



**WHAT IS JUST FOR MEN® HAIRCOLOR AND JUST FOR MEN BRUSH-IN COLOR GEL?**

Just For Men Haircolor is a shampoo-in, level-2 haircolor that targets only the gray hair, leaving the natural haircolor alone, resulting in the most natural look possible. Just For Men Brush-In Color Gel is a companion product designed especially for use on coarse mustache, beard and sideburn hair.



**WHAT'S NEW?**

**JUST FOR MEN HAIRCOLOR GETS A MAKEOVER - NEW 2006 PRODUCT FEATURES:**

- Improved True Color Formula for the most natural look ever
- No-Drip Formula
- Three new shades to provide better choices for a natural look
- Box top color swatches to ensure the best match
- Easy-Open, Snap-Off applicator
- Ergonomically designed applicator for easier application
- New, razor-shaped applicator for Just For Men Brush-In Color Gel For Mustache, Beard & Sideburns

**THE NEW LINE OF JUST FOR MEN HAIRCOLOR WILL HIT RETAILERS' SHELVES IN FEBRUARY 2006**

**WHY WERE JUST FOR MEN HAIRCOLOR AND COLOR GEL DEVELOPED?**

Just For Men Haircolor was developed in response to the growing demand for a men's haircoloring product that is long-lasting, natural-looking, quick and easy-to-use. Because it only takes five minutes, a man can easily fit it into his regular shower and grooming routine.

Just For Men Brush-In Color Gel is uniquely formulated to penetrate hard-to-color facial hair, blending away the gray in a man's mustache, beard and sideburns in only five minutes. It is a thick, rich brush-in gel with no messy drips, and its special conditioners leave facial hair softer and less bristly.



**HOW ARE JUST FOR MEN PRODUCTS APPLIED?**

Just For Men Haircolor is easy to use. Pour the color base into the applicator bottle. Break off the tip and apply color mixture directly to dry, non-shampooed hair, working it evenly into the hair as you would a shampoo. Elastic gloves that fit a man's hands are conveniently included in the package. After five minutes, rinse with warm water and shampoo in the shower as you normally would. Just For Men Haircolor lasts up to six weeks.

Just For Men Brush-In Color Gel For Mustache, Beard & Sideburns comes in a no-drip gel formula, so there are no messy drips to worry about. Simply mix equal amounts from the two tubes in the mixing tray (provided in the package), apply evenly with the applicator brush to dry hair, wait five minutes and wash out with shampoo in the shower. Color will last until the gray grows back.



**WHO MANUFACTURES JUST FOR MEN PRODUCTS?**

Just For Men Haircolor products are manufactured by Combe Incorporated of White Plains, NY. Combe has been the world leader in men's haircoloring since its introduction of Grecian® Formula 16® haircoloring products in 1961.



**WHERE ARE JUST FOR MEN PRODUCTS SOLD?**

Just For Men Haircolor and Just For Men Brush-In Color Gel For Mustache, Beard & Sideburns are available in the men's shaving or grooming section of drug, discount and supermarket stores throughout the country wherever men's grooming products are sold. Just For Men Haircolor and Color Gel retail for approximately \$8.