

REJUVÉ 3

3-Step Hair & Scalp System

PRESS KIT 2010



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*Dermatologist
recommended solution for
rejuvenating damaged hair*



3-Step Hair & Scalp Care System

Removes pore-clogging
Revitalizes stressed
Alleviates dandruff &



Repairing Shampoo

3-Step Hair & Scalp Care System

Exfoliates dead scalp skin cells
Stimulates weak hair shaft
Prevents hair loss



Renewing Scalp Cleanser

3-Step Hair & Scalp Care System

Moisturizes and strengthens hair
Promotes overall health and luster
Adds lightweight bounce



Conditioning Conditioner



3-Step Hair & Scalp System

Join the millions who have discovered the therapeutic solution to healthy hair and scalp.

The effective formula works at the cellular level, unclogging pores, and stimulating blood circulation to your scalp which promotes healthy hair growth, while delivering nutrients and moisture to each hair follicle.

In just 3 easy steps, you can achieve incredible results! Within days, your hair will be shiny, thicker and nourished.

www.derjers.com



System Benefits

- For decades, dermatologists have trusted Rejuvé3 as a proven solution to:
 - **Remove chemical build-up, bacteria and debris**
 - **Prevent hair loss & stimulate hair growth**
 - **Fortify weak hair and scalp**
 - **Relieve dryness flakes and itching**
 - **Stop breakage and split-ends**
 - **Add volume, shine, leaving hair silky soft**
 - **Enhance overall health & manageability**
- Effective for women and men of all hair types.
- Utilized by people worldwide to improve acute scalp conditions and nourish dry, stressed hair.



Step One: Renewing Scalp Cleanser

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REJUVE



- A soapless, non-irritating pre-shampoo cleanser
- Stimulates weak hair shafts and scalp
- Removal of sebaceous debris
- Gently removes hair follicle-blocking sebum that can slow growth and even cause premature hair loss
- Alleviates dandruff and scalp itch
- Leaves scalp feeling fresh and tingly-clean

Step Two: Repairing Shampoo

- A rich, high-lathering formula
- Revitalizes stressed hair and scalp
- Enhanced with Panthenol and essential oils
- Nourishes scalp and hair roots to stimulate hair growth
- Removes pore-clogging impurities
- Provides dandruff control, anti-breakage, and long-lasting moisture
- Protects hair from harsh elemental factors



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Step Three: Revitalizing Conditioner

- An advanced formula that moisturizes and restores the look of health to hair
- Natural soya sterols, ProVitamin B5, and protein penetrate deep into hair shaft
- Treats damaged areas
- Adds luster, body and overall manageability



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Facts

Rejuvé3 is the solution to repair common scalp and hair issues that affect an astonishing amount of women across the nation every day. In fact:

- **Hair Loss**

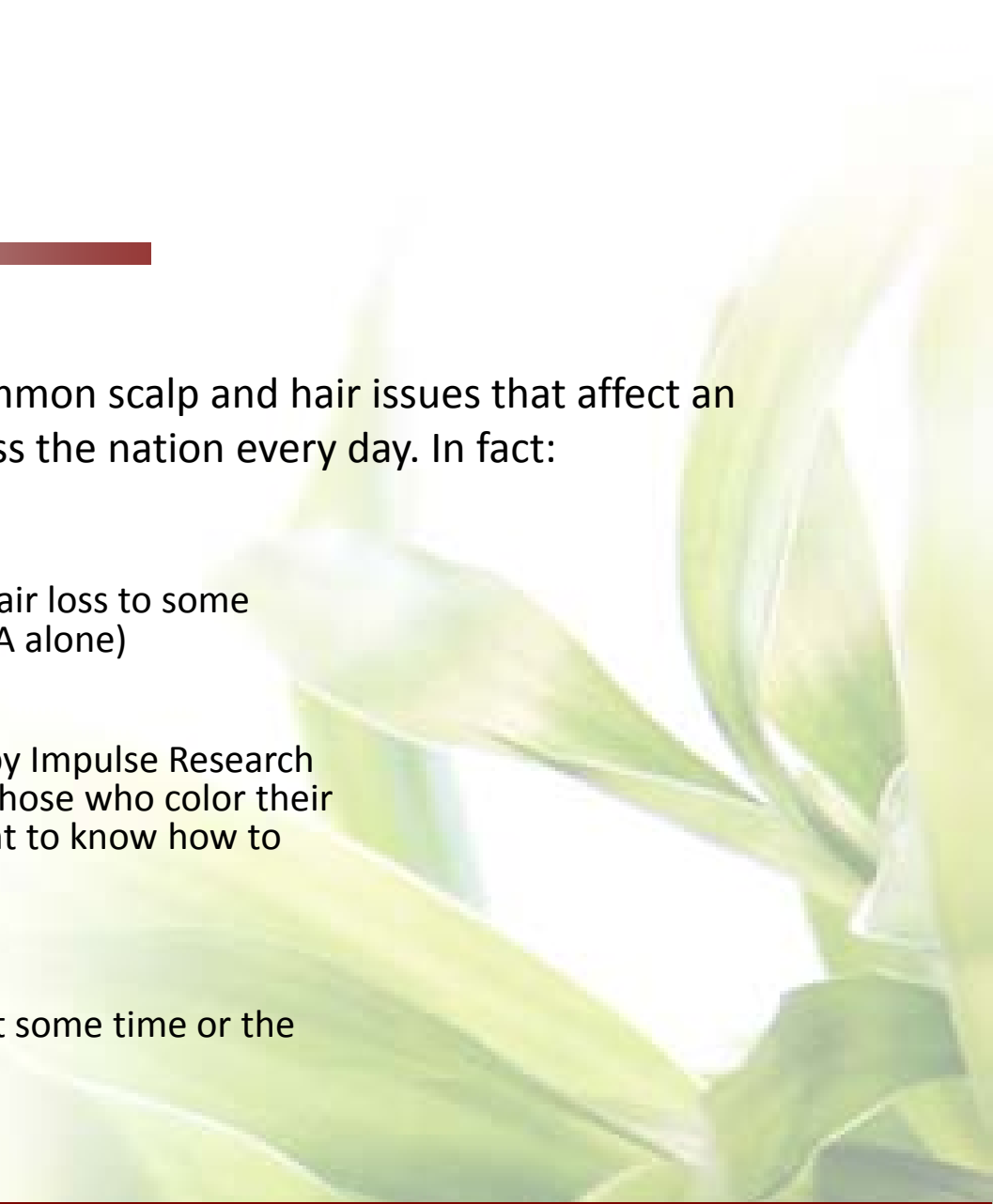
Affects 1 in 3 women who suffer from hair loss to some degree (approx. 30 million women in USA alone)

- **Over-Treated & Damaged Hair**

In a survey of 1,601 women conducted by Impulse Research Group, 66% color their hair and 78% of those who color their hair know their hair is damaged and want to know how to restore it

- **Dandruff**

50% of adults are affected by dandruff at some time or the other in their lives





Pre-launch Promotions

Featured at some of the nation's most prestigious VIP events as Latin Grammy Awards, BET Awards, Super Bowl Kick-off parties and top industry hair shows:





In the Media

Rejuv3 has already received great media attention including:



The Seattle Times





Rejuvé3 was the featured product for the “Made In Michigan” segment on Fox2 Detroit Morning News.



http://www.myfoxdetroit.com/dpp/mornings/made_in_mich/made-in-michigan:-derjers-hair-products

■ beauty shop

Rejuvenated hair guaranteed

The hair care professionals at Dreyer International (www.dreyer.com) guarantee their three-step system will treat and rejuvenate hair damaged by coloring, perms and other chemical treatments. Used exclusively by dermatologists and hair care clinics for more than 20 years, Regain 1 (\$11.95 if in, \$25.95 full size) is an advanced therapeutic solution now available to the general public.

The Regain1 formula is a proven solution for hair wear, including preventing hair loss and stimulating growth; removing chemical build up, tangles and debris; fortifying weak hair and scalp; relieving dryness, flaking and itching; repairing breakage and split-ends; adding volume, shine, and enhancing overall health and manageability. Working at the cellular level, the formula unblocks pores and stimulates blood circulation in the scalp to promote healthy hair growth and deliver nutrients and moisture to each hair follicle.

Step 1 is a scalder, non-irritating per-champoo cleanser that gently removes hair follicle-blocking sebum that can slow growth and cause premature hair loss. It also cleans dandruff and scalp itch and it will leave your scalp feeling fresh and tingly-clean. Step 2 is a rich, foaming shampoo enhanced with panthenol and essential oils, which nourishes scalp and hair roots to stimulate growth and remove pore-clogging impurities.

The Step 3 conditioner moisturizes and restores health to your hair with natural soy protein, pro-vitamin B5 and proteins that penetrate deep into the hair shaft, treating damaged areas. You'll immediately see new luster and body.

Available at www.dreyer.com



Editor's Pick

Get your glow on

The sun may have set on summer, but that's no reason to abandon your healthy, dewy glow. Thanks to Nars recent addition to the Multiple Line. The perfecting bronzing stick gives you a year-round, sun-kissed radiance on your eyes, lips and cheeks. Available in three shades, the Multiple Bronzer (S40) is infused with subtle golden shimmer to create all-over warmth and contour for your entire face. It's one of the most unique products on the market today and is regularly voted best product by beauty editors.

Available as of November exclusively at Holt Renfrew
www.narscosmetics.com











Nars line complements fashion's bold hues

Nars fall 2008 collection complements the bold, solid hues and ultra feminine textures seen on the season's fashion runways with a clean, glowing palette of shimmering neutral tones. The velvety eyeshadows (S26) range, \$38 duals give your eyes an alluring gleam in a range of chocolate and shimmering ginger hues, while the sheer lipsticks (S30) mirror fall colours of rose, cherry and mauve.

Available at Holt Renfrew, Sephora and select Bay stores
www.narscosmetics.com



Greetings Beauty Fans!
Welcome to our November 2008 Fall Beauty Bag - - Cheers!

<p>Star in Your Night by L'Oréal Skincare</p>  <p>Introducing the like-nothing else Bath and Body Shower gel, Hair Body Care Collection. You can have the luxury and indulgence when showering, all with L'Oréal's collection of skin-enhancing hair and bath products.</p>	<p>ProActive Organic</p>  <p>Founders Anusara, Zenine and Melissa Williams introduce a highly effective product line with the result of ProActive Organic.</p>
<p>Take All Lashes</p>  <p>There's no need to take your beauty bag to the next level with Lashes' eye-opening look for the eyes, cheeks, and lips! This is not a usual eye liner and eye shadow, this will not disappoint your eye cosmetics.</p>	<p>Wella Skin Care</p>  <p>Welcome to a new full collection of hair and body products from the experts of Wella Group. The company has achieved a line that is great for your skin, moisturizing and protects your skin to last.</p>
<p>Go on Dead Sea Mineral Mud</p>  <p>Go on Dead Sea Mineral Mud, clean it off and enjoy the benefits of Dead Sea mud. You'll have more skin care with Dead Sea Mineral Mud.</p>	<p>King & Royal's A Royal Beard</p>  <p>A Royal can be used for all hair types and provides a moisture and nourishing that is unparalleled in the industry.</p>
<p>Deadly's Double to Face Care</p>  <p>Deadly's Double to Face Care comes in a range that are 2-in-1, with a dual of botanical oils, vitamin and mineral, enhances hair length that can have enhancing treatment, hydrate and help to heal.</p>	<p>King & Royal's A Royal Beard</p>  <p>King & Royal's A Royal Beard Body Care range developed around the hair, and gives beyond the ordinary of a regular kit.</p>
<p>Star in Your Skin by Evriance</p>  <p>Star in Your Skin from Evriance is a line that will deliver any skin and fight off that redness when that is a necessity for protection during the harsh winter months.</p>	<p>Beach Hair Dryer Pro by Conair</p>  <p>Introducing the Beach Hair Dryer Pro by Conair. This is a professional grade hair dryer that is a must-have for your hair.</p>



The Seattle Times

Article written
by Jayda Evans
Seattle Times staff
reporter

The Seattle Times

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Journeyman maps a path for Sonics rookies

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Source: http://seattletimes.com/resources/html/nba/200709250712_jon06.html

By [Jayda Evans](#)
Seattle Times staff reporter

Plunked in Kevin Durant's training-facility locker was the oddest birthday gift the Sonics rookie had ever received, from a teammate — a book titled "The Millionaire Next Door."

Durant, who turned 19 on Sept. 29, crumpled his face as he picked up the unwrapped gift for further examination. Teammate Jermaine Jackson cupped the response; he had a similar one when former Detroit teammates Grant Hill and Jerry Stackhouse gave him the same book as a rookie.

Jackson, who learned long ago how to conduct himself as a professional basketball player, is part of a cycle — he endures in the NBA by imparting knowledge and by being ready when called upon, whether that's in practice or temp minutes during a game.

So, while other teammates, in jest, make rookies Durant and Jeff Green find a specific type of lotion or pick up towels and drinks for them, Jackson is the sounding board for the new guys.

And it might just be the way Jackson snags a spot on the opening-day roster.

"I love these guys," said Jackson of Durant and Green, with whom he bonded while playing on the Sonics' summer-league team. "I'm really into helping these guys' mind-set on and off the court. Get them more focused on the business of basketball and life. I'm not into, 'Man, grab my shorts or grab my bag.'"

...

"It's so frantic that when you get the NBA, they'll label you — he's a defender, run-the-offense type guy. So, when they bring you in, that's what you're there for. That's my job. That's why people get different paychecks. I just do my job, and hopefully the Lord lets me play as long as I can play."

Off the court, Jackson started a hair-product line with a childhood friend who became a chemist. Jackson helped found Dejays after he began balding; he now sports a full head of hair and says he harassed the product Dejays developed. Health products giant Johnson & Johnson is in talks with Dejays representatives about product distribution.

"I don't even brush my hair a lot," said Jackson, showing off his do. "It works."

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Rejuv3 has recently filmed a direct response commercial with Home Shopping Group to be aired on Lifetime and Oxygen in Fall 2009.



The screenshot shows the HSG website interface. At the top, there are navigation links: home, about us, privacy policy, send email, site map, and view cart. Below this is a search bar with a 'Go' button. The main content area is titled 'Rejuv3 Hair & Scalp Care System - 16oz' and features a price of \$55.95 and an 'Add to cart' button. A large promotional banner for 'REJUVÉ 3' is displayed, featuring a man and a woman's faces. The banner text reads: 'Discover the revolutionary way to care for your hair! Through its dedication to excellence, Derjers International has formulated an advanced, innovative 3-Step Hair & Scalp Care Solution to healthy hair. Until now, the effective REJUVÉ 3 formula had been a long kept secret utilized by health care clinics and hair care professionals for decades, but is now available to the public. Designed to help promote healthy hair and scalp, this dermatological solution has helped men and women achieve multiple results on all hair types including: • Hair Loss Prevention • Dandruff Control • Anti-breakage • Added Shine • Enhanced Manageability'. A vertical green banner on the right side of the main banner says '3 simple steps to healthy hair growth!'. At the bottom of the page, it says 'Step 1 - Renewing Scalp Cleanser'.



Rejuvé 3 commercial available to view on YouTube



The advertisement features three white bottles of Rejuvé 3 product on a textured, light-colored surface. To the right, the product name 'REJUVE 3' is written in a large, orange, serif font, with 'Hair & Scalp Care System' in a smaller, white, sans-serif font below it. The price 'ONLY \$55.95' is prominently displayed in white, with 'plus S&H' in a smaller font underneath. Below the price, the text 'send check or money order to:' is followed by the address: 'C/O Home Shopping Group, 5201 Congress Ave Suite 234, Boca Raton, FL 33487'. At the bottom, there are icons for Visa, MasterCard, American Express, and Discover, followed by the text 'Order Online!', the website 'www.shopHSG.com', and the phone number '1-800-476-5608'.

<http://www.youtube.com/watch?v=9Kq3htnDNVo>



Educational Programs

- Derjers takes an educative approach to all that we do
- We are firm believers that in helping people understand the causes of hair issues will not only help them manage it in a more comfortable way, but also serve to build trust in our products, giving them confidence in how and why our formulas will help them
- Therefore, we provide our partners with an array of educational materials, hair modules and training to achieve this purpose





About Derjers International

Derjers International is an innovative manufacturer of leading hair and scalp care solutions. We deliver on the promise of quality products, utilizing state-of-the-art technologies to develop and commercialize superior formulas with a unique approach.

- Headquartered in Michigan
- First Latin & African-American owned manufacturer
- Distinguished business culture where 1+1 is not 2, but rather 'unlimited'.
- Equipped with a unique marketing tool that reaches over 10,000 hair care professionals nationwide, and media in more than 30 countries.



www.derjers.com

REJUVÉ 3

3-Step Hair & Scalp System



3-Step Hair & Scalp C

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Repairing Sha

3-Step Hair & Scalp Care System

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Renewing Scalp Cleanser

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