

# 1ST EDITION



HYPER PERSONAL BEAUTY & WELLNESS EXPERIENCE

REELSTYLE EXCHANGE





# Apothé-CARE-y EXPERIENCE

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**Anywhere  
you see this  
symbol, click  
to shop!**



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# FALL HAIR TRENDS

**The air is crisp, the lattes are warm, the flannels have started coming out of the closet...fall is officially here!**

**Today, we are talking all things related to the REEL fall trends when it comes to our hair coloring, styling, tools and products, and textures.**

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# FALL COLORS

Color trends right now are still playful and fun! People are still looking for that flexibility to have a pop or a change to their normal, We're definitely seeing warmer trends both in the salon and within the fashion industry.

We're also seeing a fair share of a little something extra, even a little edginess. Sometimes this is the color and tones speaking for themselves, or sometimes this comes through with the addition of an accessory.

It's a REEL collection of wanting to stand out, recreate, or just a general desire to do something different!



# FALL STYLES

Styling has almost taken on this notion of “anything goes”, but we are loving the uniqueness that comes from this. I think what I love the most is the nod to the different eras of fashion that have come before us and our ability to put our own REEL modern spin on things.

From a neck handkerchief, barrettes, scrunchies, a handkerchief hair tie, and even the addition of metal studs to create a cascading illusion presence are all very in right now.

There is nothing off limits, it's just a matter of making it work for YOU.



The ReelStyle Exchange is proud to be sponsored by PIONEERS of beauty entrepreneurship, @Starring by Ted Gibson



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# AT HOME HAIRCARE

From the water you use during your shower, all the way through the final styling spray, we are proud to house products that enhance every step of your styling experience.

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# Turn Your Shower Into a Luxury Experience



Showers are our chance to start the day fresh, clean, and energized, or our place to wash away the day and start our night feeling refreshed and relaxed.

Weather you shower in the morning, the middle of the day, or at night, we love turning your at home shower into an oasis of health, wellness, and beauty that will leave you feeling REEL fresh.



We HAVE to talk about our Vitaclean shower heads. We use these in the salon to create the ultimate luxury experience for you, and now we are so excited to be able to offer an extension of this experience at home.

Not only will this elevate your shower experience, but you can also expect healthier hair AND glowing skin! YES PLEASE!

VitaClean turns your shower into a spa-like cocoon of scented aromatherapy, offering improved water pressure, and a three-level filtration system.





# We Take Our Water REEL Serious...

From our store to your home, the water you're using to wash and refresh your hair is something we take REEL serious...

We invest in ourselves, our hair, and our skin, and yet so many of us have never paid attention to the water we are using, ourselves included!

This is, until the time came to do the research in order to properly serve a client's mineral build up issue.

Think about the old pipes your water travels through before it hits your freshly glossed balayage, or even your hands once the forced heat finally turns on in New Jersey homes...

Creating the PUREST water for your EXPERIENCE in store AND at home is an accomplishment we are REEL PROUD of made possible through Vita Clean!





REVLON MAGNET ANTI-  
POLLUTION HAIRCARE SYSTEM

# A HAIRCARE EXPERIENCE

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Here at the Exchange We're hyper focused on curating products and systems that make a REEL difference to how you FEEL in your every day life.

The Revlon Magnet Professional 3-part Anti-Pollution system, was one of the very first products I knew I HAD TO HAVE for the Exchange.

[View our full range](#)



# STEP 1: SHAMPOO

But not just any shampoo, this is an innovative shampoo which combats the detrimental effects of environmental aggressors and poor water quality on all hair types.

It is especially effective on colored hair, preserving tone and vibrancy, creating a shield to protect the hair fiber.

Formulated with Chelating Agents, Menthol and Moringa Seed Extract, this cleanser neutralizes and repels pollutant particles, removing accumulations of minerals and metals.



# STEP 1: ANTI-POLLUTION MASK

After you shampoo, follow up with the Anti-Pollution Mask. It's like having a salon treatment right in your shower!

Apply to damp hair and let sit for 3-10 minutes before rinsing.





# STEP 3: ANTI-POLLUTION DAILY SHIELD

Now, this step is sort of optional, but HIGHLY recommended. Trust me, this might just be your favorite part...

This leave in, anti-Pollution daily spray fights UV light and Air pollution, while extending the protection with a shield effect until next wash.

Goodbye pollutants and goodbye to water damage!

Our favorite part? Its lightweight formula helps prevent bad odors and protects against frizz.

Where are my fellow Italians? Girl, you know we use a lot of garlic...no more carrying around the smell of dinner the next day!



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# AT HOME COLOR CARE

We get it, you're busy! Sometimes you go a few weeks longer than you'd like in between color touch ups, or sometimes you just want the convenience of being able to refresh your color right from home!

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# AT HOME COLOR

Nutri Color by Revlon Professional offers a vegan formula that gives service providers absolute creative control over coloring helping you achieve the EXACT look you desire.

We are able to create the most modern color effects by mixing shadow, blush, or clear with any of our Nutri Color Filters.

Intense colors, care, and shine, only with the safest ingredients!





This is a 3-in-1 semi permanent color mask that offers extreme results for color care, health, and shine! Its unique Insta-PIC Technology™ delivers direct intense color, care and shine that lasts up to 8 shampoos.

The best part? You can use it right at home! Offers 152 shades to customize care for your specific hair color, as well as clear for those who just really need shine and health restoration.





## HOW TO USE IT:

It's simple! Apply fully and evenly across the entire scalp and hair length. Leave in for 3 minutes for color refresh or 15 minutes for fashion/intense colors on pre lightened bleached hair.

Whether you're looking for an entirely new look, or a refresh to your shine, Nutri Color Creme can help!

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# AT HOME STYLING

Salon styling right from the comfort  
of your home.

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# ALLURE CERAMIC THREE BARREL PRO CURLING IRON



Want to rock those beauty curls that look so effortlessly beautiful? All without taking ages to do so? Then you'll absolutely love the Alure ceramic three barrel pro curling iron! Each barrel measures 1 inch in diameter, allowing you to curl your entire head of hair in a matter of minutes. No more taking hours getting ready! And the heated ceramic produces negatively charged ions that create soft, shiny waves without any frizz. Get salon-worthy styled hair without having to break a sweat or break the bank.

We've managed to create a hair waver that conveniently works around the pitfalls of most curling irons. Frustrated about the prolonged heating time of most products? Well our curling iron crimper goes from 0 to 410F(210C) in just 60 seconds. Never know what temperature you're working with? You will now thanks to the clear digital LED display. Feel like your get in a gruesome arm workout dealing with bulky hair styling accessories? Our beach wave curling iron is surprisingly lightweight and comes with a 260 degrees swivel cord for easy maneuverability. Curling your hair doesn't have to be a stressful affair anymore!

# REVLON SALON ONE-STEP HAIR DRYER AND VOLUMIZER



Delivers gorgeous volume and brilliant shine in a single step!

Unique oval brush design for smoothing the hair, while the round edges create volume. Designed with nylon pin and tufted bristles for detangling, improved volume and control. Unlike conventional hair dryers, this volumizer can be placed closer to the scalp for lift.

2 heat speed settings and cool option for styling flexibility.

**Unique Oval Design**  
for extra lift at roots,  
smooth body and  
curled ends



4.25" Barrel



**30% Less Frizz\*\*\***  
Advanced IONIC  
TECHNOLOGY\*  
gives you the power  
to create a  
salon-styled finish.  
Less frizz, for shiny,  
healthy-looking hair.

\*\*\*Based on third party testing leading  
brush and dryer in the market

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# STARRING

For everyone and anyone, Starring is the most versatile product. There's just so much you can do with it! It's a little bit of a different experience for everyone based on their hair texture and styling preferences, which is why every purchase comes with a complimentary styling consult!

In our opinion, it's the #1 styling product for any season.



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# HEALTH AND WELLNESS

All the things you need to support  
your inner and outer health and  
wellness.

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# APOTHÉKARY CO.

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Wellthy is the new wealthy. Apothékary is a herbal apothecary that uses science and plant-based medicine to heal our modern day ailments. Founded by former Wall-Street banker and wellness entrepreneur, Shizu Okusa, Apothekary Co's roots lie in her healing journey with Ayurvedic and Kampo Medicine and traditional Japanese upbringing where natural solutions were always preferred. Herbs are a potent yet natural alternative to quick fix drugs, and offer no side effects when consumed for your unique mind-body type. Apothekary Co believes getting back to our roots is the key to long-term wealth and happiness.





**Chill The F\* Out** (12 servings) is known (and loved) for its serotonin-boosting stress-busting ingredients targeting cortisol levels. It tastes like peppermint hot chocolate and contains two powerhouse adaptogens, Reishi Mushroom and Ashwagandha Root. Both adaptogens are used for stress relief, which lowers inflammation, which in turn boosts the strength of our immune system.

**Follow Your Gut** (12 servings) is an adaptogen-infused blend containing the anti-inflammatory Turmeric as a base, with stress reducing Astragalus Root for a distinctly potent herbal boost for your gut and skin. A powerful defense against a leaky gut, which lowers your risk of disease caused by inflammation.

**Reishi** (12 servings), aka “The Queen Healer”, is known for its powerful anti-inflammatory properties and long used for its immune boosting functions. As an adaptogenic mushroom, it helps our bodies naturally manage rising cortisol levels, which help reduce inflammation and keep our immune systems in tip top shape.

# APOTHÉKARY CO.

## ACCESSORIES

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# LIFESTYLE

The #1 accessory you need to  
support your on-the-go lifestyle.

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# The Exchange Apothecary Tote



The tote you've been missing all your life!

Whether you're running around town or taking a trip to the beach, this ReelStyle Exchange Tote fits all the things you need, AND all the things your family may need.

Kelly's favorite part? The durability and versatility!



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# ENHANCEMENTS

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We need to talk about hair loss. Hair loss and hair thinning is a REEL thing you may be facing right now and can be caused by so many factors including stress, hormonal changes, medications, environmental factors, pregnancy and post-pregnancy, heredity, and over-styling. There is no shame in this, and you are certainly not alone!

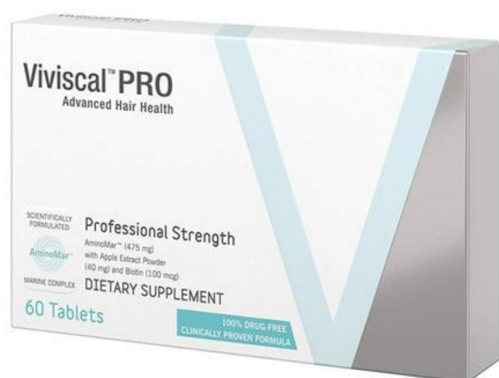
If you're interested, the ReelStyle Exchange Viviscal Program can offer a solution!





# VIVISCAL MEMBERSHIP

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We are sure to always do our research before sharing products with our Exchange community. Well, what we have found is that Viviscal really understands hair. The Viviscal Hair Growth and Hair Care Program, provides a variety of ways to nourish your hair from the inside out, and the outside in. Like many things, healthy hair starts from within ♥.

They supply vital nutrients to the hair follicle to prolong the anagen, or growing, phase of the hair growth cycle, nourishing thinning hair and promoting hair growth.

If your diet lacks specific nutrients, including vitamins, minerals or protein, it can affect the condition and strength of your hair. Viviscal Hair Growth Supplements give your inner health system the boost it needs to create healthy hair on the outside!

These tiny supplements contain the exclusive marine complex AminoMar®, as well as Biotin, Zinc, Vitamin C, Horsetail Extract and Iron, to nourish hair from within.

# VIVISCAL MEMBERSHIP

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## **What does that all mean? Let's take a look at some of our favorite things about Viviscal:**

- Viviscal is 100% drug free and contains natural ingredients that nourish thinning hair, promoting existing hair growth from within
- It's the #1 selling hair growth supplement in the United States
- Super easy to use
- Scientifically proven to improve hair thickness and reduce shedding within 3-6 months
- 93% of customers would recommend Viviscal Hair Growth Supplements to a friend
- Suitable for all hair types!

## **Here's how the Exchange Viviscal Program works:**

- We have an initial consultation call to chat about what you're currently experiencing and what your hair goals may be
- We set you up with a 6 month or 1 month supply shipped on the date of your choosing with automatic recurring refills
- We check in with you after 30, 90, and 180 days to monitor your progress
- As a member, you'll receive 15% off any additional hair thinning, growth and scalp detox products AND double Exchange points on all other apothecary store purchases AND free shipping on any order over \$50



# A NOTE FROM KELLY...



*Thank You!*

As we round the corner on two years of introducing all that is The Exchange Brand, encompassing that of ReelStyle Beauty, Bridal, and everything in between, I want to thank you!

Without our community we would not be where we are today. I am incredibly grateful that you continue to join me on this journey of inner and outer, hyper personalized, beauty and look forward to supporting you for years to come!