



DO IT YOURSELF (DIY) HAIRCARE GROWS WITH ECONOMIC DOWNTOWN

Hair Products Company DeveloPlus Sees Upturn In DIY Product Sales And Reports From Consumers

(Dec. 3rd — Corona, CA) While already more than 90 million consumers color or specially treat their hair at home numbers are starting to grow, according to executives at DeveloPlus, a haircare products innovator.

“Reports from both retailers and consumers indicate a growing trend of “Do It Yourself” home hair coloring and treatment that had previously been done in salons,” noted David Agrey, president of DeveloPlus. “It doesn’t appear to be a culturally or socially driven phenomenon, but more of a response to the economic downturn ... as result, our company is seeing a very positive bump in sales.”

“It almost seems counter-intuitive,” he said. “There’s a general financial malaise and, yet, we see growth.”

This trend very much keeps in line with typical consumer responses during difficult economic times—finding ways to cut corners while still meeting their beauty and cosmetic needs—according to consumer trend retail expert Edward Geopfert, president of Vertical Sales and Marketing in Los Angeles.

“It is not out of the ordinary to see this type of “at home” or “DIY” consumer product sales growth in trying times. People still have the basic needs of looking and feeling good,” he observed. “So they find methods—and products—that enable them to fulfill those needs while spending a lot less money.”

“It’s highly fortunate for our company that we offer several unique “DIY” products at this point in time,” related Phillip Agrey, vice president of research and development for DeveloPlus. “For example, our introduction last year of Color Oops™, a product that can undo the mistakes of a botched home hair coloring job, seems to really fit with this growing, hard-times economic trend. Instead of spending hundreds of dollars in a salon to wash out the color, you can do it at home for \$12 without damaging your hair. Who wouldn’t want to save that kind of cash?”

Good Housekeeping Magazine selected Color Oops™ as one of the best new products of 2007, receiving the publication's highly vaunted "Good Buy Award".

In addition to Color Oops™, DeveloPlus is the creator and distributor of No Gray™—a new product designed to cover gray when coloring the hair; and Splat™—the Number One selling retail brand of vibrant "rebellious" colors.

About DeveloPlus

DeveloPlus was founded nearly 20-years ago by engineer and researcher Dave Agrey who created private label dyes for some of the nation's top hair coloring brands. Through his ingenuity, he developed a new molecular technology for hair dyes which allowed for richer, more vibrant colors. Today, DeveloPlus markets and distributes Satin™ brand hair color—the largest selling coloring product for professional hair supply stores.

Additional information on DeveloPlus and to find out where Color Oops™, No Gray™ and Splat™ can be found visit www.developlus.com

###