

brazilian blowout®

August 24, 2011

Dear Salon Owner and Stylist,

We would like to begin with a sincere apology.

We are truly sorry for the ongoing controversy surrounding the Brazilian Blowout and the hair-smoothing category as a whole, and we apologize that the truth has yet to be conveyed through traditional media and communication channels.

The amount of misleading and conflicting information presented to the public in the past ten months has created unfounded and unnecessary apprehension and concern with regards to the safety of the products within the professional smoothing category.

To date, all OSHA and Independent air-quality tests conducted on the Brazilian Blowout Professional Smoothing Solution, as well as all others in this category, have yielded results "well below" even the most stringent of OSHA standards (AL, PEL, STEL). As a product manufacturer, these are the government regulated safety standards we must adhere to when producing professional grade formulations.

These air-quality test results have once again confirmed the integrity of the original Brazilian Blowout Smoothing Solution, and have allowed us to continue selling this product in the marketplace. Favorable test results, however, do not make for interesting or glamorous press and have, therefore, not been communicated to the masses. This often times leaves the public to draw conclusions and make decisions without all the proper facts.

Because of this unfortunate situation, we are now forced to communicate the truth to both stylists and salon owners in a grass roots manner.

The plan...

We have created a NEW Brazilian Blowout Loyalty Program that makes the cost of entry much more affordable and enticing for both individual stylists and salon owners. This new program will reward both existing Brazilian Blowout customers, and those who have taken a step away to research the facts, and who are now ready to return.

It's been a long haul, and we would like to take a moment to thank you. Thank you for being aware, for being concerned, for being professional, and for most importantly considering the facts.

Most sincerely,



Michael F. Brady
CEO, Brazilian Blowout



Britney Huinker
Co-Founder, Brazilian Blowout

1.877.779.7706
BRAZILIANBLOWOUT.COM