

# Welcome to 5 Steps to Beautiful Hair<sup>©</sup>

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- Make sure you are in a quiet space and comfy
- Grab yourself a tea or coffee
- Have a pen and paper ready
- Have camera on and microphone muted. We will let you know when to unmute and when you can turn camera off if you prefer (we like to see who's here to start with)
- Session will run for approximately 1 hour.
- We will have question time throughout so be sure to jot them down as you think of them.
- Enjoy! Thanks for joining us.



# 5 Steps to Beautiful Hair®

Discover the CPR holistic approach to achieve & maintain beautiful, healthy hair.



- CPR Expert Haircare solutions
- The 5 Rituals of Beautiful Hair®
- Scalp conditions
- Recommending solutions

# 5 Steps to Beautiful Hair®

## Agenda

### Introduction

Ice Breaker/ Goals

### Topics:

CPR Expert

Haircare solutions

The 5 Rituals of Beautiful Hair®

Scalp conditions

Recommending solutions

### Q&A's



# Brings hair to life

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## Australian

100% Australian owned family business. We have been researching & developing expert haircare solutions for over 57 years.

## Natural

A holistic approach using sustainably sourced, hand-selected natural botanicals, brings hair to life.

## Innovative

No harmful sulphates, parabens & never tested on animals. Colour coded, easy to use, functional packaging.





# Expert Solutions

## *solving hair concerns*

<b>Curly</b>		smooth & define
<b>Fortify</b>		repair & strengthen
<b>Frizzy</b>		smooth & control
<b>Blonde</b>		tone & soften
<b>Instant Toners</b>		temporary colour enhancers
<b>Colour</b>		secure & protect
<b>Nourish</b>		hydrate & soften
<b>Volume</b>		thicker & fuller
<b>Rescue</b>		balance & restore
<b>Charcoal</b>		instant grey-away
<b>Styling</b>		create, style & finish



# 5 Steps to Beautiful Hair®

The 5-Steps for Beautiful Hair® is a holistic approach to expert haircare, which brings hair back to life.

At each step, CPR infuses the perfect balance of botanical proteins, moisture, vitamins and minerals for targeted effective results.

## Cleanse

Gentle sulphate free shampoo removes debris, oil and styling aids without stripping natural protective oils. A rinse out product.

## Condition

Conditioners smooth, soften and calm. They also add vital nourishing actives that improve hair strength and health. A rinse out product.

## Treat

These products contain health boosting actives that are targeted to your personal hair concern. A rinse out product.

## Leave-in

This essential step is like applying your Skin Moisturiser – critical. It is the ultimate in offering 5 Way Protection. A leave-in product.

## Style & finish

To create a style easily and effortlessly with humidity resistance. Gain control, add Texture & finish for lasting performance. A leave-in product.

# Scalp Conditions

## Normal

- Seasonal changes make facial skin more oily or dry, generally it's somewhere in between.
- The hair doesn't look greasy or dry if the person skips shampoo for a day or two.
- Styling products or hair treatments don't tend to irritate the scalp.

## Dry Scalp

- The face is dry & so is the hair from roots to ends.
- The scalp gets itchy and might have powdery-fine white flakes.
- It tingles uncomfortably when you apply certain products or hair colour.

## Oily Scalp

- Even with volumising products, the roots go limp before the day is over.
- Large, waxy flakes may be noticeable.
- As each hair follicle has a sebaceous gland, those with high density hair (fine hair) can have an oilier scalp – as there are more glands producing more oil for hair that is generally fine with low porosity.

## Combination

- It's a combination of both dry & oily hair types.
- Usually is dry on the ends and oily at the scalp.
- It's common in longer chemically treated hair.



Hair Type	Expert Solutions	1 Cleanse	2 Condition	3 Treatment	4 Leave-in	5 Style & Finish	
<b>Curly hair?</b> <i>My hair is curly</i>	<b>curly</b> <i>smooth &amp; define</i> 	<b>bounce back</b> sulphate free shampoo gentle cleansing & curl protection	<b>soft touch</b> conditioning treatment moisture, shine & humidity protection	For a full treatment effect leave on for up to 30 minutes	<b>hydra curl</b> leave-in moisturiser deeply softens & reduces frizz	<b>curl ctrl®</b> defining crème soft to touch, non greasy curls versatile long hold styling	<b>curl refresher</b> leave-in revitaliser lightweight moisture & shine refresh curls days later
<b>Fine hair?</b> <i>My hair is fine</i>	<b>volume</b> <i>thicker &amp; fuller</i> 	<b>amplify</b> sulphate free shampoo energise & amplify hair	<b>bodify</b> lite conditioning rinse add body & control		<b>maximiser</b> thickening creme lasting strength body & bounce	<b>root lift</b> foundation volume & body non-sticky root booster hold 5/5	<b>memory foam</b> conditioning amplifier 230°C heat protection non-tacky, long lasting flexible hold hold 4/5
<b>Damaged hair?</b> <i>My hair is very damaged</i>	<b>fortify</b> <i>repair &amp; strengthen</i> 	<b>repair</b> sulphate free shampoo restructuring & repairing hair to reverse the signs of damage	<b>restore</b> strengthening conditioner for advanced strength & softening	<b>renew</b> omega rich treatment replenish & revives hair	<b>cc crème</b> complete care corrects extreme damage from cortex to cuticle "13-benefits-in-1"	<b>inca omega</b> healing serum prevent breakage & seal split ends restores healthy hair dynamics	<b>shine mist</b> finishing spray weightless gloss, shine & lustre
				<b>transform</b> masque forte rebuilds & resurfaces hair			<b>sea salt</b> texture spray natural beachy waves, hold 1/5
<b>Frizzy hair?</b> <i>My hair is Frizzy, unruly &amp; hard to manage</i>	<b>frizzy</b> <i>smooth &amp; control</i> 	<b>frizz control</b> sulphate free shampoo smooths, calms & controls frizz	<b>frizz control</b> smoothing conditioner smooths, softens & provides humidity resistance	<b>smoothing</b> intensive masque intensive repair, smoothness & shine	<b>phase 1</b> smoothing crème a softening, conditioning styling aid	<b>silky fx™</b> treatment serum seals in nourishment, eliminates frizz	<b>powder</b> texture dust Instant volume & workable texture hold 3/5
<b>Blonde hair?</b> <i>My blonde hair goes yellow, brassy or gold</i>	<b>blonde</b> <i>tone &amp; soften</i> 	<b>always blonde</b> sulphate free shampoo repair, tone & brighten your hair balances & refreshes the scalp	<b>always blonde</b> toning conditioner tone, brighten & soften your hair	<b>always blonde</b> toning treatment intensive conditioning plus toning	<b>instant toners</b> colour enhancers detangles, tones & softens hair + 230°C heat protection <i>serious blonde, pink &amp; teal</i>	<b>hairspray</b> strong, flexible hold professional strength, non-tacky formula hold 4/5	<b>dry shampoo</b> style extender creates volume, touchable texture & refreshes hair hold 4/5
				<b>serious blonde</b> toning treatment professional strength toning		<b>soft &amp; silky</b> leave-in moisturiser weightless hydration + 230°C heat protection hold 1/5	<b>definer paste</b> light hold creates soft, natural separation hold 2/5
<b>Dry hair?</b> <i>My hair is dry, brittle &amp; hard to manage</i>	<b>nourish</b> <i>hydrate &amp; soften</i> 	<b>hydra-soft</b> sulphate free shampoo hydrates & repairs hair	<b>hydra-soft</b> moisturising conditioner locks-in hydration & softness	<b>hydra-soft</b> intensive treatment intense hydration, silky softness & shine	<b>hair booster</b> leave-in moisturiser with time-release hydration	<b>heat defence</b> light hold light weight anti-breakage + 230°C heat protection hold 1/5	<b>shaper</b> medium hold creates flexible texture & definition hold 3/5, shine 2/5
					<b>detangle &amp; shine</b> leave-in treatment conditions & reduces breakage		
<b>Coloured hair?</b> <i>I want to keep my colour in good condition</i>	<b>colour</b> <i>secure &amp; protect</i> 	<b>anti-fade</b> sulphate free shampoo radiance capturing shield	<b>anti-fade</b> everlast conditioner seals cuticle & extends colour life	<b>lock-down</b> intensive treatment intensive repair & colour protection	<b>vitalink™</b> colour extender leave-in bond multiplier	<b>style &amp; protect</b> medium hold texture, control, anti-breakage + 230°C heat protection hold 3/5	<b>glue</b> strong hold gel creates sharp, sculpted looks hold 5/5, shine 5/5
<b>Specialty Care?</b> <i>My scalp is oily or my hair is porous</i>	<b>rescue</b> <i>balance &amp; restore</i> 	<b>scalp balance</b> sulphate free shampoo advanced sebum control to purify & freshen the scalp			<b>reconstruct</b> recovery complex porosity equaliser refines cuticle & reconstructs cortex	<b>styling</b> <i>create &amp; finish</i> 	



# 1. Gently Cleanse

**CPR gentle sulphate free-shampoo's remove debris, oil & styling aids. A rinse out product.**

**Why do I need this?** Rinsing with water is not enough to cleanse your hair. Using an aggressive shampoo will strip the hair of natural oils and defences and potentially irritate the scalp. When your hair is clean, it allows the other CPR products you use to work even better.

**What results will I see?** When Using CPR shampoos, you will be gently cleansing the hair so it doesn't tangle as easy, it feels fresh and the scalp stays healthy. The hair is ready to receive maximum benefit from your other CPR products.

## 1 Cleanse

Hair Type	Expert Solutions	
<b>Curly hair?</b> <i>My hair is curly</i>	<b>curly</b> <i>smooth &amp; define</i> 	<b>bounce back</b> sulphate free shampoo gentle cleansing & curl protection
<b>Fine hair?</b> <i>My hair is fine</i>	<b>volume</b> <i>thicker &amp; fuller</i> 	<b>amplify</b> sulphate free shampoo energise & amplify hair
<b>Damaged hair?</b> <i>My hair is very damaged</i>	<b>fortify</b> <i>repair &amp; strengthen</i> 	<b>repair</b> sulphate free shampoo restructuring & repairing hair to reverse the signs of damage
<b>Frizzy hair?</b> <i>My hair is Frizzy, unruly &amp; hard to manage</i>	<b>frizzy</b> <i>smooth &amp; control</i> 	<b>frizz control</b> sulphate free shampoo smooths, calms & controls frizz
<b>Blonde hair?</b> <i>My blonde hair goes yellow, brassy or gold</i>	<b>blonde</b> <i>tone &amp; soften</i> 	<b>always blonde</b> sulphate free shampoo repair, tone & brighten your hair balances & refreshes the scalp
<b>Dry hair?</b> <i>My hair is dry, brittle &amp; hard to manage</i>	<b>nourish</b> <i>hydrate &amp; soften</i> 	<b>hydra-soft</b> sulphate free shampoo hydrates & repairs hair
<b>Coloured hair?</b> <i>I want to keep my colour in good condition</i>	<b>colour</b> <i>secure &amp; protect</i> 	<b>anti-fade</b> sulphate free shampoo radiance capturing shield
<b>Specialty Care?</b> <i>My scalp is oily or my hair is porous</i>	<b>rescue</b> <i>balance &amp; restore</i> 	<b>scalp balance</b> sulphate free shampoo advanced sebum control to purify & freshen the scalp

## 2. Condition

CPR conditioners smooth, soften and calm hair. They also add vital nourishing botanical actives that improve hair strength and health. A rinse out product.

**Why do I need this?** CPR conditioners include nourishing botanical actives to hydrate, smooth and soften the hair surface immediately. They also infuse essential botanical actives to strengthen, repair and restore elasticity, making hair more durable.

**What results will I see?** When using CPR Conditioners your hair will feel smooth from root to tip, it becomes softer to touch and more manageable to style. Those with frizzy hair will be more in control, those with brittle hair will experience more softness and those with fine hair have increased body.

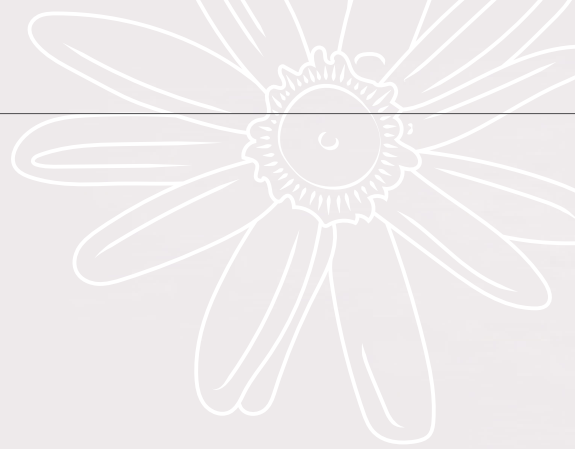
Hair Type	Expert Solutions	2 Condition
Curly hair? <i>My hair is curly</i>	<b>curly</b> <i>smooth &amp; define</i> 	<b>soft touch</b> conditioning treatment moisture, shine & humidity protection
Fine hair? <i>My hair is fine</i>	<b>volume</b> <i>thicker &amp; fuller</i> 	<b>bodify</b> lite conditioning rinse add body & control
Damaged hair? <i>My hair is very damaged</i>	<b>fortify</b> <i>repair &amp; strengthen</i> 	<b>restore</b> strengthening conditioner for advanced strength & softening
Frizzy hair? <i>My hair is Frizzy, unruly &amp; hard to manage</i>	<b>frizzy</b> <i>smooth &amp; control</i> 	<b>frizz control</b> smoothing conditioner smooths, softens & provides humidity resistance
Blonde hair? <i>My blonde hair goes yellow, brassy or gold</i>	<b>blonde</b> <i>tone &amp; soften</i> 	<b>always blonde</b> toning conditioner tone, brighten & soften your hair
Dry hair? <i>My hair is dry, brittle &amp; hard to manage</i>	<b>nourish</b> <i>hydrate &amp; soften</i> 	<b>hydra-soft</b> moisturising conditioner locks-in hydration & softness
Coloured hair? <i>I want to keep my colour in good condition</i>	<b>colour</b> <i>secure &amp; protect</i> 	<b>anti-fade</b> everlast conditioner seals cuticle & extends colour life
Specialty Care? <i>My scalp is oily or my hair is porous</i>	<b>rescue</b> <i>balance &amp; restore</i> 	

# 3. Treat hair

These CPR treatment solutions contain health boosting botanical actives that are targeted to your personal hair concern. A rinse out product.

**Why do I need this?** These CPR products are needed as a regular top up of botanical actives to dramatically improve the condition of weak, dry, damaged or coloured hair, greatly assisting hair health.

**What results will I see?** Results depend on the targeted CPR treatment you choose. All CPR treatments are formulated with the perfect balance of botanical proteins, moisture, vitamins and minerals for your selected targeted result. The hair will feel strong, soft and manageable, and won't feel weighed down.



Hair Type	Expert Solutions	3 Treatment
<b>Curly hair?</b> <i>My hair is curly</i>	<b>curly</b> <i>smooth &amp; define</i> 	For a full treatment effect leave on for up to 30 minutes
<b>Fine hair?</b> <i>My hair is fine</i>	<b>volume</b> <i>thicker &amp; fuller</i> 	
<b>Damaged hair?</b> <i>My hair is very damaged</i>	<b>fortify</b> <i>repair &amp; strengthen</i> 	<b>renew</b> <b>omega rich treatment</b> replenish & revives hair  <b>transform</b> <b>masque forte</b> rebuilds & resurfaces hair
<b>Frizzy hair?</b> <i>My hair is Frizzy, unruly &amp; hard to manage</i>	<b>frizzy</b> <i>smooth &amp; control</i> 	<b>smoothing</b> <b>intensive masque</b> intensive repair, smoothness & shine
<b>Blonde hair?</b> <i>My blonde hair goes yellow, brassy or gold</i>	<b>blonde</b> <i>tone &amp; soften</i> 	<b>always blonde</b> <b>toning treatment</b> intensive conditioning plus toning  <b>serious blonde</b> <b>toning treatment</b> professional strength toning
<b>Dry hair?</b> <i>My hair is dry, brittle &amp; hard to manage</i>	<b>nourish</b> <i>hydrate &amp; soften</i> 	<b>hydra-soft</b> <b>intensive treatment</b> intense hydration, silky softness & shine
<b>Coloured hair?</b> <i>I want to keep my colour in good condition</i>	<b>colour</b> <i>secure &amp; protect</i> 	<b>lock-down</b> <b>intensive treatment</b> intensive repair & colour protection
<b>Specialty Care?</b> <i>My scalp is oily or my hair is porous</i>	<b>rescue</b> <i>balance &amp; restore</i> 	



# 4. Leave-in

This essential step is like applying your Skin Moisturiser – critical. It is the ultimate in offering 5 Way Protection. A leave-in product.

**Why do I need this?** Some actives are more effective when left on the hair as they take time to penetrate the surface. Other actives are essential to lightly layer on the surface of the hair to offer heat and Solar protection.

**What results will I see?** Results depend on the targeted CPR product you choose. All products will improve hair health, shine and strength with 5 Way Protection (Solar, Heat, Humidity, Salt & Chlorine).



Hair Type	Expert Solutions	4 Leave-in
Curly hair? <i>My hair is curly</i>	<b>curly</b> smooth & define 	<b>hydra curl</b> leave-in moisturiser deeply softens & reduces frizz
Fine hair? <i>My hair is fine</i>	<b>volume</b> thicker & fuller 	<b>maximiser</b> thickening creme lasting strength body & bounce
Damaged hair? <i>My hair is very damaged</i>	<b>fortify</b> repair & strengthen 	<b>cc crème</b> complete care corrects extreme damage from cortex to cuticle "13-benefits-in-1"
Frizzy hair? <i>My hair is Frizzy, unruly &amp; hard to manage</i>	<b>frizzy</b> smooth & control 	<b>phase 1</b> smoothing crème a softening, conditioning styling aid
Blonde hair? <i>My blonde hair goes yellow, brassy or gold</i>	<b>blonde</b> tone & soften 	<b>instant toners</b> colour enhancers detangles, tones & softens hair + 230°C heat protection <i>serious blonde, pink &amp; teal</i>
Dry hair? <i>My hair is dry, brittle &amp; hard to manage</i>	<b>nourish</b> hydrate & soften 	<b>hair booster</b> leave-in moisturiser with time-release hydration
Coloured hair? <i>I want to keep my colour in good condition</i>	<b>colour</b> secure & protect 	<b>detangle &amp; shine</b> leave-in treatment conditions & reduces breakage
Specialty Care? <i>My scalp is oily or my hair is porous</i>	<b>rescue</b> balance & restore 	<b>vitalink™</b> colour extender leave-in bond multiplier
		<b>reconstruct</b> recovery complex porosity equaliser refines cuticle & reconstructs cortex



# 5. Style & finish

To create a style easily and effortlessly with humidity resistance. Gain control, add texture & finish for lasting performance. A Leave-in product.

**Why do I need this?** Using a styling product protects the hair from heat and mechanical devices, reducing the amount of damage caused to the hair. They also hold a style, so your energy investment is returned for longer lasting performance.

**What results will I see?** Whether you want soft, silky hair that's under your command, or big, sexy movement that begs to bounce, the CPR styling range will perform, last and protect.

## 5 Style & Finish

### curl ctrl®

defining crème  
soft to touch, non greasy curls  
versatile long hold styling

### curl refresher

leave-in revitaliser  
lightweight moisture & shine  
refresh curls days later

### root lift

foundation volume & body  
non-sticky root booster  
hold 5/5

### memory foam

conditioning amplifier  
230°C heat protection  
non-tacky, long lasting flexible hold  
hold 4/5

### inca omega

healing serum  
prevent breakage & seal split ends  
restores healthy hair dynamics

### shine mist

finishing spray  
weightless gloss, shine & lustre

### sea salt

texture spray  
natural beachy waves, hold 1/5

### silky fx™

treatment serum  
seals in nourishment,  
eliminates frizz

### powder

texture dust  
Instant volume & workable texture  
hold 3/5

### hairspray

strong, flexible hold  
professional strength,  
non-tacky formula  
hold 4/5

### dry shampoo

style extender  
creates volume, touchable texture  
& refreshes hair  
hold 4/5

### soft & silky

leave-in moisturiser  
weightless hydration  
+ 230°C heat protection  
hold 1/5

### definer paste

light hold  
creates soft, natural separation  
hold 2/5

### heat defence

light hold  
light weight anti-breakage  
+ 230°C heat protection  
hold 1/5

### shaper

medium hold  
creates flexible texture & definition  
hold 3/5, shine 2/5

### style & protect

medium hold  
texture, control, anti-breakage  
+ 230°C heat protection  
hold 3/5

### glue

strong hold gel  
creates sharp, sculpted looks  
hold 5/5, shine 5/5

styling  
create & finish



# H.O.T *session*



Group Activity



# 5 Steps to beautiful hair

## *Q&A's*

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