

Madison Reed Expands Its Omnichannel Presence Through a Retail Partnership with Sally Beauty

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The Strategic Partnership Seeks to Expand Sally Beauty's Hair Color Portfolio with Madison Reed's All-in-One, Salon-Quality Hair Color Kit Solutions

SAN FRANCISCO, April 7, 2025 /PRNewswire/ – **Madison Reed**, the prestige beauty brand that has revolutionized the hair color industry, today announced its expansion into select Sally Beauty stores nationwide and on **SallyBeauty.com**. This strategic move furthers the disruptor brand's mission to empower women to demand more—both in their hair color and in their lives—while expanding their omnichannel growth by adding Sally Beauty, the industry-leading destination for professional quality hair color, to their existing mass and prestige retail presence.

"Madison Reed is founded on the belief that women should have access to salon-quality hair color, made with ingredients they can feel good about, on their own terms. Through this mission, we are the first and only prestige hair color company to make the same salon-quality hair color our colorists use in our 94+ Hair Color Bars accessible to our guests at home. We are honored to partner with Sally Beauty and provide their customers with a new way to experience hair color through our all-in-one hair color kit that is colorist-loved and approved," says Amy Errett, Madison Reed CEO + Founder.

This marks the latest milestone in Madison Reed's retail growth, which has seen expansion to over 3,800 retail stores nationwide, driven by a strong presence at Ulta Beauty, select Target and Walmart locations along with Amazon, Madison Reed's 94+ owned-and-operated Hair Color Bars and thriving DTC business. Madison Reed's comprehensive retail strategy has enabled the brand to maximize accessibility of their prestige hair color portfolio to meet their guests wherever they are.

Unlike most hair color brands, Madison Reed formulas never use harsh ingredients like ammonia, resorcinol and PPD, and are enriched with conditioning and strengthening ingredients like argan oil and ginseng root extract. The same salon-quality formulas used and loved by Madison Reed's team of 1,000+ licensed colorists in Madison Reed Hair Color Bars are made accessible at home to Madison Reed's guests through an all-in-one kit. Madison Reed is widely recognized as a category leader and is an eight-time winner of the highly coveted Allure Best of Beauty Awards.

"At Sally Beauty, we're constantly evolving our product assortment to meet the diverse needs of today's beauty enthusiasts. Partnering with Madison Reed allows us to bring another prestigious, salon-quality hair color brand to our customers in a convenient, accessible way," says Maryann Herskowitz, Group Vice President of Merchandising at Sally Beauty. "Madison Reed's commitment to quality ingredients, professional results, and customer empowerment aligns perfectly with our mission to provide innovative beauty solutions that fuel self-expression."

Madison Reed products will be available at **SallyBeauty.com** and in select Sally Beauty stores nationwide. In total, Madison Reed will have 34 SKUs available, including their best-selling **Radiant Hair Color Kit** in 18 shades, **Root Perfection** in 5 shades, **NEW! ColorWonder Demi-Permanent Hair Color** in 10 shades and **The Ultimate Pro Color Tool Kit**. For more information, please visit **www.Madison-Reed.com**.

About Madison Reed:

Founded in 2013, Madison Reed is a prestige beauty brand that has revolutionized the hair color industry. Madison Reed offers 85+ shades of high-quality hair color, Smart 8-Free formulas made in Italy, technology, personalized service, and the freedom to get high quality results whether they color their hair at home or by a professional colorist in one of Madison Reed's 94+ Hair Color Bars across the country. Products can be found online at **www.Madison-Reed.com**, Madison Reed Hair Color Bars nationwide, Ulta Beauty, Amazon and select Sally Beauty, Target and Walmart stores. Stay up-to-date by following us on **Instagram** and **TikTok**.

About Sally Beauty Holdings, Inc.: Sally Beauty Holdings, Inc. (NYSE: **SBH**), as the leader in professional hair color, sells and distributes professional beauty supplies globally through its Sally Beauty Supply and Beauty Systems Group businesses. Sally Beauty Supply stores offer up to 7,000 products for hair color, hair care, nails, and skin care through proprietary brands such as Ion[®], Bondbar[®], Strawberry Leopard[®], Generic Value Products[®], Inspired by Nature[®] and Silk Elements[®] as well as professional lines such as Wella[®], Clairol[®], OPI[®], L'Oreal[®], Wahl[®] and Babyliss Pro[®]. Beauty Systems Group stores, branded as CosmoProf[®] or Armstrong McCall[®] stores, along with its outside sales consultants, sell up to 8,000 professionally branded products including Paul Mitchell[®], Wella[®], Matrix[®], Schwarzkopf[®], Kenra[®], Goldwell[®], Joico[®], Amika[®] and Moroccanoil[®], intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit **https://www.sallybeautyholdings.com/**.

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