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All Hair Types. All Humans.
Instacure Sales Presenter



Instacure

Sales Presenter



Instacure Portfolio Split

Instacure

For brittle hair

Instacure Build-A-Bond

For mega damaged hair



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InstaCure

anti-breakage shampoo system
sistema de champo anti-quebre
système de shampooing anti-cassure

Liquid Proteins
Protéines Liquides

10.1 FL OZ / 300ml

Anti-Breakage Shampoo



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InstaCure

anti-breakage conditioner
acondicionador anti-quebre
revitalisant anti-casse

Liquid Proteins
Protéines Liquides

10.1 FL OZ / 300ml

Anti-Breakage Conditioner



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InstaCure

anti-breakage leave-in for heat damage
anti-breakage leave-in for heat damage
anti-breakage leave-in for heat damage

450°F

Liquid Proteins
Protéines Liquides

5.1 FL OZ / 150ml

Strengthening Leave-In



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InstaCure

anti-breakage porosity spray
spray de porosidad anti-cassure
spray porosité anti-casse

BS + Liquid Protein
BS + Protéines Liquides

4.8 FL OZ / 200 ml

Porosity Filling Spray



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InstaCure
Build-A-Bond

mighty bonds shampoo bonding system, damaged hair
mighty bonds shampoo bonding system, damaged hair
mighty bonds shampoo bonding system, damaged hair

[Citric Acid + Squalene]
Citric Acid + Squalene

10.1 FL OZ / 300 ml

Mighty Bonds Shampoo



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InstaCure
Build-A-Bond

mighty bonds conditioner bonding system, damaged hair
mighty bonds conditioner bonding system, damaged hair
mighty bonds conditioner bonding system, damaged hair

[Citric Acid + Squalene]
Citric Acid + Squalene

10.1 FL OZ / 300 ml

Mighty Bonds Conditioner



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InstaCure
Build-A-Bond

Instant Revival Liquid Mask

treatment for damaged hair
treatment for damaged hair
treatment for damaged hair

[Citric Acid + Squalene]
Citric Acid + Squalene

8.5 FL OZ / 280ml

Instant Revival Liquid Mask



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Build-A-Bond

super sealing leave in balm for damaged hair
super sealing leave in balm for damaged hair
super sealing leave in balm for damaged hair

1.7 FL OZ / 100ml

Super Sealing Balm

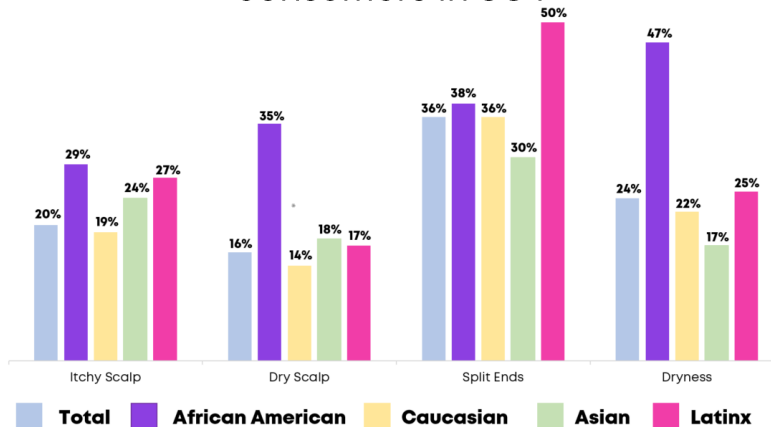


Damage Is The #1 Concern

Damage Is Universal Across All Hair Types

However Black + LatinX consumers are more prone to damage due to hair pattern

Damage: #1 ranked concern for consumers in SOV



Source: Haircare & Styling Market Tracker, Wave 2 Report, November 2020, L'Oréal CMI

Searches For Porosity Are On The Rise

How to find hair porosity? **+550%**

What is my hair porosity? **+350%**

Best low porosity leave-in? **+300%**

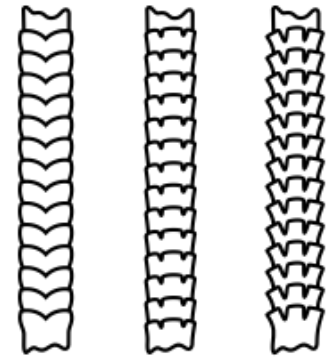
Hair porosity fine hair? **+250%**

Accurate hair porosity test? **+120%**

Source: Google Trends (worldwide, past 12 months)

Heat & Mechanical Styling Accelerates Damage

Heat, brushing & chemical process = raised cuticle (high porosity)



High porosity = split ends, breakage, uneven color deposit, & brittle strands



Everyone Experiences Damage Differently



Brushing



Blow Drying



Straightening



Root Pull Styles



Protective Styles



Color



Just Like Skin, Hair Has Many Layers

The Stronger The Damage Is, The Deeper It Goes



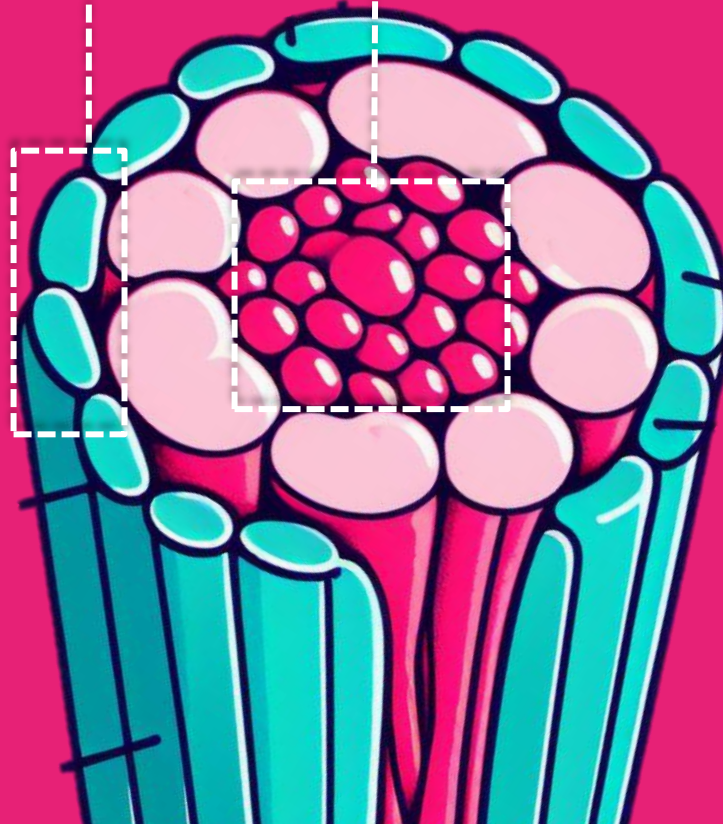
Low damage on Surface Layers

Cuticles That Shield The Hair Structure
Become Lifted & Uneven



Strong Damage in Inner Layers

Bonds That Hold The Hair Together
Are Completely Broken





Instacure

Infused with Liquid Proteins to fill porous strands and repair heat and mechanical damage



new!

Maxed Out On Damage?

Instacure Build-A-Bond

**Billion Bond Care To Fight Damage
& Get Billion Dollar Hair!**

[Citric Acid] To Strengthen Hair From The Inside*
[Squalane] To Soften & Smooth Hair On The Outside

1 Billion Bonds Packed In Every Bottle!



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Instant

Absorption
Serum-Like
Texture**



8X

Stronger
Hair***



83%

Say Their Hair
Feels Revived
After 1 Use****

What's Your Damage Level?

Instacure Anti-Breakage



New! Strengthening Leave-In



Same Base as
Unbreak My Blonde

Now Upgraded
with Liquid Protein!

Medium Damage



Damage Type:

- Appearance of split ends

For the Damaged Diva:

- Who uses heat tools

New! Instacure Build-A-Bond



Mega Damage



Damage Type:

- Severe breakage & crunchy ends

For the Damaged Diva:

- Who lightens hair or receives chemical services
- Extreme mechanical damage

Instacure Lineup



Anti-Breakage Shampoo



Anti-Breakage Conditioner



**Strengthening
Leave-In**



Porosity Filling Spray



**Damaged Hair?
Never Heard Of Her.**

Porosity Filling Spray

60% Less Breakage!*

- ✓ **Fills Porosity, Balances pH**
- ✓ **Visibly Reduces Split Ends**
- ✓ **Infused With Liquid Protein + B5**
- ✓ **Made for All Hair Types**

*When using anti-breakage porosity spray vs. non-conditioning shampoo



Instacure Prima Donna Fragrance

A Sophisticated Floral Rose Bouquet With Bright And Fresh Top Notes Of Ginger And Lemongrass, Rounded Out With Cedarwood And Musky Nuances



Build-A-Bond Lineup



Mighty Bonds Shampoo
for Mega Damaged Hair
\$24.00 Retail | \$48.00 Liter



Mighty Care Conditioner
for Mega Damaged Hair
\$24.00 Retail | \$48.00 Liter



Instant Revival Liquid Mask
for Mega Damaged Hair
\$30.00



Super Sealing Balm
For Mega Damaged Hair
\$25.00



**Hair in Disrepair?
You Need to Act Fast.**

Instant Revival Liquid Mask

1 Billion Bonds in every bottle to Fight Damage!

- ✓ **Instant Absorption**
- ✓ **Serum-Like, Liquid Texture**
- ✓ **Soft, Smooth, Shine & Easy Detangle**
- ✓ **Made for All Hair Types**

[Citric Acid] To Strengthen Hair From The Inside*
[Squalane] To Soften & Smooth Hair On The Outside



Instant Revival 🌟 Liquid Mask Service

5-Minute Nourishing + Strengthening Treatment
to Repair Strength and Protect Lightened Hair

10 Services
per week

\$15
per service

\$7,400+*
revenue per year*



*Assuming stylist purchases 26 bottles; 1 bottle = 20 services

Instant Revival Liquid Mask Service Bundle

5-Minute Nourishing + Strengthening Treatment + Mask & Balm Take-Home Bundle

10 Services
per week

\$65
per service + bundle

\$33,000+*
revenue per year*



*Assuming stylist purchases 26 bottles; 1 bottle = 20 services

Build-A-Bond Beauty Bee Fragrance

Inspired By One of the Iconic Maison Margiela Replica: Under The Trees. Beauty Bee Is A splash of bright sunshine with a twist of lemon.





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