

ELEVEN[™]
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LIMITED EDITION Neon Gift Bags 2024

Our Limited Edition NEON GIFT BAGS coloured transparent beauty bag combines sustainability with a bright new Mothers Day Gifting offering.

- **Made from TPU material that is 100% recyclable and biodegradable.** Utilising new environmentally friendly technology, holiday will be jam-packed with guilt-free beauty.



Recyclable



**Biodegradable
in 3 - 5 years**



**"I'm recyclable
& biodegradable"**



MEDIA RELEASE

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AUSTRALIA

ELEVEN AUSTRALIA MOTHERS DAY OFFER



Get ready to GLOW like never before this Mother's Day with the release of ELEVEN Australia' limited edition NEON collection.

A series of gifts that combines sustainability with the luminosity of neon-coloured beauty bags that you'll want in every colour.

Choose from 5 vivid neon beauty bags - Blue, Pink, Lime, Yellow & Orange, with each gift containing a trio of shampoos, conditioners, and a third product tailored to every hair type.

Thanks to uber-fun packaging, you can enjoy guilt-free Mothers Day gifting, eliminating the need for wrapping paper. And it doesn't stop there! These beauty bags have been crafted from new environmentally friendly technology - a TPU material that ensures they're 100% recyclable and bio-degradable in 3-5 years. They're the perfect travel companions, ready to be reused as a stylish travel cube or carryall. Started packing yet?



About ELEVEN Australia: *ELEVEN Australia is a fresh approach to hair and body care. ELEVEN Australia's Creative Directors are Australian icons and leaders in the hair industry, four-time Australian Hairdresser of the Year, Joey Scandizzo, and Australian Photographer of the Year, Andrew O'Toole. Together they created ELEVEN Australia, a brand that embodies the Australian lifestyle. Easy to understand products that do exactly what they say.*

NEON LIMITED EDITION

NEON TRIOS:

Can't decide which NEON colour? Choose one or more as a gift, or treat yourself with the entire glowing set.

HYDRATE TRIO – RRSP R990 (Saving R242)

- Hydrate My Hair Moisture Shampoo 300ml
- Hydrate My Hair Moisture Conditioner 300ml
- Detangle My Hair Leave-In Spray 200ml

SMOOTH TRIO – RRSP R990 (Saving R210)

- Smooth Me Now Anti-Frizz Shampoo 300ml
- Smooth Me Now Anti-Frizz Conditioner 300ml
- Miracle Spray Hair Treatment 125ml

VOLUME TRIO – RRSP R990 (Saving R210)

- I Want Body Volume Shampoo 300ml
- I Want Body Volume Conditioner 300ml
- Miracle Spray Hair Treatment 125ml

REPAIR TRIO – RRSP R1005 (Saving R235)

- Repair My Hair Nourishing Shampoo 300ml
- Repair My Hair Nourishing Conditioner 200ml
- Miracle Hair Mask 200ml

BLONDE TRIO – RRSP R990 (Saving R242)

- Keep My Colour Blonde Shampoo 300ml
- Keep My Colour Blonde Conditioner 300ml
- Sea Salt Texture Spray 200ml

Consumer Saves 20%



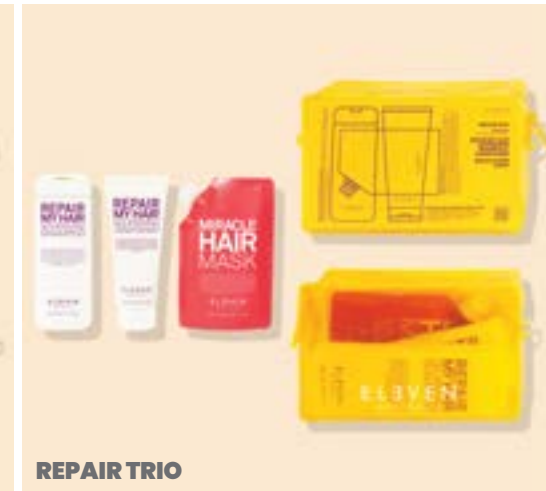
HYDRATE TRIO



SMOOTH TRIO



VOLUME TRIO



REPAIR TRIO



BLONDE TRIO



RRSP R990

LIST PRICE (AFTER DISCOUNT) : R660

PROFIT : R330 per bag



RRSP R990

LIST PRICE (AFTER DISCOUNT) : R630

PROFIT : R360 per bag



RRSP R990

LIST PRICE (AFTER DISCOUNT) : R660

PROFIT : R330 per bag



RRSP R990

LIST PRICE (AFTER DISCOUNT) : R630

PROFIT : R360 per bag



RRSP R1005

LIST PRICE (AFTER DISCOUNT) : R653

PROFIT : R352 per bag

NEON TRIOS DEAL: R6466

- HYDRATE TRIO x 2
- SMOOTH TRIO x 2
- VOLUME TRIO x 2
- REPAIR TRIO x 2
- BLONDE TRIO x 2

NEON
LIMITED
EDITION

ELEVEN AUSTRALIA NEON LIMITED EDITION SALON PRODUCT SHELF MERCHANDISING

Suggested product shelf display to optimise shelf presence and gift pack information.



Display bags front and back for visible product descriptions and bag contents.

Display bags showing zipper detail and TPU sustainable messaging.



NEON
LIMITED
EDITION



* PACKAGING MAY VARY DEPENDING ON LOCATION / REGION

HYDRATE TRIO

TRIO CONTAINS:

HYDRATE MY HAIR MOISTURE SHAMPOO 300ml

A nourishing shampoo that replenishes moisture. For normal to dry hair.



HYDRATE MY HAIR MOISTURE CONDITIONER 300ml

An ultra-nourishing conditioner that replenishes moisture. For all hair types.



DETANGLE MY HAIR LEAVE-IN SPRAY 200ml

A lightweight detangler with pear extract to hydrate and tame hair. For all hair types.



SMOOTH TRIO

TRIO CONTAINS:

**SMOOTH ME NOW
ANTI-FRIZZ
SHAMPOO**
300ml

A smoothing shampoo to control thick & coarse hair.



**SMOOTH ME
NOW ANTI-FRIZZ
CONDITIONER**
300ml

A smoothing conditioner to control thick & coarse hair.



**MIRACLE
SPRAY HAIR
TREATMENT**
125ml

Suited to all hair types, this lightweight leave-in treatment delivers ELEVEN benefits your hair will LOVE.



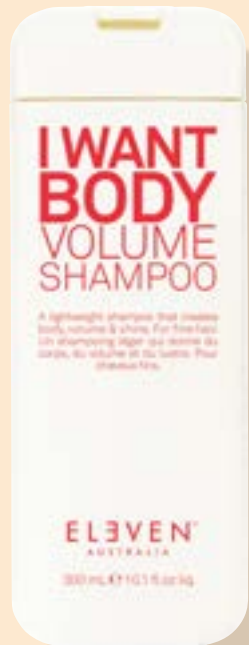
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"I'm recyclable & biodegradable"



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& biodegradable"

VOLUME TRIO

TRIO CONTAINS:

**I WANT BODY
VOLUME
SHAMPOO**
300ml

A lightweight shampoo that creates body, volume & shine. For fine hair.



**I WANT BODY
VOLUME
CONDITIONER**
300ml

A lightweight conditioner that creates body, volume & shine. For fine hair.

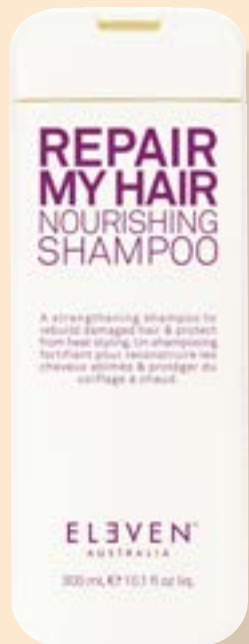


**MIRACLE
SPRAY
HAIR
TREATMENT**
125ml

Suited to all hair types, this lightweight leave-in treatment delivers ELEVEN benefits your hair will LOVE.



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REPAIR TRIO

TRIO CONTAINS:

**REPAIR MY HAIR
NOURISHING
SHAMPOO**
300ml

A strengthening shampoo that rebuilds and protects damaged hair from heat styling.



**REPAIR MY HAIR
NOURISHING
CONDITIONER**
200ml

A strengthening conditioner that helps protect, repair and rebuild the bond structure of the hair.



**MIRACLE
HAIR MASK**

An antioxidant rich formula to leave hair feeling strong and hydrated.



BLONDE TRIO

TRIO CONTAINS:

KEEP MY COLOUR BLONDE SHAMPOO
300ml

A toning shampoo for coloured & natural blondes.



KEEP MY COLOUR BLONDE CONDITIONER
300ml

A toning conditioner for coloured & natural blondes.



SEA SALT TEXTURE SPRAY
200ml

A lightweight spray to give volume, thickness & beach hair texture.



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"I'm recyclable & biodegradable"



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