



Paul Brown Hawaii Launches Hapuna Keratin Retexturizer System A New All-Natural System Made With Natural & Organic Extracts

Honolulu, Hawaii Paul Brown Hawaii is launching the most revolutionary new keratin enriched hair straightener the salon industry has yet to experience! The Hapuna Keratin Retexturizer System is a natural straightening method that offers the best solution for calming the thickest, most inflexible hair into a smooth, supple and manageable style. True to Paul Brown's credo, this Retexturizer System upholds the integrity of the hair. It provides a professional treatment with the retail support program needed to exceed the expectations of your clients.

This collection is entirely free of Formaldehyde, Aldehyde and Thio, which can be unsafe for the client, hairstylist, salon and environment. The product formulations have been carefully scrutinized and tested to ensure the raw ingredients offer gentle, high performing solution-based haircare treatments that are safe enough even for pregnant women and children.

Specially formulated with Paul Brown's proprietary Hawaiian Protein Flora Complex, kukui nut oil extract while infused with sea salts, sea algae, kelp and a variety of other rich sea and plant derivatives, this Hapuna Keratin Retexturizer System marks a unique and innovative product. It combines a proprietary blend and a patentable formulation that makes a superb line of retexturizing products that gently and effectively work into virgin and/or chemically-treated hair, eliminating 100% of all frizz and reducing curl between 60% to 90%. The goal of this Retexturizing System is to provide a gentle and safe solution that will significantly reduce unwanted curl and waves for all hair types, while still leaving hair manageable, supple and soft. Synergistic with their complete line of take home products, it will help maintain the pliability of the hair, keeping hair responsive and adaptable to any style with strong shine and incredible luster. The Paul Brown Hawaii Hapuna Keratin Retexturizer System is comprised of the following products:

Hapuna Keratin Retexturizer: This new *natural hair straightener* has been developed with a proprietary blend of natural and organic extracts, kukui nut lipids and rich sea and plant derivatives combined with Paul Brown's exclusive Hawaiian Protein Flora Complex. Formaldehyde Free, Aldehyde Free & Thio Free.

Hapuna Keratin Retexturizer Mist: This *natural straightening mister* is derived from the many natural and organic extracts of the natural hair straightener. It is designed to infuse rich nutrients into the hair cuticle as well as protect and endow the hair with high gloss. It extends the longevity and effect of the natural straightener as the final step for in-salon service and take home, aftercare use. In tandem with a flat iron, this mist adds significant radiance and manageability.

Hapuna Keratin Retexturizer Shampoo: This *natural purifying shampoo* has been designed to eliminate all residue from the hair for before and after the Hapuna Keratin Retexturizer service. It removes product buildup and meticulously cleans hair. It contains panthenol, vitamins A, D and E, wheat proteins and nutrient-rich fruit extracts for hair and scalp, leaving nothing but a burst of shine.

Hapuna Keratin Retexturizer Conditioner: This *natural moisturizing conditioner* is free of parabens and petrochemicals. This rich 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 and essential Hawaiian oils, this special conditioner enhances the process of the Hapuna Keratin Retexturizer, it brings the hair into a more healthy and manageable state.

For over 30 years, Paul Brown Hawaii has stood by its main focus which is to always provide haircare solutions for all types of hair, in all cultures and for all people. Now, not only has Paul Brown Hawaii developed the perfect retexturizer, but the process of hair straightening has also been completely redefined by this innovative new formulation.

Standard formaldehyde-type straighteners easily take nearly 3 hours from start to finish. However, with the Hapuna Keratin Retexturizer – Natural Straightener, service time has been considerably reduced from 3 hours to 1 ½. By reducing a client's service time by 50%, your salon will significantly benefit in additional revenues due to the ability to service more clients. Besides the reduction in chair time, the Hapuna Keratin Retexturizer System requires the client to invest in a variety of retail products to support and extend the longevity of the service for at least a 3 month period. Once again, a complete system designed to work together in product performance while bringing in higher margins and additional retail revenue to the salon.

Paul Brown Hawaii services and products are offered in professional salons and spas worldwide. They are supported with continuing education and research to meet the demands of the culturally diverse professional beauty industry. For more information on Paul Brown Hawaii and the Hapuna Keratin Retexturizer System, call 800-338-0033 or visit www.PaulBrownHawaii.com.