



Paul Brown Hawaii exemplifies the best in past, present and future haircare solutions. Nationally and internationally recognized, Paul Brown Hawaii is dedicated to providing salon industry professionals and their clients with the finest haircare products available. This remarkable far-reaching business had its start when Paul Brown, master hairstylist, educator and businessman opened his first Honolulu hair salon in 1971. Today, there are six Paul Brown salons and day spas in Hawaii. Four are located on the island of Oahu. The flagship salon and day spa are in Honolulu while two full service salons are in Waikēle and Kailua. Paul Brown's Spa Olakino Salon is located at Marriott's flagship hotel and the Waikiki Beach Marriott Resort. The fifth is the salon and spa at the Hapuna Beach Prince Hotel at Mauna Kea Resort, located on the Kohala Coast of the island of Hawaii. The final salon can be found in Kahului at the Queen Ka'ahumanu center, located on the island of Maui. With the success of his growing salons, Brown recognized the need for a unique professional haircare product system that would incorporate the organic plants naturally grown in Hawaii to help benefit clients of all cultures.

By the late 1980s, Brown founded the successful international haircare product company which bears his name. Inspired by Hawaii's tropical flora, diverse cultural and ethnic influences, the vision of Paul Brown Hawaii has always been to develop techniques and products recognized and used worldwide. Over the years, Paul Brown Hawaii has faced challenges. However, Brown never forgot what inspired it all -- his beloved Hawaii. Within the past few years and with the guidance of their new company president Margaret Burmeister, Paul Brown Hawaii has started to undergo many positive changes with company restructuring and brand development. According to Burmeister, "When you have synergy within your team, you really can achieve anything! The people that have come onboard within the last five years are so exceptional that the future of Paul Brown Hawaii will be paved by these remarkable individuals."

Paul Brown Hawaii has continued to develop consistently as a professional salon product manufacturing and distribution company through innovation, information and international application. With a commitment to progressive research and product development, the primary focus of Paul Brown Hawaii is to provide global haircare solutions for all cultures and all people. Paul Brown Hawaii products and services are offered worldwide in professional salons and spas and supported with continuing education and specialized training to meet the demands of the culturally diverse community. The ultimate goal has been and always will be to ensure complete client satisfaction.

When it comes to product development, there are several key elements that distinctively set Paul Brown apart from its competitors. The first is its special formulations. Inspired by natural Hawaiian plant and sea essences, Paul Brown Hawaii provides its clients with products that are used and adored for their visual results and the exclusive quality of experience. Every product formulation has been infused with earth friendly ingredients that are free from any animal testing. Paul Brown Hawaii products impart the healthy glow of Hawaii to the hair of the consumers, wherever in the world they live, with a total focus to provide signature quality botanical ingredients with proven clinical results.

The Paul Brown Hawaii product collection currently consists of five product lines: Classic Shampoos, Classic Conditioners, Styling Products, Finishing Products and the Hapuna System. Utilizing a blend of twelve Hawaiian Island botanical extracts, each one offering its own distinctive benefit, combined with the amazing properties of the Kukui Nut Oils, the trademarked "Hawaiian Protein Flora Complex," is found throughout the Paul Brown Hawaii product line. The most recent development has been the Paul Brown Hawaii Hapuna System. Products within this line are formulated with natural artesian spring waters and pure botanicals from deep within the Mauna Kea Volcano infusing hair with protein, minerals and moisture to increase strength and shine.

Taking development one step further, Paul Brown Hawaii provides ongoing education with hands-on training on hair design services and product knowledge seminars for their affiliated salon professionals. Providing innovative and in-depth support, dedicated customer service and forward thinking education with modern marketing and efficient visual merchandising expertise, Paul Brown Hawaii strives to encourage sales growth and the ultimate in profitable retail sales satisfaction.

Paul Brown Hawaii employs an important non-diversion approach to product manufacturing and distribution. Selling to salons and day spas through their distributor network provides business owners with a professional product that is totally free of unwanted diversion.

Through continued brand development and team expansion, Paul Brown Hawaii has been researching and formulating the latest technologies in professional haircare. This includes the launch of the most revolutionary and innovative new keratin enriched hair straightener. The Hapuna Keratin Rertexturizer System by Paul Brown Hawaii has been carefully formulated to offer a natural straightening method for calming the thickest, most inflexible hair into a smooth, supple and manageable style. According to Brown and Burmeister, "Our team has been working incredibly hard to take progressive steps toward creating the next generation of cross culture haircare. The Hapuna Keratin Rertexturizer System is one small step for retexturizing, one giant leap for the professional beauty industry."

Transcending the barrier of classic shampoos and hairstyling products, Paul Brown Hawaii is currently focusing on developing cutting edge products that are very well defined. With a new look, new products, new packaging and an expanding strategic team, Paul Brown Hawaii has plans to gain more national and international distribution. Burmeister notes, "This whole process has been very exciting. We are successfully creating something new and exciting. It is difficult at times to take a company from what it was and transform it into what it can be. However, with the best people, shared expertise and the correct development, the future of Paul Brown Hawaii will be one to watch!"

The future of haircare will transcend all cultures and all hair types. Paul Brown Hawaii invites you to discover the beauty of Hawaii and the ultimate in global haircare. For more information on Paul Brown Hawaii, please call 1-800- 338-0033 or visit www.PaulBrownHawaii.com.

Paul Brown Hawaii

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