

# LASTING COLOR SATINIQUE™ COLOR REPAIR SHAMPOO DEMONSTRATION

## What it shows:

Showcases how SATINIQUE Color Repair shampoo protects hair colour from fading.

## What you will need:

- Two 8 to 12 oz (236 to 354ml) glasses
- Two white swatches of wool fabric, measuring at least 2 x 2 inches (5cm x 5cm) square
- One red Permanent marker
- One bottle of competitor colour protection shampoo
- One bottle SATINIQUE Color Repair Shampoo
- 12 oz (354ml) lukewarm water

## Main talking points:

- Explain how the formula with patented ENERJUVE™ works to restore and repair damaged hair.
- Sulfate free formula helps protect colour vibrancy.
- Specially formulated for colour-treated hair, SATINIQUE Color Repair Shampoo keeps colour truer, longer, for up to 45 washes.

## Before Demonstrating:

- Prepare the wool\* fabric squares in advance; the ink needs to dry for at least an hour.
- Use the red marker to draw a ½ inch (1.25cm) wide circle in the center of both swatches of wool. Fill in the circle completely.
- Fill both of the glasses with up to 6 oz. (177ml) of lukewarm water.

## The Demonstration Steps:



1 State that you will show how SATINIQUE™ Color Repair Shampoo protects colour-treated hair from fading. Show the two squares of wool fabric and explain that they represent hair.



2 Apply a small amount of shampoo to each red circle: SATINIQUE Color Repair on one, a competitor's shampoo on the other. Massage into fabric.



3 Soak and agitate the two squares, each in a separate glass of water for three minutes. You can ask customer to help with this step. Stop when water in competitor's glass starts to turn pink.



4 Compare results and show how the SATINIQUE Color Repair Shampoo prevented colour from fading from fabric. Make an analogy to colour-treated hair.

*\*Must use wool fabric for this demonstration to work*