

A collection of Shu Uemura hair care products is displayed on a white, tiered shelf. The products include a tall bottle of shampoo, a pump bottle of conditioner, a jar of overnight serum, a duo-serum bottle, and another bottle of overnight serum. A black, angular graphic overlay is positioned in the center, containing the text 'ultimate reset' in white and 'new! extreme repair overnight serum' in yellow. To the left of the products is a light-colored ceramic bowl with a yellow crackle pattern.

ultimate reset
new! extreme repair
overnight serum

ultimate
reset
extreme
repair
shampoo
very damaged hair
shampooing
réparation
extrême
cheveux très abîmés
300ml/10FL.OZ e

shu uemura
art of hair

repair
conditioner
very damaged hair
soin
réparation
extrême
cheveux très abîmés
250ml/8FL.OZ e

ultimate reset
extreme repair treatment, very damaged hair
masque réparation extrême cheveux très abîmés
200ml/6FL.OZ e

extreme
repair
duo-serum
very damaged hair
duo-sérum
réparation
extrême
cheveux très abîmés
30ml/1.01FL.OZ e

ultimate
reset
extreme
repair
overnight serum
very damaged hair
extreme
repair
overnight serum
very damaged hair
90ml/3.04FL.OZ e

shu uemura
art of hair

our opportunity: maximize our hero pillar



innovation

capitalize on existing clients by
extending their repair routine
with the powerful new night
recovery hiro



resupport

recruit new & existing clients to
shu uemura's #1 collection, with
captivating storytelling & fresh
visuals



the power of **repair**

repair segment continues to be the largest
& the most important in the global hair care market,
and it's still growing

78%

of women have
chemically treated hair

| 80%

of women have
damaged hair



inspired by kintsugi, the japanese art of repairing damage

the japanese art of repairing shattered ceramic
pottery with gold lacquer to create something
more beautiful than before

shu uemura believes that damaged hair is not an
end, but an opportunity to rejuvenate the strength
of hair to make it even more beautiful



introducing a new ultra repairing experience for hair

extended routine

a full repair routine that now extends
into night recovery

new cutting- edge science

fusing powerful ingredients for
deeper repair of the hair fiber

new
ultimate reset
overnight serum

repair your hair's strength
while you sleep

3x smoother*
95% stronger*
95% less breakage*

*vs non-conditioning shampoo



a fusion technology

our tokyo laboratories have balanced
the beneficial properties of rice
extract with the science of peptides

rice extract

sustainably sourced in hyogo,
japan and known to be rich in
vitamins and minerals increasing
hairs moisture and elasticity.

peptides

small proteins that can
easily penetrate the hair
follicle helping to
increase moisture and
restore strength.



ultimate reset

twilight fragrance

an invigorating fruity floral scent with vibrant fruity top notes of orange and peach, combined with a fresh floral jasmine and geranium heart, finishing with a woody musk base of sandalwood, vanilla and musk.

top orange peach orange blossom

heart jasmin ylang geranium

base benzoin tonka bean sandalwood vanilla musk



ultimate reset extreme repair collection

infused with japanese sourced rice extract for stronger, smoother, shinier hair



extreme
repair
shampoo
retail + backbar

\$55

extreme
repair
conditioner
retail + backbar

\$63

extreme
repair
treatment
retail + backbar

\$73

extreme
restoration
duo-serum

\$46

extreme
repair
overnight serum

\$70 | \$42

☀ day



styling & maintenance

a daytime styling leave-on that works to restore hair fibers at the surface-level. provides styling and smoothing effects, controlling frizz for hair with shape memory. apply to damp hair prior to styling

☾ night



fundamental night repair

an overnight leave-on that penetrates deeper layers of the hair fiber to provide intensive care to restore while sleeping

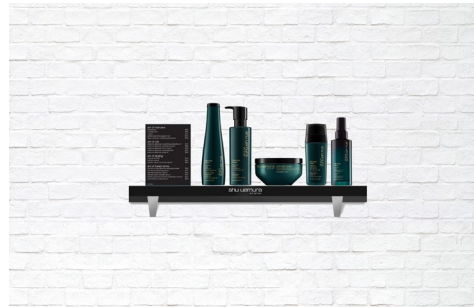
on dry or damp lengths and ends, apply 2-4 pumps for fine hair and 4-6 pumps on medium to thick hair before bed. in the morning proceed to style, no need to rinse. use 2-3 times per week

salon launch support

merchandising



small launch glorifier graphic updates



updated price list with new 1H24 pricing

selling support



*while supplies last

luxe offer

price	value	savings	%	
\$900	\$1,527.00	\$627.00	41%	
material code	quantity	material description	salon cost	
retail			unit	total
E4134600	10	ultimate reset overnight serum 90ml	\$31.50	\$ 315.00
E4134400	6	travel size ultimate reset overnight serum 45ml	\$19.00	\$ 114.00
E2665700	mix & match	ultimate reset shampoo 300ml	\$25.00	-
E2665800		ultimate reset conditioner 250ml	\$28.50	-
E2665900		ultimate reset mask 200ml	\$33.00	-
E2637900		ultimate reset duo serum 30ml	\$21.50	-
receive complimentary:			\$900.00	
backbar			unit	total
E4134600	2	ssp ultimate reset overnight serum 90ml	\$31.50	\$63.00
E2666001	2	ultimate reset shampoo 1 liter	\$48.00	\$96.00
E2666102	2	ultimate reset conditioner 1 liter	\$45.00	\$90.00
samples			unit	total
E3713902	24	ultimate reset shampoo 15ml	\$2.75	\$66.00
E3713801	24	ultimate reset mask 15ml	\$5.50	\$132.00
gwps			unit	total
E4091500	12	shu luxe tote bag	\$10.00	\$120.00
E2058500	12	shu paddle brush	\$5.00	\$60.00
launch material			unit	total
P2777500	1	small glorifier insert + base	-	-
P2777600	1	price list insert	-	-
P2733100	1	test stickers	-	-
			total complimentary: savings:	\$627.00 41%

btq offer

price	value	savings	%
\$600	\$883.50	\$283.50	32%

material code	quantity	material description	salon cost	
retail			unit	total
E4134600	5	ultimate reset overnight serum 90ml	\$31.50	\$157.50
E4134400	3	travel size ultimate reset overnight serum 45ml	\$19.00	\$57.00
E2665700	mix & match	ultimate reset shampoo 300ml	\$25.00	-
E2665800		ultimate reset conditioner 250ml	\$28.50	-
E2665900		ultimate reset mask 200ml	\$33.00	-
E2637900		ultimate reset duo serum 30ml	\$21.50	-
receive complimentary:			\$600.00	
backbar			unit	total
E4134600	1	ssp ultimate reset overnight serum 90ml	\$31.50	\$31.50
E2666001	1	ultimate reset shampoo 1 liter	\$48.00	\$48.00
E2666102	1	ultimate reset conditioner 1 liter	\$45.00	\$45.00
samples			unit	total
E3713902	12	ultimate reset shampoo 15ml	\$2.75	\$33.00
E3713801	12	ultimate reset mask 15ml	\$5.50	\$66.00
gwps			unit	total
E4091500	6	shu luxe tote bag	\$10.00	\$60.00
launch material			unit	total
P2777500	1	small glorifier insert + base	-	-
P2777600	1	price list insert	-	-
P2733100	1	test stickers	-	-
			total complimentary:	\$283.50
			savings:	32%

intro offer

price	value	savings	%
\$215	\$246.00	\$31.50	13%

material code	quantity	material description	salon cost	
retail			unit	total
E4134600	5	ultimate reset overnight serum 90ml	\$31.50	\$157.50
E4134400	3	travel size ultimate reset overnight serum 45ml	\$19.00	\$57.00
receive complimentary:				\$214.50
backbar			unit	total
E4134600	1	ssp ultimate reset overnight serum 90ml	\$31.50	\$31.50
launch material			unit	total
P2777500	1	small glorifier insert	-	-
P2777600	1	price list insert	-	-
P2733100	1	test stickers	-	-
			total complimentary:	\$31.50
			savings:	13%