



REWIND IT 

PROFESSIONAL HAIR COLOR FOR MEN





Jeff and Carolyn Aronson

Created by It's a 10 Haircare founder Carolyn Aronson, President of It's a 10 Haircare Jeff Aronson, and dear friend and Hip Hop legend Fat Joe, Rewind It 10 hair color is every man's solution to at-home hair coloring. This amazing trio of friends, while enjoying dinner, determined the need for high quality, easy to use, modern hair color for men. With 3+ years in the making, Rewind It 10 was made. Focusing on professional-grade Italian formulas that allow men everywhere to access salon-quality results from the comfort of their home or local barber.



Fat Joe

As Jeff and Fat Joe began talking about this initiative with their friends, the network of ambassadors was developed for Rewind It 10. And together with 8 Top Tiered ambassadors- DJ Khaled, Travis Kelce, Jencarlos Canela, Stephen Thompson, Tyson Beckford, Kevin Creekman, and Tank - Carolyn, Jeff and Fat Joe agreed on 3 must haves for Rewind It 10: ammonia free, easy to use professional color, and gentle on the skin. The result is Rewind It 10 hair color for your hair, beard or mustache in as little as 5 minutes, leaving you looking 10 years younger!



◀◀ REWIND IT 10™

- » **PROFESSIONAL ITALIAN COLOR**
- » **AMMONIA FREE**
- » **HIGHLY PIGMENTED COLOR FOR FAST RESULTS (5-10 MINUTES)**
- » **ENRICHED WITH:**
 - Aloe Vera** - To add more hydration to the hair
 - Macadamia Seed Oil** - To help nourish the hair and keep it soft and shiny
 - Meadowfoam Seed Oil** - To assist in the hydration of the hair while imparting shine



»» OUR BRAND AMBASSADORS
are true partners in the success of selling each and every box off your shelves

»» SOCIAL SENSATION:
113M Social Media followers





TANK

Durrell Artaze Babbs, R&B singer, songwriter, producer and actor



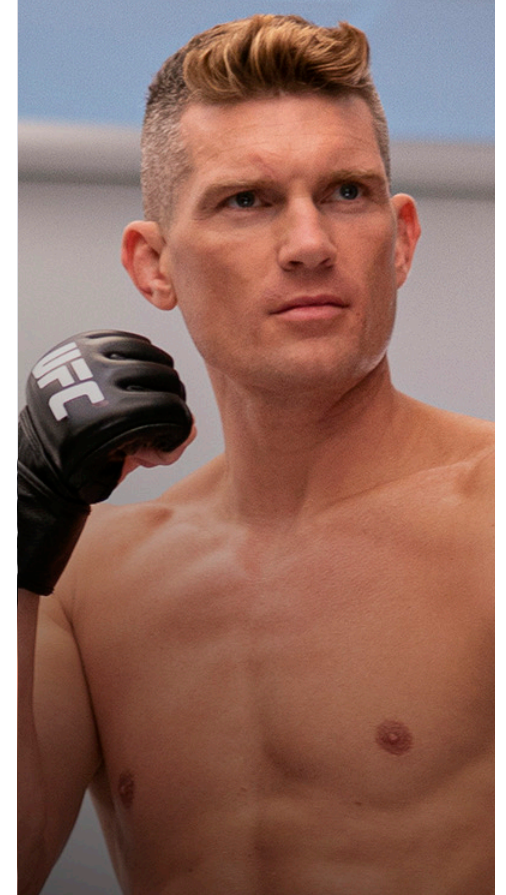
JENCARLOS CANELA

Actor and singer



TRAVIS KELCE

Football Tight End for the Kansas City Chiefs



STEPHEN THOMPSON

Professional mixed martial artist and model



TYSON BECKFORD

Model and actor



DJ KHALED

DJ, record executive, record producer, rapper, and songwriter



FAT JOE

Rapper, songwriter, actor, broadcaster, and **co-founder of Rewind It 10**



KEVIN CREEKMAN

Tattoo artist, model, actor, and social media influencer

DJ KHALED



<https://www.instagram.com/reel/CxGvW7UPGzZ/>

FAT JOE



<https://www.instagram.com/reel/Cxlx5yfsHbr/>

TANK



https://www.instagram.com/reel/CxJMDfWvb_H/

@ElvisDuranShow



<https://www.instagram.com/p/CxX-gwZuPnk/>

Las Vegas Barber Expo



<https://itsa10haircare.box.com/s/vbzrtmrtb8a3hcv7ry68fnw443vebvyp>

Fat Joe / Travis Kelce



<https://www.instagram.com/p/CxtG104JEKL/>

Jay Majors



<https://www.instagram.com/p/CxYGz7Yx6k3/>

All HipHop



Jay Majors



<https://www.instagram.com/p/Cykh2adua0f/>

Tyson Beckford



<https://www.instagram.com/reel/COXR88aPPd9/>

Fat Joe



<https://www.instagram.com/p/COUXVOHLLWD/>

Fat Joe



<https://www.instagram.com/p/COjOZL9rFJP/>

DJ Khaled



<https://www.instagram.com/p/COUIFmFvT6U/>

Travis Kelce



Fat Joe



<https://www.instagram.com/p/COkxiTNsWQM/>



FAT JOE & DJ KHALED HELP MEN 'REWIND THE TIME' WITH NEW HAIR DYE COLLAB

by **ANDRE ELLINGTON**

Published on: Sep 17, 2023, 6:00 AM PDT



[Fat Joe](#) and [DJ Khaled](#) have decided to assist men who are looking to return to their glory years when their hair was a shade besides gray.

Both Joey Crack and the Miami superstar DJ took to Instagram recently to introduce REWIND IT 10, a new professional hair coloring kit.

While Fat Joe simply uploaded a video of REWIND IT 10 boxes, showing different shades of celebrity men — including legendary model Tyson Beckford, NFL superstar Travis Kelce, and R&B star Tank — with his hit “All the Way Up” stitched in, DJ Khaled, in a since-deleted post, decided to do what he does best: Entertain and promote his products.

“Why fight the time, when you can, rewind the time!” he said in his best salesman voice. “Why fight the time when you can rewind the time. Why fight the time when you can just rewind the time! Why fight the time when you can rewind the time.”

People

Fat Joe and It's a 10 Haircare Launch ReWind It 10 for Men — and Travis Kelce Is an Ambassador (Exclusive)

Fat Joe also called on friends DJ Khaled and Tyson Beckford to be faces of the brand he partnered on with It's a 10 Haircare founder Carolyn Aronson



Fat Joe attends the BET Hip-Hop Awards. PHOTO: JOHNNY NUNEZ/GETTY

[Fat Joe](#) gives everything he does a 10 out of 10, whether that's [hosting and executive producing the BET Hip Hop Awards](#) or [collaborating with Nike on custom sneakers](#). And now he's about to take the men's grooming game all the way up.

The rapper and entrepreneur has teamed with [It's a 10 Haircare](#) to introduce [Rewind it 10](#), an at-home beard and hair coloring collection for men.

It's a 10 Haircare [founder and CEO Carolyn Aronson](#) and brand president Jeff Aronson announced the news during a celebration of the 7th Annual National Love Your Hair Day, which the former founded, on October 10. The brand launches on [rewindit10.com](#) on Dec. 1, and on Jan. 1 it enters [Sally Beauty](#).

ALL HIPHOP

Fat Joe Calls It's A 10 Rewind It Collaboration the “Rolls Royce” of Hair Coloring



By: Rea Davis @IamReaDavis • Category: Features • October 14, 2023

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BREAKING NEWS

It's A 10 Founder Carolyn Aronson Creates New At-Home Hair Color Brand for Men

Rapper Fat Joe is also a co-founder of Rewind It 10, a new hair and beard coloring line that will be stocked at Sally Beauty.




Boxes will feature celebrities from NFL Tight End Travis Kelce to model Tyson Beckford.



REWIND IT 

ASSORTMENT

◀◀ REWIND IT 10™



MEN'S HAIR COLOR


Tank

JET BLACK
NOTE: DE JET BLACK COLOR

PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | HASSLE FREE LASTS TILL GRAY GROWS BACK | ALOE & MACADAMIA SEED OIL ENRICHED

Instagram 2M | Facebook 2.4M | TikTok 585K | X

◀◀ REWIND IT 10™



MEN'S HAIR COLOR


Jencarlos Canela

DARK BROWN
HARDY FORCE HIGHER COLOR

PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | HASSLE FREE LASTS TILL GRAY GROWS BACK | ALOE & MACADAMIA SEED OIL ENRICHED

Instagram 4M | Facebook 6.5M | TikTok 1.4M | X 1.4M

◀◀ REWIND IT 10™



MEN'S HAIR COLOR

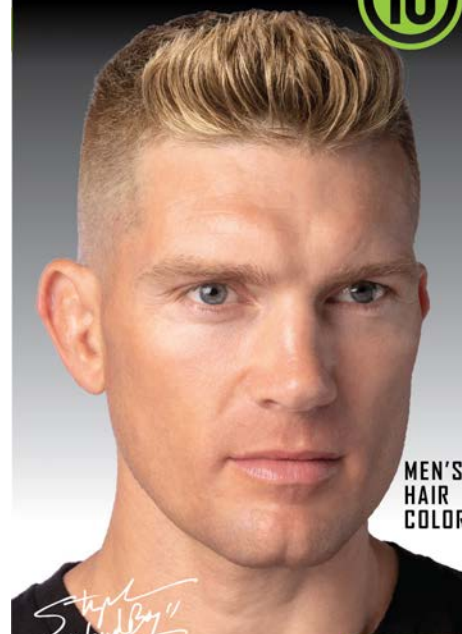
Travis Kelce

LIGHT BROWN
DRAFTY CLASH CASTLE CLASH

PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | HASSLE FREE LASTS TILL GRAY GROWS BACK | ALOE & MACADAMIA SEED OIL ENRICHED

Instagram 3.3M | Facebook 799K | TikTok 1.2M | X 974K

◀◀ REWIND IT 10™



MEN'S HAIR COLOR

Stephen Thompson

MEDIUM BLONDE
BLOND HIGHER HIGHER

PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | HASSLE FREE LASTS TILL GRAY GROWS BACK | ALOE & MACADAMIA SEED OIL ENRICHED

Instagram 940K | Facebook 345K | TikTok 464K | X 368K

WHAT'S INSIDE THE BOX:

1. Developer
2. Color cream
3. Stain remover wipe
4. Gloves
5. Instructional leaflet




◀◀REWIND IT 10™

BEARD AND MUSTACHE

MSRP \$14.99

◀◀REWIND IT 10™



BEARD AND MUSTACHE COLOR

Tyson Beckford

JET BLACK
HIDDEN ITALIAN COLOR

2 TIMES THE COLOR | PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | CONTAINS ALOE AND MACADAMIA SEED OIL ENRICHED

699K 463K 10K 1K

◀◀REWIND IT 10™



BEARD AND MUSTACHE COLOR

DJ Khaled

DARK BROWN
HIDDEN ITALIAN COLOR

2 TIMES THE COLOR | PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | CONTAINS ALOE AND MACADAMIA SEED OIL ENRICHED

37.6M 21M 5.7M 5.6M

◀◀REWIND IT 10™




BEARD AND MUSTACHE COLOR

FAT JOE


LIGHT BROWN
HIDDEN ITALIAN COLOR

2 TIMES THE COLOR | PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | CONTAINS ALOE AND MACADAMIA SEED OIL ENRICHED

5.5M 3.8M 7.2K 969K

◀◀REWIND IT 10™



BEARD AND MUSTACHE COLOR

Kevin Creekman

MEDIUM BLONDE
HIDDEN ITALIAN COLOR

2 TIMES THE COLOR | PROFESSIONAL ITALIAN COLOR FOR A NATURAL LOOK | CONTAINS ALOE AND MACADAMIA SEED OIL ENRICHED

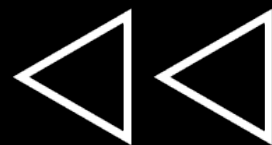
1.5M 647K 2.6M 8.6K

WHAT'S INSIDE THE BOX:

1. Developer(2)
2. Color cream(2)
3. Tray
4. Stain remover wipe(2)
5. Gloves
6. Brush
7. Instructional leaflet



DOUBLE
THE COLOR
OF OUR LEADING
COMPETITOR



REWIND IT 

PROFESSIONAL HAIR COLOR FOR MEN