

Company: Paul Mitchell

Stand: C140

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Company information:

Visit us at stand C140 and discover a special preview of MITCH - the new man in town! "For over two decades Paul Mitchell has remained the leading salon brand among men," explains John Paul DeJoria, Co-founder and CEO. "With the changing styles and needs of today's young male, we saw an opportunity to take men's grooming to the next level. We are confident that MITCH will deliver the performance you and your salon guests demand." Following the mantra that 'Style isn't born. It's groomed.' MITCH brings the industry the first professional 2-in-1 Sulfate Free Shampoo & Conditioner in 'Double Hitter' along with six targeted grooming products. Drive your salon to a new level of success with innovative products tailored to the needs of today's well-groomed man.