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**SUAVE® PROFESSIONALS® STYLING PRODUCTS**

**— Fact Sheet —**

Formulated to provide parity performance with popular salon brands, Suave® Professionals® styling products offer the latest advances in hair care without paying the price. These products are created to offer higher order benefits, giving you the style you want.

Product	Benefits/Key Ingredients	Suggested Retail Price
<b>HOLD FOR LONG-LASTING CONTROL</b>		
Suave Professionals Extra Hold Hairspray (aerosol & non-aerosol)	Controls fly-aways and provides all-day hold. <ul style="list-style-type: none"> <li>• Aerosol holds as well as Sebastian® Super Shaper Hairspray<sup>1</sup></li> <li>• Non-aerosol holds as well as Sebastian® Shpritz Forte® Hairspray<sup>1</sup></li> </ul>	\$2.17- \$2.49 (8.5 oz.)
Suave Professionals Extra Hold Styling Foam	All-day hold to lock in your style. <ul style="list-style-type: none"> <li>• Great for hair that needs body and control</li> <li>• Holds as well as Sebastian® Shaper Full-on Body Mousse<sup>1</sup></li> </ul>	\$2.17- \$2.49 (7.0 oz.)
Suave Professionals Extra Hold Gel	All-day hold to lock in your style. <ul style="list-style-type: none"> <li>• Great for disobedient hair that won't stay put</li> <li>• Holds as well as Sebastian® Wet Gel<sup>1</sup></li> </ul>	\$2.17- \$2.49 (8 oz.)
Suave Professionals Freeze Hold Hairspray (aerosol & non-aerosol)	Delivers all-day hold for style and control. <ul style="list-style-type: none"> <li>• Aerosol holds as well as Sebastian® Super Shaper Plus Hairspray<sup>1</sup></li> <li>• Non-aerosol holds as well as Sebastian® Shpritz Forte® Hairspray<sup>1</sup></li> </ul>	\$2.17- \$2.49 (8.5 oz.)
<b>VOLUMIZING FOR FINE HAIR</b>		
Suave Professionals Volumizing Foam	Adds body without weighing hair down. <ul style="list-style-type: none"> <li>• Formulated with panthenol, wheat proteins and silk amino acids and holds shape all day long</li> <li>• Holds as well as Matrix® Amplify® Foam<sup>2</sup></li> <li>• Formulated to work as a volumizing regimen with Suave Professionals Volumizing Shampoo and Conditioner</li> </ul>	\$2.17- \$2.49 (7.0 oz.)

Product	Benefits/Key Ingredients	Suggested Retail Price
Suave Professionals Volumizing Root Lifter Spray Gel	Adds thickness and body to fine or straight hair. <ul style="list-style-type: none"> <li>• Utilizes panthenol, wheat proteins and silk amino acids to add lift and volume to limp hair</li> <li>• Adds body as well as Matrix® Amplify® Spray Gel<sup>2</sup></li> <li>• Formulated to work as a volumizing regimen with Suave Professionals Volumizing Shampoo and Conditioner</li> </ul>	\$2.17- \$2.49 (8.5 oz.)
Suave Professionals Volumizing Finishing Hairspray Aerosol	Builds long-lasting body for fine or straight hair. <ul style="list-style-type: none"> <li>• Formulated with panthenol, wheat proteins and silk amino acids to hold shape as well as Matrix® Amplify® Root Lifter<sup>2</sup></li> <li>• Dries quickly leaving hair shiny without being stiff or sticky</li> <li>• Formulated to work as a volumizing regimen with Suave Professionals Volumizing Shampoo and Conditioner</li> <li>• Available in aerosol and non-aerosol formulas</li> </ul>	\$2.17- \$2.49 (8.5 oz.)
<b>SLEEK FOR FRIZZY/FLY-AWAY HAIR</b>		
Suave Professionals Sleek Anti-Frizz Cream	Moisturizing formula smoothes and softens hair, leaving frizzy or dry hair smooth and manageable. <ul style="list-style-type: none"> <li>• Salon-tested formula uses the latest advances in hair care to control frizz as well as Matrix® sleek.look® Styling Crème<sup>2</sup></li> <li>• Formulated to work as a smoothing regimen with Suave Professionals Sleek Shampoo and Conditioner for smoother hair</li> </ul>	\$2.17- \$2.49 (5.1 oz.)
<b>HEALTHY CURLS FOR CURLY OR WAVY HAIR</b>		
Suave Professionals Healthy Curls Scrunching Mousse	Moisturizing formula defines curls and helps control frizz for curly or wavy hair. <ul style="list-style-type: none"> <li>• Defines curls as well as Redken® Fresh Curls® Spin Control<sup>2</sup></li> <li>• Refines the shape of curls to leave hair smooth and full of shine</li> </ul>	\$2.17- \$2.49 (7.0 oz.)

**Availability**

Suave® Professionals® styling products are available at drugstores, mass merchandisers and supermarkets nationwide for a suggested retail price of \$2.17-\$2.49.

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<sup>1</sup> Sebastian is a registered trademark of Sebastian International

<sup>2</sup> Matrix and Redken are registered trademarks of L'Oreal USA Creative, Inc.