

JOHN PAUL MITCHELL SYSTEMS®



JPMS™ Helps Stylists Get to the Root of Hair Health with Hi-Tech Hair Analysis

The professional hair care leader announces exclusive partnership with technology company, FitSkin

Century City, CA; November 4, 2019 —Today, John Paul Mitchell Systems®, the leading global manufacturer of professional hair care, unveiled a new partnership with FitSkin, the leading AI beauty platform, to unveil a unique technology to stylists and Future Professionals worldwide. The two companies have teamed up to develop the world's most sophisticated hair analysis solution, slated to launch in 2021 with a special preview at The Gathering 2020, JPMS's signature stylist event.

“At JPMS, we're committed to salon professionals and helping them succeed. By partnering with FitSkin to develop a proprietary technology that will enhance the guest's salon experience, we honor our promise to help stylists strengthen their business,” shared Jason Yates, JPMS Chief Operating Officer. “We feel this innovation will elevate our highly talented stylists to a whole new level and can't wait to put this next generation technology in the hands of our hairdressers around the world.”

“Together with a world-class team at JPMS, FitSkin has created a lab-grade hair analysis solution for any smartphone that is also fun and easy to use. We can't wait to evolve the platform further,” said Sergio Rattner, FitSkin CEO & Founder.

The JPMS™ stylist network will receive the first sneak-peek of the technology via an exclusive first look during the company's annual The Gathering event set for August 2020. During the conference, stylists in attendance will have the opportunity to view demos and try the technology for themselves. More details and registration for The Gathering will be available on paulmitchellpro.com in January 2020.

For more information on the partnership, please contact Lindsey Provost, Director of Public Relations at John Paul Mitchell System, lindsey_provost@jpms.com or Maura Cannon Dick, Chief Operating Officer at FitSkin Inc, Maura@fitskin.com

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About John Paul Mitchell Systems:

John Paul Mitchell Systems®, a top manufacturer of professional hair care products, has been serving the professional beauty industry for nearly 40 years. The company currently produces over 150 professional products (including the brands Paul Mitchell®, MITCH®, Awapuhi Wild Ginger®, Tea Tree, Paul Mitchell® Pro Tools™, Professional Hair Color products, NEURO™ and MarulaOil) that have won over 100 beauty awards. John Paul Mitchell Systems® products are sold through distributors to over 100,000 hair salons in North America, and internationally to thousands of hair salons in 96 countries. John Paul Mitchell Systems® offers complementary education to stylists through a national network of educators, and Paul Mitchell Schools train over 14,000 future professionals in over 115 locations nationwide. John Paul Mitchell Systems® does not test its products on animals, nor has it ever done so. In accordance with Chairman and Co-Founder John Paul DeJoria's motto, “Success unshared is failure,” the company has a strong commitment to giving back, supporting a wide range of philanthropic causes both domestically and internationally. For more information, please see our website paulmitchell.com or visit us on Facebook, YouTube and Twitter.

About FitSkin:

FitSkin, Inc. is leading the largest skincare & haircare movement across the globe with its skin and hair analysis platforms. By augmenting the capabilities of a smartphone, the patent-pending technology makes professional-grade skin and hair analysis accessible to everyone. FitSkin partners with the world's leading beauty brands, including Sephora & John Paul Mitchell Systems®, and is launching its own direct-to-consumer solution, FaceGenius (www.facegenius.com). FitSkin, Inc. was founded by Harvard MBA grad, Sergio Rattner, where he leads a best-in-class team to find the intersection of smart technology and beauty. www.fitskin.com.