

Beauty Systems Group Announces Distribution Partnership with Prestigious Hair Color and Care Brand Pravana

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DENTON, Texas--(BUSINESS WIRE)-- Sally Beauty Holdings, Inc. (NYSE: SBH) ("the Company") today announced that Beauty Systems Group, the Company's segment which distributes beauty products to salon professionals through its CosmoProf and Armstrong McCall branded divisions, has signed a new distribution agreement with Pravana, the global salon professional hair color and care brand.

The distribution agreement will allow Beauty Systems Group to offer the Pravana brand through its CosmoProf and Armstrong stores throughout the United States, with an anticipated launch during the first quarter of fiscal year 2019. Pravana is owned by the German corporation, Henkel AG and Company.

"We are excited to partner with such a prestigious brand that is known by stylists in the professional channel as a leader in hair color and care," said Chad Selvidge, Senior Vice President and Chief Merchandising Officer. "Pravana is a brand that has always delivered tremendous innovation and creativity to the salon industry."

"Pravana is a great brand, and this partnership will further enhance our hair color and care portfolio, which will expand our ability to support our stylists," said Mark Spinks, President of Beauty Systems Group. "The Beauty Systems Group team looks forward to extending the Pravana brand to our community of stylists, especially with its wide range of vivid colors."

About Sally Beauty Holdings, Inc.

Sally Beauty Holdings, Inc. (NYSE: SBH) is an international specialty retailer and distributor of professional beauty supplies with revenues of approximately \$3.9 billion annually. Through the Sally Beauty Supply and Beauty Systems Group businesses, the Company sells and distributes through 5,170 stores, including 184 franchised units, and has operations throughout the United States, Puerto Rico, Canada, Mexico, Chile, Peru, the United Kingdom, Ireland, Belgium, France, the Netherlands, Spain and Germany. Sally Beauty Supply stores offer up to 8,000 products for hair, skin, and nails through professional lines such as OPI[®], China Glaze[®], Wella[®], Clairol[®], Conair[®] and Hot Shot Tools[®], as well as an extensive selection of proprietary merchandise. Beauty Systems Group stores, branded as CosmoProf or Armstrong McCall stores, along with its outside sales consultants, sell up to 10,500 professionally branded products including Paul Mitchell[®], Wella[®], Matrix[®], Schwarzkopf[®], Kenra[®], Goldwell[®], Joico[®] and Aquate[®], intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit sallybeautyholdings.com.

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