



To the stuff that lives within us all



NEWS RELEASE

NEXT-GENERATION SMOOTHING TREATMENT OFFERING SIMPLICITY AND CEZANNE BREAKTHROUGH INGREDIENTS

New to the UK, 'Cezanne Classic Long Lasting Keratin Smoothing Treatment', offers stylists a long-lasting, safe and simple-to-use treatment. A 100% formaldehyde-free 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 Classic 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 smoother, straighter hair shape.

KEY CLIENT / STYLIST BENEFIT

Cezanne Classic 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 Shampoo is applied to remove any build-up to prime hair for treatment.
2. The Classic Smoothing Treatment is applied and left on the hair for 30 minutes.
3. The third and final step is to rinse and style the hair by blow-drying and straightening with irons to seal in the treatment. Cezanne Classic 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



AVAILABILITY

The Cezanne products are being imported into the UK and Ireland by Star Qualities Ltd, 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 the 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

"Cezanne is something special - there is so much opportunity for stylists and the treatment has ability to change the lives of our clients," said Shay Hoelscher, President of Cezanne Professional Products America.

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, 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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STAR QUALITIES LTD