

INTRODUCING FINESSE CLEAN + SIMPLE

Finally, hypoallergenic, dermatologist tested hair care available at mass retail.



Sensitive skin is a common problem, with almost 60% of women reporting that they are concerned about allergens and harsh chemicals in products that touch their skin. *

People with these concerns know to avoid common allergens like dyes, sulfates and irritating fragrances in their laundry detergents, body lotions and soaps. But, few people with sensitive skin think to suspect a product used daily that also touches much of their body – their hair care products.

Introducing Finesse Clean + Simple – a hypoallergenic hair care line, dermatologist tested to be non-irritating and free of allergens.

What's **not** in our products: Any ingredient known to irritate skin. This includes:

- Sulfates, a cleansing and foaming agent common in shampoos that is harsh to skin and hair, and can strip color from hair.
- Parabens, a preservative believed to have properties similar to the hormone estrogen.
- Gluten, a protein often functioning as a conditioning agent, and a concern for those who suffer from gluten intolerance or dermatitis herpetiformis.
- Dyes, in personal products simply to improve appearance, and a frequent source of skin irritation.

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

What's in our products: Select ingredients, dermatologist tested to be hypoallergenic. This includes:

- An extra gentle surfactant to cleanse hair without scalp irritation or excessive drying.
- A light fragrance, certified hypoallergenic.
- Specially selected conditioning agents to leave hair soft and shiny without build up.
- An advanced hairspray resin in a low alcohol hairspray formula.

“Until now,” said Randy Sloan, President, Lornamead Inc., “People with sensitive skin or allergies had to settle for expensive specialty or salon products to meet their needs. Now, they have a good, affordable option for the whole family available where they usually shop for shampoo.”

Finesse Clean + Simple products are available nationwide at food, drug and mass merchandisers, and are offered in shampoos and conditioners, as well as a styling aid:

- Clean + Simple Shampoo for Normal Hair, 10 oz
- Clean + Simple Conditioner for Normal Hair, 10 oz
- Clean + Simple Shampoo for Dry/Color Treated Hair, 10 oz
- Clean + Simple Conditioner for Dry/Color Treated Hair, 10 oz
- Clean + Simple Flexible Hold Hairspray, Non-Aerosol, 8.5 oz

About Finesse

Finesse has been a favorite hair care choice of women for almost 30 years, reliably delivering beautiful hair and a fresh fragrance no matter how the styles and trends have changed. The Finesse family of hair care products now includes Finesse Self Adjusting Formulas for consistently beautiful hair, Finesse ReVitality, a line of hair care products formulated specially for the needs of aging hair, and new Finesse Clean + Simple. Finesse is found nationwide at drug, food and mass merchandisers.

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.