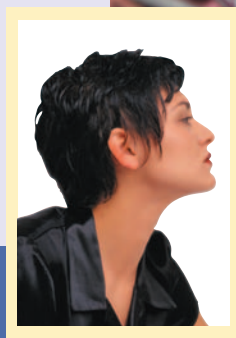


—ADVANCED— **EXPRESSIONS™**

Shampoos, Conditioners
 & Styling Aids

The Patent-Pending Hair-Care System that Delivers the Power of Expression

Experience the power of *Advanced Expressions*—a revolutionary hair-care line that gives you a salon look... without going to the salon. Designed with the exclusive *XPS Complex*, each *Advanced Expressions* formula is engineered to energize your hair with healthy-looking shine, bounce and manageability... empowering you with a whole new way to express yourself.



Patent-Pending Formula!

Advanced Expressions is the first and only hair-care system to

contain the patent-pending *XPS Complex*. This revolutionary complex contains more nourishing ingredients, more breakthrough UV protectors and more state-of-the-art styling elements than the leading salon-quality brands—delivering the power of expression!

Exceeds the Competition

- With more nourishing vitamins, essential oils and natural extracts than any other top selling salon brand, *Advanced Expressions'* one-of-a-kind formula rebuilds, moisturizes and softens your hair—naturally.

Unparalleled Protection

- Locking in your hair's color and vibrancy, *Advanced Expressions* delivers the maximum sun protection available. Most salon brands have no UV protectors— and none have four cutting-edge UV protectors like *Advanced Expressions!*

Styling Flexibility

- Dual heat-activated styling elements turn blow dryer heat into a styling ally— giving you flexible control following blow drying while making your hair thrive with new-found style.

Before you book a salon appointment, *create* the hairstyle that expresses who you are with *Advanced Expressions*. Salon-tested, laboratory-tested and consumer preferred, *Advanced Expressions*' patent-pending line includes three highly concentrated shampoos, three conditioners, a weekly hair rebuilding treatment, two styling gels, two styling sprays and a styling foam. With *Advanced Expressions*, your styling options are endless—empowering you with a salon-quality look... without going to the salon!

A FORMULA SO ADVANCED—IT'S PATENT PENDING

A team of leading scientists and years of research went into creating the breakthrough formula of *Advanced Expressions*. Scientists took the best nourishing vitamins and natural extracts and combined them with cutting edge UV protectors and styling elements.

While the science behind *Advanced Expressions* is truly impressive, the styling benefits you receive are even more remarkable. Numbering 13 products strong, this flexible hair-care system has the perfect combination of products to help you get the hairstyle that expresses who you are.



A FLEXIBLE SYSTEM

Why can't you get this kind of versatility from other salon-quality brands? Other hair-care systems include only one or two general-purpose shampoos and conditioners—and then rely on their styling aids to give you the look you're after. With *Advanced Expressions*, however, you can easily mix and match shampoos, conditioners and styling aids to achieve the salon-look you want, without damaging your hair.

3 STEPS TO A SALON LOOK

With *Advanced Expressions*, healthy-looking hair is obtained with each step in your routine.

- 1. Cleansing.** 15 nourishing ingredients in three hair-specific shampoos add balance, volume and moisture while giving hair a superior clean.
- 2. Conditioning.** The Lipid Replenishing System in four specialized conditioners enrich your hair—making tangles, flyaways and “bad hair days” a thing of the past!
- 3. Styling.** Heat-activated styling elements in and natural and maximum hold styling aids complete your look... without a lot of heaviness or unhealthy buildup.

Advanced Expressions carefully balances the salon style you desire with your hair's needs—enabling you to create a unique, powerful expression... right in your own home!

ADVANCED EXPRESSIONS: EVERYTHING YOU NEED TO EXPRESS YOURSELF

YOUR HAIR'S NEEDS	SHAMPOOS	CONDITIONERS	STYLING AIDS
Balanced Cleansing: Normal Hair	Normalizing Shampoo	Normalizing Conditioner	
Gentle Cleansing: Dry, Colored or Permed Hair	Moisturizing Shampoo	Moisturizing Conditioner	
Deep Cleansing: Fine, Limp or Oily Hair	Volumizing Shampoo	Volumizing Conditioner	
Weekly Rebuilding and Fortifying: All Hair Types		Rebuilding Conditioner	
Natural Hold (Light-to-Medium)			
Maximum Hold (Medium-to-Heavy)			Styling Gel Styling Spray Styling Foam
			Styling Gel Styling Spray

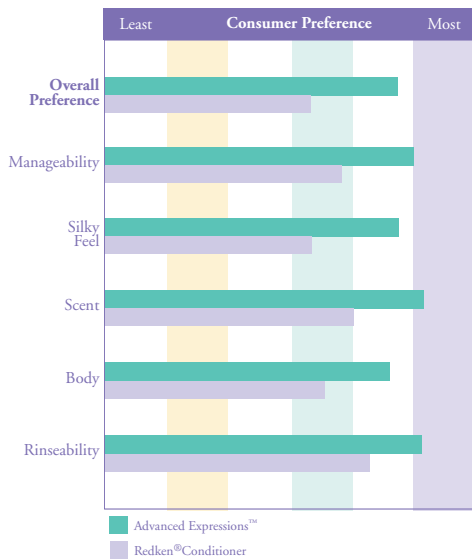
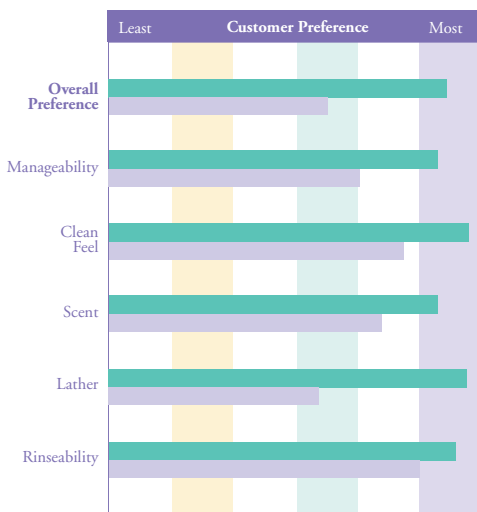
ADVANCED EXPRESSIONS: SALON-TESTED, LABORATORY-TESTED AND CONSUMER PREFERRED!

Hundreds of hours of research time were spent in the salon, in the lab and with consumers to develop the most advanced hair-care line available.

Consumers Agree: From the scent, to the lather, to the manageability, *Advanced Expressions* shampoos and conditioners beat Paul Mitchell® and Redken® in blind-testing.

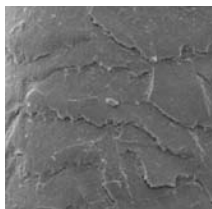
“I’ve been a professional stylist for 21 years. I blind-tested the Advanced Expressions shampoos and conditioners at our salon against Paul Mitchell. And my customers picked Advanced Expressions every time!”

— Sandy Brinton, Salon Stylist

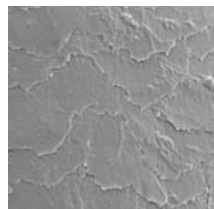


Laboratory Tests Show:

Advanced Expressions Normalizing, Moisturizing and Volumizing conditioners reduce rough visible damage to your hair cuticles—helping strengthen your hair while reducing tangling.



Magnified Hair Shaft BEFORE Using *Advanced Expressions*



Magnified Hair Shaft AFTER Using *Advanced Expressions*

Dare to Compare ...

Advanced Expressions with the patent-pending *XPS Complex* exceeds the competition in the sheer number of nourishing ingredients it contains. Other salon-quality brands don't even come close!

Ingredient	Function	Advanced Expressions™	Biologie™	Paul Mitchell®	Nexus®
Provitamin B	Moisturizes, strengthens and reduces the formation of split ends.	✗	✗	✗	✗
Vitamin E	Moisturizes and enhances smoothness of scalp.	✗			
4 UV Protectors	Preserve hair color.	✗			
Style Elements	Provide styling flexibility.	✗			
Heat-Activated Phytantriol	Enhances the deposition of provitamin B on hair while protecting against heat styling damage.	✗			
Lipid Replenishing System	Replenishes essential hair lipids, repairs surface damage, and adds smoothness and shine.	✗			
Wheat Germ Protein	Adheres to damaged hair, improving shine, strength and elasticity.	✗	✗	✗	
Rosemary Extract	Adds sheen to hair.	✗		✗	
Witch Hazel Extract	Energizes and invigorates the scalp.	✗			✗
Honey	Moisturizes hair, penetrating the shaft and helping to repair split ends.	✗			
Grapeskin Extract	Pharmaceutical-quality extract which provides free-radical scavenging properties.	✗			

Product names are trademarks or registered trademarks of their respective companies.



THE XPS COMPLEX: PUTTING THE “ADVANCED” IN *ADVANCED EXPRESSIONS*

Luckily, you don't have to sacrifice your hair's health to get a salon look that expresses your style! Each *Advanced Expressions* product contains the exclusive *XPS Complex*—to give you virtually any look you want. From the shampoos to the styling aids, each *Advanced Expressions* product **exceeds the competition** with more nourishing nutrients, **protects** and preserves hair color and luster with breakthrough UV protectors, and **styles** your hair with heat-activated style elements.

Ultimately, it's the *XPS Complex* that gives you the style you want... without visiting the salon!

EXCEEDING THE COMPETITION WITH MORE NOURISHING NUTRIENTS

The *XPS Complex* in each *Advanced Expressions* shampoo and conditioner contains **at least 15 nourishing vitamins, essential oils and natural extracts** to rebuild, strengthen and moisturize your hair—while keeping it soft, healthy-looking and shiny. The **exclusive Lipid Replenishing System** restores essential oils that are naturally present in your hair... further fortifying, repairing and improving the look and feel of your hair. *Advanced Expressions* styling gels, sprays and foam contain **at least 8 healthy ingredients** to add body, protection and control. The result? Healthy-looking, manageable hair that fits your style.



The Benefits of *Advanced Expressions*

- Exclusive, patent-pending formula with the *XPS Complex*
- Laboratory-tested, salon-tested and consumer preferred
- Contains 4 cutting edge UV protectors
- Only hair-care line with the unique Lipid Replenishing System
- Contains dual heat-activated styling elements

UNPARALLELED PROTECTION AGAINST THE SUN

You know about protecting your skin from the damaging effects of the sun, but what about protecting your hair? UV rays break down the proteins in your hair which give it its color. According to Dr. Arthur P. Bertolino, Director of Hair Consultation at New York University Medical Center, “The sun's rays trigger chemical changes in the hair fiber, leaving it dry, dull and brittle.”

While most salon-quality hair-care lines may contain only 1 (or at best 2) UV protector, the *XPS Complex* in each *Advanced Expressions* product contains **4 cutting edge UV protectors!** These exclusive ingredients care for and preserve hair color and shine... helping defend your hair against the sun and environmental damage. Your color will stay truer, longer—regardless of whether it's your natural color or a color treatment.

STYLING FLEXIBILITY WITH HEAT-ACTIVATED PROTECTION

During the day you may want your hair polished and professional. That night, you might desire a more relaxed and casual style. The *XPS Complex* leaves your styling options open with **dual heat-activated styling elements—including phytantriol**. Brought to life by your blow dryer or curling iron, phytantriol minimizes heat styling damage while maximizing styling performance. Now, instead of heat breaking down the strength of your hair and causing split ends, it will activate a protective shield... making your hair less susceptible to breakage while thriving with new-found style.

A SUPERIOR VALUE

You can't find a better value than *Advanced Expressions*. No other salon-brand gives you the same amount of vitamins and nutrients, maximum UV protection and heat-activated styling elements than each highly concentrated *Advanced Expressions* formula.

Salon-Quality Products For Less Per Ounce!

Brand	Price/Oz.*
Sebastian® Laminates Conditioner	\$14.95/8.5 \$1.76 oz
Nexxus® Moisturizing Shampoo	\$10.00/10.1 \$1.00 oz
Alterna® Hemp Seed Hydrating Shampoo	\$14.99/16.9 89¢ oz
Advanced Expressions™ Normalizing Volumizing Moisturizing Shampoos and Conditioners	\$7.99/10 80¢ oz

*Prices are based on Robyn Todd Beauty Supply and hairmedic.com pricing and are shown in U.S. dollars. (Canadian prices will vary.) Product names are trademarks or registered trademarks of their respective companies.

ADVANCED EXPRESSION IS PATENTED.
U.S. PATENT NUMBERS: 6740317 & 6620410.

THE SALON LOOK YOU WANT... WITHOUT STEPPING IN A SALON!

Simply select your desired style from the chart below, find your hair type and then use the products listed. It's that easy!

Your Desired Style	Your Hair Type		
	<i>The Advanced Expressions Products You Need to Express Yourself</i>		
	Fine, Limp or Oily	Normal, Balanced	Dry, Permed or Colored
 <p>NATURAL</p>	<ul style="list-style-type: none"> • Volumizing Shampoo • Normalizing Conditioner • Natural Hold Gel • Natural Hold Styling Spray • Styling Foam 	<ul style="list-style-type: none"> • Moisturizing Shampoo • Moisturizing Conditioner • Styling Foam • Natural Hold Styling Spray 	<ul style="list-style-type: none"> • Moisturizing Shampoo • Normalizing Conditioner • Styling Foam • Natural Hold Styling Spray
 <p>CONTROLLED</p>	<ul style="list-style-type: none"> • Normalizing Shampoo • Moisturizing Conditioner • Maximum Hold Gel • Maximum Hold Styling Spray 	<ul style="list-style-type: none"> • Moisturizing Shampoo • Moisturizing Conditioner • Maximum Hold Gel • Natural Hold Styling Spray 	<ul style="list-style-type: none"> • Normalizing Shampoo • Moisturizing Conditioner • Natural Hold Gel • Natural Hold Styling Spray
 <p>EXTRA BODY</p>	<ul style="list-style-type: none"> • Volumizing Shampoo • Volumizing Conditioner • Styling Foam • Maximum Hold Styling Spray 	<ul style="list-style-type: none"> • Moisturizing Shampoo • Moisturizing Conditioner • Maximum Hold Gel • Maximum Hold Styling Spray 	<ul style="list-style-type: none"> • Volumizing Shampoo • Volumizing Conditioner • Styling Foam • Maximum Hold Gel • Maximum Hold Styling Spray



With *Advanced Expressions*, you no longer have to settle for just cleansing, conditioning and styling. From the creamy shampoos to the superior styling aids, all *Advanced Expressions* products are scientifically designed to work together—a synergistic system that delivers the power of expression.

