

INTRODUCING AQUANET SILVER BEAUTY

Celebrate, don't cover, your hair's natural beauty.



A woman's hair naturally turns gray as she ages, with over 85% of women ages 35 or older reporting having some gray, adding up to a population of over 50 million women. Over a quarter of women in this age group describe their hair as having lots of gray (25% or more gray hair).*

Gray hair can be dry and wiry, unmanageable and dull, forcing a person to turn to hair color. But, with the proper care, gray hair can be soft and sleek, naturally reflecting light for an elegant, striking look.

AquaNet introduces Silver Beauty daily hair care products, specially designed to address the needs of graying hair. The advanced formulas have a unique blend of hydrators to improve manageability and tame fly-away grays, restoring softness to the entire head of hair. An exclusive mix of subtle color enhancers tone down yellowness, turning partial grays into beautiful natural highlights.

The result? Soft, beautiful hair that celebrates, not covers, its natural beauty.

"AquaNet Hairsprays have long been the first choice of women to tame unruly hair and set styles," said Randy Sloan, President, Lornamead Inc. "Now, the brand that women have relied on for generations has a solution for the unmet need of restoring softness and manageability to graying hair."

* Source: Lornamead survey of nationally representative sample of women ages 35 to 65, n=630.

AquaNet Silver Beauty products provide the high performance of specialty salon products at an easily affordable price. They are available nationwide at food, drug and mass merchandisers, and are offered in shampoo and conditioner forms:

- AquaNet Silver Beauty Shampoo for Graying Hair, 13 oz
- AquaNet Silver Beauty Conditioner for Graying Hair, 13 oz

About AquaNet

AquaNet Professional Hair Spray has been a secret weapon of hair stylists since its launch in the early 1950s. Women continue to choose this American classic for its reliable, salon quality performance at a value price. AquaNet, known for its all-day hold provides greater holding power for hairstyles that require superior control. The AquaNet crystal-clear formula won't flake or build up, giving long-lasting support for hair to look beautiful all day. AquaNet hairsprays can be found nationwide at all food, drug and mass merchants.

About Lornamead Inc.

Lornamead Inc. acquires and builds brands with rich consumer heritage in the hair care, skin care, oral care and bath luxury categories, revitalizing well-known and trusted names. In this hemisphere, the company is best known for its Finesse, AquaNet and Lice Shield hair care products; Yardley of London luxury bath products; and LypSyl lip balms.

Lornamead Inc. is one of five subsidiary companies of The Lornamead Group. The private U.K.-based parent company boasts a presence in over 50 countries, with 36 well-known and trusted brands, with some of these brands having a heritage dating back 230 years.