

SAVE[®]
ME FROM

The Hair Repair Experts[™]



SAVE ME FROM
PRODUCT OVERLOAD
Tip to Root Hair Rehab®
Protéger de la panne à la racine
maquage court / casse de racine
15mL e / 0.5 fl. oz.

SAVE ME FROM
THERMAL OBSESSION
Tip to Root Hair Rehab®
Protéger de la panne à la racine
maquage court / casse de racine
15mL e / 0.5 fl. oz.

SAVE ME FROM



SAVE ME FROM® is the first ever damage-specific hair care line that gets, literally, to the root of the problem. Whether sun, pollution, heat, aging, buildup or chemicals are the issue, SAVE ME FROM® has a solution.

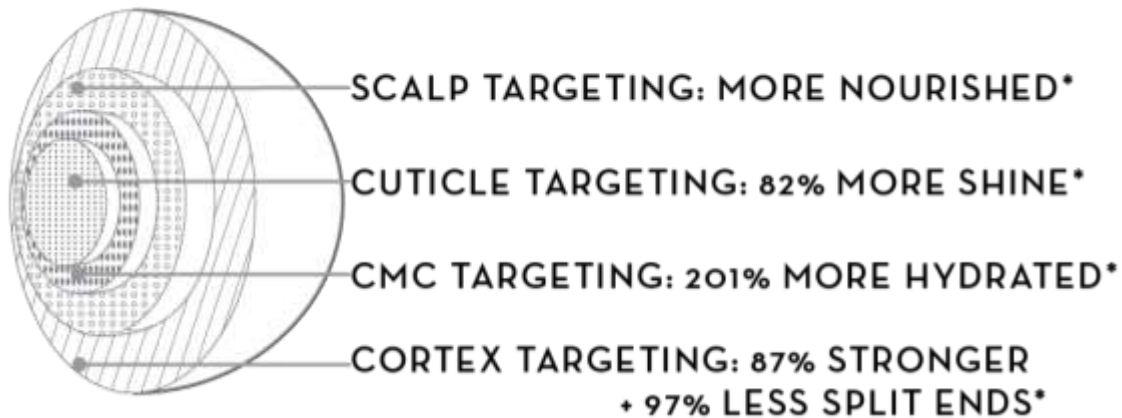
Going beyond traditional hair masks or treatments, SAVE ME FROM® has coined an entirely new category: a tip to root hair reboot.

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THE SCIENCE



**Maximum results were based on variable vs. control studies on usage using each SAVE ME FROM® Tip to Root Hair Reboot formula containing 2% Fenugen® treated, damaged hair vs. untreated, damaged hair compared to virgin hair after 3 uses as an overnight hair mask or leave in treatment.*

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SAVE ME FROM® founder April Peck wanted to understand why Indian women possessed the world's strongest, shiniest, most nourished hair and scalp. One reason? Fenugreek seed, an Ayurvedic herb renowned for centuries for its medicinal properties. Armed with this information and ingredient, April headed to her favorite lab to create what she saw missing from the market: products that improves specific types of hair damage. The result is SAVE ME FROM®'s patent-pending Fenugen®, a powerful, multi-layered technology which mends every layer of the hair as it nourishes the scalp. All SAVE ME FROM® products feature fenugreek seeds sourced from organic, Fair Trade farms near the Blue City in India. In addition, every SAVE ME FROM® formula contains Bond Reboot, a bond-building, scalp-health optimizing blend of nutrients.



A close-up photograph of hair, likely a ponytail or a bundle of hair, with a thick, white, creamy product applied to it. The product is coating the hair shafts, which are a mix of dark brown and light brown colors. The background is dark and out of focus.

NOT A MASK

SAVE ME FROM® products are not masks (*which, true to their name, tend to simply mask damage*).

SAVE ME FROM® products are not treatments (*which tend to ignore the scalp*).

SAVE ME FROM® offers six tip to root hair reboots:



THERMAL OBSESSION

Manage + Moisturize



Hair dryers, curling irons, straighteners, blow dry bar addictions - all this leaves hair a hot mess. Hair can blister and split, cuticles can fuse together, and the scalp becomes weak and dry. This dual-use moisturizing hair mask and leave-in heat protectant works to reduce split ends, frizz and dry scalp.

Lab Results: Hair was up to 201.1% more hydrated; with 91.3% less split ends; 84.1% stronger; 54.8% shinier; and 171.9% more flexible*. Offers 450° heat protection. Reduces frizz immediately by 443%, 390% after 2 hours and by 490% after 6 hours in humidity.

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AGE ACCELERATION

QVC customer choice
beauty
awards
2020
best hair treatment nominee



Enhance Volume + Revitalize

Age should be a state of mind; not a state of hair. While frosted, silver and grey hair looks graceful, it can feel rough, wiry and brittle as hair becomes increasingly sensitive to UV rays, pollutants and free radicals as it ages. This restorative mask helps to soften rough, wiry, thinning hair, while mending aging hair and treating a dry scalp.

Lab Results: Hair was up to 203.9% thicker; 145.3% more flexible; 87.3% stronger; 123.4% more hydrated; and with 95.65% less split ends*.

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CHEMICAL CONFLICT



Strengthen + Repair

For the bottle blonde, hair color chameleon or permanent straightener fan, this bond-building overnight mask repairs severely over-processed hair, split ends, breakage and sensitive scalp. When hair is chemically treated, bonds break, porosity increases, and hair becomes dry and brittle - SAVE ME FROM® CHEMICAL CONFLICT is your hair repair solution.

Lab Results: Hair was up to 76.8% stronger; with 97.8% less split ends; 184% more hydrated; 57.4% shinier; and 145.3% more flexible*.

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SUN + SWEAT

Smooth + Condition



Whether it's a daily Peloton ride, swim in the pool or run on the beach, hair takes a beating from our daily workouts. Sun, sweat, salt, chlorine and hard water make hair dull, stiff, faded and tangled and the scalp becomes easily irritated and itchy. This smoothing hair mask combats and improves all of this daily damage.

Lab Results: Hair was up to 83.6% stronger; 125% more hydrated; 40.3% shinier; 140.6% more flexible; and with 89% less split ends*.

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PRODUCT OVERLOAD

Detox + Purify

Heat protectors, volumizers, hair sprays, de-frizzers, dry shampoos - all these daily doses damage hair cuticles and leave them coated in chemical after chemical. This dual use hair mask and texturizing clay detoxifies an oily scalp and dull, stringy, greasy hair.

Lab Results*: Hair was up to 138% thicker; 59% shinier; 108.5% more hydrated; 48.2% stronger; and with 84.78% less split ends*.



FINALIST 2019

COSMOPROF NORTH AMERICA Awards

Strategic partner BEAUTYSTREAIHS

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POLLUTION ASSAULT

Nourish + Enhance Shine

For the city slicker exposed to car exhaust, smoke and dust, this conditioning mask combats the inescapable damage caused by daily pollution exposure. Free radical damage harms proteins in the hair's cortex, decreases hydration in the cell membrane and wears away surface cuticles. This deep conditioning mask nourishes flat, dry, brittle and stressed hair and scalp.

Lab Results: Hair is up to 78.2% stronger; 111.7% more hydrated; 82.7% shinier; with 95.65% less split ends; 134.4% more flexible; and with a scalp 18% more nourished*.

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HAIR DESPAIR



Tip to Root Hair Reboot Kit

Hair needs repair from damage of all kinds and this luxe kit contains a 15 mL jar of each SAVE ME FROM® treatment. It contains all anyone needs to save hair and scalp from specific daily damage, whether from a trip to a big city that causes pollution exposure; a beach vacation full of fun in the sun; a new color change; or simply the daily effects of styling.



**SAVE
ME** FROM

THE FOUNDER



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April Peck is the CEO + Founder of SAVE ME FROM. April is a beauty industry veteran having co-founded the award-winning skin care collection featured on the Inc 5000 list, HydroPeptide. April has been featured in Beauty Independent, Authority Magazine and the Beauty Industry Report for her clinically-proven hair care and for her pursuits to raise awareness for suicide prevention. April is a mother of 3, BYU grad, breast cancer survivor, marathon runner and QPR certified instructor. With years of experiences, April identified a void in hair + scalp care. She wanted to make clean + clinical, targeted solutions that solved common hair concerns due to damage while strengthening and deeply replenishing the condition of the hair from tip to root, inside and out – just like she had done in skin care.



SAVE ME FROM
KOSÉ

HAIR OIL OBSESSION
Triple Hair Oil Blend
Intense moisture and shine
100ml / 3.38 fl.oz.

SAVE ME FROM
KOSÉ

LOW & SWEAT
Signature Hair Blend
Prevents moisture evaporation
100ml / 3.38 fl.oz.

SAVE ME FROM
KOSÉ

PRODUCT OVERLOAD
Triple Hair Blend
Prevents hair breakage
100ml / 3.38 fl.oz.

SAVE ME FROM
KOSÉ

POLLUTION ASSAULT
Triple Hair Blend
Protects hair from environmental damage
100ml / 3.38 fl.oz.

SAVE ME FROM
KOSÉ

CHEMICAL CONFLICT
Triple Hair Blend
Prevents hair damage
100ml / 3.38 fl.oz.

SAVE ME FROM
KOSÉ

AGE ACCELERATION
Triple Hair Blend
Prevents hair aging
100ml / 3.38 fl.oz.

THE MISSION

SAVE ME FROM® was founded to do much more than save hair. Its mission is to help save lives. After losing her sister to suicide, April was determined to find a way to save others from suffering her same fate. She became a trained instructor on suicide prevention to empower others on how to respond when someone is in crisis.

SAVE ME FROM®'s mission is to save hair, save lives and empower and, as a result, the company donates 10% net income to organizations who help save people in real crisis. In addition, SAVE ME FROM® has partnered with QPR Institute to help train stylists to recognize the warning signs of suicide and become first responders in a mental health emergency.

#savehairsavelives

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PARTNERS

SAVE ME FROM® products are available at www.savemefrom.com as well as QVC, Neiman Marcus, The Phoenician Spa, Bellagio Spa, The Spa at the Aria, The Ritz Carlton Key Biscayne and salons and wellness centers across the country.

Follow the reboot revolution on Instagram: @savemefrom.usa

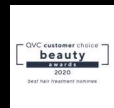
For more information, products to trial or to speak with April Peck, please contact:

press@savemefrom.com

888.336.0690

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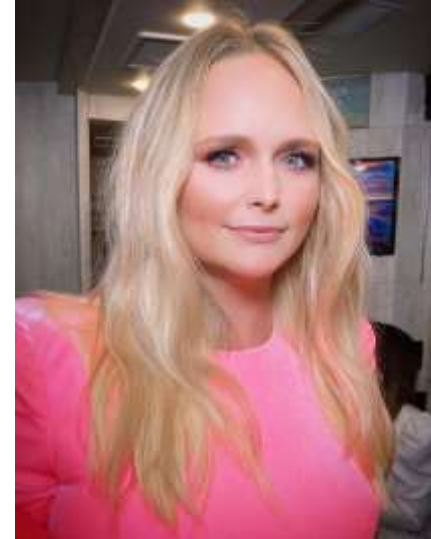
AWARDS + RECOGNITIONS



- CPNA Cosmoprof North America Finalist 2019 Best Hair Product (Product Overload)
- Graphic Design USA 2019 Winner American Package Design Winner (Brand)
- Indigo Design Award 2020 Silver Winner (Brand)
- QVC Customer Choice Beauty Awards Best 2020 Nominee Best Hair Treatment (Age Acceleration)
- Beauty Independent Innovation Award 2020 Winner Volumizing Product of the Year

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CONTACT

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For more information, products to trial or to speak with Allyson Evers,
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