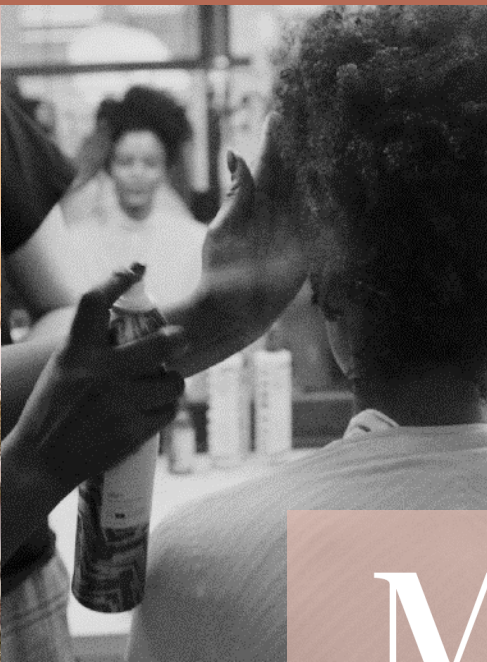




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TEXTURE LOVE SINCE 1991

AGENDA

- CHAPTER 1** Defining Texture
- CHAPTER 2** Consumer Dynamics
- CHAPTER 3** The MIZANI Heart
- CHAPTER 4** Our Product Families
- CHAPTER 5** Professional Texture Education



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Chapter 1

DEFINING TEXTURE

WHAT IS TEXTURE?

THE DEFINITION



THE FEEL, APPEARANCE AND CONSISTENCY OF A SURFACE

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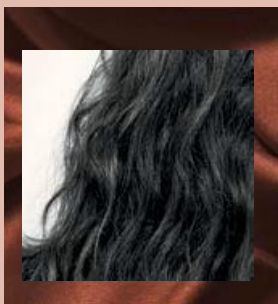
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WHAT IS TEXTURE?

MIZANI TEXTURE KEY



TEXTURE TYPE 1
Straight to Minimal Wave
1A-B



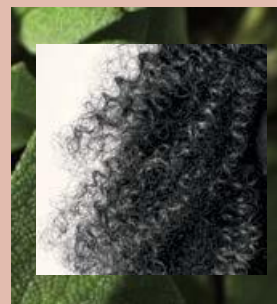
TEXTURE TYPE 2
Open Waves
2A-B



TEXTURE TYPE 3
Wavy
2C-3A



TEXTURE TYPE 4
Curly
3B



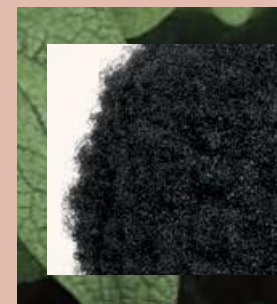
TEXTURE TYPE 5
Very Curly
3C



TEXTURE TYPE 6
Coiled
4A



TEXTURE TYPE 7
Very Coiled
4B

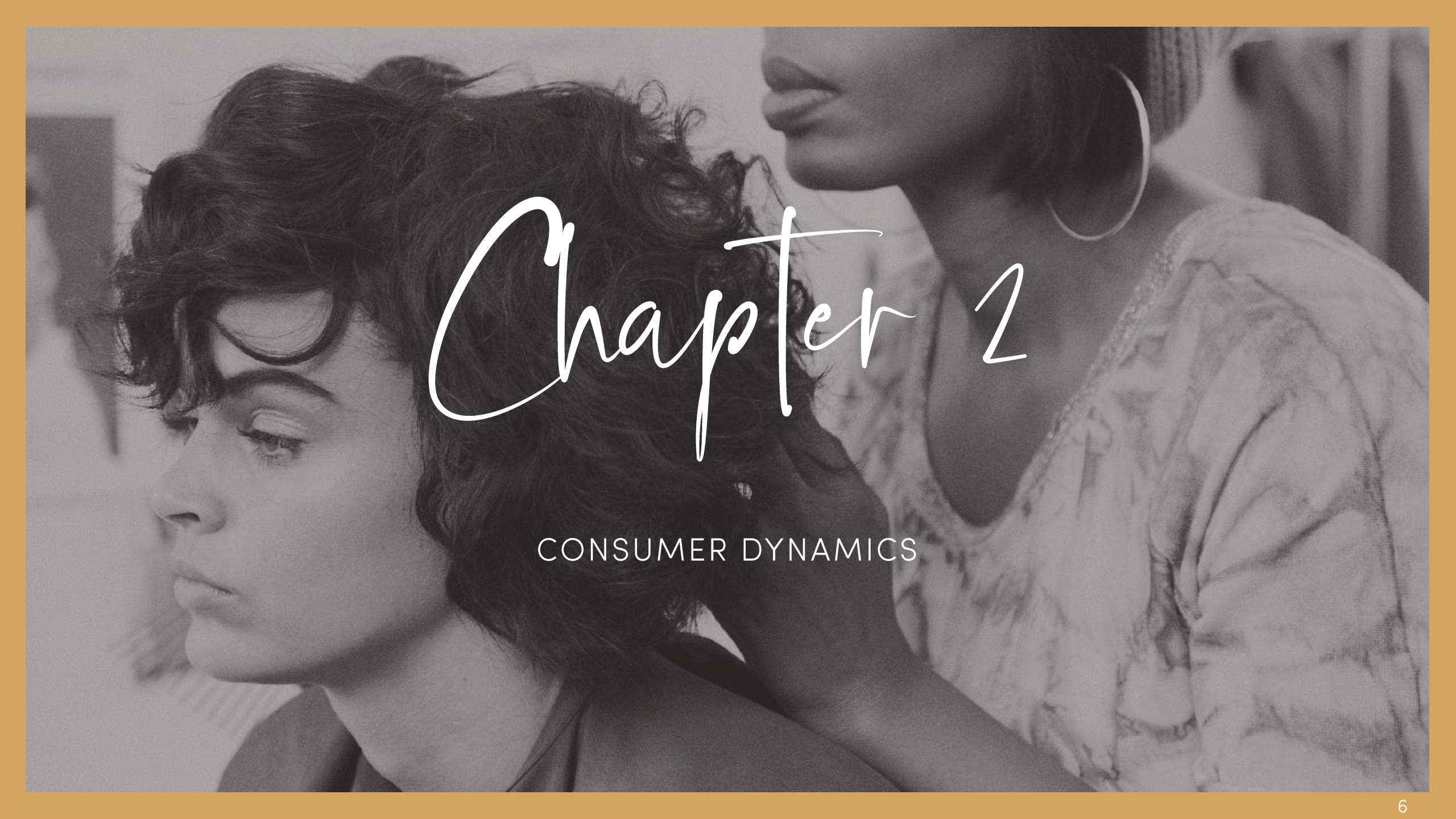


TEXTURE TYPE 8
Zig-Zag Coiled
4C

THE CURVE DIAMETER, CURL INDEX, NUMBER OF TWISTS AND WAVES

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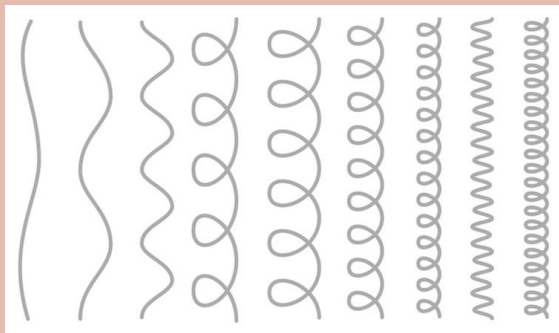
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Chapter 2

CONSUMER DYNAMICS

TEXTURED HAIR TYPES



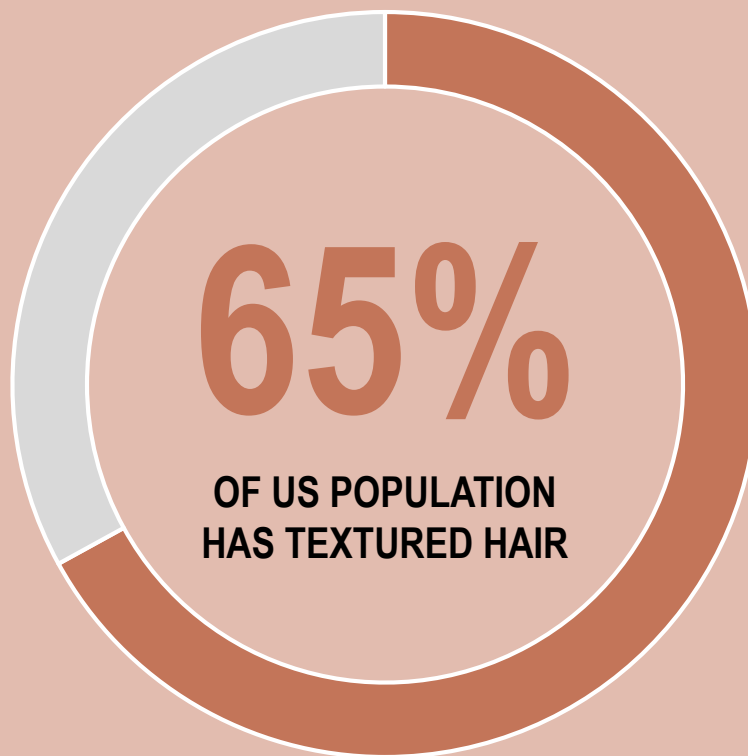
WAVY, CURLY OR COILY

RELAXERS ARE OUT, COLOR IS IN

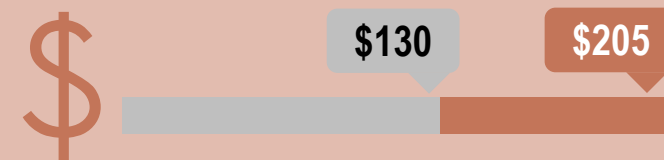


RELAXER SERVICES
DECLINED
50% SINCE 2014

THE TEXTURE LANDSCAPE



TEXTURED HAIR CONSUMERS SPEND
\$75 MORE PER YEAR
ON HAIR PRODUCTS



80% TRIED A NEW BRAND
IN THE LAST YEAR

BIGGEST CONCERNS



DRYNESS



BREAKAGE



FRIZZ

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CONSUMER PROFILE

"WE'RE NOT ALL THE SAME. WE HAVE DIFFERENT NEEDS"



FASHION CONSCIOUS

She not only follows fashion
she **sets** the trends



HIGH BEAUTY SPENDER

Spends 2X more on beauty products
\$82 vs \$40



LOVES TO CHANGE HER LOOK

Can change her style
up to 30 times per year



APPETITE FOR EDUCATION

50% of AA women turn to
Youtube/videos for information

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Source: African American Hair and Attitude and Usage Study. L'Oréal USA, August 2018

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WHAT ARE HER CONCERNS?

THE MIZANI PORTFOLIO HAS THE ANSWER



68%

Frizz biggest concern for
curlies (4+)



40%

Volume biggest concern for
naturally straight haired
consumers

58%

Dryness biggest concern for
coilies (6+)

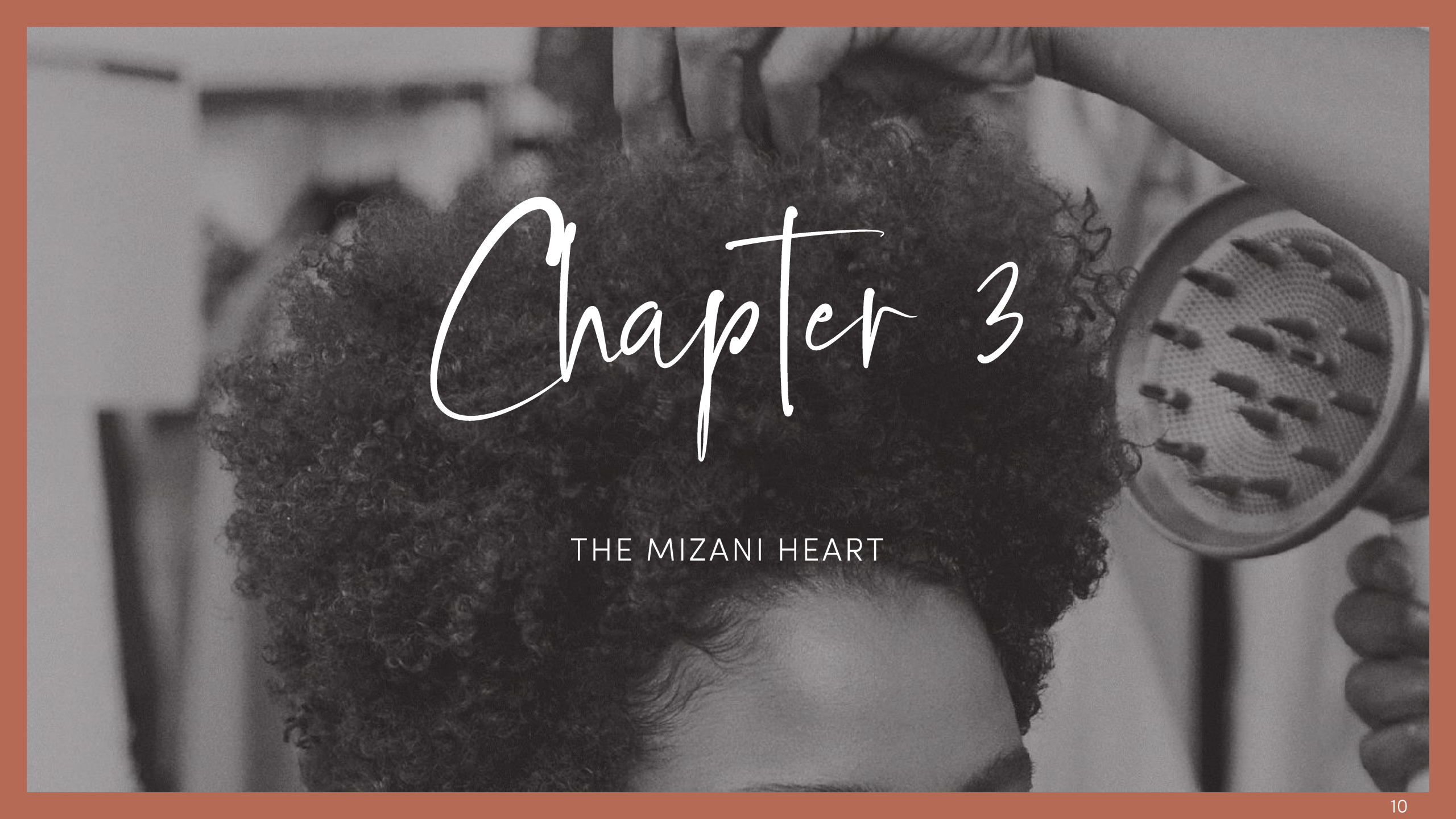


55%

Breakage biggest concern for
those w/ relaxed hair



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Chapter 3

THE MIZANI HEART



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OUR CALLING

MIZANI BELIEVES IN THE STYLE SHIFTER.
WE ARE THE STYLE SHIFTER.

WE HAVE THE APPETITE TO WIG IT, SLEEK IT,
BRAID IT, TWIST IT, WASH 'N' GO IT OR FREESTYLE
IT.

AND ONLY WE CAN LOVE ON OUR TEXTURE WITH
THE PERFECT BALANCE OF
MOISTURE AND STRENGTH
EVERY TIME WE CHOOSE TO TRANSFORM.

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OUR HEART

I STAY TRUE TO WHO I AM

I **Believe** in the unlimited possibilities to **Transform** beyond the here and now.

I Identify with goals that **Empower** and **Protect** my identity by inviting me to **Indulge** in the power of my versatility, again and again.

Some call me **Resilient** but the truth is, I remain **Calm** and **Relaxed** in my authenticity.

And all this is only possible because,

MIZANI.

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OUR TRUTH

THE 5 PILLARS WE STAND BY



Mizani means balance. Because we celebrate our hair's heritage, we know its need for balance. More than just **moisture** to quench, **protein** is what gives the fabric of hair our hair definition and the **Style Shifter** the confidence to transform her look again & again.



Designed by texture experts. We affectionately call them **Texperts**. Creative and highly-skilled in all things texture. Tested on every level of coil, curl, and wave. **Committed to consultations** behind the chair to personalize every style journey. And prepared to **advise** the most caring and effective at-home regimen.



Expect **kind ingredients**. Care for your texture and the Earth.



Bring on the **unlimited style possibilities**. Wig it, sleek it, braid it, twist it or wash 'n' go it.



#TextureLove. Our fabric of hair deserves it.

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Chapter 4

OUR FAMILIES

LET'S TALK FAMILIES

UNLIMITED STYLE POSSIBILITIES

**TEXTURE
MANIPULATION**

**TEXTURE
OUT**

**TEXTURE
IN**

Texture
Type 4

Texture
Type 5

Texture
Type 6

Texture
Type 7



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THE FAMILIES

TEXTURE TRIANGLE



ORIGINAL BUTTER BLEND
Permanent Straightening



25 MIRACLE
Multi-Benefit Leave-In



TRUE TEXTURES
Natural Curl Care and Styling



THERMASMOOTH
Chemical-Free Temporary Styling

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THE FAMILIES

TEXTURE STAR (SPECIALIST TEXTURE ASSORTMENT BY REGIMEN)

ORIGINAL BUTTER BLEND
PERMANENT STRAIGHTENING



MOISTUREFUSION
HYDRATE and CLEANSE
ALL TEXTURES



STRENGTH FUSION
POST CHEMICAL
STRENGTHENING



STYLING
FOR ALL TEXTURE TYPES



25 MIRACLE
MULTI-BENEFIT LEAVE-IN



TRUE TEXTURES
NATURAL CURL CARE AND
STYLING



THERMASMOOTH
CHEMICAL-FREE TEMPORARY
STYLING



SCALP CARE
MAINTAIN SCALP HEALTH



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THE MUST-HAVE

25 MIRACLE MILK – THE GATEWAY PRODUCT



25 benefit leave-in hydrates, detangles, protects, and primes



3 in 5 AA women use a leave-in conditioner



Leave-ins are #1 for women in a hurry



Addresses **top hair concerns** – dryness, split ends, breakage



Lightweight formula for all textures. Perfect for layering



Sensorial delicate fragrance of rose petals, amber, and cedarwood

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25 MIRACLE COLLECTION

UNIVERSAL LEAVE-INS FOR HYDRATION NEEDS

FORMATS:

- Milk
- Oil
- Cream

CONCERNS ADDRESSED:

- Dryness
- Definition
- Dullness
- Brittle hair
- Damage
- Color fading: UV protectant

CAN BE USED FOR:

- Detangler
- Cutting aid
- Pre-wash detangle
- Pre-color-even out porosity
- Kids
- Oil can be used on body
- Protect previously treated hair during chemical process

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BUTTERBLEND RELAXER

RELAXER THAT CARES FOR THE HAIR

2 STRENGTHS:

- Fine/color-treated
- Medium/normal

2 FORMULAS:

- Sodium Hydroxide
- Calcium Hydroxide (Sensitive Scalp)

SUPPORT SYSTEM:

- Butter Base
- Honey Shield
- Perphecting Cream
- Balance Hair Bath

KEY CALL-OUTS:

- Honey
- Shea Butter
- Cocoa Butter

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THERMASMOOTH

TEMPORARY THERMAL SMOOTHING SYSTEM

C3 COMPLEX:

- Ceramides
- Cationic Polymers
- Coconut Oil

SYSTEM:

- Shampoo
- Conditioner
- Sleek Guard: smoothing cream
- Smooth Guard: smoothing serum
- Shine Extend

KEY CALL-OUTS:

- Heat Protection claim for Sleek Guard only
- Sleek Guard: lower textures/Smooth Guard: TT 8/7
- Blocks humidity for longer lasting blowouts and silk presses

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TRUE TEXTURES

CARE FOR CURLS, COILS AND WAVES

CONCERNS ADDRESSED:

- Dryness
- Definition
- Shrinkage
- Limp curls and waves
- Frizz

FORMATS:

- Pudding: CurlDefine Pudding
- Gel-Cream: Curl Enhancing Lotion
- Oil-Gel: Perfect Coil Oil Gel
- Jelly: Twist and Coil Jelly
- “No-Poo”: Cream Cleansing Conditioner
- Mask: Moroccan Clay Steam Mask

KEY CALL-OUTS:

- Sulfate, Paraben and Silicone free

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MOISTUREFUSION

CLEANSE AND HYDRATE ALL TEXTURES

CONCERNS ADDRESSED:

- Dryness
- Definition
- Product build-up
- Frizz

FORMATS:

- Gentle Clarifying Shampoo
- Moisture Replenish Shampoo
- Intense Moisturizing Mask

KEY CALL-OUTS:

- Gentle Clarifying Shampoo is a must for all services:
 - Removes build-up
 - Revitalizes curls, coils and waves
 - Uses charcoal as purifying technology
 - Does not strip hair of its natural moisture
 - Cupuacu butter, argan oil, honey are key ingredients

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STRENGTHFUSION

POST-CHEMICAL STRENGTHENING

CONCERNS ADDRESSED:

- Damage
- Weakness
- Color and chemical service damage

FORMATS:

- SF Strengthening and Repairing Shampoo
- Salvage Shots: treatment
- Recover Mask: treatment
- Night-time treatment-retail

KEY CALL-OUTS:

- Intracyclane technology-contact lens consistency
- Does not make hair hard like traditional protein
- Can be used same day as chemical services

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SCALP CARE

KEYS TO MAINTAINING SCALP HEALTH

CONCERNS ADDRESSED:

- Dryness
- Itchy scalp
- Dandruff
- Flaking

FORMATS:

- Pre-Treatment: SALON ONLY
- Shampoo/Conditioner
- Soothing Serum/Cooling Serum: SALON ONLY
- Mask
- Calming Scalp Lotion: retail

KEY CALL-OUTS:

- Salicylic Acid in pre-treatment
- Pyrithione zinc
- Peppermint oils
- Cucumber extract

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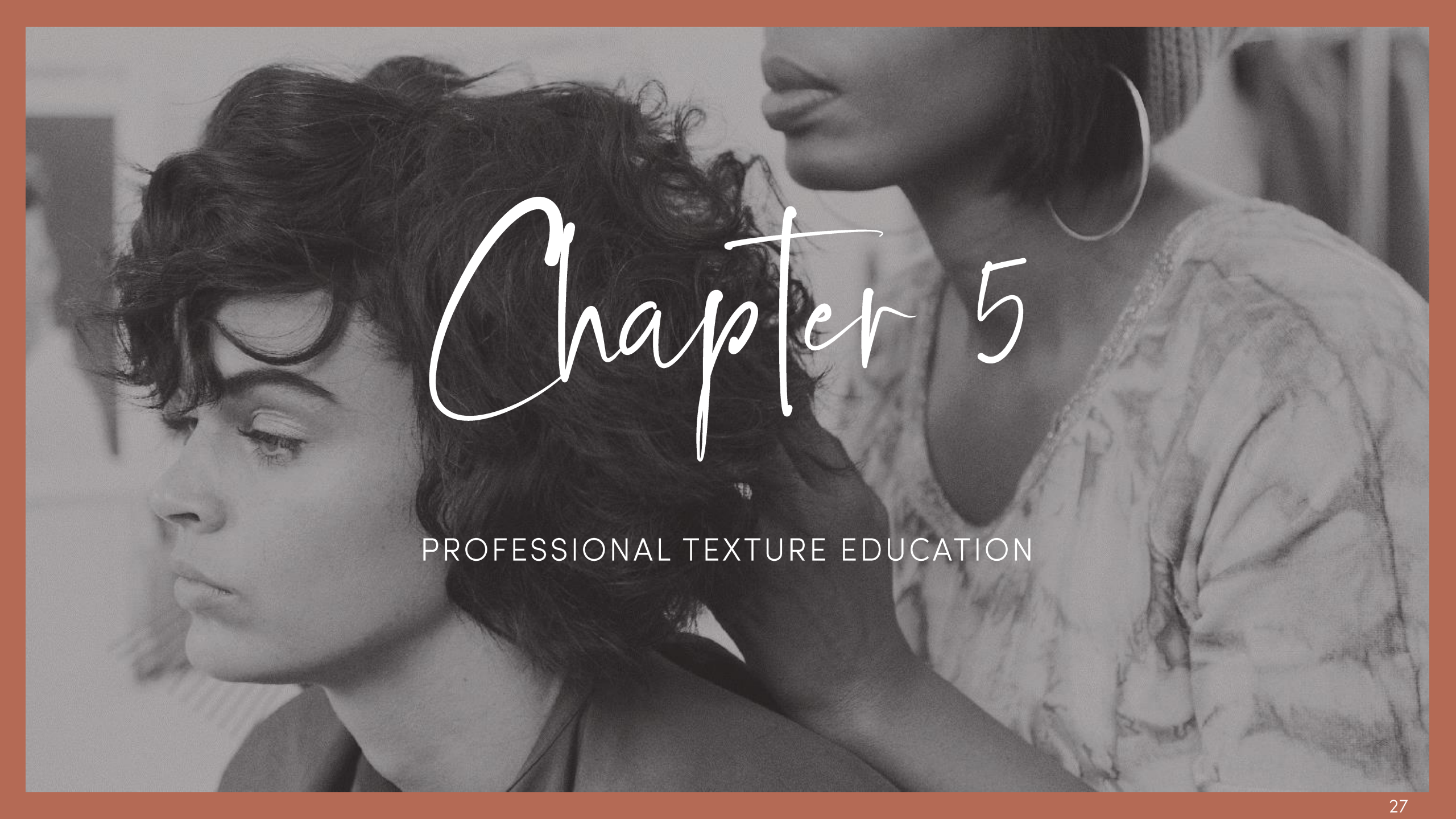
STYLING

TEXTURE MUST-HAVES

KEY PLAYERS:

- *Foam Wrap*: foaming mousse with hold and shine
- *Lived-In Sculpting Paste*: natural finish paste
- *Lived-In Texturizing Spray*: aerosol matte spray, that expands texture and creates movement and volume
- *Humidity Resistance Mist (HRM)*: aerosol finishing/working spray that provides humidity protection and medium hold
- *HD Shyne*: Aerosol shine spray with no hold

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Chapter 5

PROFESSIONAL TEXTURE EDUCATION



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PROFESSIONAL TEXTURE EDUCATION

2020 OFFERINGS

- **TEXTURE 101:** Through this interactive event, you will get the "411" on the building blocks for growing a naturally textured hair clientele, and begin your journey as "textpert".
- **TEXTURE BTC:** In this program you will choose from 3 different types of services, or take all three... Texture-In, Texture-Out or Texture Manipulation. You will learn about the MIZANI products right for each service and how to execute the looks with ease and perfection.

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PROFESSIONAL TEXTURE EDUCATION

2020 OFFERINGS

- **TEXTURE BEHIND THE SCENES:** The #1 most desired skill on-set and backstage at Fashion Week is having impeccable texture expertise. The MIZANI Texperts can help you become a hot commodity by sharing the foundational skills necessary for styling, branding, creating and smoothing texture.
- **BUSINESS OF TEXTURE:** Let MIZANI create a roadmap to growth in your salon by sharing the inside story on whom this guest is, what they like, how to get them in your door, and keep them there.

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MIZANI AIRCUT

This is a cutting method that is solution-based, rather than shape based. Air Cutting features 5 “Glide” techniques to create cuts for ALL textures based on the hair’s density. These Glide techniques create air pockets in the hair for maximum movement. The Air Cut is grounded in the *science* of textured hair, *techniques* that will allow you to create and recreate *artistically* designed haircuts for your salon guests every time.

Science • Art • Technique

MIZANI ONLINE REGISTRATION

SELF-LIQUIDATING EDUCATION AND EVENTS



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MIZANI AIRCUT

OFFERINGS

1-Day In-Salon Experience

- Hands-on or Demo
- From \$2500 including Mannequins for H/O
- From \$1500 for Demo
- Can use Level points: 100K/175K
- Booked through Salesforce or MIZANI registration site
- Demo only applicable for 1K intro

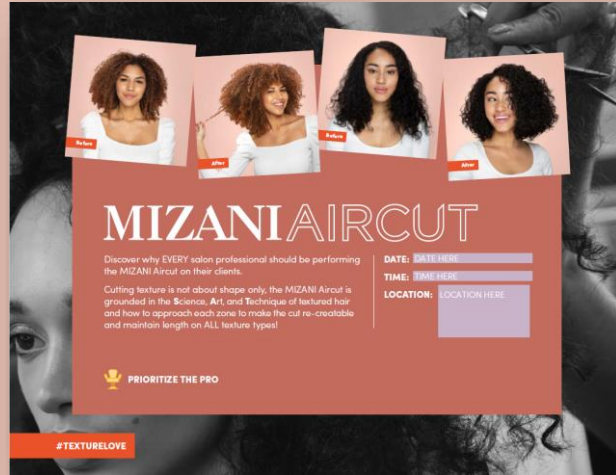
2-Day Hands-On Certification

- On location only/unless special request by salon
- Hands-on ONLY
- 15 people minimum
- \$800 per person/Mannequins(2) included
- Dates/Locations TBD
- 8-2020
- Certificate included
- Additional perks to come

MIZANI AIRCUT

THE TOOLS

CERTIFICATION FLYER TEMPLATE



CERTIFICATE OF COMPLETION



DSA APP

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FPO



SALON LEAVE BEHIND



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MIZANI AIRCUT

2020 NATIONWIDE 2-DAY CERTIFICATION DATES

	LOCATION	2020 DATES	# ATTENDEES
1	Muse Salon – Alpharetta, GA	5/3-5/4	25
2	SC Store – St. Petersburg, FL	11/2-11/3	20
3	Fringe Salon – Warrendale, PA	6/7-6/8	15
4	SC Store – Union, NJ	9/13-9/14	10
5	Maggie Rose Salon – Miami, FL	9/27-9/28	10
6	SC Store – Overland Park, KS	10/25-10/26	12
7	PPD Academy – NYC, NY	Fall 2020	30
8	PCI Academy – New Hope, MN	Fall 2020	15
9	Freemont Beauty College – Freemont, CA	9/21-22	15
			152

FOR THE LOVE OF

Texture

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