



[HAIR CARE]



PAUL MITCHELL®

Making the world a more beautiful place is about more than just having style. It's about having substance. Here, the artistic team at PAUL MITCHELL® shares

30 inviting ideas for looking good and doing good.

Visit 30DaysofBeauty.com for more tips, video demonstrations, fabulous daily giveaways and more!



1 Visit a **Paul Mitchell salon** to indulge locks in a luxurious treatment customized for your hair type. To find a salon near you, go to the salon locator on PaulMitchell.com.

2 Give your hair a body boost with **Paul Mitchell Extra-Body Sculpting Foam**. Rich foam creates flexible hold while super-emollient conditioners provide high shine.



8 Repair your hair from the inside out with **Paul Mitchell Super Strong Liquid Treatment**. Its marine extracts and proteins strengthen your hair and seal split ends.

9 Healthy hair starts with a healthy body. Paul Mitchell sponsors a variety of sports and encourages you to get outside and get involved.

MANE LINE

from **Angus Mitchell**
Paul Mitchell Co-owner and Hairdresser



11 Get a sleek, straight look without flyaways. **Paul Mitchell Worked Up** gives control with texture, and **Hold Me Tight** locks it in without creating a sticky, hard mess.

12 For a chic, clean updo, create a low ponytail using a no-damage elastic. Leave a bit of hair out to wrap around the band and use a bobby pin to lock it in place. Finish with a generous amount of Paul Mitchell **Hold Me Tight**.

10

Paul Mitchell Schools put the “fun” in fund-raising. Their sixth annual **Magic of Memories** campaign—which included cut-a-thons, fashion shows and more—raised nearly \$940,000 for select charities.



13 This holiday season, your purchase of select Paul Mitchell products will benefit Amnesty International.

14 Get the tools that the pros use. **Paul Mitchell Pro Tools** feature the latest ionic technology and are only available in Paul Mitchell salons and schools.



3 A smooth surface gives added shine. **Paul Mitchell Super Skinny Serum** with lightweight silicones conditions and seals hair. Plus, its unique formula constricts the hair shaft, reducing drying time.



MANE LINE

from **Robert Croweans**
John Paul Mitchell Systems Global Artistic Director



4 The average woman spends two years of her lifetime blow-drying her hair. **Paul Mitchell Pro Tools Express Ion Dry v.2** will dry your hair faster, meaning less time for prep and more time for play.

5 Chlorine can wreak havoc on your hair. Recover from summer with the **Shampoo 5** prescription. Just combine **Paul Mitchell Shampoo Two** + **Paul Mitchell Shampoo Three**.

6 Paul Mitchell's carbon-neutral **Tea Tree** products give you healthy hair and a healthier environment—a portion of the proceeds is used to plant trees with American Forests.

7

Reduce drying time and potential damage. With the **Paul Mitchell Pro Tools Express Ion Dry v.2 1875-Watt Dryer**, you get an extra boost of **Express Ion Complex** to protect and condition vulnerable locks.



15

Before turning up the heat, protect fragile strands from damaging tools. Try **Paul Mitchell Hot Off The Press** thermal protection spray.



CEO John Paul DeJoria and co-owner Angus Mitchell present proceeds to Fran Drescher, Larry King, and Leeza Gibbons for their respective charities.

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19 **Cancer Schmancer™** empowers millions of women with the knowledge and tools necessary to diagnose cancer in Stage 1, when it is most curable. This September and October, your purchase of a **Paul Mitchell Pro Tools™ Limited Edition Express Ion Smooth® 1.25** will help support their mission.



20 Buy products that are kind to more than your hair. Paul Mitchell protects the planet with recyclable packaging and never tests products on animals.

21 Reduce static and flyaways. **Paul Mitchell Express Ion Round® Brushes** are infused with an Express Ion Complex™ which also speeds drying time.

MANE LINE

from **Stephanie Kocielski**
Paul Mitchell Artistic Director

22 Paul Mitchell Pro Tools™ features Express Ion Complex™ which increases shine and moisture, and cuts styling time in half. These lightweight appliances are like having a hairdresser at home.

23 My secret weapon for adding red-carpet curls is the new Express Ion Curl™ 1.0. It allows you to reinvent second-day hair when time is of the essence.

24 Protect your color investment with a shield. Ask your hairdresser for PM SHINES® as a top coat to lock in shine, extend color and keep hair in supreme condition.

16 Get a deep clean with **Paul Mitchell Tea Tree Special Shampoo®**. It rids hair of impurities as you enjoy an exhilarating experience.

17 Proper home care is essential to healthy hair. Now you can re-create your salon look at home with **Paul Mitchell Take Home™**. It's like the salon experience in a bottle!



18 Look for products that multitask. **Paul Mitchell Freeze and Shine Super Spray®** provides intense shine and hold while protecting hair from the sun.



25 Effortless curls are within reach with the **Paul Mitchell Pro Tools™ Express Ion Curl™ 1.0 Curling Iron**. Its combination of silicone and ceramic heats hair gently, leaving it hydrated and frizz-free.



26 Update your look with color. Enjoy beautiful, dimensional hair color made just for you at a **Paul Mitchell salon**.

27 Save time while taming your tresses! **New Paul Mitchell Fast Form™** cream gel with soothing shea butter, evening primrose, avocado and jojoba oils gives long-lasting, flexible hold and helps hair dry faster.



MANE LINE

from **Lucie Doughty**
Paul Mitchell Editorial Director

28 Avoid lackluster hair with **Paul Mitchell Super Strong® Treatment**, which restores hair by penetrating deep into the cortex to rebuild the internal structure. And **Paul Mitchell Hair Repair Treatment®** replenishes elasticity and shine, while hydrating with panthenol and silicone.

29 Style and soothe your hair with **Paul Mitchell Sculpting Foam™**. Conditioners prevent dryness, while bodifying agents give long-lasting memory and texture.

30 With a Paul Mitchell stylist, your hair is in good hands. Their schools draw out the artist in students, helping them develop their skills while exploring their talents and creativity.



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