



JOHN FRIEDA[®]

LONDON PARIS NEW YORK



Overview

- Where we left off last time we met
 - Last time we met we discussed Walmart, today we are presenting the expansion of line across the “good” and “better” retail channels.
- Current status update
 - The good and better lines have been developed for review.
 - The samples have been sent for review.
- End goal of meeting
 - For you to love everything we have shown you 😊

Better

Mass and Drug - \$19.99-\$59.99

- ❖ To use high quality materials, on-trend colors and stand-out packaging that align with the John Freida mission of “THE POWER OF TRANSFORMATION!”.
- ❖ Products will address modern day beauty needs with various solutions and innovations for all hair types.
- ❖ Premium products at a competitive price point!
- ❖ Packaging is inspired by the boldness and the vibrancy of the John Freida brand, while making sure we are aligned with what is on shelves at the Mass and Drug channels. Meaning, boxed, easy to peg, etc....





January 2023 - Initial line review



January 2023 – Initial line review



February 2023 – Initial line review



365 Business



January 2023



March 4-7, 2023



May 2023

Summary of line assortment

- How many pieces the line will have...
 - **The Plan is to develop 17 items in total for the “Better” tier.**
 - **10 of the 17 items were previously seen in the Walmart assortment.**
 - **The full assortment will address all the various needs of both the John Freida customer and the retailers.**
- What kinds of pieces the line will have...
 - **Various curling irons, flat irons, blow dryers and mirrors.**
- Estimated price point/price range...
 - **\$19.99 - \$59.99**

Sample development timeline

11/11/22

Initial concepts and “like” samples

12/20/22

Final concept approval based on spec submissions.

1/10/23

Preproduction samples (before Chinese New Year)

Factories will close on January 15th.

01/25/23

Final preproduction sample approval

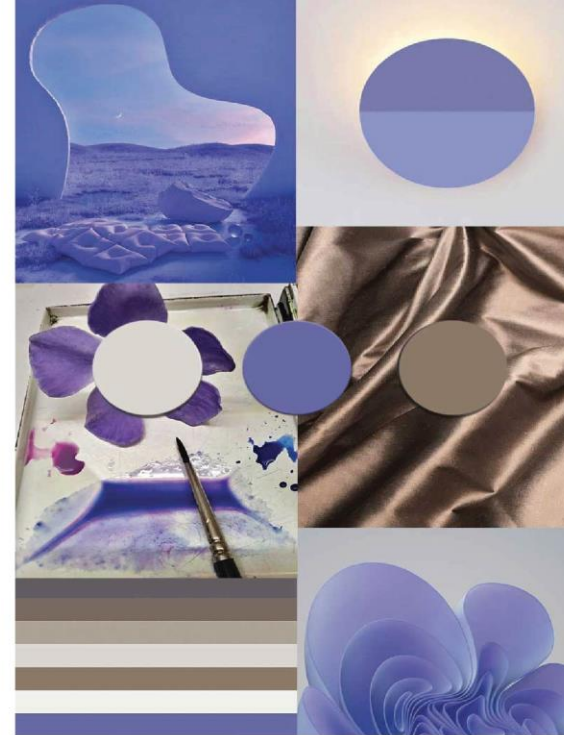
03/01/23

Production samples

Retailer Landscape - Better (examples)

JOHN FRIEDA®
LONDON PARIS NEW YORK





A longtime symbol of royalty, creativity, and wisdom, the color purple has been anointed as Pantone's official hue of 2023. Whether it's the cool, airy shades of digital lavender or a deep, moody plum, the allure of purple can be seen across current fashion and interior landscapes. Purple evokes a sense of the intangible, the introspective, the independent. It is the ultimate flush of luxury.



The epitome of classy and sophistication but with the bold vibrancy known to the John Freida customer.

Item: JF8427

Foldable Triple Hair Waver

Retail: \$29.99

Features:

- 4 temperature settings up to 400F
- Triple 25 mm tourmaline ceramic barrels create medium waves in minute while reducing frizz and adding shine
- Foldable design to use on-the-go, travel, or compact storage

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- 1 hour auto-shut off for safety
- 360 degree swivel cord
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Convenient LED temperature display
- Easy on/off button and temperature control buttons
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Unique to the market – no foldable hair wavers currently on the market



JF8427-FOLDABLE TRIPLE HAIR WAYER



Item: JF8840

4-IN-1 Ceramic Curling Wand Set

Retail: \$49.99

Features:

- 4 temperature settings up to 450F highest heat
- Comes with 4 unique interchangeable shapes, you can create curls, waves
- 13mm-25mm tapered barrel, 12mm wand, 32mm wand, 25mm bubble attachments included
- Clip-free ceramic barrels offer a smooth, friction-free surface to reduce breakage
- For all hair types

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- 1 hour auto-shut off for safety
- 360 degree swivel cord
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Convenient LED temperature display
- Easy on/off button and temperature control buttons
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Conair Curl Collective 3-in-1 Ceramic Curling Wand @ \$49.99
 - John Frieda's offers 4 attachments including a unique bubble wand



JF8840- 4 IN 1 CERAMIC CURLING WAND SET



OPTION 1



OPTION 2



Item: JF8450
4-IN-1 Adjustable Hair Waver
Retail: \$39.99

Features:

- Adjustable waver delivers multiple styles – adjustable center plate + 4 different gears to achieve different types of waves
- Creates precise and perfect beach waves
- 4 heat settings to find the heat you prefer
- 410F highest heating for a long-lasting curls
- Lock handle function
- For all hair types

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- 1 hour auto-shut off for safety
- 360 degree swivel cord
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Convenient LED temperature display
- Easy on/off button and temperature control buttons
- Adjust the depth for precise and the perfect beach waves
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Ion Luxe has similar model at \$69.99



JF8450- 4 IN 1 ADJUSTABLE HAIR WAYER



Item: JF8433
3-IN-1 Ceramic Styling Iron Set
Retail: \$49.99

Features:

- 4 temperature settings up to 400F highest heat
- Comes with 3 interchangeable attachments that snap in easily into the handle to create a variety of styles
- Includes a waver attachment creating medium beach “S” waves in minutes
- 1” curling iron for classic loose curls & 0.75” curling wand perfect for creating tighter curls
- Ceramic tourmaline barrels create smooth, silky, and frizz free waves

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- 1 hour auto-shut off for safety
- 360 degree swivel cord
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Convenient LED temperature display
- Easy on/off button and temperature control buttons
- Use with John Frieda hair products for optimal results



JF8433- 3 IN 1 CERAMIC STYLING IRON SET



OPTION #1

OPTION #2



Competitive Analysis:

- Drybar “The Mixologist” @ \$199

Item: JF8145
Cool Air Hair Styler
Retail: \$39.99

Features:

- Protect your hair - cool air flows through the barrel, quickly setting your curl while preventing damage
- Ceramic coated plates provide consistent temperature and even heat distribution to prevent damage
- Smooth, floating plates provide effortless glide to form silky hair
- Digital temperature control up to 400F allows for custom styling on all hair types

Benefits:

- Ceramic coated plates generate negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect your hair health
- Temperature controls from 280-450F
- 1 hour auto-shut off for safety
- Fast heat-up (30 seconds) for quick styling
- 360-degree swivel cord with hanging loop for convenient storage
- Easy on/off button, temperature control buttons, and LED temperature display
- Use with John Frieda hair products for optimal results



JF8145- 2 IN 1 COOL AIR CURLER



OPTION 1



OPTION 2



Competitive Analysis:

- InfinitiPro by Conair Cool Air Curler @ \$64.99

Item: JF8430
Heated 2-in-1 Hairbrush & Waver
Retail: \$39.99

Features:

- Create the ultimate wavy hair with the inner ceramic plates provide waves while eliminating frizz and lock in moisture for shiny, healthy hair
- Straighten hair using the ceramic hair bristles for sleek, straight hair
- Distributes heat evenly to prevent damage
- Digital temperature controls with four heat settings up to 430F for ideal styling on all hair types

Benefits:

- Ceramic coated plates generate negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect your hair health
- Temperature controls from 280-450F
- 1 hour auto-shut off for safety
- Fast heat-up (30 seconds) for quick styling
- 360-degree swivel cord with hanging loop for convenient storage
- Easy on/off button, temperature control buttons, and LED temperature display
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Hairbrush and Waver combo is unique to the market



JF8430- 2 IN 1 HAIR BRUSH WAVER



OPTION 1



OPTION 2



Item: JF8150

3-in-1 Styling Hair Tool

Retail: \$39.99

Features:

- 14 temperature settings up to 450F
- 3-in-1 design allows you to straighten, wave, and curl your hair
- Ceramic tourmaline barrels create smooth, silky, and frizz free waves
- For all hair types

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- 1 hour auto-shut off for safety
- 360 degree swivel cord
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Convenient LED temperature display
- Easy on/off button and temperature control buttons
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Bio Ionic @ \$149
- Conair 2-in-1 Styler @ \$51.99
- CHI Air Classic Tourmaline Ceramic 3-in-1 Styling Iron @ \$98.99
- BaBylissPRO Nano Titanium Prima Mini Styling Iron @ \$118



JF8150-3 IN 1 STYLING HAIR TOOL



Item: JF8160

2-IN-1 Hair Styler – Straightener & Crimper

Retail: \$39.99

Features:

- 5 temperature settings up to 400F
- 2-in-1 Styling Iron with 2” crimping plates and straightener plates create straight or unique styles, adding texture to any look
- Ceramic plates with even heat distribution lock in moisture and protect hair for silky shiny hair
- Lock handle function
- For all hair types

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- 1 hour auto-shut off for safety
- 360-degree swivel cord
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Convenient light temperature display
- Easy on/off button and temperature control buttons
- Use with John Frieda hair care products for optimal results

Competitive Analysis:

- Unique to the market – there are no crimp and flat iron combos



JF8160-2 IN 1 HAIR IRON & CRIMPER



OPTION 1



OPTION 2



FRIZZ EASE®

3-DAY STRAIGHT FLAT IRON SPRAY



FRIZZ EASE®

STRAIGHT FIXATION® STYLING CRÈME



FRIZZ EASE®

BRAZILIAN SLEEK SHAMPOO



FRIZZ EASE®

BRAZILIAN SLEEK CONDITIONER

Item: JF8165

Double – Plated Flat Iron

Retail: \$39.99

Features:

- One ceramic plate straightens while the other ceramic plate provides reinforcement to double the straightening power from root to tip by gently gripping the hair, rather than clamp hair in between plates. This way you can smooth and straighten without pulling or nagging for silky, straighter healthier hair
- Four ½” plates reduce styling time by 75% less passes to reduce damage
- Distributes heat evenly to prevent damage
- Slim, lightweight, and ergonomically created for maximum comfort
- Compact Design with hanging loop - perfect for travel or storage

Benefits:

- Ceramic coated plates generate negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect your hair health
- Temperature controls from 280-450F
- 1 hour auto-shut off for safety
- Fast heat-up (30 seconds) for quick styling
- 360-degree swivel cord with hanging loop for convenient storage
- Easy on/off button, temperature control buttons, and LED temperature display
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Unique to the market



JF8165- DOUBLE PLATED FLAT IRON



FRIZZ EASE® 3-DAY STRAIGHT FLAT IRON SPRAY FRIZZ EASE® STRAIGHT FIXATION® STYLING CRÈME FRIZZ EASE® BRAZILIAN SLEEK SHAMPOO FRIZZ EASE® BRAZILIAN SLEEK CONDITIONER

SPECIALTY LINE

JOHN FRIEDA®
LONDON PARIS NEW YORK

Item: JF8740

4-IN-1 Hair Dryer Brush and Volumizer

Retail: \$49.99

Features:

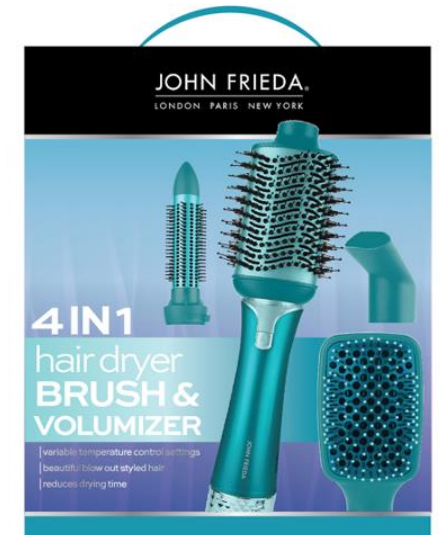
- Ionic technology helps leave hair looking conditioned and smooth
- 360 degree combines the power and heat of a blower with the shape of round brush
- Ceramic coating helps protect hair from heat damage by distributing heat evenly while still creating beautiful results
- 3 Heat/Speed Settings for styling flexibility
- Includes concentrator head, round barrel brush, paddle brush & oval brush attachments
- For all hair types

Benefits:

- Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- Create volume, smoothing, and detangling
- 360 degree swivel cord
- Ergonomic handle provides a better grip for maximum comfort while using
- Easy on/off knob
- Use with John Frieda hair products for optimal results

Competitive Analysis:

- Drybar Reserve 3-in-1 Interchangeable Blow Dryer @ \$349
- T3 AireBrush Duo @ \$133 (only 2 attachment)
- L'ange Le Volume Play @ \$199 (3 attachments but no paddle brush)



Item: JF8940

4-IN-1 Interchangeable Hair Styler Set

Retail: \$59.99

Features:

- 4-in-1 hair styler with four interchangeable attachments to create a variety of customized blowout styles and long-lasting curls
- Heated volumizing brush creates volume and a smooth, shiny finish (430F max heat)
- Ceramic barrel curling wand seals the cuticle for less frizz and tons of shine for the perfect waves and curls (430F max heat)
- 1" Ceramic flat iron provides silky straight hair & snag-free styling ((430F max heat)
- Ultra-powerful 1500W Ceramic hair dryer with 2 speed settings and cool shot button

Benefits for all hair types

- Ceramic technology generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health
- Fast heat-up for quick styling
- Ergonomic handle provides a better grip for maximum comfort while using
- Easy on/off switch
- Use with John Frieda hair products for optimal results



Competitive Analysis:

Unique to the market at this price point

JF8902
1875W Professional Hair Dryer
Retail: \$24.99

Features:

- Iconic Ceramic Tourmaline to protect hair health
- 1875W motor with 2 speed setting for fast drying and styling
- 3 heat settings for all hair types and textures
- Cool shot button holds style in place
- Includes concentrator for precise styling
- Hang ring for easy storage

Benefits:

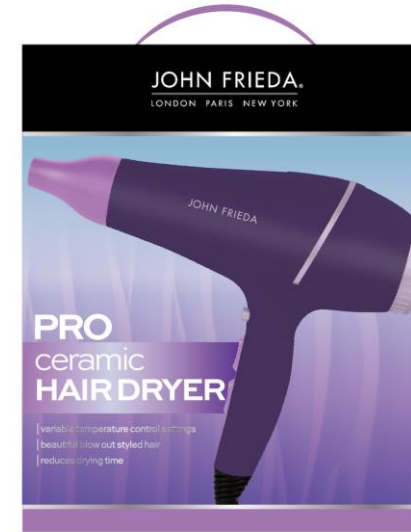
- Ionic Ceramic tourmaline generates negative ions which eliminate frizz and adds moisture for silky, shiny hair
- Even heat distribution provides consistent temperature to protect hair health and even drying to help minimize heat damage
- Ergonomic handle provides a better grip for maximum comfort while using
- Use with John Frieda hair care products for optimal results

Competitive Analysis:

- Conair Infnitipro has similar model at \$39.95
- Our quality and specs are in line with them at a great price point



OPTION 1



OPTION 2



JF8902- PRO CERAMIC HAIR DRYER



FRIZZ EASE®
DAILY NOURISHMENT LEAVE-IN
CONDITIONER



FRIZZ EASE®
EXTRA STRENGTH SERUM



FRIZZ EASE®
SECRET WEAPON® TOUCH-UP CRÈME



FRIZZ EASE®
REPLENISH & REPAIR NOURISHING
SHAMPOO



FRIZZ EASE®
REPLENISH & REPAIR NOURISHING
CONDITIONER

Item: JF8919

1875W Professional AC Hair Dryer

Retail: \$29.99

Features:

- Professional AC motor reduces drying time by up to 50% and has a longer life than DC hair dryers
- Efficient, high-performance power with AC 1875W
- Dries hair evenly and quickly
- Quiet performance
- 2 adjustable speeds for custom styling
- 2 temperature controls; low & high settings
- Cool shot button to set hair
- Concentrator nozzle + diffuser included
- Advanced ionic technology - eliminates frizz, adds shine, protects hair damage
- Lightweight, ergonomic design for maximum comfort while styling hair

Benefits:

- Ionic technology emits positive and negative ions to rebalance the natural charge of your hair to enhance the shine and eliminate frizz
- Ceramic Technology for gentle & quick drying
- Dries hair up to 2x faster and retains moisture for smooth, healthy, and silky hair
- Sleek, compact design with a powerful motor and reduced noise

Competitive Analysis:

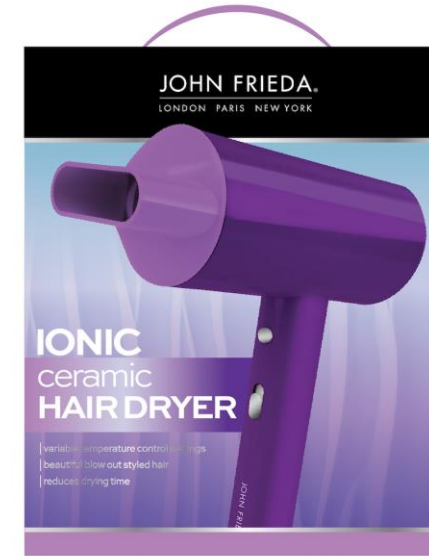
- Unique to the market at this price point



JF8919- IONIC HAIR DRYER



OPTION 1



OPTION 2



FRIZZ EASE®

DAILY NOURISHMENT LEAVE-IN
CONDITIONER



FRIZZ EASE®

EXTRA STRENGTH SERUM



FRIZZ EASE®

SECRET WEAPON® TOUCH-UP CRÈME



FRIZZ EASE®

REPLENISH & REPAIR NOURISHING
SHAMPOO



FRIZZ EASE®

REPLENISH & REPAIR NOURISHING
CONDITIONER

Item: JF1307
Trifold LED light up Vanity Mirror
Retail: \$19.99

Features:

- 22 Bright LED lights
- Tri-fold mirror with 1x, 2x and 3x magnification
- Operates on 4 AA batteries (not included)

Benefits:

- Easily put on your makeup and groom your eyebrows
- with the illuminated light that will help you see every detail!
- Smart touch control & dimmable
- 22 bright LED lights lining the mirror and 360° swivel rotation
- Perfect for any bathroom or makeup counter
- With Built-in tray at the base to store makeup or brushes

Competitive Analysis:

- Impressions Vanity has similar model at \$29.99
- Our quality and specs are in line with them at a great price point
- Rising costs in freight and duty have caused several brands to discontinue this category – great opportunity for John Frieda



JF1307- TRI-FOLD LED
LIGHT UP VANITY MIRROR



OPTION 1



OPTION 2

Item: JF4357

Vlogging LED Vanity Mirror with Bluetooth

Retail: \$49.99

Features:

- Bluetooth speaker & wireless charging
- Stream audio wirelessly via Bluetooth from your mobile device
- Charge phone wirelessly
- Phone holder lets you watch videos, stream music and more
- Soft touch control
- 20 Super bright LED lights with dimmable control
- 180-degree horizontal rotation

Benefits:

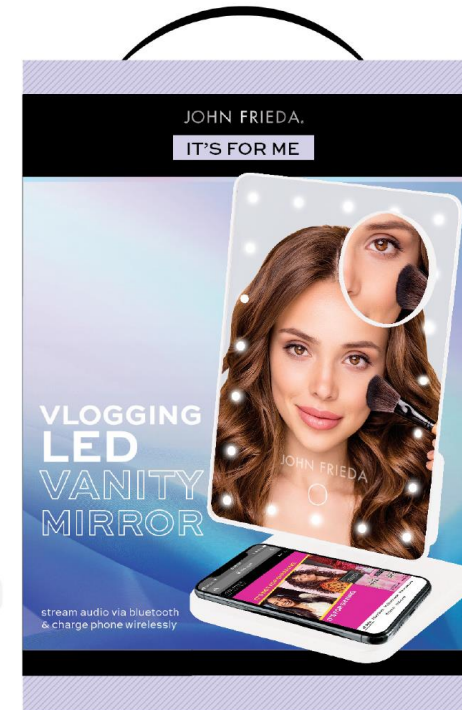
- This mirror with its 20 LED lights, 360° rotation, Bluetooth Speaker and a 10x magnification is the perfect way to get ready in the morning
- Whether you're vlogging or getting ready for a night on the town, this mirror will hold your phone as you do your makeup or record a tutorial
- It features 180° rotation and up to 6 hours of music play time
- 1X/10X magnification

Competitive Analysis:

- iHome has similar model at \$99.99
- Our quality and specs are in line with them at a great price point
- Rising costs in freight and duty have caused several brands to discontinue this category – great opportunity for John Frieda



JF4357- VLOGGING LED VANITY MIRROR



OPTION 1



OPTION 2