

MARKETING & DISTRIBUTION MEETING



DreamHair Marketing & Distribution Meeting: Our Goals

- Present & Discuss DreamHair Product Line
- Understand Your Distribution Network & Identify Opportunities
- Product Demos
- Discuss Professional Training & Education Plan
- Define & Align Next Steps



DreamHair Portfolio: Three Product Lines

KERATIN THERAPY



SERISEAL NANOTECH



KERACAI



DreamHair Portfolio: Keratin Therapy

KERATIN THERAPY



SERISEAL NANOTECH



KERACAI



Keratin Therapy is a hair smoothing system, which infuses the hair's cuticle in conjunction with a keratin enriched formula that will eliminate up to 90% of curl & frizz rejuvenating hair & making it healthier, shinier, smoother, silky, easier to maintain & reducing daily styling time. Designed for all hair types: dry, damaged & over processed hair.

If a healthy, frizz free, shiny & smoother hair has always been your dream, we have the perfect solution, our superior formula delivers a hair friendly, long lasting & hassle free hair treatment.

100% DreamHair satisfaction guaranteed



Keratin Therapy Benefits

DreamHair Keratin Therapy is a smoothing system which infuses keratin into the hair's cuticle in conjunction with a protein enriched formula that will eliminate up to 90% of curl & frizz making the hair healthier, shinier, smoother, easier to maintain, reducing your daily styling time. Dream Hair Keratin Therapy Treatments should be performed only by specially trained & certified stylists.

- Applicable in all types of hair;
- Great for color treated, highlighted & relaxed hair;
- Improves damaged, dull or dry hair;
- Hair can be washed on the same day of product application;
However we recommend you to wait 24 hours
- Can be repeated every 1-3 months;
- Will relax the hair & prevent the frizzes (for 2-3 months);
- Very profitable, up to 15-20 applications from each bottle while market prices per treatment range from \$250 to \$400;
- Applications are efficient, complete treatments take 1½ to 2 hours while similar product applications take up to 3 hours

Application time varies depending hair length



Deep Cleansing Shampoo Benefits

DreamHair Deep Cleansing Shampoo is a vital part of the treatment process & it should be used to obtain ultimate results with Keratin Therapy Treatment. This shampoo will slightly elevate the PH level of the hair, enough to open the cuticle of the hair to better accept the Keratin.

- Removes treated hair residue & impurities;
- Gently opens hair cuticles;
- Elevates & reaches optimal hair PH for Keratin treatment;
- Applicable in all types of hair including color treated & chemically treated hair;
- Developed specifically for use with DreamHair Keratin Therapy.



Great Results With DreamHair Keratin Therapy

HAIR BEFORE DREAMHAIR KERATIN THERAPY TREATMENT



Great Results With DreamHair Keratin Therapy

HAIR DURING DREAMHAIR KERATIN THERAPY TREATMENT



Great Results With DreamHair Keratin Therapy

HAIR AFTER DREAMHAIR KERATIN THERAPY TREATMENT



DreamHair Portfolio: **Seriseal Nanotech**

KERATIN THERAPY



SERISEAL NANOTECH



KERACAI



***Seriseal Nanotech is a new hair regeneration system.
Our new formaldehyde free formula will restore damaged hair giving your hair softness,
conditioning, reducing volume and adding an intense gloss never seen before.***

***Seriseal Nanotech, nature's protein keratin.
100% DreamHair satisfaction guaranteed.***



Seriseal Nanotech Benefits

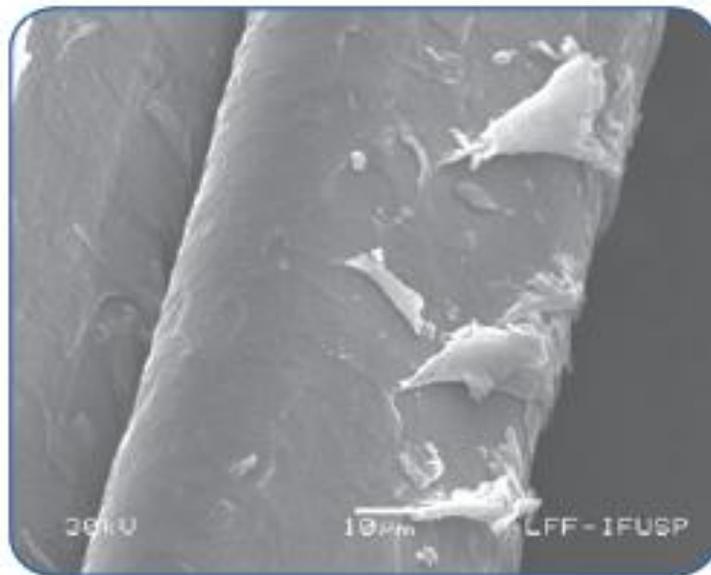
Seriseal is composed of a natural Sericin protein that works as a bonding element between the hair's silk fibers, attaching to the surface, creating a seal effect on the cuticles while replacing proteic mass.

- Nano-regeneration of damaged hair.
- Replacement of lost protein mass from chemical treatment.
- Induction of molecular conditioning reduces volume & enhances shine.
- Incredible hair smoothness effect, resulting in an outstanding sensorial perception & velvet touch.
- Kit includes a pre-treatment deep cleansing shampoo & easy brushing spray to maximize results.
- Because the product is based on a gelatinous & hydrophilic natural protein it is 100% formaldehyde free!

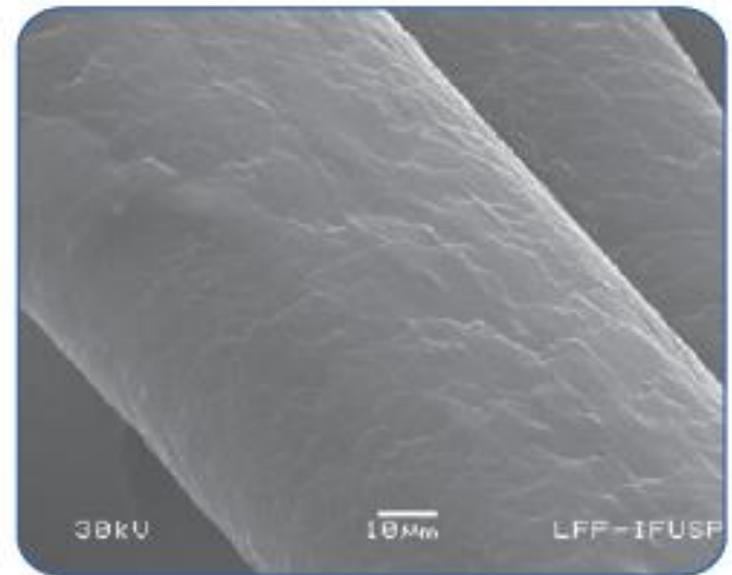


Seriseal Nanotech **Regenerates Damaged Hair**

Use of SERISEAL as finishing agent - leave-on - without dilution, on damaged hair by chemical bleaching treatment.



hair before treatment

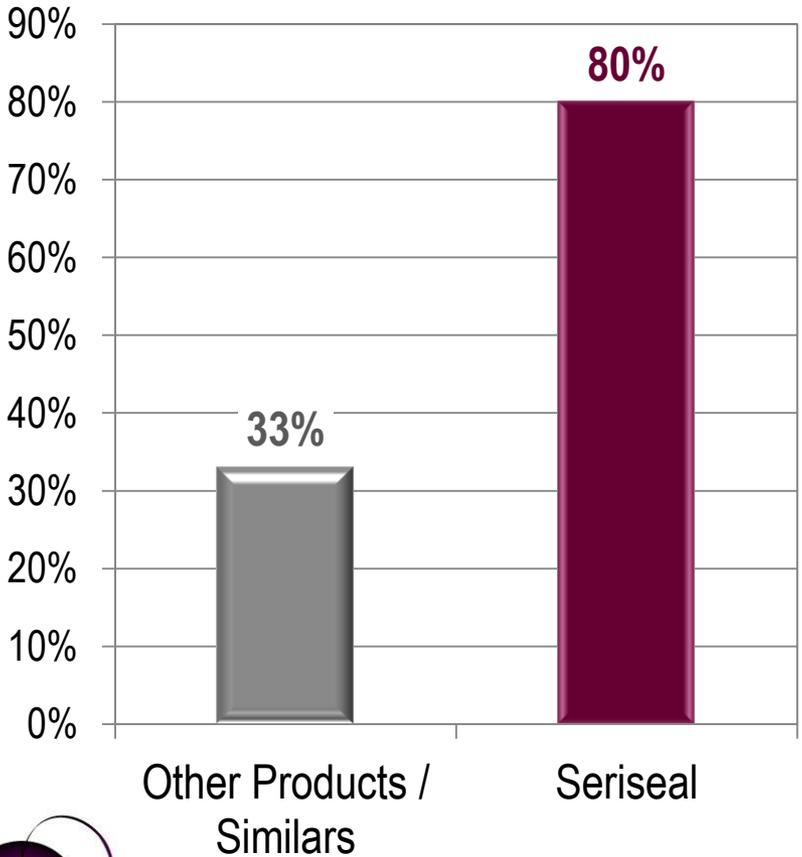


after SERISEAL treatment

Seriseal Significantly Improves Hair Shine, **Even In Damaged Hair**

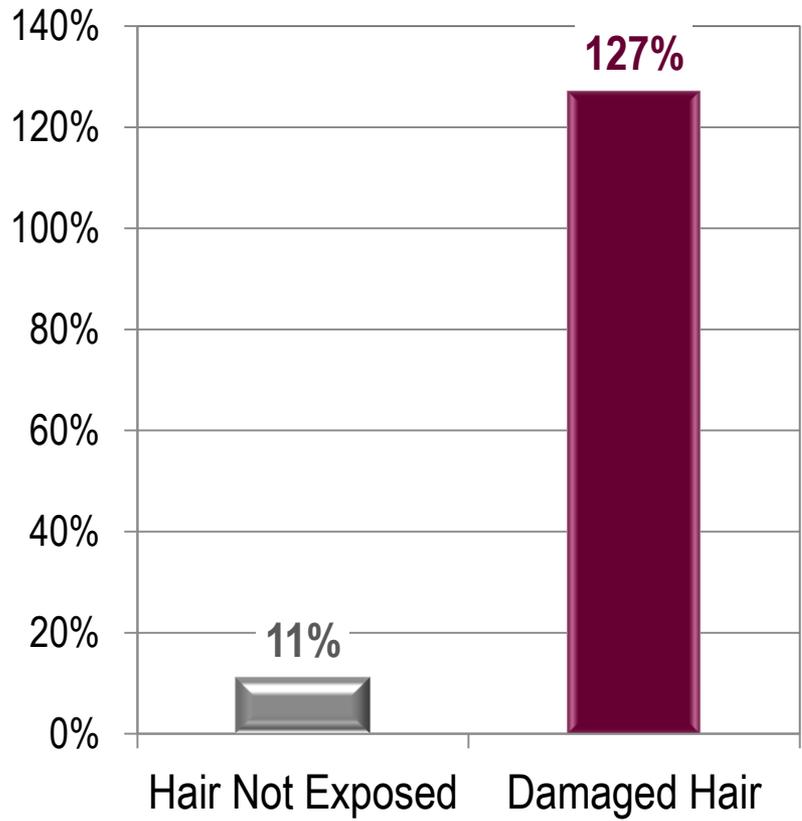
SERISEAL APPLIED IN AQUEOUS SOLUTION (5%)

% Shine Increase



SERISEAL APPLIED AS IS

% Shine Increase



Great Results With Seriseal Nanotech

HAIR BEFORE
SERISEAL NANOTECH
TREATMENT



HAIR AFTER
SERISEAL NANOTECH
TREATMENT



DreamHair Portfolio: KerACAI

KERATIN THERAPY



SERISEAL NANOTECH



KERACAI



***KerACAI** is a complete maintenance product line which includes a smoothing serum, shampoo, conditioner & hair mask. KerACAI was developed with nature's finest extracts to maintain & extend benefits of Keratin Therapy & Seriseal Nanotech treatments in all hair types.*

*To keep your hair healthy & lengthen the effects of DreamHair treatments, we have the perfect & complete solution, our daily maintenance line gives you longer lasting treatments, helps to keep your hair beautiful & healthy. **100% DreamHair satisfaction guaranteed***



DreamHair Portfolio: KerACAI



KerAcai Smoothing Serum

is made of Argan Oil, a lightweight oil, grown organically in Morocco, rich in vitamin E. Unique quality of instant absorption into hair, creating incredible shine without oil residue. Contains a special ultra light non-greasy formula that seals & protects hair against heat damage, producing a smoothing silky perfection look. Effective in all hair types.



KerAcai Daily Shampoo

is the best choice for daily maintenance of DreamHair Keratin Therapy treatment. The sulfate-free shampoo can be applied in all hair types. We use only the finest ingredients in our products. Our maintenance line contains Acai berry extract from Amazon, rich in vitamins & antioxidants.



KerAcai Daily Conditioner

is the best choice for the daily maintenance of DreamHair Keratin Therapy. This lightweight moisture enriched daily conditioner is perfect for all hair types. It contains Acai berry extract from Amazon which is rich in vitamins and antioxidant. This conditioner will leave the hair shiny and healthy.



KerAcai Mask

an intensive smoothing treatment that helps restoring moisture & elasticity to damaged/dry hair. It leaves the hair feeling soft, silky, shinier & with a healthier look. Safe to use on color treated hair & extends duration of DreamHair Treatments, adding long lasting hair frizz protection. Effective in all hair types.



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DreamHair Marketing Mix: Marketing Opportunities



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● **Product Demos**

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DreamHair Keratin Therapy : Step By Step Process



1

CLEANSE



- For best results it is necessary to cleanse the hair of all build up.
- We recommend DreamHair Deep Cleansing Shampoo.
- It will remove build up as well as prepare the cuticle for the treatment.
- Gently massage the scalp and hair with our DreamHair Deep Cleansing Shampoo & rinse with warm water.
- Repeat the process again & towels dry the hair.
- Place a towel around the client's shoulders as well as a client's cape.
- Blow-dry the client's hair using your fingers.
- Dry the hair at 75%. Leaving the hair damp will make it easier for the product to be spread.

2

PREPARATION & APPLICATION (WEAR GLOVES)



- Depending on the length of the hair, pump approximately 1 ½ - 2 oz of the DreamHair Keratin into a mixing bowl.
- For best results we highly recommend that you use fewer products than most other brands.
- Whether you prefer the Moroccan, Cacao, Acai or a combination, the application process is the same.
- Section the hair into 4 quadrants. Starting at the nape, quadrants 1 & 2, apply a thin layer to ¼" sections (applying product ½-1" away from the scalp).
- Use a tail comb to evenly & effectively distribute the product throughout the section.
- Comb through until there is no excess of product on the comb.
- Repeat the process until the quadrant is completed & move to the next one.
- Allow hair to fall down straight. Avoid the hair falling on the client's face.
- Once the application is complete, continue to the next step.



DreamHair Keratin Therapy : Step By Step Process



3

DRY THE HAIR (WEAR GLOVES)

- For best results, ask the client to rest their neck on the back of the chair, this way the hair fall straight.
- Using medium heat, blow dry the hair completely, using your fingers to move the hair around instead of a brush.
- Once the hair is completely dry, continue to the next step.

4

FLAT IRON THE HAIR:

- Part the hair into 4 quadrants.
- You will flat iron the hair section by section (the thinner the section, the better result).
- For fine hair, the flat iron should not exceed 420°F.
- For medium and coarse hair texture, you may use a higher temperature, but not exceed 450°F.

5

MAINTENANCE

- Use our KerACAI product line (serum, shampoo, conditioner & hair mask) to maintain & extend benefits of Keratin Therapy & Seriseal Nanotech treatments.
- Applicable in all hair types

Seriseal Nanotech: Step By Step Process



1 — PRE TREATMENT SHAMPOO

- Gently massage the scalp and hair with shampoo.
- Rinse with warm water and towel dry the hair.
- Place a towel around the client's shoulders as well as a client's cape.

2 — BLOW DRY HAIR

- Using medium to high heat setting, blow-dry 100% of the client's hair using your fingers.
- It is really important not to use a brush

3 — SERISEAL NANOTECH APPLICATION

- Shake bottle well before using.
- Section the head into 4 quadrants.
- Start with quadrants 1 & 2, apply a thin layer to ¼ inch sections starting at the nape.
- Use a tail comb to evenly & effectively distribute the Seriseal throughout the section.

4 — BLOW DRY HAIR

- Using medium to high heat setting, blow-dry 100% of the client's hair using your fingers.
- It is really important not to use a brush

5 — EASY BRUSHING SPRAY

- Once the hair is completely dry, apply Easy Brushing throughout the client's hair.
- Use a tail comb to evenly and effectively distribute.
- Flat iron the hair.
- We recommend the use of the flat iron at 400F.



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DREAMHAIR PRODUCTS PRICE LIST

DREAMHAIR PRODUCTS	SIZE	DISTRIBUTOR	SALON	RETAIL
KERACAI SHAMPOO	16oz	US\$ 7.00	US\$ 12.00	US\$ 24.00
KERACAI CONDITIONER	12oz	US\$ 7.00	US\$ 12.00	US\$ 24.00
KERACAI MASK	8oz	US\$ 10.00	US\$ 17.00	US\$ 30.00
KERACAI SMOOTHING SERUM	1.7oz	US\$ 6.00	US\$ 11.00	US\$ 20.00
DREAMHAIR KERATIN THERAPY	33oz	US\$ 100.00	US\$ 230.00	-
SERISEAL NANOTECH KIT	33oz	US\$ 190.00	US\$ 350.00	-



DREAMHAIR vs COMPETITORS – HAIR MASK

PRODUCT	BRAND	SIZE	RETAIL PRICE
KERATIN INTENSIVE MASQUE	MARCIA TEIXEIRA	4oz	US\$ 28.00
GK DEEP CONDITIONER	GLOBAL KERATIN	7.5oz	US\$ 35.00
INTENSE HYDRATING MASK	MOROCCANOIL	8.5oz	US\$ 40.00
KERACAI MASK	DREAMHAIR	8oz	US\$ 30.00



DREAMHAIR vs COMPETITORS – HAIR SERUM

PRODUCT	BRAND	SIZE	RETAIL PRICE
BURITI SHINE SERUM	MARCIA TEIXEIRA	2oz	US\$ 32.00
GK ANTI FRIZZ SERUM	GLOBAL KERATIN	1.69oz	US\$ 22.00
ORIGINAL OIL TREATMENT	MOROCCANOIL	3.4oz	US\$ 40.00
KERACAI SMOOTHING SERUM	DREAMHAIR	1.7oz	US\$ 20.00



DREAMHAIR vs COMPETITORS – DAILY SHAMPOO

PRODUCT	BRAND	SIZE	RETAIL PRICE
GENTLE DAILY USE SHAMPOO	MARCIA TEIXEIRA	10oz	US\$ 19.95
GK MOUSTURIZING SHAMPOO	GLOBAL KERATIN	10.1oz	US\$ 20.00
MOISTURE REPAIR SHAMPOO	MOROCCANOIL	16oz	US\$ 50.00
KERACAI DAILY SHAMPOO SULFATE FREE	DREAMHAIR	16oz	US\$ 24.00



DREAMHAIR vs COMPETITORS - CONDITIONER

PRODUCT	BRAND	SIZE	RETAIL PRICE
GENTLE DAILY USE CONDITIONER	MARCIA TEIXEIRA	10oz	US\$ 19.95
GK MOUSTURIZING CONDITIONER	GLOBAL KERATIN	10.1oz	US\$ 20.00
MOISTURE REPAIR CONDITIONER	MOROCCANOIL	16oz	US\$ 50.00
KERACAI CONDITIONER	DREAMHAIR	12oz	US\$ 24.00



DREAMHAIR vs COMPETITORS–KERATIN TREATMENTS

PRODUCT	BRAND	SIZE	RETAIL PRICE
MARCIA TEIXEIRA ADVANCED TREATMENT	MARCIA TEIXEIRA	16oz	US\$ 320.00
GK HAIR TAMING SYSTEM	GLOBAL KERATIN – GK	33oz	US\$ 400.00
KERATIN COMPLEX SMOOTHING THERAPY	COPPOLA	33oz	US\$ 377.00
DREAMHAIR KERATIN THERAPY	DREAMHAIR	33oz	US\$ 230.00



DREAMHAIR vs COMPETITORS – FORMALDEHYDE FREE

PRODUCT	BRAND	SIZE	RETAIL PRICE
GK "THE BEST"	GLOBAL KERATIN – GK	33oz	US\$ 525.00
MARCIA TEIXEIRA SOFT KERATIN	MARCIA TEIXEIRA	33oz	US\$ 400.00
BRAZILIAN BLOWOUT ZERO	BRAZILIAN BLOWOUT	34oz	US\$ 447.00
SERISEAL NANOTECH	DREAMHAIR	33oz	US\$ 350.00

PLEASE NOTE: The information about the competitors prices were obtain from websites and google shopping, therefore the prices are based on average cost.



Thank You!

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