling freshly washed with a clean scent.
- **How it works:** Ultra-fine, colorless formula leaves no residue; ideal for all hair types and colors.
- **Added bonus:** Powerful directional spray refreshes and revives tresses while extending the life of any style.

**Sizes (oz):** 1.1 

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**Stay Strong™**
Express Dry Strong Hold hairspray

- **What it does:** Strong-hold spray offers the ultimate style support while remaining workable.
- **How it works:** Humidity-resistant ingredients help fight frizz support while remaining workable.

**Sizes (oz):** 1.5 

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**Exploit Forms™**
Cream Gel

- **What it does:** Soothes, tames and secures any texture with long-lasting hold. Helps reduce drying time and creates great detail.
- **How it works:** Shea butter, evening primrose, avocado and jojoba oils boost shine and manageability.
- **Added bonus:** Works wonders on curls with defined, frizz-free results and the versatile formula can be applied to wet or dry hair.

**Sizes (oz):** .85 

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**Hot Off The Press™**
Thermal Protection Spray

- **What it does:** Protects fragile strands from damage caused by heat styling. Boosts hair’s strength, fights frizz and provides flexible hold.
- **How it works:** Rice hull extract builds a weightless barrier between hair and heat styling tools.
- **Added bonus:** Wheat proteins deliver an extra dose of strength.

**Sizes (oz):** 1.3 

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**Quick Slip™**
Styling Cream

- **What it does:** Provides flexible hold and definition.
- **Conditions and protects hair.
- **How it works:** Softening conditioners and UV protection leave hair looking and feeling healthy.
- **Added bonus:** Speeds up drying time and shields vulnerable strands from the sun.

**Sizes (oz):** .25 

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**Round Trip™**
Liquid Curl Definer

- **What it does:** Conditions and protects textured tresses and adds weightless bounce and detail to curls and waves.
- **How it works:** Styling agents derived from corn starch add weightless detail. Panthenol and magnesium sulfate condition and protect.
- **Added bonus:** Reduces drying time to get you on your way faster.

**Sizes (oz):** .25 

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**Hold Me Tight™**
Finishing Spray

- **What it does:** Secures any style with a strong, long-lasting hold and dries fast without stiffness or build-up.
- **How it works:** Powerful, flexible polymers provide strong hold.
- **Added bonus:** Enhances shine and reduces flyaways.

**Sizes (oz):** .85 

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**Worked Up®**
Working Spray

- **What it does:** Provides long-lasting, flexible hold and dries in a flash with a clean, no-product feel.
- **How it works:** Workable polymers provide lasting hold.
- **Added bonus:** Boosts shine and reduces static.

**Sizes (oz):** .85 

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**Advertise It!**

In the space below, design an advertisement for the Express Dry, Express Style or Soft Style category. Include some of the main reasons why a reader should try products from that category.
Sculpting Foam™
Conditioning Foam
What it does: Enhances texture with long-lasting memory, controls frizz, adds shine and balances moisture.
How it works:
• Styling and bodifying agents combined with panthenol provide touchable hold.
• Emollient conditioners smooth the surface of hair.
• Hawaiian awapuhi helps prevent moisture loss.
Added bonus: Creates gorgeous, crunch-free, defined curls.
Sizes (OZ): 2 6.7 16.9

Fast Drying Sculpting Spray™
Working Spray
What it does: Adds body, flexible control and shine. Quickly reactivates with heat or water.
How it works:
• Flexible styling ingredients and a blend of algea, aloe, jojoba, henna and rosemary boost body and shine.
Added bonus: Protects hair from damaging UV rays.
Sizes (OZ): 3.4 10

Super Clean Spray®
Finishing Spray
What it does: Adds fullness, texture and flexible hold. Dries fast with clean, run-your-fingers-through-it results.
How it works:
• Flexible stylers and conditioning agents add body and shine.
• Fine mist spray provides a dry application.
Added bonus: Helps protect against sun damage.
Sizes (OZ): 3.5 10

Volumizing Spray™
Root Lifter
What it does: Thickens hair, adds fullness, helps reduce static and flyaways.
How it works:
• Naturally derived, heat activated styling ingredients add volume.
• Panthenol thickens and builds body.
• Light mist pump spray allows for even application—a little goes a long way.
Added bonus: Provides extra volume for blow-dried styles.
Sizes (OZ): 3.4 10 16.9

Wax Works®
Extreme Texture
What it does: Creates bold texture and definition, also makes hair super shiny.
How it works:
• Flexible resins and vegetable-based conditioners define and add texture.
• Algae, aloe, jojoba, henna and rosemary create high shine.
Added bonus: Provides enough hold for even hard-to-control hair.
Sizes (OZ): 3.4 10

Spray Wax™
Flexible Texture
What it does: Creates bendable texture and delivers a satin finish.
How it works: Non-oily wax and sunflower seed oil create a satin finish while the flexible beeswax adds pliability.
Added bonus: Light aerosol mist is easy to apply to all lengths and hair types.
Sizes (OZ): 2.8 7.5
**Super Clean Sculpting Gel®**

**Maximum Control**

**What it does:** Provides maximum control for hard-to-hold styles and delivers high shine and bold texture.

**How it works:**
- Firm-holding styling ingredients lock in any look.
- Algae, aloe, jojoba, henna and rosemary intensify shine.

**Added bonus:** Works great for wet or dry looks.

**Sizes (OZ):** 0.25  3.4  6.8  16.9

**Dry Wax™**

**Texture and Definition**

**What it does:** Defines and controls any texture. Creates clean, “no-hold” looks.

**How it works:** Emollient conditioners and softening agents create pliable styles.

**Added bonus:** Delivers long-lasting hold with a moveable finish.

**Sizes (OZ):** 1.8

**Freeze and Shine Super Spray®**

**Finishing Spray**

**What it does:** Provides powerful hold and memory and creates a shiny finish.

**How it works:**
- Algae, aloe, jojoba, henna and rosemary boost shine.
- Firm-holding styling ingredients lock in your look.

**Added bonus:** Helps protect hair from sun damage.

**Sizes (OZ):** 3.4  8.5  16.9  33.8(L)  128(GL)

**Super Clean Extra®**

**Finishing Spray**

**What it does:** Provides firm hold, boosts body and adds shine. Dries fast for quick and easy styling.

**How it works:** Firm-hold stylers and conditioning agents add fullness and shine.

**Added bonus:** Helps protect strands from the sun.

**Sizes (OZ):** 3.5  10

**XTG®**

**Extreme Thickening Glue**

**What it does:** Delivers maximum thickness and bold texture. Dries fast for quick and easy styling.

**How it works:**
- Firm styling ingredients are ideal for extreme styles.
- “Glue tip” allows for precision application.

**Added bonus:** Locks in any look with a long-lasting hold.

**Sizes (OZ):** 0.25  3.4

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**COMPARE AND CONTRAST**

In the area below each product name, list the benefits that are unique to that product. In the area where the two circles connect, write what the products have in common.
Now that you’ve learned about Paul Mitchell® products, it’s time to create your own product cocktails! Use the space below to write down the recipes for three of your favorite product cocktails, and then share them with a friend.

My Favorite Product Cocktails

<table>
<thead>
<tr>
<th>Products</th>
<th>Amount of Product Used</th>
<th>End Result</th>
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<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<tr>
<td>3.</td>
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</table>

Test Your Knowledge

Show what you know about Paul Mitchell® styling products.

Match-Up

Match each description to the correct product by writing the product number in the (    ) provided.

1. Heat Seal®
   - Texture cream that can be used on wet or dry hair
2. Soft Sculpting Spray Gel®
   - Quick drying styling glaze
3. Super Sculpt™
   - Medium hold styling liquid
4. Sculpting Foam™
   - Texture and definition with a movable finish
5. Fast Form®
   - Flexible hold, fine mist finishing spray
6. Dry Wax™
   - Fast drying cream gel
7. Super Clean Spray®
   - Flexible styling gel; builds body and fullness
8. Hair Sculpting Lotion™
   - Conditioning styling foam
9. Wax Works®
   - Extreme texture and super shine
10. Re-Works®

Multiple Choice

Circle the correct answer from the multiple choices provided.

1. Which Paul Mitchell® finishing product produces a satin, waxed finish in an aerosol delivery system?
   - A. Wax Works®
   - B. Foaming Pommade®
   - C. Spray Wax™

2. Which styling cream is designed to help reduce drying time?
   - A. Quick Slip™
   - B. Hair Sculpting Lotion™
   - C. Sculpting Foam™

3. Worked Up® provides what kind of hold?
   - A. Soft hold
   - B. Firm hold
   - C. Flexible hold

4. Which Paul Mitchell® finishing product helps achieve a “lived-in” look with texture and definition?
   - A. Spray Wax™
   - B. Dry Wax™
   - C. Round Trip®

5. Which Paul Mitchell® styling conditioner strengthens, moisturizes and protects hair?
   - A. The Cream®
   - B. The Conditioner™
   - C. Super Strong® Treatment

6. Which product is a liquid curl definer that adds weightless bounce and detail?
   - A. Round Trip®
   - B. Hot Off The Press®
   - C. Foaming Pommade®

7. Which product can revive your guest’s look, absorb excess oil and prolong hair color—no water required?
   - A. Round Trip®
   - B. ESP®
   - C. Dry Wash™

8. Which product would you use if you wanted a weightless, ultra-dry formula hairspray that provides maximum control and volume?
   - A. Stay Strong™
   - B. Worked Up®
   - C. Super Clean Spray®

True or False

Circle the correct answer for each statement below.

   - True  False

2. Slick Works®, is an industrial strength finishing wax.
   - True  False

3. Hot Off The Press® should be used only with smoothing irons.
   - True  False

4. Super Clean Extra® is a flexible hold finishing spray.
   - True  False
BINGO Facilitator Notes: Refer to the list of products below and collect the key benefits/descriptors for each. Read the descriptors aloud, one at a time, and have the players mark the squares that contain the corresponding product on their BINGO cards. The products can be identified as a group or individually once the description is read, whatever the facilitator feels will work best at that time. When a player has filled in seven squares in any vertical row, they can shout BINGO. Have the player call off the products that are marked on their card to verify that they have won.

**Product List:**
- ESP®
- Super Sculpt™
- Re-Works®
- Super Clean Spray®
- Fast Drying Sculpting Spray™
- Sculpting Foam™
- Wax Works®
- Spray Wax™
- Slick Works®
- Hair Sculpting Lotion™
- Super Clean Sculpting Gel®
- Dry Wax™
- Super Clean Extra®
- XTG®
- Quick Slip™
- Round Trip®
- Hold Me Tight™
- Hot Off The Press®
- Fast Form®
- Freeze and Shine Super Spray®

**BINGO Card:**

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**Second Section:**

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<td>HAIR SCULPTING LOTION®</td>
<td>WAX WORKS®</td>
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<td>SLICK WORKS®</td>
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**PAUL MITCHELL® PRO TOOLS™**

**STYLE SMARTER**

**NOT HARDER**

Tools are a hairdresser’s best friend and professional ally. And you need the very best when working behind the chair. Sold only in professional salons, these high-tech tools carry the Paul Mitchell® name that stylists (and their clients) trust most.

- **Professional collection of dryers, irons, brushes and stylist essentials**
- **Advanced technology speeds up styling time and is gentle on the hair**
- **Upgrade salon’s stylist stations with a uniform collection of sleek, high performing tools**
- **Great retail opportunity to dramatically increase Take Home™ revenue**

**EXPRESS ION COLLECTION**

**DRYERS**

**DRY HAIR FASTER AND CREATE HEALTHY, SHINY RESULTS.**

**Express Ion Dry®**

Dries Hair Up to 60% Faster

**What it does:** Dries hair quickly and gently from the inside out, creating healthy, hydrated results.

**How it works:**
- Express Ion Complex™, leaves hair hydrated and shiny.
- 1500-watt professional DC motor.
- 2 temperatures/2 speed settings and a self-locking cool shot button.
- Added bonus: Gentle airflow helps prevent frizz and is ideal for fine hair.

**Express Ion Dry® TurboLight®**

Powerful Airflow

**What it does:** Minimizes drying time and maximizes healthy results. Delivers an extra dose of conditioning technology for vulnerable locks.

**How it works:**
- Express Ion Complex™, creates shiny, hydrated results.
- Conditioning NanoPlex™, inside barrel.
- 1795-watt professional AC motor.
- 2 temperatures/2 speed settings and a self-locking cool shot button.
- Styling nozzle with Express Ion Complex™.
- Added bonus: Super lightweight and features a powerful airflow ideal for thick hair.

**Express Ion Dry® HotLight™**

High Heat, Low Weight

**What it does:** Features professional high heat settings for faster drying, creating shiny, healthy-looking results.

**How it works:**
- Express Ion Complex™, leaves hair hydrated and noticeably shiny.
- 1400-watt, extra-quiet professional DC motor.
- Professional-grade heat for powerful styling.
- 2 temperatures/2 speed settings and a cool shot button.
- Styling nozzle with Express Ion Complex™.
- Added bonus: Ultra-lightweight ergonomic design is easy to handle.

**The Diffuser**

A Curl’s Best Friend

**What it does:** Dries curls and waves without blowing out their natural shape; speeds up drying and delivers shiny, conditioned results.

**How it works:**
- Express Ion Complex™, is molded into the core of The Diffuser for faster drying and healthy results.
- Vented fingertips lift and define from root to end.
- Added bonus: Makes curls bounce, defined and full of volume.

**Express Ion Style®**

Session Stylist Favorite

**What it does:** Makes hair straight, wavy, curly and everything in between and leaves strands noticeably shiny and conditioned.

**How it works:**
- Express Ion Complex™ creates shiny, healthy-looking results.
- 1-inch cushioned ceramic plates.
- Heats up to 400°F in 80 seconds with a 5-second heat recovery time.
- Added bonus: Silicone strips polish hair in just one pass for faster styling.

**Express Ion Smooth®**

Our #1 Bestseller

**What it does:** Classic design smooths and polishes strands in less time, every time, to ensure healthy-looking results with incredible shine.

**How it works:**
- Express Ion Complex™ smoothes hair from the inside out for healthy, shiny results.
- 125-inch cushioned ceramic plates.
- Added bonus: Heats up to 400°F in just 60 seconds.

**Express Ion Curl® TurnStyle®**

1” Rotating Barrel

**What it does:** Creates beautiful curls with the touch of your fingertips, guarantees healthy-looking, shiny results.

**How it works:**
- Express Ion Complex™ hydrates and adds shine.
- Double ceramic heaters ensure even temperatures up to 440°F.
- 2-hour automatic shut-off.
- Added bonus: Cuts styling time in half without straining your wrist.

**Express Ion Curl® XS**

Extra-Slim Design

**What it does:** 3/8-inch aluminum barrel creates springy ringlets and delivers smooth, hydrated curls with incredible shine and lasting power.

**How it works:**
- Express Ion Complex™ hydrates, boosts shine and helps speed up styling time.
- Premium heater provides even heat distribution.
- Digital temperature control and temperature lock.
- Heats up to 400°F.
- Added bonus: 1-inch DemiClip allows for traditional spring curling or clamp-free techniques.

**Express Ion Curl® Editor’s Pick**

**What it does:** 1-inch aluminum barrel creates flawless ringlets and waves, ensuring hydrated curls with incredible shine and lasting power.

**How it works:**
- Express Ion Complex™ hydrates and adds shine.
- Digital temperature control and temperature lock.
- Heats up to 400°F.
- Added bonus: Ceramic heat delivery system prevents cold spots for faster styling.
PAUL MITCHELL™ PRO TOOLS™ MATCH-UP

A. ULTRA LIGHTWEIGHT
B. 2 TEMPERATURES/2 SPEEDS
C. 413 SCULPTING BRUSH
D. GENTLE AIRFLOW
E. FEATURES EXPRESS ION COMPLEX™
F. HIGH HEAT, LOW WEIGHT
G. 407 STYLING BRUSH
H. POLISHING SILICONE STRIPS
I. DESIGNED FOR WAVES, FLIPS AND CURLS
J. DIGITAL TEMPERATURE CONTROL AND TEMPERATURE LOCK
K. 427 PADDLE BRUSH
L. WIDEST PLATE SIZE IDEAL FOR STRAIGHTENING
M. DOUBLE CERAMIC HEATER

WRITE THE LETTER THAT APPLIES FOR EACH PRODUCT NAME OR KEY BENEFITS ON THE RIGHT. SOME BENEFITS MAY BE USED MORE THAN ONCE.

1. ______
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TEST YOUR KNOWLEDGE

TEST #4

ANSWER ALL OF THE QUESTIONS BELOW TO TEST YOUR KNOWLEDGE OF PAUL MITCHELL® PRO TOOLS®.

CIRCLE THE CORRECT ANSWER FROM THE MULTIPLE CHOICES PROVIDED.

1. Express Ion Complex™...
   A. Reduces drying time and restores moisture
   B. Naturally emits negative ions and far infrared heat
   C. Is a blend of natural minerals
   D. All of the above

2. The Express Ion Style®, Express Ion Smooth® and Express Ion Curl® heat up to...
   A. 390°
   B. 400°
   C. 425°
   D. 450°

3. When using a “ribboning” technique, use the________for best results.
   A. Express Ion Smooth®
   B. Express Ion Curl®
   C. Express Ion Style®
   D. Express Ion Dry®

4. The Express Ion Round® Brush collection includes what sizes?
   A. S, M, L
   B. XS, S, M, L, XL
   C. S, M, L, XL
   D. XS, S, M, L

5. Which of the following has a 3/8-inch barrel?
   A. Express Ion Curl®
   B. Express Ion Curl® XS
   C. Express Ion Style®
   D. None of the above

6. Express Ion Round® Brushes feature...
   A. Express Ion Complex™, heat conducting barrel, corkscrew bristles, soft-touch handle
   B. Express Ion Complex™, anti-microbial technology, boar bristles, soft-touch handle
   C. Teflon coated barrel, anti-microbial technology, corkscrew bristles
   D. None of the above

7. Our exclusive Express Ion Complex™ blend of natural minerals delivers __________ and ____________.
   A. Neutral ions and far infrared heat
   B. Negative ions and far infrared heat
   C. Positive ions and macrobiotic heat
   D. Negative ions and electromagnetic waves

NEURO™ COLLECTION

INTELLIGENT STYLING

STYLE STARTS WITH WHAT’S INSIDE. INTRODUCING NEURO™, PRECISION INSTRUMENTS FOR PROFESSIONAL STYLISTS.
CREATIVE VISION, POWERED BY CUTTING-EDGE TECHNOLOGY: THAT’S INTELLIGENT STYLING.

SmartSense microchip delivers optimal performance. An ultra-sensitive microchip monitors iron temperature as you style, ensuring perfect, even heat.

IsoTherm titanium is ultra durable and scratch-resistant. Titanium transfers heat faster than ceramic, and glides through hair in one effortless pass.

Smoothing iron reaches 450° F in 30 seconds (curling irons in 60 seconds). SmartSense regulates temperature 50x per second, and responds in 1/4 of a second.

Neuro™ Smooth
1.25” Smoothing Iron
What it does: Perfect for smoothing, flips and waves.
How it works:
• Heats up to 450°F in 30 seconds.
• 1.25” premium IsoTherm titanium plates.
• SmartSense microchip for lightning-fast heat recovery.
• Customizable auto shut-off.
Added bonus: Cushioned plates with beveled edges.

Neuro™ Unclipped Styling Rod
1” Clipless Curling Iron
What it does: Perfect for beach waves and loose curls.
How it works:
• 1” clipless premium IsoTherm titanium barrel.
• Heats up to 450°F in 60 seconds.
• SmartSense microchip for lightning-fast heat recovery.
• Customizable auto shut-off.
• Extra-long barrel ideal for long hair.
• Dual voltage for worldwide use.
Added bonus: 9-foot swivel cord with hanging loop.

Neuro™ Unclipped Small Styling Cone
.75” Clipless Tapered Curling Iron
What it does: Perfect for ringlets and spirals.
How it works:
• .75” clipless premium IsoTherm titanium small styling cone (tapers to 3/8”).
• Heats up to 450°F in 60 seconds.
• SmartSense microchip for lightning-fast heat recovery.
• Customizable auto shut-off.
• Extra-long barrel ideal for long hair.
• Dual voltage for worldwide use.
Added bonus: Programmable temperature setting.

To learn more about Neuro™ tools visit PaulMitchell.com.
Forget your father’s styling products. MITCH® is high-performance grooming made especially for the modern man. MITCH meets the demands of today’s male consumer, featuring a sulfate-free, 2-in-1 shampoo & conditioner and concentrated stylers with a range of hold factors. Melding technology and current trends, MITCH is modern manpower that makes great grooming easy.

Style isn’t born. It’s groomed.

Maximum grooming power
Concentrated, high-performance products guarantee that a little MITCH® goes a long way

Iconic style
Innovative styling options tailored to the modern man and can handle any style situation

Man skills
Unmatched educational support empowers your business

Double Hitter®
Sulfate-Free/2-in-1 Shampoo & Conditioner
What it does: Washes and conditions in one step and leaves hair full and healthy-looking.
How it works:
• Mild, sulfate-free formula is color-safe.
• Conditioning ingredients provide improved detangling with a soft, light finish.
Added bonus: Hearty lather rinses clean with a fresh scent.
Sizes (oz): 2.5 8.5 33.8

Barber’s Classic®
Moderate Hold/High Shine Pomade
What it does: Great for classic styles and slicked-back looks, and tames curls and waves with smooth control.
How it works:
• Long-lasting styling fixative keeps hair in its place.
• Smoothing and conditioning ingredients make hair smoother and easier to handle.
Added bonus: Works through hair quickly with comb or fingers.
Sizes (oz): .35 3

Construction Paste®
Elastic Hold/Mesh Styler
What it does: Flexible, webby texture forms and separates. Great for messy, undone styles.
How it works:
• Long-lasting styling fixatives secure the style.
• Conditioning ingredients leave hair soft and manageable.
Added bonus: Crunch-free finish with no flaking.
Sizes (oz): .85 2.5

Clean Cut®
Medium Hold/Semi-Matte Styling Cream
What it does: Firms clean, no-fuss looks.
How it works:
• Fittaible hold lets you shape and reshape with lasting control.
• Conditioning ingredients leave hair soft and manageable.
Added bonus: Subtle texture works well on any hair type.
Sizes (oz): .35 3

Steady Grip®
Firm Hold/Natural Shine Gel
What it does: Shapes any style with lasting hold and makes hair look and feel thicker.
How it works:
• Long-lasting styling fixatives deliver all-day hold.
• Shine enhancers give hair a natural-looking polish.
Added bonus: Alcohol-free formula fights flaking and drying.
Sizes (oz): 2.5 33.8

Reformer®
Strong Hold/Matte Finish Texturizer
What it does: Powerful putty-styler with powerful hold that bulks up fine or thin hair.
How it works:
• Thickening ingredients leave hair full and healthy-looking.
• Powerful hair fixative locks the style in place.
Added bonus: Creates gritty, modern texture and a matte finish.
Sizes (oz): .35 3

Hardwired®
Maximum Hold/Spiking Glue
What it does: A must-have for spiked and extreme looks. Provides powerhouse control that lasts as long as you want it.
How it works: Powerful hair fixative delivers superior all-day hold.
Added bonus: Distributes easily and won’t flake out.
Sizes (oz): .85 2.5

MY NOTES:
IF YOUR GUEST ASKED FOR THE FOLLOWING DESIRED RESULT, WHICH MITCH® PRODUCT WOULD YOU RECOMMEND?

Desired Result #1: “I would like...a messy undone style that is crunch and flake-free.”

Desired Result #2: “I would like...to bulk up my thin hair and the styler must have a strong hold.”

Desired Result #3: “I would like...to add subtle texture to my hair that looks natural and not over-styled.”

Desired Result #4: “I would like...my hair to look extreme and spikey.”

Desired Result #5: “I would like...an alcohol-free styler that will make my hair fuller with no flaking.”

Desired Result #6: “I would like...to be able to work my styler through my hair with my fingers and to tame my curls so I can get that slicked-back look.”

GAME: HOW DOES HE DO IT?

SHOW WHAT YOU KNOW ABOUT MITCH®.
FILL IN THE BLANKS BELOW.

1. ____________________ products and services have grown nearly 70% over the last five years.
2. ____________________ is a maximum hold spiking glue.
3. Double Hitter® is a ____________________ shampoo and conditioner.
4. To shape styles while also making hair look and feel thicker, use ____________________ .
5. ____________________ has a flexible, webby texture that is great for messy, undone styles.
6. Male guests who prefer a natural finish that is clean and won’t look over-styled should use ____________________ .
7. ____________________ bulks up fine or thin hair and provides a gritty, modern texture with a matte finish.
8. ____________________ is high shine, great for slicked-back looks and taming curls and waves.
9. Be sure to use the puck products, Clean Cut®, Barber’s Classic® and Reformer®, in accordance with sanitation and state board rules on the clinic floor by following these guidelines:
   1. _____________________________________________________________________________________.
   2. _____________________________________________________________________________________.
   3. _____________________________________________________________________________________.
10. MITCH® would be perfect for many men in my Circle of Influence. I will be sure to recommend their ideal products to them in the next two weeks. Their names are:
    __________________________________________             __________________________________________
    __________________________________________             __________________________________________
    __________________________________________             __________________________________________
11. What do these colors represent in terms of hold?
    Red ___________________________________________
    Yellow _______________________________________
    White _______________________________________

TEST YOUR KNOWLEDGE
Experience Tea Tree Special for a tingle that invigorates the scalp and hair with a full range of care, styling and body products that appeal to all guests

Experience Lemon Sage to fulfill guests’ craving for thicker, healthier hair and an energizing aromatherapy fragrance

Experience Lavender Mint to hydrate parched hair and soothe the senses with calming lavender and cool mint

• 100% carbon neutral through a partnership with Conservation International’s forest carbon program
• Tea Tree Special Shampoo® is the #1 specialty shampoo in the professional beauty industry
• 10 award-winning care, treatment and styling products

**Tea Tree Special Shampoo®**

**What it does:** Special ingredients and tea tree oil rid hair of impurities and leave hair full of vitality and luster.

**How it works:** Natural tea tree oil, peppermint and lavender invigorate your scalp and leave hair smelling great.

**Added bonus:** The refreshing tingle gives you a breath of fresh hair.

**Sizes (OZ):** .25  2.5  10.14  16.9  33.8 (l)

**Tea Tree Special Conditioner®**

**What it does:** Instantly detangles and softens hair and smooths and renews warn out locks.

**How it works:** Natural tea tree oil, peppermint and lavender invigorate your scalp and leave hair smelling great.

**Added bonus:** Helps prevent moisture loss.

**Sizes (OZ):** .25  2.5  10.14  16.9  33.8 (l)

**Tea Tree Hair and Scalp Treatment®**

**What it does:** Reconditions, repairs and protects hair while moisturizing strands and soothing the scalp.

**How it works:**
• Soy proteins, panthenol, vitamin E and shea butter repair and protect.
• Willow bark helps soothe troubled skin.

**Added bonus:** Natural tea tree oil, peppermint and lavender leave hair smelling great.

**Sizes (OZ):** .25  6.8  16.9

**Tea Tree Hair and Body Moisturizer®**

**What it does:** Calms sensitive skin and quenches thirsty hair. Hydrates from head to toe.

**How it works:**
• Wheat-derived conditioners and jojoba seed oil refine skin and hair.
• Tea tree oil, peppermint and lavender soothe skin and leave hair smelling great.

**Added bonus:** Makes a great post-shave soother.

**Sizes (OZ):** .25  2.5  10.14  16.9  33.8 (l)

**Tea Tree Hand Soap™**

**What it does:** Washes away dirt and grime, disinfects, soothes and invigorates.

**How it works:**
• Tea tree oil and Triclosan kill germs and bacteria.
• Tea tree oil, peppermint and lavender refresh the senses.

**Added bonus:** Tea tree oil is a natural antiseptic and germicide with healing properties.

**Sizes (OZ):** .25  .5  10.14  33.8 (l)

**Tea Tree Firm Hold Gel®**

**What it does:** Creates flexible hold and texture that won’t quit and provides definition, control and shine.

**How it works:**
• Flexible styling ingredients and vegetable-based conditioners define and add shine.
• Tea tree oil, peppermint and lavender awaken the senses.

**Added bonus:** Great for short hair and piecey layered looks.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Styling Gel®**

**What it does:** A burst of cool mint, tea tree and citrus refreshes and revives.

**How it works:**
• Styling ingredients help your style stay put.
• A burst of cool mint, tea tree and citrus refreshes and revives.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Styling Wax®**

**What it does:** Adds old-school polish with a modern kick.

**How it works:**
• Clean styling ingredients and conditioners shape with loads of shine.
• Tea tree oil, peppermint and lavender invigorate the senses.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Shaping Cream®**

**What it does:** Refreshing Foaming Gel

**What it does:**
• Enriched with parsley flakes to gently exfoliate.
• Tea tree oil is a natural antiseptic and disinfectant, known for its healing properties.

**Added bonus:** It’s a great shaving companion.

**Sizes (OZ):** .5  3

**Tea Tree Essential Oil**

**What it does:** A natural antiseptic known for its healing properties. Helps treat minor acne and skin irritations, relieves itching and helps reduce muscle pain.

**How it works:** Made from 100% pure essential tea tree oil.

**Added bonus:** A few drops to “Tea Tree Hair and Body Moisturizer”® for an invigorating massage.

**Sizes (ml):** 10

**Tea Tree Essential Oil**

**Melaleuca Alternifolia Pure Essential Oil**

**What it does:**
• Clean styling ingredients and conditioners shape with loads of shine.
• Tea tree oil, peppermint and lavender invigorate the senses.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Body Bar®**

**What it does:**
• Special skin conditioners help soothe and protect.
• Tea tree oil, peppermint and lavender assuage the senses.

**Added bonus:** Moisturizes to help protect from razor burn.

**Sizes (OZ):** .7

**Tea Tree Shave Gel®**

**What it does:**
• Special skin conditioners help soothe and protect.
• Tea tree oil, peppermint and lavender assuage the senses.

**Added bonus:** Moisturizes to help protect from razor burn.

**Sizes (OZ):** .7

**Tea Tree Essential Oil**

**Melaleuca Alternifolia Pure Essential Oil**

**What it does:**
• Special skin conditioners help soothe and protect.
• Tea tree oil, peppermint and lavender assuage the senses.

**Added bonus:** Moisturizes to help protect from razor burn.

**Sizes (OZ):** .7

**Tea Tree Styling Gel®**

**What it does:** Looks in style with shine, body and manageability. Flexible hold allows you to rework any style.

**How it works:**
• Clean styling ingredients and conditioners shape with loads of shine.
• Tea tree oil, peppermint and lavender invigorate the senses.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Shave Gel®**

**Body and Shine**

**What it does:**
• Clean, flake-free gel gives maximum control while thickening and locking your style in place.

**How it works:**
• Styling ingredients help your style stay put.
• A burst of cool mint, tea tree and citrus refreshes and revives.

**Added bonus:** Versatile formula can be applied to wet or dry hair. Refreshing fragrance stirs the senses.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Styling Gel®**

**What it does:**
• Clean, flake-free gel gives maximum control while thickening and locking your style in place.

**How it works:**
• Styling ingredients help your style stay put.
• A burst of cool mint, tea tree and citrus refreshes and revives.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Shaping Cream®**

**Strong Flexible Texture**

**What it does:**
• Flexible resins and vegetable-based conditioners soften and control.
• A burst of cool mint, tea tree and citrus refreshes and revives.

**Added bonus:** Great for wavy or curly hair types.

**Sizes (OZ):** .35  3.0

**Tea Tree Grooming Pomade®**

**What it does:**
• Clean styling ingredients and conditioners shape with loads of shine.
• Tea tree oil, peppermint and lavender invigorate the senses.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Essential Oil**

**Melaleuca Alternifolia Pure Essential Oil**

**What it does:** A burst of cool mint, tea tree and citrus refreshes and revives.

**How it works:**
• Clean styling ingredients and conditioners shape with loads of shine.
• Tea tree oil, peppermint and lavender invigorate the senses.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Essential Oil**

**Melaleuca Alternifolia Pure Essential Oil**

**What it does:**
• Clean styling ingredients and conditioners shape with loads of shine.
• Tea tree oil, peppermint and lavender invigorate the senses.

**Added bonus:** Versatile formula can be applied to wet or dry hair.

**Sizes (OZ):** .25  2.5  6.8

**Tea Tree Shaping Cream®**

**Strong Flexible Texture**

**What it does:**
• Flexible resins and vegetable-based conditioners soften and control.
• A burst of cool mint, tea tree and citrus refreshes and revives.

**Added bonus:** Great for wavy or curly hair types.

**Sizes (OZ):** .35  3.0

**Tea Tree Shaping Cream®**

**Strong Flexible Texture**

**What it does:**
• Flexible resins and vegetable-based conditioners soften and control.
• A burst of cool mint, tea tree and citrus refreshes and revives.

**Added bonus:** Great for wavy or curly hair types.

**Sizes (OZ):** .35  3.0
TEA TREE LAVENDER MINT

CALM. COOL. QUENCH.

Lavender Mint Moisturizing Shampoo™
Hydrating and Calming
What it does: This calming quencher cleanses, soothes and replenishes dry, unruly hair.
How it works:
• Moisture-rich conditioners and amino acids improve strength, shine and manageability.
• Calming lavender, mint and tea tree soothe mind and spirit.
Added bonus: The dreamy scent puts hair and mind at ease.
Sizes (OZ): .25 2.5 10.14 33.8 (L)

Lavender Mint Moisturizing Conditioner™
Hydrating and Calming
What it does: This soothing quencher hydrates, detangles, softens and replenishes dry, thirsty hair.
How it works:
• Ultra-rich conditioners hydrate moisture-starved hair.
• Calming lavender, mint and tea tree soothe mind and spirit.
Added bonus: The dreamy scent puts hair and mind at ease.
Sizes (OZ): .25 2.5 10.14 33.8 (L)

Lavender Mint Moisturizing Body Wash™
Ultra Rich Cleanser
What it does: This creamy, feel-good foam revives stressed-out skin.
How it works:
• Natural oils and moisturizing conditioners leave skin refreshed and renewed.
• Calming lavender, mint and tea tree pamper mind, body and spirit.
Added bonus: Leaves skin silky smooth.
Sizes (OZ): 2.5 6.8

Lavender Mint Moisturizing Body Lotion™
Energizing Moisturizer
What it does: Lotion hydrates, protects and replenishes moisture-starved skin from top to toe.
How it works:
• Natural oils and moisturizing conditioners leave skin refreshed and renewed.
• Calming lavender, mint and tea tree pamper mind, body and spirit.
Added bonus: Leaves skin silky smooth.
Sizes (OZ): 2.5 6.8

Lavender Mint Moisturizing Body Spray™
Lightweight Style Booster
What it does: Pumps up skinny strands and grips fine hair for added control with a fresh, no product feel.
How it works:
• Panthenol and thickening ingredients add volume.
• High-performance styling resins provide control.
Added bonus: Offers humidity resistance and UV protection.
Sizes (OZ): 2.5 6.8

Lavender Mint Energizing Shampoo™
Energizing Body Builder
What it does: This zesty formula plumps up fine hair. Hair looks and feels clean, thick and healthy.
How it works:
• Thickening agents boost volume.
• Panthenol strengthens every strand.
Added bonus: Helps strengthen strands and protect against split ends. The uplifting lemon, sage, peppermint and tea tree refresh mind, spirit and hair.
Sizes (OZ): .25 2.5 10.14 33.8 (L)

Lavender Mint Energizing Conditioner™
Energizing Body Builder
What it does: Lightweight formula conditions, boosts volume, detangles and protects.
How it works:
• Thickening agents boost volume.
• Lightweight conditioners protect and add shine.
Added bonus: Reduces static and smooths snarls.
Sizes (OZ): .25 2.5 10.14 33.8 (L)

Lavender Mint Energizing Body Wash™
Energizing Cleanser
What it does: Cleanses, refreshes and quenches thirsty skin.
How it works:
• Gentle cleansers and a unique citrus complex revive skin.
• Lemon, sage and tingly tea tree oil put power in your shower.
Added bonus: Zesty citrus wakes up weary bodies.
Sizes (OZ): .25 2.5 6.8

Lavender Mint Energizing Body Lotion™
Energizing Moisturizer
What it does: Lotion hydrates, protects and replenishes moisture-starved skin from top to toe.
How it works:
• Vitamin-rich oils and Buriti fruit help nurture and protect skin.
• Lemon, sage and tingly tea tree oil stimulate the senses.
Added bonus: Helps protect from damaging free radicals.
Sizes (OZ): .25 2.5 6.8

Lavender Mint Energizing Body Spray™
Lightweight Style Booster
What it does: Pumps up skinny strands and grips fine hair for added control with a fresh, no product feel.
How it works:
• Panthenol and thickening ingredients add volume.
• High-performance styling resins provide control.
Added bonus: Offers humidity resistance and UV protection.
Sizes (OZ): 2.5 6.8
SHOW WHAT YOU KNOW ABOUT THE TEA TREE CATEGORIES.

List the steps in the Tingle Indulgence:

__________________________________________________________________________________________
__________________________________________________________________________________________

Fill in the Blank
Complete the sentences below with the Tea Tree product that fits the description.
1. This antibacterial liquid cleanser kills germs and bacteria, and is a natural antiseptic, disinfectant and germicide. ___________________________ is soothing to the skin.
2. ___________________________ is an energizing moisturizer that hydrates and protects the skin.
3. ___________________________ cleanses, hydrates and protects the hair while soothing the senses.
4. Use ___________________________ when you are looking for strong, flexible texture and a matte finish.
5. A color-safe cleanser, ___________________________ also boosts volume and strengthens the hair.
6. ___________________________ provides a clean, close shave while special conditioners and moisturizers soothe and protect the skin.
7. An invigorating conditioner, ___________________________ instantly detangles while conditioning agents restore the hair and help prevent moisture loss.

Match-Up
Match each description to the correct product by writing the product number in the (    ) provided.

1. Tea Tree Hair and Scalp Treatment® (    ) Cleanses and wakes up weary skin
2. Lemon Sage Thickening Conditioner® (    ) Lightweight style booster offers humidity resistance and UV protection
3. Tea Tree Styling Gel® (    ) Hydrates and protects, detangles, and soothes the senses
4. Tea Tree Grooming Pomade® (    ) Thickens and conditions, detangles, energizes
5. Tea Tree Body Bar® (    ) Defines and controls, magnifies shine, invigorates
6. Tea Tree Styling Wax® (    ) Builds body and fullness; clean styling agents magnify shine and provide a flexible hold
7. Tea Tree Firm Hold Gel® (    ) Flexible hold; shapes, controls, and adds tons of shine
8. Lemon Sage Thickening Spray® (    ) Maximum hold; thickens and builds body; refreshing fragrance
9. Lavender Mint Moisturizing Conditioner® (    ) Repairs and moisturizes, refines and invigorates the scalp

TEST YOUR KNOWLEDGE

AWAPUHI WILD GINGER® answers the needs of women of all ages who are concerned about damage from over-styling, years of color services, the ravages of the environment and aging. Utilizing advanced keratin technology, the exclusive Keratriplex® protein blend repairs years of damage in minutes, giving new life to dull and weakened hair. This revolutionary line has received numerous awards and accolades from beauty experts and press, including four coveted Allure Best in Beauty Awards.

• Professional treatment repairs hair up to 80%
• 100% sulfate-free shampoo with rich, creamy lather
• Modern styling products hydrate and protect
• Entire system is color safe
AWAPUHI WILD GINGER

CARE

REPAIR DAMAGE CAUSED BY AGING, HEAT STYLING AND CHEMICAL PROCESSING WITH VITAL PROTEIN AND INTENSE MOISTURE.

Moisturizing Lather Shampoo®
Rich Sulfate-Free Lather
What it does: 100% sulfate-free shampoo gently hydrates, protects and helps rebuild and repair dry, brittle strands. How it works:
• Exclusive KeraTriplex® replenishes every strand for healthy-looking hair.
• Awapuhi balances moisture for manageability and shine. Added bonus: Gentle enough to use daily, color-safe.

Keratin Cream Rinse®
Silky Daily Conditioning
What it does: Strengthens and protects troubled tresses and instantly detangles for a silky, healthy-looking style. How it works:
• Keratin protein blend helps repair every strand and protect against damage.
• Awapuhi extract softens and adds shine. Added bonus: Replenishes thirsty hair, adds shine, and is color-safe.

Keratin Intensive Treatment®
Deep Hydration and Protection
What it does: Weekly deep conditioner repairs and protects vulnerable hair and delivers intense hydration and shine. How it works:
• KeraTriplex® rebuilds and repairs to transform lackluster hair.
• Awapuhi extract softens and adds shine. Added bonus: Instantly improves hair texture with noticeable results.

KeraTriplex® Treatment
Step one of the KeraTriplex® 2-step Repair Treatment, the single-shot vial of isolated proteins is virtually identical to the keratin found in human hair. Like a liquid form of hair, KeraTriplex® Treatment transforms weak, broken and brittle strands into pillars of strength and protects from further damage. Keratin Intensive Treatment® is applied as step two to hydrate and add shine once KeraTriplex® is absorbed into the hair. Keratin Intensive Treatment® instantly conditions and improves hair quality and texture with noticeable results. Apply Keratin Intensive Treatment® and process under heat for 10 minutes. Rinse.

style

PROTECT EVERY STRAND AS YOU LOCK IN YOUR STYLE.

HydroCream Whip®
Frizz Control and Touchable Hold
What it does: Hydrates and smoothes thirsty hair and delivers long-lasting, crumb-free hold with a silky finish. How it works: Awapuhi extract and light conditioners fight frizz and balance moisture. Added bonus: Helps create healthy-looking volume. SIZES (OZ): 2.3 - 6.7

HydroMist Blow-Out Spray™
Style Amplifier and Weightless Hold

Styling Treatment Oil®
Softness and Shine
What it does: Quenches parched hair and smooths frizz, leaves strands soft, silky and shiny. How it works: Awapuhi extract smooths, seals and adds shine. Added bonus: Ultra-lightweight formula ensures a natural finish. SIZES (OZ): 85 - 5.4

Texturizing Sea Spray®
Lush Waves and Exotic Texture
What it does: Creates tousled, beachy styles anywhere and adds lush volume and touchable movement. How it works: Awapuhi extract balances moisture for a healthy-looking finish. Added bonus: Enhances and defines curls and waves. SIZES (OZ): 85 - 5.1

Shine Spray™
Natural Weightless Brilliance

Finishing Spray™
Touchable Hold and UV Protection
What it does: Secures hair with a flexible, touchable hold. How it works: Awapuhi extract balances moisture and leaves hair feeling soft and healthy. Added bonus: Shields strands from sun damage, resists humidity and adds shine. SIZES (OZ): 2.3 - 9.1

1 Daily stress can damage hair from the cuticle to the cortex. Keratin fibers within the cortex are joined by peptide bonds—when those bonds are broken, hair becomes fragile and weak.
2 KeraTriplex® is a blend of three proteins with targeted molecular weights that penetrate into the cortex, rebuild disrupted bonds and reinforce the cuticle.
3 Hair is healthier-looking and instantly restored. A long-lasting sacrificial shield smoothes the cuticle and protects from further damage.

IDEAL FOR: NATURALLY DRY, BRITTLE AND AGING HAIR • SUN-DAMAGED HAIR • LIGHTENED OR CHEMICALLY TREATED HAIR

CONSIDERED THE “SINE” OF THE HAIR SHAFT, KERATIN PROTEIN IS A VITAL ELEMENT IN STRONG, HEALTHY HAIR. OUR EXCLUSIVE KERA TRIPLEX® BLEND PENETRATES, REPAIRS AND SEALS DAMAGED HAIR.

STRONG, HEALTHY HAIR BEGINS WITH REVOLUTIONARY KERATRIPLEX®

STEP 1: KERATRIPLEX® TREATMENT

The single-shot vial of highly concentrated KeraTriplex® keratin protein absorbs into the hair to repair and seal damaged sites. Apply to clean, towel-dried hair and process for 5 minutes. Do not rinse. Towel blot.

STEP 2: KERATIN INTENSIVE TREATMENT

This intense, deeply penetrating cream is used to hydrate and add shine once KeraTriplex® is absorbed into the hair. Keratin Intensive Treatment® instantly conditions and improves hair quality and texture with noticeable results. Apply Keratin Intensive Treatment® and process under heat for 10 minutes. Rinse.

REduces breakage up to 80% 35% 67%
Improves shine up to
Prevents color fade up to
SHOW WHAT YOU KNOW ABOUT AWAPUHI WILD GINGER® PRODUCTS. CIRCLE THE CORRECT ANSWER FROM THE MULTIPLE CHOICES PROVIDED.

1. The Awapuhi Farm is located in:
   A. New Zealand
   B. Australia
   C. Ireland
   D. Hawaii

2. The entire Awapuhi system___________
   A. is 100% color safe
   B. contains natural Awapuhi extract
   C. balances moisture
   D. all of the above

3. The KeraTriplex® 2-Step Repair professional treatment is ideal for:
   A. Naturally dry, lightened, chemically treated or aging hair
   B. Thick, coarse hair without any chemical damage
   C. All hair types
   D. Only color-treated hair

4. The Keratin Intensive Treatment® is ideal for:
   A. Naturally dry hair, sun-damaged hair, lightened or chemically treated hair
   B. Thick, coarse hair without any chemical damage
   C. All hair types
   D. Daily use

5. The KeraTriplex® 2-Step Repair professional treatment reduces breakage up to:
   A. 67%
   B. 35%
   C. 80%
   D. 50%

6. What is considered the “spine” of the hair shaft?
   A. Keratin protein
   B. Awapuhi extract
   C. Cuticle
   D. Medulla

7. KeraTriplex® is a blend of ______ protein(s) with targeted molecular weights that penetrate into the cortex, rebuild disrupted bonds and reinforce the cuticle.
   A. 3
   B. 1
   C. 4
   D. 2

8. List the steps in the KeraTriplex® 2-Step Repair treatment service:
Paul Mitchell® the color
Permanent Cream Hair Color
What it does: Low-ammonia hair color offers outstanding vibrant color formulated to provide natural-looking and natural results.
Intensifies, neutralizes and enhances natural hair color as well as blend or cover gray.
Imparts less structural damage to the hair, providing a smoother, healthier result.
Long-lasting color fades on tone.
How it works:
• Unique conditioning system delivers vibrant color and creamy consistency.
• Can be used as a permanent, semi-permanent and demi-permanent color.
• Achieves up to 3 levels of lift for permanent use with 20, 30 and 40 volume Developers.
• Achieves up to 4 levels of lift using Highlight Series.
• Use with 10 volume Developer for semi-permanent results.
• Use with 5 volume Developer for demi-permanent results.
• Ultra Toners are deposit only for use with 5 volume Developer on damp hair.
Added bonus: Contains a full spectrum of intermixable colors and toners to maximize creative formulations.
SIZES (OZ): 3

Paul Mitchell® shimes XG™
Demi-permanent No-Ammonia Hair Color
What it does: A beautiful palette of 51 shades plus 1 clear offers opaque, deposit-only, tone-on-tone color brilliance and gray blending as well as up to one level of lift.
• Gentle, no-ammonia formula is easy to mix and apply.
• Color lasts 4-6 weeks and fades on tone.
How it works:
• DYSMART™ System allows for maximum color penetration and predictability.
• Features the Pure XG Protection System with cottonseed oil, rich in strengthening proteins, and rice milk, known to help prevent oxidative damage.
• Use shines XG™ with 5-volume XG Processing Cream for deposit-only, tone-on-tone color brilliance and gray blending.
• For more vibrant results, opaque coverage and up to one level of lift, use with 10-volume XG Processing Cream.
Added bonus: Lasts 4-6 weeks and fades on tone.

Color Shots®
Pure Color Pigment
What it does: Vibrant, pure color tones increase your creative formulation options when using Paul Mitchell® the color and PM SHINES®.
• Available in 5 vivid colors: Red, Orange, Yellow, Blue and Violet.
• Recommended amount of Color Shots® per 2 oz. of color: three shots.
• Maximum amount of Color Shots® per 2 oz. of color: six shots.
• If three to six shots of Color Shots® per 2 oz. of color are used, additional Developer is not necessary.
• Important! Color Shots® is NOT recommended to be used alone, or with shines XG®.
How it works: Intensifies or neutralizes tones in permanent, semi-permanent or demi-permanent hair color formulas.
Added bonus: Delivers true-to-tone, radiant and results that stand out.
SIZES (OZ): 2

PM SHINES®
Demi-Permanent Translucent Hydrating Color
What it does:
• Refreshes hair color between color services.
• Blends gray.
• May be used on the same day as a relaxer or other chemical service.
• Adds condition and shine with no color deposit using Clear Shine alone.
How it works:
• Ammonia-free formula hydrates hair and provides a smoother, healthier hair surface.
• Soy protein adds strength and shine, improves manageability and enhances hair texture.
• IHC (Intensive Hydrating Complex) penetrates deep into the hair shaft to add intense hydration.
• Gel-like consistency is ideal for applicator bottle or bowl and brush application.
• Fresh, clean fragrance offers a pleasant hair coloring experience.
Added bonus: UV absorbers help reduce environmental damage and keep color from fading.
SIZES (OZ): 2

INKWORKS®
Semi-Permanent Hair Color
What it does: Provides vibrant, pure tones or an "aura" of color. Available in six intermixable shades: Yellow, Red, Hot Pink, Purple, Blue and White.
How it works:
• INKWORKS” sits primarily on the outside of the hair shaft. The greater the porosity and lighter the base color, the more vibrant the result.
• INKWORKS” White may be used alone for intense shine or to dilute shades for pastel tones on pre-lightened hair.
Added bonus: Lasts up to three weeks.
SIZES (OZ): 4.2

Flash Finish™
Sheer Rapid Toner
What it does: Sheer pastel colors achieve the perfect tone on pre-lightened hair in a flash. Neutralizes or enhances tone in 3-10 minutes or less.
• Refreshes sun-blushed and over-lightened hair.
• Corrects or neutralizes yellow to yellow-orange in natural white, grey or brassy blonde tones.
• Intermixable with Color Shots® for added formulation options; use up to 1 shot of Color Shots® per 2 oz. of Flash Finish®.
How it works:
• Liquid gel consistency is ideal for applicator bottle or bowl and brush application.
• Pure tone with no brown base.
• Nutmeg butter and hydrolyzed soy protein add shine and condition.
• Sheer tone lasts up to 3 weeks.
• Fresh fragrance.
• No lift, ammonia-free formula.
Added bonus: Instantly moisturizes hair and delivers a smoother, shinier surface.
SIZES (OZ): 2

Backtrack®
Hair Color Removal System
What it does: Mild formula safely removes demi-permanent and permanent hair color without lifting the natural color.
How it works: Allows you to process until desired level of color removal for accurate color correction.
Added bonus: Ideal for use directly prior to corrective color applications, even on highly processed hair.
BOXED

Color Block®
Barrel Cream
What it does: Rich cream forms a barrier between hair color and skin to help prevent staining.
How it works: Emollient, moisturizing conditioners and panthenol treat the hair as they protect.
Added bonus: Excellent for dimensional coloring techniques; prevents penetration and deposit of color on selected sections or hold foils in place.
SIZES (OZ): 16.9

Paul Mitchell® Permanent Waves
Acid, Alkaline and Exothermic Formulas
What it does: Three perm formulas create the right wave for the right client.
• Acid: Ideal for lift 5% and 50% highlighted hair.
• Alkaline: Ideal for resistant, normal, gray and white hair.
• Exothermic: Ideal for resistant, normal and fine hair.
How it works: Ammonia-free formula helps reduce skin irritation and diminishes the traditional perm odor.
Added bonus: Reduces the risk of over-processing and leaves hair in excellent condition.
BOX SET

SynchroLift®
Ultra-Quick Blue Powder Lightener
What it does: Exclusive balanced bleach technology lifts up to 7 levels quickly and gently.
• On-scalp double process bleaching.
• Off-scalp foil highlighting.
• Color correction.
• Ideal for any creative lightening technique.
How it works: Mixture 30 minutes. Lifts to 7 levels. Added bonus: Features potato starch and zero fragrance for a pleasant coloring experience.
SIZES (OZ): 14.1, 28.2

SynchroLift®
Ultra-Quick Blue Powder Lightener
What it does: Creates beautiful blondes, no matter what your canvas or starting level and lifts up to 7 levels while helping to retain moisture and shine.
• On-scalp double process bleaching.
• Off-scalp foil highlighting.
• Color correction.
• Ideal for any creative lightening technique.
How it works: Flash-lifting base, combined with natural conditioning oils, lifts up to 7 levels quickly.
• A gentle fragrance offers a soothing experience.
Added bonus: Offers gentle, even lift with control, making it ideal for any lightening technique.
SIZES (OZ): 1.75, 1.8, 2.8

Lighten Up®
On- and Off-Scalp Blanching Paste
What it does: Delivers flawless blonde hues, even on fine, fragile hair and specially balanced lighteners gently provide fast, even lift up to 5 levels.
• Ideal for color correction and creative techniques.
• Lifts on tone.
• Non-irritating on even the most sensitive scalps.
• Resists drying out.
How it works: Unique amino acid conditioning agents help reduce moisture loss and minimize cuticle damage, while soothing algae extract offers irritation for an enjoyable client experience.
Added bonus: Creamy beige base is easy to mix for effortless, flexible application.
SIZES (OZ): 2, 7, 33

The Relaxer
Regular and Super Strength Formulas
What it does: Two strengths address all hair types and textures and achieve just the right amount of reduction.
• Regular: Ideal for fine to medium texture, wavy or curly hair.
• Super: Ideal for medium to coarse texture, curly to extra-curly hair.
How it works: Innovative formula reduces damage, penetrates quickly and greatly reduces reversion.
Added bonus: Rich cream base is easy to apply, easy to rinse and has a fresh, clean fragrance for beautiful, conditioned results and a pleasant service experience.
SIZES (OZ): 20
CREATE THIS LOOK

LIST ALL OF THE PRODUCTS AND TOOLS FROM START TO FINISH TO CREATE THIS LOOK. INCLUDE THE COLORS YOU THINK COULD ACHIEVE THIS LOOK WHEN STARTING FROM A LEVEL.

Paul Mitchell®

Products: ___________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Paul Mitchell® Pro Tools™: ______________________
____________________________________________________________________
____________________________________________________________________

TEST YOUR KNOWLEDGE

SHOW WHAT YOU KNOW ABOUT PAUL MITCHELL® PROFESSIONAL HAIR COLOR.

Match-Up
Match each description to the correct product by writing the product number in the (    ) provided.

1. Paul Mitchell® the color
2. PM SHINES®
3. Color Shots®
4. Paul Mitchell® Lighteners
5. Flash Finish®
6. INKWORKS®
7. Backtrack®
8. Paul Mitchell® shines XG™

(    ) Semi-permanent, vivid color that lasts up to three weeks
(    ) Low-ammonia, permanent cream hair color with a natural beeswax base
(    ) On- and off-scalp lightening that provides fast, even lift
(    ) Ammonia-free demi-permanent hair color delivers opaque coverage and up to one level of lift
(    ) Pure color pigments that are intermixable with Paul Mitchell® the color and PM SHINES® to expand formulating options
(    ) Demi-permanent, hydrating color that delivers translucent color in just 20 minutes
(    ) Removes both demi-permanent and permanent hair color without lifting the natural color
(    ) Sheer pastel colors that achieve the perfect tone in 10 minutes or less

Products: ___________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Paul Mitchell® Pro Tools™: ______________________
____________________________________________________________________
____________________________________________________________________

Test #8

62 63
John Paul DeJoria believes pets deserve the royal treatment, and in 2005 he launched John Paul Pet®, a line of grooming and hygiene products made especially for four-legged friends, and always tested on humans first! John Paul Pet® Shampoos, Conditioners and Wipes are specially formulated with an exclusive botanical extract blend to clean and silken your pet’s skin and coat. Using extensive hair and skin care research, these products are optimally balanced for a pet’s pH (which is higher than humans') in order to meet the needs of their sensitive skin and coat.

Devoted to making the world a better place, John Paul DeJoria, CEO and Co-founder of Paul Mitchell®—the first hair care brand to publicly oppose animal testing—ensures that the company follows animal-friendly policies and strategies at all times.

**JOHN PAUL PET®: MORE THAN A PET PROJECT**

Devoted to making the world a better place, John Paul DeJoria, CEO and Co-founder of Paul Mitchell®—the first hair care brand to publicly oppose animal testing—ensures that the company follows animal-friendly policies and strategies at all times.

**DEEP CLEAN & MOISTURIZE**

- **Oatmeal Shampoo, 16 oz.** Our most popular all-purpose shampoo deep cleans, soothes and conditions sensitive skin. Also helps deodorize pet coats.
- **Tea Tree Shampoo, 16 oz.** Formulated with natural tea tree oil. Environmentally safe, effective and designed to quickly relieve hot spots while adding moisture to pet coats.
- **Super Bright Shampoo, 16 oz.** An extraordinary brightening shampoo formulated to condition and add shine to any pet coat; ideal for white or dark-colored coats.
- **Tearless Shampoo, 16 oz.** Formulated specially for cleaning your pet's sensitive face and skin while leaving a fresh deodorized scent. Great for cleaning new and young pets.
- **Calming Moisturizing Shampoo, 16 oz.** An ultra-rich, two-in-one formula to help nourish and replenish dull, dry coats with an extra boost of moisturizer.
- **Waterless Foam Shampoo, 8.5 oz.** For all pets that have an adversity to water. A thick, luxurious foam created to penetrate, deep clean and deodorize coats while gently soothing skin.
- **Awapoochi Shampoo with Shine Memory** Our most moisturizing shampoo formulation incorporates Shine Memory, the reactivation of shine in your pet’s coat. Awapoochi Shampoo has a combination of Awapuhi extract and other botanical ingredients that continues to bring back the shine for several days after the initial shampooing by simply brushing. Awapoochi is the only shampoo available with Shine Memory and is paraben and EDTA-free, which means it’s also more gentle for your pets.

**MY NOTES:**

**REPLENISH & REVITALIZE**

- **Oatmeal Conditioning Rinse, 16 oz.** Ideally suited for use after shampooing to improve manageability and restore a silky, shiny, healthy feel to pet coats.
- **Oatmeal Conditioning Spray, 8 oz.** A leave-in conditioner formulated to rehydrate pet coats and replenish moisture to the skin. Also adds luster and shine to any coat.
- **Tea Tree Conditioning Spray, 8 oz.** Soothes, cools and conditions sensitive skin with tea tree oil.
- **Instant Detangling Spray, 8 oz.** Formulated to quickly detangle thick or matted coats for easy brushing and coat manageability. Also adds luster and shine.
- **Awapoochi Conditioning Rinse** Our most moisturizing conditioner formulation with Hawaiian Awapuhi adds more moisture, shine and luster to your dog’s coat. This newest formulation is paraben and EDTA-free which means it’s also more gentle for your pets. The mild botanical fragrance is less irritating to pets with sensitive skin or allergies.
- **Awapoochi Show Shine Spray** Special grooming and conditioning aid with Hawaiian Awapuhi adds moisture, shine and luster. Helps to fluff up fur for easier grooming.

**HYGIENE CARE**

- **Tooth & Gum Wipes, 45 sheets** Helps remove build-up on teeth, massage gums and freshen breath.
- **Ear & Eye Wipes, 45 sheets** Helps remove stearns and bacteria build-up that may cause odor and infection in the ears and around the eyes.
- **Full Body & Paw Bath Wipes, 45 sheets** Helps clean and deodorize pet coats.

Our Behind the Paw culture actively supports outreach, educational and volunteer programs that enrich the lives of all animals on a local, regional and national level. We promote the benefits of proper care and increase awareness of animal-related issues everywhere. To learn more visit www.johnpaulpet.com/behind-the-paw.
CHOOSE FROM THE FOLLOWING ACTIVITIES TO REINFORCE KNOWLEDGE AND MAKE LEARNING FUN!

**Group Activity**
Facilitator Note: Divide the class into small groups of approximately five Future Professionals. Assign each group a product to learn about and share with the other groups. Encourage the groups to study John Paul Pet’s company overview/history and product materials, and also discuss conversation points that will help engage and educate guests about the product. After the collaboration, have each group assign a “spokesperson” to teach the rest of the class about the product.

Examples:
“Tea Tree Shampoo contains natural tea tree oil which helps to soothe irritated skin and hot spots.”

“Did you know that animals have a higher pH than humans? Using human shampoo on animals can dry out and irritate their skin and coat. John Paul Pet® products are specifically designed for an animal’s pH.”

**John Paul Pet® Group Presentation**
Facilitator Note: Divide the class into small groups of approximately five Future Professionals. Ask one member from each group to draw a product out of a hat. Then have the group collaborate to develop a two or three minute presentation on their product. This can include a TV commercial, rap, song, puppet show, etc. Presentations must include product features and benefits. Have the groups take turns presenting to the rest of the class. Get creative and have fun!

**Who am I?**
Facilitator Note: Discuss the features and benefits of a particular product and ask the Future Professionals to guess which product you are describing.

Example:
“I am moisturizing...I help keep your pet’s coat shiny...I also moisturize the pads of your pet’s paws. Who am I?” Answer: Full Body & Paw Bath Wipes

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### John Paul Pet® A COMPLETE SYSTEM FOR CLEANING, CONDITIONING AND GROOMING.

<table>
<thead>
<tr>
<th>Treatment Solution</th>
<th>Overall dry, flaky coat</th>
<th>Irritated or sensitive skin</th>
<th>Dandruff and flaky scalp</th>
<th>Hot spots and itchy skin</th>
<th>Oily or greasy coat</th>
<th>Sore paws and corns</th>
<th>Support paws and nail areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWAPOOCHI MOISTURIZING SHAMPOO</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
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<td>EAR &amp; EYE PET WIPES</td>
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<td>TOOTH &amp; GUM PET WIPES</td>
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ACTIVITIES

**Example:**

“I am moisturizing...I help keep your pet’s coat shiny...I also moisturize the pads of your pet’s paws. Who am I?” Answer: Full Body & Paw Bath Wipes
SHOW WHAT YOU KNOW ABOUT JOHN PAUL PET® PRODUCTS. CIRCLE THE CORRECT ANSWER FROM THE MULTIPLE CHOICES PROVIDED.

1. John Paul DeJoria, Paul Mitchell® and John Paul Pet® publicly oppose
   A. Testing of salon products on humans
   B. Creating a product line specific to animals
   C. Testing of salon products on animals

2. Which of these is considered to be John Paul Pet's all-purpose shampoo?
   A. Calming Moisturizing Shampoo
   B. Oatmeal Shampoo
   C. Waterless Foam Shampoo

3. Which wipe is formulated with baking soda and cool mint?
   A. Tooth & Gum Wipes
   B. Full Body & Paw Bath Wipes
   C. Waterless Foam Shampoo

4. John Paul Pet® products are formulated for an animal's pH level which is lower than a human's.
   A. True
   B. False

5. Which product will add shine and help remove tangles when brushed through?
   A. Oatmeal Conditioning Spray
   B. Tea Tree Conditioning Spray
   C. Instant Detangling Spray

6. Which shampoo is considered to have an extra boost of moisturizer?
   A. Waterless Foam Shampoo
   B. Tea Tree Shampoo
   C. Awapoochi Shampoo

7. This shampoo adds extra shine while brightening white and dark colored coats...
   A. Tearless Shampoo
   B. Super Bright Shampoo
   C. Tea Tree Shampoo

8. Which wipe would you use for dry, cracked paws?
   A. Calming Moisturizing Shampoo
   B. Full Body & Paw Bath Wipes
   C. Ear & Eye Wipes

9. Which product is useful for thick or matted coats?
   A. Instant Detangling Spray
   B. Oatmeal Conditioning Rinse
   C. Waterless Foam Shampoo

10. John Paul Pet® wipes are safe for everyday use.
    A. True
    B. False

11. Which product soothes hot spots and irritated skin?
    A. Calming Moisturizing Shampoo
    B. Oatmeal Conditioning Rinse
    C. Tea Tree Shampoo

12. Use this product after shampooing to restore a silky, shiny, healthy feel to pet coats.
    A. Oatmeal Conditioning Spray
    B. Oatmeal Conditioning Rinse
    C. Full Body & Paw Bath Wipes

13. Which product would be best suited for pets that have an adversity to water?
    A. Ear & Eye Wipes
    B. Waterless Foam Shampoo
    C. Tearless Shampoo

14. Which product helps remove stains and bacteria build-up that may cause odor and infection in the ears and all around the eyes?
    A. Tearless Shampoo
    B. Waterless Foam Shampoo
    C. Ear & Eye Wipes

15. John Paul Pet® products are tested on animals.
    A. True
    B. False

16. Tearless Puppy and Kitten shampoo can be used on pets of any age.
    A. True
    B. False

17. Which product has a mild botanical fragrance and is less irritating to pets with sensitive skin and/or allergies?
    A. Tea Tree Conditioning Spray
    B. Awapoochi Conditioning Rinse
    C. Oatmeal Conditioning Rinse
OVER 150
PROFESSIONAL & TAKE HOME™ PRODUCTS FOR EVERY HAIR TYPE

CHEMISTS & TESTERS IN OUR PRODUCT INNOVATION CENTER CREATING PRODUCTS FOR YOU

#1
SALON BRAND OVERALL AMONG CONSUMERS

40
BEAUTY AWARDS

#1
SALON BRAND PURCHASED BY MEN

#0
ANIMAL TESTING (NEVER DID IT, NEVER WILL)