

## AMPLIFIED FULLNESS SATINIQUE™ EXTRA VOLUME SHAMPOO DEMONSTRATION

### What it shows:

Demonstrates how SATINIQUE Extra Volume Shampoo creates volume and lift.

### What you will need:

- Two identical hair extensions
- Towel
- Blow dryer
- Brush
- Warm water in which to wash hair - if demonstration is for one customer, do this at a sink; if for a large audience, use a bowl of water.

### Main talking points:

- Explain how the formula with patented ENERJUVE™ works to restore strength and shine.
- Exclusive blend of lightweight, lifting polymers in the shampoo give added body without weighing hair down.
- Maximises hair volume even in humid weather.

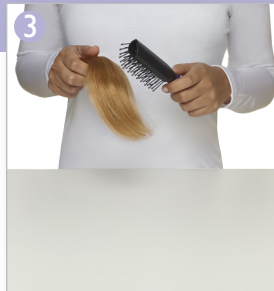
## The Demonstration Steps:



State that you will show how SATINIQUE™ Extra Volume Shampoo creates volume and body that you can see.



Show the two hair extensions,\* ask customer to notice their current volume and shine. Wash one extension with SATINIQUE Extra Volume Shampoo.



Blot dry, then blow dry with hair dryer. Lightly brush to release any tangles.



Place hair extensions side by side and compare: the one that was washed and dried is noticeably fuller, shinier, and not frizzy. Explain how SATINIQUE Extra Volume Shampoo adds volume.

\*Must use real hair extensions for demonstration to work