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## Guy's Stuff

JOE Grooming, manufacturer of natural based professional men's grooming products, will be knocking out diversion with its new campaign, "Diversion Sucks!" "We sell our specialized men's hair care and skin care products directly to the salons, day spas and barber shops," explains Dan Kliska, president. "Salon product diversion hurts everyone. We help salons increase their retail sales, profitability and client loyalty, with a nationally respected, high quality product and brand. It's time for salon owners and hairstylists to stop tolerating diversion by banning their support of diverted brands.

At JOE Grooming, we know exactly who we are selling to. You should never find our JOE Products in drug stores, supermarkets, on the shelves of mass merchants or available through unofficial website retailers." JOE Grooming includes a complete personal care system of natural hair care, skin care and body care. The company eliminates traditional sulfates, while adding nourishing natural extracts and elements, as well as remembering a man's need to "keep it simple." Reach Dan at 888-MORE-JOE or visit [www.JOEGROOMING.com](http://www.JOEGROOMING.com).

**Buy Direct!**



Join the campaign to end diversion. We will help you protect the professional integrity of your salon as well as the quality of your client's haircare and skincare services.

**Diversion Sucks!**

888-MORE-JOE | 703-847-1880 | [www.JoeGrooming.com](http://www.JoeGrooming.com)



**JOE GROOMING**  **Look Good. Get Noticed.**