

H-E-B

beauty

Buyer

PICK OF THE MONTH

BEAUTY TRAINING

NOVEMBER 2019 - APRIL 2020

THE FOLLOWING PAGES ARE YOUR BEAUTY TRAINING MATERIALS FOR **NOVEMBER-APRIL 2020**

Please read through each month's beauty training section to learn about the products and relay the information to your shoppers.

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COMPLIMENTARY PRODUCTS

Complimentary products for each month's featured Buyer Pick of the Month will be available via Beauty Advisors' VPP card (pending quiz process eligibility). At the beginning of each month the Beauty Advisors will have that month's Buyer Pick of the Month products loaded to their VPP card for sampling that results in product experiences that can be shared with your customers. An announcement will be posted at the beginning of each month identifying the items and when they have been loaded to Beauty Advisors' VPP card.



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Review the materials and share what you learn with your shoppers.

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Suave® Professionals for Natural Hair Collection

Introducing Suave® Professionals for Natural Hair. Infused with pure coconut oil and natural shea butter to nourish and repair hair, we've collaborated with over 5,000 women with natural hair to formulate this moisture-rich collection. It delivers long-lasting shine and touchable softness for women with wavy, curly and coily hair.

Watch the Suave® Professionals for Natural Hair video ▶

Let your customers know what's good for them! For customers concerned about the health of their hair, remind them that all products in the Suave® Professionals for Natural Hair line contain...

NO Sulfates
Parabens
Dyes
and they're color safe!



Natural hair tested
real life approved

Moisturizing Curl Conditioner

This buttery conditioner deeply conditions and moisturizes, providing maximum slip, allowing fingers to glide effortlessly through strands to protect against breakage. Hair is easily detangled, while taming frizz and enhancing shine.

Sulfate-Free Cleansing Shampoo

This rich formula is infused with natural shea butter, known to deeply moisturize, and pure coconut oil, known to help fight frizz.

Nourish & Strengthen Leave-In Conditioner

This creamy leave-in will help give you nourished curls that are soft to touch.



Define & Shine Serum Gel

This gel locks-in moisture and holds your curl shape all day with brilliant shine.

Cream Detangler Spray

A cream detangler spray that can be used on either wet or dry hair. When used on wet hair, it helps to detangle and soften for easy manageability. When used on dry hair, on non-wash days, it helps to revive your hair's natural curl pattern, adding rich moisture and touchable softness.

Curl Defining Cream

Ideal for curls that need a little help coming back to life. The creamy formula will help enhance natural curl patterns, adding moisture, shine and touchable softness.





Why choose skincare with cocoa butter?

Cocoa butter is an oily substance that's extracted from cocoa beans—the same cocoa beans that are used to make chocolate! Cocoa butter benefits the skin because it's a great emollient, which means it works to moisturize deep down to keep skin **soft** and **supple**. Its thick consistency makes it **ideal for keeping skin moisturized in winter**. Cocoa butter is also perfect for areas prone to especially dry, rough skin like the elbows, knees and heels. All this makes cocoa butter a great addition to cosmetic skincare regimens, whether you're using a pure cocoa butter lotion or a lotion made with cocoa butter and other ingredients.



REACH FOR AMAZING SKIN
with the healing power of Vaseline®

**Intensive Care™
Cocoa Radiant Lotion**

- Made with 100% pure cocoa and shea butters that heal skin for a natural glow
- Features a rich formula that combines pure cocoa butter + Stratys-3 multi-layer moisture to penetrate deeply, infusing moisture at the top, core and deep down layers, igniting the skin's natural glow at the source

**Intensive Care™
Cocoa Radiant Body Oil**

- Made with pure cocoa butter and replenishing oils for healthy-looking, glowing skin
- Heals dry skin for glowing radiance with non-greasy, rich moisturization
- Contains microdroplets of Vaseline® Jelly to lock in moisture
- Daily body lotion best for dry, dull skin

Cocoa Butter Healing Jelly™

- Locks in moisture to help dull, dry skin heal with a light cocoa fragrance
- Keeps your dry skin healthy-looking and glowing all day
- Gentle on your skin, dermatologist-tested and non-comedogenic
- Made with triple-purified petrolatum—purity guaranteed
- Best for dull, dry or cracked skin





A great **NEW** way to **NOURISH** hungry hair

New Fructis Treats Shampoos and Conditioners are made with 98% naturally derived ingredients, bursting with super fruits, made to nourish hungry hair.

These Garnier® products commit to...

- YES** 94% BIODEGRADABLE FORMULA
- YES** VEGAN FORMULA
- YES** RECYCLABLE BOTTLE

- NO** SILICONES
- NO** PARABENS
- NO** ARTIFICIAL DYES

Treat hair to a new routine

Steer your customers towards whichever Treat Collection meets their hair care needs. Encourage them to pick up all three products for maximum results.

Nourishing Damage Repairing Smoothing Hydrating

1

Shampoo

Massage into wet hair, lather and rinse thoroughly.



2

Conditioner

Apply conditioner to hair from root-to-tip and rinse.



3

Mask

Follow with a 1 Minute Hair Mask for a weekly treat.





Watch the Treat Collections video ▶

HYDRATING FOR NORMAL/FINE HAIR

Aloe Extract Treats Collection

Rich in Vitamins A, B, C and E, Aloe's hydrating properties make it a popular ingredient in hair products that promote healthy shine, giving hair more moisture with less weigh down.



NOURISHING FOR DRY HAIR

Coconut Extract Treats Collection

With super hydrating properties, Coconut Oil is ideal in formulas that help combat frizz, prevent dryness and boost smoothness and shine for more hair nourishment with less weigh down.

SMOOTHING FOR FRIZZY HAIR

Avocado Extract Treats Collection

A smoothing and silkening hair booster, Avocado Oil is a plant-based fatty acid, which helps to smooth hair while adding brilliant shine with less weigh down.



DAMAGE REPAIRING FOR DAMAGED HAIR

Papaya Extract Treats Collection

High in Vitamin A and Alpha Hydroxy Acids, Papaya is a natural exfoliator. When blended with other ingredients, it helps to nourish hair for a healthy-looking shine and more breakage protection with less weigh down.



Discover treasures from around the world and new solutions to **restore** your hair with the nutrients it needs for **healthy, beautiful hair days**.

Introducing Pantene Nutrient Blends

Shampoo, Conditioner & Treatment Collections that have been...

DISCOVERED & CURATED

by Pantene's worldwide team of scientists. We never stop searching for new sources of nutrients and new hair secrets. The world is our guide because inspiration comes from everywhere.

TESTED

by the world's vitamin experts at the Swiss Vitamin Institute to ensure our new ingredients are nutrient-rich. No fillers here!

FREE OF

sulfates, silicones, parabens, dyes and mineral oils. Because when you free yourself from what doesn't suit you, life is full of what you love.

Sulfate-Free Miracle Moisture Boost Collection with Rose Water

Created to soothe and hydrate dry, brittle hair. Made with rose water that is rich in skin-hydrating Vitamins B5 & B3.

SHAMPOO provides gentle cleansing to leave dry hair feeling soft, not stripped.

CONDITIONER hydrates to tame frizz and nourishes for a silky finish.

PETAL SOFT HAIR TREATMENT is a rinse-off deep treatment that provides intense hydration, leaving even the driest and most brittle strands petal soft.



For hydrating dry hair



For adding fullness to hair

Silicone-Free Hair Volume Multiplier Collection with Bamboo

Created to add fullness to fine or thin hair. Made with bamboo extract that contains B-vitamins known for their supportive properties.

SHAMPOO removes dirt and oils that can weigh hair down, returning body and fullness to the hair.

CONDITIONER lightly nourishes to strengthen hair against damage and protect hair's natural fullness.

HAIR THICKNESS MULTIPLIER LEAVE-IN TREATMENT thickens existing hair strands, leaving hair looking fuller.

Sulfate-Free Fortifying Damage Repair Collection with Castor Oil

Created to help protect and repair damaged, overworked hair. Made with Vitamin E-rich castor oil.

SHAMPOO strengthens to protect hair while cleansing.

CONDITIONER nourishes to restore hair with smoothness and shine.

OVERNIGHT REPAIR SERUM helps repair overworked hair during sleep so it looks shiny and feels healthy in the morning.



For repairing damaged hair



For protecting colored hair

Sulfate-Free Illuminating Color Care Collection with Biotin

Created to help protect and reveal the radiance of colored hair; made with biotin to keep hair strong.

SHAMPOO gently cleans to remove color-dulling residue.

CONDITIONER provides nourishing protection to help lock in smoothness and shine.

GLOSSING RESCUE SHOTS are a high intensity, deep treatment that work to rescue hair from coloring damage, leaving hair visibly healthy and vibrant.

Sulfate-Free Complete Curl Care Collection with Jojoba Oil

Created to rejuvenate and define wavy, curly hair. Made with Vitamin E-rich jojoba oil that is great for hydration.

SHAMPOO gently cleans and releases tangle-prone hair without drying it out.

CONDITIONER helps to hydrate and define curls and is lightweight enough to leave hair full of body and bounce.

MOISTURE LOCK CURL MIST is a leave-in treatment that protects curls from heat styling and adds definition so curls always look their best.



For reviving curly, wavy hair



For purifying build up on hair

Silicone-Free Deep Detox & Renew Collection with Charcoal

Created to have a fresh start after days of styling, dry shampoo and oil buildup. It is made with activated charcoal, known for its purifying properties.

PRE-WASH BUILDUP BUSTER helps to gently loosen and remove oil and styling buildup before washing.

SHAMPOO gently cleanses, refreshes and boosts hair's shine.

CONDITIONER renews hair with lightweight nourishment.

PANTENE PRO-V

Cheat your way to
A GREAT HAIR DAY

Embrace the hustle and celebrate life's shortcuts—cheat your way to a great hair day with the **NEW Pantene Pro-V Waterless Collection**. It allows you to reset without the rewet and bends the rules to turn non-wash days into great hair days. The collection is designed for **all hair types**, with formulations tailored to tackle next-day hair woes on non-wash days for those with curly, fine, colored or textured hair. Use the selling points to direct customers towards products that address their needs on busy non-wash days!



Curl Affair Curl Reshaping Cream

Instantly boost curls back into shape, even after nights of sleeping on them. This cream features a paraben-free, argan oil and omega-9 infused formula to keep curls soft all day long and beyond.

Selling Point! It includes anti-frizz technology that works to block humidity.

Perfectly Undone Texturizing Sugar Hair Spray

A sweeter solution than salt sprays. It provides the 'woke up like this' feeling without the stickiness.

Selling Point! It's great for fine hair or those looking for texture.

Mist Behaving Dry Conditioner Mist

Instantly smooth over misbehaving hair, detangle knots between washes and fight frizz with 24-hour protection!

Selling Point! Great for hair that becomes dry and dull between washes.

Cheat Day Dry Shampoo Foam

Reset your style in record time with a new foam formula that cleanses and hydrates hair without dryness or residue left by typical dry shampoos.

Selling point! No brush out means no disturbing curls or hairstyles unlike other dry shampoos!

Never Stray No Crunch Hairspray

Alcohol-free* formula has a brushable hold that lets you go from style to style all day and night without having to rewet.

Selling Point! Great for all hair types seeking a light hold for a smooth, non-frizzy look.

Never Tell Dry Shampoo

Instantly refresh hair between washes with a sulfate and paraben-free invisible formula that absorbs dirt and oil to revive hair between washes without any leftover residue.

Selling Point! It is invisible and residue-free so it won't dull the look of hair, unlike other dry shampoos.

*Does not contain ethanol.



OLAY

WAKE UP TO
smoother, brighter skin

OLAY REGENERIST RETINOL 24 NIGHT COLLECTION

Formulated to hydrate for 24 hours and give you smooth & bright skin every morning, for visible skin transformation in 28 days. The collection consists of a fragrance-free serum, fragrance-free moisturizer and eye cream that pair perfectly together for maximum results.

DID YOU KNOW?

More than 50% of women who have used retinol gave up after less than one month.*

WHY?

- It was too expensive
- It caused irritation
- They didn't see results

WHAT MAKES RETINOL 24 DIFFERENT?

This collection is formulated with an unprecedented combination of Vitamin B3 plus Olay's most transformative Retinoid Complex, including retinol and retinyl propionate. Its formula is optimized for **potency** and **skin penetration**, while simultaneously providing an indulgent **24-hour hydration** and virtually **no irritation**. 50% of millennial consumers believe that retinols are irritating, yet in a usage study **96% of consumers did not experience irritation with Olay's Retinol 24 Night Collection.****

WHO IS RETINOL 24 FOR?

- Customers who want to improve the look of fine lines and wrinkles, smoothness, brightness, firmness, dark spots and pores
- Customers who want the benefits of retinol but are wary of irritated skin
- For customers looking for a nighttime skin care regimen that is great for daily use

SELLING TIP

Encourage customers that enjoy the Retinol 24 Collection to also pick up an Olay Regenerist Whip with SPF to keep skin moisturized and protected during the day.



*Olay survey among 1,438 women ages 25-65, U.S. 2018

**Four-week usage study with 353 women ages 25-65, U.S. 2018

OLAY

Feel a **light** as **air** finish in a **FLASH**

Powerful results or a light as air finish? Why do women have to choose? There are hundreds of creams that promise lightweight skin care, but still can leave skin feeling greasy, sticky and tacky, or they don't deliver any skin benefits beyond basic hydration. Olay Whips give women *#allthefeels* they've been missing from their lightweight skin creams, and powerful results.

HOW IT WORKS

Olay Whips are uniquely formulated with Active Rush Technology™ to hold and quickly release 1000x its weight in hydration and active ingredients. Whips transform from cream to liquid on contact, flash absorbing into skin.

RESULTS & BENEFITS

Olay Whips deliver powerful skin care with a smooth, matte finish and are available with and without SPF. Each Whip provides youth-restoring benefits, whether you're looking for smoothness & firmness, tone perfection or overall nourishment.



REGENERIST

- Diminishes the look of fine lines & wrinkles
- Actively hydrates to improve elasticity & firm skin for a lifted look
- Formulated with advanced Amino-Peptide Complex II to regenerate surface cells

TOTAL EFFECTS

- 7 Skin Benefits in One: Actively replenishes nourishing moisture, evens skin tone appearance, enhances brightness, visibly smooths fine lines and wrinkles, minimizes the look of pores, restores firmness & visibly reduces dark spots
- Formulated with VitaNiacin Complex II and Vitamins C & E to fight the early signs of aging

LUMINOUS

- Actively moisturizes to even skin tone and minimize the appearance of pores
- Formulated with PearlOptics™ science for lasting radiance

Old Spice®

Real freshness forged with **real ingredients**

The Fresher Collection has real freshness forged with real ingredients that help cleanse away dirt and odor. Step out of the shower fresher and manlier than ever.

great for all skin types

Fiji with Palm Tree Body Wash

This body wash smells like an island vacation: fresh, breezy and drenched in piña colodas.

best for dry skin

Moisturize with Shea Butter Body Wash

This body wash moisturizes skin so it stays soft and healthy, not dry and cracked. It features a vanilla, amber and berry scent that smells like an arid plain.

great for all skin types

Timber with Sandalwood Body Wash

Timber with Sandalwood smells fresh like a forest or a lumberjack before he jacks all that lumber.



New formula with **better** lather, **cleaner** feel and **quicker** rinse

The 2 in 1 range is specially formulated to have all the dandruff fighting power you expect, while combining the benefits of both shampoo and conditioner—now in a paraben-free formula! Like all Head & Shoulders products, these products use zinc pyrithione to help control the symptoms and causes of dandruff.

Classic Clean 2 in 1

Fights flakes and leaves the scalp clean and refreshed while multi-symptom relief offers proven protection from flakes, itch* & dryness. Light classic scent leaves hair smelling fresh and clean.

Dry Scalp Care 2 in 1

This formula is infused with vitamin-rich Almond Oil that nourishes the scalp three surface layers deep to help prevent dryness, flakes and itch+ while the fragrant notes of Almond Oil leave hair smelling fresh & clean.

Green Apple 2 in 1

This formula is gentle on hair and prevents dryness,† flakes and itch° while providing balanced conditioning and a lasting fresh green apple scent.



*flakes and itch associated with dandruff
 †dryness, flakes and itch associated with dandruff, with regular use
 ‡with regular use
 °flakes and itch associated with dandruff, with regular use

For customers that want more nourishment in less time!

L'ORÉAL[®]
PARIS

LOOKING FOR
BRILLIANT EYES?

ACHIEVE A BRILLIANT SHIMMER IN 3 EASY STEPS



**COAT LID USING
APPLICATOR**



**TOUCH UP
USING FINGERS**



LET IT DRY

Coat your eyelids in brilliant shimmer with L'Oréal Paris[®] Brilliant Eyes liquid eyeshadow. A high-impact, high-shimmer shadow in a lightweight liquid formula that glides onto lids effortlessly without feeling greasy.

PRODUCT BENEFITS

- Provides up to 16 hours of wear
- Features a flake-proof, crease and transfer-resistant formula
- Precision doe foot applicator provides effortless application in just 1 stroke
- Use as a brow bone highlight, brightener for the inner eye corners, or as an overall eyeshadow topper
- Dries quickly in 15-20 seconds

SELLING TIPS

- Encourage customers to mix and match their favorite shades to create a whole new eyeshadow look
- Educate customers that these 12 diverse shades work well on all skin tones and are easily buildable for higher shimmer intensity



Watch the Brilliant Eyes video ▶

L'ORÉAL®
PARIS

ROUGE SIGNATURE



Sign your lips with daring reds. Find your signature shade with Rouge Signature's lightweight matte lip stain that provides the color impact of a liquid lipstick with a weightless bare-lip sensation.

What makes this product different than Infallible® liquid lipsticks?

Although the Rouge Signature Empowered matte lip stain promises the same attributes as L'Oréal's existing liquid lipsticks, this stain is formulated to be **2x thinner than a regular liquid lipstick**, creating the same lasting effect but with a **lightweight** feel.

PRODUCT BENEFITS

- High pigment, transfer-proof color
- Fresh matte, lightweight finish
- Non-drying and long-lasting formula
- Unique plum applicator with well-defined edges allows for precise application
- Available in 8 shades



L'ORÉAL[®] PARIS

8 Second Wonder Water Lamellar Hair Treatment is a new generation of premium hair treatment. Wonder Water's liquid formula stands out from conventional rinse-out treatments. Upon contact with wet hair, it works in just 8 seconds to visibly transform hair in a single use. Damaged hair feels healthy, shiny and silky.

WHAT IS LAMELLAR?

It refers to the way the ultra-fine caring activities in the formula are distributed, in thin layers, on the hair. Micro molecules allow for a more targeted deposition, giving your hair the care it needs, where it needs it.

[Watch the Lamellar video ▶](#)

PRODUCT BENEFITS

- Instantly detangles hair
- Provides high-precision damage repair
- Works at liquid speed for shinier, silkier, healthier hair with no over-conditioning
- Safe on all hair types, even color-treated hair

USAGE INSTRUCTIONS

For use 2-3 times a week on wet hair after shampoo.

- Use 1 dose (20 ml) for fine to medium texture hair
- Use 2-3 doses for thick to curly texture hair
- Add 1 extra dose for longer hair lengths

[Watch the 8 Second Wonder Water video ▶](#)



Neutrogena®

Kick Start Dull, Tired Skin

Bright Boost™ boosts surface cell turnover by 10x, giving you instantly brighter, wide-awake skin.

Brighter Skin, By Bright Young Minds

The system was developed by four female, millennial scientists across four continents to combat early signs of aging and skin dullness with prestige-inspired ingredients.

SELLING TIP

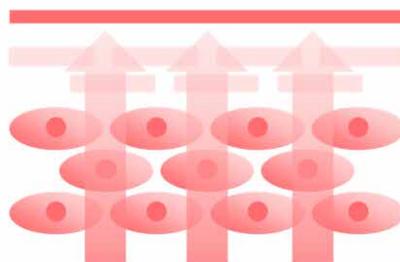
Inform customers that the products are clinically proven to work on all skin tones and are formulated with dermatologist-preferred ingredients.



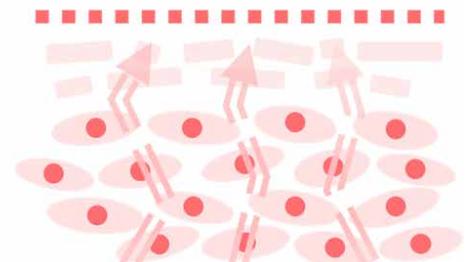
Keep Glowing with Neoglucosamine®

Neoglucosamine® is a building block of **Hyaluronic Acid** that promotes **skin-plumping, exfoliation and resurfacing**. By doing so it gets rid of dull cells and reveals the new cells for **brighter, wide-awake skin**. It is a non-acid that gently combines with **Alpha Hydroxy Acids (AHAs), Polyhydroxy Acid (PHAs), Glycolic and Mandelic Acid**.

CONTINUOUS TURNOVER: FRESH SKIN CELLS REPLACE THE OLD



SLOW TURNOVER: OLD SKIN CELLS REMAIN



A sugar derivative that **BOOSTS** exfoliation and natural, continuous cell turnover!

Neutrogena®

BRIGHTEN UP your routine



STEP ONE: PREP

Bright Boost™ Resurfacing Micro Polish exfoliates skin and is formulated with naturally-derived Glycolic and Mandelic AHAs.

Benefits

Removes skin-aging dullness with 3x the power of a normal scrub

Usage

Use 1-3 times per week and gently massage onto wet face

STEP TWO: TREAT

Bright Boost™ Illuminating Serum is formulated with turmeric extract and Neoglucosamine® to visibly improve skin tone, texture and clarity.

Benefits

Helps reduce dark spots and hyperpigmentation for radiant skin

Usage

Gently massage 4-5 drops onto face every morning and evening



STEP THREE: MOISTURIZE

Bright Boost™ Gel Cream visibly reduces dullness and dark spots for smooth skin. Made with Neoglucosamine, AHA and PHA.

Benefits

Improves look of tone, texture, and fine lines in a single week

Usage

Apply in the morning for brightness and in the evening for hydration



STEP FOUR: PROTECT

Bright Boost™ Moisturizer with Sunscreen includes broad spectrum SPF 30 with Neoglucosamine®, Moringa Seed and Vitamins C & E.

Benefits

Protects skin while improving tone and texture

Usage

Apply generously and evenly 15 minutes before sun exposure





RESTORATION + CONSERVATION



The OGX® Deeply Restoring + Pracaxi Recovery Oil Shampoo & Conditioner duo keeps frizz and dryness to a minimum with a blend of pracaxi oil and murumuru butter. This color-safe, anti-frizz formula leaves curls smooth and silky for a naturally lush look.

HAIRCARE WITH A CAUSE

Restore your hair's natural moisture while conserving Brazil's natural plantlife. A percentage of the proceeds from these products will go to the Brazilian Public Fund, which works to support the conservation of pracaxi seed oil and invests in replanting pracaxi.

The **highly-nourishing** pracaxi oil comes from the *Pentaclethra macroloba* tree, an Amazonian native. This oil is one of the most concentrated sources of **behenic acid**—a saturated fatty acid **perfect for moisturizing**—found in natural occurrences.

PRACAXI



MURUMURU

The murumuru palm is a native plant to the **Amazon** rainforest. Its seeds can be pressed into a **rich, nourishing butter** that works wonders in **helping dry hair hold onto its natural moisture**.





HOW TO BECOME A BRAZILIAN GODDESS

THE CHECKLIST

HAIR I HAVE:

- frizzy
- dry
- brittle
- damaged

HAIR I WANT:

- smooth
- hydrated
- lush
- restored



EASILY ACHIEVE HAIR YOU WANT

SHAMPOO

STEP ONE:

Apply the Pracaxi Recovery Oil Shampoo to wet hair and work into a rich lather from your scalp through to ends and then rinse thoroughly.

CONDITION

STEP TWO:

Apply the Pracaxi Recovery Oil Conditioner and evenly distribute lather throughout ends. Let it sit for a minute and then rinse thoroughly.

DEEPLY RESTORES & QUENCHES

This deeply restoring and hydrating duo with notes of bergamot, water flowers and peach is perfectly suitable for curly, wavy, damaged, frizzy, coarse, natural or color-treated hair.

SELLING TIPS

- Encourage customers to look after their hair by paying attention to formulas and then let them know that these products help enhance softness and shine with natural ingredients
- If a customer has a curly hair type, educate them that this haircare routine helps boost the most decadent spirals
- Inform customers that the formula is sulfate-free, paraben-free and safe for color-treated hair

