



To the st★r that lives within us all

NEWS RELEASE

NEXT-GENERATION SMOOTHING TREATMENT OFFERING SIMPLICITY  
AND CEZANNE BREAKTHROUGH INGREDIENTS, LAUNCHES IN THE UNITED KINGDOM

## SMOOTHING HAIR MADE SIMPLE

New to the UK, '**Cezanne Perfect Finish**', offers stylists a long-lasting, safe and simple-to-use treatment. A keratin smoothing product that reduces frizz, strengthens, adds moisture and increases shine, leaving the hair manageable and looking healthy. This next generation smoothing treatment delivers the results of a traditional keratin smoothing treatment, but without the harmful chemicals, unpleasant smells or complicated steps.

The Cezanne Smoothing Treatment uses a revolutionary process that helps to improve hair. It delivers a unique blend of keratin, botanical extracts and vitamins directly into the hair shaft. Cezanne is unlike many of the carbocystein products available today. A key ingredient in the Cezanne Smoothing Treatment is sericin, which is a protein that is produced by silk worms. Sericin, is used exclusively by Cezanne as part of a proprietary blend of ingredients which help protect the moisture and bonds of the hair and helps create a new smoother, straighter hair shape. To our knowledge, there is no other product on the market which uses sericin in the way it's used in Cezanne Smoothing Treatment.

### KEY CLIENT / STYLIST BENEFIT

Cezanne Smoothing Treatment works on all hair types and the results last. Unlike many other traditional keratin smoothing treatments, there is no down-time needed after application, so hair can be washed, coloured or styled immediately, including with a hot iron.

**EASE OF USE:** The treatment itself is just three easy steps:

1. The Cezanne Clarifying Special Shampoo is applied to remove any buildup to prime hair for treatment.
2. The Perfect Finish Keratin Smoothing Treatment is applied and left on the hair for 30 minutes.
3. The third and final step is to rinse and then style the hair by blow drying and straightening with irons to seal in the treatment. Cezanne Perfect Finish Keratin Smoothing Treatment washes out over time, so there is no permanent change to the hair and there is no line of demarcation between treatments. Treatments last 3 - 5 months.





YOU WERE BORN TO WIN

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#### AVAILABILITY

The Cezanne products are being imported into the UK and Ireland by Star Qualities Limited, a company created by business architect and marketing strategist Leslie Spears. His creative ideas have been responsible for adding hundreds of millions of income to the hair salons of the world with his unique approach to his philosophy of 'Salon Leadership and Balance'. Leslie believes that which is good for all parties in any relationship produces the greatest potential of multiple rewards for all those involved: Client, Stylist, Trainee, Salon Owner and the Community. Another success on the horizon. Leslie created; 365 Day Hairdressing Limited, the club for salon owners who wished to be number one in their market; the See Action Monitor (SAM) stylist training program; Paul Mitchell, Master Retailer in salon shop service and was the first international distributor of MoroccanOil with Joy Limited in 2009. Star Qualities Limited is yet another, 'watch this space', Leslie Spears product innovation / business opportunity for clients, hair salons and distributors.

#### ABOUT CEZANNE PROFESSIONAL PRODUCTS, LLC

"We saw there was a major un-met need for a product that provides smoothing benefits but doesn't pose any major health risks due to ingredients. Cezanne Perfect Finish Keratin Smoothing Treatment delivers straighter, smoother, frizz free and healthier looking hair, without any risks for the stylist and their client", said Steve Ziskind, President of Cezanne Professional Products America. "Unlike some smoothing systems that lead to damage and even breakage, after repeated use, we are excited to offer a product that will help hair get stronger and healthier with each use, not to mention make styling a lot easier not only for stylists, but also clients when they go home."

Cezanne Professional Products was built with the purpose of providing stylists and their clients with a safe, long-lasting keratin smoothing treatment that leverages the latest science to deliver beautiful results, but without any harmful or damaging ingredients. Cezanne products are manufactured in the U.S.A exclusively for Cezanne Professional Products, LLC. All Cezanne products are manufactured in accordance with Good Manufacturing Practices and undergo extensive clinical safety testing.

#### FOR MORE INFORMATION

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To the st★r that lives within us all

## BORN TO WIN

You were born to win

You deserve to cross the line and hear  
The fanfare play.

Life is beautiful, life is tough and sometimes  
Very wrong, but that's the song.

Beauty to be enjoyed and stored, for  
There are days in void

The tough develops our strengths and  
After a while, sometimes makes sense.

The flower of inner peace grows for only  
Those who cultivate compassion.

Life is competitive; born unequal all were we.  
Some with gifts galore, others simply  
Have to chore.

We have to learn to score to win, our talents  
And courage tested.

Without valour, challenge is someone else's  
Dream, you have to play to win.

Winners focus on what they want.  
Losers focus on what they don't  
and live regret. For what you focus on,

Is what you get.

You should remember always, always;

You were born to win.

LESLIE SPEARS

