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CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA – Fact Sheet –

Beauty starts deeper with CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA. The range consists of shampoo, conditioner and nourishing treatments that are designed to deeply nourish the scalp, help quench dryness and lock-in moisture for strong, beautiful hair¹. CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA products are specifically formulated to meet the needs of African American women and can be used on both relaxed and natural hairstyles.

In 2013, CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA is introducing a new **Deep Nourishing Treatment Mask** to help lock-in moisture to dry scalps and hair. Visible hair results in just 3 minutes².

CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA infused with Nutrium 10™ Moisture Lock, a non-greasy nourishing complex enriched with shea butter and natural oils, feeds* the scalp with the deep nourishment it needs. So quench dryness and lock-in moisture for beauty that starts deeper. FEED SCALP* with Ultra Shea.

Product	Benefits/Key Ingredients	Pricing
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CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA Scalp & Hair Treatments for Relaxed and Natural Hair



NEW! CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA Deep Nourishing Treatment Mask

- Locks-in moisture to dry hair for visible results in 3 minutes²
- Nourishes the scalp deeply to help quench dryness and lock in moisture into dry scalps
- Dual-action formulation: a white stripe of nourishing treatment and a gold stripe infused with concentrated Nutrium 10™ Moisture Lock, a rich blend of nutrients including shea butter and natural oils
- Use bi-weekly in-place of CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA Smooth & Nourish Conditioner

SRP of \$4.99-\$5.99 (6.0 fl. oz.)



CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA Nourishing Scalp & Hair Oil

- Instantly soothes and nourishes the scalp for quick relief from dryness
- Can be used on wet or dry hair as often as needed
- Provides light, non-greasy nourishment to scalp and hair
- Formulated with Nutrium 10™ Moisture Lock system, a rich blend of shea butter and natural oils, including vitamin E, sunflower, coconut, almond, soybean, argan, and palm

SRP of \$4.99-\$5.99 (3.0 fl. oz.)



**CLEAR SCALP & HAIR BEAUTY THERAPY™
ULTRA SHEA
Intensive Scalp
Nourishment Balm**

- Nourishes the scalp deeply and seals in moisture for soothing and long-lasting scalp dryness relief
- Spreads easily for quick absorption
- Formulated with Nutrium 10™ Moisture Lock system, a rich blend of shea butter and natural oils, including vitamin E, sunflower, coconut, almond, soybean, argan, and palm

SRP of \$4.99-\$5.99
(3.0 fl. oz.)

CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA Scalp & Hair Care for Relaxed and Natural Hair



**CLEAR SCALP & HAIR BEAUTY THERAPY™
ULTRA SHEA Cleanse &
Nourish Shampoo**

- Shampoo and conditioner system proven to lock-in moisture³ and provide long lasting nourishment for extra dry scalps
- Gently cleanses to remove product build-up and allow scalp to breathe
- Formulated with Nutrium 10™ Moisture Lock system, a rich blend of shea butter and natural oils, including vitamin E, sunflower, coconut, almond, soybean, argan, and palm

SRP of \$4.99-\$5.99
(12.9 fl. oz.)



**CLEAR SCALP & HAIR BEAUTY THERAPY™
ULTRA SHEA Smooth &
Nourish Conditioner**

- Shampoo and conditioner system proven to lock-in moisture³ and provide long lasting nourishment for extra dry scalps
- Deeply and weightlessly nourishes to help quench scalp and hair dryness and reduce breakage⁴
- Formulated with Nutrium 10™ Moisture Lock system, a rich blend of shea butter and natural oils, including vitamin E, sunflower, coconut, almond, soybean, argan, and palm

SRP of \$4.99-\$5.99
(12.7 fl. oz.)

Availability

NEW! CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA Deep Nourishing Treatment Mask will be available beginning January/February 2013.

CLEAR SCALP & HAIR BEAUTY THERAPY™ ULTRA SHEA products are available at mass retailers, select drugstores and supermarkets nationwide for a suggested retail price of \$4.99-\$5.99.

For more information, please visit www.facebook.com/clearultrashea

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* Refers to stratum corneum

¹ When using Clear Ultra Shea shampoo & conditioner or treatment mask or oil, balm

² When using Clear Ultra Shea shampoo plus treatment

³ When using Clear Ultra Shea shampoo and conditioner system

⁴ Breakage when combing vs. non-conditioning shampoo