

**FS 2020**

**Discontinued SKUs**

*Hello Franchisees,*

Here at Fantastic Sams, one way that **we continue to innovate** as a brand is by maintaining a private label line that **addresses current industry trends**. In order to allow each product to reach its fullest potential, **discontinuation is a natural part of this process**.

This year, we're saying goodbye to the **Thick & Full Shampoo/Conditioner, Clarifying Shampoo, Lavender Mint Conditioner, Smoothing Mousse, Smoothing Gel, and Volumizing Potion**.



**Products for discontinuation were selected based on sales movement year-over-year.**

The exclusivity of the FS Private Label line makes it a strong tool for **client retention** and **building bottom line sales**.

As you review your current retail selection, we encourage you to keep this top-of-mind, as **every FS product purchase is another “vote” to keep it as part of our collection**.

Despite challenges to maintaining inventory in 2019, we're confident that the **additional procedures implemented will positively impact inventory availability** in the new year.

# Replacement Options:

**Thick & Full Shampoo/Conditioner** - TIGI Copyright Care Volumizing Shampoo/Conditioner

**Lavender Mint Conditioner** - Paul Mitchell Lavender Mint Conditioner

**Clarifying Shampoo** - Malibu C Undo Goo, Malibu C Hard Water Shampoo

**Smoothing Mousse** - Rusk Smoothing Foam ISO Tamer Foam

**Smoothing Gel** - Paul Mitchell Straight Works, Kenra Platinum Smoothing Creme, Joico Blow Out Perfecting Creme

**Smoothing Keratin Treatment** - CHI Keratin Thermal Active Smooth Treatment, Simply Smooth Magic Potion Treatment, Joico Smooth Cure Rescue Treatment

**Volumizing Potion** - Paul Mitchell Thicken Up, Joico Body Luxe Elixir, Kenra Thickening Glaze

**With any questions, please do not hesitate to contact your local FS Rep.**

**FANTASTIC SAM'S**  
CUT & COLOR