



## PRODUCT FACT SHEET: FOUNDATION COLLECTION

**DEMAND EXCEL-ENT CARE:** The root of all style, boosting hair back to life. Shampoos ooze clean. Conditioners richly pamper. Inspired by fashion's desire to pare style to the max for ravishing results.

**The Foundation Collection** is made up of three regimens designed to restore a multitude of hair types to the same healthy level. It boasts a combination of botanical ingredients (Hydrolyzed Silk, Jojoba Oil and Rice Bran Oil) paired with high-tech actives to deliver tailored conditioning levels within each regimen. All formulas are color-safe with a luxurious fragrance.

### LIGHT: Weightless Shine Shampoo & Conditioner

LIGHTEN UP FOR PURE RADIANCE.

- Provides weightless, balanced conditioning and shine
- For fine to normal hair

FORMULA CONTAINS:

- Combination of three cleansing actives to purify and remove build-up
- Balanced levels of fatty alcohols and guar-based polymers for protection and manageability

SUGGESTED RETAIL PRICE:

- Shampoo \$12.95, Conditioner \$13.95



### DRENCH: Moisturizing Shampoo & Conditioner

HYDRATE HAIR. FULL BODIED STYLE.

- Provides intense nourishment, moisturization and detangling for movable body and silkiness
- For frizzy, dry hair

FORMULA CONTAINS:

- Advanced cationic polymers and amino silicones sooth hair surface, detangle dry hair and deliver moisturization

SUGGESTED RETAIL PRICE:

- Shampoo \$12.95, Conditioner \$13.95



### PENETRAIT: Strengthening & Repair Shampoo & Conditioner

SHINY-STRONG HAIR. STRESS-FREE.

- Provides deep conditioning for strength and protection, and helps to reduce breakage
- For damaged or chemically treated hair

FORMULA CONTAINS:

- The highest levels of care ingredients in both the shampoo and conditioner to strengthen, repair and protect hair from future damage

SUGGESTED RETAIL PRICE:

- Shampoo \$12.95, Conditioner \$13.95



Beginning July 2008, the entire range of new Sebastian Professional products will be available at 10,000 salons nationwide. To find a salon near you or for more information, please visit [www.sebastianprofessional.com](http://www.sebastianprofessional.com)

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