

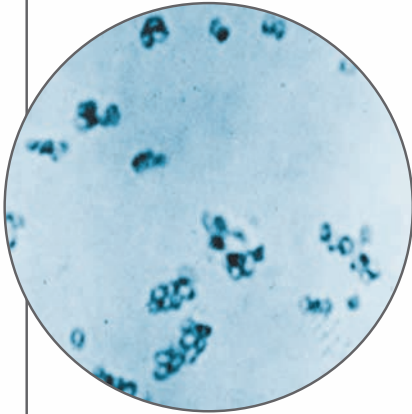
# get real!

Diversion is the ugly side of the beauty industry. The professional salon products sold in grocery stores, drug stores or on the Internet are black market, counterfeit or tampered with. Please call 1-888-398-8884 to report diverted product.

## get the real deal... not a bogus steal.

The only way to guarantee authenticity is to buy Paul Mitchell at a professional hair salon.

# 1



## ewwww!

Independent tests of counterfeit product found dangerously high levels of bacteria and other impurities that can make you sick.

# 2

## anatomy of diverted product

### why pay more?

Diverted product in discount, drug or grocery chains usually costs more than the real thing.

### stop bad hair days

A leading cause of bad hair days is using the wrong hair care products. Ask your hairdresser about the products you need to make hair look and perform its best.

### spread the word

Tell your friends about the risks of buying professional products anywhere but at a salon.

# 3 4 5

