

it's a **10**[®]
haircare





Background & Biography

Carolyn Aronson

Carolyn Aronson is a successful entrepreneur, philanthropist and the founder and CEO of It's a 10 haircare and Be a 10 Cosmetics. Her 100% Puerto Rican heritage drives her style and creativity.

A self-made entrepreneur, Aronson began her career with 20+ years as a hairstylist and salon owner and continues to hold licenses in multiple states. **It's A 10 Haircare** was born out of her frustration with brands that produced dozens of products with single benefits and hard-to-follow claims. She envisioned a line that was for everyone and delivered full, salon-quality results in just one bottle. She began with a star product, Miracle Leave-in and the line quickly rose to fame through pro hairstylists, who shared the cult-favorite product with their clients.

"From my earliest day in the beauty industry and through the years leading up to the success of It's a 10, I have always maintained that my products be trusted for quality ingredients and deliver on promised benefits and results. We are known for our hair care, but we are so much more. Our goal is to help individuals discover confidence in themselves every day."

My Mantra – "To create high-end quality products that are easy to use, multi-functional, and provide fabulous results"

Giving back to the communities that have supported It's a 10 Haircare

- Leaping Bunny
- Comfort Cases
- Puerto Rico Hurricane Relief Efforts
- Right Action for Women (Christina Applegate's Breast Cancer Foundation)
- Boys and Girls Club
- Children's Diagnostics
- Red Cross America
- Leukemia & Lymphoma Society

Carolyn

Carolyn Aronson
Stylist, Founder & CEO

SOCIAL SENSATION



333 MILLION+
earned social impressions

26 MILLION
views on #itsa10haircare on TikTok



37.8K+
#itsa10haircare mentions on Instagram

311K
social media followers



MEDIA & PR GROWTH

OVER
17MILLION

Leave-in Bottles Sold
Annually

85 BILLION+

Media impressions

3315 +

Media placements

Media Highlights

New Beauty Awards: Best Hair Stylers
Best Shine Spray: It's A 10 Miracle Shine Spray

NEWBEAUTY®

BEST SHINE SPRAY



it's a 10 Miracle Shine Spray

★★★★★

With just a spritz or two, it's a 10 Miracle Shine Spray simultaneously provides protection against heat damage and frizz, and adds radiant shine, regardless of your hair type.

BEST FOR
Dry Hair, Dull Hair, Hair Styling

KEY INGREDIENTS
Argan Oil, Hemp Seed Oil

BUY NOW \$22

“I tend to primarily air dry my hair to avoid excessive heat damage, but with that comes a lot of frizz. This spray has been huge for me since I can just spray a spritz or two and smooth it through my hair once dry and my hair is instantly camera ready.” —Isabelle Buneo, editorial intern



InStyle The 14 Best Travel Hair Dryers of 2023

Best for Thick Hair: It's A 10 Miracle Mini Travel Professional Hair Dryer Kit



PHOTO: IT'S A 10 HAIRCARE

View On ItsA10haircare.com

Niche Beauty

It's a 10 CEO Carolyn Aronson on empowering every woman to feel like a 10

Every woman wants to be a 10, which is something that it's a 10 and Be a 10 Founder and CEO Carolyn Aronson wants to help every woman achieve through her multi-functional holy grail haircare and makeup products. *By Hannah Tan-Gillies.*

Shop TODAY Beauty Award winners: Here are 31 hair products worth the buy

From trendy tools to innovative treatments.



Best conditioners

It's a 10 Hair Care Miracle Daily Conditioner

Miracle Daily Conditioner

It's a 10 Miracle Leave-in Product

Miracle Leave-in Product

Available from: (Hair type: All) Cosmetics Dry Hair

The It's a 10 Leave-in Product is probably the brand's most well-known launch and TODAY editors say it's a great reason. From its first glowing reviews to its best, there is a lot to love about it. In fact, some reviewers were even impressed by the fact that just a little of the formula goes a long way — so you can really stretch the life of the bottle.

"The thickness of the leave-in helps smoothening the tresses and helps really slick in a non-beaty way once I apply it to my hair," added NYC area custom production producer Lindsay Bennett.

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 Khalid and Tyson Beckford to be faces of the brand he partnered on with It's a 10 Haircare founder Carolyn Aronson.

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.

The ReWind It 10 collection features four single-use hair kits and four double-use beard kits (\$15 each). Fat Joe called upon his famous friends to be brand ambassadors and front the boxes.



COSMOPOLITAN

The 2023 Cosmopolitan Readers' Choice Beauty Awards

Everything you're obsessed with for washing, conditioning, and styling



It's a 10 Miracle Leave-in Product

It's so much more than just a leave-in conditioner. It detangles, gives hair softness and shine, helps repair damage and split ends, minimizes flyaways, and makes styling way easier. It's no surprise 1,000 of you said it's the leave-in conditioner you "never let"

GOOD HOUSEKEEPING Good Housekeeping's 2023 Beauty Awards



It's A 10 Miracle Leave-in Product

It's A 10 Haircare's leave-in spray with strengthening silk amino acids has earned its cult classic status thanks to multiple benefits in one: detangling, softening, smoothing, protecting and shine-enhancing.

TESTER NOTE: "I love that this eliminates the need to use so many products and even provides heat protection for styling."

LAB RESULTS: The formula is effective at keeping hair smooth yet has a light texture. Beauty Lab experts found.

Forbes

PROFILE

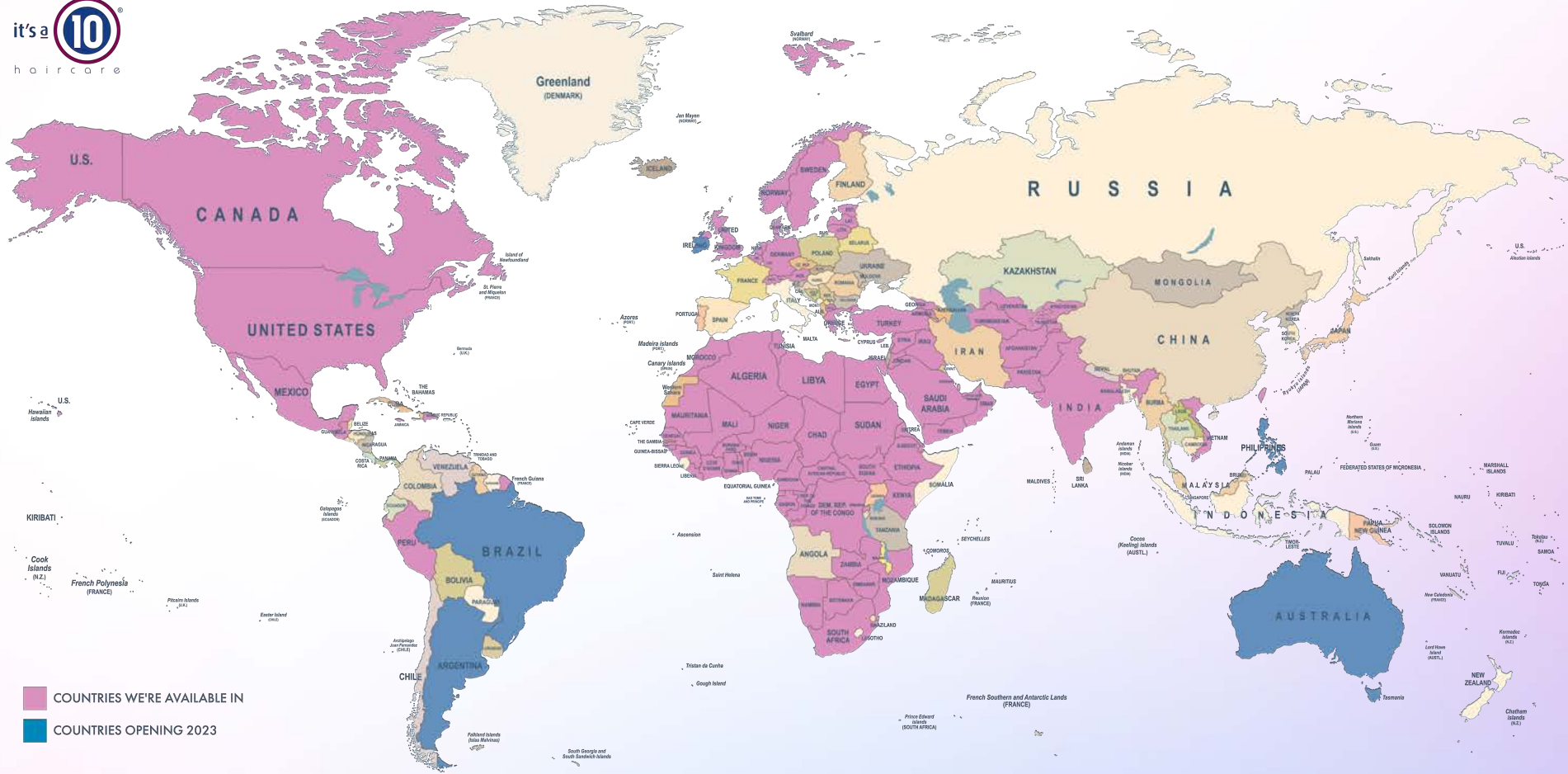
Carolyn Aronson

Founder & CEO, It's A 10 Haircare

About Carolyn Aronson

- Carolyn Aronson, the CEO, and founder of It's a 10 Haircare, started her company in 2003 after developing the formula of what would become her signature Miracle Leave-In conditioner, which now sells 17 million bottles a year.
- In 2017, at 51, she bought out her partner and became sole owner, making it one of the few Hispanic- and female-owned brands in the haircare industry and the first to hit a Super Bowl commercial.
- Since becoming sole owner, she grew the company from being distributed in two countries and selling roughly \$200 million in retail in 2017 to 73 countries and \$500 million in 2022.
- In 2017, she trademarked National Love Your Hair Day, an e-commerce sales play that generated \$1.5 million in sales last year.
- Aronson spent time in foster care before being adopted by her parents and credits this unconventional background with her drive to succeed.

Global Distribution



RETAILERS SUCH AS
USA



Ulta Beauty

UK



Harrods



Selfridges

Our products are sold in over 25,000 independent salons, 15,000 professional salon chains worldwide and available in 75 countries

it's a **10**
haircare

YOUR HAIR MIRACLE STARTS HERE

Our Hero's



All of It's a 10 products are Cruelty Free, Leaping Bunny Certified



Benefits of Miracle Leave-in

1. Nourishes hair
2. Thermal Protector
3. Detangles
4. Helps protect hair color
5. Restores Shine
6. Helps reduce frizz
7. Natural UV protection
8. Helps replace lost proteins
9. Enhances hair natural body
10. Helps prevent split ends

it's a  10
h a i r c a r e

ASSORTMENT



Conditioning Collection

Essential Conditioning for Everyday Use

Enriched with highly effective smoothers and moisturizers, the Conditioning Collection delivers softer, more manageable hair with each and every use. From daily shampoo and conditioner, to a deep-penetrating hair mask, and our famous Miracle Leave-in, the products within the Conditioning Collection utilize natural extracts to make your hair feel its best.





keratin collection

Powerful Protein for All Hair Types

Infused with keratin — the building-block protein that makes up all hair — the It's a 10 Keratin Collection fortifies the hair while making it shinier and smoother by beginning with its most vital components. This versatile compound also shields against damage-causing environmental stressors and heat, locks in moisture, guards against humidity, and helps restore lost smoothness to dry or brittle hair.





blow dry collection

Styled-to-Perfection Shine

It's a 10 Miracle Blow Dry Collection helps remedy split ends, protects against heat and humidity, detangles, and leaves hair so silky that it's explosively shiny. And, because it is made to be weightless, hair is never flat or dull... it's glowingly gorgeous.



it's a **10**

blonde collection

A New Twist for Miracle Curls

They say blondes have more fun, but they also actually have more challenges when it comes to caring for those lighter locks. Our Blonde Collection solves common natural and color-treated blonde concerns like brassiness, dullness, color fading, dryness, and extra sensitivity to stress and damage with a combination of proven natural extracts.





coily collection

A New Twist for Miracle Curls

Our proprietary formula nourishes hair with vitamins that help fortify, impart softness and manageability. Our Coily collection provides balanced moisture and helps improve the health of the hair with every use, without build-up or heaviness.





scalp restore collection

Healthy Scalp, Healthy Hair

A healthy scalp is the foundation to healthy hair. When you use products that keep your scalp healthy you will see an overall difference in your hair. Carolyn developed the scalp line when she found a technology that had the supportive research with results. With the combination of new technology, amino acids, essential oils and extracts as the basis of this collection, a healthy scalp is achievable.



it's a **10**

silk collection

Reveal the Softest, Silkiest You

Everywhere in the world, silk sets the standard for ultimate smoothness and touchability. These richly moisturizing silk proteins help hair to be smooth as glass while working to fortify the hair.





styling collection

The Perfect Finishing Touch for Gorgeous and Healthy Hair

Because we believe that styling products should enhance the look and feel of hair without causing additional damage or stress, we created the It's a 10 Styling Collection. Now, great-looking hair is also hair that is nourished, fortified, and protected from the most common causes of limp, lifeless, dry, or otherwise challenged hair.





volumizing collection

Explosive Volume, Zero Weight

No more trading rich conditioning, softness and shine for limp, heavy hair.
Only nature's most lightweight ingredients are chosen for our Volume
Collection Leave-in, Shampoo and Blow Dry Volumizer.





potion collection

Our highly acclaimed Potion is back!

When hair is dry, stressed, damaged, or simply lost its luster, you don't need a magic wand to set things right. You just need It's a 10's Potion Collection. Formulated specifically to help nourish and moisturize deeply with every use, hair becomes softer, less tangled, and with improved elasticity – which means less chance of breakage over time. The Potion Collection also helps defend against frizz, without weighing strands down all while revealing gorgeous, shiny hair.





he's a 10 collection

Hair & Body Products

A multi-functional system using a high-end fragrance that is clean and fresh and easy to use with instant results. Created from the same salon insight and expertise of the entire It's a 10 line, He's a 10 Men's Haircare offers exceptional cleansing, conditioning, and control for all types of men's hair. Meant to be effortless to use and exceptional in terms of results, the all-in-one shampoo, conditioner, body wash and versatile styling products of the He's a 10 collection are complete solutions for great-looking hair in minutes.



Trial Kits



Full Size Kits



Thank you!!

