

# Sally Beauty Launches Exclusive Hair Color Kits in a Box

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*Better at-home color with the revolutionary kits that produce stunning professional results with DIY ease for gorgeous, silky hair*

DENTON, Texas--(BUSINESS WIRE)-- Sally Beauty Holdings, Inc. (NYSE: SBH) ("the Company") today announced that Sally Beauty has launched exclusive box hair color kits in their private label brand, ion, and in one other national brand.

ion™, the professional hair color line trusted by stylists, now delivers professional hair color to homes with the game changing Intensive Shine® color kit. The kits leave hair radiant and luxurious in four easy steps, providing shine and smoothness through a unique blend of precious oils. Initially available in ten ravishing shades, the kits make hair instantly look and feel healthier with the added convenience of DIY application at an exceptional value launch value of \$9.99.

"We are excited to introduce the ion Intensive Shine hair color kits that make gorgeous, salon-quality hair possible in the comfort of your home," said Carrie McDermott, President of Sally Beauty. "This initiative is grounded on recent consumer research conducted that shows a high percentage of our loyal Sally Beauty customers still rely heavily on the simplicity and ease of box color. Up until now, Sally Beauty has only sold professional color, separate from developer and separate from the accessories needed to complete the task. If our customers desire a box color option, we now have provided that option."

The ion Intensive Shine kits are permanent hair color kits that include everything needed to achieve salon-grade hair at home. The kits include hair color, a pre-filled applicator bottle with developer, pre-color treatment, after-color treatment, gloves, and step-by-step instructions. The naturally conditioning oils, an amalgam of Moroccan Argan, Tahitian Tamanu, Camellia, and Coconut oils, combine with superior quality dyes to transform weak, dull hair to hair that is smooth and healthy looking. The easily applied non-drip formula boasts a pleasant fragrance and 100% fade resistant gray coverage. Each application adds vibrancy and shine -- up to 2.5 times more shine on untreated hair.

McDermott commented, "ion is known for its luxurious formulas that are incredibly gentle and protect against damage, and is proudly a preferred hair color line by the industry's top stylists. With the Intensive Shine hair color kits, we've made it easy to have healthy looking, lustrous hair by delivering pro color in a box. The DIY convenience allows you to have salon-quality hair on your own schedule, something our customers are sure to love."

The ion Intensive Shine Hair Color Kits are now available in all Sally Beauty locations in the US and Puerto Rico, and [sallybeauty.com](http://sallybeauty.com).

## 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 Aquage®, 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](http://sallybeautyholdings.com).

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