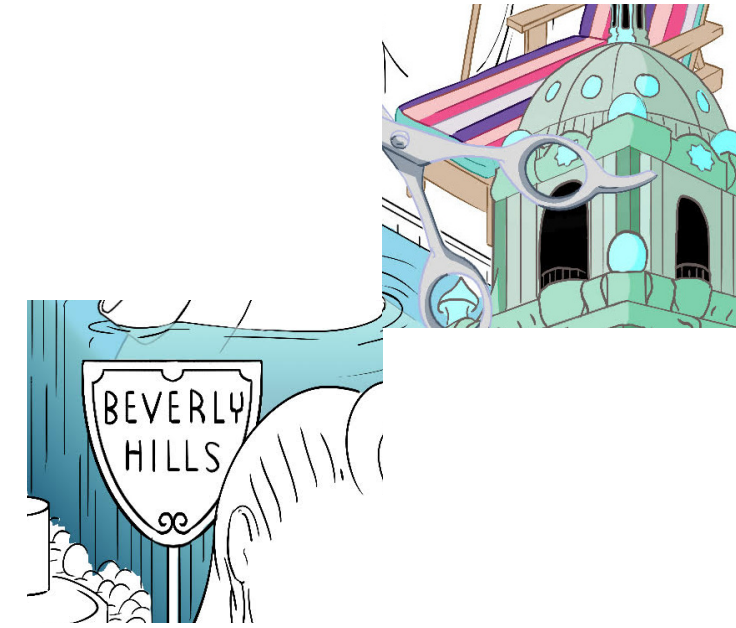




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**J BEVERLY HILLS**

SPRING 2020  
**J BEVERLY HILLS**





**BLUE LAUNCH**  
 @jbeverlyhills SS/20 campaign  
 eric peltier  
 eric bachelet

# BLUE

**J BEVERLY HILLS** knows that great hair comes from great hair care. With ever-changing beauty standards and endless styling options, the desire to look amazing remains the same. Defining your beauty routine is a mission that can consume you from a young age, but Blue is a product line that grows with you.

**ENVIRONMENTALLY FRIENDLY.  
 IDEAL FOR ALL HAIR TYPES.  
 BOTANICALLY INFUSED.  
 SUPERIOR SOLUTIONS.  
 CRUELTY FREE.**

A modern take on the classic J Beverly Hills bottle evokes a new feeling of strength and sophistication for a generation who is bold, brilliant, and in control. Complete with products to suit all hair types and styles, the fresh design offers a straight forward approach to your prescribed hair care routine. The soft stature and confident structure of Blue create an empowering grooming experience.

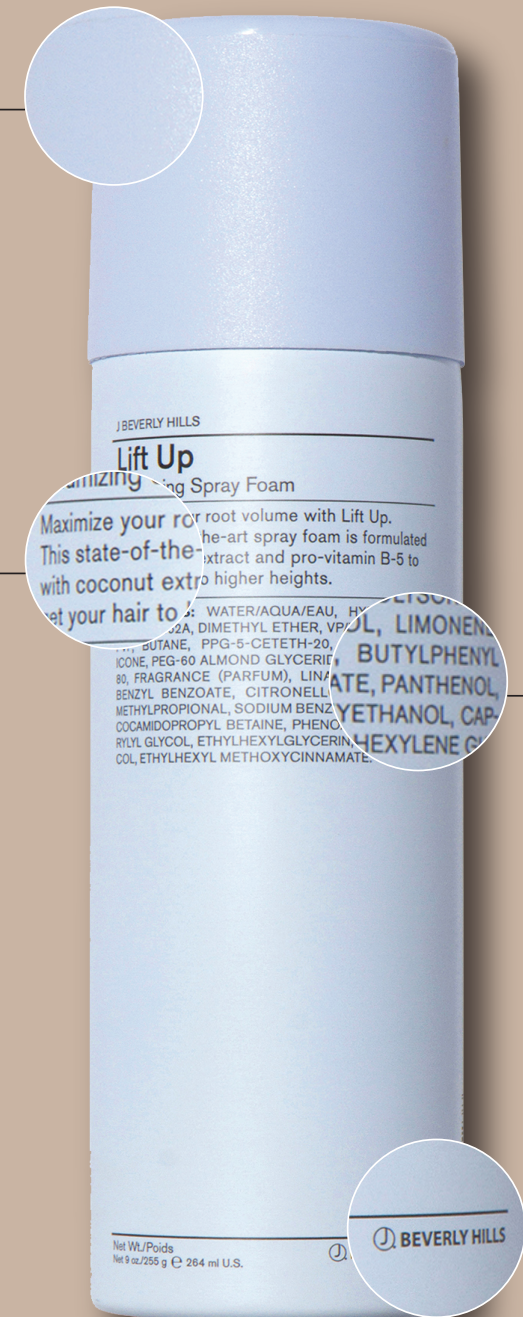


New Packaging

Definable

Forward Technology

Minimalistic Design



Maximize your root volume with Lift Up. This state-of-the-art spray foam is formulated with coconut extract and pro-vitamin B-5 to lift your hair to higher heights.

INGREDIENTS: WATER/AQUA/EAU, HYDROLYZED WHEAT PROTEIN, COCONUT OIL, SODIUM BENZOATE, CITRONELLAL, LINALYL ACETATE, PANTHENOL, DIMETHYL ETHER, VP-8, BUTANE, PPG-5-CETETH-20, ALMOND GLYCERIN, FRAGRANCE (PARFUM), LINALYL ALCOHOL, ETHYLHEXYLGLYCERIN, ETHYLHEXYL METHOXYCINNAMATE, LIME OIL, GERANIUM MACULATA OIL, LIME OIL, HYDROLYZED WHEAT PROTEIN, COCONUT OIL, SODIUM BENZOATE, CITRONELLAL, LINALYL ACETATE, PANTHENOL, DIMETHYL ETHER, VP-8, BUTANE, PPG-5-CETETH-20, ALMOND GLYCERIN, FRAGRANCE (PARFUM), LINALYL ALCOHOL, ETHYLHEXYLGLYCERIN, ETHYLHEXYL METHOXYCINNAMATE.

Net Wt./Poids  
 Net 9 oz./255 g e 284 ml U.S.