

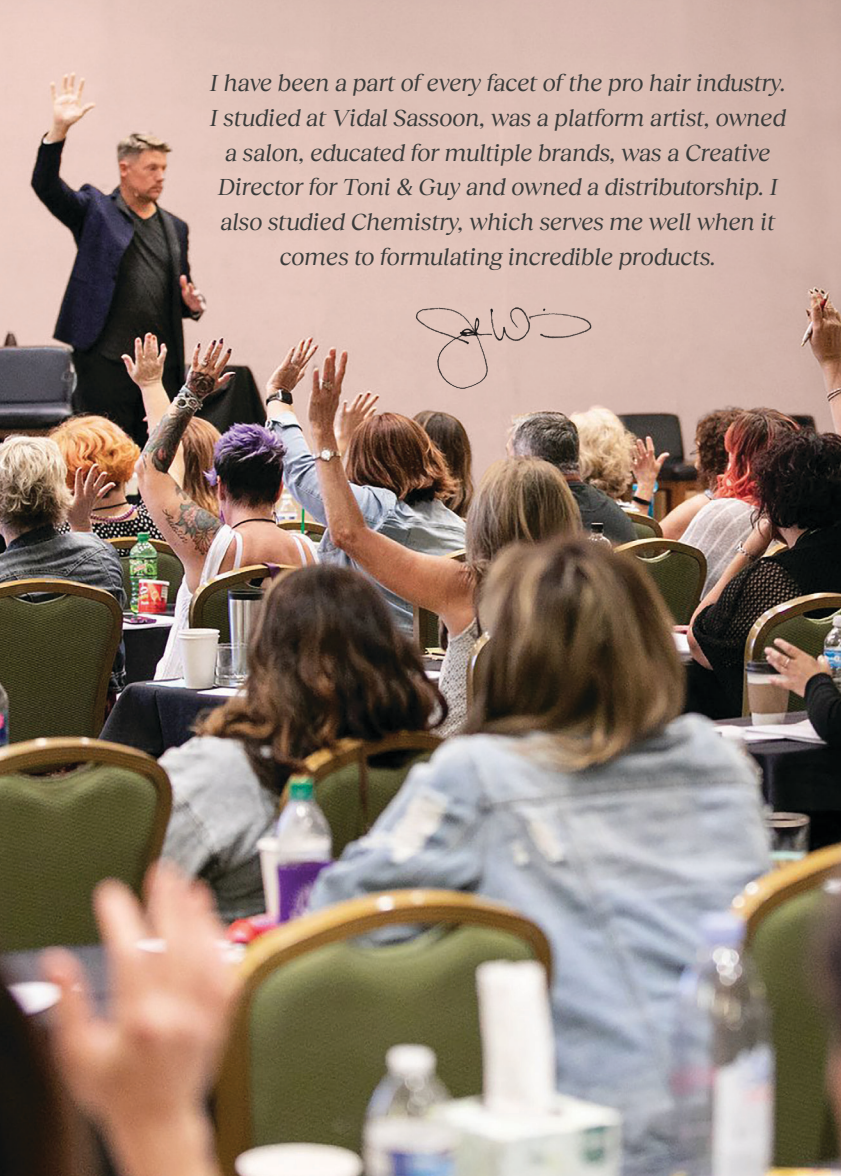


JACK WINN | PRO

*Hi, I'm Jack.*

*I've seen stylists get shortchanged by the industry they love, and I know they deserve more from brands they support.*

*That's why I created Jack Winn Pro.*



*I have been a part of every facet of the pro hair industry. I studied at Vidal Sassoon, was a platform artist, owned a salon, educated for multiple brands, was a Creative Director for Toni & Guy and owned a distributorship. I also studied Chemistry, which serves me well when it comes to formulating incredible products.*

## *Industry, we have a problem...*

After working within every part of the industry, Jack saw so many things could be improved or were broken. There were a few key revelations behind the decision to create a line that puts stylists first.

- *Stylists recommended professional care and style products after investing in inventory, only to have their clients buy on Amazon, in drug and grocery stores.*
- *Some stylists felt there was competition with their fellow professionals or they lacked the community they once had after moving to a salon suite.*
- *Many stylists were felt unappreciated within the new, flourishing, influencer economy. The influencers got perks and pay (great!), the influenced got nothing (not great!).*
- *New stylists are falling out of their careers because of the lack of a support system in the industry.*
- *Many stylists built an incredible business behind the chair, and were ready to make an impact in this industry and needed their next step.*

None of that felt optimal. Surely we could do better. There is an entire industry making money from professional stylists, without adding much value. It was time to change all of that. Jack started with a different business model.



## THAT'S WHY WE FOCUSED ON *Improving Your Life*

*Our mission is to improve the lives of hair stylists.  
We do that in several ways - better products,  
better education, better community and  
an opportunity to earn more.*

### WE PUT STYLISTS FIRST

*We've given over \$12 million back to  
independent stylists since 2018.*

### GET CASH BACK ON PURCHASES

*Up to 10% cash back on every order you place.*

### EARN BY REFERRING STYLISTS

*Bigger and better commissions and  
bonuses the more you refer.*

### RETAIL DONE DIFFERENTLY

*Get 35% to 50% income even when selling online.  
The products you recommend to clients  
can only be purchased through you.*

### EDUCATOR & MENTORSHIP OPPORTUNITIES

*Be at the forefront of changing  
the beauty industry.*

### EVENTS & TRAVEL

*Annual Education Summit,  
Stylist Vacay, Winnspiration Retreat,  
Vision Voyage and Hair Shows.*



**Chad Stokes**

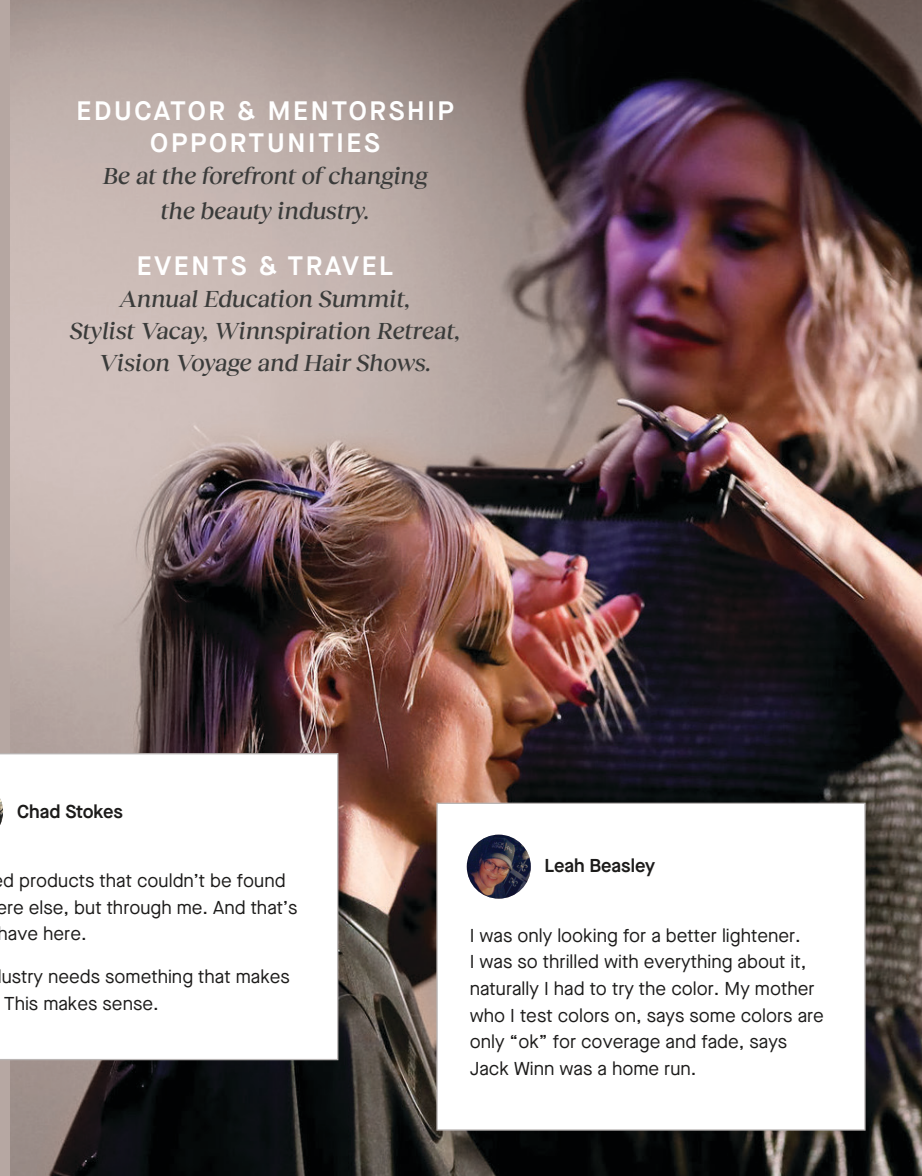
I wanted products that couldn't be found anywhere else, but through me. And that's what I have here.

Our industry needs something that makes sense. This makes sense.



**Leah Beasley**

I was only looking for a better lightener. I was so thrilled with everything about it, naturally I had to try the color. My mother who I test colors on, says some colors are only "ok" for coverage and fade, says Jack Winn was a home run.





## NATURAL BOTANICAL *Quality Ingredients*

*We look for every opportunity to use pharmaceutical-grade and natural, botanical ingredients in our professional, care and styling products. We were able to solve a lot of sensitivity issues, and get much better results for you and your clients.*

## FORMULATED FOR *Performance*

*Clients will notice more shine and less fade. You'll notice gentler and greater lifting power plus the ultimate tools for hair repair and protection. We also focus on other improvements for you, like less off-gassing because you're exposed to your products more than your clients are.*



**Deanna Hanneman**

I absolutely love this company.

I've never really been one to set goals. This company has challenged me. They've given me tools to grow my business behind the chair and attract new clients on social media.

They've provided me with amazing retail products that seriously sell themselves. They send my clients emails about specials they run so that I'm selling product without thinking about it.





# Stylists' Favorite Innovations

## BREAKTHROUGHS IN *Lighteners*

We reimagined how lighteners can work with innovative technology.

### BRILLIANT

Pharmaceutical-grade ingredients creates more even lift while it's gentler on the hair.

### PAINT

Our balayage lightener uses silica instead of clay, so it only dries on the surface and keeps lifting inside. More lift, less flaky mess.

### DIAMOND

A specialty lightener for levels 6 and below on non-lightened hair. Diamond power lifts and releases time-released toner as it reaches levels 9-10.

## BUILT IN *Bond Creators*

Rather than adding another ingredient to dilute your color and lightener formulas, we removed water from your activator and replaced it with Bond Creators — so you get the result you expect and your client's hair is protected from chemical processes.

## FIX *Results*

Restore Curl  
Shine via Hair Health  
Increase Strength  
& Elasticity  
Reverse Damage

## HEAT & CHEMICAL *Damage Reversed*

Fix mends the molecular bonds in your hair with bioactive peptides and natural ingredients. Stop the damage cycle via antioxidants that neutralize free-radicals.



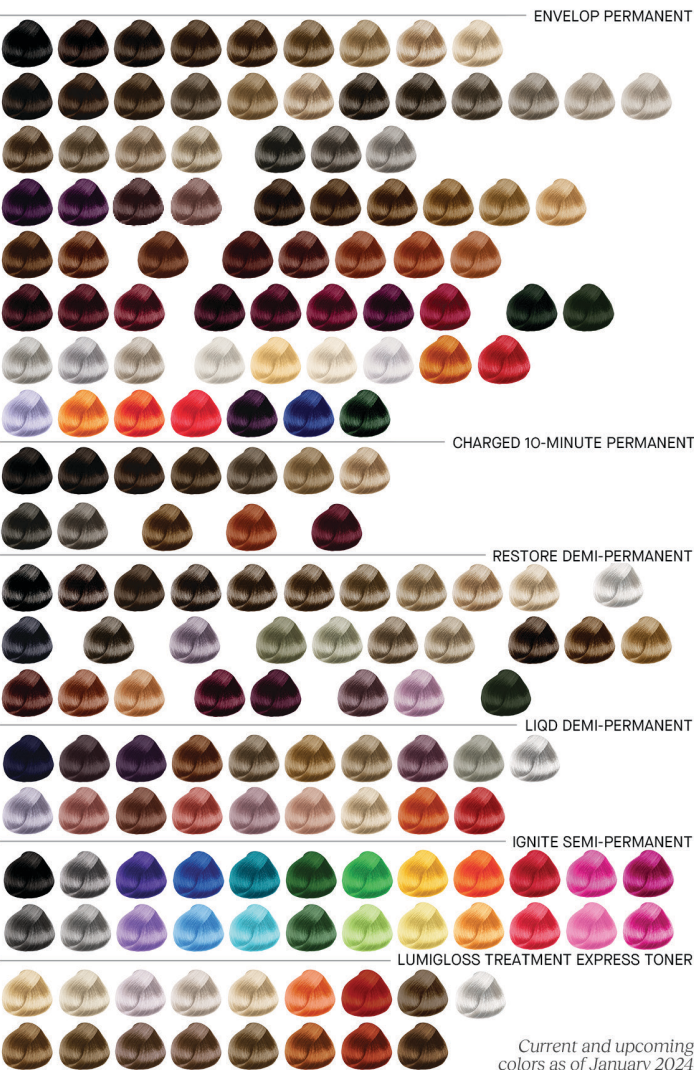
one application of Fix

BEFORE FIX

AFTER FIX



one application of Fix

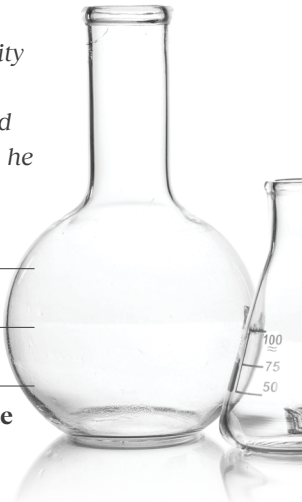


# Creating Better Products

## Investing in Quality Ingredients

Our unique business model allows us to invest in better quality ingredients for better results and remain affordable. It was almost by accident that Jack discovered he could do this, and rather than be another corporation that makes more money, he created the way for stylists to use better products.

Not Used	1	Industrial Grade
Less Expensive Lines	2	Cosmetic Grade
More Expensive Lines	3	Cosmetic Grade
Jack Winn Pro	4	Pharmaceutical Grade



## Warm or Cool?

Most color lines create a single base for their entire line and then formulate each shade from that base. The result? A struggle to optimize working with a warm or cool line. We formulate each shade individually to make hair color that is predictably true to tone. With color mixers, and 4 different ways to tone, you are in control.

## What is NOT in Jack Winn Pro Color?

	ENVELOP	RESTORE	LIQD	IGNITE
Cruelty-free	✓	✓	✓	✓
Gluten-free	✓	✓	✓	✓
Ammonia-free		✓	✓	✓
PPD-free		✓	✓	✓
Paraben-free		✓	✓	✓

## 4 WAYS TO TONE

- ENVELOP  
Permanent cream
- RESTORE  
Demi-permanent cream
- LIQD  
Demi-permanent liquid
- LUMIGLOSS  
Non-oxidative mask treatment



# your ONE STOP SHOP

Vegan

Living Wage for  
Supply Chain

Sustainable

1

## COLOR

65 Permanent Cream  
12 Ten-minute Permanent Cream  
26 Demi-Permanent Cream  
15 Demi-Permanent Liquid  
10 Direct Dye Cream  
10 Toning Mask Treatment  
12 Activators  
Barrier Cream  
Color Remover

2

## LIGHTENERS

Revolutionary Traditional Lightener  
Silica-based Balayage Lightener  
High-Power Toning Lightener

3

## REPAIR

Peptide Prep Spray, Shampoo, Conditioner, and Leave-in  
Disulfide Bond Creator Activators  
Disulfide Bond Repair, Shampoo, Conditioner, and Leave-in

4

## CARE

Hydrating Shampoo and Conditioner  
Purple Shampoo  
Detangling Heat Protectant Leave-in  
Shine Serum

5

## STYLE

Curling and Smoothing Cream  
Humidity Armor Spray  
Body-building Cream  
Lifting Mousse  
Strong Hold Spray  
Matte Paste  
Semi-matte Wax  
Sea Salt Spray



6

## TOOLS

Brushes & Combs  
Gloves  
Foins  
Application brushes and bowls  
Mannequin Heads  
Continuous Sprayers  
Candle

7

## EDUCATION

Free online education  
In-salon classes  
Annual Summit  
Annual Business Retreat

8

## COMMUNITY

Vibrant, collaborative online groups with questions answered about products and formulation. Make new friends on and offline.

9

## TRAVEL

Annual Stylist Vacay to a tropical destination  
Vision Voyage to Europe  
Regional Events & Trade Shows  
Annual Summit and Business Retreats

10

## INCOME

Cashback perks of 10% on your own orders  
Online retail commissions of 35-50%  
Ongoing bonuses for the purchases of the stylists you refer

## Something to think about...

*In traditional distribution, every time a product moves or changes hands, costs and markups are added to the price and eventually passed along to you.*

*Who do you think is paying the rent at the beauty supply or the salary of your rep? That's YOU.*

*In a time where you order so much online, why should you be paying for the traditional, expensive distribution model?*

*Why not let the products you love share some of that love back with you?*

*If you are a generous person and are sharing the great things you've learned with other stylists and clients, why shouldn't YOU be the one to get paid for that?*



**Brittany French**

I came to improve my business behind the chair. Little did I know it would change my life.

**10%**

Qualify for cashback perks of 10% on your own orders

**35-50%**

Online retail commissions of 35-50% on products only available through you

**\$**

Ongoing referral bonuses on the purchases of the stylists you connect

## Education

*We host an Annual Education Summit and an Annual Winnspiration Business Retreat. Attend regional education events, in-salon classes and access hundreds of hours of free online education including technique, business and product knowledge.*

## Community

*Our community generously shares business wisdom, favorite formulations, color correction advice, life stories, laughs, adventure and so much more.*

## Travel

*Join us for our Annual Stylist Vacay to a tropical destination, Vision Voyage to Europe, Regional Events and Trade Shows.*



For more info and to get your affordable Starter Kit:

**Stylist.JackWinnPro.com/**