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EXPERIENCE TRUE LUXURY THIS SEASON... GOLDWELL UNVEILS THEIR 2011 HOLIDAY CAMPAIGN

(Baltimore, MD) – Goldwell recently unveiled their innovative, turnkey, 2011 Holiday Campaign - **TRUE LUXURY** - which has been designed to inspire and kick-start salon's holiday business building activities like never before.

The Goldwell True Luxury campaign includes everything salons need to capture the spirit of the season and increase their bottom line, while delivering the latest styles to make clients shine! Included in the campaign are:

- Holiday Merchandising Material
- Special Retail Promotions
- A turnkey Event Kit that supports seasonal services and retail success that includes special Holiday Totes, Service Menu, Holiday Hair Step-by-Steps, Salon Marketing template DVD, Pre-book Mirror Clings, Event Schematics, Tent Cards and **dualsenses** Sachets

In addition, John C. Simpson, Goldwell International Guest Artist, has created an inspirational portfolio that stylists and clients will love all year long.

"I tied together classic styles with a fresh, edgy street twist for a more modern, yet wearable, up-do collection." explained Simpson. " These looks are powerful, yet feminine, and work on clients of every age. By creating something very special – yet simple – stylists have the chance to dazzle

PLUS, there are 3 Goldwell Holiday Promotion options available to meet salon needs that include dualsenses Holiday Retail Duos and Choice Color offers.

Salon should not miss out on this exciting program!

For more information on the **Goldwell True Luxury** campaign and all other Goldwell products, educational classes or Academy programs, please visit www.goldwell-northamerica.com or ask your KPSS Sales Consultant for details.

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