

## Q4 2020 & 2021 New Products

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Lottabody®

CREME OF NATURE®

ROUX®<sub>1</sub>

# Creme of Nature Pure Honey

**NEW!**



CREME OF NATURE.  
*Pure Honey* 2

**NEW!**

# Pure Honey Mask Collection

## Do It Yourself - DIY

- 80% more likely to use food based products on their hair



## CHALLENGES

- Proper Mixture of ingredients

### AVOCADO / COCONUT HAIR MASK



- Time consuming / messy



## OPPORTUNITY

### 8 BEST NATURAL CONDITIONERS



Estimated Availability: **UPDATED TO OCTOBER 2020**

CREME OF NATURE.  
*Pure Honey*



**NEW!**

# Pure Honey Mask Collection

## Honey + Banana

### Strength



- Dry, dull curly-coily hair and imbalanced scalp
- Restores moisture balance from root to tip

## Honey + Yogurt

### Intense Hydration



- Over processed, brittle, weak strands
- Strong, smooth and healthy without weighing hair down

## Honey + Avocado

### Smooth & Frizz Control



- Thick, curly dehydrated, damaged hair
- Improves strength, protection against shedding & breakage

Estimated Availability: **UPDATED TO OCTOBER 2020**

CREME OF NATURE®  
*Pure Honey*

**NEW!**

# Pure Honey Mask Collection



Estimated Availability: **UPDATED TO OCTOBER 2020**

**CREME OF NATURE®**  
*Pure Honey*

**NEW!**

# Pure Honey Mask Collection



Estimated Availability: **UPDATED TO OCTOBER 2020**

CREME OF NATURE®  
*Pure Honey*



**NEW!**

# Pure Honey Curling Mousse



*Moisture & Twist  
Curling Mousse*

**MSPR \$6.49**  
7oz

- Moisturizes & Defines Curls
- Adds Body & Controls Frizz
- Provides Long-Lasting Hold & Control for Twist Outs and Rod Sets

Available: Late-December 2020

**NO** Sulfates  
Mineral Oil  
Alcohol

UPC: 75724 00515



## Anti-Breakage Overnight Treatment

4.76 Oz

MSRP \$7.29

For Weak, Breakage Prone, Damaged Hair

- Dramatically nourishes and conditions as part of your night-time regimen giving you a boost of hydration and shine the next morning
- Instantly sooth dry scalp and fortifies damaged hair
- Seals in nourishment and moisture from root to tip



*A healthy level of strength and noticeable length retention*

*Estimated Availability: **UPDATED TO LATE-DECEMBER 2020***



# CON ARGAN BASE RESTAGE – Q1 2021

## CON Argan base line formula and packaging updates

### Featured Ingredients: Argan Oil



1. CON Argan Shampoo 12oz
2. CON Argan Shampoo 20oz
3. CON Argan ICT 12oz
4. CON Argan ICT 1.75oz (produced)
5. CON Argan Blowout Cream
6. CON Argan Foaming Mousse
7. CON Argan Polisher
8. CON Argan Strength & Shine LIC
9. CON Argan Oil Moisturizer
10. CON Argan Oil Treatment
11. CON Argan Perfect 7
12. CON Argan Shine Mist
13. CON Argan Sheen Spray
14. CON Argan Hair Dress
15. CON 100% Argan Oil

**Distribution: Retail, OTC & International**

**SRPs remain the same as current items**

**Same UPCs: Phase-In**

# CREME OF NATURE® *Pure Honey*

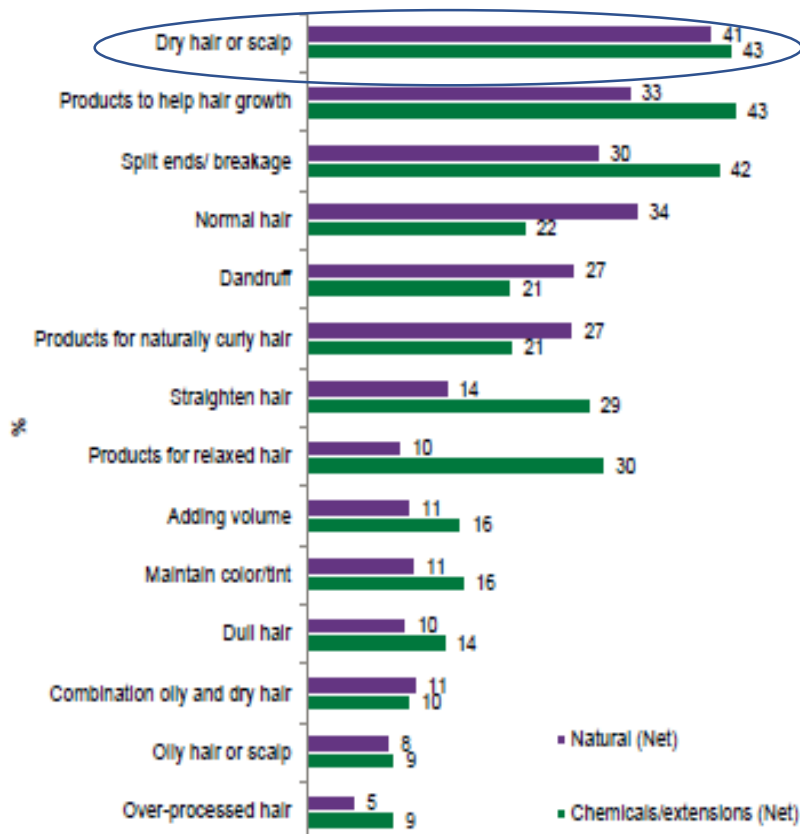
## Scalp Refresh



# CREME OF NATURE PURE HONEY SCALP REFRESH

Women with natural and straightened hair heavily concerned with treating Dry hair scalp.

"Which of the following, if any, are you trying to treat or accomplish with your hair-care products?"



## Top Concerns:

1. Protection of your natural hair
2. Scalp cleansing
3. Hydration / Moisturization
4. Hair / Scalp Tension
5. Odor causing bacteria
6. Lack of shine



**Creme of Nature Pure Honey Scalp Refresh collection is formulated with the signature blend of Pure Honey, Certified Natural Coconut Oil & Shea Butter. Infused with Aloe and Mint, this collection refreshes and restores moisture balance to dry scalp.**





**Natural Ingredient:**  
Pure Honey



**Natural Ingredient:**  
Aloe



**Natural Menthol:**  
Mint



**Natural Ingredient:**  
Apple Cider Vinegar

- **Pure Honey:** Known to help retain moisture, soften & smooth hair, and improve moisture retention
- **Conditioning Aloe:** Known to help restore moisture and strengthen damaged hair
- **Mint:** Provides cooling sensation and invigorates scalp
- **Apple Cider Vinegar:** Known as a natural remedy to help with scalp itchiness and to improve scalp health, strengthen hair, and enhance shine

**NO** *Sulfates*  
*Mineral Oil*  
*Petrolatum*  
*Silicones*

# CREME OF NATURE PURE HONEY SCALP REFRESH



## Scalp Refresh Cleansing Jelly 8oz

For Dry Scalp with Product Buildup

- Moisturizes & Refreshes scalp without washing or water
- Dissolves build-up & excess oils from the scalp
- Instant cooling sensation invigorates dry scalp

• SRP \$7.28



# CREME OF NATURE PURE HONEY SCALP REFRESH



## Scalp Refresh Restorative Hair & Scalp Treatment 4.76oz

### For Dry Scalp & Protective Styles

- Leaves Scalp Healthy Looking & Moisturized
- Restores Shine & Manageability to Hair
- Instant cooling sensation invigorates dry scalp

• **SRP \$7.28**

# CREME OF NATURE PURE HONEY SCALP REFRESH



## Scalp Refresh Invigorating Leave-In 8oz

### For Dry Scalp & Protective Styles

- Deeply Conditions & Softens Hair
- Locks In Moisture & Adds Shine
- Detangles & Refreshes Hair and Scalp
- Instant cooling sensation invigorates dry scalp

• **SRP \$7.28**

# CREME OF NATURE PURE HONEY SCALP REFRESH



## Scalp Refresh Invigorating Scalp Oil 4oz

### For Dry Scalp & Protective Styles

- Helps reduce scalp discomfort associated with dryness
- Conditions & Moisturizes the Scalp
- Helps make hair look and feel healthier
- Instant cooling sensation invigorates dry scalp

**SRP \$7.28**





# NEW MILK & HONEY



**NEW** Lottabody Milk & Honey is enriched with wholesome milk protein and hair-loving honey. These no-mix, no-mess nourishing formulas not only treat dry, rough strands and help restore moisture for healthy-looking hair but also provide a much simpler wash day routine.

# Milk & Honey Collection



## Restore Me Cream Shampoo

10.1 oz.-

- Gently Cleanses Hair
- Deeply Moisturizes
- Makes Hair Soft & Manageable

## Restore Me Cream Conditioner

10.1 oz.-

- Deeply Moisturizes
- Makes Hair Soft & Manageable
- Restores Moisture

## Nourish Me Leave-In Conditioner

8 oz.-

- Locks-In Moisture
- Continuous, Intense Hydration
- Detangles & Adds Shine

## Refine Me Curl Defining Mousse

7 oz.-

- Medium Hold for Soft Curls
- Defines Curls
- Adds Body & Shine

## Tame Me 24Hr Edge Control

2.25 oz.-

- 24 Hour Edge Control
- Adds Incredible Shine
- Non-flaking, Non-sticky, Non-greasy



# NEW Milk & Honey Styling (Feb 2020)



**Elongate Me  
Curl Stretcher**

10.5 oz.-

- **Medium Hold**
- **Elongates & Stretches Curls**
- **Anti-Shrinkage**
- **Moisturizes & Controls Frizz**
- **Non-Flaking / Non-Drying / Non Greasy**



**Boost Me  
Curl Boosting Smoothie**

5.1 oz.-

- **Light Hold**
- **Moisturizes & Controls Frizz**
- **Adds Definition & Shine**
- **Touchable Soft Crunch-Free Curls**
- **Anti-Shrinkage / Non-Flaking**



**Hold Me  
Maximum Hold Styling Gel**

8.4 oz.-

- **Maximum Hold**
- **Enhances Curls for Defined Styling**
- **Adds Moisture & Shine**
- **Alcohol-Free**
- **Non-Drying / Non-Flaking**

