

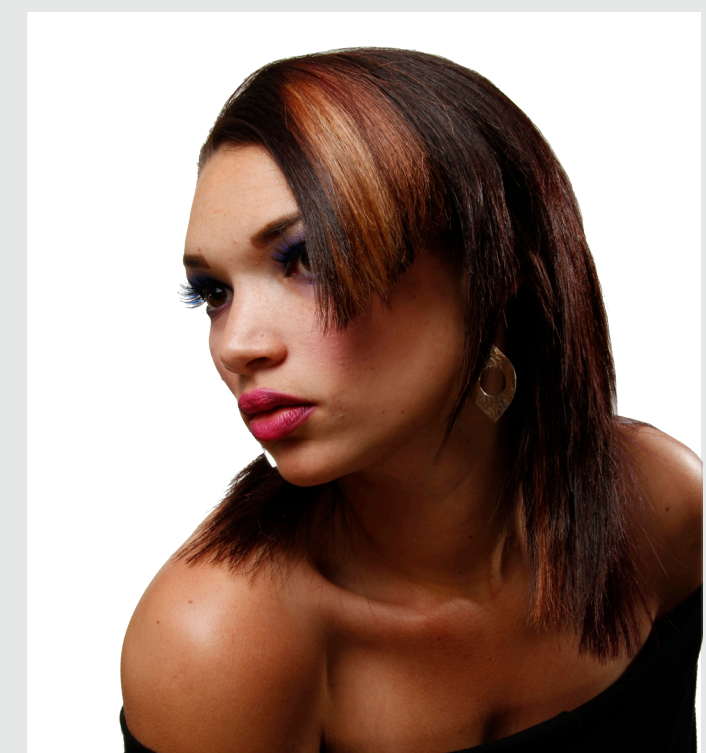
PRICE LIST

JANUARY / FEBRUARY 2010 BUSINESS BUILDERS

ITEM	SIZE	EACH COST	SUGGESTED RETAIL PRICE	ITEM CODE
<b>SHAMPOOS</b>				
kukui sport washe	6 oz.	4.50	9.00	3012
	33 oz.	11.70	23.40	3016
washe elite	9 oz.	6.50	13.00	3022
	33 oz.	14.00	28.00	3026
	Gallon	42.30	84.60	3028
clarifying	9 oz.	6.60	13.20	3054
	33 oz.	17.75	35.50	3055
stay straight	9 oz.	6.65	13.30	3052
	33 oz.	17.80	35.60	3053
ringlets	9 oz.	6.95	13.90	3014
<b>CONDITIONERS</b>				
alani sport	6 oz.	5.30	10.60	3132
	33 oz.	14.25	28.50	3136
resurrect	9 oz.	10.50	21.00	3102
	33 oz.	22.50	43.00	3106
	Gallon	51.95	103.90	3108
treat elite	9 oz.	5.65	11.30	3112
	33 oz.	13.25	26.50	3116
stay straight	9 oz.	9.95	19.90	3160
	33 oz.	21.00	42.00	3161
ringlets	9 oz.	10.00	20.00	3118
kukui nut oil	4 oz.	9.50	19.00	3155
<b>STYLING PRODUCTS</b>				
booster +	7.5 oz.	8.50	17.00	3302
diamon heads shine serum	2 oz.	6.95	13.90	3804
	4 oz.	11.35	22.70	3802
shine amplifier	4 oz.	9.15	18.30	3805
gelatine goo	6 oz.	6.75	13.50	3322
passion shine gel	6 oz.	6.75	13.50	3320
mousse gel	7.5 oz.	8.25	16.50	3310
stay straight molding creme	6 oz.	6.00	12.00	3362
stay straight smoothing balm	6 oz.	9.85	19.70	3366
wacks	1.8 oz.	8.35	16.70	3368
sX gel	1.8 oz.	7.75	15.50	3369
dry mist	10 oz.	9.85	19.70	3232
ringlets mist	9 oz.	9.65	19.30	3314
shine sealant	4 oz.	7.65	15.30	3863
thermal power	3.4 oz.	3.70	7.40	3360
	8.5 oz.	7.75	15.50	3367

ITEM	SIZE	EACH COST	SUGGESTED RETAIL PRICE	ITEM CODE
<b>HAPUNA COLLECTION</b>				
Retexturizer Natural Straightener	6 oz.	60.00	n/a	6002
Retexturizer Shampoo	4 oz.	4.00	8.00	6003
Retexturizer Conditioner	4 oz.	6.35	12.70	6004
Retexturizer Mist	4 oz.	10.00	20.00	6005
Cleanse	8.5 oz.	7.25	14.50	3058
	33 oz.	15.50	31.00	3060
Condition	8.5 oz.	10.50	21.00	3162
	33 oz.	20.15	40.30	3164
Spray	8.5 oz.	7.25	14.50	3214
Style	6 oz.	7.65	15.30	3312
Forme	1.8 oz.	7.75	15.50	3166
Thermal Ashe Masque	10 oz.	15.95	31.90	3175
Hapuna Beach	4 oz.	12.50	25.00	3174
Hawaiian Keratin Straightening Treatment	33 oz.	169.95	n/a	3880
Anti Frizz Shampoo	10 oz.	9.00	18.00	3061
	33 oz.	19.25	38.50	3078
Anti Frizz Reconstructor	8.5 oz.	11.50	23.00	3165
	33 oz.	24.55	49.10	3082
<b>PERM PRODUCTS</b>				
Tidal Waves Acid #1	each	6.50	n/a	3889
Tidal Waves Alkaline #2	each	6.50	n/a	3887
Tidal Waves Exothermic #3	each	6.50	n/a	3888
Straight Perm Step 1	32 oz.	13.75	n/a	3860
Straight Perm Step 2	32 oz.	11.35	n/a	3870
HPFC - 4 pack	4-3.5 oz.packs	14.40	n/a	3890
HPFC	64 oz.	39.95	n/a	3892
hair at rest	each	10.25	n/a	3859
Individual Straight Perm	each	6.25	n/a	3858
<b>RELAXERS</b>				
barrier	4 oz.	7.15	n/a	3380
	8 oz.	14.00	n/a	3381
max relaxs	16 oz.	7.50	n/a	3882
super relaxs	16 oz.	7.50	n/a	3883
mega max relaxs	16 oz.	8.90	n/a	3884
unwind retexturizing foam	7 oz.	11.95	n/a	3861
unwind neutralizing foam	7 oz.	10.95	n/a	3862
<b>ACCESSORIES / SUPPORT</b>				
Ceramic Flat Iron - BLACK	each	115.00	230.00	3857
Ceramic Flat Iron - RED	each	120.00	240.00	3856
Straight Perm Boards	65 Count	75.25	n/a	3852
Liter Pump	each	1.70	n/a	6078P
Gallon Pump	each	3.30	n/a	3980
Cutting / Chemical Cape	White/Black	17.20	n/a	8146/8147
Paul Brown® Product Brochure	each	.90	n/a	6001
Paul Brown® Retail Bags 9x14	each	.27	n/a	6008
Detachable / Reusable Brush	each	5.00	n/a	8518
Kukui Nut Leis	each	7.55	15.10	6120
Paul Brown Hawaii® Poster	20" x 30"	5.25	n/a	6118

Prices subject to change without notice.



Paul Brown Hawaii®  
9960 Glenoaks Boulevard, Unit C/D  
Sun Valley, CA 91352 ~ USA  
Phone: 800-338-0033  
Email: pbhawaii@paulbrownhawaii.com  
www.paulbrownhawaii.com

# JANUARY / FEBRUARY 2010 BUSINESS BUILDERS

# HAPUNA KERATIN RETEXTURIZER SYSTEM

ALL NATURAL • ALL ORGANIC EXTRACTS • ALL PAUL BROWN

## Business Builder 1

### Shine Booster

Purchase:

- 1 - Shine Amplifier, 4 oz.
- 1 - Booster +, 7.5 oz.

Regular Salon: \$17.65

Salon Special: \$14.50

Salon Savings: 18%



## Business Builder 2

### Styling Builders

Purchase:

- 1 - Mousse Gel, 7.5 oz.
- 1 - Wacks, 1.8 oz.

Regular Salon: \$16.60

Salon Special: \$14.50

Salon Savings: 13%



## Business Builder 3

### Gel Well

Purchase:

- 1 - Passion Shine Gel, 6 oz.
- 1 - Gelatine Goo, 6 oz.

Regular Salon: \$13.50

Salon Special: \$10.75

Salon Savings: 20%



## Business Builder 4

### Stay in Control

Purchase:

- 1 - Stay Straight Creme, 6 oz.
- 1 - Stay Straight Balm, 6 oz.

Regular Salon: \$15.85

Salon Special: \$9.95

Salon Savings: 37%



The Hapuna Keratin Retexturizer System has been specially formulated with Paul Brown's proprietary Hawaiian Protein Flora Complex and infused with sea salts, sea algae, plankton and a variety of other rich, natural sea and plant derivatives. This revolutionary, all natural formulation, uses specially selected organic extracts to provide an effective, all-natural solution for significantly reducing 60% to 80% of unwanted curl and waves while eliminating 100% of frizz and fly-a-ways. Paul Brown's Retexturizer System work synergistically to provide the best solution for calming the thickest, most inflexible hair into a smooth, supple, manageable style. This comprehensive system offers a professional treatment and the retail support needed to exceed the expectations of the clients. Completely free of Formaldehyde, Aldehyde and Thio.



BEFORE



BEFORE



BEFORE



BEFORE



## Business Builder 5

### Damage Control

Purchase:

- 1 - Hapuna Keratin Straightening Treatment, 33 oz.
- 1 - Clarifying Shampoo, 33 oz.

Regular Salon: \$187.70

Salon Special: \$99.99

Salon Savings: 47%



## Hapuna Keratin Retexturizer, 6 oz. PROFESSIONAL USE ONLY

A natural hair straightener developed with a proprietary blend of natural and organic extracts, sea salts, kukui nut lipids and rich sea and plant derivatives have been combined with Paul Brown's exclusive Hawaiian Protein Flora Complex. Eliminates 100% of all frizz and fly-a-ways and reduces curl between 60% to 80%. Formaldehyde Free, Aldehyde Free and Thio Free. Not recommended for double processed or bleached hair.

## Hapuna Keratin Retexturizer Conditioner, 4 oz.

A natural moisturizing conditioner free of parabens and petrochemicals, this rich and luxurious conditioner is highly concentrated to ingeniously moisturize, strengthen, repair and protect the hair against breakage and damage. By conditioning and fortifying each and every hair strand with aloe vera, panthenol, soy protein, keratin and essential Hawaiian oils, this conditioner enhances the process of the Hapuna Keratin Retexturizer and brings the hair into a healthy, more manageable state.



## Hapuna Keratin Retexturizer Shampoo, 4 oz.

A natural purifying shampoo free of sulfates; eliminates all residue from the hair and has been designed for pre and post use during the Hapuna Keratin Retexturizer service. Removes product buildup and meticulously cleans hair thoroughly. Contains panthenol, wheat proteins and nutrient-rich fruit extracts for hair and scalp, leaving nothing but a burst of shine behind.

## Hapuna Keratin Retexturizer Mist, 4 oz.

A natural straightening mister derived from the many natural and organic extracts of the natural straightener. It is designed to infuse rich nutrients into the hair cuticle as well as protect and endow the hair with high gloss and shine. It extends the longevity and effect of the natural straightener and is to be used as the final step for in-salon service and take home, after-care use. In tandem with a flat iron and/or blow dryer, this mist adds significant radiance and manageability.

## INTRODUCTORY PROMOTION: HAPUNA KERATIN RETEXTURIZER CADDY

- Contains:
- 1 - Hapuna Keratin Retexturizer, 6 oz.
  - 1 - Hapuna Keratin Retexturizer Shampoo, 4 oz.
  - 1 - Hapuna Keratin Retexturizer Conditioner, 4 oz.
  - 1 - Hapuna Keratin Retexturizer Mist, 4 oz.
  - 1 - Hapuna Anti-Frizz Shampoo, 8.5 oz.
  - 1 - Hapuna Anti-Frizz Reconstructor, 10 oz.
  - 1 - DVD: Instructional Retexturizer System
  - 1 - Hair Stylist Station Tent Card
  - 1 - Client After Care Brochure
  - 1 - Retexturizer System Instructional Sheet

Salon Value: \$104.60

Salon Special: \$70.00

Salon Savings: 33%

Increase sales - very profitable service!

Reduce chair time significantly!

- High product performance
- \* less ironing time, lower heat
  - \* shampoo next day, no 3 day waiting period
  - \* no harmful chemicals
  - \* effective, all natural formulation