



BEUTOPIA HAIR™

BEAUTIFUL HAIR STARTS HERE

WE MAKE ALL HAIR BEAUTIFUL

PRESS KIT 2019

BEUTOPIAHAIR.COM

BEAUTOPIA HAIR™

BEAUTIFUL HAIR STARTS HERE.

Home to **Brocato** hair care products and the best-selling **Vibrastrait** vibrating flat iron, we offer professional high-quality products for all hair types to make hair stronger and healthier!

Sulfate-free. Paraben-free. Color-safe.

Our motto is: We Make ALL Hair Beautiful. We understand that everyone's hair is unique and we pride ourselves on creating formulas and regimens to fit every hair type and concern. It is our guarantee that our products will preserve the integrity of the hair and bring out that natural luster and shine all hair is capable of achieving.

As an affordable luxury lifestyle brand, we strive not only to make hair look and feel beautiful, but to make it work and fit into your lifestyle. Whether you are headed into your day or transitioning from day to evening and want to look your best, we always have a beauty solution for you. Our products can help you style hair faster and easier all while keeping it beautifully manageable and healthy.

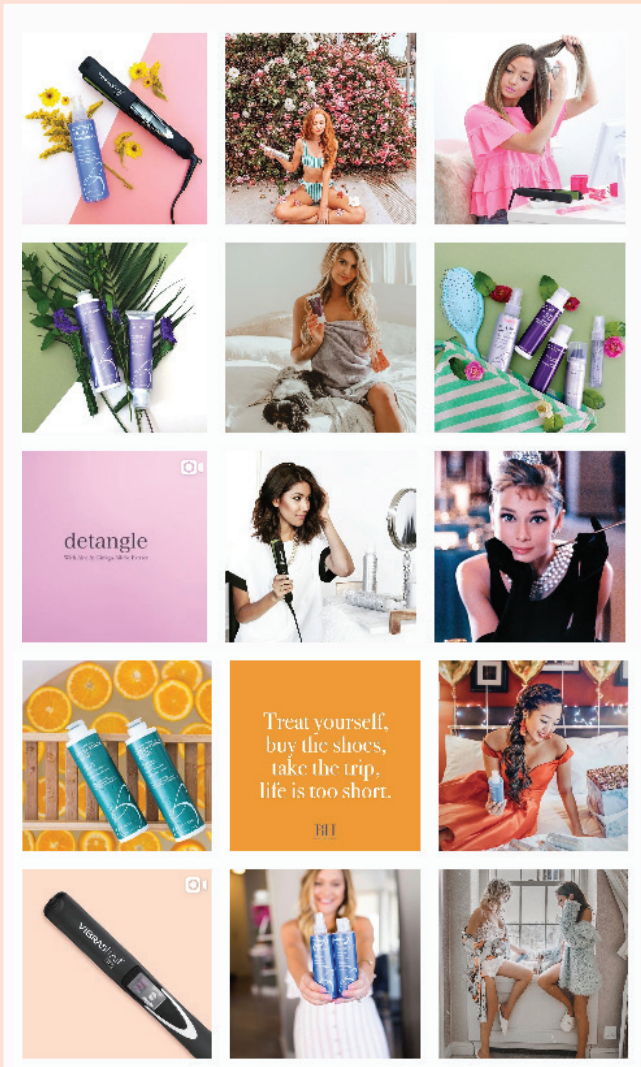
BEAUTOPIAHAIR.COM

B R O C A T O™
BY BEAUTOPIA HAIR

VIBRAstrait™
BY BEAUTOPIA HAIR

SOCIAL MEDIA

INSTAGRAM + FACEBOOK + TWITTER:
@BeautopiaHair



BEAUTOPIAHAIR.COM

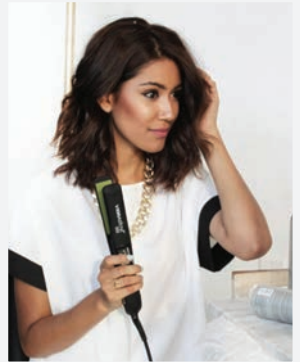


BEAUTOPIA HAIR™

INFLUENCERS



EVAACATHERINE
102k followers



LIPSTICKHEELSANDABABY
146k followers



LIVINGLIFEPRETTY
30.4k followers

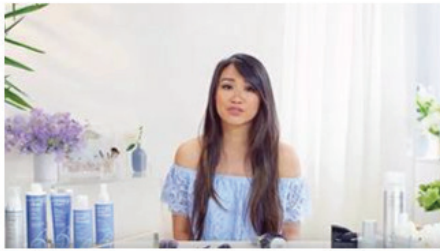


THECHICCONFIDENTIAL
18.8k followers



JAMI ALIX
69.5k followers

PRODUCT VIDEO



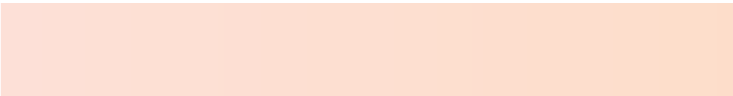
How to Get the Perfect Blowout with Celebrity Stylist Mellody Vere



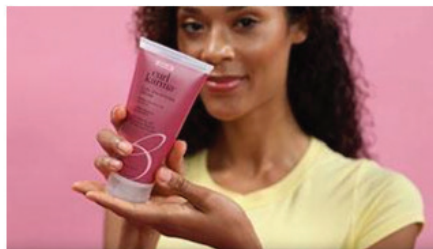
Maximum Hold Hairspray by Beautopia Hair



VIBRASTRAIT PRO 1.75" VIBRATING FLAT IRON



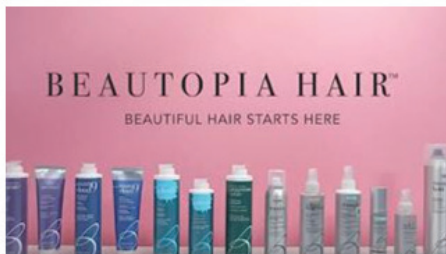
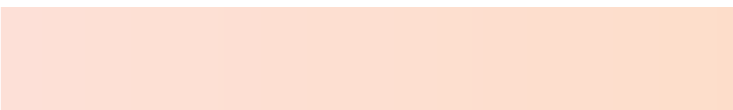
VIBRASTRAIT PRO 1" VIBRATING FLAT IRON



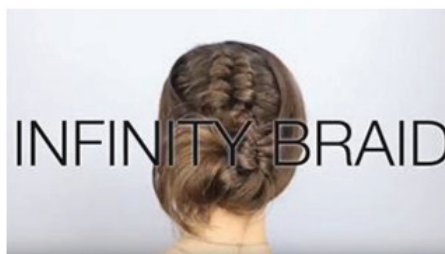
Brocato Curlkarma Curl Enhancing Cream



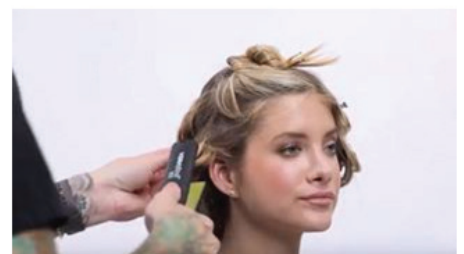
Holdon Gel



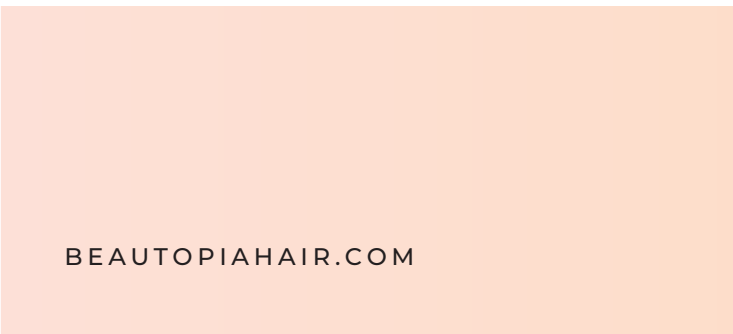
Cloud 9 Miracle Repair Restoring Shampoo & Conditioner by Beautopia Hair



How to Create an Infinity Braid Updo w/ Moveable Hold Hairspray.



Get KATE UPTON Inspired PIN CURLS using VIBRASTRAIT PRO 1" Flat Iron



TV MEDIA PR



PRINT PR

NEW YORK

From a Squeakless Pogo Stick to 0.03% of a Monet (\$1.9M)
 INDYA NOOLK / AARON SOKKIN / S'WAY GREEK
 Bernie Sanders's Big Decision / Amazon & Chill

HOW to
AS SEEN IN
 Placed with H2O Media, Inc

NYC Holiday Gift Guide

Wash & Treat
 A Hair Tending Experience - Indulge in a hair and body care treatment with a hair wash, scalp massage, and a body massage. Book \$100. Call 212-697-1234.

VIBRAstraf
 1" Flat Iron - The most advanced of flat irons, designed for styling thick, coarse hair. Call 800-888-8888.

SWISS LUXURY
 Swiss Made 18K Gold Watch - A luxury timepiece with a Swiss-made movement. Call 212-697-1234.

FREEBIE BOOKS
 Give the Gift of Knowledge - A collection of books on various topics. Call 212-697-1234.

MONDAINE
 Swiss Made 18K Gold Watch - A luxury timepiece with a Swiss-made movement. Call 212-697-1234.

STO1
 Full Line Skincare - A complete skincare line for men and women. Call 212-697-1234.

REVITALIZE
 Hair Growth Supplement - A natural hair growth supplement. Call 212-697-1234.

CHANGING THE ENGAGEMENT RINGS
 A new line of engagement rings. Call 212-697-1234.

CHANGING THE WEDDING DRESSES
 A new line of wedding dresses. Call 212-697-1234.

INTOUCH

Pregnant Gwen & Blake JUST MARRIED!

The Vows! The Guests! The Rings!

INSIDE THEIR OKLAHOMA RANCH WEDDING

AS SEEN IN
 Placed with H2O Media, Inc

A-List Holiday Picks

Wash & Treat
 A Hair Tending Experience - Indulge in a hair and body care treatment with a hair wash, scalp massage, and a body massage. Book \$100. Call 212-697-1234.

VIBRAstraf
 1" Flat Iron - The most advanced of flat irons, designed for styling thick, coarse hair. Call 800-888-8888.

TRU
 Hair Growth Supplement - A natural hair growth supplement. Call 212-697-1234.

shoedazzle
 Shoe Care Products - A complete line of shoe care products. Call 212-697-1234.

Life & Style

Bradley & Irina THE RING IS OFF!

Inside the Royals' PRIVATE WORLD

PHOTO ALBUM INSIDE!

AS SEEN IN
 Placed with H2O Media, Inc

Sneak Peak! Holiday Gift Guide

Wash & Treat
 A Hair Tending Experience - Indulge in a hair and body care treatment with a hair wash, scalp massage, and a body massage. Book \$100. Call 212-697-1234.

VIBRAstraf
 1" Flat Iron - The most advanced of flat irons, designed for styling thick, coarse hair. Call 800-888-8888.

shoedazzle
 Shoe Care Products - A complete line of shoe care products. Call 212-697-1234.

NEW YEAR NEW LAUNCH

3 NEW TRAVEL KITS



PRODUCTS

BY BEAUTOPIA HAIR

BROCATO™ HAIR CARE + STYLING

cloud 9™

MIRACLE REPAIR



REPAIR DAMAGE
SF • PB • CS • CF

vibracolor™

FADE PREVENT



PROTECT COLOR
SF • PB • CS • CF

splash™

DAILY CARE



DAILY CARE
SF • PB • CS • CF

saturate™

INTENSIVE MOISTURE



ADD MOISTURE
PB • CS • CF*

*Leave-In Treatment is not PB

supersilk™

PURE INDULGENCE



SMOOTH FRIZZ
SF • PB • CS • CF

peppermint scrub™

DEEP CLEANSING



DEEP CLEANSE
PB • CF

swell volume™

FULL BODY



ADD VOLUME
SF • PB • CS • CF

SF= Sulfate-Free
PB= Paraben-Free
CS= Color Safe
CF= Cruelty Free



HOLD

Exceptional control and brilliant finish

VOLUME

Touchable, soft and extraordinary fullness

CONTROL

Flexible, strong hold all day long

TEXTURE

Defy frizz for bouncy, shiny waves

SMOOTH + SHINE

Detangle and boost radiance

VIBRAstrait™

VIBRAstrait™
PRO

the pro series



VIBRAstrait™ PRO
1.75" GREEN

VIBRAstrait™ PRO
1" GREEN

VIBRAstrait™

the essential series



VIBRAstrait™ ESSENTIAL
1.5" PURPLE

VIBRAstrait™ ESSENTIAL
1" PURPLE

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