

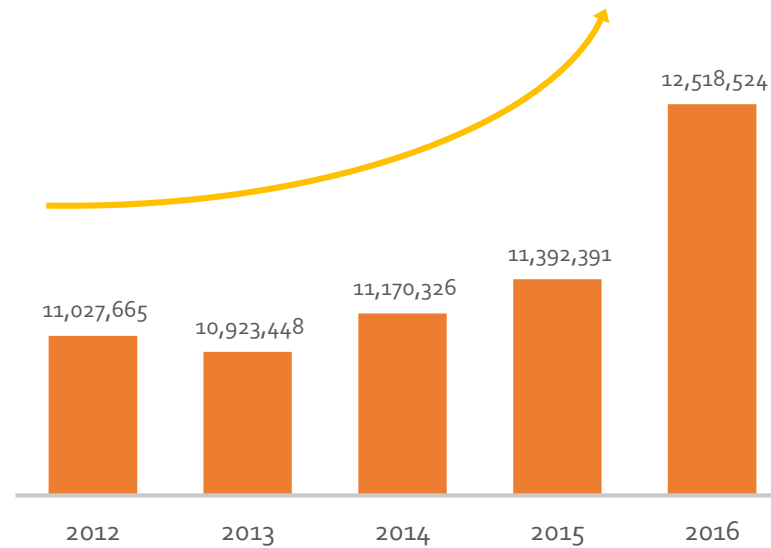
RAVE: PROVIDING MAINSTREAM QUALITY & OUTPACING CATEGORY TRENDS



Hairspray Category Unit Sales 5 YR CAGR

Category	(3.2%)
Rave	+3.3%

Rave Unit Sales



2 of Top 5 Category SKUs in Unit Sales

10% Growth since last year

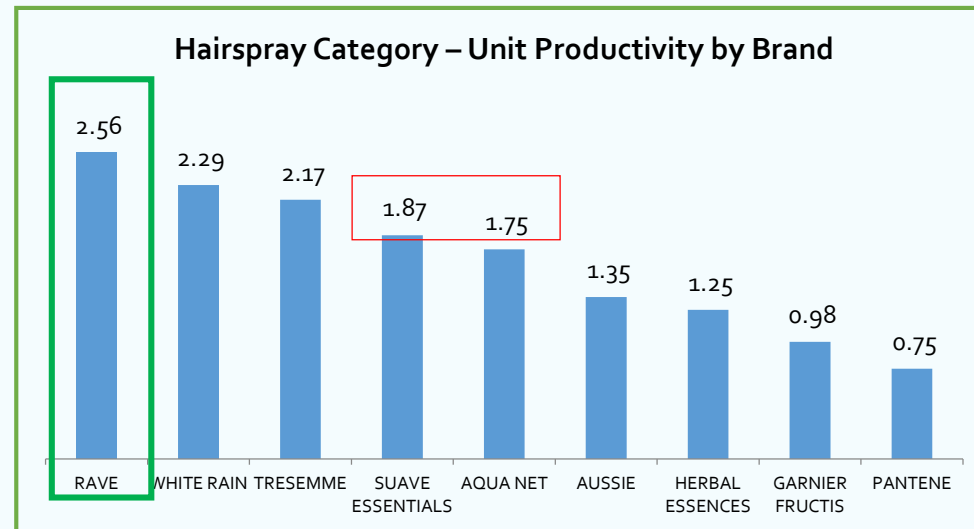
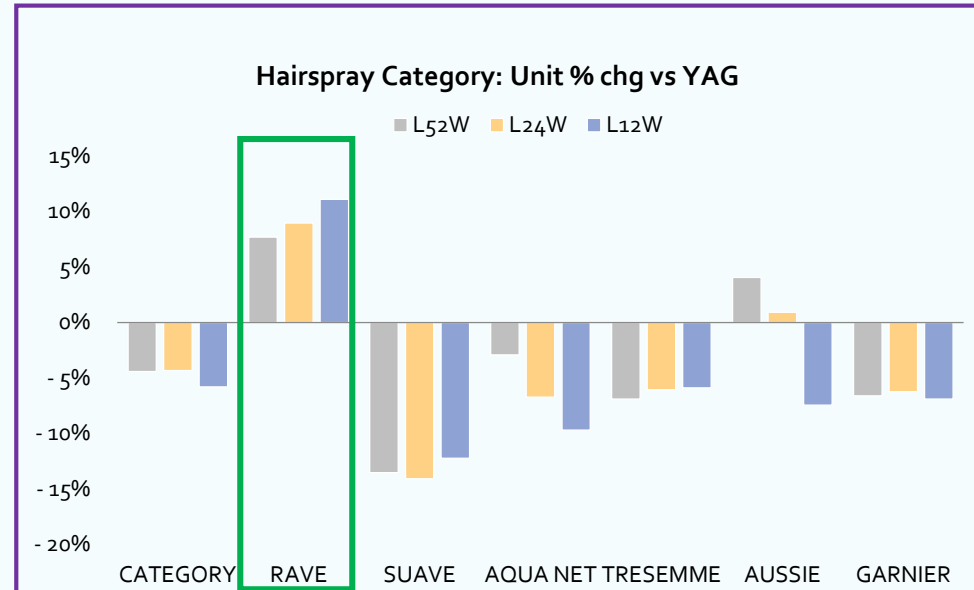
15% Growth since 2012 acquisition

RAVE HAIRSPRAY IS OUTPACING THE HAIRSPRAY CATEGORY

- The **only** Value Segment hairspray to gain unit share in latest 52 weeks!
- Rave Aerosols are ranked in the top 6 across all 4 time periods
- Loyal Consumer Base driven by superior formulation vs. value competition

RAVE HAIRSPRAY IS A HIGH VOLUME, TRAFFIC-DRIVING BRAND

Rave moves 2.5 times more than the category average on a Units/SKU basis.



RAVE INNOVATION DELIVERS EXCEPTIONAL CONSUMER VALUE & INCREMENTALITY



New technology and trends are keeping mousse relevant.

Delivers 50% better consumer value than main competitor*

CONSUMER-FOCUSED

Excellent Consumer Value

- Innovative formula comparable to leading brand
- Popular product form (\$200M category)



BRAND REACH

Incremental use in consumer routine

- Initial extension out of hairspray
- Popular product form for Walmart & Rave Consumer
- Develop impactful brand block

Rave Volumizing Mousse 9oz

First Ship	12/1/17
EDLC	\$
EDLP	\$
Margin %	%

RAVE 5X FREEZE DELIVERS MAINSTREAM PERFORMANCE AT AN EXCEPTION VALUE

NEW



5x Freeze & 24-Hour Extreme Hold



- Now 11oz value size! (vs. 7oz)
- New benefits to current Rave Hairspray
 - 24-Hour Extreme Hold, 5X Hold
- Comparable efficacy to leading mainstream option



RAVE 5X FREEZE

First Ship 12/1/2017

OLD

