



MEDIA RELEASE

Wednesday 25 July 2018

For immediate release

JUST CUTS UNVEILS THE JUSTICE PROFESSIONAL 2018 NEW PRODUCTS LAUNCH AT THE JUST CUTS ANNUAL CONFERENCE IN ALICE SPRINGS



Just Cuts delegates attending conference in Alice Springs this week were the first to see and touch the NEW products on offer in the JUSTICE Professional range.

The unveiling took place on Tuesday 24 July and was presented by National Sales and Education Manager, Reggie Eaves. JUSTICE Professional is the range of professional haircare and styling products available for purchase exclusively at Just Cuts salons across Australia, New Zealand and the United Kingdom. The range is also available to buy online at justcuts.com.

Link to launch images:

https://www.dropbox.com/sh/4gmr8mwlpmcc2o2/AABzpnpuZi_RkKRik1WPdkhia?dl=0

2018 NEW PRODUCTS OVERVIEW



NEW Perfect Violet Treatment Mask 250ML

HIGHLIGHTS | SHINE | COOL BLONDES

Product Description: Designed to revitalise highlighted blonde or colour treated hair, refresh natural grey/ white hair with added strength. Our true violet adds shine and tone to the hair minimising unwanted warmth. Gives shine without weighing the hair down. **What it does:** Panthenol and Hydrolysed wheat proteins are added to intensively strengthen and nourish deep into the hair shaft, smooth the cuticle, bringing added vitality and shine. **How to:** Apply to cleansed damp hair evenly through the mid-lengths and ends. Allow to develop for up to 5 minutes, rinse thoroughly. Use weekly or for intensive results after every shampoo.

More info: <https://www.justcuts.com.au/justicehair-products/Perfect-Violet-Hair-Mask>

Hi res image link: https://www.dropbox.com/sh/m4mrh5hlmgbhvkD/AAA6gm8yIA4i5623WbB2v_Dea?dl=0



NEW Smooth and Groom Travel Size 50ml

ENRICHES | STRENGTHENS | SMOOTHS

Product Description: Our best-selling conditioning cream now comes in travel size! Want to increase shine, soften and brighten your hair? Smooth and Groom enriches, strengthens and smooths the hair. **What it does:** A rich conditioning cream that improves styling without leaving an oily feel. Gives shine and softness and provides exceptional brightness to hair. Repairs cuticle damage and reconstructs the hair shaft. Contains Japanese silk proteins to strengthen and thicken the hair. Tames frizz and smooths hair to improve the overall appearance. Adds control to strong unruly hair. **How to:** Squeeze a small amount into your palm and distribute evenly into damp or dry hair from roots to ends. Layer the product to create stronger results and more control. Dry hair and re-apply to the ends to add definition. Use daily for best results.

And don't forget – this is a concentrated product, so less is more.

More info: <https://www.justcuts.com.au/justicehair-products/Smooth-And-Groom-Travel-50ml>

Hi res image link: <https://www.dropbox.com/sh/9wm69zs5053tlju/AAD1nSQRmZTQn4S4C0gn68Wia?dl=0>

The NEW products are now available online at justcuts.com and will be available in Just Cuts salon in August.

– ENDS –

For further information and to organise an interview or photo with Amber Turnbull, General Manager of Just Cuts please contact:

Just Cuts Franchising

E: media@justcuts.com, kelly@justcuts.com, kendall@justcuts.com

P: 02 9527 5444

More about Just Cuts

Just Cuts™ is a hairdressing salon that bridges the gap between the old-style barber shop and the high end hair salon. Our fixed price, no appointment system is a convenient and practical solution for our Clients, offering them convenient, quality Style Cuts™ cuts from fully qualified Stylists at an affordable price.

Just Cuts™ was the brainchild of Denis McFadden, who, back in 1982 turned a simple idea into a business concept that would change the hairdressing industry forever. Always one to make the most of every situation, McFadden decided to run a promotion at his humble Sydney salon to boost business and offered all Clients a “no appointment, \$6 Style Cut”. The response was outstanding and the idea of Just Cuts™ was born.

The following year, the inaugural Just Cuts™ salon opened its door to the public. And in 1990, the first Just Cuts™ franchise opened in the suburb of Engadine, in the south of Sydney. Our brand has continued to expand ever since, with over 200 locations in Australia, New Zealand and the United Kingdom now open.

More about JUSTICE Professional

And in 2013, we answered the calls of our Clients and Stylists and launched JUSTICE Professional™ – a range of salon quality, paraben free haircare and styling products available exclusively in all our salons at a competitive, affordable price. The JUSTICE Professional™ line has something for everyone, including everyday shampoos and conditioners, anti-dandruff and dry scalp treatments, toning products, nourishing leave-in treatments and a range of hair styling waxes and sprays.