

# StrongHold™ Hairspray



## Positioning Statement

An alcohol-free hair spray that firmly holds finished style and protects hair against the environment.

## Concept

Lock in style. A firm hold, alcohol-free hair spray, StrongHold™ guards against the environment with a blend of sunflower seed extract—a natural sunscreen and antioxidant—and protein-rich quinoa to give your hair beautiful strength and shine.

## Target Audience

For both men and women who want to use a nonaerosol alcohol-free hair spray to hold their hairstyle.

## Product Claims

- Firmly holds and sets hairstyle.
- Alcohol-free formula won't dry hair.
- Conditions and strengthens hair shaft.

## Key Ingredients

- **Quinoa**—a protein-rich grain that helps supplement the hair's protein content to help prevent and repair damage.
- **Ceregen**®—an exclusive wheat complex of conditioning protein molecules that bonds to the hair fiber, creating a protective network to improve the mechanical properties of hair. Penetrates the shaft to support inside and also fortifies outside to strengthen and repair damaged hair.
- **Grape leaf extract and sunflower seed extract**—fight hair dryness and protect against damage caused by harmful free radicals.

## Usage/Application

Spray StrongHold™ evenly onto hair. Continue to style or allow to dry and set. Reapply as necessary.

## Complementary Products

Use the shampoo and conditioning products best suited for your hair type or situation. Then follow by applying FreeFall® Detangling Conditioner to prepare hair for smooth styling.

- **DailyKind® Mild Shampoo & DailyKind® Mild Conditioner**—gentle shampoo and conditioner for everyday use.
- **HydraKind® Moisturizing Shampoo & HydraKind® Moisturizing Conditioner**—hydrating formulas to cleanse and condition dry, damaged, or chemically treated hair.
- **MakeAmends® Clarifying Shampoo & MakeAmends® Deep Conditioning Treatment**—remove excess build-up on hair and treat damaged hair with these intense clarifying and deep conditioning hair treatments. Use once a week or as hair needs extra treatment.
- **VolumeKind® Volumizing Shampoo**—gives volume, movement, and manageability to fine hair.
- **4-in-1™ Shampoo, Condition, Hydrate, Protect**—use 4-in-1™ on any hair type and when it's more convenient to take just one product.
- **FreeFall® Detangler**—convenient spray for lightweight, leave-in conditioning to detangle and prepare hair for other styling products. Spray on clean, damp hair, and comb through before using styling products.

## OTHER STYLING PRODUCTS TO USE WITH STRONGHOLD™ HAIRSPRAY:

- **StylinGel™**—alcohol-free, firm-holding gel imparts incredible hold and stylability without flaking or stickiness.
- **StylinFoam™**—a non-aerosol firm holding mousse to create volume and manageability. Controls flyaways and helps prevent dry ends.
- **HoldingPattern® Finishing Pomade**—water-soluble formula sculpts hair into a glossy, polished, or tousled look and won't leave hair feeling sticky.

# StrongHold™ Hairspray

## Frequently Asked Questions

### *How does alcohol affect the hair?*

Alcohol is a humectant that binds to water. If the alcohol structure is small, then the alcohol evaporates very quickly. As the alcohol evaporates it takes the water bound to it off of the hair, leaving the hair dry and prone to environmental damage. In short, alcohol can be very drying to hair. For this reason, Nu Skin® hair care products are all alcohol-free.

### *What does Alcohol-free mean?*

Alcohol-free means that the product does not contain the ingredient ethanol.

### *How is StrongHold™ Hairspray different from other hairsprays?*

StrongHold™ Hairspray is a nonaerosol, alcohol-free spray that firmly holds the hair in place while nourishing and strengthening the hair with hair beneficial ingredients like quinoa and sunflower seed oil without drying it.

### *Can I apply StrongHold™ Hairspray to wet hair?*

Yes, StrongHold™ Hairspray will leave a firm hold and maintain the wet appearance of hair if applied while the hair is still wet.

2

## Ingredients

Water (Aqua), Witch Hazel Distillate, Polyurethane-1, PEG-40 Hydrogenated Castor Oil, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Structured Wheat Hydrocolloid Complex, Panthenol, Tocopheryl Acetate, Aloe Barbadensis Leaf Extract, Calendula Officinalis Flower Extract, Chamomilla Recutita (Matricaria) Flower Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Vitis Vinifera (Grape) Leaf Extract, Sodium PCA, Butylene Glycol, PVP, Aminomethyl Propanol, Ethylhexyl Methoxycinnamate, Benzophenone-4, Fragrance (Parfum), Phenoxyethanol, Methylparaben, Isopropylparaben, Isobutylparaben, Butylparaben.