



ColorProof
EVOLVED COLOR CARE

STRENGTH.
RESILIENCE.
SELF-HEALING.

*From the heart of Africa, ColorProof
unveils the next generation, super
ingredient breakthrough.*

DISCOVER THE

Most Potent,

*Hair is reborn, revitalized
and full of new life.*

510% Greater damage recovery

350% Greater smoothness and frizz control

375% Greater strength

190% Greater elasticity

Astonishing resilience and health

Maximum color and heat protection

delivered to your hair in a single use.



BAOBABTM

Heal & Repair

STRENGTH. RESILIENCE. SELF-HEALING.

Life-Giving Nutrition

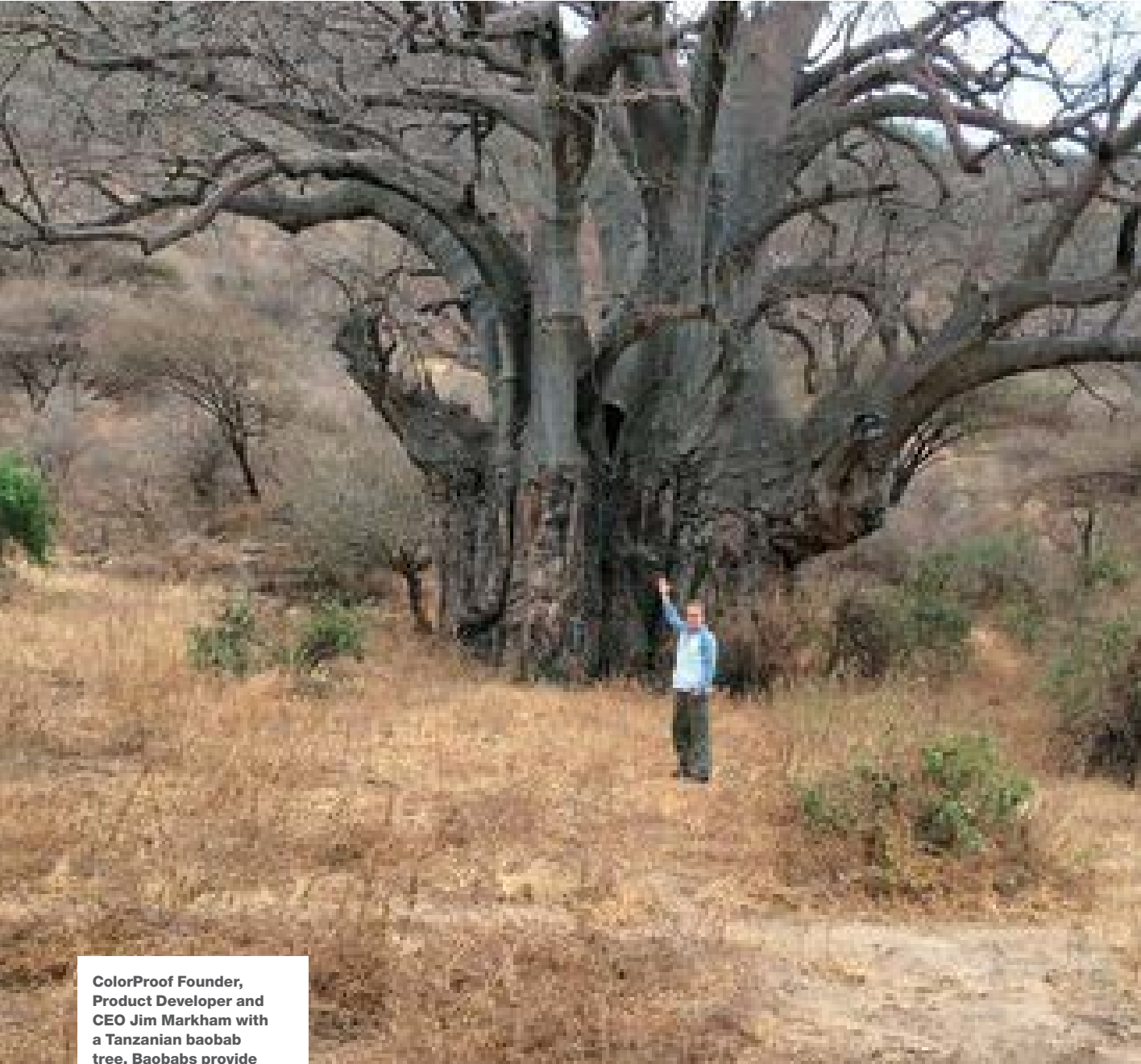
ON EARTH



OUT OF AFRICA



ColorProof Founder, Product Developer and CEO Jim Markham recalls the journey that led to the brand's latest breakthrough.



ColorProof Founder, Product Developer and CEO Jim Markham with a Tanzanian baobab tree. Baobabs provide the key ingredient in the company's newest super-luxury colorcare system.

GREETINGS FROM AFRICA!

"Discovering exceptional products that dramatically transform the quality of hair is my passion. In my entire career, I've never seen anything quite as remarkable as the baobab super fruit, born from the legendary 'Tree of Life.' It's the kind of ingredient that comes along once in a lifetime—the most nutrient-dense, raw whole food on the planet. Now it's the strengthening and healing force behind **Baobab Heal & Repair**.

"For centuries, **Africans have used the therapeutic and sacred powers of the baobab tree for the healing of all living things.** The tree stands as a symbol of strength for Africa. It survives for thousands of years in the harshest conditions, yet produces the most nutritious fruit conceivable. In arid months it even provides a nation of people and its wildlife essential life-giving water.

"For the first time in luxury colorcare, we have harnessed the exquisite curative and hydrating properties of the baobab super fruit and combined it with our revolutionary ingredient technology to ignite the most advanced and ultra-luxurious formulas ever created. So powerful, they deliver strength, resilience and astonishing health to your hair in a single use. Hair is reborn, revitalized and full of new life with maximum color and heat protection.

"And the extraordinary healing properties of the baobab extend even further. **Harvested by women's co-ops,** the business is having a social impact on African women's financial independence. With money in their pockets they can provide for their families for the first time ever and are learning their role as artisan businesswomen.

"The baobab has provided so much for so many, and continues to do so. Now we're inviting stylists to join with us to grow our global community of conscious consumers and help us empower women in Africa: doing good, feeling good and looking good while making a meaningful impact."

Jim Markham

**Founder/Product Developer/CEO
ColorProof Evolved Color Care**



INNER STRENGTH

The extract from the super fruit of the baobab tree is just one component of the complex technology behind ColorProof's newest offering.

AS A MEMBER OF the Society of Cosmetic Chemists and the World Perfumery Congress—and a veteran of 40-plus years in product development for the beauty industry—Jim Markham is no stranger to the lab. But even he was surprised when he discovered the baobab super fruit and began examining its restorative properties for color-treated hair. “In its native Africa, baobab is legendary,” says Markham. “It’s a miraculous healing ingredient not only for the body but also for optimal hair health.”

The company’s new Baobab Heal & Repair system, launched in March 2015, is the first U.S. super-luxury colorcare product to use baobab seed oil to repair and revitalize damaged hair. “Rich in antioxidants, amino acids, omega fatty acids, vitamins A, D and E, baobab seed oil has all the essential nutrients to fortify hair, boost collagen, restore elasticity, and repair damaged cells while preventing future damage,” says Markham. He

adds that baobab also boasts natural UV filters which protect hair health and haircolor, even in intense heat.

Since 2011, ColorProof has introduced a series of revolutionary new formulas and complex technologies to the professional beauty industry. Many of these technologies are used in combination with baobab seed extract to make up the Baobab Power Complex. “Ingredients were chosen for performance first—for their ability to enhance and supplement the restorative powers of the baobab extract that’s at the heart of these products,” says Markham. Some are botanically-based, including keravis, a powerful protein derived from potatoes that strengthens hair from within while delivering extraordinary detangling and conditioning, according to Markham. “Baobab Heal & Repair also uses a revolutionary

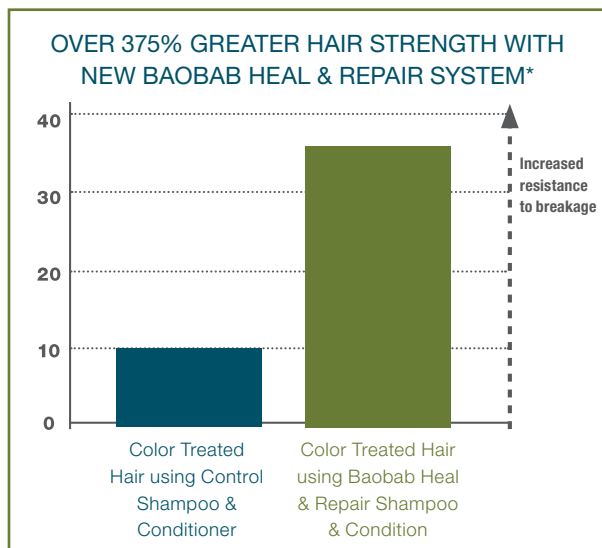


FROM LEFT: Before and after photos show dramatic improvements in smoothness, shine and health with Baobab Heal & Repair.*

soybean protein that instantly smoothes hair’s cuticle while increasing elasticity and tensile strength from the inside out,” he explains. “Rare essential oils, including camellia, abyssinian and grape seed, deliver dramatic moisturizing, smoothing and softening, while rebalancing damaged hair.”

Some of the technologies working in conjunction with the botanicals will be familiar to fans of the brand. For instance, the use of nano technology imparts extraordinary slip, root-to-tip smoothness and brilliant shine while erasing signs of damage and prolonging color life. The system also utilized the company’s trademarked Advanced Color Last System, a powerful combination of patented Chromaveil and Heliogenol which provides unsurpassed UVA/UVB color and heat protection.

ColorProof has been built on a commitment to protecting haircolor from start through finish, and Markham says the new products are no exception. Like all ColorProof products, the new system is developed exclusively for color-treated hair and is sulfate-, gluten- and salt-free and 100 percent vegan. Says Markham, “It’s a colorist’s dream come true!”



*Results based on ingredient manufacturer testing. Photos and results are approximate. Actual results may vary.

■ *camellia flower*



■ *potatoes*



■ *grape seed oil*



POWERED BY NATURE

ColorProof's new Baobab
Heal & Repair Shampoo
and Condition are powered
by botanicals for restoration
and maximum color and
heat protection.



■ *baobab seed*



■ *abyssinian oil*



■ *soybeans*



ROOT CAUSE

The story of the baobab, the source of a new system by ColorProof, is one of strength, resilience and self-healing.



THE KEY INGREDIENT IN ColorProof's newest system, Baobab Heal & Repair, may be new to American consumers, but in its native Africa, its reputation as a source of health and restoration is as old as history. "For centuries, Africans have used the curative powers of the baobab tree to heal the body inside and out," says ColorProof Founder, Product Developer and CEO Jim Markham.

In its natural habitat the *Adansonia digitata*, or baobab, succeeds where little else can: in hot, dry woodlands and in the parts of the African grasslands that receive the lowest rainfall. "Despite living in such a harsh environment, its fruit is loaded with the most potent and life-giving nutrition on earth," says Markham. "Baobab fruit has six times more vitamin C than oranges, six times more antioxidants than blueberries and six times more potassium than bananas. It also has twice the calcium of milk and 66 percent more iron than spinach." The pale powder that covers the seeds inside the fruit tastes sharp and tangy. Added to food, it's said to help fight fevers and settle the stomach in addition

to providing life-giving nutrients. "Its curative powers are so profound that baobab is an African mother's version of chicken soup," says Markham. Baobab leaves are eaten fresh or dried, milled and sieved to make a powder that's used to flavor drinks and sauces, and its seeds are used to thicken soups, or roasted and eaten as snacks.

The trees can live up to 3,000 years, resisting not just drought, but fire, parasites and regular stripping of its bark by elephants and other wildlife that depend upon the baobab for hydration. "The elephant burrows deep into the thick, corky, fire-resistant trunk to drink some of its life-giving water," Markham says. "Up to five tons of water can be contained by one tree during the arid months. That's one reason it's called the 'tree of life.'"

Hydration is key to the performance of ColorProof's new line, which rolls out to salons in March 2015. "Just like the healing properties of the baobab, the ingredients and technologies in Baobab Heal & Repair help hair to restructure and heal itself," says Markham.

DYNAMIC DUO

A first look at ColorProof's new super-luxury haircare formulas, Baobab Heal & Repair Shampoo and Condition

COLORPROOF EVOLVED COLOR CARE, the company best known for its color-preserving sulfate- and salt-free haircare products, recently rolled out two new products to salons: Baobab Heal & Repair Shampoo and Condition. Both formulas were developed exclusively to treat and restore damaged, color-treated hair.

"For the very first time in luxury beauty, we at ColorProof have utilized the exquisite curative and hydrating properties of the baobab super fruit seed oil and combined it with our revolutionary ingredient technology to ignite the most advanced and ultra-luxurious formulas we've ever created," says Founder, Product Developer and CEO Jim Markham.

"As with all of our shampoos, Baobab Heal & Repair Shampoo provides an ultra-rich lather that rinses clean. It has great reparative, moisturizing, de-frizzing and color protecting-properties," says Markham. The formula includes the Baobab Power Complex, which combines baobab extract with soy bean lipids and keravis, a strengthening protein, along with other next-generation ingredients. "Baobab Heal & Repair Shampoo provides an unsurpassed benefit to

the hair; rejuvenating it to its most youthful, healthiest condition ever," says Markham.

Baobab Heal & Repair Condition is designed to deliver deep conditioning and added moisture in an ultra-reparative formula that instantly revitalizes dull, stressed strands and keeps color vibrant. "These two

formulas are the most luxurious, potent formulas in our lineup," says Markham.

Both shampoo and conditioner are available in 2 ounce, 8.5 ounce and

New ColorProof Baobab Heal & Repair Shampoo and Condition are available in 8.5 ounce and 25.4 ounce sizes. The company also offers sample packettes to encourage client trials.

25.4 ounce sizes. The opulent green tea latte-colored bottles, designed to stand out on retail shelves, includes an embossed baobab tree on each package.

The company will facilitate client sampling by making packettes available to salons with the roll-out of the products. "Suggested retail pricing is premium, as befitting these outstanding formulas," says Markham, who adds that ColorProof will offer special introductory deals to encourage salons to easily sell-through the system, use it on the back bar and sample it to clients. colorproof.com



“**For the very first time in luxury beauty, we at ColorProof have utilized the exquisite curative and hydrating properties of the baobab super fruit seed oil.**”

EMPOWERING WOMEN

New ColorProof Baobab Heal & Repair helps strengthen lives as well as hair.

WHEN HE CONCEIVED ColorProof's newest haircare system, Baobab Heal & Repair, Founder, Product Developer and CEO Jim Markham says he never thought his company would also be fueling social change half a world away.

ColorProof sources the key ingredient in the new formulas from an ingredient supplier who works with women's cooperatives in remote, rural African communities to harvest and collect baobab fruit. Markham says the new business is having a social impact on African women's financial independence.

"With money in their pockets they can provide better food and healthcare for their families or send their children to school with fresh uniforms," he says. "They have bank accounts and are saving for the first time in their lives. These women are also learning the challenges and rewards inherent in running an artisan business."

The co-op ColorProof works with employs the women, paying them directly. In addition to providing an ongoing living for these local women, they also have a program that supports local preschools.

Markham adds that the baobab sourced for his product is collected and processed using sustainable harvesting. The eco-conscious farming and harvesting programs include annual baobab planting, education and fruit collection which does not damage the trees. "Every tree is community-owned and wild-harvested," Markham adds. "When you buy Baobab Heal & Repair you are making a positive impact for women and for the earth."



FROM TOP: The key ingredient in ColorProof's newest products comes from African baobab trees; company programs support African preschools; women's co-ops harvest the baobab, providing new economic opportunities; access to healthcare is one by-product of women's empowerment.

FULL CIRCLE

ColorProof Founders Cheryl and Jim Markham discuss with American Salon Contributing Editor Karen Ford the recurring role of service in their careers.

Karen Ford: ColorProof is headed into its fourth year now: How are things going?

Jim Markham: Terrific! We're growing really fast, really well. We've got great distributors, a great set of products, good education and an excellent team. Our team continues to grow and we're always on the lookout for new talent. It's been a great ride so far.

KF: Tell me about the trip to Africa, where you saw the baobab tree for the first time.

JM: We planned to go to Africa on a safari, however after hearing about baobab and witnessing its truly remarkable performance when tested in our formulas, we made it our priority to see firsthand its origins. We were amazed to see the significance that the "tree of life" has for African people and how it is a symbol of strength and resilience. Seeing the tree up close, and knowing how the baobab super fruit performs, really completed an important circle for us.

We also learned that it's harvested by a co-op of African women who are able to use baobab as a way to provide for their families. It was really intriguing to learn how it helps so many people and animals survive.

KF: That empowerment of women is a continuation of the kind of philanthropy you have always been known for, both as a couple and in conjunction with the companies you've run.

Cheryl Markham: For as long as I can remember we have been interested in helping and empowering women. One of the first charities we supported was the Fred Jordan Mission in Los Angeles, which has been helping homeless men and women for more than 60 years. We've partnered with them multiple times by donating products, funds and clothing for their job makeover events.

In addition, we've been longtime supporters of charities that advocate for women's health, like City of Hope, which leads in cancer and diabetes research and treatment. Having grown up in Los Angeles, my best friend Kerry and I would volunteer at City of Hope. It



Jim and Cheryl Markham in Tanzania

wasn't until she was diagnosed with ovarian cancer and treated there that Jim and I made a conscious decision to provide our ongoing support in any way we could. City of Hope treats those who need treatment most and we're proud to be beneficiaries of this amazing institution.

KF: In addition to the Baobab Power Complex there are other ingredients in the Baobab Heal & Repair line that I haven't seen elsewhere. For instance, tell me about keravis.

JM: Keravis is a superior protein that is derived from potatoes. When used at the right levels, keravis is extremely effective in repairing, strengthening and restoring hair. It's actually been around a long time.

Ingredients like keravis are available to anybody, though they tend to be expensive. It's just a question of who's willing to invest in using them at therapeutic levels and in combination with other superior ingredients to obtain maximum performance. Using less than therapeutic levels will result in only an average performing product.

KF: But your approach to product development isn't like everyone else's.

JM: Our products are developed by performance first and price last. If you do it any other way you'll end up cutting costs and corners, resulting in a mediocre product. We're not limited by the cost of goods as many manufacturers are. We work closely with our ingredient suppliers to pick the very best ingredients available to achieve maximum performance. The proof is in the results.

KF: Where does Baobab Heal & Repair fit into the ColorProof pantheon?

JM: Everything we make is luxury, with Baobab Heal & Repair being super luxury. It is the ultimate reparative system to strengthen and heal, while returning hair to its most youthful condition. The more damaged your hair is the more astounding the results.



ColorProof
EVOLVED COLOR CARE

NOT ALL SULFATE-FREE SHAMPOOS ARE CREATED EQUAL.

THE SIMPLE TRUTH IS THAT SULFATE-FREE DOESN'T MEAN YOU'RE GETTING ALL THE COLOR PROTECTION YOU NEED. WE USE THE MOST POTENT, TECHNOLOGICALLY ADVANCED COLOR PROTECTION INGREDIENTS IN EVERY PRODUCT IN OUR LINE.

NEVER SETTLE FOR MEDIOCRITY. HERE'S AN INVITATION TO EXTRAORDINARY.



3 YEARS IN A ROW!

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