

black 15in1[®]

Hair Care Simplified.

black 15in1 Launch Overview



Positioning: black 15in1 — Hair Care Simplified

We carry this theme through everything we do, from product development to “sell in” and “sell through”

What it is:

- black 15in1 is the new luxury (think Amex) but ours is accessible to everyone! black 15in1 is a revolutionary new hair care system that has been clinically tested to deliver 15 proven results including enhanced shine, hair color retention, diminished frizz and split ends, plus heat styling and UV protection. *(This is your elevator speech, memorize it!)*
- Sulfate, paraben and gluten free.
- Shampoo and Conditioner designed for all people! Not heavy and provides a lasting style, but also works great for those who shampoo daily. They won't dry the hair and scalp.
- Sunflower seed extract provides the UV sun protection, heat styling protection and protects hair color from fading.
- Argan Oil nourishes and helps reduce frizz.
- Shampoo contains hydrolyzed cashmere keratin to provide restorative proteins for conditioning and moisturizing scalp and hair. (Best quality protein you can use.)
- Will feel the difference in your hair first use, but the effects are cumulative, hair gets healthier with continued use.
- Has earned The Good Housekeeping Seal of Approval which means they put it through their own rigorous testing and stand behind the product with their own guarantee that it works! Go to GHseal.com for details and explain to your customers. Listed monthly in magazine.

