

REJUVÉ 3

3-Step Hair & Scalp System

PRESS KIT 2009



#1

*Dermatologist
recommended solution for
rejuvenating damaged hair*





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 chemically 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 shaft 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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REJUVE

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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REJUVE



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

Rejuvé3 has already received great media attention including:



The Seattle Times



May 2009 Issue

Manufacturer Profile

by Marie Noebs

DERJERS INTERNATIONAL



Axel Poessy, CEO for Derjers International, took to speak with OTC Beauty Magazine about the benefits of their products.

Derjers International의 스페셜 헤어케어 전문가 Poessy가 OTC Beauty Magazine과의 인터뷰

OTC Beauty Magazine (OTC): When was Derjers International established? Where is it located?
Axel Poessy (AP): Derjers' refined formulas hold a track record in servicing specialty hair care and hair loss clinics for over 40 years, and have set the industry standard for the finest hair and scalp care products available. Today, our signature line Rejuv3 is the #1 dermatologist recommended solution for thinning, damaged hair - proudly manufactured in Michigan.

OTC: Please recall the company's history in the multicultural market. How has it changed since its establishment?
AP: The Derjers International story is actually quite unique. The year 2005 marked a paramount turning point for the proven formulas, when a pro-hairstylist firm was compelled to invest into the products that ended his 8-year search to a distressing scalp condition, thereby helping others find comforting hair solutions with effective results. With new owners on board, the Derjers name was born and the first Latin & African American manufacturer in the U.S. was established.

Drawing upon its new diversity infrastructure and relying on the wealthy knowledge base of its multicultural team, our innovative firm saw the benefits of making the products accessible to the public at a fraction of the cost of a hair clinic visit. Its iconoclastic owners brought fresh ideas and creativity to address the over-emerging Latino market a sector of the hair care industry booming globally and the nation's largest ethnic group, African American consumers. Derjers International is proud of its roots and honored to offer over 40 therapeutic compositions, as well as methods, to normalize skin for the prevention, treatment, and management of even the kinest hair and scalp conditions.

OTC: What products does Derjers International offer?
AP: Your readers that stock Derjers company know we provide them with world class hair care that sets them apart from the competition. Whether their clients demand rejuvenating hair treatments, hair loss products, or intensive scalp care, we offer our friends in the OTC industry the solutions they require, including:

OTC Beauty Magazine (OTC): How did you get into the hair care industry?
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Company name: Derjers International
Address: 18901 Kelly Road, Harper Woods, MI 48222-1061
Manufacturing Facilities: 15125 Harper Ave, Detroit, MI 48202
Contact Number: 313-887-5184 or toll-free 877-405-7964
Contact Email: info@derjers.com
Website: www.derjers.com
Years in business: Since 2005

- Our signature line: Rejuv3 3-Step Hair & Scalp System
- The Rejuv3 Hair Care Collection
- Rejuv3 Fighting Daily Nourishment
- Rejuv3 Rejuvenating Leave-In Conditioner
- Rejuv3 Replenishing Finishing Oil
- Rejuv3 Reconditioning Light Hair Dressing
- Precision 30 Day Hair Loss Kit
- A roster of specialty topical scalp applications for the relief of itching, redness, flaking, scaling and general discomfort associated with local skin disorders such as seborrheic dermatitis, psoriasis, tinea (ringworms), scalp acne, inflammation and more.

OTC: What makes your hair care line different than others?
AP: The secret is in the scalp. Our products are not only the finest chemical free treatments available, but are also designed to create the optimal hair growth environment by targeting the scalp. Many hair products can work against the natural balance and condition of hair, stripping away its vital ceramide moisture barrier required for optimal hair health and growth, and may lead to bothersome scalp difficulties... even hair loss. In fact, studies show that hair loss is mostly caused by:

1. Excess sebum and debris that clog scalp pores and inhibit growth, causing hair loss rate to surpass speed of new growth.
2. Insufficient scalp blood supply and hair root malnutrition.
3. Increased DHT levels, treatable by hormone therapy only.

Notice the importance of caring for your scalp and the consequences of overlooking these roots. Clearly, the secret to healthy hair is in the scalp.

AP: Now you can see why our distinguished products have proven effective for decades in unclogging pores by removing dead skin cells and bacteria, they treat hair safely and effectively, including therapy hair with natural Vit, vitamins and proteins, while restoring essential nutrients to each hair follicle. This proper care improves scalp health and hair growth stimulation, promoting thicker, stronger and more luscious looking hair.

OTC: What would you say are the pillars of the company's success?
AP: To be honest, we see a company without boundaries! This has been an ongoing, rigorous development process which I am blessed to be a part of, and with people who share our vision and genuine interest to serve our customers. This makes all the difference in the world.



The essence of our success stems both from the passion and energy of our dedicated and knowledgeable employees, and our strength for what we value: diversity and innovation. Anyone who has worked with us can testify to that. We are delighted in providing quality products and uplifting sounds business practices and ethical principles in all that we do.

OTC: How do you partner with beauty supply stores to maximize market penetration and profits?
AP: OTC distribution flexibility lets our proactive approach in promoting our brand. They largely benefit from our innovative efforts to establish brand recognition and hands-on involvement in industry events.

OTC: In order to make our product line easily accessible and cost-effective to carry, we offer beauty stores the opportunity to re-order an inventory total as low as \$400, when freight cost is prepaid. We adhere to strict price guidelines to ensure that suggested retail price is always the same at retail level, enabling distributors to enjoy a 60% profit margin.

OTC: What types of educational and program knowledge training programs do you offer for beauty supply stores, if any?
AP: Derjers takes an educative approach to all that we do. We are firm believers that in helping people understand the causes of hair loss such as hair loss, thinning or severe scalp conditions will not only help women 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 models and training to achieve this purpose.

- 1. Signature line: Rejuv3 3-Step
- 2. The Rejuv3 Hair Care Collection
- 3. Rejuv3 Fighting Daily Nourishment
- 4. Rejuv3 Rejuvenating Leave-In
- 5. Rejuv3 Replenishing Finishing Oil
- 6. Rejuv3 Reconditioning Light
- 7. Precision 30-Day Hair Loss Kit
- 8. Unique skin care products such as: hair, face, body, and nail care products.

OTC: What is the biggest challenge of doing business in our industry today?
AP: The beauty industry has experienced an alarming increase in the amount of clients searching for solutions to address hair loss, thinning and over-processed, damaged hair. But, with an overwhelming amount of hair care lines available today, clients may find themselves questioning what to buy and who to trust. Derjers has been blessed with the ability to offer formulas that have been proven effective for over four decades and trusted by top dermatologists, giving store owners the advantage of staying on top of client needs. Our groundbreaking therapeutic compositions have addressed the issues of hair loss and sensitive scalp conditions for years, ensuring the success of hair care professionals worldwide.

Manufacturer Profile

OTC: It has been said that clients, suppliers and partners have taken notice of the company culture at Derjers International. Can you tell us a little bit about what makes it so unique?
AP: Yes! You see, Derjers is distinguished for giving extraordinary lengths to hire and cultivate the most talented and passionate people who value integrity and exude positive energy. We adopt an international perspective and creative abilities to do things different. In our world, one plus one is not two, but rather 'unlimited'. The passion, cohesive teamwork, precision, and confidence with which we proceed is a result of the "New World" method of conducting business that we employ. Our noticeable culture is based on striving for excellence and a genuine interest in helping clients, whereby our team is often heard saying "Living the best days" and "Execute without limits".

Distinguished as a "change ready" company of innovation and empowerment, not only do we foster a diversity infrastructure, but also employ the use of "flextime" work policies in different geographical locations, and applaud women opportunities in the workplace where businesswomen lead several management positions. Today, Derjers confirms that where ethics and high employee morale thrive, success seamlessly follows. It distinguishes itself as an exemplary organization, being at the forefront of innovation, striving to bring only the very best to its worldwide consumers.

OTC: Do you have any further thoughts to share with our readers?
AP: By summer 2009, Derjers will be launching a nationwide new advertising campaign to support the Rejuv3 brand. We are excited to have partnered with a home-styling group to promote our premium line nationwide, which will prove beneficial to all OTC stores carrying our exquisite line.

OTC: 2009년 여름에 Derjers는 Rejuv3 브랜드를 더욱 강력하게 위해 전국적으로 새로운 광고를 하고 있다고 한다. 또한 홈 스타일링 그룹에 우리의 상품들을 전국적으로 판매하여 우리의 상품들을 취급하는 모든 소매상들에게도 도움이 될 것이라고 한다.

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■ 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 if out) 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' newest 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 sultry eyeshadows (E26) range, E28 duals give your eyes an alluring gleam in a range of chocolate and shimmering ginger hues, while the sheer lipsticks (L20) mirror fall colours of rose, cherry and mauve.

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



fashion^{edge}

 .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 from Body Care Collections. You can have the luxury and indulgence when showering, all with nighttime's collection of skin-enhancing Spa and Bath products.</p>	<p>ProActive Organic</p>  <p>Founders Anusara, Zenne and Melissa Williams introduce a highly potent line with the richest of ProActive Organics.</p>
<p>Take All Lashes</p>  <p>There's no need to take your beauty bag to the next level with Lashes' smoldering colors for the eyes, cheeks, and lips! This is not a shadow for gingham and this beauty they will not disappoint their true customers.</p>	<p>Stila Skin Care</p>  <p>Welcome to a new full collection of skin and body products from the experts of when there's cream. The company has achieved a line that is great to use, and beautiful and elegant that need to last.</p>
<p>Alima Dead Sea Mineral Mud</p>  <p>Smooth skin mud for face and body, clean it off and massage in a bath treatment that also have more benefit. Start with Alima Dead Sea Mineral Mud.</p>	<p>Alisa & Heidi's A Head Start</p>  <p>Alisa & Heidi's A Head Start can be used for all hair types and ensure a moisture and nourishing that is unparalleled in the industry.</p>
<p>Deed's Double to Face Care</p>  <p>Deed's Double to Face Care comes in a range that are 2-in-1, with a subtle whitening, skin repair and prevent premature hair aging. Plus can have enhancing moisture, anti-fur and hair of face.</p>	<p>King & Royal's Hair Care</p>  <p>King & Royal's Hair Care line is developed around the hair, and gives beyond the ordinary of a Regime kit.</p>
<p>Star in Your Skin by Evriance</p>  <p>Star in Your Skin from Evriance is a line that will soothe any skin and fight off that redness when that is a necessity for protection during the harsh winter months.</p>	<p>Infuse Hair Design's Pro Styling</p>  <p>Infuse Hair Design's Pro Styling is a line that will soothe any skin and fight off that redness when that is a necessity for protection during the harsh winter months.</p>



The Seattle Times

Article written
by Jayda Evans
Seattle Times staff
reporter

The Seattle Times

37°F

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Journeyman maps a path for Sonics rookies

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Source: http://seattletimes.com/resources/html/nba/200710060712_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 suggested 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 some minutes during a game.

So, while other teammates, in just, 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 fund Dejays after he began balding; he now sports a full head of hair and says he has used 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."

Jayda Evans: 206-464-2067 or jevans@seattletimes.com
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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 the HSG logo and a search bar with a 'Go' button. The main content area is titled 'Rejuv3 Hair & Scalp Care System - 16oz' and includes a breadcrumb trail: Home > Beauty Aids > Rejuv3 Hair & Scalp Care System - 16oz. The product name is displayed in a grey box, followed by the price '\$55.95' and an 'Add to cart' button. Below the product information is a promotional banner for 'REJUVÉ 3' with the headline 'Discover the revolutionary way to care for your hair!'. The banner features two images: a man's face and a woman's profile. Text on the banner describes the product as an advanced, innovative 3-Step Hair & Scalp Care Solution. It states that the formula has been a long-kept secret used by health care clinics and hair care professionals for decades. The banner also lists benefits: Hair Loss Prevention, Dandruff Control, Anti-breakage, Added Shine, and Enhanced Manageability. A vertical green box on the right side of the banner contains the text '3 simple steps to healthy hair growth!'. At the bottom of the banner, it says 'Step 1 - Renewing Scalp Cleanser'.

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HSG HOME SHOPPING GROUP

SEARCH Go

Coming Soon!!

Baby Shop

Beauty Aids

Books, DVD's & CD's

Boats, Vehicles & RV's

Cleaning Products

Computer

For the Home

Footwear

Garden and Yard

Gift Ideas

Golf Gear

Healthcare

High-Tech

Home Improvement

Kitchen Komer

Home > Beauty Aids > Rejuv3 Hair & Scalp Care System - 16oz

Rejuv3 Hair & Scalp Care System - 16oz

Rejuv3 Hair & Scalp Care System - 16oz

\$55.95

Add to cart >>

REJUVÉ 3

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

3 simple steps to healthy hair growth!

Step 1 - Renewing Scalp Cleanser

Rejuvé 3 commercial available to view on YouTube



REJUVE 3
Hair & Scalp Care System

ONLY **\$55.95**
plus S&H

Send check or money order to:
C/O Home Shopping Group
5201 Congress Ave Suite 234
Boca Raton, FL 33487

Order Online!
www.shopHSG.com
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

Removes pore-clogging
Revitalizes stressed
Alleviates dandruff &



Repairing Sha

3-Step Hair & Scalp Care System

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



Renewing Scalp Cleanser

& Scalp Care System

shes and strengthens hair
overall health and luster
weightless bounce



ing Conditioner

DERJERS INTERNATIONAL

PRESS KIT

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