



REWIND IT [®]10

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!



MALE GROOMING

Is in a state of Evolution, and Rewind is helping to drive the stigma out of the category for all.



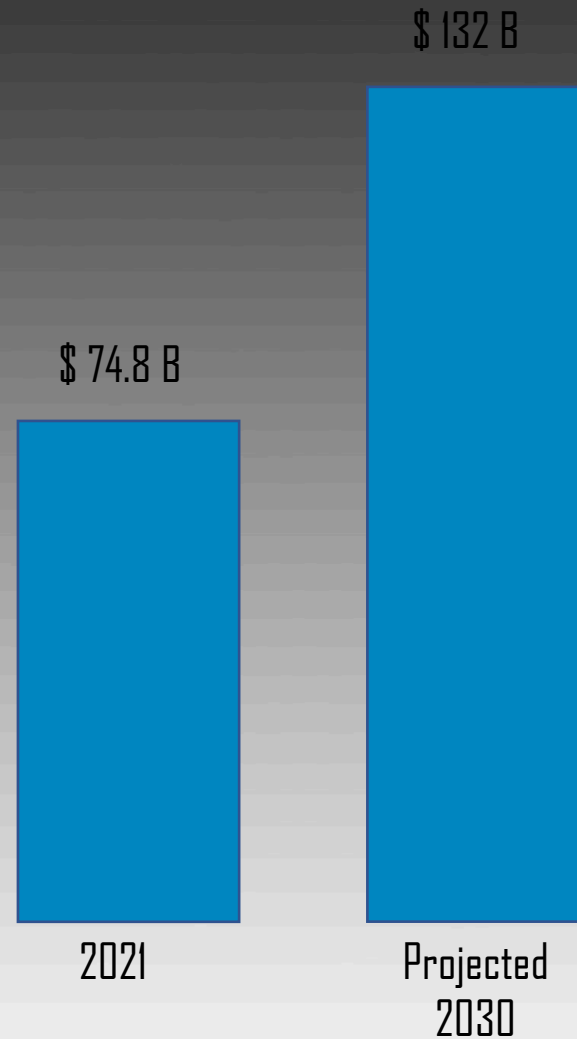
MALE GROOMING IS A BOOMING BUSINESS

A recent survey found that spending on male beauty increased 77% year over year.



SALES PROJECTED IN MEN'S GROOMING

Through 2023 at a 6.58% CAGR.





◀◀ 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

◀◀ REWIND IT 10™

- » **OUR BRAND AMBASSADORS**
are true partners in the success of selling each and every box off your shelves
- » **ALL AMBASSADORS AVAILABLE
FOR INSTORE APPEARANCES**
- » **SOCIAL SENSATION:**
130M Social Media followers
- » **BRAND SEES A 30% LIFT IN
SALES AFTER AN AMBASSADOR
POST**





TANK

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



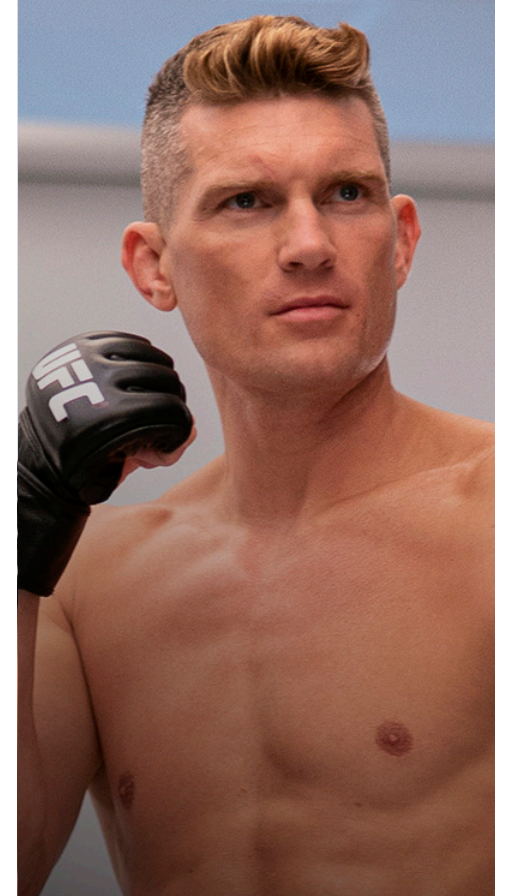
JENCARLOS CANELA

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

REWIND IT 10 ON SOCIAL

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/>

REWIND IT 10 ON SOCIAL

Las Vegas Barber Expo



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

Fat Joe / Travis Kelce



Jay Majors



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

All HipHop



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

<https://www.instagram.com/p/CxtC104JEKL/>

REWIND IT 10 ON SOCIAL

Jay Majors



<https://www.instagram.com/p/CyKH2aduaOf/>

Tyson Beckford



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

Fat Joe



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

Fat Joe



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

REWIND IT 10 ON SOCIAL

DJ Khaled



<https://www.instagram.com/p/COUfMfVt6U/>

Travis Kelce



Fat Joe



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

Tamron Hall Show



<https://www.instagram.com/p/COneKGW0xt-/>

REWIND IT ¹⁰ ON SOCIAL

Fat Joe



<https://www.instagram.com/p/CDm3VFNPiOC/>

Fat Joe



<https://www.usmagazine.com/stylish/news/rapper-fat-joe-talks-new-hair-color-line-rewind-it-10/>

Fat Joe



<https://www.instagram.com/p/C2DCDGSRxtf/>

REWIND IT ON SOCIAL

Daymond John



<https://www.instagram.com/p/C1nGt2UvNNn/>

Travis Kelce – Super Bowl



<https://www.instagram.com/reel/C3Ap0CF01-g/?igsh=MTdlcWd3azU3MzUwdw==>

Fat Joe – Barber Plugs



<https://www.instagram.com/reel/C37irxqujkE/?igsh=dWtxZXJsYWgyDTg2>

Fat Joe – Barber Plugs



<https://www.instagram.com/p/C4Dzzk90Ptq/?igsh=MWptYmV2czcxZW9seQ==>

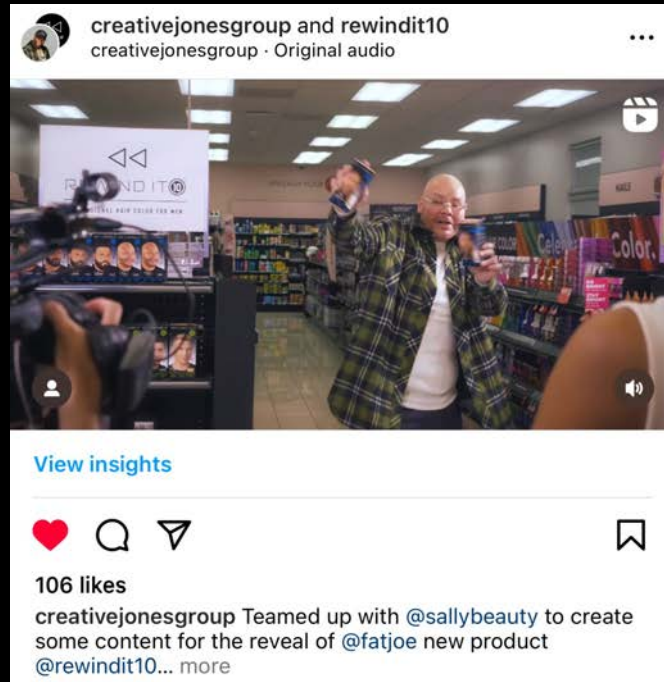
REWIND IT 10 ON SOCIAL

Fat Joe – DJ Khaled shoutout



https://www.instagram.com/reel/C3_KIAGvyID/?igsh=bmRsdnclbjE2ZjN2

Fat Joe - Sally Beauty Visit



<https://www.instagram.com/reel/C3OGD0h0Q2L/?igsh=eGJ2YzFyZ2h1Y3Vi>

Fat Joe – Forbes x Nasdaq



https://www.instagram.com/reel/C40HWwysI_kz/?igsh=MW9wMGhzeDQyZjluOA==

Noreaga x Rewind It 10 Collab



<https://www.instagram.com/p/C58VS49055u/>

REWIND IT ON SOCIAL

Fat Joe – Sally Beauty shoutout



https://www.instagram.com/reel/C7IsWuHM6aU/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA



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 10 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

happi

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**.

Medium

Your Guide to Effortless Spring Beauty and Wellness

Rewind It 10



March Madness is here, and while you might not be in the court, you *might* be rocking a playoff beard in hopes it keeps your team and your bracket winning. To make sure your newfound look is in tip-top shape, a beard-dye like **ReWind It 10** is the easiest way to keep you winning.

Just as athletes grow their beards during the playoffs for a touch of luck and team unity, **ReWind It 10** allows you to do the same right from your home with their vibrant, multi-dimensional men's beard color, right at home.

Crafted by none other than legendary Hip Hop rapper **Fat Joe** and the team behind **It's a 10 Haircare**, and backed by athletes like **Travis Kelce**, **ReWind It 10** is a men's hair brand specializing in salon-quality hair color products that give your roots a moisturizing boost while discreetly covering up greys.

Rewind It 10 is now available at [Sally Beauty](#) US stores and online for \$14.99.

POPSUGAR

BEAUTY · IDENTITY · HAIR

Fat Joe Wants to Make Men's Hair Dye Less Taboo With Rewind It 10

By Johanna Ferreira
Published on 2/12/2024 at 3:00 PM



Rewind It 10 Getty Images, G. Mireya Acierio/Design by Becky Jess

Fat Joe has taken a real interest in the men's grooming game. While hair might not be the first thing that comes to mind when folks think of the Puerto Rican hip-hop legend, Fat Joe says he's been dyeing his beard hair for years and wants to normalize that for men everywhere. That's why the iconic rapper recently teamed up with It's a 10 Haircare and its founder and CEO Carolyn Aronson to introduce Rewind It 10, an at-home beard- and hair-coloring collection.

KEVIN COSTNER
Suspicious Mind

Four months after Kevin Costner finalized his divorce from Christine Baumgartner, his ex has moved on with financier Josh Connor. Baumgartner, who filed for divorce from Costner last May after 18 years of marriage, was first spotted vacationing with Connor in Hawaii in July; however, a month later, she denied they were dating when she took the stand during her legal battle with the Yellowstone star. (Costner, 69, had claimed Baumgartner, 49, received \$200,000 from her "boyfriend" Connor.) "Kevin had strong suspicions that something was going on between Christine and Josh," says an insider. Connor had been a friend and neighbor of the former couple, and "their close bond" was a real elephant in the room," adds the insider, noting that Baumgartner swears things only turned romantic "relatively recently." Costner, for his part, has been linked to singer Jewel since mid-December, so "Christine doesn't think Kevin has anything to complain about," continues the insider. "Josh has been Christine's rock throughout the divorce ordeal. If Kevin has a problem with it, that's on him."

THE US BUZZZZ-O-METER
What Hollywood is buzzing about this week

LAGOONA BLOO
Sam Smith and Paula Abdul are fans of the pop star and beloved drag queen, who recently released her new single, "TMFO." (Instagram.com/lagoonabloo)

BEDWOOD OUTDOORS
Shay Mitchell chills out with the Pacific Cold Plunge Kit, an at-home alternative for those looking to level up their wellness routine. (\$6,500, rewood-outdoors.com)

THOUGHTFUL
The revolutionary app — based on the 80-year Harvard Study of Adult Development — helps users stay connected to friends and family with regular check-ins. (Available on Apple)

REWIND IT 10
Travis Kelce is a brand ambassador for Fat Joe's Italian hair color solution, designed to boost beard and mustache color and cover pesky grays. (\$15, solofeauty.com)

ANOTHER TOMORROW
Katie Holmes has stepped out in a pair of the chic High Waisted Denim Trousers — made from 98 percent organic cotton — that boasts a slimming effect. (\$450, another tomorrow.co)

Parade

Eagle-Eyed Fan Spots Travis Kelce on a Box of Hair Dye: 'He is Literally Everywhere'

The NFL star is one of several celebrity ambassadors for haircare brand ReWind It 10.
MARISA LOSCIALE · FEB 2, 2024



IMAGO / Icon Sportswire

Travis Kelce: record-breaking Kansas City Chiefs tight end, two-time Super Bowl champ, **Taylor Swift's** boyfriend and male haircare brand ambassador?

At some point in his career, the 34-year-old signed on as a "Top Tiered Ambassador" for **Fat Joe's** celebrity-endorsed hair color and haircare brand, **ReWind It 10**. Still, somehow, we all missed the memo until a fan saw the packaging in the wild and uploaded a photo of it to Reddit.

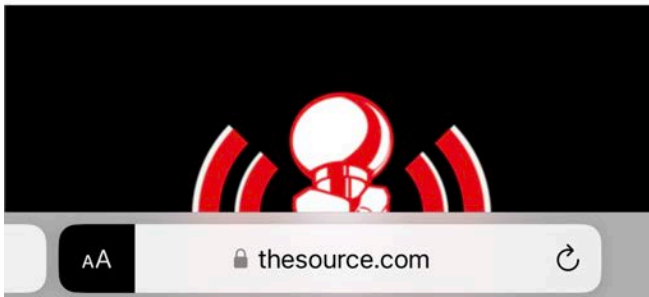
The [photo was shared to the New Heights podcast subreddit](#) on Thursday, Feb. 1, alongside the headline, "Did a double take at the beauty supply store."

Exclusive: Jeff Aronson Details Teaming with Fat Joe for Rewind It 10

Shawn Grant • March 28, 2024



Jeff Aronson, co-founder of the newly-launched at-home hair coloring brand Rewind It 10, has joined forces with his wife Carolyn Aronson and hip-hop icon Fat Joe.



Fat Joe Discusses 'Lean Back' Legacy, Jumping Into Politics, Hair Dying Brand + More

261K views • 7 days ago



Executive Producer: Eddie F. DP/Sr. Video Director: Nick Ciofalo Video Editor: Elijah Lugo Social Media Manager: Sydney Brown ...

Power to the Patients Ambassador and Grammy-Nominated Musician Fat Joe to Attend State of the Union

Power to the Patients

News provided by

06 Mar, 2024, 13:48 ET

Joe will attend as the invited guest of Rep. Nanette Barragán (CA-44)

WASHINGTON, March 6, 2024 /PRNewswire/ - Grammy-nominated musician and [Power to the Patients](#) ambassador Fat Joe will attend the 2024 State of the Union Address as the special guest of U.S. Representative Nanette Barragán (CA-44).

"I'm grateful for Congresswoman Nanette Barragán's invitation to attend the State of the Union and look forward to taking part in this historic evening," **said Fat Joe**. "It's truly an honor."



CNN underscored

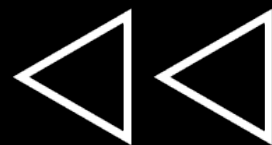
32 best hair products for men for strong, healthy hair, according to hairstylists

Rewind It 10 Hair Color



Rewind It 10


For the gents that want to maintain their color, Marrero recommends Rewind It 10. "[This] is a top-notch men's hair dye that I highly recommend for covering stubborn grays while nourishing your scalp with natural ingredients," he shares. "This ammonia-free formula is gentle on your skin and hair, avoiding harsh chemicals that can cause irritation or breakouts. With Rewind It 10, you can achieve a natural-looking hair color while keeping your scalp healthy and happy."



REWIND IT 

ASSORTMENT

◀◀ REWIND IT 10™



MEN'S HAIR COLOR


Tank

JET BLACK
MAYBE DE JESUS MONTE ALMODOVAR

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 1.4M

◀◀ REWIND IT 10™



MEN'S HAIR COLOR


Jencarlos Canela

DARK BROWN
MAYBE DE JESUS MONTE ALMODOVAR

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

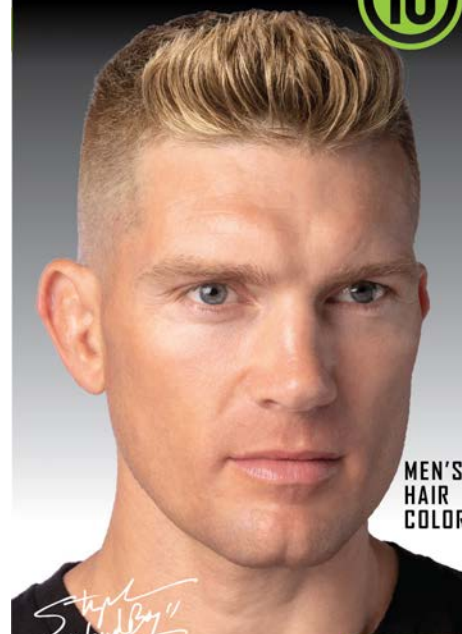
Travis Kelce

LIGHT BROWN
MAYBE DE JESUS MONTE ALMODOVAR

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
MAYBE DE JESUS MONTE ALMODOVAR

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 COLOR-MASKING GLAZE

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 COLOR-MASKING GLAZE

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 COLOR-MASKING GLAZE

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 COLOR-MASKING GLAZE

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

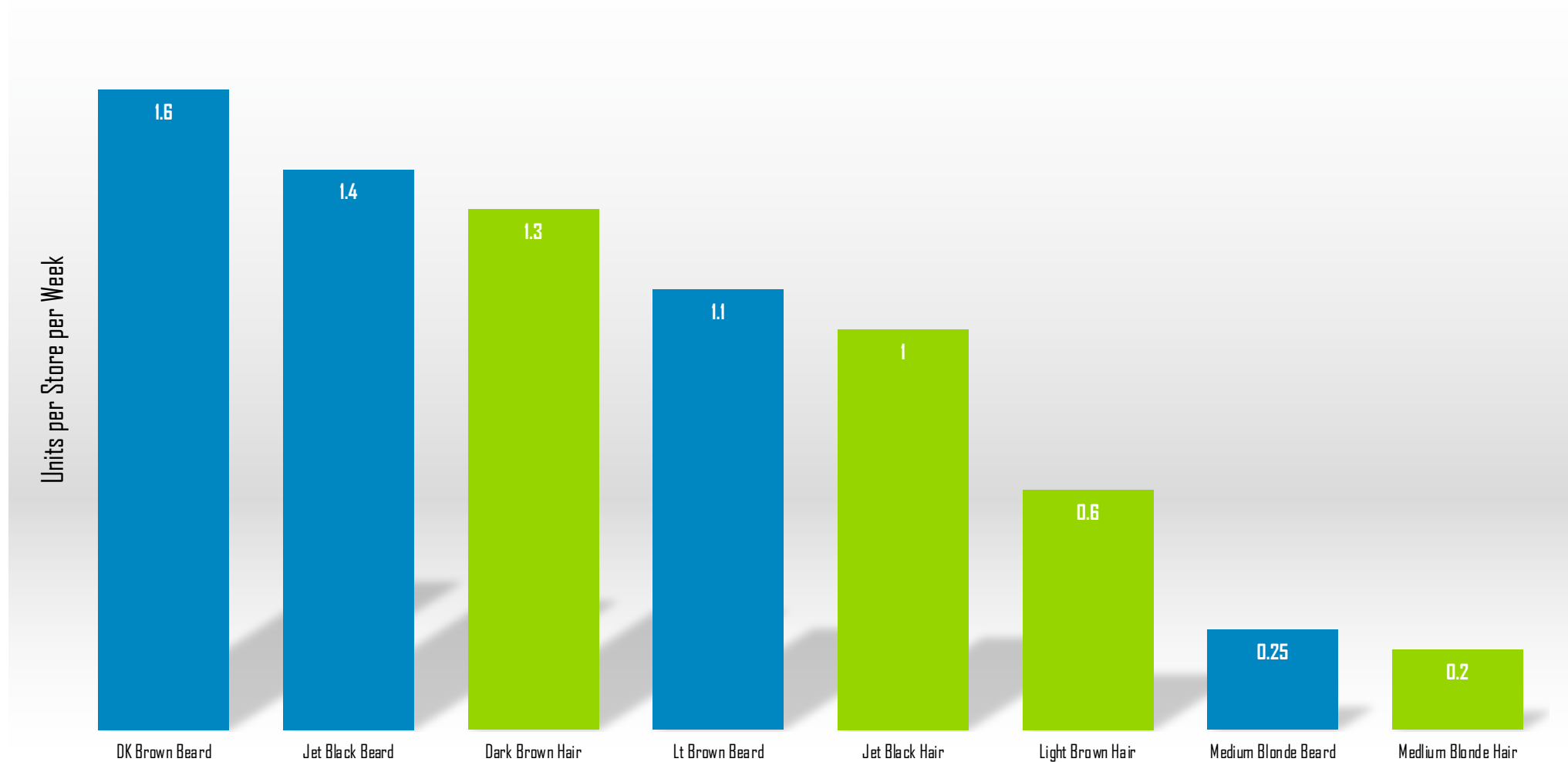
WHAT'S INSIDE THE BOX:

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

KEY COMPETITOR RESULTS





REWIND IT 

PROFESSIONAL HAIR COLOR FOR MEN