

THE
Evolution
OF BEAUTY

by Eufora



*The trajectory forward begins with a simple act of change.
Eufora is taking beauty to new heights.*



▲ FOR HEALTHY, LIVELY & FRIZZ-FREE MANAGEABLE CURLS

▼ NOURISH HAS GROWN INTO HAIR CARE



We're keeping our same award winning formulas and giving them a modern new package to align, attract and encourage retail sales in your salon.

What's new?

We're softening the "Promises" into categories that are more inclusive with clear naming. It's not a complete overhaul, it's an evolution!

ALOETHERAPY remains stand alone with a new look.

HAIR CARE includes the former Nourish and Volume promises.

TEXTURE incorporates Curl'n and Smooth'n into one exciting category.

PREP, STYLE & FINISH clarifies euforaSTYLE and will phase in throughout the year.

Our sizes are evolving to make salon sales easier. As a bonus, the new 36 fl oz back bar sizes will be available for retail too!

Our new color palette has been thoughtfully curated to blend seamlessly on your retail shelf and will complement any decor.

It's not a complete overhaul, it's an evolution!



▲ HIGHEST-PERFORMING NATURAL INGREDIENTS FOR UNPRECEDENTED SHINE & MOISTURE

Your Opportunity

We've put together an opening package* to help you evolve your retail shelves with great savings, new packaging and our exciting NEW salon marketing materials collateral pack. And of course, there is significant savings to help you increase profitability!



purchase

| qty. | product | size |
|--------------------|---|--------------------------|
| ALOETHERAPY | | |
| 2 | ALOETHERAPY soothing hair and body cleanse | 9.5 fl oz 280 ml |
| 2 | ALOETHERAPY soothing conditioner | 9.5 fl oz 280 ml |
| 2 | ALOETHERAPY soothing moisture mist | 6.8 fl oz 200 ml |
| HAIR CARE | | |
| 2 | HYDRATING nourishing shampoo | 9.5 fl oz 280 ml |
| 2 | MOISTURE SOLUTION nourishing conditioner | 9.5 fl oz 280 ml |
| 3 | URGENT REPAIR gentle detox shampoo | 9.5 fl oz 280 ml |
| 3 | URGENT REPAIR revitalizing treatment | 5.1 fl oz 150 ml |
| 2 | VOLUMIZING nourishing shampoo | 9.5 fl oz 280 ml |
| 2 | DAILY BALANCE volume conditioner | 9.5 fl oz 280 ml |
| 2 | HYDRATION leave-in conditioner | 7.25 fl oz 210 ml |
| 4 | BEAUTIFYING SERUM nourishing treatment oil | 4 fl oz 118 ml |
| TEXTURE | | |
| 2 | PERFECT CURL enhancing shampoo | 9.5 fl oz 280 ml |
| 2 | PERFECT CURL enhancing conditioner | 9.5 fl oz 280 ml |
| 2 | PERFECT CURL curl activator | 6.8 fl oz 200 ml |
| 2 | PERFECT CURL defining solution | 6 fl oz 180 ml |
| 2 | PERFECT CURL forming cream <i>(formerly in euforaSTYLE)</i> | 5 fl oz 148 ml |
| 2 | SMOOTHING frizz control shampoo | 9.5 fl oz 280 ml |
| 2 | SMOOTHING frizz control conditioner | 9.5 fl oz 280 ml |
| 2 | SMOOTHING oil therapy | 4.2 fl oz 125 ml |
| PREP | | |
| 2 | FORTIFI keratin strengthening treatment <i>(formerly in Nourish)</i> | 6.8 fl oz 200 ml |
| STYLE | | |
| 2 | VOLUME FUSION heat activated volume spray <i>(formerly in Volume)</i> | 6.8 fl oz 200 ml |

receive complimentary

| qty. | product | size |
|------------------|---|-------------------------|
| HAIR CARE | | |
| 1 | HYDRATING nourishing shampoo | 36 fl oz 1064 ml |
| 1 | MOISTURE SOLUTION nourishing conditioner | 36 fl oz 1064 ml |
| 1 | URGENT REPAIR gentle detox shampoo | 36 fl oz 1064 ml |
| 1 | URGENT REPAIR revitalizing treatment | 36 fl oz 1064 ml |
| 1 | VOLUMIZING nourishing shampoo | 36 fl oz 1064 ml |
| 1 | DAILY BALANCE volume conditioner | 36 fl oz 1064 ml |
| TEXTURE | | |
| 1 | PERFECT CURL enhancing shampoo | 36 fl oz 1064 ml |
| 1 | PERFECT CURL enhancing conditioner | 36 fl oz 1064 ml |

marketing materials collateral pack **NEW!**

| qty. | product |
|------|--|
| 1 | Retail Shelf Header Set: 3 different designs + metal stands |
| 1 | Consumer Display Cards: 7 designs, 1 per category + metal stands |
| 1 | Product Part No. + UPC Artwork sheet, for your reference |
| 1 | The Exceptional Salon Manual |
| 20 | Eufora Retail Bag |
| 50 | Updated Guest Consultation |

the value & your savings

| | |
|----------------------|------------|
| Salon Pre-Pack Price | |
| Salon Pre-Pack Value | |
| Total Salon Savings | 36% |

*All newly packaged products are represented in this package. All sizes of each product are not included in this package. Please contact your Eufora representative for a new price list to see all of the sizing available. All sizes are available for retail sales with the exception of the 16.9 fl oz BEAUTIFYING SERUM nourishing treatment oil, and the 16 fl oz TRIPLE BOND REPAIR treatment. ALL shampoo and conditioners offered are now available in 36 fl oz for back bar and retail sales. ALOETHERAPY soothing body moisturizer and TRIPLE BOND REPAIR treatment are not included in this package - they have already been released and are on your retail shelves. Salon Pre-Pack Package product mix and savings are available in this package only. No substitutions or exchanges.