






# 12 Benefits™



. @birchbox has included @12Benefits in 1 of 2 Mad Men-inspired boxes, curated in partnership with @AMC\_TV .



Stay Pretty with Pink

# 12 Benefits

instant healthy hair treatment



## 12 Benefits Instant Healthy Hair Treatment

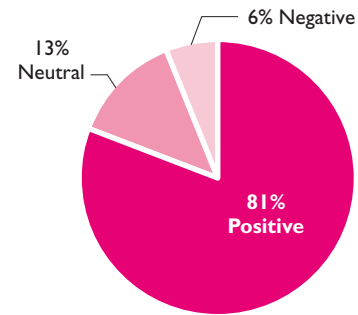
### Average User Rating



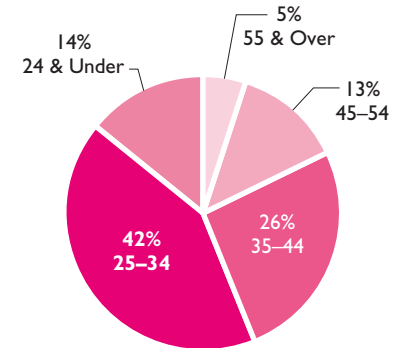
### Purchaser Hair Styling Preferences

Chemically treated  
Color-treated  
Frequently blow dry  
Straighten with a flat iron

### Product Reviews



### Age of Purchaser



### The 12 Benefits Woman

On average, **33 years old**

Income over **\$86,000**

A dedicated enthusiast, **excited to try new products**

“This product is absolutely amazing. After years of using different salon brands, **this is the first hair product I ever got excited about.** I even referred it to my hairstylist and now she tells all of her clients to use it!”

“Absolutely amazing! You can feel it working right away! It moisturizes and prevents dryness throughout the day! **I’ll never use another leave-in conditioner again!**”

“This stuff is great—I’ve actually been using it sparingly because **I love it so much, I don’t want my sample to be finished!** My hair is pretty damaged and it just loves this stuff.”



**instant healthy hair treatment**

Seals color + Smoothes frizz + Repairs damage + Prevents split ends + Moisturizes dry hair + Strengthens fragile hair + Prevents flat iron damage + Protects from chlorine, wind and sun damage + Adds shine, softness and a silky finish + Protects from blow-drying + Improves texture and manageability + Anti-age formula keeps hair youthful

# 12 Benefits

rapid blowout argan oil blow dry spray



Shortens blow dry time + Protects with Moroccan argan oil + Reduces stress from brushing



rapid blowout

Accelerates blow dries + Protects cuticle with argan oil + Reduces stress on hair from brushing + Prevents blow-dryer dry out + Provides exquisite shine + Moisturizes + Controls frizz + Flat iron sealer + Prevents static + Gives curly or hard to manage hair discipline + Adds softness and a silky feel + Anti-age formula keeps hair youthful

# HIGHLY ADDICTIVE SUBSTANCE

12 Benefits pink addiction



**pink addiction**

Replenishes keratin + Rejuvenates + Polishes + Strengthens + Moroccan argan oil protects and nourishes + Intensifies shine + Velvety-soft feel + Eliminates unruliness + Restores hair deficiencies + Restores hair health + Damp or dry hair + Anti-age formula

# BIG DAY HAIRSPRAY.

Flexibly Firm Salon Spray

12 Benefits



## big day hairspray

Flexibly firm hold + Quick to dry + Heat protecting + Oil and protein fortified + Provides style memory + Shine enhancing + Resists humidity + Leaves hair touchable + Volumizing finish + Never sticky + Light scent + Brushable



Exotic. Sultry. Soft.

Hair Perfume N° 12

by 12 Benefits

Make a lasting impression with pure essential oils of floral awapuhi, savory papaya and spicy ginger.



#### hair perfume n°. 12

Pure essential oil perfume + Specifically made for hair + Papaya and awapuhi essential oils + Natural ginger + Natural grain base + Vegetable moisturizers + Lightweight formula + Elegant, alluring + Subtle yet striking + Delicate, not overpowering + Long-lasting + Instant indulgence





### hair perfume n°. 9

No.9 combines sweet violet with fresh mango. The resulting essential oil blend is intensely exotic and seductive.



### the everything spray

Volume + Texture + Style booster + Dry wash + Finishing spray + Dry touch feel + Absorbs scalp oil + Extends color + Refresh blowouts + Fresh scent + Body and bounce + Four products in one



### dry clean

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Instantly refresh + absorb scalp oil + skip a day + extend blowouts + protect color + revitalize + dry touch feel + no shower formula + residue free + fresh scent + eliminates odor + adds body and bounce



### ocean hair

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Essential mineral formula + Texture and volume in one + Vegetable and coconut oil moisturizers + Holds wavy hair + Activates curl + Protects colored hair + Ideal air-dry mist + Use damp or dry + Great for slippery hair + lightweight conditioning + Protects scalp + Anti-static



**super supplement**

Superfood enriched + Blends with any hair conditioner or hair masque + Use with heat to boost radiance + Made of fruit, vegetables, flowers, essential minerals + Noticeable hair improvement within 3 treatments + Proven to reduce cuticle cracks 50% + Restores hair's protective layer + Anti-irritants for scalp care + Glossier, lusher hair + Anti-oxidant sunscreen protects + Bio-polymers bind moisture + Weekly use, daily defense



**cbd shampoo**

A clean beauty multiplying shampoo packed with a hydrating punch to provide a nourishing, soothing effect for hair. Pure plant cannabidiol. Botanical infused with luxurious Marula and Grapeseed healing oils.



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### cbd masque

CBD infused formula repairs hair inside and out. An exacting blend of pure cannabidiol, healing oils, and botanic plant polysaccharides melt perfectly into your hair for a supreme conditioning experience.



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### cbd standout spray

Have your hair *Standout* with our clean beauty 250mg CBD cream mist. Made of pure plant cannabidiol and special nourishing ingredients that penetrate perfectly into your hair for supreme condition.

# I2 Benefits



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