

The latest in what's 'Fresh and New' from:

# RPR

rejuvenate  
protect  
revitalise

This issue: Go Green with RPR,  
book in for some training, and get a  
stunning Oscar worthy hair do!

## The year ahead with RPR...

This year it's all about staff development and looking after the environment. At RPR, we have a strong philosophy of respecting others, nurturing individual growth and caring for the world around us. The RPR Go-Green promotion aims to help make a difference.

### RPR Go-Green Promotion

RPR are launching a breakthrough program that will help your business to become carbon neutral! Get involved and offset the greenhouse gas emissions your business generates. During the promotion, for every \$100 your salon spends on RPR, one native tree will be planted on your behalf! You can also achieve bronze, silver and gold certificates to hang in your salon to show your customers you care. Make sure you register your salon to participate! Contact us at head office by calling 03 9549 3300, or email [marketing@rprhaircare.com.au](mailto:marketing@rprhaircare.com.au).



### New Business Tip

Motivate you, your staff and your clients with some in-store promotions. With Mothers Day looming, try some of these fresh ideas... Mother's Day Mother and Daughter Treat – If they both come in, they can receive two treatments for the price of one. Talk to your sales representative on ways they can help with your promotional ideas.

product of the season



**My Multi Vitamin Mask:**  
Turn brittle into beautiful, limp into luscious with My Multi Vitamin Mask - a luxurious and creamy vitamin boost mask from RPR. Packed with health-giving vitamins, strengthening proteins and anti-oxidant champagne grape extracts, this lavish hair food treat nourishes the cuticle, restoring moisture, balance and vitality without weight. Slather it on then sit back and let it go to work!

### Inside Hair Care this season : Hydrolysed Keratin Protein

RPR's Repair My Hair is enriched with hydrolysed keratin protein and blended with aloe extracts, it deeply penetrates the cuticle to reconstruct your hair from within.

It restores gloss and vitality and with regular use, stops breakage. Repair My Hair is the perfect pre-colour treatment to reconstruct and strengthen the hair prior to a colour service.

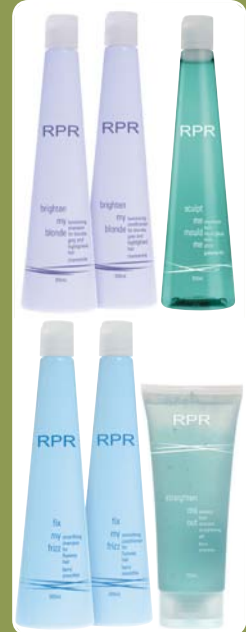


Penelope Cruz Heidi Klum



## How to get Heidi Klum's hair style with RPR

1. Shampoo hair with Brighten My Blonde Shampoo and Conditioner. Apply a small amount of Sculpt Me Mould Me for shine and light control.
2. Blow dry with a large paddle brush to smooth hair.
3. Back brush and smooth into a high chignon using Hold Me Tight for extra control.
4. Wrap a small amount of hair around for definition and finish with Hold Me Forever.



## How to get Penelope Cruz hair style with RPR

1. Shampoo with Fix My Frizz Shampoo and Conditioner.
2. Apply a small amount of Straighten Me Out and blow dry with a large paddle brush.
3. Back brush the top lightly and pull back into a soft ponytail.
4. Wrap pieces of hair around to hide the band.
5. Finish with Hold Me Tight.

\*IMPORTANT: The celebrity images used here is for instructional reference only and is not for reproduction. RPR do not own the rights to the image used.



RPR helps you grow your business!

What better way to grow your business than to educate your staff! RPR training classes have begun and are proving to be a hit. Reserve your place now so you don't miss out! Also please note that you don't have to be a Mycolour stockist to experience RPR training.

### Testimonials

"Hi Donata, Colour is AMAZING! We are loving it thank you, it really helped and inspired us having the training. Oh and have been using lower volume peroxide when lightening and it works!!! Unbelievable you've changed the way we colour forever! Thanks again xo". **Mon & Ladyee Luck, Lady Luck Salon**

### Upcoming Mycolour Classes Call 03 9549 3300 to book your spot!

- Introduction to mycolour
  - Effective Retail Techniques
  - Salon Management
  - Colour Assistant
  - Advance mycolour
  - Blonde Ambitions
  - Maximising your Clientele
  - Salon Assist/Effect.Retail Tech.
- Hobart: 28 April, Melbourne: 12 April & 1 Sept, Brisbane: 19 April, Hobart: 28 April
  - Melbourne: 5 May & 6 Oct, Melbourne: 16 June & 24 Nov
  - Melb: 23 June & 17 Nov, Hobart: 7 July, Bris: 21 July, Sydney: 4 Aug, Adel: 11 March, Melb: 30 June, 8 Sept, 17 Nov, Bris: 22 Sept, Hob: 29 Sept, Syd: 27 Oct, Adel: 10 Nov
  - Melbourne: 15 September
  - Melbourne: 18 August & 13 October

RPR movers and shakers



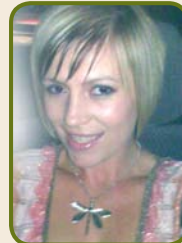
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## RPR promotions

RPR Easter Promo @ QLD Hairhouse Warehouse-Gympie QLD

RPR Sponsors Fashions on the Field at the Pakenham Races in Melbourne

RPR supports Fashion Show for the National Breast Cancer Foundation @ Ladyland

RPR Sponsors the AHJ Hair Fashion Awards Beauty Rooms in Sydney. RPR made over 30 top beauty editors plus the Veronikas!



RPR Haircare Website: [www.rprhaircare.com.au](http://www.rprhaircare.com.au)

Visit [www.rprhaircare.com.au](http://www.rprhaircare.com.au) to view the gorgeous RPR range. All clients can get there own log in for trade only information.

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