

PAUL MITCHELL®

PRODUCT GUIDE WORKBOOK



Over thirty years ago, two friends were inspired to create a company that would support the success of hairdressers and provide luxury hair care at an affordable price. With just \$700, John Paul DeJoria and Paul Mitchell launched a revolutionary hair care system with four products: Shampoo One®, Shampoo Two®, The Conditioner™, and Hair Sculpting Lotion™. John Paul Mitchell Systems® currently produces over 100 products—from awarding-winning styling and care products to cutting-edge heat styling tools and professional hair color.

LETTER FROM THE CHAIRMAN

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.

MEET THE OWNERS



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 HAIR 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 technique 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



/2002



/2004



/2011



/2000

/2005



/1980



/1983



/1987



/1994



/2009



/2010



1980

1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
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1980

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

1983

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

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!

1994

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 longest running sponsor!).

2000

Due to the overwhelming popularity of Tea Tree Special Shampoo®, **Paul Mitchell** launches the **Tea Tree** line of products, turning the salon experience into a tingly, spa-like retreat.

2020

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
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2002

We introduce **Paul Mitchell the color**, our first professional hair color brand. **PM SHINES®** followed in 2004.

2004

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

2005

Tea Tree becomes a carbon neutral brand (over 200,000 trees planted so far!).

2009

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

2010

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

**A WORLD OF
WEB SUPPORT
AT YOUR FINGERTIPS**



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 US 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!

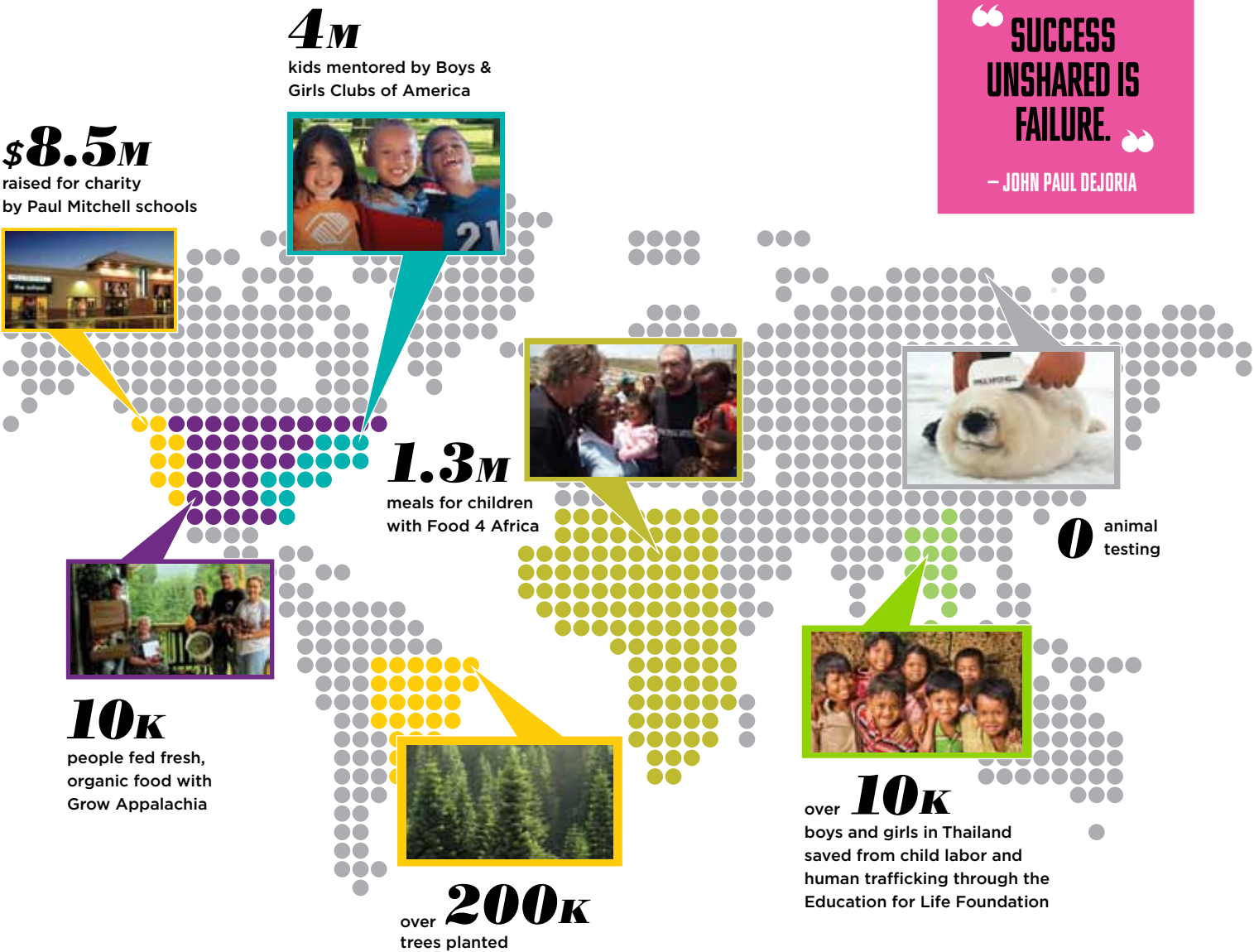
BUSINESS BUILDING

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.

CULTURE OF GIVING

MILLIONS OF DOLLARS DONATED TO CHARITY ON BEHALF OF HAIRDRESSERS EVERYWHERE

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

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®



COLOR CARE

BRILLIANT. VIVID. LONG-LASTING.
PROTECTS AND MAINTAINS COLOR-TREATED HAIR.

No. 1
salon brand with more
awards and press
mentions than any
other professional hair
care brand



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 3.4 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 3.4 10.14 16.9 33.8(L) 128(GL)



Color Protect® Reconstructive Treatment
Repairs and Protects
What it does: Repairs, conditions and hydrates color-treated tresses and helps prevent damage and split ends for healthier-looking hair.
How it works: Conditioning agents and extracts leave hair hydrated and shiny while sunflower extract shields hair from the sun.
Added bonus: Delivers an intense dose of UVA and UVB protection so color lasts longer.
SIZES (OZ): .50 5.1 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): 3.4 8.5



Color Protect® Post Color Shampoo
Professional Use Only
What it does: Extra clean, effective formula gently removes all color product from the hair and 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): 33.8(L)

WHAT I LIKE BEST

On the lines below, write your favorite reasons to use and recommend each product.

What I like best about Color Protect® Locking Spray is:

What I like best about Color Protect® Reconstructive Treatment is:

PAUL MITCHELL® BLONDE

BRIGHTEN. REPAIR. REBUILD.

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 safflower oleosomes.
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 safflower oleosomes help smooth and repair.
Added bonus: A perfect hydrator for everyday use.
SIZES (OZ): 2.5 6.8 33.8



Forever Blonde® Dramatic Repair®
KerActive Damage Recovery
What it does: Smoothes, strengthens and replenishes depleted hair.
How it works: Loaded with KerActive protein, safflower oleosomes and macadamia nut oil.
Added bonus: Lightweight yet powerful multitasking corrector.
SIZES (OZ): .85 5.1



Platinum Blonde Shampoo™
Brightens Blonde, Gray or White Hair
What it does: Banishes brassiness, softens strands, adds shine and brings out the best in blonde, white and silver hair.
How it works: Conditioning agents and extracts hydrate hair and intensify shine.
Added bonus: Color-enhancing formula is a violet-tinted shampoo for natural and color-treated blondes.
SIZES (OZ): 3.4 8.5 33.8(L)

STRENGTH

STRONG. HEALTHY. RESILIENT.

STRENGTHENS AND REBUILDS WORN-DOWN, DAMAGED HAIR.



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: Mild, color-safe surfactants cleanse and protect.
SIZES (OZ): .25 3.4 10.14 33.8(L) 128(GL)



Super Strong® Daily Conditioner
Rebuilds and Protects
What it does: Repairs and protects worn-down locks and softens, smoothes and prevents moisture loss.
How it works: Super Strong Complex rebuilds the internal structure of hair. Canola, soy bean and corn starch soften and smooth.
Added bonus: The color-safe formula shields hair from damaging UV rays.
SIZES (OZ): .25 3.4 10.14 33.8(L) 128(GL)



Super Strong® Treatment
Rebuilds and Restores
What it does: Strengthens and rebuilds troubled tresses. Improves elasticity and guards against additional damage.
How it works:
• Super Strong Complex rebuilds the internal structure of hair.
• Rich lipid conditioners enhance flexibility.
• Wheat proteins and amino acids improve strength and elasticity.
Added bonus: Makes hair more manageable and easier to style.
SIZES (OZ): .25 3.4 6.8 16.9



The Super Strengtheners™
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): 3.4 8.5 33.8(L)



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.
• Marine extracts and vegetable proteins replenish every strand.
• Silicones protect the surface of hair.
Added bonus: Strengthens strands up to 60% with everyday use.
SIZES (OZ): 3.4 8.5 33.8(L)

RESULT-DRIVEN,
HIGH-PERFORMANCE
PRODUCTS ORGANIZED
BY CATEGORY.

MATCH-UP

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

1. Super Strong® Treatment

2. Color Protect® Post Color Shampoo

3. Super Strong® Daily Shampoo

4. Color Protect® Daily Conditioner

5. Super Strong® Liquid Treatment™

6. Color Protect® Daily Shampoo
7. The Super Strengtheners™

8. Super Strong® Daily Conditioner

9. Color Protect® Locking Spray

10. Platinum Blonde Shampoo™

11. Color Protect® Reconstructive Treatment

12. Forever Blonde® Dramatic Repair®
- () 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

() Banishes brassiness, 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 intensify surface shine

() Rebuilds the internal structure of hair; canola, soy bean and corn starch soften and smooth

() Lightweight yet powerful multitasking corrector; loaded with KerActive protein, safflower oleosomes and macadamia nut oil

SMOOTHING

SMOOTH. SILKY. SHINY.

TAMES AND SMOOTHES COARSE, TEXTURED OR REBELLIOUS HAIR.



Super Skinny® Daily Shampoo
Smoothes and Softens
What it does: Cleanses and smoothes hair, making rebellious locks softer and more manageable.
How it works:

- Our exclusive Super Skinny Complex displaces water and constricts hair for a smoother surface.
- Mild surfactants cleanse without stripping or plumping hair.

Added bonus: The color-safe formula reduces drying time and speeds up styling.
SIZES (OZ): .50 3.4 10.14 33.8(L) 128(GL)



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 Super Skinny Complex smoothes and softens the hair and provides easy slip and wet combing.
- Heat-activated conditioners and thermal protectants help repair and prevent surface damage.

Added bonus: Speeds up drying and styling to get you out the door faster.
SIZES (OZ): .50 3.4 10.14 33.8(L) 128(GL)



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 displace water and constrict hair for speedy drying and styling.
- Lightweight silicones smooth, condition and seal hair with added shine.

Added bonus: Speeds up drying so you get silky smooth results in less time.
SIZES (OZ): .85 5.1 8.5



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.
SIZES (OZ): .25 3.4 6.8



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 silicones smooth hair's surface.
- 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.
SIZES (OZ): .25 3.4



Super Skinny® Relaxing Balm™
Smoothes and Controls
What it does: Leaves even the most rebellious locks shiny and manageable.
How it works:

- Our exclusive Super Skinny Complex displaces water and constricts hair to speed up drying and styling.
- Wheat and vegetable proteins combined with conditioning ingredients moisturize hair from within.
- A unique, humidity-resistant ingredient provides memory that lasts in any weather.

Added bonus: Helps hair dry faster, fights frizz and delivers incredible memory.
SIZES (OZ): .85 6.8

EXTRA-BODY

LUSH. FULL. BOUNCY.

GIVES FINE HAIR A WEIGHTLESS BOOST.



Extra-Body Daily Shampoo®
Thickens and Volumizes
What it does: Gently cleanses and volumizes fine to normal hair. Helps repair worn-down locks, boosts body and maximizes shine.
How it works:

- Chamomile, henna, rosemary, aloe vera and jojoba create brilliant shine and reflection.
- Panthenol adds body and volume while helping repair damage.

Added bonus: This color-safe formula makes hair more manageable and easier to brush through.
SIZES (OZ): .25 3.4 10.14 16.9 33.8(L) 128(GL)



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.
SIZES (OZ): .25 3.4 10.14 16.9 33.8(L) 128(GL)



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.
SIZES (OZ): 3.4 8.5 16.9 33.8(L)



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 stickiness 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 locks shiny and manageable.
SIZES (OZ): .25 3.4 6.8 16.9



Extra-Body Sculpting Foam®
Thickening Foam
What it does: Creates weightless body and volume for fine hair, adding flexible control, amplifying shine and locking in moisture.
How it works:

- Conditioning formula provides extra body, fullness and control.
- Super emollient conditioners leave hair manageable and shiny.

Added bonus: Preps hair for a gorgeous full-body blow-out.
SIZES (OZ): 2 6.7 16.9



Thicken Up®
Styling Liquid
What it does: Makes thin strands look and feel thicker without a heavy product feel. Adds shine, definition and soft memory.
How it works:

- Thickening conditioners and clean styling agents create body and definition.
- Strengthening conditioners with UV protection shield hair from sun damage.

Added bonus: Protects hair from damaging UV rays.
SIZES (OZ): .25 .85 6.8



Extra-Body Finishing Spray®
Volume and Shine
What it does: Fights frizz, adds shine and secures hard-to-hold hair. Provides a bodifying boost so hair looks and feels thicker.
How it works: Panthenol and hydrolyzed wheat protein build body.
Added bonus: Dries instantly without flaking or stickiness.
SIZES (OZ): 3.7 12



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.
How it works: Thickening ingredients grip every strand for added volume and texture.
Added bonus: Fights frizz in any climate and protects hair from sun damage.
SIZES (OZ): 3.8 11

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.

Super Skinny® Serum

UNIQUE

Gloss Drops®

UNIQUE

SIMILAR

Extra-Body Finishing Spray®

UNIQUE

Extra-Body Firm Finishing Spray®

UNIQUE

SIMILAR

Super Skinny® Relaxing Balm™

UNIQUE

Straight Works®

UNIQUE

SIMILAR

MOISTURE

HYDRATED. SOFT. REPLENISHED.

HYDRATES AND REFRESHES THIRSTY, BRITTLE HAIR.



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.
- Aloe, 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)

CONDITION

HEALTHY. MANAGEABLE. SOFT.

KEEPS HAIR LOOKING AND FEELING HEALTHY.



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

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®

MY NOTES:

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.**

TEST YOUR KNOWLEDGE

TEST #1

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 Strengtheners™ 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

FRESH. DEEP. CLEAN.

DEEPLY CLEANSES AND PURIFIES HAIR FROM THE INSIDE OUT.



Shampoo Two®

Deep Cleansing

What it does: Deeply cleanses oily hair and scalps, 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 swimmers' "chlorine green."
SIZES (OZ): .25 3.4 10.14 16.9 33.8(L) 128(GL)

ORIGINAL

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:
• Panthenol and wheat-derived conditioners improve the surface texture and manageability.
• Algae, aloe, 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.
Added bonus: Multitasks as a luxurious body wash.
SIZES (OZ): .25 3.4 10.14 16.9 33.8(L) 128(GL)



The Conditioner™

Leave-In Moisturizer

What it does: Smoothes hair, reduces static, prevents dryness and gets weary strands back in shape.
How it works:
• Hawaiian awapuhi helps balance moisture.
• Wheat-derived conditioners improve hair texture.
Added bonus: Doubles as an excellent moisturizer for skin.
SIZES (OZ): .25 3.4 10.14 16.9 33.8(L) 128(GL)

KIDS

GENTLE. SOOTHING. SOFT.

GENTLY CLEANSES AND DETANGLES SENSITIVE STRANDS.



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 corn flower extract calm and soothe.
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: Smoothes static and helps control children's "morning hair."
SIZES (OZ): 3.4 8.5 16.9



The Detangler®

Super Rich Conditioner

What it does: Detangles and conditions medium to coarse hair. Smoothes, 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: Guards vulnerable strands against sun damage.
SIZES (OZ): .25 3.4 10.14 16.9 33.8(L) 128(GL)



Hair Repair Treatment®

Strengthens and Rebuilds

What it does: Helps repair weak, damaged hair and improves its look and feel.
How it works:
• Wheat-derived conditioners and amino acids strengthen, add elasticity and boost shine.
• Essential fatty acids, vitamins and wheat proteins prevent breakage.
• A blend of panthenol and silicone moisturizes.
Added bonus: Provides a powerful dose of moisture and rebuilds inner strength.
SIZES (OZ): .25 3.4 6.8 16.9 128(GL)



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): 3.4 8.5 16.9



CURLS

ZERO SULFATES. ZERO FRIZZ. ZERO CRUNCH.

HYDRATES AND CONTROLS SO EVERYONE CAN CELEBRATE THEIR BEAUTIFUL CURLS.



Spring Loaded™ Frizz-Fighting Shampoo

Zero Sulfates / Zero Frizz

What it does: Rich lather gently cleanses curls 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.
• Extreme moisturizing and conditioning agents leave hair soft and manageable so curls always look their best.
Added bonus: Ultra-moisturizing and sulfate-free.
SIZES (OZ): 2.5 8.5 33.8



Spring Loaded™ Frizz-Fighting Conditioner

Rinse-Out Curl Detangler

What it does: Creamy rinse-out conditioner tackles tangles, de-frizzes, and defines curls.
How it works: Replenishes moisture with jojoba oil and hydrating natural extracts.
Added bonus: Leaves hair soft, smooth and frizz-free.
SIZES (OZ): 2.5 6.8 33.8



Full Circle Leave-In Treatment™

Frizz-Free Curl Therapy

What it does: Lightweight conditioning treatment that hydrates, detangles and tames frizz and won't weigh hair down.
How it works:
• A smoothing, detangling, lightweight conditioner helps replenish every curl.
• Creamy formula creates a silky smooth surface.
Added bonus: Replenishes thirsty locks and helps protect against damage.
SIZES (OZ): 2.5 6.8



Ultimate Wave™

Beachy Texture Cream-Gel

What it does: Forms, separates and adds loads of texture to create sexy, tousled beach waves.
How it works: Soothing and smoothing mushroom extract fights frizz.
Added bonus: Humidity-resistant for perfectly imperfect frizz-free styles.
SIZES (OZ): 2.5 5.1



Twirl Around™

Crunch-Free Curl Definer

What it does: The dual formula defines, separates and tames unruly curls and waves without frizz or crunchiness.
How it works: Crunch-free fixative leaves curls soft and touchable.
Added bonus: Helps curls retain their shape and bounce all day long.
SIZES (OZ): 5.1

BE A TAKE HOMESM 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 BarSM (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 HomeSM area where Paul Mitchell® Curls products are displayed.)



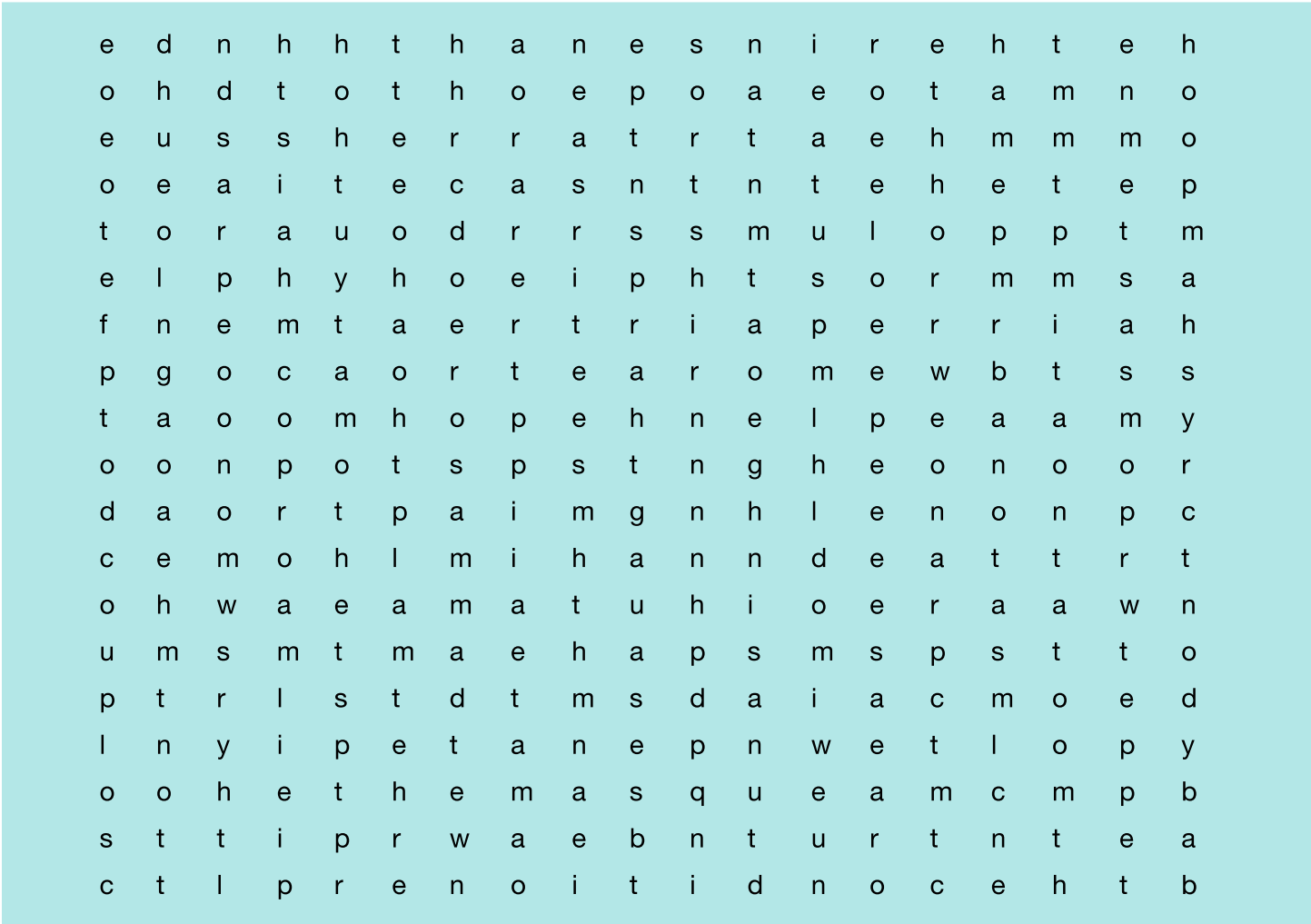
Stylist Station (Hint: this is the time your product can really shine. Use the products on the appropriate guests so they can see the results. Explain why you recommend them and how your guests will use the products at home.)



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; smoothes, 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



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

MY NOTES:

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 lifeless hair while extending the life of any style.
SIZES (oz): 1.1 5.5



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 and flyaways.
Added bonus: Weightless, ultra-dry formula provides maximum control and volume.
SIZES (oz): 1.5 11



EXPRESS STYLE®

FAST. CLEAN. FLEXIBLE.

CREATES CLEAN AND MODERN LOOKS IN A FLASH.



Fast Form®
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 6.8



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.
- Wheat proteins deliver an extra dose of strength.

Added bonus: Adds great memory for effortless curls or smoothing with a hot iron.
SIZES (OZ): 1.5 6



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 .85 5.1



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 .85 6.8



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.
- Vegetable-derived conditioners and shine enhancers impart high shine and minimize static.

Added bonus: Enhances shine and reduces flyaways.
SIZES (OZ): 3.6 11



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.
- Vegetable-derived conditioners and shine enhancers impart high shine and reduce static.

Added bonus: Boosts shine and reduces static.
SIZES (OZ): 3.6 11

SOFT STYLE

CLEAN. TOUCHABLE. POLISHED.

CREATES NATURAL LOOKS WITH A LIGHT, TOUCHABLE HOLD.



Soft Sculpting Spray Gel®
Flexible Styling Gel
What it does: Boosts body and provides flexible control, creating a soft, natural-looking finish.
How it works:

- Emollient conditioners and styling agents provide a natural finish.
- A special blend of aloe, chamomile, henna, rosemary and jojoba intensifies shine.

Added bonus: Adds incredible shine and reflection.
SIZES (OZ): 3.4 8.5 16.9 33.8(L)



Foaming Pommade®
Texture Polish
What it does: Provides light control for wavy, curly or unruly hair, creating head-turning shine and reflection.
How it works: A special blend of aloe, chamomile, henna, rosemary and jojoba turns up the shine.
Added bonus: Smoothes, softens and conditions textured tresses.
SIZES (OZ): 1.7 5.1 8.5



Soft Spray®
Finishing Spray
What it does: Secures strands with a natural, touchable finish and has an easy-to-brush-through formula.
How it works: Creates a barrier between hair and damaging UV rays.
Added bonus: Reactivates with heat or water for easy restyling.
SIZES (OZ): 3.4 8.5 16.9 33.8(L)



The Cream®
Styling Conditioner
What it does: Provides light hold and builds body for any hair type and moisturizes, strengthens and protects hair from everyday damage.
How it works: Moisturizing, emollient conditioners and panthenol hydrate and safeguard hair.
Added bonus: Helps shield locks from damaging UV rays.
SIZES (OZ): .25 3.4 6.8



The Shine™
Spray-On Polish
What it does: Delivers show-stopping shine for any hair type and creates a silky smooth texture.
How it works:

- Lightweight silicones and a blend of algae, aloe, jojoba, henna and rosemary enhance shine.
- Light mist pump spray allows for a light application.

Added bonus: Ideal for use before smoothing with a hot iron.
SIZES (OZ): 4.2



Heat Seal®
Thermal Protection and Style
What it does: Guards strands from damage caused by heat styling and builds body, provides light hold and enhances shine.
How it works: Clean, flexible styling agents and essential fatty acids add shine and memory.
Added bonus: Humidity resistance ensures a longer-lasting style—curly or straight.
SIZES (OZ): 3.4 8.5 16.9



Super Clean Light®
Finishing Spray
What it does: Builds body and provides soft hold for any style.
How it works: The light aerosol mist provides an even, dry application, creating clean, run-your-fingers-through-it results.
Added bonus: Helps protect hair from sun damage.
SIZES (OZ): 3.5 10

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.

FIRM STYLE

FINISHED. DEFINED. MODERN.

CREATES BOLD LOOKS WITH A STRONG, LONG-LASTING HOLD.



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): .25 3.4 6.8 16.9



Dry Wax™ Texture and Definition

What it does: Defines and controls any texture. Creates clean, “lived in” 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): .25 3.4

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.

Super Clean Extra®

UNIQUE

Freeze and Shine Super Spray®

UNIQUE

SIMILAR

Worked Up®

UNIQUE

Hold Me Tight™

UNIQUE

SIMILAR

Soft Spray®

UNIQUE

Super Clean Light®

UNIQUE

SIMILAR

MY FAVORITE PRODUCT COCKTAILS

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.

PRODUCTS	AMOUNT OF PRODUCT USED	END RESULT
1. _____ _____	_____ _____	_____ _____
2. _____ _____	_____ _____	_____ _____
3. _____ _____	_____ _____	_____ _____

TEST YOUR KNOWLEDGE TEST #3

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™ | () Thermal protection and style |
| 4. Sculpting Foam™ | () Medium hold styling liquid |
| 5. Fast Form® | () Texture and definition with a movable finish |
| 6. Dry Wax™ | () Flexible hold, fine mist finishing spray |
| 7. Super Clean Spray® | () Fast drying cream gel |
| 8. Hair Sculpting Lotion™ | () Flexible styling gel; builds body and fullness |
| 9. Wax Works® | () Conditioning styling foam |
| 10. Re-Works® | () Extreme texture and super shine |

Multiple Choice

Circle the correct answer from the multiple choices provided.

- Which Paul Mitchell® finishing product produces a satin, waxed finish in an aerosol delivery system?
A. Wax Works®
B. Foaming Pommade®
C. Spray Wax™
- Which styling cream is designed to help reduce drying time?
A. Quick Slip™
B. Hair Sculpting Lotion™
C. Sculpting Foam™
- Worked Up® provides what kind of hold?
A. Soft hold
B. Firm hold
C. Flexible hold
- Which Paul Mitchell® finishing product helps achieve a “lived-in” look with texture and definition?
A. Spray Wax™
B. Dry Wax™
C. Round Trip®
- Which Paul Mitchell® styling conditioner strengthens, moisturizes and protects hair?
A. The Cream®
B. The Conditioner™
C. Super Strong® Treatment
- Which product is a liquid curl definer that adds weightless bounce and detail?
A. Round Trip®
B. Hot Off The Press®
C. Foaming Pommade®
- 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™
- 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.

- Soft Spray®, Fast Drying Sculpting Spray™ and Freeze and Shine Super Spray® do not contain any sunscreen protection.
True False
- Slick Works® is an industrial strength finishing wax.
True False
- Hot Off The Press® should be used only with smoothing irons.
True False
- 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.

- 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®

FREEZE AND SHINE SUPER SPRAY®	HOT OFF THE PRESS®	RE-WORKS®
SUPER CLEAN SPRAY®	HAIR SCULPTING LOTION™	ROUND TRIP®
FAST DRYING SCULPTING SPRAY™	SPRAY WAX™	WAX WORKS®
SLICK WORKS®	PAUL MITCHELL	QUICK SLIP™
SCULPTING FOAM™	ESP®	SUPER CLEAN EXTRA®
HOLD ME TIGHT™	SPRAY WAX™	SUPER SCULPT™
SUPER CLEAN SCULPTING GEL®	FAST FORM®	XTG®

SUPER CLEAN SPRAY®	QUICK SLIP™	HOLD ME TIGHT™
FAST FORM®	SLICK WORKS®	RE-WORKS®
FREEZE AND SHINE SUPER SPRAY®	HAIR SCULPTING LOTION™	SUPER CLEAN SCULPTING GEL®
SUPER SCULPT™	PAUL MITCHELL	DRY WAX™
SPRAY WAX™	SUPER CLEAN EXTRA®	FAST DRYING SCULPTING SPRAY™
WAX WORKS®	SCULPTING FOAM™	ESP®
XTG®	HOT OFF THE PRESS®	ROUND TRIP®

HOT OFF THE PRESS®	SUPER CLEAN SPRAY®	SPRAY WAX™
HAIR SCULPTING LOTION™	WAX WORKS®	RE-WORKS®
ESP®	SLICK WORKS®	SCULPTING FOAM™
ROUND TRIP®	PAUL MITCHELL	FAST FORM®
FAST DRYING SCULPTING SPRAY™	SUPER CLEAN SCULPTING GEL®	SUPER SCULPT™
XTG®	FREEZE AND SHINE SUPER SPRAY®	SUPER CLEAN EXTRA®
QUICK SLIP™	DRY WAX™	HOLD ME TIGHT™

DRY WAX™	SLICK WORKS®	WAX WORKS®
SUPER CLEAN SPRAY®	ROUND TRIP®	HOLD ME TIGHT™
FAST FORM®	SUPER CLEAN EXTRA®	ESP®
SUPER CLEAN SCULPTING GEL®	PAUL MITCHELL	HAIR SCULPTING LOTION™
SCULPTING FOAM™	FREEZE AND SHINE SUPER SPRAY®	FAST DRYING SCULPTING SPRAY™
HOT OFF THE PRESS®	SUPER SCULPT™	SPRAY WAX™
XTG®	QUICK SLIP™	RE-WORKS®

SPRAY WAX™	HOLD ME TIGHT™	SCULPTING FOAM™
ESP®	QUICK SLIP™	ROUND TRIP®
FREEZE AND SHINE SUPER SPRAY®	SUPER CLEAN SPRAY®	WAX WORKS®
SLICK WORKS®	PAUL MITCHELL	RE-WORKS®
FAST DRYING SCULPTING SPRAY™	XTG®	DRY WAX™
SUPER CLEAN EXTRA®	HAIR SCULPTING LOTION™	SUPER CLEAN SCULPTING GEL®
HOT OFF THE PRESS®	SUPER SCULPT™	FAST FORM®

HOT OFF THE PRESS®	SUPER SCULPT™	SUPER CLEAN SCULPTING GEL®
RE-WORKS®	ROUND TRIP®	XTG®
FAST FORM®	SPRAY WAX™	ESP®
WAX WORKS®	PAUL MITCHELL	FREEZE AND SHINE SUPER SPRAY®
HOLD ME TIGHT™	SCULPTING FOAM™	FAST DRYING SCULPTING SPRAY™
SUPER CLEAN SPRAY®	SUPER CLEAN EXTRA®	DRY WAX™
QUICK SLIP™	HAIR SCULPTING LOTION™	SLICK WORKS®



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 HomeSM revenue

PAUL MITCHELL® protools™

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 NanoPearls inside barrel.
- 1875-watt professional AC motor.
- 3 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 bouncy, defined and full of volume.

IRONS

STYLE HAIR FASTER AND ENJOY HEALTHY, HYDRATED RESULTS.



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 60 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 smoothes 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.
- 1.25-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, guaranteeing 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 staying 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 staying 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.



Express Ion Curl® XL
Voluptuous Curls and Waves

What it does: 1½-inch aluminum barrel creates glamorous curls and loose waves, ensuring long-lasting, hydrated curls with incredible shine.

How it works:

- Express Ion Complex™ hydrates and adds shine.
- Digital temperature control and temperature lock.
- Heats up to 400° F.

Added bonus: Double ceramic heaters prevent cold spots for faster styling.

SCISSORS

PROFESSIONAL USE ONLY

COUNT ON EFFORTLESS ACCURACY AND PRECISION CONTROL ON ANY HAIR TYPE OR TEXTURE.



The Scissor™ 6.0®
Premium Performance, Advanced Design

What it does: Delivers precision cuts and maximum control.

How it works: Ultra-ergonomic offset handle provides the ultimate comfort cut after cut.

Added bonus: Handcrafted Japanese steel by the finest scissor artists in Japan.



The Scissor™ 5.5®
High Performance, Classic Design

What it does: Ensures accuracy and control with every cut.

How it works: Offset ergonomic handle allows for natural arm and shoulder positioning.

Added bonus: Handcrafted from premium quality steel by the finest scissor artists in Japan.



The Texturizer™
High Performance, Essential Tool

What it does: Removes hair smoothly with great control.

How it works: Level set handles allow for multiple thinning and texturizing techniques.

Added bonus: Handcrafted from premium quality steel by the finest scissor artists in Japan



Express Ion Round®
Sizes S, M, L, XL

What it does: Helps minimize flyaways and creates a sleek, frizz-free finish.

How it works:

- Aluminum barrel heats up during blow-drying to help shape your style.
- Express Ion Complex™ molded into the bristles and barrel helps hair dry faster and creates static-free styles.
- Uniquely shaped corkscrew bristles provide a smoother finish.

Added bonus: Speeds up drying time.



413 Sculpting Brush

What it does: Easily detangles wet or dry strands and helps sculpt and style hair.

How it works: Slim paddle design helps sculpt and style hair.

Added bonus: Great for blow-drying and finishing.



407 Styling Brush

What it does: Smoothes and polishes strands and gently grips hair without pulling.

How it works: Rounded design and nylon bristles smooth and polish strands.

Added bonus: Perfect for blow-drying.



427 Paddle Brush

What it does: Helps build body while blow-drying and provides a smooth finish.

How it works: Wide paddle design provides maximum control for a smooth finish.

Added bonus: Lightweight for easy styling.



Detangler Comb

What it does: Easily detangles wet or dry hair.

Added bonus: Provides antibacterial protection.



Teasing Brush

What it does it: Creates sky-high styles with voluptuous volume.

Added bonus: Slim design and three rows of multi-tiered bristles make it easy to build body.

PAUL MITCHELL® PRO TOOLS™ MATCH-UP

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



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____



1. _____
2. _____
3. _____

MY NOTES:

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

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®
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: Cool tip for easier styling.



Neuro™ Unclipped Styling Cone
1.25" Clipless Tapered Curling Iron

What it does: Perfect for natural-looking curls.

How it works:

- 1.25" clipless premium IsoTherm titanium styling cone (tapers to .75").
- 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.

MY NOTES:



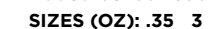
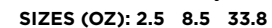
FORGET YOUR FATHER'S STYLING PRODUCTS. MITCH® IS HIGH-PERFORMANCE GROOMING MADE SPECIALLY FOR THE MODERN MAN. MITCH MEETS THE DEMANDS OF TODAY'S MALE CONSUMER, FEATURING A SULFATE-FREE, 2-IN-1 SHAMPOO & CONDITIONER AND CONCENTRATED STYLERS WITH A RANGE OF HOLD FACTORS. MELDING TECHNOLOGY AND CURRENT TRENDS, MITCH IS MODERN MANPOWER THAT MAKES GREAT GROOMING EASY.

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

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

Unmatched educational support empowers
your business

STYLE ISN'T BORN. IT'S GROOMED.





GAME: HOW DOES HE DO IT?

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.”

TEST YOUR KNOWLEDGE

TEST #5

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 _____



the EXPERIENCE



DISCOVER THE NATURAL MAGIC OF TEA TREE

IDEAL FOR INGREDIENT ENTHUSIASTS AND ECO-CONSCIOUS CONSUMERS WHO SEEK A SENSORY EXPERIENCE, TEA TREE INDULGES GUESTS FROM HEAD TO TOE AND TRANSFORMS AN ORDINARY SALON SERVICE INTO A FEAST FOR THE SENSES.

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

PURIFY. INVIGORATE. RENEW.



Tea Tree Special Shampoo® Invigorating Cleanser

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) 128(GL)



Tea Tree Special Conditioner® Invigorating Conditioner

What it does: Instantly detangles and softens hair and smoothes and renews worn 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® Invigorating and Soothing

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): 2.5 6.8 16.9



Tea Tree Hair and Body Moisturizer® Leave-In Conditioner

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 33.8(L)



Tea Tree Hand Soap™ Antibacterial Cleanser

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): 10.14 33.8(L)



Tea Tree Styling Wax® Definition and Control

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 Body Bar® Cleansing and Shaving

What it does: Cleanses and soothes naturally with invigorating tea tree oil.
How it works:

- 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 Shave Gel® Refreshing Foaming Gel

What it does: The rich foam cools skin and provides a clean, close shave. Makes skin feel refreshed and renewed.
How it works:

- Special skin conditioners help soothe and protect.
- Tea tree oil, peppermint and lavender awaken 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: 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: Add a few drops to Tea Tree Hair and Body Moisturizer® for an invigorating massage.
SIZES (ML): 10



Tea Tree Styling Gel® Body and Shine

What it does: Locks 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 Firm Hold Gel® Maximum Hold 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 Grooming Pomade® Flexible Hold and Shine

What it does: Shapes, controls and defines with tons of shine. Adds old-school polish with a modern kick.
How it works:

- 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: Strong, flexible styling power and long-lasting hold. Whips hair into shape with great texture and definition.
How it works:

- Mesh-like fibers define and separate.
- Botanical ingredients invigorate and leave hair smelling great.

Added bonus: Dries down to a clean, matte finish.
SIZES (OZ): .35 3.0

TEA TREE LEMON SAGE

AWAKEN. REFRESH. ENERGIZE.



Lemon Sage Thickening 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)



Lemon Sage Thickening 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 smoothes snarls.
SIZES (OZ): .25 2.5 10.14 33.8(L)



Lemon Sage Thickening 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



Lemon Sage 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): 2.5 6.8



Lemon Sage 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): 2.5 6.8

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) 128(GL)



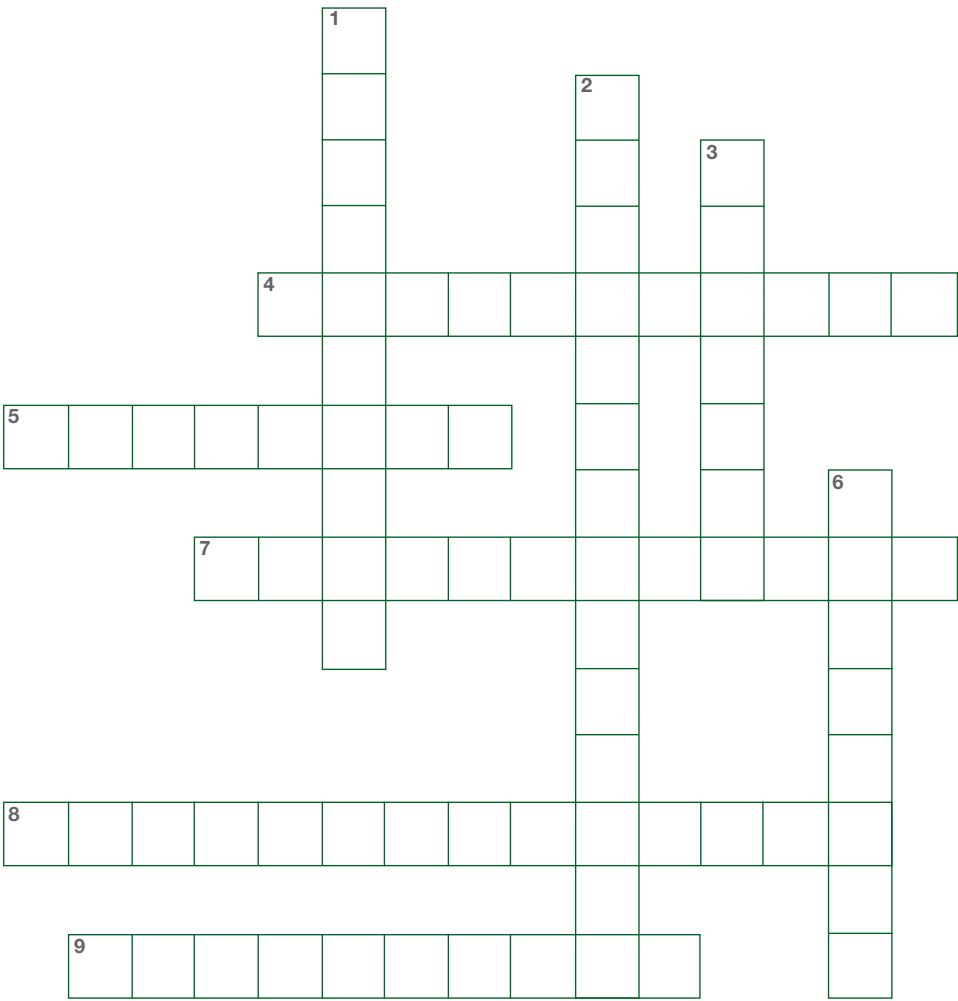
Lavender Mint Moisturizing Conditioner™
Hydrating and Calming
What it does: This soothing quencher hydrates, detangles, softens and replenishes dry, thirsty hair.
How it works:
• Ultra-rich conditioners hydrate moisture-starved hair.
• Calming lavender, mint and tea tree soothe mind and spirit.
Added 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

TEA TREE CROSSWORD CHALLENGE

FILL IN THE CROSSWORD PUZZLE WITH THE NAMES OF THE PRODUCTS DESCRIBED BELOW.



NOTE: PRODUCT NAMES EXCLUDE THE WORDS “TEA TREE” IN THIS PUZZLE.

- Down:**

 - 1. Defines and controls, magnifies shine and invigorates
 - 2. Shapes, controls and defines with tons of shine
 - 3. Soothes naturally, exfoliates and invigorates
 - 6. Washes away grime, disinfects, soothes naturally and invigorates
- Across:**

 - 4. Provides maximum hold and shine, thickens and builds body; refreshing fragrance
 - 5. Rich foam cools skin and provides a clean, close shave
 - 7. Provides strong, flexible styling power with a matte finish
 - 8. This invigorating cleanser rids hair of impurities and leaves hair full of vitality and luster
 - 9. Clean styling ingredients and conditioners shape with loads of shine

TEST YOUR KNOWLEDGE

TEST #6

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



LUXURY CARE FOR DRY
DAMAGED HAIR

- 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® 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.

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.
SIZES (OZ): 3.4 8.5 33.8(L)



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.
SIZES (OZ): 3.4 8.5 33.8(L)



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 replenishes every strand with intense moisture and shine.
Added bonus: Instantly improves hair texture with noticeable results.
SIZES (OZ): 3.4 5.1 16.9



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 healthy, silky shine.
SIZES (OZ): .33 (professional only)

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, crunch-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
What it does: Preps hair for a flawless blow-dry.
How it works: The weightless formula delivers a clean, long-lasting hold.
• High-performance volumizers create the perfect blow-out.
• Natural Awapuhi and honey extract help protect hair from damage
Added bonus: Boosts volume and hydrates dry strands.
SIZES (OZ): .85 5.1



Styling Treatment Oil®
Softness and Shine
What it does: Quenches parched hair and smoothes frizz, leaves strands soft, silky and shiny.
How it works: Awapuhi extract smoothes, seals and adds shine.
Added bonus: Ultra-lightweight formula ensures a natural finish.
SIZES (OZ): .85 3.4



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
What it does: Transforms dull strands with reflective shine.
How it works: Fine, lightweight mist ensures a natural finish. Awapuhi extract balances moisture and intensifies shine.
Added bonus: Leaves hair soft and silky smooth.
SIZES (OZ): 3.3



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

PROFESSIONAL 2-STEP KERATIN TREATMENT

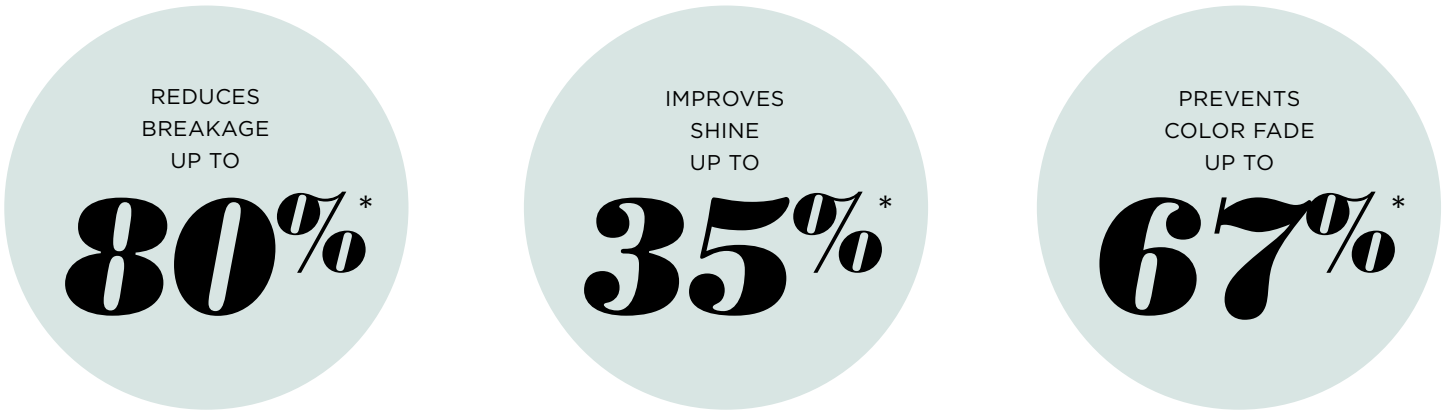
STRONG, HEALTHY HAIR BEGINS WITH REVOLUTIONARY KERATRIPLEX®

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 five minutes. Do not rinse. Towel blot.

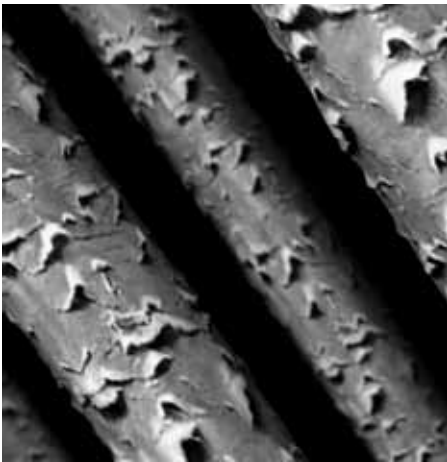
STEP 2: KERATIN INTENSIVE TREATMENT®

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.

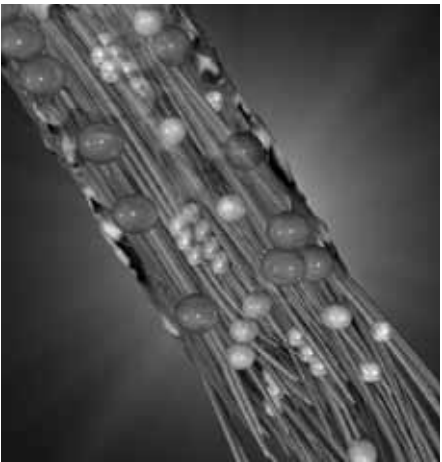


IDEAL FOR:
NATURALLY DRY, BRITTLE AND AGING HAIR • SUN-DAMAGED HAIR • LIGHTENED OR CHEMICALLY TREATED HAIR
* Compared to untreated hair, results may vary.

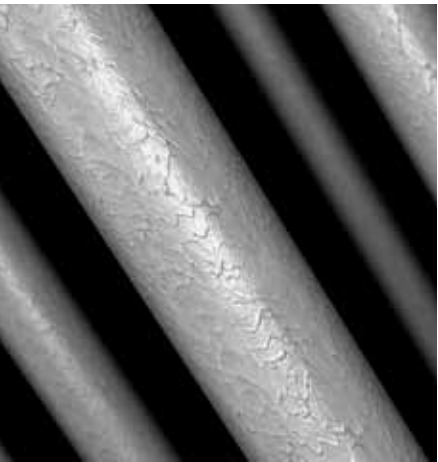
CONSIDERED THE “SPINE” OF THE HAIR SHAFT, KERATIN PROTEIN IS A VITAL ELEMENT IN STRONG, HEALTHY HAIR. OUR EXCLUSIVE KERATRIPLEX® BLEND PENETRATES, REPAIRS AND SEALS DAMAGED HAIR.



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.

TEST YOUR KNOWLEDGE

TEST #7

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_____div>

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 PROFESSIONAL

CREATE EVERY SHADE OF
GORGEOUS

PAUL MITCHELL® PROFESSIONAL HAIR COLOR PRODUCTS OFFER EXCEPTIONAL CONDITION, BRILLIANCE AND SHINE FOR VIBRANT, LONG-LASTING HAIR COLOR. WE ARE COMMITTED TO PROVIDING PRODUCTS THAT SUPPORT PROFESSIONAL STYLISTS AND KEEP COLOR IN THE SALON, WHERE IT BELONGS.



Paul Mitchell® the color
Permanent Cream Hair Color

What it does: Low-ammonia hair color offers outstanding vibrancy and shine formulated to provide natural-looking end 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.
- Works with Paul Mitchell® Cream/Clear Developers available in volumes 5, 10, 20, 30 and 40.

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 Highlift 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® shines 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 to 6 weeks and fades on tone.

How it works:

- DYESMART™ 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™**, The Blonding System or INKWORKS®.

How it works: Intensifies or neutralizes tones in permanent, semi-permanent or demi-permanent hair color formulas.

Added bonus: Delivers true-to-tone, radiant end results that endure.

SIZES (OZ): 2



PM SHINES®
Demi-Permanent Translucent Hydrating Color

What it does:

- Enhances, intensifies or neutralizes natural hair color.
- 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 surface.
- Soy protein adds strength and shine, improves manageability and enhances hair texture.
- IHC (Intense 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 intense the end 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 10 minutes or less.

- Refreshes sun-bleached and over-lightened hair.
- Corrects or neutralizes yellow to yellow-orange in natural white, gray 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®
Barrier 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 and helps 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 tinted 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 blonding.
- Off-scalp foil highlighting.
- Color correction.
- Ideal for any lightening technique.

How it works: Mixes to a creamy consistency that resists swelling and lifts up to 7 levels.

Added bonus: Features potato starch and zero fragrance for a pleasant coloring experience.

Sizes (OZ): 14.1 28.2



Dual-Purpose Lightener
On- and Off-Scalp 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 blonding.
- Off-scalp foil highlighting.
- Color correction.
- Ideal for any creative lightening technique.

How it works:

- Fast-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: 1.75 OZ 1LB 2LB



Lighten Up®
On- and Off-Scalp Blonding Paste

What it does: Delivers flawless blonde hues, even on fine, fragile hair and specially balanced lifting agents 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 aloe helps calm scalp irritation for an enjoyable client experience.

Added bonus: Creamy beeswax base is easy to mix for effortless, flexible application.

SIZES (OZ): 2 7.1



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 curl 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): 30

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.



Products: _____

Paul Mitchell® Pro Tools™: _____

Products: _____

Paul Mitchell® Pro Tools™: _____



TEST YOUR KNOWLEDGE

TEST #8

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



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.

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.

SPECIAL PH BALANCED BOTANICAL FORMULAS DEEP CLEAN,
MOISTURIZE, SOOTHE AND DEODORIZE PET SKIN AND COATS.



Calming Moisturizing Shampoo, 16 oz.

Tea Tree Shampoo, 16 oz.

Waterless Foam Shampoo, 8.5 oz.

Super Bright Shampoo, 16 oz.

Awapoochi Shampoo with Shine Memory

Tearless Shampoo, 16 oz.

SPECIAL PH BALANCED BOTANICAL FORMULAS DEEP CLEAN,
MOISTURIZE, SOOTHE AND DEODORIZE PET SKIN AND COATS.



Oatmeal Conditioning Spray, 8 oz.

Tea Tree Conditioning Spray, 8 oz.

























































Instant Detangling Spray, 8 oz.

Awapoochi Conditioning Rinse

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.

MY NOTES:

Treatment Solution	Overall dry skin and coat	Irritated or sensitive skin	Fleas, ticks and hotspots	Hotspots	Tangled or matted coat: wet or dry	Oily or greasy coat	Puppies, kittens and face areas
 <div>AWAPOOCHI MOISTURIZING SHAMPOO An ultra-rich formula with Hawaiian Awapuhi extract delivers a super-dose of moisture. Adds new shine and luster to any pet coat.</div>							
 <div>AWAPOOCHI CONDITIONING RINSE This special Hawaiian Awapuhi formula for after shampooing restores a silky, shiny, fuller feel to pet coat.</div>							
 <div>AWAPOOCHI SHOW SHINE SPRAY Special grooming and conditioning aid with Hawaiian Awapuhi adds moisture, shine and luster. Helps fluff up fur for easier grooming.</div>							
 <div>OATMEAL SHAMPOO Our most popular all-purpose shampoo deep-cleans, soothes and conditions dry and sensitive pet skin. Also helps deodorize coat odor.</div>							
 <div>OATMEAL CONDITIONING RINSE This special detangling formula, ideally suited for use after shampooing, restores the silky, shiny, healthy feel to pet coats and improves manageability.</div>							
 <div>OATMEAL CONDITIONING SPRAY This leave-in conditioner is formulated to revitalize pet coats and replenish moisture to the skin.</div>							
 <div>TEA TREE SHAMPOO & CONDITIONING SPRAY Cleans, cools and soothes irritated skin from hotspots. Contains tea tree.</div>							
 <div>SUPER BRIGHT SHAMPOO Whitens and brightens white, black and multicolored coats as it deep cleans. Formulated to condition and add shine and luster to any pet coat.</div>							
 <div>CALMING / MOISTURIZING SHAMPOO An ultra-rich, two-in-one formula to help nourish and replenish dull, dry coats with extra moisture.</div>							
 <div>WATERLESS FOAM SHAMPOO For all pets that have an adversity to water. A thick, luxurious foam created to penetrate, deep clean and deodorize pet coats while gently soothing skin.</div>							
 <div>TEARLESS PUPPY & KITTEN SHAMPOO Formulated especially for cleaning your pets sensitive face and skin while leaving a fresh deodorized scent. Great for gentle cleaning of young puppies and kittens too.</div>							
 <div>INSTANT DETANGLING SPRAY No-rinse grooming aid formulated expressly to quickly detangle thick, matted coats for easy brushing and coat manageability.</div>							
 <div>FULL BODY & PAW BATH WIPES Enriched with lanolin to replenish, clean, deodorize and moisturize pet coats, and for removing dirt and bacteria between toes while soothing dry, cracked pads.</div>	For overall dirt and bacteria build-up in paws, and coat odor						
 <div>EAR & EYE PET WIPES Helps to remove bacteria build up around eyes and ears to protect against infection, stains and odor.</div>	For bacteria build-up that can cause infection in ears, and around eyes						
 <div>TOOTH & GUM PET WIPES Formulated with baking soda and cool mint to help remove tooth stains, freshen breath and promote healthy teeth and gums.</div>	For prevention of plaque build-up on teeth, and gum odor						

ACTIVITIES

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

TEST YOUR KNOWLEDGE

TEST #9

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

MY NOTES:

17

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

OVER
150

PROFESSIONAL & TAKE HOMESM PRODUCTS
FOR EVERY HAIR TYPE

40

BEAUTY AWARDS

#1

SALON BRAND
OVERALL AMONG CONSUMERS

0

ANIMAL TESTING
(NEVER DID IT, NEVER WILL)

#1

SALON BRAND PURCHASED BY MEN

JOHN PAUL MITCHELL SYSTEMS®