SUAVE PROFESSIONALS® SHampoos AND CONDITIONERS

— Fact Sheet —

In 2011, Suave Professionals® introduces new products and formulas that work as well as top salon brands -- along with stylish, salon-inspired packaging throughout the entire collection of shampoos and conditioners. The reformulated, redesigned, and rethought line offers professional-quality products that deliver salon proven performance. Professional hair stylists can’t tell the difference between Suave Professionals® and salon products, can you?

In January 2011, Suave Professionals® will debut the NEW Captivating Curls Shampoo and Conditioner system that gently cleanses and moisturizes hair to fight frizz and define curls. In February, Suave Professionals® will introduce Black Raspberry + White Tea Shampoo, Conditioner and Leave-in Conditioner to gently cleanse and replenish moisture while keeping color vibrant, as well as Dry Shampoo to refresh hair and absorb oil between washes; reviving hair by adding volume and texture.

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<th>Product</th>
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<td><strong>NEW! DRY SHAMPOO FOR IN BETWEEN WASHES</strong></td>
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| **NEW! Suave Professionals® Dry Shampoo** | Refreshes hair and absorbs oil between washes.  
• Salon proven to refresh hair as well as Rene Furterer® Naturia Dry Shampoo¹  
• Helps revive hair by adding volume and texture  
• Features mineral clay and absorbs oil and refreshes odor  
• This product is colorless and imparts a vibrantly fresh, fruity and floral fragrance | $2.69 – $2.99  
(5 oz.) |
| **NEW! CAPTIVATING CURLS FOR CURLY OR WAVY HAIR** | | |
| **NEW! Suave Professionals® Captivating Curls Shampoo** | Gently cleanses and moisturizes hair to fight frizz and define curls.  
• Salon-quality shampoo and conditioner system is salon proven to moisturize, control and define curls as well as Redken® Fresh Curls™ Shampoo and Conditioner²  
• Formulated to work as a regimen with Suave Professionals® Captivating Curls Conditioner for strength and long lasting curl definition  
• For best results use with Suave Professionals® Captivating Curls Spray Gel and Captivating Curls Whipped Cream Mousse | $1.92-$2.49  
(14.5 oz.) |
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| **NEW! Suave Professionals® Captivating Curls Conditioner**             | Nourishes and moisturizes hair to fight frizz and define curls.  
  - Salon-quality shampoo and conditioner system is salon proven to moisturize, control and define curls as well as Redken® Fresh Curls™ Shampoo and Conditioner
d  - Formulated to work as a regimen with Suave Professionals® Captivating Curls Shampoo for strength and long lasting curl definition  
  - For best results use with Suave Professionals® Captivating Curls Spray Gel and Captivating Curls Whipped Cream Mousse                                                                 | $1.92-$2.49 (14.5 oz.) |
| **SHAMPOOS AND CONDITIONERS INFUSED WITH NATURAL INGREDIENTS**         |                                                                                                                                                                                                                          |                        |
| **NEW! Suave Professionals® Black Raspberry + White Tea Shampoo**       | Gently cleanses and replenishes moisture to lock in color and shine.  
  - Salon-quality shampoo and conditioner system is salon proven to protect hair as well as Aveda® Color Conserve™ shampoo and conditioner  
  - Formulated with 100% natural black raspberry and white tea, ingredients known for their nourishing and antioxidant properties  
  - Packaged with 25% post-consumer recycled materials                                                                 | $1.92-$2.49 (14.5 oz.) |
| **NEW! Suave Professionals® Black Raspberry + White Tea Conditioner**   | Nourishes hair and replenishes moisture to lock in color and shine.  
  - Salon-quality shampoo and conditioner system is salon proven to protect hair as well as Aveda® Color Conserve™ shampoo and conditioner  
  - Formulated with 100% natural black raspberry and white tea, ingredients known for their nourishing and antioxidant properties  
  - Packaged with 25% post-consumer recycled materials                                                                 | $1.92-$2.49 (14.5 oz.) |
| **NEW! Suave Professionals® Black Raspberry + White Tea Leave In Conditioner** | Replenishes moisture and locks in color and shine.  
  - Salon proven to protect hair as well as Aveda® Sun Care Protective Hair Veil  
  - Formulated with a UV complex                                                                                           | $1.92-$2.49 (6.7 oz.)  |
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<td>Replenishes as it cleanses to leave hair well-nourished and beautiful.</td>
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<td>Shampoo</td>
<td>- Salon-quality shampoo and conditioner system is salon proven to moisturize hair as well as Aveda® Dry Therapy™ shampoo and conditioner³</td>
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<td>REINVENTED! Suave Professionals® Aloe + Ginseng Volumizing Shampoo</td>
<td>Cleanses without heaviness for hair that’s full of body.</td>
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<td>- Salon-quality shampoo and conditioner system is salon proven to volumize hair as well as Aveda® Pure Abundance™ shampoo and conditioner³</td>
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| REINVENTED! Suave Professionals® Aloe + Ginseng Volumizing Conditioner | Conditions without heaviness for hair that’s full of body.  
- Salon-quality shampoo and conditioner system is salon proven to cleanse normal hair as well as Aveda® Pure Abundance™ shampoo and conditioner³  
- Infused with 100% natural aloe vera and ginseng, ingredients known for their rejuvenating properties  
- Packaged with 25% post-consumer recycled material                                                                                                                                  | $1.92-$2.49 (14.5 oz.) |
| **SLEEK FOR FRIZZY/FLY-AWAY HAIR**                                      |                                                                                                                                                                                                                                                                                                                                                           |                        |
| REINVENTED! Suave Professionals® Sleek Shampoo                          | Moisturizes and smoothes frizzy or dry hair. Helps transform hair into healthy looking salon-smooth style. Safe for color-treated hair.  
- Salon-quality shampoo and conditioner system smoothes dry or frizzy hair as well as Matrix® sleek.look® shampoo and conditioner²  
- Enriched with silk protein and vitamin E complex  
- Formulated to work as a regimen with Suave Professionals® Sleek Conditioner for smooth hair  
- For best results use with Suave Professionals® Sleek Anti-Frizz Cream                                                                                                                        | $1.92-$2.49 (14.5 oz.) |
| REINVENTED! Suave Professionals® Sleek Conditioner                       | Moisturizes and smoothes frizzy or dry hair. Helps transform hair into healthy looking salon-smooth style. Safe for color-treated hair.  
- Salon-quality shampoo and conditioner system smoothes dry or frizzy hair as well as Matrix® sleek.look® shampoo and conditioner²  
- Enriched with silk protein and vitamin E complex  
- Formulated to work as a regimen with Suave Professionals® Sleek Shampoo for smooth hair  
- For best results use with Suave Professionals® Sleek Anti-Frizz Cream                                                                                                                        | $1.92-$2.49 (14.5 oz.) |
| **HUMECTANT MOISTURE FOR DRY HAIR**                                     |                                                                                                                                                                                                                                                                                                                                                           |                        |
| REINVENTED! Suave Professionals® Humectant Moisture Shampoo              | Replenishes moisture to dry or damaged hair, leaving hair soft and manageable.  
- Salon-quality shampoo and conditioner system that is salon-proven to replenish moisture to dry hair as well as Nexxus® Therappe® shampoo and Nexxus Humectress® conditioner³  
- Formula features panthenol, keratin and silk amino acids and nourishes hair for softness                                                                                                        | $1.92-$2.49 (14.5 oz.) |
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- Salon-quality shampoo and conditioner system that is salon proven to replenish moisture to dry hair as well as Nexxus® Therappe® shampoo and Nexus Humectress® conditioner.  
- Formula features panthenol, keratin and silk amino acids and nourishes hair for softness. | $1.92-$2.49 (14.5 oz.)  
$3.25 - $ 3.99 (32 oz.) |
| DAMAGE CARE FOR DAMAGED OR WEAK HAIR | | |
| REINVENTED! Suave Professionals® Damage Care Shampoo | Moisturizes to repair damage from over-processing.  
- Salon-quality shampoo and conditioner system is salon proven to strengthen hair as well as Redken® Extreme® shampoo and conditioner.  
- Fortifying shampoo with a keratin and anti-oxidant complex cleanses and restores distressed hair, leaving it strong and healthy looking. | $1.92-$2.49 (14.5 oz.) |
| REINVENTED! Suave Professionals® Damage Care Conditioner | Conditions and repairs using a moisturizing formula to revitalize damaged or over-processed hair.  
- Salon-quality shampoo and conditioner system is salon proven to strengthen hair as well as Redken® Extreme® shampoo and conditioner.  
- Fortifying conditioner enriched with a keratin and anti-oxidant complex smoothes and restores distressed hair, leaving it strong and healthy looking. | $1.92-$2.49 (14.5 oz.) |
| VOLUMIZING FOR FINE HAIR | | |
| REINVENTED! Suave Professionals® Volumizing Shampoo | Salon-tested to add thickness and fullness to fine hair.  
- Salon-quality shampoo and conditioner system volumizes as well as Matrix® Amplify® shampoo and conditioner.  
- Enriched with a collagen and folic acid complex and adds fullness and shine without build-up.  
- Formulated to work as a regimen with Suave Professionals® Volumizing Conditioner for full hair.  
- For best results use with Suave Professionals® Volumizing Mousse and Volumizing Root Boost Spray. | $1.92-$2.49 (14.5 oz.)  
$3.25 - $ 3.99 (32 oz.) |
REINVENTED! Suave Professionals® Volumizing Conditioner

Salon-tested to add thickness and fullness to fine hair.
- Salon-quality shampoo and conditioner system volumizes as well as Matrix® Amplify® shampoo and conditioner²
- Enriched a collagen and folic acid complex and adds fullness and shine without build-up
- Formulated to work as a regimen with Suave Professionals® Volumizing Shampoo for full hair
- For best results use with Suave Professionals® Volumizing Mousse and Volumizing Root Boost Spray

$1.92-$2.49 (14.5 oz.)
$3.25 - $3.99 (32 oz.)

COLOR PROTECTION FOR COLORED HAIR

REINVENTED! Suave Professionals® Color Protection Shampoo

Gentle formula cleanses and helps protect hair against harsh environmental elements to lock in color and fight fading.
- Salon-quality shampoo and conditioner system that helps protect color treated hair as well as Biolage® Color Care shampoo and conditioner²

$1.92-$2.49 (14.5 oz.)

REINVENTED! Suave Professionals® Color Protection Conditioner

Gently protects and nourishes color-treated hair.
- Salon-quality shampoo and conditioner system that helps protect color treated hair as well as Biolage® Color Care shampoo and conditioner²

$1.92-$2.49 (14.5 oz.)

2 IN 1 SHAMPOO PLUS CONDITIONER

REINVENTED! Suave Professionals® 2 in 1 Plus Shampoo

Cleans and conditions in one simple step.
- pH balanced formula leaves hair soft and manageable without build-up

$1.92-$2.49 (14.5 oz.)
$3.25 - $3.99 (32 oz.)

Availability

- Suave Professionals® Shampoos and Conditioners are available at drugstores, mass merchandisers and supermarkets nationwide for a suggested retail price of $1.92 - $3.99.

- NEW Suave Professionals® Captivating Curls Shampoo and Conditioner, along with the reinvented Suave Professionals® Shampoos and Conditioners will be available nationwide beginning January 2011.

- NEW Suave Professionals® Black Raspberry + White Tea Shampoo, Conditioner and Leave In Conditioner and NEW Suave Professionals® Dry Shampoo will be available nationwide beginning in February 2011.

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1 Rene Furterer® is a registered trademark of Pierre Fabre Dermo-Cosmetique
2 Redken, Matrix, Amplify and sleek.look, and Biolage are registered trademarks of L’Oreal USA Creative, Inc.
3 Aveda is a registered trademark of Estee Lauder Companies, Inc.
4 NEXXUS, Therappe and Humectress are registered trademarks of Alberto-Culver USA, Inc.