

# NAIROBI<sup>®</sup> PROFESSIONAL

FOR THE LOOK & FEEL YOUR CLIENTS WILL LOVE



## OUR MISSION

NAIROBI Professional's mission is to be the #1 product used by hair professionals worldwide, by simply developing and maintaining a lifetime relationship. We're more than just manufacturers of hair care products for the professional; we care about the professional. We care that our buyers purchase products with quality ingredients, and gives 100% hair satisfaction. We also that our products increases the bottom line for our retailers while maximizing client-home use satisfaction.



## DEMOGRAPHICS

89% Women  
93.4% Professional Stylists  
80% from the U.S.

Age: 18 - 45  
Household Income:  
40K and greater

## REACH

350,000 Professional Stylists/Barber  
Nationally and Internationally



# NAIROBI<sup>®</sup>

## PROFESSIONAL

### OUR LINES

Combining the expertise, vision and skills of its professionals, we develop and deliver top quality hair care and beauty products. Nairobi Relaxers, Conditioners, Shampoos, Wet Styling and Finishing products are top shelf products that are salon staples across the USA. NAIROBI houses five other hair care lines: Pamper, Recovery, Kool Player, Tru Colors and Dandra-Solv.

Nairobi's #1 Most requested item Wrapp-It Shine Foaming Lotion is a revolutionary product. It is both a setting and molding lotion. Clients love the look, feel, and results of it. Set any style to perfection while maintaining versatility and body.



PAMPER™ Products are formulated for fine-fragile, color-treated hair. Each product works hand in hand to keep fragile hair strengthened, moisturized, and healthy.



RECOVERY™ products were created for clients that suffer from hair thinning. The RECOVERY™ Shampoos, Conditioners, Scalp Balms and Serums, help stimulate hair growth with our BioSTYM™ and Micro-Gen Complex™ technology.



KOOL PLAYER™ is NAIROBI's exclusive line of barber products for men. We have (4) different shaving products that work to refresh the skin with a clean burst of power. It decreases germs, minor cuts and scrapes after hair cutting or shaving. Each product has an unique fragrance. This line also includes also an anti-bump cream Bump Control Treatment and an anti-bump Spray. Both disinfects the skin while treating razor bumps and ingrown hairs.



THERAPEUTIC DANDRA-SOLV™ SYSTEM helps eliminate dry and flaky scalp buildup. The hair is not only moisturized, but it's strengthened to prevent future breakage and shedding.



TRU COLORS™ Semi and Demi permanent hair color system gives you beautiful vibrant color with no ammonia or peroxide. It's so gentle, you can safely color immediately after relaxing your hair.

