



Man Power

Details, GQ and sports magazines make a guy more comfortable when he is in your lobby. Go get some today!

First stop - shampoo area... No pink capes! Have a man cape or three set aside for the gents! Hot towels for his face; remind him of the good old fashioned barber feeling. Remember, you are selling a feeling.

On to the styling area... A men's look book - filled with cuts that you are comfortable cutting. Having the book on hand helps in the visual consultations. Are your clips and clippers hot pink too? It freaks guys out! Remember the Clubman Talc? Familiar smells make him feel comfortable in your chair; dust his neck off at the end!

If coloring his hair with Color Man... Think of different applications to do with your color. Do something he can't do at home... Create designs using "C" and "S" shapes - always a winner.

In the retail areaCare Line Man, with its masculine scents and man focused styling options, are the icing on his cake and retail dollars in your pocket!

It's all about being open and creating a guy friendly atmosphere!

~Brent



Care Line Man

Triple X Gel 3+1 FREE



Ultra-strong gel with intense shine
200 ml

Hold Factor: 20

Regular Price: \$8.00

Price for 4: \$24.00

Save 25%



Dennis Gebhart

Keune is excited to welcome Dennis Gebhart to the Keune team as our newest International Artisan. With more than three decades in the world of beauty, Dennis Gebhart is a legend in the hair color industry. A sought after educator, Dennis has traveled the globe sharing his passion for the craft. As co-owner of a Southern California salon, Dennis believes his day-to-day hands-on experience keeps him tuned in to the wants and needs of his fellow stylists.

Coming Soon. . .

Exciting News from Keune Haircosmetics!



KEUNE HAIRCOSMETICS USA, INC.
1440 Lakes Parkway, Suite 500
Lawrenceville, GA 30043
(800) 330-9302
(678) 377-5226
FAX (678) 377-9216
www.keune.com

Pre-Packs

Let Keune help you fill your shelves.

Pre-packaged promotions are available in the following:

	Pre-Pack Price	Salon Value
Tinta Intro	\$59.00	\$70.90
Tinta Sampler	\$392.00	\$488.75
Tinta Concept	\$885.00	\$1134.45
Semi Intro	\$59.00	\$84.95
Semi Sampler	\$332.00	\$421.60
Color Man Sampler	\$70.00	\$77.40
Care Line Sampler	\$270.00	\$350.25
Care Line Concept	\$1060.00	\$1444.35
Care Line Man Sampler	\$60.00	\$72.00
Care Line Man Concept	\$210.00	\$284.85
So Pure Sampler	\$210.00	\$285.55
Blend Sampler	\$185.00	\$210.75
Blend Concept Small	\$500.00	\$653.75
Blend Concept Medium	\$1,000.00	\$1,298.75
Blend Concept Large	\$1,985.00	\$2,707.00

Prices subject to change. Promotion availability limited to quantity on hand. Offer expires February 28, 2011.



January/February 2011

Effective through February 28, 2011



Inside this issue...

Styling tips using **Design Essential** styling products

Roy Peters on Tinta Color

FREE After Color Shampoo Liters with Tinta Color Purchase

NEW



Care Line
Shampoos / Conditioners
Formulated especially for blondes





A lifetime of dedication to the salon professional...Keune Haircosmetics' mission for 88 years. What that means to you is products that perform, programs and promotions to help you grow your business, highest quality education offered locally and nationally, and the guarantee that Keune products won't be sold in the drug store, discount store, department store or grocery store.

I take this opportunity to personally thank our loyal clients for their support and welcome our new clients to the Keune family. Speaking of family, did you know that Keune is family owned and operated? George Keune, Sr. and George Keune, Jr. play vital roles in the daily operation of the international company. This means that decisions are made that uphold the mission statement.

We have some exciting things happening at Keune in 2011 and I invite you to be part of that excitement. You will see many new products and an education experience that will be hard to pass up. We are making two journeys to the International Headquarters this year, May and August, with stylists who want to experience the manufacturing facility and training in the Keune studio in Soest.

We have added highly qualified industry professionals to our already successful artistic team. We will be presenting Keune across North America at distributor and trade shows. Check the schedule each month to find a location near you to witness the Keune experience!

I am excited to tell you that the new products this month are part of our highly sought after Care Line. Blondes are always "having fun" and always need a little extra special attention! Care Line Blondes are just the answer. Golden Blonde Shampoo and Conditioner and Platinum Blonde Shampoo and Conditioner will add delicate pigment and shine to keep the blonde shades looking like they just stepped out of your salon. These products make a perfect retail "must" for all your blonde clients.

I wish everyone a happy and highly successful 2011! It has the making of a great year at Keune and I hope for you as well!

Nancy

KEUNE
THE ART OF HAIR DESIGN

New Care Line

- Introducing new Care Line Shampoo and Conditioner specially formulated for blonde hair. Contains **Blonde Shine Complex** – a combination of delicate pigments coupled with vibrancy enhancers.
- Golden Blonde Shampoo & Conditioner For warm blondes – removes unwanted dullness from golden and beige blondes
- Platinum Blonde Shampoo & Conditioner For cool blondes – neutralizes unwanted yellow or brassy tones

25% OFF

	
Shampoo – 250 ml Regular Price: \$9.25 Promotion Price: \$6.94	Conditioner – 200 ml Regular Price: \$9.75 Promotion Price: \$7.31

CARE LINE



The Peters Principle Words from Roy

Many salon professionals today are searching for a haircolor and care brand that isn't found in OTC stores. Keune is that brand and a whole lot more.

First, artistic convenience – 98 gorgeous shades pre-mixed for unlimited options.

Second, client satisfaction – superior on-target grey coverage with the added bonus of LP300 that protects the structure of the hair and keeps the color from fading. Silk protein provides shine that lasts and lasts.

I promise both you and your clients are "gonna love it"!

Don't miss this opportunity to stock your dispensary with Tinta Color today and get a liter of After Color Shampoo FREE.

Where to find Roy:

- | | |
|-------------|---|
| March 5-6 | Champion Beauty Supply
Ft. Walton Beach, Florida
(800) 676-2563 |
| March 13-14 | America's Beauty Show
Chicago, Illinois
(800) 330-9302 |
| April 3-4 | Next Step Salon Consultants
(800) 818-3173 |
| April 9-11 | Twin State Salon Supply
(800) 344-5660 |
| April 16-17 | Premier Beauty Supply
(800) 722-6242 |

Contact the toll free numbers shown for details or to purchase tickets.

FREE Tinta Color After Color Shampoo pH4
professional use only



Tinta Color After Color Shampoo Liter

- Purchase 24 tubes Tinta Color Receive free liter After Color Shampoo pH4
- Shampoo hair with After Color Shampoo pH4 immediately following any Keune color service
- Vitamin E stops oxidation process
- Natural citric acid closes cuticle

Regular Price: \$158.30
Promotion Price: \$142.80

25% OFF NEW Tinta Color Swatch Charts

- 98 beautiful shades
- Quick reference chart



- Point Program members Level One and higher each received a free swatch chart – compliments of Keune. Not a Point member? Ask your sales consultant to sign you up or call (800) 330-9302.

Regular Price: \$53.00
Promotion Price: \$39.75



Brent Hardgrave



Gareth Palmer

Essential Styling Tips

International Artisans Gareth Palmer and Brent Hardgrave offer up tips for using some of the products in the Design Essential styling line.

Gareth guarantees - combine Brilliantine Gel with Curl Cream (from Design Volume) to create soft hold and high shine. An excellent cocktail for excessively frizzy curl, wonderful to tame texture and control curl. Awesome "touchability" with great curl memory.

Brent advises - Brilliantine Gel is the ideal companion for set styles – perfect for "Mad Men" finger waves – not just for passing the state boards anymore!


Gareth thinks - apply Sculpting Lotion to entire head and spray Salt Mist (from Design Volume) to rounds of the head and above. Gives a great smooth result on the hair underneath and adds extra hold and texture above the rounds.

Brent suggests - Apply Sculpting Lotion to damp hair before styling to help hair hold heat set.

Gareth says - Apply Sculpting Lotion liberally to damp hair. Spray Graphic Hairspray (from Design Fix) to any section while drying where more hold or volume is desired.

Brent knows – Ultra Forte Gel adds subtle strength that provides stunning results. Protects hair from heat and UV damage. Use on styles that need swing and flexibility. You can count on the soft but stable hold to keep the bounce all day.

Look for the symbol

- Products with a  protect the hair during styling with blow dryer, curling and straightening iron.

- In the Design Essential Line Sculpting Lotion contains this added protection.

Design Essentials 3+1 FREE



- Brillantine Gel**
- 100 ml
 - Hold Factor: 2
 - Shine Factor: 9

Regular Price: \$8.95
Price for 4: \$26.85



- Sculpting Lotion**
- 250 ml
 - Hold Factor: 5
 - Shine Factor: 6

Regular Price: \$8.25
Price for 4: \$24.75



- Ultra Forte Gel**
- 200 ml
 - Hold Factor: 8
 - Shine Factor: 8

Regular Price: \$7.95
Price for 4: \$23.85



- Extreme Forte Gel**
- 200 ml
 - Hold Factor: 10
 - Shine Factor: 9

Regular Price: \$7.95
Price for 4: \$23.85