



PROFESSIONAL SCALP CARE · WHOLESALE PARTNERSHIP

AWARE Hair Retail Line Sheet

The AWARE 9:1 Professional Collection

PRODUCT	SKU	UPC	SIZE	CASE	MSRP / MAP	WHOLESALE
 9:1 Professional Shampoo Purifies buildup without stripping color. pH balanced.	91-S-10	860012373932	300 ml · 10.1 fl oz	12	\$55.00	\$22.00
 9:1 Professional Conditioner Nourishes and rebalances the scalp microbiome.	91-C-10	860012373949	300 ml · 10.1 fl oz	12	\$55.00	\$22.00
 9:1 Professional Leave-in Treatment Gel-serum hybrid that treats, styles, and shields.	91-L-85	860012373956	250 ml · 8.5 fl oz	12	\$60.00	\$24.00
 9:1 Discovery Kit The full ritual in starter sizes. First-purchase driver.	91-DK-3	860012373970	100 ml · 100 ml · 50 ml 3.4 · 3.4 · 1.7 fl oz	12	\$75.00	\$30.00
 Meridian Scalp Gua Sha Hand-carved sandalwood scalp tool.	AH-SGS-1	198168696736	Single piece	12	\$32.00	\$12.80
 Pure Silk Hair Ties 100% 6A Grade 22 Momme Mulberry silk, gentle hold, kind to fragile hair.	AH-SHT-3	860012373963	Pack of 3	12	\$28.00	\$11.20

RETAIL MARGIN

60%*

* Qualifying orders over \$2,000

CASE PACK

12

Units per case, all SKUs

OPENING ORDER

By Program

Sized per door count and format

LEAD TIME

2 Weeks

From PO · ships from Los Angeles

PAYMENT

Net 30

Flexible terms open to discussion

TESTERS & SAMPLES

Included

With opening merchandising kit

TURNKEY LAUNCH

Merchandising kit with display, testers, shelf talkers, and press cards, plus editorial-grade product and campaign imagery.

STAFF EDUCATION

Training led by a certified trichologist, and in-store scalp-analysis activations for launch events.

PROTECTED DISTRIBUTION

AWARE limits discounts on own channels and is not available on mass marketplaces (e.g., Amazon) to preserve price integrity and retailer equity.

AS SEEN IN

THE WALL STREET JOURNAL

Esquire

InStyle

Women's Health

WWD

NEWBEAUTY

BeautyMatter

Bustle

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Made in USA · Ships from Los Angeles · GMP + MoCRA Compliant

Wholesale pricing confidential · Retail partner use only