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Challenge Presented by: MVP Hair, Accra, Ghana, <http://mvphair.com/>

Company Introduction Webinar: TBA

You will receive webinar login information a few days before each webinar.

Questions: If you have further questions, please direct them to admin@X-Culture.org. Your questions will be directed to the company representatives.

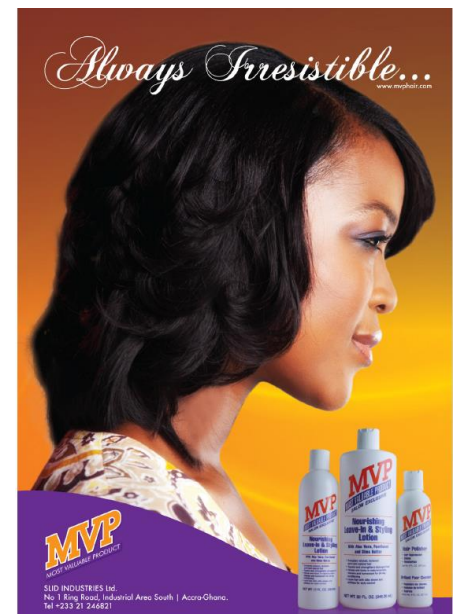
About MVP Hair

Founded in 1998 by Sandy Osei-Agyeman, SLID Industries Limited is a hair and skin care manufacturing and distribution concern incorporated in Ghana, West Africa. The company's core business is the production and marketing of hair and skin products under the MVP, Family Choice, Skin Fine and LaNé brand names. The products are sold in Ghana and other African countries including Ivory Coast, Nigeria, Togo and South Africa, among many others.

Sandy Osei-Agyeman, a cofounder of AFAM Concept (Chicago, US), the makers of the world famous and successful ELENTEE, VITALE and MO' BODY brand of hair products has an excellent track record and several years of experience in the industry. Together with his partners at AFAM, they pioneered new concepts in hair care for people of color. Such new concepts included the now famous "Never Greasy" and "Moisture Retention" approach to hair care.

As market leaders and pioneers of hair relaxer technology, AFAM is probably the only company that offers sodium, lithium and calcium relaxers for each hair texture and scalp type. SLID's new creation, MVP (Most Valuable Product) combines these concepts to create a product that utilizes the "best of both worlds" in hair care.

By combining the superior research and advanced science of the USA with the natural, botanical and herbal resources of Africa, MVP offers



innovative, functional and balanced products to care for the hair as never before. An advocate of a systems approach to hair care, MVP products moisturize, condition, revitalize, and repair during all phases of hair care. This ensures a healthy hair full of softness, silkiness, body, and lively shine all the time.



The Founder

Sandy Osei-Agyeman is founder of SLID Industries Limited. Groom of MVP, a Hair and Skin care manufacturing and distribution ensemble incorporated in Ghana. Since 1998, Most Valuable Product's have been sold in Ghana and other African countries including the Ivory Coast, Nigeria, Togo and South Africa. It's a great industry, gives you free creative expression by combining Science and Management know-how to advance hair care."

Sandy started off an avid sportsman, an athlete gunning for Ghana in the '72 and '76 Olympic games. A few years later, he co-founded AFAM [African American] Concept Inc. in Chicago, USA: Introducing a chain of successful hair products ELENTEE, VITALE and MO' BODY. The critics raved and this built excellent track records for AFAM while Sandy garnered hands-on experience in the industry. For 21 years, Sandy and his partners at AFAM pioneered concepts in hair care for people of colour. They included the "Never Greasy" and "Moisture Retention" approach to hair care.

The Banker

After earning a Masters in Business Management from Northwestern University in 1977, Sandy worked at a couple of prominent banks including the Continental Illinois, once the biggest bank in Chicago. He began a banking career as an operations analyst, putting prices to products given to the banks by would-be loaners, before being issued a letter of credit. "It was hard work, involved time management and a lot of standardizing..." just some of the skills that help in pricing his own products today. After a management training program at Harrods Bank, Sandy was put in the International Banking sector to study credit analysis. In 1979, he quit to pursue dreams of self-employment.

The Consultant

He delved into Management Consulting with his partner, propositioning Harrods Bank to do business in Africa. Their hopes of a sponsored vacation back to Africa were thrashed! Although the Bank liked and took up the idea, they replaced the officers. Undaunted, they decided to try something else.

Discovery

At the time, the hair care business was in infancy and there wasn't a lot of competition in the market. As a vertical market, this niche industry blossomed in Chicago where several development, manufacturing, distribution, and marketing companies opened their doors to the market. Products from these companies initially



"My brand is like a good lover, you try it once and you're hooked for life."

addressed the general population. However, a large sub-category could be found serving consumers of African descent. This market provided opportunities for African-American business people to start successful companies of their own. AFAM took advantage of these opportunities, they sought advice and motivation from various people and market leaders, but the best motivation came from a business partners' friend, who gave them about USD\$3000, the contact details of a contractor and suggested they make their own products. AFAM Concepts Inc. was birthed soon after.

The profit margins in the black hair care business have increased year by year since the earliest days of the twentieth-century. Today there are thousands of black hair care and beauty aid products available for the African and African-American consumer. Over the years, companies that produced black hair care products either relocated to other cities, or were acquired by other organizations. Such was the case with VITALE, another of Sandy's successful brands. With the sale of VITALE to another entity in the US, Sandy freed himself to return to Ghana and start MVP.

Hair Care products have certainly made moves to make the brand synonymous with black hair care, since it first hit salons and store shelves. MVP combines superior research and advanced science with the natural, botanical and herbal resources of Africa, to offer a range of products to care for African hair.

Relax Your Kink

MVP prides itself on years of constant innovation whilst providing functional balanced hair products. "In the AFAM days, when people had issues with oil from Jerry Curls, we came up with the "Non-Greasy" Look and Treatment. When their hair got damaged from heat, we created "Moisture Retention" products that would prevent the curling iron and blow dryer from damaging the hair. We also developed the 'Inner Care Technology' in hair relaxing. Our relaxer came boxed with a shampoo and conditioner, and in using them together as per user instructions, you harnessed its full power. In effect, you relaxed the hair, conditioned it through the Inner Care Technology; right away strengthening it from the inside out. The cortex, middle layer of the hair is where all damage occurs, and our product is designed to go inside and condition it. The outer layer or cuticle is then sealed to prevent dust and filth from destroying your hair. When you see ladies with all manner of damaged and faded perm, their products fail to seal the hair follicle's cuticles, allowing harmful UV rays to damage the hair strands. We solved that problem."

Relocating

"Before I decided to come to Ghana, we had been selling my old brand here, but we soon found out that the environment here needed something more specific. Now our products are designed to moisturize, condition, repair, revitalize, and rejuvenate to shine the hair – all the hair needs under the tropical sun. On our professional platform, you cannot skimp on ingredients; you have to go with the best quality to formulate your product; because if you don't, the hairdressers eventually reject your products. We do very well here because of the quality and innovation we bring to the industry."

"We also do a lot of bazaars, educating about 800 to 1000 hairdressers at our facilities yearly. We believe in education and sharing knowledge, one reason why we've been successful. We teach the chemistry of hair, proper application of chemicals, and tell them what each product does. We ask questions – 'what would you like the product to do for your hair? It gets dry sometimes so it needs moisture, what kind of moisture? Do you want it shiny? Greasy?'"



“Product formulation starts with a concept [you do not copy someone else’s product]. Hairdressers tell us what they want, and then we do extensive research on the products and the chemistry involved. Then I sit with the chemists [some I’ve been working with for the last thirty years] and we decide on the type of product we want to make and what is best put together to make it a premium. Once the prototype is made, we take it to the testing salons with an evaluation schedule. Only when the products have received high commendation do we then introduce into the market. One does not go ahead with a product until the chemistry is right. We combine advanced research with our local herbs, like Shea butter, avocado and jojoba oils. Combining science with these natural ingredients gives you a balanced product that is friendly to the hair and scalp. I’m proud of what we’ve done at MVP because the art of Relaxing hair and creating total product awareness is extremely important.”

“When it comes to Conditioning, less is more. If I were going to style, I wouldn’t want to put in many products. I may leave out the Nourishing conditioner and switch it up with the MVP Hair Polish. Our type of weather and environment [especially the humidity] can change the way hair looks. You might want to Spritz to hold the style in place.”

The Salon Personnel

“The Hair Care Industry in Ghana is fairly huge: the population tops about 22 million, and women make up about 53% of that number, giving you about 11 million women. Out of that figure, 55% are under the age of 18 so they are out of the market. That leaves us with about 4.5 million potential consumers, but let’s assume only about 70% of these women actually do their hair. This brings us down to about 3 million women.”

“These 3 million women go to the salon twice a year minimum, although its obvious they go many more times than that. If you multiply two yearly salon visits by 3 million women, it gives you 6 million visits to the salon a year, and in reality I know the numbers are much higher but this is just an example. If you have that many people visit the salon and multiply it by the amount of money paid for a simple relaxer application [which is needed about every 6 weeks and a woman might have to purchase a relaxer kit about 6 to 8 times a year].”

“If you pay about GHC8 [Eight Ghana Cedis] for a relaxer and you have that many people using it, you can imagine the profit generated. This gives you a small idea of just how big the Hair Care industry is. The challenge in Ghana is, [although a lot of good hair care schools are popping up helping to educate our stylists properly] the apprentice never really gets the opportunity to learn how to do hair. An apprentice should know about Salon Management, Money management and how to take care of your books and it’s simply not done here.”

“My banking knowledge helped me exponentially because I can now sit down with a hair stylist and educate her in all aspects of her business; for example: salon management, how to manage your salon? Is it organized, clean? What are your prices? Ghanaian stylists do not price their charges right. I feel sorry for some of them as they can do their hair for years and yet never make what they deserve because they are grossly undercharged.”

“They forget that they use water; they use electricity, and the transportation it takes to get to work. All of these are cost factors that need to be standardized and penciled into the final cost. You are a professional and as a professional you should pay yourself well. So why should people do hair and charge only GHC5? It just doesn’t make sense. The average price, in reality, should be about GHC20. These are some of the things that we try to point out. What about your customer care service? Do you retail products in the salon? — That’s another way of making an income. Hairdressers are after all looked upon as hair doctors, so if you display the products you use on your customers hair and make them available for sale you will automatically generate a larger income for your salon. You can even utilize the idea of a tip jar, and put something like a cookie jar at your work station and the appreciative customer will of course endow you with some extra remuneration.”

Natural or Relaxed?

“What natural hair needs is simple: natural hair needs to be washed and cleaned, and care is also dependent on the individual: the hair might be dry and needs moisture, some hair needs to be detangled, etc. Natural hair is just like any other hair except that you just have to groom it more. The hair style or type is not really that important because either way you have to groom it and take care of it. And natural hair is just as fragile as

relaxed hair so it still needs proper care.”

Sandy is irritated when you ask him if it is fair to women with kinky hair to say that it is easier to manage relaxed hair? “What do you mean by people with kinky hair? Kinky hair is just coarse hair, and coarse hair is just that. Coarse hair can be straightened and that’s why women like to straighten it, because the coarse hair doesn’t give you flexibility. You can only style coarse hair one way. I just believe that with relaxed hair, as I stated before, there is far more style versatility.”

But he is adamant in his believe that people should do what is comfortable for them, in regards to their self-perception. “It’s all about beauty isn’t it? So whatever you can do to enhance your beauty why not? It’s only temporary, hair grows and you can get tired of it, so you can cut it and do whatever you want with it. If someone was to cut his or her permed hair it would of course grow back naturally”

Chemical damage; who’s to blame?

Although [some] people from a very young age start to relax their hair and provide more revenue for MVP, Sandy insists that relaxing still comes with a great deal of responsibility. “Relaxed hair takes a lot of maintenance; if you’re going to relax your hair and you can’t do the proper maintenance then it’s not a good idea for you. You need to maintain it regularly because if you continue to relax it, it gets very dry so you need to keep up with moisturizing. Even when brushing or combing out your hair, if you use excessive force, you will cause damage to the hair shaft and it will break. Too much tension causes the hair to becomes thin and before you know it, you start losing your hair, and no one wants that”

“But even with the best of products there remains a margin of error in the hair care business. “Improper application can cause damage. For instance, if you fail to apply a relaxer correctly you can damage the skin of your scalp and you will in turn lose hair. And maybe even your ability to grow more hair. Sometimes, hairdressers will buy just any shampoo for the post-relaxing wash; you cannot safely mix chemicals of such caliber with other brands. One of the things that they teach well in countries with an advanced Hair Care industry is that when you style hair you have to look at the face shape, and pick a style accordingly. A woman’s hair should complement the type of face she has. Her hair should be light and shiny, and not dull, styled neatly, nothing tacky. Less is more. I can’t do hair, but I know a lot about the science behind hair.”

The Product

MVP also employs the use of organic ingredients in some of their more popular products, but it’s their ingenious approach in melding both chemical and organic together that gives them such success. “One can’t say organic alone is good or better than inorganic because sometimes it needs something like a catalyst to better complement its original purpose. Within the formulation of a product there is a trick, it’s all about melding advanced science and organic ingredients.”

With the quick growth of MVP, Sandy firmly believes that his brand in comparison to his competitors not only match their effectiveness but surpass them entirely. “You know what I’m going to say already, and it’s true. We make the best hair care products. I have a joke that I used to tell friends “Hey, be careful using my brand, because it’s like a good lover, you try and it once and you’re hooked for life” In all honesty, all you have to do is ask people that have used MVP you will receive an overwhelming wave of support for our product. It speaks for itself. I believe in utilizing every available resource to market your product but of course in the end if the quality is not good it will fail.”

What’s Next

In the near future, MPV Hair plans on expanding his company and delving into a male grooming product line, he has high hopes within the market he has played in for years and is confident in his success. “Even though men in Africa do not pay that much attention to self-grooming, I strongly believe it is important. Sometimes you see men walking around and the hair is just so dry and looks unhealthy because they use normal soap and don’t apply moisturizer. Everybody needs moisturizer to soften the hair and make it look groomed. If you put on a nice suit and your hair is not right, it takes something away.”

Men only really need two products, a shampoo and moisturizer, always to look neat and nice. The men product line will be done in success too.”

THE CHALLENGE

MVP Hair is already operating internationally and sells its products in Ghana and nonboring countries. However, the company can easily scale up the production and, accordingly, it is seeking your help with identifying new promising markets and developing new market entry strategy.

The company is primarily interested in B2B proposals. Although it sells its products online, it is only interested in help with the B2B product expansion strategy.

Section I: Market

1. Industry and Competition Analysis

To provide a foundation for your analysis, start with a survey of the industry. Who are your client’s main competitors? What are your client’s strengths and weaknesses compared to the competition, and what are the threats and opportunities for your client?

When assessing your client’s competitive position, you may find this [short guide](#) and this 5-min [video](#) on SWOT analysis helpful.

2. New Market Selection and Analysis

Based on your analysis of the client and competition, identify most promising new market for your client. Where would the product be in most demand (where do the people who want and can afford the product live)?

Please first consider the market characteristics that are essential to the success of the product in the market, such as the geography, shipping cost, cultural, economic, and political factors, trade regulations, certification requirements, etc. Based on a comparison of the countries that fit your criteria, select one most promising market that you believe has the greatest potential. Please note, the market is usually a country, but it can be a region or a country, or a multi-country region.

Conduct an analysis of the market in terms of:

- Key competitors in the proposed market, their strengths and weaknesses, their pricing and promotion strategies, etc.
- Provide an in-depth analysis of the market in terms of factors relevant to the success of your client in the market; provide all the information about the proposed market that your client needs to know to successfully operate there, including:
 - Cultural, legal, political, and economic factors that your client must understand to ensure the success in that market;
 - Consumer tastes and preferences with respect to your client’s product.

Evaluation Rubrics

- 7 - *Clear and concise list of the client’s strengths and weaknesses, threats and opportunities for its product, review of the market selection criteria, the recommended new market clearly matches the criteria, brief but insightful market analysis, strong supporting arguments, sources properly cited.*
- 4 – *A good analysis and recommendation, but some elements are not strongly supported, some parts are irrelevant or redundant.*

1 - Impossible to figure out what the recommendation is, supporting arguments are absent or completely off the point, not supported by credible sources.

Section II. Marketing

Important: When designing the marketing strategy, keep in mind that the company is very small and does not have the budget for expensive advertisement. A good marketing strategy would rely on inexpensive or free promotion channels, such as word-of-mouth, social medial viral campaigns, professional associations, or partner organizations and networks. More expensive approaches may also be justified if you can show how that investment can be quickly recouped with rapidly increased sales. However, if you're proposing a more expensive campaign, make sure to suggest sources of funding in your Section III.

3. Promotion Channels

- What is the best way to promote the product in the proposed new market? Should the product be marketed directly to end consumers, or to retailers or distributors? What are the cheap or free promotion channels that allow to reach the customers or retailers/disturbers, such as online advertisement, mailing lists, social media groups, professional associations and meetings, via bloggers or opinion leaders, industry periodicals, or similar channels that are not as expensive as TV or radio, but allow to get directly (and ethically) to the decision makers? Please note, the Client is particularly interested in the online/home shopping and social media promotion options.

If applicable, provide a clear step-by-step guide for how to place an ad or distribute a message through the channels you are proposing, how much it will cost, how frequently should it be done, etc. For example, do not simply say "Advertise via Facebook". Provide the exact steps, cost, contacts and other tips for maximum effectiveness.

4. Message

- What is the best way to convince the consumers to buy the product?
- What should be the main message of the marketing campaign and how should it be presented?
- What is the best message, slogan, and other marketing campaign elements?
- If applicable, discuss if the brand name or its presentation should be modified to make the product more appealing to the tastes and traditions of the consumers in the new market.

5. Promotional Materials

To interest the potential customers, your client will need to present information about its products. Illustrate your knowledge of the target consumers in your chosen new market by developing a mock-up locally-tailored marketing brochure, email or webpage template, or social media post that your client can use to promote the product. It does not need to have the perfect graphic design. It should only serve as a concept sketch for what the promo material should look like to be effective with the target market segment.

Evaluation Rubrics

7 – The recommended promotion channel(s) is inexpensive and allows to precisely target the potential customers, there is a clear step-by-step guide for how to place an ad there and how much it will cost, an appealing and convincing marketing brochure or ad is offered, with strong supporting arguments for each element.

4 – Good suggestions, but not enough detail and weak supporting arguments, some parts are irrelevant or redundant, the formatting is inconsistent.

1 - Impossible to figure out what the recommendation is, supporting arguments are absent or completely off the point, not supported by credible sources.

Section III. Management

6. Entry Mode

Are direct sales the optimal market entry mode, or a joint venture, franchising, wholly owned subsidiary, or a partnership with the local distributors or retailers would be more effective? Or perhaps the product should be sold via large online retailing platforms, such as Amazon, Alibaba, or the like? Recommend the optimal market entry mode and explain your suggestion.

If a partnership with a local distributor, retailer, or partner is advised, what companies would be the best candidates for such partnership (list at least three, with contacts, descriptions, and tips for how to approach them).

7. Logistics

What is the best way to ship the product to the new market? Should it be shipped directly to the end user, or first to a warehouse or distributor? What shipping options allows for the best combination of price, time, and reliability? Are there import tariffs, custom duties, or other fees that the buyer or seller needs to pay and if so, how much and how such payments can be made?

8. Pricing

Develop the pricing strategy that will result in the highest profits in the proposed market, including the optimal price point, as well as the way the price should be charged (fixed price, subscription, bulk pricing, retention bonus, repeat customer discounts, financing, etc.).

[This blog](#) and [this article](#) offer a good overview of some of the available pricing strategy options.

Evaluation Rubrics

7 – The proposed strategy for raising capital is promising, well-explained, and sufficient guidelines are provided to execute the strategy; the entry mode and recommendations with respect to the logistics are clearly articulated, viable, and supported by convincing arguments; if a local partner/distributor recommended, at least three are suggested with company contacts and description, the proposed shipping and pricing strategy is explained in sufficient detail and supported by convincing arguments and credible sources.

4 – Good suggestions, but not enough detail and weak supporting arguments, some parts are irrelevant or redundant, the formatting is inconsistent.

1 - Impossible to figure out what the recommendation is, supporting arguments are absent or completely off the point, not supported by credible sources.

OPTIONAL: A REAL-LIVE VIABILITY TEST

A real-life test of the proposed expansion strategy: Get a contract for your client

To make the project more realistic, gain further business experience, and to put to a real-life test the claimed demand for the product in the new proposed market, teams are encouraged to try get a real purchasing contract for the product in the proposed new market. You can try to do it individually or as a team.

If you would like to try it, please do the following:

1. Find potential customer.
2. Share information about your Client's products with the potential customer.
3. If the client shows interest, connect the potential client with the company. Be prepared to assist in the negotiations between the company and the prospective customer with respect to the terms of the contract, price, and support options.

This part is optional and your decision to try it or your success or failure if you try will have no effect on your evaluation in this project. However, we encourage you to try to secure a contract and facilitate its execution as this will not only offer you a unique, very real and very practical international business experience, but will also lead to tangible rewards and a much stronger resume in the case of your success. It's one thing to say, "Your product could be easily sold in this market using this strategy". It's another thing to try to put that strategy to a test and confirm there is interest in the market by finding a potential customer.

If you succeed at securing a sales contract for your client, you will receive a prize commensurable with the amount of 15% of the contract value, offered as a post-market commission (after the deal is closed and the customer pays for the product). The company owner

Report Structure and Formatting Guidelines

Structure:

- Include an Executive Summary (300-400 words, bullet-list format preferred) that provides a short review of your key findings and recommendations. Please remember, the busy company owners and executives will not have the time to read hundreds of the reports, so they must be able to get a quick summary of the content of your report from the Executive Summary. Most managers will make a decision on whether to continue reading the report if the Executive Summary catches their attention. Therefore, make sure this important part makes it easy to see your key recommendations.
- At the beginning of each report section include a bullet list of the key recommendations and figures presented in the section (2-4 bullets, each 4-10 words long). Again, when presented with hundreds of the reports, busy executives must be able to get key figures and recommendations from these summaries.
- The Title Page must contain team number, client company name, names, emails, and countries of residence of all the team members and a short summary (5-15 words) of the role and work completed by each team member. If any of the team members dropped out or did not contribute to the report, please still list them, but add a note "Did not participate" by their names.

Evaluation of the Executive Summary

- 7 - Short but gives a very good idea about the key ideas presented in the business proposal, the Client can get a good idea about the main points of the proposed strategy from the executive summary;*
- 4 - Gives some idea about the key suggestions, but some points remain uncertain; a bit too long; not to the point.*
- 1 - Not possible to figure out the key ideas of the business proposal from the summary, too short or too long*

Formatting:

- The report must be 20-35 pages (5,000-8,000 words) including the title page, executive summary, and references. Each section should be 1-3 pages long. Generally shorter is better, so be as concise and focused as possible.
- Number all pages in your team report.
- Margins should be 2.5 cm (one inch) at the top, bottom, and sides of the page.
- Font type should be 12-point Times New Roman throughout the report.
- Double-space all body text.
- Indent the first line of a new paragraph.
- The text should be left-aligned.
- All citations used must be cited in the text and in a reference list at the end of each report. In-text citations should include only the name of the author(s) and the date of the publication. Full references should be provided at the end of the report. Please use [APA reference style](#).
- A picture is worth a thousand of words, so use of figures, graphs, pictures, as well as tables is encouraged. It is recommended these are included in the main body of the report.

Evaluation of the Formatting

- 7 – The report has a clear structure, visual appeal, the sections are consistently formatted, sources are properly cited, the formatting guidelines are followed exactly with respect to the page limit, font and other requirements.*
- 4 – The formatting guidelines are generally followed, but there are some deviations, there are some signs of sloppiness in document formatting.*
- 1 – The document looks very unprofessional, different report sections are formatted differently, the document is very hard to read and navigate.*

TASKS AND DEADLINES

Each week, you will be asked to fill out a short survey to report your team's progress, evaluate the performance of your team members and provide other information we need to better understand why some teams perform better than others. Please see the informed consent form at the end of this document for more details.

Important: Participants who receive peer evaluations **below 2.0** (out of 5.0) will first receive a warning. If their peer evaluations stay **below 2.0** two weeks in a row, they will be automatically excluded from the team.

Important: Occasionally emails with invitations to take a survey are filtered into the Junk/Spam email folder. Please check your Junk/Spam email folder (search for messages with "X-Culture" in subject line) if you don't receive a survey invitation message around the date specified in the table above.

All deadlines are set for 11:59 pm (23:59), EST time zone (New York).

1. Pre-project Readiness Test

Due: Any time before the official project start

Before the project starts, all participants must review project materials and take a Readiness Test. The test will include questions about the project and online collaboration tools, as well as questions about your prior international experience and background. You must successfully pass the Readiness Test (80% or more correct answers) to participate in X-Culture. If your semester starts after the official start of the project or you do not complete the Readiness Test on time for another reason, do so as soon as you can – we will continue adding new participants for about ten days after the project start.

Official Project Start, Teams Formed

Monday, August 27

As long as you successfully completed the Readiness Test, you will receive the names and contact information of your team members on this day. Please reach out to your teammates immediately to establish contact. Introduce yourself, and start working on the project. Students whose semester starts later will be added to the existing teams once their semester starts, so it is likely an additional student may be added to your team in the first two weeks.

2. Establish Contact with Your Teammates

Due: Thursday, August 30

By this date, you are expected to have exchanged at least a few messages with your teammates. If some teammates are not responding, you are expected to send at least three email reminders to them by this date. Team members who fail to establish contact with their teams will be excluded from the project. Your communication starts via email, but once the initial contact is established, your team can use any means of communication.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to report whether or not you have communicated with all of your team members. Team members who fail to establish contact with their teams may be removed from the project.

Note:

This and all other weekly surveys will also ask to evaluate your team members' performance and provide other information we need to better understand why some teams perform better than others. Please see the informed consent form at the end of this document for more details.

3. Meet Your Teammates

Due: Sunday, September 2

Meet your team members: Please learn as much as possible about your teammates (background, interests, hobbies, experiences, etc.). Research shows that spending a little time on getting to know team members greatly improves team effectiveness. It is also strongly recommended that you try a live video call (e.g., Skype).

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will test how well you got to know your team members. It will contain a few questions about your team members, such as their background, interests, etc. The acquaintanceship test will not be graded, so do not feel obliged to reveal any personal information to your team members or insist that your team members reveal their personal information to you. However, try to get to know your teammates as much as you can.

4. Select the Client Company, Team Charter

Due: Sunday, September 9

By this date, your team is expected to review all available challenges and select your client organization. Before you choose your client organization, please carefully review the challenges presented by each organization and try to attend (or watch the recordings of) the webinars with each of the client companies, which will be held in the first week of the project.

Team Charter: Discuss with your team members and collectively write a one-page Team Charter that details how your team will operate. It is recommended that the Team Charter includes the following sections:

- *Distribution of roles and tasks.* Many teams divide the workload by the report section. Research shows teams perform better when they divide the workload by function: one person is tasked with coordinating team efforts, checking everyone's progress, sending reminders, redistributing tasks if needed; another person, usually a native English speaker, serves as a copyeditor, and so on. Many teams also select a person whose role is to question everything and force the team to weigh their options more carefully. Some teams assign a person whose job is to make sure nobody is ignored. Some people are shy or may have a hard time keeping up the pace and it is important they are not left behind and their opinions are voiced and given full consideration.
- *Dealing with conflicts.* How conflicts (interpersonal, task, process) will be resolved.
- *Dealing with free-riders.* In most teams, someone is always late, produces low-quality work, or underperforms otherwise. Sometimes, a team member stops working altogether (gets sick, busy at work, family problems, or simply drops the course). How will the team deal with a loss of team member? Who will redo the work, if needed?

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to report the name of your client organization, as well as ask each team member to submit the same copy of the Team Charter.

5. Initial Individual Research and Ideas

Due: Sunday, September 16

Conduct your initial research and try to learn as much as possible about the industry your client operates in: Who are the main players? What the most popular products and technologies? What new technologies and approaches are likely to dominate the industry in the future? Is the industry regulated by the government and how? What are the differences in different regions of the world? How does your client compare to the competitors? What are your client's strengths and weaknesses? Try to interview 2-3 potential customers of your client company to better understand how they make purchasing decisions and if (and why) they would

choose your client over the completion.

Review the challenge questions listed in the three sections earlier and, based on your initial research, jot down your personal initial answers to each of them. You do **not** have to write more than a few words in response to each question at this point; just your initial ideas and possible answers. This will prepare you for the team discussions when your team will be collectively developing the best answers to each question. Even if your team decides to assign different report section to different team members, it is very important that each team member shares his/her suggestions for each question. This will give the team member responsible for the report section more to work with and help develop better final answers.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The weekly survey will ask you to report the results of your initial individual research and your initial individual suggestions for responding to each block of questions listed earlier. Specifically, you will be asked to:

- Report the results of your industry analysis, including a brief description of the industry, your client's strengths and weaknesses compared to the completion, etc. (bullet list of key findings, half a page total)
- Your initial recommendations for the most promising market, market entry mode, key elements of the promotion and marketing strategy, and key elements of the operation strategy (1-2 points in response to each question, a paragraph per question).

6. Block 1: Market Analysis

Due: Sunday, September 23

This week, your team is expected to submit a draft of your Section 1. It does **not** have to be a fully finished report section. However, try to complete as much as possible. The more you complete now, the less work your team will have to do later. The drafts will not be graded by X-Culture and will not affect your chances of winning the completion (we only evaluate the final reports). However, the instructors will have access to these documents in case they would like to review your work and provide feedback.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to submit a draft of your Report Section 1 (the survey will contain a document upload link). Although your team is expected to develop the section draft collectively, only one team member will be asked to upload the document on behalf of the team. However, every team member will be asked to complete the rest of the progress survey (questions about how your team is doing and peer evaluations).

7. Block 2: Marketing

Due: Sunday, September 30

This week, your team is expected to submit a draft of your Section 2. It does **not** have to be a fully finished report section. However, try to complete as much as possible. The more you complete now, the less work your team will have to do later. The drafts will not be graded by X-Culture and will not affect your chances of winning the completion (we only evaluate the final reports). However, the instructors will have access to these documents in case they would like to review your work and provide feedback.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to submit a draft of your Report Section 2 (the survey will contain a document upload link). Although your team is expected to develop the section draft collectively, only one team member will be asked to upload the document on behalf of the team. However, every team member will be asked to complete the rest of the progress survey (questions about how your team is doing and peer evaluations).

8. Block 3: Operations Management

Due: Sunday, October 7

This week, your team is expected to submit a draft of your Section 3. It does **not** have to be a fully finished report section. However, try to complete as much as possible. The more you complete now, the less work your team will have to do later. The drafts will not be graded by X-Culture and will not affect your chances of winning the completion (we only evaluate the final reports). However, the instructors will have access to these documents in case they would like to review your work and provide feedback.

Deliverables: A few days before the deadline, you will receive an email with your personal weekly survey link. The survey will ask you to submit a draft of your Report Section 3 (the survey will contain a document upload link). Although your team is expected to develop the section draft collectively, only one team member will be asked to upload the document on behalf of the team. However, every team member will be asked to complete the rest of the progress survey (questions about how your team is doing and peer evaluations).

9. Complete Draft

Due: Sunday, October 14

By this date, your team is expected to have a complete draft of your report. It does not have to be a finished report, but it should be as complete as possible, including Title Page and an Executive and Chapter Summaries, and correct formatting throughout the document.

Deliverables: One team member should submit the draft [via TurnItIn.com](#) on behalf of the entire team (see step-by-step submission guidelines below). After your document is submitted, TurnItIn will generate a plagiarism report that will show you if any parts of the report have been plagiarized (takes several hours to produce). Usually, up to 20% similarity is acceptable, provided that copy-and-pasted materials are properly referenced. If plagiarism is detected, your team will have until the Final Report deadline (see below) to fix the problem and submit a plagiarism-free final report.

This draft will not be graded and the plagiarism statistics will not be shared with your instructors. This is only for your information. You should continue editing the report until the final deadline and you can still make any changes or additions.

However, it is strongly encouraged that you submit as complete a document as possible. You will be able to submit your draft and check it for plagiarism [only once](#), so the more complete the draft, the less the chance that the final report will contain plagiarism.

Also, **every team member** will be asked to submit your usual weekly progress survey. A few days before the deadline, you will receive an email with the usual questions about your team.

10. Final Report

Due: Friday, October 19

By this date, your final report must be submitted via TurnItIn.com (see Submission Guidelines below). Please note, the plagiarism statistics for final reports will be generated by TurnItIn and shared with the instructors, but the plagiarism report will **not** be shared with the students.

Only one team member must submit the final document via TurnItIn.com on behalf of the team.

11. Post-Project Survey

Due once report submitted, but no later than: Sunday, October 21

A few days before the deadline, you will receive an email invitation with a link to your post-project survey. This is the **most important** survey.

The survey will ask about your experiences in X-Culture and evaluate the performance of your teammates. Your answers are extremely important and will help us improve the project in the future.

Every team member must complete the survey.

Submission Guidelines

The report draft and the final report documents must be submitted via www.TurnItIn.com. Only one team member must submit the documents on behalf of the entire team. The team member who will be submitting the draft and final report must follow these steps:

Part 1. Create a TurnItIn account (time required: 60-90 seconds).

1. On www.turnitin.com and click on the link "Create Account".
2. On the next window, under the "Create a New Account" heading, click on the "Student" link.
3. Enter the Class ID. Note the Draft and Final report submissions have different Class IDs:
Class ID: **18775767** (password **xculture**)

Note: if you already have a TurnItIn account, simply log on using your "old" login information, click on the "Enroll in Class" tab on the top, and repeat step 3.

Part 2: Submitting the paper (time required: 60-120 seconds)

4. Once the account is created, you can log into your account. Your home page will list your classes.
5. Select the correct class and click on the "Submit" button.

Make certain to select "Draft" assignment for the report draft and "Final Report" for the final report.

6. Choose Single File Upload.

Make certain the file name only contains your team number.

Wrong: "Final report 123.pdf", "Team Report.pdf", "Team 123.pdf", "John Smith.pdf"

Right: "123.pdf"

7. Click on "browse" to locate the paper saved to your computer.
8. Click on the file and click "open".
9. Click the "upload" button at the bottom.
10. Click "submit" to confirm your submission. Once the submission is finalized, you will see "Your submission was successful" on the top of the page. If you wait a few hours, you will see your "originality report" that shows how much and what parts of your report have been plagiarized.

Consent to Act as a Human Participant

Project Title: International Student Collaboration Project: Dynamics and Performance in International Virtual Teams
Project Director and Principal Investigator: Dr. Vasyl Taras.

One of the requirements of your International Business course is to complete an international collaboration exercise. You will be teamed up with several other students who are enrolled in similar International Business courses at universities around the world. Working as a team, you will be required to develop a business plan for an international company.

To help you better understand and interpret your experiences and to give you a chance to compare your own experiences with those of other students participating in the exercise, data about your prior international experiences and perceptions about international collaboration will be collected before and after the exercise. In addition, you will be asked to provide peer evaluations once the project is over, and the quality of the team reports will be evaluated by the instructor. A summary will be presented to you at the end of the project, so you can see how your experiences compare to those of other students, how attitudes and perceptions about international collaboration have changed, on average, over the course of the project, and how team composition and prior international experiences tended to affect group dynamics and performance.

Once the project is over, all personal information will be deleted from the dataset, and the data will be completely unidentifiable, making it impossible to match responses with the names of the people who provided them.

Most of the data will be collected online. Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protections of Internet access. Please be sure to close your browser when finished, so no one will be able to see what you have been doing.

The risks associated with your participation in the study are minimal.

Please note the data collected during the project may be used for the purposes of research, the results of which may be published in scholarly journals. Any publication will contain only a general summary of the results. No personal information will be reported or shared.

Because your performance in the exercise is counted towards your course grade, the research project is treated as one of the required course exercises/tests. You have the right to refuse to participate or to withdraw at any time. Your grade in the course will be adjusted accordingly, just as it would if you chose not to write a test or complete a homework assignment. If you choose to withdraw, you may request that any of your data which has been collected be destroyed unless it is in an unidentifiable state.

While participation in the project is required as part of your course, it is your right to disallow the use of the de-identified data you provide for research-related purposes. If you do not object that the data you provide during the project can be used for research-related purposes, and the results of the study can be disseminated through scholarly publications, keep this consent form for your records. If you object to the use of the data you will provide during the course project, please indicate so at the bottom of this form. Return the form to your instructor, and your data will not be used for any research-related purposes. The results of the study based on the data you provided will not appear in any resulting publications. Your decision to allow or to deny the use of the data you provide during the project for research related purposes will have no effect on your grade.

If you have any concerns about your rights, how you are being treated or if you have questions, want more information or have suggestions, please contact Eric Allen in the Office of Research Compliance at UNCG at (336) 256-1482. Questions, concerns or complaints about this project or benefits or risks associated with being in this study can be answered by Dr. Vasyl Taras who may be contacted at (336) 256-8611 or v_taras@uncg.edu.

If significant new information relating to the study becomes available which may relate to your willingness to continue to participate, this information will be provided to you.

For a copy of the approval letter from the Office of Research Compliance of the Institutional Research Board, please visit www.vtaras.com/11-0260_IRB_Approval.pdf

If you not wish to grant the right to use the de-identified anonymous data that you provide during the project for research-related purposes or disseminate the data through a publication in scholarly journals or in any other form, please fill out this form:

https://uncg.qualtrics.com/jfe/form/SV_39Hu41lah50VeaF

Your decision to not allow the use of your data for scholarly research will have no effect your course grade.

Forever Irresistible



MOST VALUABLE PRODUCT®

MOST VALUABLE PRODUCT®

*Don't worry about the Style
think about the silky looks*

Forever Irresistible



Product Brochure



MVP
MOST VALUABLE PRODUCT®

Forever Irresistible



MVP PRODUCTS INFORMATION GUIDE

A dedicated balance between natural ingredients and advanced science, MVP products use the SYSTEMS approach and concepts of MOISTURE RETENTION, NEVER-GREASY INNER CARE TECHNOLOGY and HEALTHY SCALP THERAPY to moisturize, condition, repair, revitalize, strengthen, lubricate and stimulate hair and scalp, this ensures healthiness, softness, silkiness body and shine all the time. MVP products are recommended for all hair textures and scalp condition.

A. Relaxer Systems

1. Comfort Zone Relaxer
2. Lithium Straight Tender Scalp Relaxer
3. Sensitive Scalp Relaxer
4. Burn Phree Fortifying No Lye Realaxer
5. Olive Oil Sensitive Scalp Relaxer
6. Cold Wave Retexturizer
7. Texturizer Wave Relaxer
8. Cold Wave Neutralizer

B. Conditioning Products

9. Vitalizer Positive Conditioner
10. Stop Breakage Conditioner
11. Corrective Conditioner
12. Energizer Conditioner
13. Mvp Olive Oil Repair Conditioner
14. All In One Conditioning Shampoo
15. Olive Oil Neutralizing Shampoo
16. Deep Cleanse Neutralizing Shampoo

- C. Styling & Maintenance Products
- 17. Black Vanilla Leave In Conditioner
- 18. Nourishing Leave-In & Styling Lotion
- 19. Maxi Styling Concentrated Setting Lotion
- 20. Hair Polisher
- 21. Tripple Action Styling Spritz
- 22. Adinkra Spritz
- 23. Conditioning Oil Sheen Spray
- 24. Scalp Doctor Braid Sheen
- 25. Medicated Anti-Itchy Hair And Scalp Conditioner
- 26. Nu Gro Pomade
- 27. Adinkra Botanical Creme Conditioner
- 28. Hair Food & Scalp Conditioner



1.MVP COMFORT ZONE RELAXER

Comfort Zone Relaxer is a 3- step conditioning Relaxer system which is buffered with Oat Protein and Shea Butter to protect the scalp and to condition and repair the hair internally right after relaxing. Comfort Zone relaxes Coarse or hard to relax hair without any reversion.

Direction: Base the entire scalp with Vaseline or any light oil; wear a pair of gloves before applying Relaxer. Apply Relaxer to new growth only from crown area to nape area continue to front and finally the hairline. Allow relaxer to sit for at least 5 minutes to presoften and proceed to straighten with rat-tail comb. Rinse Relaxer out when straight or time is up depending on texture of hair. Proceed to use vitalizer positive conditioner.



2. MVP LITHIUM STRAIGHT RELAXER

Lithium Straight Relaxer is also a 3-step Relaxer system, which has aloe Vera and Shea Butter. It is excellent for tender and sensitive scalp and when properly applied leaves hair silky straight. It has minimum irritation to the scalp due to the small molecule native of Lithium.

Direction: Base the entire scalp with Vaseline or any light oil; wear a pair of gloves before applying Relaxer. Apply Relaxer to new growth only from crown area to nape area continue to front and finally the hairline. Allow relaxer to sit for at least 5 minutes to presoften and proceed to straighten with rat-tail comb. Rinse Relaxer out when straight or time is up depending on texture of hair. Proceed to use vitalizer positive conditioner.



3. MVP SENSITIVE SCALP RELAXER

For normal hair and Sensitive Scalp. Leaves hair straight with body and shine. Does not irritate scalp.

Direction: 1. Thoroughly mix Sensitive Scalp hair Relaxer part A with liquid Activator part B
Before using

2. Do not use on hair that has been permanently waved with an Ammonium Thioglycolate product.

3 Do no use on bleached or permanently coloured hair, which show breakages, Damage or splitting

4 Do not use if scalp is irritated, injured or shows abrasions

5 For touch-ups, RELAX ONLY THE NEW GROWTH.

6 keep away from eyes, mouth, children, any type of heat or flam, if Relaxer gets into eyes, rinse thoroughly with water and consult a physician.





4. MVP BURN PHREE FORTIFYING NO LYE RELAXER

A fortifying No-Lye Relaxer for Normal, Sensitive and color treated hair and tender scalp. Leaves hair healthy, shiny with silkiness and body.

Direction: 1. Thoroughly mix Sensitive Scalp hair Relaxer part A with liquid Activator part B
Before using

2. Do not use on hair that has been permanently waved with an Ammonium Thioglycolate product.

3 Do no use on bleached or permanently coloured hair, which show breakages, Damage or splitting

4 Do not use if scalp is irritated, injured or shows abrasions

5 For touch-ups, RELAX ONLY THE NEW GROWTH.

6 keep away from eyes, mouth, children, any type of heat or flam, if Relaxer gets into eyes, rinse thoroughly with water and consult a physician.



5. MVP OLIVE OIL SENSITIVE SCALP RELAXER

For long, healthy and straight hair. Leaves hair with elasticity and maximum strength. Excellent for weak dry and damaged hair. For normal or tender scalp.

Direction: 1. Thoroughly mix Sensitive Scalp hair Relaxer part A with liquid Activator part B Before using

2. Do not use on hair that has been permanently waved with an Ammonium Thioglycolate product.

3 Do no use on bleached or permanently coloured hair, which show breakages, Damage or splitting

4 Do not use if scalp is irritated, injured or shows abrasions

5 For touch-ups, RELAX ONLY THE NEW GROWTH.

6 keep away from eyes, mouth, children, any type of heat or flam, if Relaxer gets into eyes, rinse thoroughly with water and consult a physician





6. MVP COLD WAVE RETEXTURIZER

MVP Cold wave retexturizer is for curls and waves.

- Directions:
1. Shampoo hair gently with MVP all in one shampoo. Rinse and dry hair
 2. Apply retexturizer from roots to hair ends. Pre-soften hair first by putting patron Under plastic cap for 10-12 mins. depending on hair texture
 3. Comb retexturizer through hair until hair is absolutely straight with no waves or wrinkles.
 - 4 When hair straightens, rinse retexturizer completely from hair. Towel dry hair.
 - 5 Proceed to neutralize by saturating each rod with MVP cold wave neutralizer. Leave on for 5 minutes.



7. MVP TEXTURIZER WAVE RELAXER

MVP Texturizer wave relaxer is an extra conditioning, color treated hair for regular strength

Direction: 1 Examine scalp. Apply protective cream to hairline, ears and nape area.
Do not shampoo

Part hair into 4 equal parts. Wear protective gloves.

2. Apply texturizer wave relaxer over entire head. Use large tooth hard rubber comb and emphasize application to roots and edges.

3 Comb gently through hair with small tooth hard rubber comb. Do not comb scalp
Stop combing when hair appears straight. Rinse hair thoroughly.

4 Shampoo twice with All – in One Conditioning & Neutralizing shampoo. Rinse and towel blot dry.

5 Refortify hair by applying a generous amount of stop breakage conditioner for 3 to 5 Minutes. Rinse thoroughly . follow directions carefully.



8. MVP COLD WAVE NEUTRALIZER

Instant neutralizer for instant neutralization of all thio curls and waves, Contains multiple conditioners Will not lift colour from hair.

Directions: a. Rodded hair must be completely rinsed of all retexturizing chemicals and rods towel dried before using MVP COLD WAVE NEUTRALIZER. Saturate each rod with cold wave neutralizer and wait for 7 minutes.

b. Verify that curl pattern is proper. Rinse neutralizer from hair with cool water. (for hard to curl hair, repeat step 2 before rinsing)

c Remove rods, towel dry gently and style. Apply MVP LEAVE-IN AND STYLING LOTION or, MVP ACTIVATOR.







9. MVP VITALIZER POSITIVE CONDITIONER

Vitalizer Positive Conditioner is a positively charged conditioner for all chemicals and severely damaged hair. MVP Vitalizer Positive Conditioner infuses positive ions to damaged area (negative ions) and seals the hair shaft with body-building and reconstructive Conditioners leaving hair healthy inside and outside. It instantly provides elasticity and unsurpassed shine. It smoothes and realigns cuticle layers, repairs and retards breakage.

Directions: After Relaxer application rinse hair thoroughly. Dab hair of water and saturate with Vitalizer Positive conditioner for 3 minutes. Do not rinse but proceed with the next step of applying Neutralizer Shampoo



10. MVP STOP BREAKAGE CONDITIONER

Stop Breakage Conditioner is a therapeutic and Reconstructive Conditioning Treatment for the serious Internal Repair of the hair. A unique blend of fibre-strengthening proteins, natural botanical extracts including honey, wheat and hair moisturizing factors, positively charged to bond damaged areas both insider and outside of the hair shaft to strengthen, repairs, moisturize and smooth the cuticle simultaneously. The result is healthy hair that is soft, shiny and silky.

-

Direction: - a) After Relaxer; After relaxer has been thoroughly rinsed out towel dry excess water and apply MVP Stop Breakage Conditioner to entire hair, Comb through for even distribution allow patron to sit for 10mins. Rinse thoroughly and proceed to style.
b) Damaged / Over Processed Hair: - Shampoo and towel dry hair. Apply MVP Stop Breakage Condition to entire hair. Comb through put plastic/shower cap on patron's hair and place under warm dryer for 12mins, rinse thoroughly and proceed to style. (if dryer is not used, leave conditioner on hair for 15mins).





11. MVP CORRECTIVE CONDITIONER

Corrective Conditioner is a protein fortified moisturizing conditioner with detangling and shining agents. Leaves freshly relaxed hair in perfect condition. Also excellent for steaming

Direction: Apply to damp hair and comb for even distribution. Allow to sit for 5 to 10 minutes with or without plastic cap. For every damaged hair of steaming place client under dryer for 10 minutes. Rinse, towel and style.





12. MVP ENERGIZER CONDITIONER

Energizer conditioner restores moisture balance, conditions, softens, gives sheen, manageability and body. Stimulates scalp for healthy growth.

Direction: Apply to damp hair and comb for even distribution. Allow to sit for 5 to 10 minutes with or without plastic cap. For every damaged hair of steaming place client under dryer for 10 minutes. Rinse, towel and style.





13. MVP OLIVE OIL REPAIR CONDITIONER Corrective Conditioner is a protein fortified moisturizing conditioner with detangling and shining agents. Leaves freshly relaxed hair in perfect condition. Also excellent for steaming

Direction: Apply to damp hair and comb for even distribution. Allow to sit for 5 to 10 minutes with or without plastic cap. For every damaged hair of steaming place client under dryer for 10 minutes. Rinse, towel and style.





14. MVP ALL-IN-ONE CONDITIONING SHAMPOO

This unique shampoo has a dual purpose. Meaning it can be used as a normal shampoo and also as a neutralizing shampoo. It removes all Relaxer residues, detangles and softens, conditions and shines and normalizes hair's PH. level.

Direction:

a. After Relaxer Application: - After rinsing out relaxer, damp hair and saturate with Vitalizer Positive Conditioner for 3mins. After 3mins. Do not rinse out, apply All-In-One Conditioning Shampoo into damp hair, massage and rinse out. Repeat and massage for 5mins rinse out thoroughly.

b. Normal Shampoo: - Wet hair thoroughly and apply All-In-One Conditioning Shampoo to hair work into lather and rinse out. Dab hair of water and add All-In-One Conditioning Shampoo to hair again massages and rinse out thoroughly.



15. OLIVE OIL NEUTRALIZING SHAMPOO

A conditioning neutralizing shampoo with chelating agents to help remove all traces of alkaline residues from relaxing. Leaves hair clean, conditioned, soft and tangle free. Also excellent for regular shampooing

Directions: after rinsing out relaxer, apply shampoo to damp hair, massage and rinse out. Repeat, rinse and towel blot hair. Proceed to the next step.



16. MVP DEEP CLEANSE NEUTRALIZING SHAMPOO

A conditioning neutralizing shampoo with chelating agents to help remove all traces of alkaline residues from relaxing. Leaves hair clean, conditioned, soft and tangle free. Also excellent for regular shampooing

Directions: After rinsing out relaxer, apply shampoo to damp hair, massage and rinse out. Repeat, rinse and towel blot hair. Proceed to the next step.





17. MVP BLACK VANILLA CONDITIONER

Black Vanilla Conditioner moisturize soften and detangle hair for easy combing, lubricates, shine and body. Provides damage protection by strengthening weak, damaged, abused and dry hair. Nourishes hair back to health by conditioning, repairing split end and hair breakage. Excellent heat styling conditioners and protection for blowing drying, setting, flat and curling irons. can be used for daily grooming of hair, weave on, braids & locks, permed hair and natural hair styles.

Direction: spray on wet or dry hair anytime as a refreshing conditioning aid. Do not rinse out. St yle as usual. Light enough for daily use



18. MVP NOURISHING LEAVE-IN AND STYLING LOTION

This Conditioner has been uniquely formulated to tighten and add resilience to hair shaft while conditioning the internal part of the hair.

Nourishing Leave-In and Styling Lotion energizes relaxed, textured, perm and natural hair. It also repairs and strengthens damaged hair, infuses and locks in natural protein, vitamins and humectants for all-day conditioning and leave hair with silky sheen and softness for style control.

MVP's Nourishing Leave-In is excellent for daily grooming, blow-drying or thermal styling, reactivates curls and waves and eliminates dryness, brittleness and breakage. It can also be used for Braids, Weaves and Rasta. It can be used to add body to set hair by applying to hair before applying Setting Lotion.

Direction: Apply into palm and work through damp or dry hair before styling with or without heat appliance.



19. MVP MAXI STYLE CONCENTRATED SETTING LOTION

MVP's Maxi Styling Concentrated Styling Setting Lotion provides excellent set for relaxed permed or colour-treated hair. Special anti-humidity conditioners help restore damaged hair to normal and prevent split ends. Leaves hair in excellent condition with body, hold and eye pleasing shine. Easily diluted to fit hair type, texture and desired style. May also be used in all thermal styling. Excellent for wrap set, straw set blow-drying and roller set.

Direction: - Applying generous amount of Maxi Style Concentrated Setting Lotion diluted formula to damp hair and set. Dry completely under warm dryer. Remove rollers and style as desired. For thermal styling, spray diluted formula and comb thorough. Blow dry and hot curl to desired style. For wrap set, apply diluted Maxi Style setting Lotion to damp hair wrap hair and dry completely under a warm hooded dryer. For straw-set, separate hair into small sections, spray strongly diluted Maxi Styling Concentrated Setting Lotion into hair and wrap hair onto straws, secure hair base with bobby pins and dry hair.

20. HAIR POLISHER

MVP's concentrated formula instantly makes hair soft, shiny and smooth. Closes cuticle to lock in moisture and also anti static or anti humidity to styled hair.

Direction: - Apply small amount to palm, rub hand together and apply evenly to surface of hair.

21. MVP TRIPLE ACTION STYLING SPRITZ

This unique Triple Action Styling Spritz provides styling freedom for all finished looks. Excellent for all heat styling with curling irons, blow dryers and hot rollers. Gives super hold and dries fast without reversion. Does not flake, build-up or stick to irons. Contains Panthenol for volume and manageability.

Direction: - Spray on dry hair for styling, tonging or final finish. Hold 10-12 inches from hair and spray with even short bursts. May be re-sprayed for additional hold.

22. MVP ADINKRA SPRITZ

MVP ADINKRA SPRITZ is a multi-purpose, high performance spray that is formulated as a styling and finishing tool. It has a maximum holding power for today's hair styling techniques. Add volume and sheen without flaking

Directions: Hols 6 to 8 inches from hair and spray lightly and evenly

23. MVP CONDITIONING OIL SHEEN SPRAY

This finishing Conditioner and lusterizer is designed to help in the care of all hair types especially synthetic weaves, braids, Rasta and wigs lock, twists and other natural hairstyles Restores damaged hair to its natural health. Moisturizes and lubricates hair and scalp and helps prevent dry and itchy scalp or dandruff.

Directions: - Spray on hair and scalp on a daily basis or as needed lightly massage into hair and style as desired.

24. MVP SCALP DOCTOR ANTI-ITCH & FLAKE-FREE BRAID SHEEN SCALP CONDITIONER

Refresh, condition and eliminate itchy, flaky scalp in hair styles associated with braids, hair extensions, twist and locks, rasta weave-on and wigs with MVP Braid Sheens & Scalp Conditioner.

Directions: Spray on hair and scalp daily. Lightly massage into scalp and hair style as desired

25.MVP MEDICATED &ANTI ITCH HAIR & SCALP CONDITIONER

MVP medicated Anti-Itch Hair & Scalp Conditioner contains a rich blend of natural oils, herbs, tea tree oil, and botanical extracts to help stimulates healthy scalp. Lubricates the hair shaft and improve hair texture to a lively conditioned state. Help eliminate dandruff and itchiness.

Directions: Part hair and apply lightly to hair and scalp, comb, brush or style as desired.

Can be used on all hair types

26 MVP NU - GRO POMADE

MVP Nu – Gro pomade is combine with natural vegetables oils, herbs and organic extracts offers the best conditioning treatment for weal, sunbaked, dry, over process and damage hair and scalp. Can be used daily to help stimulate hair’s root and scalp for strong healthy growing hair.

Directions: Part hair and apply into scalp and massage thoroughly, brush and comb gently to ensure even distribution from root to ends. Style as usual. May also be used on all thermal styling such as hot curling, blow dry and setting.

27 MVP ADINKRA BOTANICAL CREME CONDITIONER

MVP Adinkra Botanical Creme is a new hairdressing crème so versatile, it plays many roles in the health of your hair as you can determine. Shea butter is 100% . gives hair softness and shine without heavy oil build up. Can be used to relieve dry scalp, to add high gloss and even to thermal – press virgin hair.

Directions: Gently massage small amount of crème thoroughly into the hair and scalp, proceed to style hair with heat appliance or simply comb and brush.

MVP Hair Food & Scalp Conditioner contains a rich blend of natural oils, herbs and botanical extracts to help stimulate healthy scalp, lubricate the hair shaft and improve hair texture to a lively conditioned state.

Direction: Part hair and apply lightly to hair and scalp, comb, brush or style as desired. Can be used on all hair types

MVP PRODUCTS INFORMATION GUIDE

A dedicated balance between natural ingredients and advanced science, MVP products use the SYSTEMS approach and concepts of MOISTURE RETENTION, NEVER-GREASY INNER CARE TECHNOLOGY and HEALTHY SCALP THERAPY to moisturize, condition, repair, revitalize, strengthen, lubricate and stimulate hair and scalp, this ensures healthiness, softness, silkiness body and shine all the time. MVP products are recommended for all hair textures and scalp condition.

A. RELAXER SYSTEMS

- 1. COMFORT ZONE RELAXER**
- 2. LITHIUM STRAIGHT TENDER SCALP RELAXER**
- 3. SENSITIVE SCALP RELAXER**
- 4. BURN PHREE FORTIFYING NO LYE REALAXER**
- 5. OLIVE OIL SENSITIVE SCALP RELAXER**
- 6. COLD WAVE RETEXTURIZER**
- 7. TEXTURIZER WAVE RELAXER**
- 8. COLD WAVE NEUTALIZER**

B. CONDITIONING PRODUCTS

- 9. VITALIZER POSITIVE CONDITIONER**
- 10. STOP BREAKAGE CONDITIONER**
- 11. CORRECTIVE CONDITIONER**
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- 13. MVP OLIVE OIL REPAIR CONDITIONER**
- 14. ALL IN ONE CONDITIONING SHAMPOO**
- 15. OLIVE OIL NEUTRALIZING SHAMPOO**
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C. STYLING & MAINTENANCE PRODUCTS

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- 18. NOURISHING LEAVE-IN & STYLING LOTION**
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- 20. HAIR POLISHER**
- 21. TRIPPLE ACTION STYLING SPRITZ**
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- 24. SCALP DOCTOR BRAID SHEEN**
- 25. MEDICATED ANTI-ITCY HAIR AND SCALP CONDITIONER**
- 26. NU GRO POMADE**
- 27. ADINKRA BOTANICAL CREME CONDITIONER**
- 28. HAIR FOOD & SCALP CONDITIONER**

1. MVP COMFORT ZONE RELAXER

Comfort Zone Relaxer is a 3- step conditioning Relaxer system which is buffered with Oat Protein and Shea Butter to protect the scalp and to condition and repair the hair internally right after relaxing. Comfort Zone relaxes Coarse or hard to relax hair without any reversion.

Direction: Base the entire scalp with Vaseline or any light oil; wear a pair of gloves before applying Relaxer. Apply Relaxer to new growth only from crown area to nape area continue to front and finally the hairline. Allow relaxer to sit for at least 5 minutes to presoften and proceed to straighten with rat-tail comb. Rinse Relaxer out when straight or time is up depending on texture of hair. Proceed to use vitalizer positive conditioner.

2. MVP LITHIUM STRAIGHT RELAXER

Lithium Straight Relaxer is also a 3-step Relaxer system, which has aloe Vera and Shea Butter. It is excellent for tender and sensitive scalp and when properly applied leaves hair silky straight. It has minimum irritation to the scalp due to the small molecule native of Lithium.

Direction: Base the entire scalp with Vaseline or any light oil; wear a pair of gloves before applying Relaxer. Apply Relaxer to new growth only from crown area to nape area continue to front and finally the hairline. Allow relaxer to sit for at least 5 minutes to presoften and proceed to straighten with rat-tail comb. Rinse Relaxer out when straight or time is up depending on texture of hair. Proceed to use vitalizer positive conditioner.

3. MVP SENSITIVE SCALP RELAXER

For normal hair and Sensitive Scalp. Leaves hair straight with body and shine. Does not irritate scalp.

Direction:

1. Thoroughly mix Sensitive Scalp hair Relaxer part A with liquid Activator part B
Before using
2. Do not use on hair that has been permanently waved with an Ammonium Thioglycolate product.
- 3 Do no use on bleached or permanently coloured hair, which show breakages, Damage or splitting
- 4 Do not use if scalp is irritated, injured or shows abrasions
- 5 For touch-ups, RELAX ONLY THE NEW GROWTH.
- 6 keep away from eyes, mouth, children, any type of heat or flam, if Relaxer gets into eyes, rinse thoroughly with water and consult a physician

4. MVP BURN PHREE FORTIFYING NO LYE RELAXER

A fortifying No-Lye Relaxer for Normal, Sensitive and color treated hair and tender scalp. Leaves hair healthy, shiny with silkiness and body.

Direction:

1. Thoroughly mix Sensitive Scalp hair Relaxer part A with liquid Activator part B
Before using
2. Do not use on hair that has been permanently waved with an Ammonium Thioglycolate product.
- 3 Do no use on bleached or permanently coloured hair, which show breakages, Damage or splitting
- 4 Do not use if scalp is irritated, injured or shows abrasions
- 5 For touch-ups, RELAX ONLY THE NEW GROWTH.
- 6 keep away from eyes, mouth, children, any type of heat or flam, if Relaxer gets into eyes, rinse thoroughly with water and consult a physician

5. MVP OLIVE OIL SENSITIVE SCALP RELAXER

For long, healthy and straight hair. Leaves hair with elasticity and maximum strength. Excellent for weak dry and damaged hair. For normal or tender scalp.

- Direction: 1. Thoroughly mix Sensitive Scalp hair Relaxer part A with liquid Activator part B
Before using
2. Do not use on hair that has been permanently waved with an Ammonium Thioglycolate product.
 - 3 Do no use on bleached or permanently coloured hair, which show breakages, Damage or splitting
 - 4 Do not use if scalp is irritated, injured or shows abrasions
 - 5 For touch-ups, RELAX ONLY THE NEW GROWTH.
 - 6 keep away from eyes, mouth, children, any type of heat or flam, if Relaxer gets into eyes, rinse thoroughly with water and consult a physician

6. MVP COLD WAVE RETEXTURIZER

MVP Cold wave retexturizer is for curls and waves.

- Directions: 1. Shampoo hair gently with MVP all in one shampoo. Rinse and dry hair
2. Apply retexturizer from roots to hair ends. Pre-soften hair first by putting patron Under plastic cap for 10-12 mins. depending on hair texture
 3. Comb retexturizer through hair until hair is absolutely straight with no waves or wrinkles.
 - 4 When hair straightens, rinse retetexturizer completely from hair. Towel dry hair.
 - 5 Proceed to neutralize by saturating each rod with MVP cold wave neutralizer. Leave on for 5 minutes.

7. MVP TEXTURIZER WAVE RELAXER

MVP Texturizer wave relaxer is an extra conditioning, color treated hair for regular strength

- Direction: 1 Examine scalp. Apply protective cream to hairline, ears and nape area. Do not shampoo Part hair into 4 equal parts. Wear protective gloves.
2. Apply texturizer wave relaxer over entire head. Use large tooth hard rubber comb and emphasize application to roots and edges.
 - 3 Comb gently through hair with small tooth hard rubber comb. Do not comb scalp Stop combing when hair appears straight. Rinse hair thoroughly.
 - 4 Shampoo twice with All – in One Conditioning & Neutralizing shampoo. Rinse and towel blot dry.
 - 5 Refortify hair by applying a generous amount of stop breakage conditioner for 3 to 5 Minutes. Rinse thoroughly . follow directions carefully.

8. MVP COLD WAVE NEUTRALIZER

Instant neutralizer for instant neutralization of all thio curls and waves, Contains multiple conditioners Will not lift colour from hair.

- Directions: a. Rodded hair must be completely rinsed of all retexturizing chemicals and rods towel dried before using MVP COLD WAVE NEUTRALIZER. Saturate each rod with cold wave neutralizer and wait for 7 minutes.
- b. Verify that curl pattern is proper. Rinse neutralizer from hair with cool water. (for hard

to curl hair, repeat step 2 before rinsing)
c Remove rods, towel dry gently and style. Apply MVP LEAVE-IN AND STYLING LOTION or, MVP ACTIVATOR.

9. MVP VITALIZER POSITIVE CONDITIONER

Vitalizer Positive Conditioner is a positively charged conditioner for all chemicals and severely damaged hair. MVP Vitalizer Positive Conditioner infuses positive ions to damaged area (negative ions) and seals the hair shaft with bodybuilding and reconstructive Conditioners leaving hair healthy inside and outside. It instantly provides elasticity and unsurpassed shine. It smoothes and realigns cuticle layers, repairs and retards breakage.

Directions: After Relaxer application rinse hair thoroughly. Dab hair of water and saturate with Vitalizer Positive condition for 3 minutes. Do not rinse but proceed with the next step of applying Neutralizer Shampoo

10. MVP STOP BREAKAGE CONDITIONER

Stop Breakage Conditioner is a therapeutic and Reconstructive Conditioning Treatment for the serious Internal Repair of the hair. A unique blend of fibre-strengthening proteins, natural botanical extracts including honey, wheat and hair moisturizing factors, positively charged to bond damaged areas both insides and outside of the hair shaft to strengthen, repairs, moisturize and smooth the cuticle simultaneously. The result is healthy hair that is soft, shiny and silky.

Direction: -

- a) After Relaxer; After relaxer has been thoroughly rinsed out towel dry excess water and apply MVP Stop Breakage Conditioner to entire hair, Comb through for even distribution allow patron to sit for 10mins. Rinse thoroughly and proceed to style.
- b) Damaged/Over Processed Hair: - Shampoo and towel dry hair. Apply MVP Stop Breakage Condition to entire hair. Comb through put plastic/shower cap on patron's hair and place under warm dryer for 12mins, rinse thoroughly and proceed to style. (if dryer is not used, leave conditioner on hair for 15mins.).

11. MVP CORRECTIVE CONDITIONER

Corrective Conditioner is a protein fortified moisturizing conditioner with detangling and shining agents. Leaves freshly relaxed hair in perfect condition. Also excellent for steaming

Direction: Apply to damp hair and comb for even distribution. Allow to sit for 5 to 10 minutes with or without plastic cap. For every damaged hair of steaming place client under dryer for 10 minutes. Rinse, towel and style.

12. MVP ENERGIZER CONDITIONER

Energizer conditioner restores moisture balance, conditions, softens, gives sheen, manageability and body. Stimulates scalp for healthy growth.

Direction: Apply to damp hair and comb for even distribution. Allow to sit for 5 to 10 minutes with or without plastic cap. For every damaged hair of steaming place client under dryer for 10 minutes. Rinse, towel and style.

13. MVP OLIVE OIL REPAIR CONDITIONER

Corrective Conditioner is a protein fortified moisturizing conditioner with detangling and shining agents. Leaves freshly relaxed hair in perfect condition. Also excellent for steaming

Direction: Apply to damp hair and comb for even distribution. Allow to sit for 5 to 10 minutes with or without plastic cap. For every damaged hair of steaming place client under dryer for 10 minutes. Rinse, towel and style.

14. MVP ALL-IN-ONE CONDITIONING SHAMPOO

This unique shampoo has a dual purpose. Meaning it can be used as a normal shampoo and also as a neutralizing shampoo. It removes all Relaxer residues, detangles and softens, conditions and shines and normalizes hair's PH. level.

Direction:

- a. After Relaxer Application: - After rinsing out relaxer, damp hair and saturate with Vitalizer Positive Conditioner for 3mins. After 3mins. Do not rinse out, apply All-In-One Conditioning Shampoo into damp hair, massage and rinse out. Repeat and massage for 5mins rinse out thoroughly.
- b. Normal Shampoo: - Wet hair thoroughly and apply All-In-One Conditioning Shampoo to hair work into lather and rinse out. Dab hair of water and add All-In-One Conditioning Shampoo to hair again massages and rinse out thoroughly.

15. OLIVE OIL NEUTRALIZING SHAMPOO

A conditioning neutralizing shampoo with chelating agents to help remove all traces of alkaline residues from relaxing. Leaves hair clean, conditioned, soft and tangle free. Also excellent for regular shampooing

Directions: after rinsing out relaxer, apply shampoo to damp hair, massage and rinse out. Repeat, rinse and towel blot hair. Proceed to the next step.

16. MVP DEEP CLEANSE NEUTRALIZING SHAMPOO

A conditioning neutralizing shampoo with chelating agents to help remove all traces of alkaline residues from relaxing. Leaves hair clean, conditioned, soft and tangle free. Also excellent for regular shampooing

Directions: After rinsing out relaxer, apply shampoo to damp hair, massage and rinse out. Repeat, rinse and towel blot hair. Proceed to the next step.

17. MVP BLACK VANILLA CONDITIONER

Black Vanilla Conditioner moisturize soften and detangle hair for easy combing, lubricates, shine and body. Provides damage protection by strengthening weak, damaged, abused and dry hair. Nourishes hair back to health by conditioning, repairing split end and hair breakage. Excellent heat styling conditioners and protection for blowing drying, setting, flat and curling irons. can be used for daily grooming of hair, weave on, braids & locks, permed hair and natural hair styles.

Direction: spray on wet or dry hair anytime as a refreshing conditioning aid. Do not rinse out. Style as usual. Light enough for daily use

18. MVP NOURISHING LEAVE-IN AND STYLING LOTION

This Conditioner has been uniquely formulated to tighten and add resilience to hair shaft while conditioning the internal part of the hair.

Nourishing Leave-In and Styling Lotion energizes relaxed, textured, perm and natural hair. It also repairs and strengthens damaged hair, infuses and locks in natural protein, vitamins and humectants for all-day conditioning and leave hair with silky sheen and softness for style control.

MVP's Nourishing Leave-In is excellent for daily grooming, blow-drying or thermal styling, reactivates curls and waves and eliminates dryness, brittleness and breakage. It can also be used for Braids, Weaves and Rasta. It can be used to add body to set hair by applying to hair before applying Setting Lotion.

Direction: Apply into palm and work through damp or dry hair before styling with or without heat appliance.e

19. MVP MAXI STYLE CONCENTRATED SETTING LOTION

MVP's Maxi Styling Concentrated Styling Setting Lotion provides excellent set for relaxed permed or colour-treated hair. Special anti-humidity conditioners help restore damaged hair to normal and prevent split ends. Leaves hair in excellent condition with body, hold and eye pleasing shine. Easily diluted to fit hair type, texture and desired style. May also be used in all thermal styling. Excellent for wrap set, straw set blow-drying and roller set.

Direction: - Applying generous amount of Maxi Style Concentrated Setting Lotion diluted formula to damp hair and set. Dry completely under warm dryer. Remove rollers and style as desired. For thermal styling, spray diluted formula and comb thorough. Blow dry and hot curl to desired style. For wrap set, apply diluted Maxi Style setting Lotion to damp hair wrap hair and dry completely under a warm hooded dryer. For straw-set, separate hair into small sections, spray strongly diluted Maxi Styling Concentrated Setting Lotion into hair and wrap hair onto straws, secure hair base with bobby pins and dry hair.

20. HAIR POLISHER

MVP's concentrated formula instantly makes hair soft, shiny and smooth. Closes cuticle to lock in moisture and also anti static or anti humidity to styled hair.

Direction: - Apply small amount to palm, rub hand together and apply evenly to surface of hair.

21. MVP TRIPLE ACTION STYLING SPRITZ

This unique Triple Action Styling Spritz provides styling freedom for all finished looks. Excellent for all heat styling with curling irons, blow dryers and hot rollers. Gives super hold and dries fast without reversion. Does not flake, build-up or stick to irons. Contains Panthenol for volume and manageability.

Direction: - Spray on dry hair for styling, tonging or final finish. Hold 10-12 inches from hair and spray with even short bursts. May be re-sprayed for additional hold.

22. MVP ADINKRA SPRITZ

MVP ADINKRA SPRITZ is a multi-purpose, high performance spray that is formulated as a styling and finishing tool. It has a maximum holding power for today's hair styling techniques. Add volume and sheen without flaking

Directions: Hols 6 to 8 inches from hair and spray lightly and evenly

23. MVP CONDITIONING OIL SHEEN SPRAY

This finishing Conditioner and lusterizer is designed to help in the care of all hair types especially synthetic weaves, braids, Rasta and wigs lock, twists and other natural hairstyles Restores damaged hair to its natural health. Moisturizes and lubricates hair and scalp and helps prevent dry and itchy scalp or dandruff.

Directions: - Spray on hair and scalp on a daily basis or as needed lightly massage into hair and style as desired.

24. MVP SCALP DOCTOR ANTI-ITCH & FLAKE-FREE BRAID SHEEN SCALP CONDITIONER

Refresh, condition and eliminate itchy, flaky scalp in hair styles associated with braids, hair extensions, twist and locks, rasta weave-on and wigs with MVP Braid Sheens & Scalp Conditioner.

Directions: Spray on hair and scalp daily. Lightly massage into scalp and hair style as desired

25.MVP MEDICATED &ANTI ITCH HAIR & SCALP CONDITIONER

MVP medicated Anti-Itch Hair & Scalp Conditioner contains a rich blend of natural oils, herbs, tea-tree oil, and botanical extracts to help stimulates healthy scalp. Lubricates the hair shaft and improve hair texture to a lively conditioned state. Help eliminate dandruff and itchiness.

Directions: Part hair and apply lightly to hair and scalp, comb, brush or style as desired.
Can be used on all hair types

26 MVP NU - GRO POMADE

MVP Nu – Gro pomade is combine with natural vegetables oils, herbs and organic extracts offers the best conditioning treatment for weal, sunbaked, dry, over process and damage hair and scalp. Can be used daily to help stimulate hair's root and scalp for strong healthy growing hair.

Directions: Part hair and apply into scalp and massage thoroughly, brush and comb gently to ensure even distribution from root to ends. Style as usual. May also be used on all thermal styling such as hot curling, blow dry and setting.

27 MVP ADINKRA BOTANICAL CREME CONDITIONER

MVP Adinkra Botanical Creme is a new hairdressing crème so versatile, it plays many roles in the health of your hair as you can determine. Shea butter is 100% . gives hair softness and shine without heavy oil build up. Can be used to relieve dry scalp, to add high gloss and even to thermal – press virgin hair.

Directions: Gently massage small amount of crème thoroughly into the hair and scalp, proceed to style hair with heat appliance or simply comb and brush.

28 MVP HAIR FOOD & SCALP CONDITIONER

MVP Hair Food & Scalp Conditioner contains a rich blend of natural oils, herbs and botanical extracts to help stimulate healthy scalp, lubricate the hair shaft and improve hair texture to a lively conditioned state.

Direction: Part hair and apply lightly to hair and scalp, comb, brush or style as desired.

Can be used on all hair types

RELAXER SYSTEMS

- **COMFORT ZONE RELAXER**
- **LITHIUM STRAIGHT TENDER SCALP RELAXER**
- **SENSITIVE SCALP RELAXER**
- **BURN PHREE FORTIFYING NO LYE REALAXER**
- **OLIVE OIL SENSITIVE SCALP RELAXER**
- **COLD WAVE RETEXTURIZER**
- **TEXTURIZER WAVE RELAXER**
- **COLD WAVE NEUTALIZER**

CONDITIONING

- **VITALIZER POSITIVE CONDITIONER**
- **STOP BREAKAGE CONDITIONER**
- **CORRECTIVE CONDITIONER**
- **ENERGIZER CONDITIONER**
- **MVP OLIVE OIL REPAIR CONDITIONER**

SHAMPOO

- **ALL IN ONE CONDITIONING SHAMPOO**
- **OLIVE OIL NEUTRALIZING SHAMPOO**
- **DEEP CLEANSE NEUTRALIZING SHAMPOO**

STYLING & MAINTENANCE PRODUCTS

- **BLACK VANILLA LEAVE IN CONDITIONER**
- **NOURISHING LEAVE-IN & STYLING LOTION**
- **MAXI STYLING CONCENTRATED SETING LOTION**
- **HAIR POLISHER**
- **TRIPPLE ACTION STYLING SPRITZ**
- **ADINKRA SPRITZ**
- **CONDITIONING OIL SHEEN SPRAY**
- **SCALP DOCTOR BRAID SHEEN**

POMADES

- **MEDICATED ANTI-ITCY HAIR AND SCALP CONDITIONER**
- **NU GRO POMADE**
- **ADINKRA BOTANICAL CREME CONDITIONER**
- **HAIR FOOD & SCALP CONDITIONER**

BODY CREAM

- **BODY BUTTER LOTION**
- **BODY BUTTER CREAM**
- **SKIN SERUM**
- **SKIN BRIGHTNER**
- **FACIAL WASH**
- **CLARIFYING TONER**



7. DEEP CLEANSE NEUTRALIZING SHAMPOO 4oz, GALLON

- A Conditioning Neutralizing shampoo with Chelating agents.
- Removes relaxer residues, leaving hair clean and conditioned.
- Un shampooing neutralisant climatisé avec des agents chélateurs.
- Élimine les résidus de défrisage, laissant les cheveux propres et climatisés.



8. OLIVE OIL NEUTRALIZING SHAMPOO 4oz, GALLON

- A Conditioning Neutralizing shampoo that cleans and conditions.
- Also excellent for regular shampooing.
- Un shampooing neutralisant climatisé qui nettoie et conditions.
- Aussi excellent pour shampooing régulier.



2. BLACK VANILLA LEAVE IN CONDITIONER 8oz

- With extracts of Rosemary, Nettle & Sage to refreshen & condition hair and scalp.
- Daily grooming of weave on, braids and locks and natural hair style.
- Avec des extraits de romarin , ortie & Sage redonne & revitaliser les cheveux et le cuir chevelu.
- Daily toilettage d' armure sur, tresses et les serrures et le style de cheveux naturels.



4. MAXI-STYLE CONCENTRATED SETTING LOTION 12oz, 32oz

- Provides excellent set for relaxed, permed or color treated hair.
- Special anti-humidity conditioners to prevent damaged & split ends.
- Easily diluted to fit hair type, texture and desired style.
- Fournit excellent ensemble pour détendue , permanentés ou les cheveux colorés .
- Climatiseurs anti-humidité spéciales pour prévenir extrémités endommagés et cassés.
- Facilement dilué à adapter le type de cheveux , la texture et le style désiré.



3. TRIPPLE ACTION STYLING SPRITZ 12oz

- Provides styling freedom for all finished looks. Gives super hold and dries fast. Does not flake, build-up or stick to irons.
- Adds volume to hair, antistatic and controls humidity to prevent style reversion.
- Fournit la liberté de style pour tous les regards finis . Donne Super Hold et sèche rapidement . Ne se écaille pas , l'accumulation ou de se en tenir à un fer à repasser.
- Ajoute du volume aux cheveux,



5. HAIR POLISHER 8oz

- Makes hair soft, shiny and silky smooth. Closes cuticle to lock in moisture and also anti-static or anti humidity to styled hair.
- Rend les cheveux doux, brillants et soyeux. Ferme cuticule

l'humidité antistatique et contrôles pour empêcher la réversion de style.

pour emprisonner l'humidité et aussi l'humidité anti-statique ou anti cheveux style.



6. CONDITIONING OIL SHEEN SPRAY, 12oz

- A finishing conditioner & lusterizer for all hair types.
- Moisturizers & lubricates hair & scalp to prevent dry, itchy scalp and dandruff.
- Un climatiseur et Lusterizer finition pour tous types de cheveux
- Hydratants et lubrifie les cheveux et le cuir chevelu pour prévenir sèche, démangeaisons du cuir chevelu et les pellicules.



7. SCALP DOCTOR ANTI-ITCH BRAID SHEEN & SCALP CONDITIONER 12oz

- With Tea Tree Oil and Eucalyptus to refresh, condition and eliminate flaky and itchy scalp. Lubricate & condition hair & scalp.
- Avec l'huile de théier et Eucalyptus à rafraîchir, l'état et limiter cuir chevelu floconneux et des démangeaisons. Graisser et revitaliser les cheveux et le cuir chevelu.



8. NU-GRO POMADE 8oz

- A combination of natural vegetable oils, herbs & organic extracts to condition weak, dry, sunbaked and damaged hair.
- Stimulate hair's root & scalp for healthy growing hair.
- Une combinaison d'huiles végétales naturelles, herbes et extraits organiques pour conditionner faible, sèche, chauffée au soleil et les cheveux abîmés .
- Stimuler la racine et le cuir chevelu de cheveux pour la croissance des cheveux en bonne santé.



9. HAIR POLISHER SPRAY & SEALANT 8oz

- Designed to give hair shine, softness and smooth without greasy feel.
- Hair Rejuvenator and humidity control for styling finish.
- Conçu pour donner brillance des cheveux, de douceur et lisse, sans sensation de gras.
- Rejuvenator cheveux et le contrôle de l'humidité pour la finition de style.

3 STYLING & MAINTENANCE PRODUCTS

A variety of Styling and Finishing Products to give your finished styles the silky looks that is **FOREVER IRRESISTIBLE.**



1. NOURISHING LEAVE-IN & STYLING LOTION 12oz, 32oz

- Nourishes and energizes relaxed, permed and natural hair.
- Repairs and strengthens damaged hair; infuses and locks in natural protein, vitamins and humectants for all-day

- conditioning.
- Nourrit et dynamise les cheveux défrisés, permanentés et naturel
- Les réparations et renforce les cheveux abîmés; infuse et serrures en protéine naturelle, des vitamines et des humectants pour toute la journée conditionné.

MVP PRODUCTS INFORMATION GUIDE

A dedicated balance between natural ingredients and advanced science, **MVP** products use the **SYSTEMS** approach and concepts of **MOISTURE RETENTION; NEVER GREASY; INNER CARE CONDITIONING TECHNOLOGY** and **HEALTHY SCALP THERAPY** to moisturize, condition, repair, revitalize, strengthen, lubricate, and stimulate hair and scalp. This ensures healthiness, softness, silkiness, body, hair strength and shine all the time. Recommended for all hair textures and scalp condition.



1 MVP RELAXERS

MVP, the Leader in Hair Relaxer. The only company that offers you your choice of Relaxer System.



1. OLIVE OIL SENSITIVE SCALP RELAXER – 2PK

- For normal, Tender scalp, Weak, Dry and Damaged hair.
- Leaves hair with elasticity, moisture balanced, healthy with silky straightness and body.
- Pour normale, Tender cuir chevelu, faible, à sec et les cheveux endommagés.
- Laisse les cheveux avec une élasticité, l'humidité équilibrée, saine avec la rectitude et le corps soyeux.



3. BURN PHREE FORTIFYING NO-LYE RELAXER – 2PK

- For normal, sensitive, color treated hair and tender scalp.
- Leaves hair healthy, soft, and shining with silkiness and body.
- Pour, sensible, cheveux colorés et tendre le cuir chevelu normal.
- Laisse les cheveux saine, douce et brillante avec soyeux et le corps.



4. SENSITIVE SCALP NO-LYE RELAXER – 2PK

- For normal, coarse and sensitive scalp.
- Leaves hair straight with body and shine.
- Pour normale, grossier et le cuir chevelu sensible.
- Laisse les cheveux raides avec le corps et brillance.

2. CARROT OIL NO LYE RELAXER – 2PK

- For all hair types.
- Strengthens your relaxed hair to a healthy finish.
- Pour tous les types de cheveux.
- Renforce vos cheveux détendue à une finition en bonne santé.



5. LITHIUM STRAIGHT TENDER SCALP RELAXER

- 3 - Steps conditioning Relaxer System buffered with Aloe Vera and Shea Butter.
- Excellent for tender and sensitive scalp.
- Leaves hair silky straight with shine and body.
- 3 - Étapes conditionné Système Relaxer tamponné avec Aloe Vera et beurre de karité.
- Excellent pour tendre et le cuir chevelu sensible.
- Laisse les cheveux raides et soyeux avec un éclat et le corps.

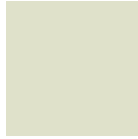


6. COMFORT ZONE RELAXER 16oz & 20oz COMBO; 41oz

- 3 - Steps conditioning Sodium Hydroxide Relaxer for Coarse and Normal hair. Buffered with Oat Protein and Shea Butter.
- Leaves hard to relax hair straight without any reversion.
- 3 - Étapes conditionné hydroxyde de sodium Relaxer pour les cheveux grossier et Normal. Tamponné avec de la

protéine d'avoine et le beurre de karité.

- Laisse difficile de se détendre les cheveux raides sans réversion.



7. BURN PHREE NO – MIX RELAXER 20oz ; 41oz

- A relaxer for Sensitive and Tender Scalp.
- No Mix / No Mess for scalp Comfort and Silky straightness.
- Un défrisant pour Sensible et Tender cuir chevelu .
- Pas Mix / No Mess pour le cuir chevelu et la rectitude Comfort Silky.



8. COLD WAVE TEXTURIZER – 16oz & COLD WAVE NEUTRALIZER - 12oz

- Ammonium thioglycolate based cold wave texturizer.
- For curls and waves.
- thioglycolate d'ammonium à base de texture de vague de froid .
- Pour des boucles et des vagues.

2 MVP CONDITIONING PRODUCTS

MVP Conditioners are designed to be used **BEFORE, DURING** and **AFTER** chemical services. Also for regular steaming, repair, strengthening, restructuring and conditioning of all hair and texture types especially, damaged, dry and over processed hair.



1. VITALIZER POSITIVE CONDITIONER 12oz, 32oz

Positively Charged Conditioner for all chemicals and severely damaged hair. Use right after relaxer service to provide instant elasticity, smooth and realign cuticle layers. Leaves hair healthy inside and outside and balances pH.

- Chargé positivement Conditioner pour tous les produits chimiques et gravement endommagé les cheveux. Utilisez juste après service de défrisant pour fournir l'élasticité instantanée, lisser et réaligner les couches de la cuticule . Laisse les cheveux sain à l'intérieur et à l'extérieur et les soldes pH.



2. STOP BREAKAGE CONDITIONER 12oz, 32oz GALLON

- A therapeutic and reconstructive conditioning treatment with scalp stimulators.
- Unique blend of fibre-strengthen protein and botanical extracts to strengthen, repair, moisturize and stop hair breakage or shedding.
- Un traitement thérapeutique et reconstructive conditionné avec des stimulateurs du cuir chevelu .
- Un mélange unique d'extraits fibre renforcer protéines et botaniques pour renforcer , réparation, hydrater et d'arrêter la rupture de cheveux ou de l'excrétion.



3. ENERGIZER CONDITIONER 32oz, GALLON

- Restores moisture balance, hair strength, conditions, softens, adds body and sheen
- Stimulate scalp for healthy growth. Great for steaming.
- Rétablit l'équilibre de l'humidité, la force de cheveux, conditions, adoucit, ajoute corps et brillance
- Stimuler le cuir chevelu pour une croissance saine. Idéal pour la vapeur.



5. CORRECTIVE CONDITIONER 40z , GALLON

- Contains amino acids to smooth the cuticle, add manageability, conditioning, softness and shine.
- Contient des acides aminés pour lisser la cuticule, ajouter de gestion, le conditionnement, douceur et brillance.



4. OLIVE OIL REPAIR CONDITIONER 4oz, GALLON

- Protein fortified moisturizing conditioner with detangling and shining agents. Leaves hair in perfect condition and great for steaming.
- Protéines fortifiée revitalisant hydratant avec démêlant et agents brillante. Laisse les cheveux en parfait état et très bon pour la vapeur.



6. ALL IN ONE CONDITIONING SHAMPOO 12oz, 32oz, GALLON

- A dual purpose shampoo for use as normal or neutralizing shampoo.
- Detangles, softens and conditions. Removes alkaline residue.
- Un shampoing à double usage pour l'utilisation comme shampoing normal ou neutraliser.
- Démêle, adoucit et revitalise. Supprime résidus alcalins.

SLID INDUSTRIES, LTD. (MVP)
INTERNATIONAL PRICE LIST

| ITEM | DESCRIPTION | | COST USD\$ |
|-------------|--------------------|-------------------------------------|-------------------|
| 1 | " | Comf. Zone Relaxer 41oz | 6.95 |
| 2 | " | Comf. Zone Relaxer Combo | 4.75 |
| 3 | " | Tender Scalp Relaxer 41oz | 6.95 |
| 4 | " | Tender Scalp Relaxer Combo | 4.75 |
| 5 | " | Sensitive Scalp Relaxer 2 Pk | 8.00 |
| 6 | " | Sensitive Scalp Relaxer 1Pk | 5.00 |
| | " | Burn Phree Relaxer 2Pk | 8.00 |
| | " | Olive Oil Relaxer 2Pk | 8.00 |
| | " | Carrot Oil Relaxer 2Pk | 8.00 |
| 7 | " | Vitaliser Pos.Cond.12oz | 3.50 |
| 8 | " | Stop Breakage Cond.32oz | 7.25 |
| 9 | " | Braid Sheen 12oz | 3.50 |
| # | " | All in one Cond.Shampoo 32oz | 6.21 |
| # | " | Cond. Oil Sheen Spray 12oz | 3.50 |
| # | " | Maxi Style Conc. Set. Lotion 32oz | 6.21 |
| # | " | Nourish. Leave In Styling Lot. 12oz | 4.50 |
| # | " | Nourish. Leave In Styling Lot. 32oz | 7.50 |
| # | " | Triple Action Spritz 12oz Firm Hold | 3.95 |
| # | " | Hair Polisher 8oz | 8.00 |
| # | " | NUGRO Pomade 8oz NEW | 3.95 |
| # | " | Hair Food&Scalp Conditioner 8oz NEW | 3.95 |
| # | " | Medicated Anti Itch Pomade 8oz | 3.95 |
| # | ADINKRA | Botanical Crème 8oz | 4.00 |

FREQUENTLY ASKED QUESTIONS - MVP SOLUTIONS

QUESTION: 1

WHAT DO YOU LOOK FOR PRIOR TO RELAXING THE HAIR?

ANSWER:

Check for dryness and brittleness. Do a simple strand test by holding a few strands of hair at the end between your thumb and forefinger and tug lightly. Check for areas of hair shaft where breakages may occur. If it breaks:

- At the ends; breakages is probably caused by split ends. Clip these ends.
- In the middle; possibly, it is weak, damaged and / or porous hair. This problem must be corrected by one or more conditioning treatments before relaxation. MVP's Vitaliser Positive Conditioner, Stop Breakages Conditioner or Intensive Treatment Conditioner is designed to correct these types of problems.
- At the scalp; this is more serious and beyond your control to correct. This could be due to medications or body chemistry. Never attempt to relax hair when breakage is close to the scalp.
- You should also check the scalp prior to relaxing. Look for cuts, scratches, redness, soreness, pimples and other abrasions. These conditions must be cleared or protected before relaxing else your patron will experience extreme discomfort. If your client has pimples, psoriasis or acne around the face and forehead, chances are the same conditions are hidden in the scalp.

QUESTION: 2

WHY DO YOU BASE THE SCALP PRIOR TO RELAXING?

ANSWER:

Although MVP relaxers are formulated as No-Base relaxer (this means oils and buffers are incorporated in the formula to protect the scalp and hair), it is advisable to base the scalp on most situations for added comfort and protection. Most oils or light petroleum pomades can be used to base the scalp. MVP's Oil Sheen Spray or MVP Hair Pomades or Essential Oils can be used to base the scalp for extra protection to prevent scalp burning and / or irritation of the scalp and skin and also for conditioning and sheen.

QUESTION: 3

WHY WILL SOME HAIR NOT RELAX?

ANSWER:

Basically, this is due to the patron's body chemistry. If your patron, is on certain medications or consumes large quantities of acid-laden foods or drinks such as lemon, lime, orange juice, carbonated soft drinks or is experiencing a nervous condition or in various stages of pregnancy, these and other conditions can lower normal body pH from 5.5 to approximately 3.5. This means that any scalp secretions, perspiration or sebum will be at the same lower pH. This plus heavy hairdressings, coat the lower hair shaft causing a pre neutralizing effect on the hair prior to contact with the relaxer. Combing a relaxer cream with a pH 12 to 13 with abundant scalp secretions of 3.5 to 4.0 may result in a pH of 8.5 or less. This pH is generally too low to relax hair.

How Do You Handle The Situation?

If you know the client has this problem, simply schedule for a shampoo two days prior to the relaxing treatment. Shampoo very gently without disturbing the scalp. When client returns two days later, chances are, hair will relax. Although this treatment will not solve the original problem, there will not be enough build-up of natural body fluids to cause retardation of the relaxer.

QUESTION: 4

WHY AREN'T RELAXERS CALLED STRAIGHTENERS?

ANSWER:

When you read all the material and related instruction, you will find the manufacturer does not claim the product will straighten hair. The claim made is that the products will relax hair. Hair relaxing and hair straightening are not the same. Hair relaxing will not straighten hair. It will merely soften if for straightening. You are the straightener by working the product according to the manufacturer's instructions.

QUESTION: 5

WHY BREAKAGE SOMETIMES APPEARS IN HAIR AT THE NAPE AFTER RELAXING?

ANSWER:

Generally, what happens is: after you have rinsed the relaxer from the hair, you will lean the client back onto the bowl without first rinsing leftover relaxer from the neck of the bowl. Therefore, the relaxer recontacts hair at the nape (back of the neck) and over processing is possible. Be sure to rinse the relaxer from the neck of the bowl.

QUESTION: 6

WHAT ARE THE TWO CAUSES OF BALD SPOTS ON THE SCALP AFTER RELAXING?

ANSWER:

- An allergic reaction, caused by a chemical clash between the patron's body chemistry and the active ingredient in the relaxer, causes the hair to break or shed off at the scalp. This will usually leave a bald spot about the size of a quarter or a fifty-cent piece (two hundred cedis coin). This condition is temporary and the hair should grow back in a very short period of time.
- A nervous condition that is being experienced by your patron and part of the cause could be due to medication or changing body chemistry. This condition combined with the active ingredient in the relaxer will manifest itself in this manner.

QUESTION: 7

WHAT IS THE CAUSE OF EXTREME BREAKAGE SHORTLY AFTER RELAXING?

ANSWER:

If your hair was in good condition prior to relaxing, and then starts to break or shed after the relaxer treatment, this is probably due to improper neutralizing. (The shampoo was not left in the hair long enough to properly neutralize the relaxer). The neutralizing shampoo must be in contact with the hair for at least 5 minutes regardless of how many soapings you give. It takes at least that long for active ingredients in the neutralizer to penetrate all three layers of the hair shaft and bring pH of the hair down to normal. If you rinse the neutralizing shampoo from the hair too soon, you may stop the action of the neutralizer while the pH of the chemical in the hair is still in the high alkaline state. This will cause breakage and shedding because some active ingredients from the relaxer are still in the inner-hair causing rapid deterioration. Using MVP's Vitalizer Positive Conditioner prior to neutralization helps eliminate all alkaline substances inside the hair shaft and thus prevent breakage problems due to poor neutralizing.

QUESTION: 8

CAN PLAIN WATER NEUTRALIZE A RELAXER?

ANSWER:

No! Water may appear to neutralize the relaxer as you rinse all the relaxer off the scalp because any burning sensation ceases. The water also rinses away relaxer on the hair. However, it will not rinse away the relaxer that is in the hair. Only the active ingredients in the neutralizer can penetrate the shaft and stop the action of the relaxers active ingredient in the hair.

QUESTION: 9

WHY DO PATRONS SOMETIMES EXPERIENCE IRRITATION AROUND THE HAIRLINE?

ANSWER:

This is usually due to the fact that prior to coming to the salon, your patron washed her face and extended the washing procedure into and past the hairline, allowing for the same sensitivity in that area that would have been caused if the entire hair and scalp had been shampooed. During winter, coat collars can rub the back of the neck and also causes heightened sensitivity in this area. Also the use of creams and facial masks on the face and around the hairline can cause this problem. Furthermore, tight braiding and weave-ons will also cause high sensitivity in this area.

QUESTION: 10

MY HAIR IS WEAK AND APPEARS DAMAGED FROM THE PREVIOUS RE-TOUCH BUT I AM DUE FOR A NEW RE-TOUCH SINCE I HAVE ABOUT ½ AN INCH OF NEW GROWTH. WHAT SHOULD I DO?

ANSWER:

You should proceed with the re-touch if certain precaution is taken. First, cover the old growth and the hair ends with either MVP Vitalizer Positive Conditioner or MVP Corrective Conditioner (you can also use any good moisturizing conditioner) and place the client under **cool dryer** for 10 minutes. This will condition and even out the hair strands (called Porosity Control) and will ensure a smooth relaxing process. The cool dryer will also close the scalp pores and by basing the scalp ensure protection and minimum irritation or sensation.

QUESTION: 11

HOW DO I PICK THE RIGHT RELAXER FOR MY HAIR?

ANSWER:

Picking up the right relaxer depends on many factors such as:

1. Is my hair coarse or hard to relax
2. Is my scalp sensitive or tender?
3. What is the texture of my hair? Over ly curly, medium, normal or thin?
4. What about my scalp condition? Is it sore or pimples, are there any abrasions and disorders?

This is why it is important to have your hair stylist do a strand test and scalp examination before choosing a particular relaxer.

With MVP, the only Company that provides relaxers of Sodium, Lithium and Calcium you always have the option of the right relaxer for your type of hair and scalp.

- a) For Fine, Color Treated Over Processed and Sensitive Scalp: choose **MVP Sensitive Scalp No-lye Relaxer**, or the **New Burn PhreeFortifying No-Lye Relaxer**.
- b) For Medium / Normal Hair and Scalp: choose **MVP Tender Scalp Relaxer**.
- c) For Coarse / Resistant Hair: choose **MVP Comfort Zone Relaxer**.

QUESTION: 12

MY HAIR LOOKED STRAIGHT WHEN I LEFT THE SALON BUT A WEEK LATER IT APPEARS COARSE OR REVERTED.

ANSWER:

This is because your stylist **Under Processed** your hair by not leaving the relaxer on the hair long enough, because you may have complained of irritation or burning sensation during the process.

It is very important to follow the right application techniques when relaxing the hair that is why choosing the right and experienced hair stylist or salon is important.

QUESTION: 13

WHAT IS THE BEST HAIR RELAXER FOR AFRICAN HAIR?

ANSWER:

There are some few good brands of relaxers for an African hair in the market, but we at MVP believe we make the very best of relaxers as we continue to pursue different avenues of perfecting the art of relaxation. We continue to provide more Relaxer Chemicals Choices than any other company with the hydroxides of lithium, sodium and guanidine.

A Total-Wellness System approach for all Hair textures, our formulations provide the total spectrum in relaxing any hair type. With the HIGHEST QUALITY as our bench mark, our formulations can be used inter changeably.

With MVP Relaxers, you can be assured of

- Professional Strength
- Scalp - Friendly Relaxers
- Moisture – Building, Moisture – Retention and Inner – Care Conditioning relaxer systems.

QUESTION: 14

**MY SCALP ALWAYS IRRITATE WITH BURNING SENSATION WHENEVER I USE A RELAXER PRODUCT?
WHAT CAN I DO?**

ANSWER:

Most Sodium based relaxers by its nature and the high pH of 12.5 to 13.0 are aggressive and cause irritation, however, you can minimize the burning sensation / irritation by observing the following points:

- A. Proper Application: Always insist on your hairdresser staying at least ¼ of an inch away from your scalp when applying the product. (The product itself will melt downwards to cover the whole hair when you start the straightening (combing) process). **IT SHOULD NOT BE APPLIED DIRECTLY ON THE SCALP.**
- B. Base the scalp with a light pomade or oil sheen spray to act as a buffer and protect the scalp.
- C. Use adequate product (the more product used the easier the hair relaxes before the straightening process).
- D. In a humid and hot climate like ours, the pores on the scalp are always open, so it is easier for the relaxer to get to the scalp and start the irritation. It is advisable to sit under a **Cool Dryer** to close the scalp pores before starting the relaxing process.
- E. Minimize the pressure on the hair & scalp through manipulation and excessive combing which tends to agitate the scalp.
- F. Also avoid scratching the scalp before the relaxer process.

QUESTION: 15

DRY HAIR AND ITS CURE

What is Dry hair?

ANSWER:

When natural oil and moisture escape through your hair cuticle layer, hair becomes dry, lacks the sheen and the texture desired.

Combined with effects of chemical processing, excessive blowdrying, tight braiding or weaving, environmental pollution, heat and basic neglect, frequent shampooing with alkaline shampoo, the hair becomes dull, brittle, weak and often results in premature breakage and split ends. Also, when your hair takes a beating without constant supply of moisture, it will become dry.

SYMPTOMS OF DRY HAIR

When hair easily breaks off, feels rough, especially at the ends, porous, looks dull and appears frizzy or hard to style or manage – you are probably experiencing the case of dry hair.

REMEDIES FOR DRY HAIR

The solution for dry hair is not to simply add water. In fact water alone can often be the problem (swimming as it contains chlorine and over shampooing with alkaline products). Other enemies as mentioned earlier include the sun, wind, pollutants, chemical treatments, heat from curling irons, blowdryers and flat irons (unless you use moisture retention products like MVP Nourishing Leave-In & Styling Lotion or MVP Black Vanilla Leave-In Conditioner). Also, if the sebaceous glands at the roots of the hair does not produce enough natural oil to nourish the hair, it can cause dry and dull looking hair.

Remedies for dry hair include:

1. **Shampooing:** With PH balanced (Ph of 4.5 to 5.5) shampoos that include moisturizers (MVP All-In-One Conditioning Shampoo). Pay attention to the root and scalp and easy on the shaft and ends.
2. **Conditioners:** With moisturizers and (amino acids and protein derivatives) and conditioning agents that give lubricity, detangles and strengthens the hair must be used: We suggest any of MVP Conditioners like MVP STOP BREAKAGE CONDITIONER ; MVP ENERGIZER CONDITIONER; MVP CORRECTIVE CONDITIONER OR MVP VITALISER POSITIVE CONDITIONER.
- 3 **Hot-Oil Treatments:** Apply natural oils such as (MVP Mystic Botanical oils, or natural oils like Olive, jojoba or mixtures of any natural oils into hands and massage into hair and scalp. Cover hair with warm damp towel or under the warm dryer with plastic cap on hair for about 30 minutes and rinse with tepid water. This can be done every 3-4 weeks. This results in healthy hair.
- 4 **Regular Visits to Salon:** For trims and cuts, this gets rids of the ends (split ends) that are the driest looking.
- 5 **Home Remedies:** Some home remedies are also effective in treating dry hair:
 - a. Combine a small amount of overripe banana with avocado (called pear in Ghana) and spread into hair. After 1 hour rinse with warm water.
 - b. Mix 3 eggs with 2 tablespoons of olive or similar oil and 1 teaspoon of vinegar. Apply to hair and cover with plastic cap. Rinse after 30 minutes with warm water.
- 6 **Diet and Food Therapy:** Malnutrition occurs when a person diets lacks essential vitamins and nutrients. Take a good vitamin supplement daily.

7 **Sickness:** Certain medications on prolong use can also cause hair dryness.

Keep Your Hair Healthy by following the above regiments.



7. DEEP CLEANSE NEUTRALIZING SHAMPOO 4oz, GALLON

- A Conditioning Neutralizing shampoo with Chelating agents.
- Removes relaxer residues, leaving hair clean and conditioned.
- Un shampooing neutralisant climatisé avec des agents chélateurs.
- Élimine les résidus de défrisage, laissant les cheveux propres et climatisés.



8. OLIVE OIL NEUTRALIZING SHAMPOO 4oz, GALLON

- A Conditioning Neutralizing shampoo that cleans and conditions.
- Also excellent for regular shampooing.
- Un shampooing neutralisant climatisé qui nettoie et conditions.
- Aussi excellent pour shampooing régulier.



2. BLACK VANILLA LEAVE IN CONDITIONER 8oz

- With extracts of Rosemary, Nettle & Sage to refreshen & condition hair and scalp.
- Daily grooming of weave on, braids and locks and natural hair style.
- Avec des extraits de romarin , ortie & Sage redonne & revitaliser les cheveux et le cuir chevelu.
- Daily toilettage d' armure sur, tresses et les serrures et le style de cheveux naturels.



4. MAXI-STYLE CONCENTRATED SETTING LOTION 12oz, 32oz

- Provides excellent set for relaxed, permed or color treated hair.
- Special anti-humidity conditioners to prevent damaged & split ends.
- Easily diluted to fit hair type, texture and desired style.
- Fournit excellent ensemble pour détendue , permanentés ou les cheveux colorés .
- Climatiseurs anti-humidité spéciales pour prévenir extrémités endommagés et cassés.
- Facilement dilué à adapter le type de cheveux , la texture et le style désiré.



3. TRIPPLE ACTION STYLING SPRITZ 12oz

- Provides styling freedom for all finished looks. Gives super hold and dries fast. Does not flake, build-up or stick to irons.
- Adds volume to hair, antistatic and controls humidity to prevent style reversion.
- Fournit la liberté de style pour tous les regards finis . Donne Super Hold et sèche rapidement . Ne se écaille pas , l'accumulation ou de se en tenir à un fer à repasser.
- Ajoute du volume aux cheveux,



5. HAIR POLISHER 8oz

- Makes hair soft, shiny and silky smooth. Closes cuticle to lock in moisture and also anti-static or anti humidity to styled hair.
- Rend les cheveux doux, brillants et soyeux. Ferme cuticule

l'humidité antistatique et contrôles pour empêcher la réversion de style.

pour emprisonner l'humidité et aussi l'humidité anti-statique ou anti cheveux style.



6. CONDITIONING OIL SHEEN SPRAY, 12oz

- A finishing conditioner & lusterizer for all hair types.
- Moisturizers & lubricates hair & scalp to prevent dry, itchy scalp and dandruff.
- Un climatiseur et Lusterizer finition pour tous types de cheveux
- Hydratants et lubrifie les cheveux et le cuir chevelu pour prévenir sèche, démangeaisons du cuir chevelu et les pellicules.



7. SCALP DOCTOR ANTI-ITCH BRAID SHEEN & SCALP CONDITIONER 12oz

- With Tea Tree Oil and Eucalyptus to refresh, condition and eliminate flaky and itchy scalp. Lubricate & condition hair & scalp.
- Avec l'huile de théier et Eucalyptus à rafraîchir, l'état et limiter cuir chevelu floconneux et des démangeaisons. Graisser et revitaliser les cheveux et le cuir chevelu.



8. NU-GRO POMADE 8oz

- A combination of natural vegetable oils, herbs & organic extracts to condition weak, dry, sunbaked and damaged hair.
- Stimulate hair's root & scalp for healthy growing hair.
- Une combinaison d'huiles végétales naturelles, herbes et extraits organiques pour conditionner faible, sèche, chauffée au soleil et les cheveux abîmés .
- Stimuler la racine et le cuir chevelu de cheveux pour la croissance des cheveux en bonne santé.



9. HAIR POLISHER SPRAY & SEALANT 8oz

- Designed to give hair shine, softness and smooth without greasy feel.
- Hair Rejuvenator and humidity control for styling finish.
- Conçu pour donner brillance des cheveux, de douceur et lisse, sans sensation de gras.
- Rejuvenator cheveux et le contrôle de l'humidité pour la finition de style.

3 STYLING & MAINTENANCE PRODUCTS

A variety of Styling and Finishing Products to give your finished styles the silky looks that is **FOREVER IRRESISTIBLE.**



1. NOURISHING LEAVE-IN & STYLING LOTION 12oz, 32oz

- Nourishes and energizes relaxed, permed and natural hair.
- Repairs and strengthens damaged hair; infuses and locks in natural protein, vitamins and humectants for all-day

- conditioning.
- Nourrit et dynamise les cheveux défrisés, permanentés et naturel
- Les réparations et renforce les cheveux abîmés; infuse et serrures en protéine naturelle, des vitamines et des humectants pour toute la journée conditionné.

MVP PRODUCTS INFORMATION GUIDE

A dedicated balance between natural ingredients and advanced science, **MVP** products use the **SYSTEMS** approach and concepts of **MOISTURE RETENTION; NEVER GREASY; INNER CARE CONDITIONING TECHNOLOGY** and **HEALTHY SCALP THERAPY** to moisturize, condition, repair, revitalize, strengthen, lubricate, and stimulate hair and scalp. This ensures healthiness, softness, silkiness, body, hair strength and shine all the time. Recommended for all hair textures and scalp condition.



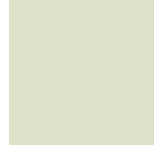
1 MVP RELAXERS

MVP, the Leader in Hair Relaxer. The only company that offers you your choice of Relaxer System.



1. OLIVE OIL SENSITIVE SCALP RELAXER – 2PK

- For normal, Tender scalp, Weak, Dry and Damaged hair.
- Leaves hair with elasticity, moisture balanced, healthy with silky straightness and body.
- Pour normale, Tender cuir chevelu, faible, à sec et les cheveux endommagés.
- Laisse les cheveux avec une élasticité, l'humidité équilibrée, saine avec la rectitude et le corps soyeux.



3. BURN PHREE FORTIFYING NO-LYE RELAXER – 2PK

- For normal, sensitive, color treated hair and tender scalp.
- Leaves hair healthy, soft, and shining with silkiness and body.
- Pour, sensible, cheveux colorés et tendre le cuir chevelu normal.
- Laisse les cheveux saine, douce et brillante avec soyeux et le corps.



4. SENSITIVE SCALP NO-LYE RELAXER – 2PK

- For normal, coarse and sensitive scalp.
- Leaves hair straight with body and shine.
- Pour normale, grossier et le cuir chevelu sensible.
- Laisse les cheveux raides avec le corps et brillance.

2. CARROT OIL NO LYE RELAXER – 2PK

- For all hair types.
- Strengthens your relaxed hair to a healthy finish.
- Pour tous les types de cheveux.
- Renforce vos cheveux détendue à une finition en bonne santé.



5. LITHIUM STRAIGHT TENDER SCALP RELAXER

- 3 - Steps conditioning Relaxer System buffered with Aloe Vera and Shea Butter.
- Excellent for tender and sensitive scalp.
- Leaves hair silky straight with shine and body.
- 3 - Étapes conditionné Système Relaxer tamponné avec Aloe Vera et beurre de karité.
- Excellent pour tendre et le cuir chevelu sensible.
- Laisse les cheveux raides et soyeux avec un éclat et le corps.



6. COMFORT ZONE RELAXER 16oz & 20oz COMBO; 41oz

- 3 - Steps conditioning Sodium Hydroxide Relaxer for Coarse and Normal hair. Buffered with Oat Protein and Shea Butter.
- Leaves hard to relax hair straight without any reversion.
- 3 - Étapes conditionné hydroxyde de sodium Relaxer pour les cheveux grossier et Normal. Tamponné avec de la

protéine d'avoine et le beurre de karité.

- Laisse difficile de se détendre les cheveux raides sans réversion.



7. BURN PHREE NO – MIX RELAXER 20oz ; 41oz

- A relaxer for Sensitive and Tender Scalp.
- No Mix / No Mess for scalp Comfort and Silky straightness.
- Un défrisant pour Sensible et Tender cuir chevelu .
- Pas Mix / No Mess pour le cuir chevelu et la rectitude Comfort Silky.



8. COLD WAVE TEXTURIZER – 16oz & COLD WAVE NEUTRALIZER - 12oz

- Ammonium thioglycolate based cold wave texturizer.
- For curls and waves.
- thioglycolate d'ammonium à base de texture de vague de froid .
- Pour des boucles et des vagues.

2 MVP CONDITIONING PRODUCTS

MVP Conditioners are designed to be used **BEFORE, DURING** and **AFTER** chemical services. Also for regular steaming, repair, strengthening, restructuring and conditioning of all hair and texture types especially, damaged, dry and over processed hair.



1. VITALIZER POSITIVE CONDITIONER 12oz, 32oz

Positively Charged Conditioner for all chemicals and severely damaged hair. Use right after relaxer service to provide instant elasticity, smooth and realign cuticle layers. Leaves hair healthy inside and outside and balances pH.

- Chargé positivement Conditioner pour tous les produits chimiques et gravement endommagé les cheveux. Utilisez juste après service de défrisant pour fournir l'élasticité instantanée, lisser et réaligner les couches de la cuticule . Laisse les cheveux sain à l'intérieur et à l'extérieur et les soldes pH.



2. STOP BREAKAGE CONDITIONER 12oz, 32oz GALLON

- A therapeutic and reconstructive conditioning treatment with scalp stimulators.
- Unique blend of fibre-strengthen protein and botanical extracts to strengthen, repair, moisturize and stop hair breakage or shedding.
- Un traitement thérapeutique et reconstructive conditionné avec des stimulateurs du cuir chevelu .
- Un mélange unique d'extraits fibre renforcer protéines et botaniques pour renforcer , réparation, hydrater et d'arrêter la rupture de cheveux ou de l'excrétion.



3. ENERGIZER CONDITIONER 32oz, GALLON

- Restores moisture balance, hair strength, conditions, softens, adds body and sheen
- Stimulate scalp for healthy growth. Great for steaming.
- Rétablit l'équilibre de l'humidité, la force de cheveux, conditions, adoucit, ajoute corps et brillance
- Stimuler le cuir chevelu pour une croissance saine. Idéal pour la vapeur.



5. CORRECTIVE CONDITIONER 40z , GALLON

- Contains amino acids to smooth the cuticle, add manageability, conditioning, softness and shine.
- Contient des acides aminés pour lisser la cuticule, ajouter de gestion, le conditionnement, douceur et brillance.



4. OLIVE OIL REPAIR CONDITIONER 4oz, GALLON

- Protein fortified moisturizing conditioner with detangling and shining agents. Leaves hair in perfect condition and great for steaming.
- Protéines fortifiée revitalisant hydratant avec démêlant et agents brillante. Laisse les cheveux en parfait état et très bon pour la vapeur.



6. ALL IN ONE CONDITIONING SHAMPOO 12oz, 32oz, GALLON

- A dual purpose shampoo for use as normal or neutralizing shampoo.
- Detangles, softens and conditions. Removes alkaline residue.
- Un shampoing à double usage pour l'utilisation comme shampoing normal ou neutraliser.
- Démêle, adoucit et revitalise. Supprime résidus alcalins.