

The Mr. Smith Body Collection Renewal Ritual

In Salon Service Step by Step

EDU by MR. SMITH

@mrsmithhair @mrsmithhair_pro

Style at its most pure. Simplicity.

MR. SMITH



WHAT WE STAND FOR

Mr. Smith believes in three things above all else:

STYLE

We believe that science and styling should go hand in hand.

That's why our products are:

- Formulated for high performance
- Lightweight and nourishing
- Ideal for layering

SUBSTANCE

We believe that what we leave out is just as important as what we leave in.

That's why our products are:

- Crafted with organic Australian botanicals and essential oils
- Australian made and owned
- Sulfate and paraben free. Colour safe
- PETA certified

SIMPLICITY

We believe that great hair should be effortless.

That's why our products are:

- Designed to enhance your hair's natural texture
- Unisex and suitable for all hair types
- Easy to use



Style. Substance. Simplicity.

EXPANDING OUR LIFESTYLE CATEGORY

The new Hand & Body Wash and Body Balm are the perfect additions to our Lifestyle category. Creating the opportunity for additional services in salon as well as extending the retail line.

CLEANSE



Hand & Body Wash
Use daily

TREAT



Exfoliating Body Wash
Use 1-3 times per week

OR



Coffee Scrub
Use 1-3 times per week

CARE



Body Balm
Use daily

Mr. Smith's Hand & Body Wash is formulated with sweet orange, lavender and organic lemon to detox and leave your skin invigorated and nourished. PETA certified vegan. Sulfate and paraben free.

Directions: Apply a small amount to wet skin, lather gently and massage. Rinse thoroughly with warm water for a refreshed and rejuvenated sensation.

Fill Size: 275mL

Key Ingredients

- Sweet Orange Peel Oil
- Lavender Oil
- Lemon Peel Oil
- Geranium Oil
- Chamomile Extract
- Shea Butter

Features & Benefits

- Suitable for all skin types
- Revitalising and invigorating
- Antibacterial
- Nourishing
- Soothes and calms skin
- Hydrating

Mr. Smith's Exfoliating Body Wash cleanses while invigorating the skin. Rich in antioxidants and vitamins it replenishes moisture and rejuvenates the skin. PETA certified vegan. Sulfate, paraben and silicone free.

Directions: Apply to wet skin. Gently massage to lather and rinse

Fill Size: 200mL

Key Ingredients

- Mango Butter
- Acai Berry
- Mandarin Oil
- Jasmine Oil
- Lime Oil
- Pumice

Features & Benefits

- Stimulates circulation
- Revitalising and invigorating
- Antioxidant rich
- Contains 100% natural pumice

Mr. Smith Coffee Scrub gently exfoliates while smoothing and invigorating the skin. A rich blend of coffee, coconut oil and sea salt are rich in antioxidants to replenish and brighten the skin. PETA certified vegan. Sulfate, paraben and silicone free.

Directions: Apply to wet skin and gently massage in circular motions for 2-5 minutes. Leave for 2 minutes then rinse. Contains Nuts.

Fill Size: 100g

Key Ingredients

- Coffee
- Sea Salt
- Sweet Almond Oil
- Coconut Oil

Features & Benefits

- Suitable for all skin types
- Stimulates circulation
- Revitalising and invigorating
- Antioxidant rich
- Smooths and hydrates skin

Mr. Smith's Body Balm is formulated with anise myrtle and Tasmanian pepper extracts, rich in antioxidants to promote balance, harmony and nourished skin. PETA Certified vegan. Sulfate and paraben free.

Directions: Massage onto clean, dry skin, prioritising dry or rough patches. Allow the rich formula to fully absorb, revealing irresistibly soft, smooth and radiant skin.

Fill Size: 275mL

Key Ingredients

- Grapeseed Oil
- Sweet Orange Peel Oil
- Lavender Oil
- Anise Myrtle Extract
- Tasmanian Pepper Extract
- Shea Butter

Features & Benefits

- Suitable for all skin types
- Revitalising and invigorating
- Rich in antioxidants
- Restores skin's moisture barrier
- Nourishing
- Soothes and calms skin
- Hydrating

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IN SALON SERVICE STEP BY STEP



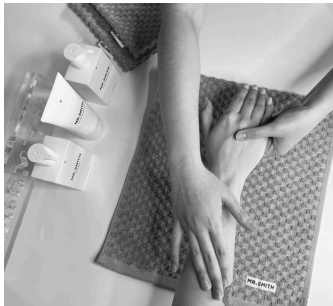
STEP 1. CREATE A RELAXING ATMOSPHERE

The area should be comfortable for client and stylist. This could be in the stylist chair or backbar area at a dedicated table.

You will need:

- Mr. Smith Hand Towel
- Mr. Smith Cleansing Mitts
- Mr. Smith Hand & Body Wash
- Mr. Smith Exfoliating Wash
- Mr. Smith Body Balm

Dependent on the area selected, you can personalise your service to incorporate the following steps. Where possible encourage client to expose arm to elbow and remove jewellery for an enhanced experience.



STEP 2. CLEANSE AND PREPARE THE SKIN

It is recommended the client's hands are lightly sprayed with warm water or soaked for 2-3 mins in warm water.

- Dispense 1-2 pumps of Mr. Smith Hand & Body Wash into your palms.
- Gently massage the product onto the client's hand and arm in small circular motions, focusing on the cuticles and knuckles to deeply cleanse these delicate areas.
- Use a warmed, damp towel to carefully wipe away the cleanser, ensuring the skin feels refreshed and clean.
- Repeat.



STEP 3. EXFOLIATE FOR SKIN RENEWAL

- Apply a coin-sized amount of Mr. Smith Exfoliating Body Wash to the hands and arm.
- Using gentle circular motions, exfoliate the skin, paying attention to areas that tend to be drier, like the back of hand and around the nails. This removes dead skin cells and prepares the skin for better absorption of hydrating treatments.
- Use the warmed, damp towel to thoroughly wipe away the exfoliant, leaving the skin smooth and prepped for hydration.
- Repeat.

If service area allows this step can be extended to incorporate Mr. Smith Coffee Scrub.



STEP 4. HYDRATE AND SOOTHE WITH WARM MITTS

- Soak two Mr. Smith Cleansing Mitts in hot water, wring them out, and place one on each of the client's hands. (Alternatively mitts could be prepared in a towel warmer)
- Let the mitts sit for 2-3 minutes, allowing the warmth and moisture to deeply hydrate the skin and relax the client. This primes the skin for the final moisture lock.

Be aware of salon temperature, if required cover the warmed mitts with a second clean dry towel to keep the heat in.



STEP 5. LOCK IN HYDRATION

- Remove the mitts and dry the hands.
- Apply a coin sized amount of Mr. Smith Body Balm to the hand and arm massaging for 2-3 minutes to provide an indulgent and luxurious finish to the treatment.
 - Begin with long flowing movements using your full hand and fingers to sweep up the back of hand and arm. Repeat 2-3 times. Gently rotate client's arm and repeat action on the palm and inside of wrist and arm.
 - Using thumb or two fingers massage the balm into the client's hand and arm using firm, circular motions, paying extra attention to the cuticles and dry areas. This seals in the hydration from the previous steps, leaving the skin feeling soft and nourished.
 - Finish with long flowing movements from fingers to tips.
- Repeat.

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