



SATINIQUE



UNLEASH THE POWER OF HAIR

LASTING COLOR

SATINIQUE COLOR REPAIR SHAMPOO DEMONSTRATION

What It Demonstrates

Showcases how the simple act of washing hair can greatly contribute to color fading, and how SATINIQUE® Color Repair Shampoo helps protect hair color from fading.

What You Need

- Two 8- to 12-ounce (236 to 354 mL) glasses.
- 12 ounces (354 mL) of lukewarm water.
- Two white swatches of wool fabric, at least 2 inches (5 cm) square each. You can even use a wool scarf. We chose 100% wool fabric because it most closely resembles human hair.
- One red Sharpie® marker.
- One bottle of a competitor's color protection shampoo.
- One bottle of SATINIQUE Color Repair Shampoo.



Talking Points

Show how sulfate-free SATINIQUE Color Repair Shampoo:

- **Reduces fade** to help maintain color through 45 washes.
- **Strengthens hair** by up to 9 times.*
- **Mends and prevents** split ends.*

Reinforce how the sulfate-free formula harnesses patented ENERJUVE™ Complex and a blend of pomegranate and grape seed extracts to optimize color vibrancy while helping hydrate and repair the cuticle.

Emphasize that results are enhanced when SATINIQUE Color Repair Shampoo and Conditioner are used as a system.

*When used as a system of Color Repair Shampoo and Conditioner.

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LASTING COLOR

SATINIQUE COLOR REPAIR SHAMPOO DEMONSTRATION

Demonstration Prep

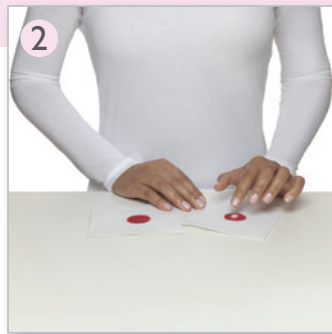
- Prepare the wool fabric swatches in advance – the ink needs to dry for at least one hour.*
- Use the red marker to draw a ½-inch (1.25 cm) wide circle in the center of both swatches. Fill in the circle completely.
- Fill both glasses with up to 6 ounces (177 mL) of lukewarm water.

Demonstration Steps



Step 1

Explain that you will show how SATINIQUE® Color Repair Shampoo protects color-treated hair from fading. Show the two swatches of wool fabric and explain that they represent hair.



Step 2

Apply a small amount of shampoo to each red circle: SATINIQUE Color Repair Shampoo on one, a competitor's shampoo on the other. Massage into fabric.



Step 3

Soak and agitate the two squares, each in a separate glass of water, for three minutes. Stop when the water in the competitor's glass starts to turn pink.

Tip: Invite your customer to help with this step.



Step 4

Compare results and show how SATINIQUE Color Repair Shampoo helped prevent color fade on the wool swatch – just as it would on color-treated hair. Reinforce the demonstration's talking points.

*Must use 100% wool fabric for this demonstration to work.

SMOOTH AS SILK

SATINIQUE SMOOTH MOISTURE CONDITIONER DEMONSTRATION

What It Demonstrates

Showcases how SATINIQUE® Smooth Moisture Conditioner makes hair shiny and smooth while reducing frizz.

What You Need

- Two 12- to 18-inch (30 to 45 cm) strands of coarse, woolly yarn.
- One bottle of SATINIQUE Smooth Moisture Conditioner.



Talking Points

Show how SATINIQUE Smooth Moisture Conditioner:

- **Rejuvenates hair**, leaving it up to 6 times smoother.*
- **Restores vital moisture** after just one use.*
- **Controls frizz** for locks that look shiny and feel soft.

Reinforce the combined power of patented ENERJUVE™ Complex and the formula's restorative blend of kukui seed oil and pro-vitamin B5. These coat and condition hair, giving it a smooth, supple finish for up to 24 hours.

Emphasize that results are enhanced when SATINIQUE Smooth Moisture Shampoo and Conditioner are used as a system.

*When used as a system of Smooth Moisture Shampoo, Conditioner, and Straightening Balm.

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SMOOTH AS SILK

SATINIQUE SMOOTH MOISTURE CONDITIONER DEMONSTRATION

Demonstration Steps



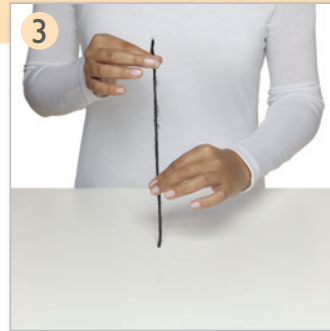
Step 1

Explain that you will show how SATINIQUE® Smooth Moisture Conditioner makes hair shiny and smooth.



Step 2

Show strands of yarn. Explain that they represent dry, frizzy hair.



Step 3

Apply a small amount of SATINIQUE Smooth Moisture Conditioner between forefinger and thumb. Smooth along one strand of yarn only.

Tip: Invite your customer to do this step.



Step 4

Stretch out both strands of yarn and compare. Explain the results, emphasizing the demonstration's talking points.

AMPLIFIED FULLNESS

SATINIQUE EXTRA VOLUME SHAMPOO DEMONSTRATION

What It Demonstrates

Showcases how SATINIQUE® Extra Volume Shampoo creates volume and lift.

What You Need

- Two identical real hair extensions, which can be purchased at a beauty supply store.
- Towel.
- Blow dryer.
- Brush.
- Warm water for washing hair – use a sink with customers or a bowl of water with large audiences.



Talking Points

Show how SATINIQUE Extra Volume Shampoo:

- **Boosts volume** all day by up to 37%.*
- **Lifts and enlivens** for fuller, thicker hair.**
- **Resists humidity** by maintaining volume.*

Reinforce how patented ENERJUVE™ Complex elevates fine, limp hair with gravity-defying volume through an exclusive blend of lightweight, lifting polymers that infuse hair with body. All the while, macadamia nut oil and soy protein help the shampoo enhance strength, manageability, and shine.

Emphasize that results are enhanced when SATINIQUE Extra Volume Shampoo and Conditioner are used as a system.

*When used as a system of Extra Volume Shampoo, Conditioner, and Volumising Mousse.

**When used as a system of Extra Volume Shampoo and Conditioner.

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AMPLIFIED FULLNESS

SATINIQUE EXTRA VOLUME SHAMPOO DEMONSTRATION

Demonstration Steps



Step 1

Explain that you will show how SATINIQUE® Extra Volume Shampoo creates volume and body that you can see.



Step 2

Show the two hair extensions.* Ask your customer to notice their current volume and shine. Wash one extension with SATINIQUE Extra Volume Shampoo.



Step 3

Blot dry, then blow dry with hair dryer. Lightly brush to release any tangles.



Step 4

Place hair extensions side by side and compare results. Show how the hair extension that was washed and dried with SATINIQUE Extra Volume Shampoo is noticeably fuller and shinier, not frizzy. Reinforce the demonstration's talking points.

*Must use real hair extensions for this demonstration to work.

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