

# Welcome to Expert Haircare Solutions

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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.



# Expert Haircare Solutions

Discover the CPR philosophy  
& expert haircare solutions  
for achieving & maintaining  
beautiful, healthy hair.



- CPR Brings hair to life
- Hair structure
- Natural technology that works
- CPR Expert Haircare solutions

# Expert Haircare Solutions *Agenda*

## Introduction

Ice Breaker/ Goals

## Topics:

CPR Brings hair to life

Hair structure

Natural technology that works

CPR Expert Haircare 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.



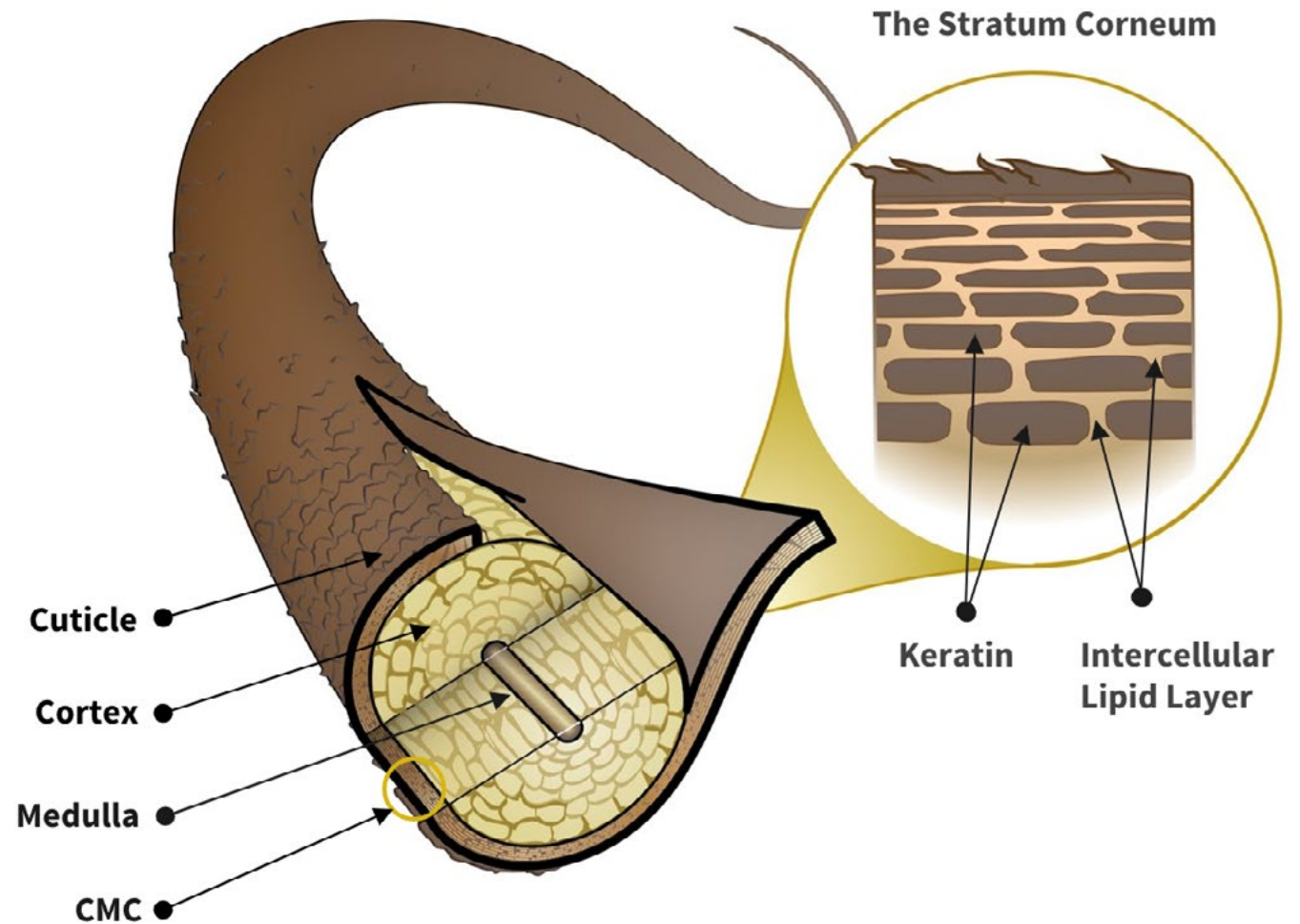


# Hair *structure*

<b>Cuticle</b>	Protective layer
<b>Cortex</b>	Thickest Layer
<b>Medulla</b>	Core
<b>CMC</b>	Cell Membrane Complex Keratin 96% - Lipids 4%

## Natural technology that works

CPR's natural technology achieves and maintains the perfect balance of botanical protein, moisture, vitamins and minerals that brings hair to life.



# Proteins

## *natural technology*



### quinoa protein

potent natural whole protein  
for intensive repair



### qws complex

quinoa, wheat & soy proteins  
penetrate & restructure hair



### wheat protein

improves hair health by 80%  
protects, repairs & restructures hair



### vegetable protein

triples the strength of weak hair  
protects against humidity



### soy protein

repair, restructure & protect the  
cuticle making hair feel thicker



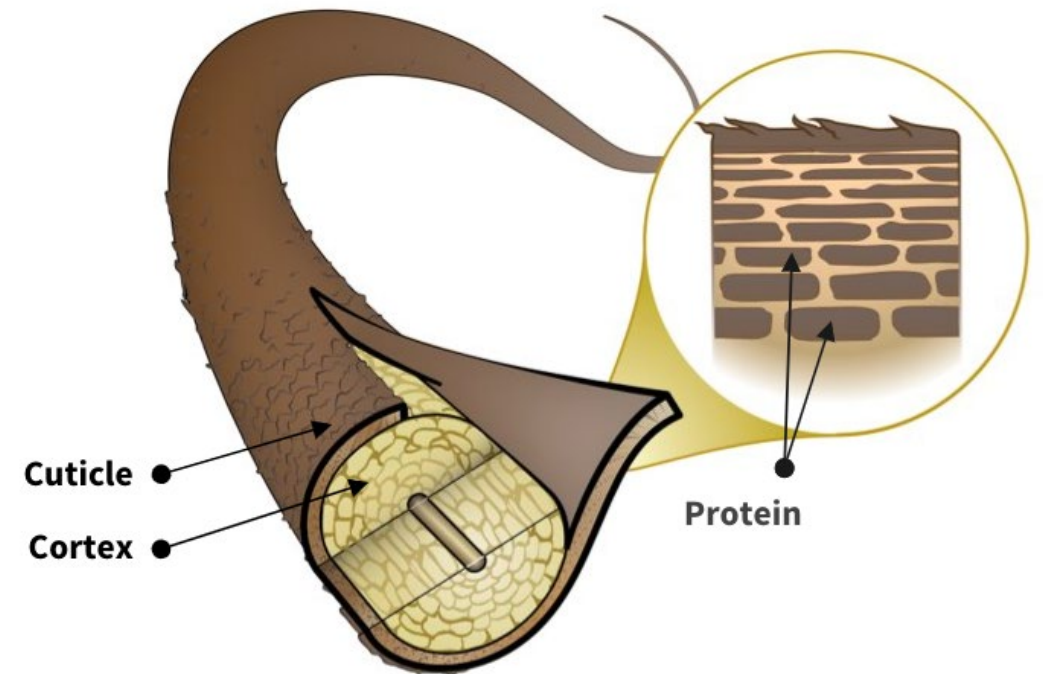
### carob protein

micro-proteins penetrate deep  
for repair, strength & protection



### baobab seed protein

strengthens & smooths  
advanced anti-frizz protection



# Oils

## *natural technology*



**organic argan oil**  
restores hair health  
conditions & protects hair



**jojoba oil**  
nature's best form of hair moisturiser  
seal in nourishment, block humidity



**olive oil**  
excellent, long lasting moisturiser  
enhances softness & shine



**peppermint oil**  
purifies & refreshes the scalp  
promotes healthy hair growth



**inca omega oil**  
potent botanical golden health oil  
seals split ends, prevents breakage



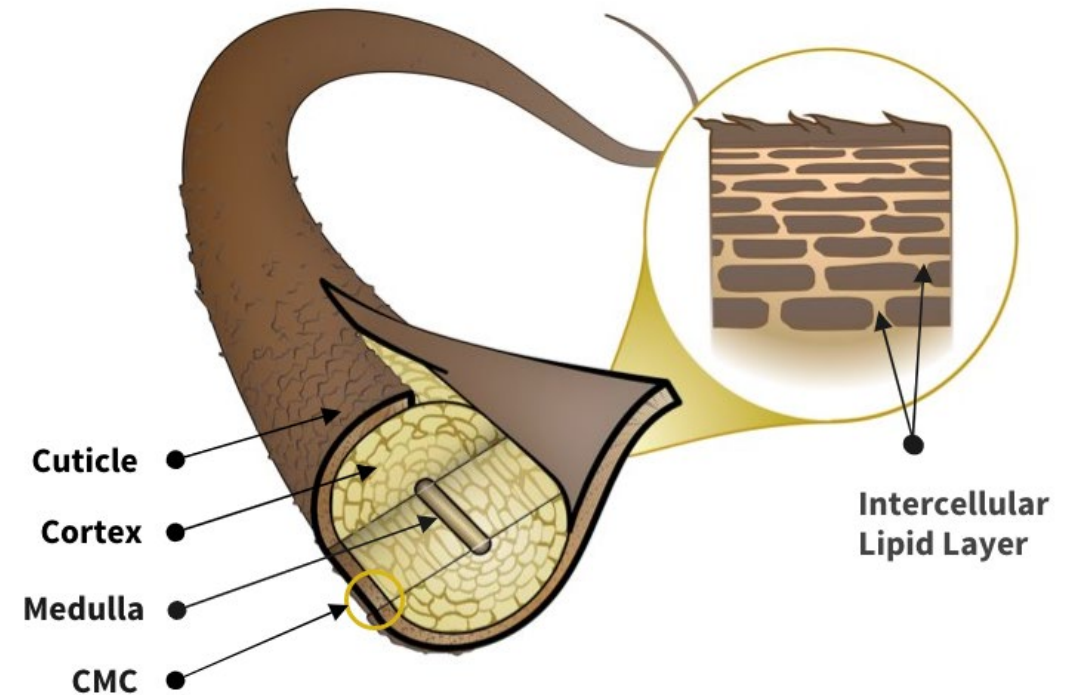
**panthenol**  
deep penetrating,  
long lasting moisturiser



**macadamia oil**  
anti-aging, deep nourishment  
hydration & protection



**18-mea lipid repair**  
restores natural protection of the cuticle  
strengthens & fortifies hair



# Extracts

## *natural technology*



**sunflower seed extract**  
advanced UV protection & repair  
neutralises free radicals



**flax seed extract**  
superior de-tangling & conditioning  
improves manageability, seals split ends



**chia seed extract**  
nourishes deep within hair fibre  
smooths & softens the cuticle



**australian wild daisy**  
naturally eliminates skin irritation with  
anti-aging & hydrating effects



**colza plant extract**  
deeply conditioning & detangling  
advanced humidity protection



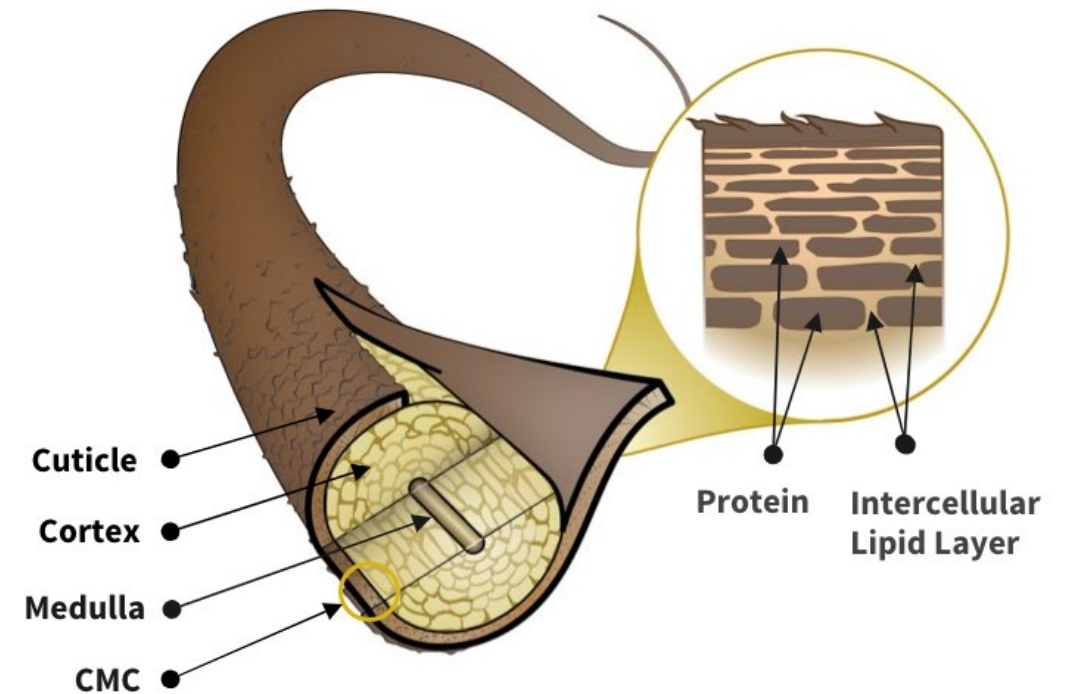
**chamomile extract**  
calms & soothes hair & scalp  
advanced natural anti-irritant



**grape seed extract**  
neutralises free radicals  
lasting protection for hair & scalp



**passionfruit extracts**  
Rehydrates, soothes & protects  
Rich in Vitamins A and C





# 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



# Curly

## *smooth & define*

### Concern

Curly Hair is dry, frizzy,  
lacks curl definition & separation

### Why this occurs

Naturally curly hair needs strengthening, hydration,  
protection & moisture for best curl results

### Solution



**macadamia oil**  
anti-aging, deep nourishment  
hydration & protection



**vegetable protein**  
triples the strength of weak hair  
protects against humidity



**quinoa protein**  
potent natural whole protein  
for intensive repair



**jojoba oil**  
nature's best form of hair moisturiser  
seal in nourishment, block humidity



**colza plant extract**  
deeply conditioning & detangling  
advanced humidity protection



# Fortify

## *repair & strengthen*

### Concern

Hair is overworked, brittle and badly damaged

### Why this occurs

The bonds in overworked and distressed hair are broken, leaving hair damaged, weak and dry. The damaged hair is not able to retain essential nourishment.

### Solution



#### qws complex

quinoa, wheat & soy proteins  
penetrate & restructure hair



#### carob protein

micro-proteins penetrate deep  
for repair, strength & protection



#### inca omega oil

potent botanical golden health oil  
seals split ends, prevents breakage



#### 18-mea lipid repair

restores protection of the cuticle  
strengthens & fortifies hair



#### flax seed extract

superior de-tangling & conditioning  
improves manageability, seals split ends



# Frizzy

## *smooth & control*

### Concern

Hair is frizzy, unruly and unmanageable

### Why this occurs

The internal structure of the hair is like an open sponge. Does not easily 'lock-in' moisture. Essential moisture evaporates leaving hair frizzy, fly-away and hard to manage.

### Solution



**quinoa protein**  
potent natural whole protein  
for intensive repair



**jojoba oil**  
nature's best form of hair moisturiser  
seal in nourishment, block humidity



**carob protein**  
micro-proteins penetrate deep  
for repair, strength & protection



**panthenol**  
deep penetrating,  
long lasting moisturiser





# Blonde

## *tone & soften*

### Concern

Blonde hair has turned yellow, brassy & gold

### Why this occurs

When hair is lightened the underlying pigment is enhanced which creates unwanted tones of either yellow, gold or a brassy reflect.

### Solution



**violet + blue toning**  
broad spectrum toning neutralises unwanted warmth in blonde hair



**wheat protein**  
improves hair health by 80%  
protects, repairs & restructures hair



**flax seed extract**  
superior de-tangling & conditioning  
improves manageability, seals split ends



**grape seed extract**  
neutralises free radicals  
lasting protection for hair & scalp



**sunflower seed extract**  
advanced UV protection & repair  
neutralises free radicals



# Instant toners

## *colour enhancers*

### Goal

Temporarily tone, enhance or add colour

### Serious PINK, TEAL & BLONDE

Great for blondes or balayage brunette's wanting to add a temporary reflect to their hair that easily washes out.

### Solution



vegetable protein  
triples the strength of weak hair  
protects against humidity



grape seed extract  
neutralises free radicals  
lasting protection for hair & scalp



jojoba oil  
nature's best form of hair moisturiser  
seal in nourishment, block humidity



sunflower seed extract  
advanced UV protection & repair  
neutralises free radicals



# Colour

## *secure & protect*

### Concern

Not wanting hair to fade or lose vibrancy

### Why this occurs

Coloured hair can become porous, increasing the chance of colour fade. Solar rays and heat styling damage the cuticle and inner cortex of the hair that can cause loss of colour.

### Solution



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protects, repairs & restructures hair



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improves manageability, seals split ends



**sunflower seed extract**  
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protects against humidity



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neutralises free radicals  
lasting protection for hair & scalp



# Nourish *hydrate & soften*

## Concern

Hair is dry, brittle & badly damaged

## Why this occurs

Dry hair ages faster and becomes brittle, rough & lacks shine. Lacks essential proteins and moisture. As hair grows longer the ends can split easily, it becomes harder to style & is difficult for hair to feel soft and supple.

## Solution



**wheat protein**  
improves hair health by 80%  
protects, repairs & restructures hair



**soy protein**  
repair, restructure & protect the  
cuticle making hair feel thicker



**vegetable protein**  
triples the strength of weak hair  
protects against humidity



**flax seed extract**  
superior de-tangling & conditioning  
improves manageability, seals split ends



**jojoba oil**  
nature's best form of hair moisturiser  
seal in nourishment, block humidity





# Volume

## *thicker & fuller*

### Concern

Hair is fine & lacks volume

### Why this occurs

Fine hair lacks strength & volume as it has a diameter of approximately 0.04 millimetres; compared to 0.05 to 0.07 millimetres in normal hair or 0.07 millimetres in coarse hair.

### Solution



**wheat protein**  
improves hair health by 80%  
protects, repairs & restructures hair



**carob protein**  
micro-proteins penetrate deep  
for repair, strength & protection



**soy protein**  
repair, restructure & protect the  
cuticle making hair feel thicker



**grape seed extract**  
neutralises free radicals  
lasting protection for hair & scalp



**sunflower seed extract**  
advanced UV protection & repair  
neutralises free radicals



# Rescue

## *balance & restore*

### Concern

Oily or flaky scalp.

Hair is badly damaged & needs an instant repair booster

### Why this occurs

Scalp needs refreshing. Unbalanced oil production with over-active sebaceous glands which release a substance called sebum.

The cuticle layer & cortex of the hair is so damaged that it is unable to retain essential nourishment inside the hair.

### Solution



**keratin protein**  
strenghtens & softens  
for lasting condition & shine



**vegetable protein**  
triples the strength of weak hair  
protects against humidity



**grape seed extract**  
neutralises free radicals  
lasting protection for hair & scalp



**peppermint oil**  
purifies & refreshes the scalp  
promotes healthy hair growth



**jojoba oil**  
nature's best form of hair moisturiser  
seal in nourishment, block humidity



**sunflower seed extract**  
advanced UV protection & repair  
neutralises free radicals





# CHARCOAL

instant grey away

**Temporarily camouflages grey / white hair.  
Shampoos out easily.**

infused with vegetable protein, jojoba oil, swiss grape seed  
and sunflower seed extract

# Styling *create & finish*



## Concern

Hair style doesn't last all day

## Why this occurs

Humidity affects hair & style. A lack of humidity can dry out the hair, high humidity can make it frizzy.

CPR memory styling is created by flexible, cross-linked polymers that resist humidity.

## Solution



**wheat protein**  
improves hair health by 80%  
protects, repairs & restructures hair



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**panthenol**  
deep penetrating,  
long lasting moisturiser



# H.O.T *session*

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Group Activity



# Expert haircare Solutions

## *Q&A's*

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