

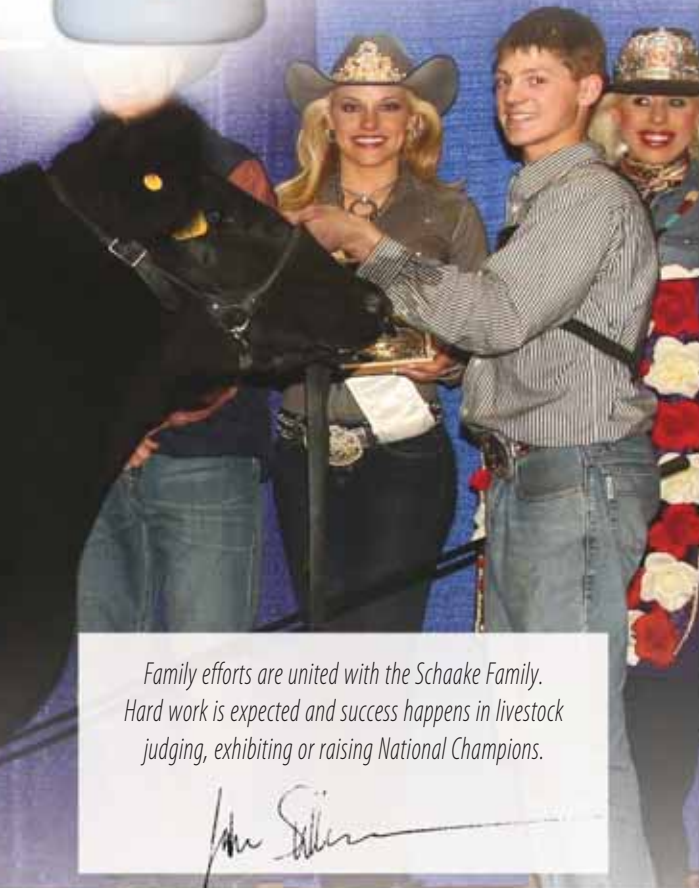
Good Will
Solid Leadership
Innovative Products



PROFILES OF A CHAMPION

2014 Winter Edition

Favorite Daily Hair Care Product:
Kleen Sheen



Family efforts are united with the Schaake Family. Hard work is expected and success happens in livestock judging, exhibiting or raising National Champions.

John Sullivan

As Described by Shilo Schaake ...

Favorite Show Day Grooming Product/Equipment: Air Express III, I really do enjoy blowing on my steers.

Favorite Barn Tool: Roto Brush

Favorite Daily Hair Care Product: Sullivan's Kleen Sheen

Best Part Of My Win: The feeling that all the hard work has paid off. I have also come to realize there is a certain level of luck that needs to be with you on show day.

Favorite Hobby: Baseball, Hunting, Fishing and working with cattle

Favorite Sports Team: K-State Wildcats Baseball team

Favorite College/University: K-State

Favorite Breed: Simmental

Favorite Stock Show: National Western Stock Show because juniors have to rely on themselves and their family to get their steers ready.

All-Time Favorite Calf: Probably my first steer Okie. I won the Kansas State Fair with him. His great attitude is what hooked me into showing steers.

Favorite Show Day Aid: Focus. My Denver steer's attitude wasn't the best, but Focus helped Trevor relax and chew his cud. No doubt it works!

Daily Hair Care Tip: We pretty much rinse and blow cattle every day. Sometimes their skin gets dry. What we find works best is spraying a light coat of Kleen Sheen mixed with 1/3 rag oil into the hair then work with a Rice Root brush and lots of blowing time.

Show Day Tip: We try to get our work done at home so when we get to the shows everything seems normal for the animal and exhibitor. Also, we try not to over fill our animal. The correct fill makes a huge difference on their movement and how comfortable they are in the show ring.

Proudest Accomplishment: It has always been my dream to win Denver!

Future Goals: I'd like to win the Kansas City and Louisville steer shows.

A very special Thank You to my family and Bonham Show Cattle for their continued support. I also want to thank Sullivan Supply and Stock Show U for all the products and opportunities they provide the cattle industry.

Showman ...

PROFILES OF A CHAMPION

Shilo Schaake

Family: Parents, Scott & Kandi & Brother Shane

Location: Westmoreland, Kansas

Champion Title: Grand Champion Steer, 2013 National Western Stock Show

Animal name: Trevor. Named after Travis Otterstad, with our personal twist to the name.

Sire: Walks Alone

Breeder: Wade Rodgers **Raised:** Bonham Show Cattle

Purchased from: Bonham Cattle Company

Clipper: Travis Otterstad and Ryan Smejkal

Show Day Help: Myself, Dad (Scott), Shane and Baylor Bonham

Daily Care Help: Myself, Dad & Mom, she is the cooler queen. She keeps it clean and smelling good!

Feed Brand: High Noon Show Stopper

Supplements: Natural Stride and Hide & Hair

Grand Champion Steer, 2013 National Western Stock Show



As Described by Alex Alliger ...

Favorite Show Day Grooming Product/Equipment: Sullivan's Kleen Sheen

Favorite Barn Tool: Air Express III Blower - but I do not like to blow

Favorite Hair Care Product: Sullivan's Pink Oil

Best Part Of My Win: I wouldn't have wanted to win the American Royal with any other steer but Bones. Then when the auction came and we set the new all time record, that was something I will never forget.

Favorite Hobby: Showing cattle for sure.

Favorite College/University: Iowa State University

Favorite Breed: I prefer showing steers.

Favorite Stock Show: American Royal and Denver, although now, the American Royal is probably my favorite.

All-Time Favorite Calf: Bones for sure. He was really spooky when we first got him. But at the first show we took him to (Badger Kick-off) he walked right off the trailer and became a complete puppy dog for the rest of the show season.

Favorite Show Day Aid: Focus & Juiced

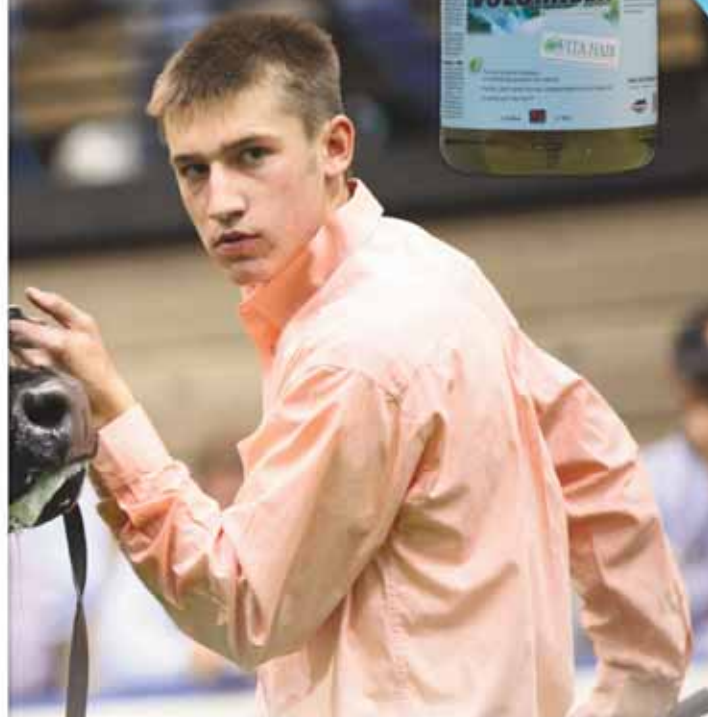
Daily Hair Care Tip: Try to keep your animal clean even in the pens and runs.

Proudest Accomplishment: My 2013 Iowa State Fair. I had two animals in the Sale of Champions - Grand Champion Market Hog and Reserve Grand Champion Steer. That was something I will never forget.

Future Goals: I plan on going home to Gowrie to farm with my dad and brother.

A special Thank You to my parents for sure. I wouldn't be able to do any of this without them. Also, thank you to Tracy, the Goretska Show Cattle Crew, and whomever else has helped me along the way. There are too many to count.

Favorite Show Day Product:
Vita Hair Volumizer



Bones was speical steer, however the Alliger Family is highly [competative in multipule species ... a true stockman.

Showman ...

Alex Alliger

PROFILES OF A CHAMPION



Family: Parents, Larry & Jill; Brother, Aaron & Sister, Michelle

Location: Gowrie, Iowa

Champion Title: Grand Champion Steer, 2013 American Royal

Animal name: Bones - When he was a calf, he was green but huge boned.

Sire: Believe In Me

Purchased from: Goretska Show Steers

Clipper: Tracy Goretska

Show Day Help: Myself, Tracy, Tyler McVay and Jake Campbell

Daily Care Help: Myself and Dad (Larry)

Feed Brand: Purina Show Chow

Grand Champion Steer, 2013 American Royal



Favorite Barn Tool:
Air Express III Double Blower System



Winning one of the toughest steers shows in the nation is proof hard work from sun rise to sun set pays off. Congratulations to the Testerman family.

As Described by Mylah Testerman ...

Best Part Of My Win: I am still at a loss of words since the judge shook my hand at the Oklahoma Beef Expo steer show. It was truly a once in a lifetime opportunity. From all the people congratulating me and my family, to the camera flashes at the back drop ... it made me think of all the hard work that something like this takes. Again, I am really at a loss of words.

Favorite Barn Tool: Sullivan's Air Express II Double Blower System

Favorite Daily Hair Care Product: Sullivan's Kleen Sheen

Favorite Hobby: Probably softball. I enjoy playing catcher on our women's fast pitch team.

Favorite Sports Team: Oklahoma State University

Favorite College/University: Oklahoma State University

Favorite Breed: I enjoy showing lambs, but I also like a black steer!

Favorite Stock Show: Well looking back now, for sure the Oklahoma Youth Expo. I do enjoy the Denver Stock Show as well.

All-Time Favorite Calf: Radar, my steer from the Oklahoma Youth Expo. I have shown a lot of steers, but Radar ate what I ate. He would eat what ever I had in my hand! He had a ton of personality.

Daily Hair Care Tip: The most important thing is keeping your animal clean. We rinse four to five days a week, but only soap once or twice a week. We try not to dry out their hair.

Show Day Tip: Get all your work done at home. It will pay off in the end.

Proudest Accomplishment: Winning the Oklahoma Youth Expo. It really was the hardest thing I have ever to worked for. My biggest honor to date. My OYE was an awesome experience this year. I had a Chester pig, a steer and a lamb all make it to the sale.

Future Goals: I plan on attending Oklahoma State University in the future. My life revolves around animals - they eat before we do - so I hope to apply to Vet school. In the future, I also hope to take a steer to Denver. It would be awesome to be able to walk down that carpet at the Stock Show.

There are quite a few people that I want to thank, but first and foremost is God. Thank you to my parents, without them we would have nothing. I also want to thank Dustin Glover, Mark Copus, Clint McCauley and all of my family.

Showman ...

PROFILES OF A CHAMPION

Mylah Testerman

Family: Parents, Charlie & Jane, & Sisters Blair & Hadie

Location: Hollis, Oklahoma

Champion Title: Grand Champion Steer, 2013 Oklahoma Youth Expo

Animal name: Radar

Sire: Monopoly

Breed/Raised: Neil Ray Davis

Purchased from: Mark Coups and Dustin Glover

Clipper: Dustin Glover and Clint McCauley

Show Day Help: Dustin Glover, Clint McCauley, Thomas Elizondo, Colt Brooks, Josh Beam, Coley Riley, Shawn Fletcher, and Blair Testerman

Daily Care Help: Mylah, Hadie, Mom and Dad. None of this would work without mom.

Feed Brand: Purina Fitters Edge

Supplements: Sullivan's Appetite Express

Grand Champion Steer, 2013 Oklahoma Youth Expo



As Described by Brooke Egbert ...

Favorite Show Day Grooming Product/Equipment: Sullivan's Final Bloom

Favorite Barn Tool: Air Express III Blower - the blower is my best friend.

Favorite Hair Care Product: Sullivan's Revive. We use Revive a lot to get more hair volume and to make the hair softer.

Best Part Of My Win: Since my family and I started showing, it was our goal to win the Ohio State Fair, so the best part was achieving our goal as a family.

Favorite Hobby: Showing steers, showing hogs, cheerleading and soccer

Favorite College/University: Purdue **Favorite Movie:** Pitch Perfect

Favorite Sports Team: Ohio State Buckeyes

Favorite Breed: Crossbred

Favorite Stock Show: Ohio State Fair

All-Time Favorite Calf: Bullet, the steer I won the Ohio State Fair with. We just really connected a lot. And he was big time lazy.

Daily Show Day Tip: Just make sure you work with your steer or heifer daily. We work with ours everyday.

Proudest Accomplishment: That I get to go show cattle all over the state with my family.

Future Goals: In my future, I hope to do something in Ag business.

***I want to thank parents and my sister Ryleigh;
Dru, Brian & Spencer Goettemoeller, Wade Rodgers,
Jeremy Baldwin, Dylan Durham, Kyle Schmerge, Nick Huelsmeyer
and the Streitmatter boys.***

Favorite Show Day Grooming Product:
Sullivan's Final Bloom



Word traveled fast when Brooke and Bullet won the Ohio State Fair. One of the most popular steers and families to win a state fair in 2013. Congratulations Egbert Family.

Showman ...

PROFILES OF A CHAMPION

Brooke Egbert



Family: Parents, Bruce & Justine & younger Sister, Ryleigh

Location: Botkins, Ohio

Champion Title: Grand Champion Steer, 2013 Ohio State Fair

Animal name: Bullet

Sire: Believe In Me **Dam:** Destiny (Hard Drive)

Bred & Raised by: Goettemoeller Show Cattle, from a past show heifer

Purchased from: Goettemoeller Show Cattle

Clipper: Dad, Brian Goettemoeller, Wade Rodgers, Kyle Schmerge, Nick Huelsmeyer, Dylan Durham & Jeremy Baldwin

Show Day Help: My family and I

Daily Care Help: My family

Feed Brand: Show Rite

Supplements: Hide-And-Hair

Grand Champion Steer, 2013 Ohio State Fair



Favorite Show Day Aid: Alert



No one likes the industry more than Kyndal. This past Sullivan Supply/Stock Show U Scholarship winner is dedicated in the class room and barn. A self motivated winner here.

As Described by Kyndal Reitzenstein ...

Favorite Show Day Grooming Product/Equipment: Sullivan's Tail Adhesive

Favorite Barn Tool: Rice Root Brush

Favorite Daily Hair Care Product: Sullivan's Vita Hair Volumizer & Sullivan's Kleen Sheen

Favorite Show Day Aid: We have used several, but we like Alert the best!

Favorite Hobby: Showing cattle and livestock judging

Favorite Sports Team: Denver Broncos. I have faith they will make it to the Super Bowl this year.

Favorite Breed: Charolais, Chianina & Angus

What would you rather show - steers or heifers: I switch back and forth. Right now it is heifers because I am no longer eligible age wise to show steers at most places.

Favorite Stock Show: National Western Stock Show. I know it can be cold, but I love the tradition and it's in my backyard.

Best Part Of My Win: Since I started showing cattle at 8, I always wanted to win the Colorado State Fair Steer Show. So winning it my last year of showing steers was rather bitter sweet. I was so happy to finally have won, but knowing it was my last year, I was sad at the same time. Then winning the heifer show was an added bonus.

All-Time Favorite Calf: Probably the steer I had in 2012. We had a special bond and he didn't like nobody but me!

Proudest Accomplishment: Hmmm, well my Peaches heifer was Champion Charolais Composite Heifer and Champion Prospect Heifer in Denver in 2012. I showed that year after just having surgery on my ankle! In 2013 she came back to Denver and won Champion Charolais Composite Heifer again- a three-time Denver champion!

Daily Hair Care Tip: For us, we only shampoo once a week, but we condition and moisturize daily. We think this keeps the hair hydrated better instead of drying it out with a daily shampoo.

Show Day Ritual: I have to have my lucky show stick.

Daily Barn Routine: Steers go in the cooler and heifers in the barn under fans. We rinse our steers three times a day and brush them until they are dry. We rinse heifers twice a day and alternate between blowing or brushing them dry. We are strong believers in using Kleen Sheen and Rag Oil. When the Colorado summer nights are cool enough, we leave the cattle wet before we kick them out.

Future Goals: I hope to attend a four year program and join a Livestock Judging team and then eventually go to Vet school.

I definitely want to thank my brother Austin and both my parents. I also want to say thank you to all my relatives and friends that I have purchased cattle from in the past who have supported me through the years.

Showman ...

PROFILES OF A CHAMPION

Kyndal Reitzenstein

Family: Parents, Mark & Kaye & Brother, Austin

Location: Kersey, Colorado

Champion Title: Supreme Champion Female, 2013 Colorado State Fair

Animal name: Blue

Sire: Monopoly

Dam: Double Vision Cow

Bred/Raised: Rick Schultz

Purchased from: Dunk Cattle Co.

Clipper: Dad and Hirschell LeClair

Champion Title: Grand Champion Steer, 2013 Colorado State Fair

Animal name: Otto - he was a little wild when we got him. Fast like an automobile.

Sire: Monopoly

Dam: Paddy O'Malley

Bred/Raised: Paul Miller, Wyoming

Purchased from: Mark Copus

Clipper: Mark Copus

Show Day Help: My family & I

Daily Care Help: Austin & I

Feed Brand: Hand mixed ration with High Noon

Supplements: Sure Champ, GluCoat & Hide And Hair



Supreme Champion Heifer, 2013 Colorado State Fair



Grand Champion Steer, 2013 Colorado State Fair

As Described by Sutton Bellar ...

Favorite Show Day Grooming Product/Equipment: Sullivan's Final Bloom

Favorite Hair Care Product: Sullivan's Kleen Sheen

Favorite Barn Tool: Sullivan's Smart Comb

Favorite Hobby: Hanging out with friends.

Favorite Movie: 21 Jump Street **Favorite Animal:** Dogs

Favorite College/University: University of Nebraska

Favorite Breed: Chianina

Favorite Stock Show: Nebraska State Fair

All-Time Favorite Calf: My commercial heifer we raised and I showed this year. She acted like me - kinda naughty.

What do you remember most about winning: Probably when Jesse picked me up off the ground to hug me.

Daily Chore Routine: This year we had to get in about 12 a day, so it took forever. CJ was always third in line. We routinely rinse, blow, sheen, blow in and dry, then brush for 10 minutes.

Show Day Tip: Never doubt yourself. And try to have the same routine with your animal on show day as you do at home.

Proudest Accomplishment: Probably winning the Louisville steer show this year.

Future Goals: I would like to have my own business. Maybe graphic design.

I want to say Thank You to Jeff Williams, Jesse Ahrens, my sister Sydney and of course, Mom and Dad for all your help through out my showing career.

Favorite Barn Tool: Smart Comb



From a strong family tradition, the Bellar Family has exhibited NAILE Champions for over two decades. Sutton's win at the 2013 NAILE Steer Show is just the beginning for this young champion.

John Sullivan

Showman ...

PROFILES OF A CHAMPION

Sutton Bellar



Family: Parents, Randy & Gina
& Siblings, Justin Bellar, Daniel Bellar, Sydney Williams & Regan Bellar

Location: Wisner, Nebraska

Champion Title: Grand Champion Steer, 2013 NAILE

Animal name: I named him CJ for Chuck Junior because he looked just like a steer that I had in the past named Chuck.

Sire: Monopoly **Dam:** Mossy Oak cow

Purchased from: Caldwell Show Steers

Clipper: Me, Sydney, Jeff Williams and Jessie Ahrens

Show Day Help: Me, Sydney, Jeff Williams and Jessie Ahrens

Daily Care Help: Jeff and I, and my sister Sydney

Feed Brand: ShowTec

Grand Champion Steer, 2013 NAILE

Family: Wife, Erin; Son Lawtyn (5) & Daughter Lakyn (4)

Location: Bowling Green, Ohio

Best two words to describe Nolyan: Cow Man. Nolyan is a strong cow man that has excelled in the show ring as well as having a lasting impact on many juniors across the country. He is known for being a great fitter, honest cattlemen and great friend!

HEART OF A CHAMPION *Nolyn Holley*



Nolyn Holley has traveled coast-to-coast helping individuals all over the country with their show cattle. He is known for being modest and not-too-proud to work on all types and kinds of cattle. His dedication to juniors in the livestock industry is second to none. Nolyn has always taken a little more time with young exhibitors than most.

When Nolyn started doing his own clinics, one thing he would always point out to his students is the misconceptions that working on show cattle is hard work. He explains fitting and grooming as simply accentuating great parts of an animal and hiding their flaws. It was that simple. He wants each junior to learn as much as they can to keep the love of the cattle industry alive. Nolyn always stresses the first thing juniors need to be able to do is evaluate cattle.

At the age of 15, Nolyn was told he had a stroke, which eventually proved to be a misdiagnosis. It was actually early signs of Multiple Sclerosis (MS).

Nolyn eventually started to find several other signs that something wasn't right with his health. The last straw was when he noticed his vision was off while sorting bulls. A bull had gotten by him and he didn't even notice it until the bull was standing right in front of him. After that, Nolyn picked-up the phone and called Miss Erin to have her schedule him a doctor's appointment. After several rounds of testing, Nolyn was finally diagnosed with MS in 2009.

At first, Nolyn was frustrated. He felt since he was diagnosed with MS, friends and family would have two common feelings ... a sense of feeling bad for him, or a sense of incompetence or in other words, a handicap. As anyone who knows Nolyn, the sky is the limit. He does not like anyone or anything holding him back from doing what he loves. And in typical Nolyan fashion, he isn't letting MS get in his way either!

As Described by Nolyn Holley ...

Proudest show career accomplishment: In 1992, I was Champion PeeWee Showman at the National Junior Hereford Show held at Milwaukee, WI. That same year in Louisville, we sold a Simmental heifer we had raised for \$40,000 straight out of the stalls!

One that I will not forget ... winning the 2002 National Junior Shorthorn Show. I had been in a car accident just before the show and had no plans of going, but after the accident, I decided to take my Lucky Charm heifer.

What do you like best about the industry you are in? Let's get real! Its not about the win pictures or how much money is spent. It is all about giving juniors the opportunity to learn a work ethic they will use later on in life. It's about perseverance and ensuring a future for the agriculture Industry.

Something you want people to know? I want people to understand there are a lot of individuals who are worse off than me. I hope I can continue to bring awareness to people of the MS disease. My MS is being very aggressive towards my cognitive skills, which in turn makes it harder for me to think logically at times and process information. To sum it all up, this greatly effects my disposition. Something I am working very hard at over coming.

What hurdles are you overcoming with your health? Currently, I am working on a year plan with my doctor and receiving treatments of infusions every four weeks. I will be receiving a re-evaluation this February. I do want everyone to know that I am doing okay. My heath is my focus so I can get back on the show road very soon!

Something to keep in mind: It doesn't matter how much you spend ... it actually has nothing to do with how you will place. Showing and winning is about putting in the hard work and being a part of this industry. Striving to make the next generation of cattle better than today's. Never lose sight of what our purpose is as breeders in this great industry.

Words of advice for Juniors: Remember to keep your ears open and mouth shut. You will never be able to learn if your mouth is running. As you sit back, listen and learn, you will see hard work pays off.

Erin and I want to thank everyone for their love and continued support.

Nolyan stands for perseverance, hard earned success and is always happy to help a junior showman. He has earned the highest honors from his peers ... RESPECT.

It speaks volumes of a persons character when others make time in their busy schedules to help someone out. This past November, the Nolyan Holley Cattle Show & Benefit was a great success. Watch for details on the 2014 show on Facebook, under Nolyan Holley Benefit Show.



Owners: Brian, Sherri, Stock & Saige Martin

Location: Hereford, Texas

Cow Herd: 350 Charolais and Crossbred females. About 1/3 of the herd is AI'd, with the other 2/3 carrying embryos.

Years in the industry: 23

Marketing Opportunities: Brian Martin Show Cattle will sell most their steers and heifers Private Treaty all year round. In June 2014, they will be having their first cow sale with Dustin Glover in Oklahoma. Watch for more information on their website - www.brianmartinshowcattle.com

Brian Martin Show Cattle

PROFILES OF A FAMILY RAISING CHAMPIONS

As Described by the Martin Family ...

How we got started in the club calf industry: Right out of high school, I went to work for Bobby Maddox. I worked for several families that showed cattle. When we settled in Hereford working for the Wall family, I started buying cows and raising show cattle.

All-time favorite donor? As of right now, the 105 cow we own with Reimann Ranch. She produced Stock's 2013 Fort Worth Stock Show Grand Champion Steer that we raised.

Sires that we are using? A majority of our calves will be sired by Man Among Boys, Walks Alone and Monopoly. We are also using Walks This Way, Solid Gold, Smokin' Bob and American Idol.

Some champions we will never forget: There are several, but two that come to the forefront are the back-to-back wins at the State Fair of Texas. In 2012, Stock showed the Grand Champion Steer. Then in 2013, Saige won with her steer. It had never been done before. It's also hard not to forget any of the champions from the Fort Worth Stock Show. We have been fortunate to have six Grand Champions and three Reserve Grand Champion Steers.

Proudest accomplishment to date: Our dream came true this past year when Stock's steer was named Grand Champion at the Fort Worth Stock Show; it was with a steer we bred and raised as a family. The Fort Worth Stock Show is by far the biggest and best steer show to win, and it pays the most. We feel very, very fortunate to have accomplished so many things with one win.

Daily hair care tip: Simply, just keep your animal's clean. Where we live our climate is very dry so we have to moisturize more frequently. We rinse and moisturize daily with Sullivan's Kleen Sheen mixed with a little extra conditioner. And we do a lot of brushing. I mean a lot!

Favorite barn tool: I personally love a Sullivan Stimulator Comb. Sullivan's new Smart Sensation has become a barn favorite as well. We think they are awesome. The more you use them, the better the steers or heifers hair will work.

Future goals: As a family, we hope to have both kids, Stock and Saige, win the six Texas majors - Fort Worth Stock Show, State Fair of Texas, San Antonio Livestock Show and Rodeo, Houston Livestock Show, Rodeo Austin and San Angelo Stock Show & Rodeo. Stock has luck on his side this far, he is in the seventh grade and has already won three of the six. As a club calf producer, I hope to continue to produce champions for my customers year after year.

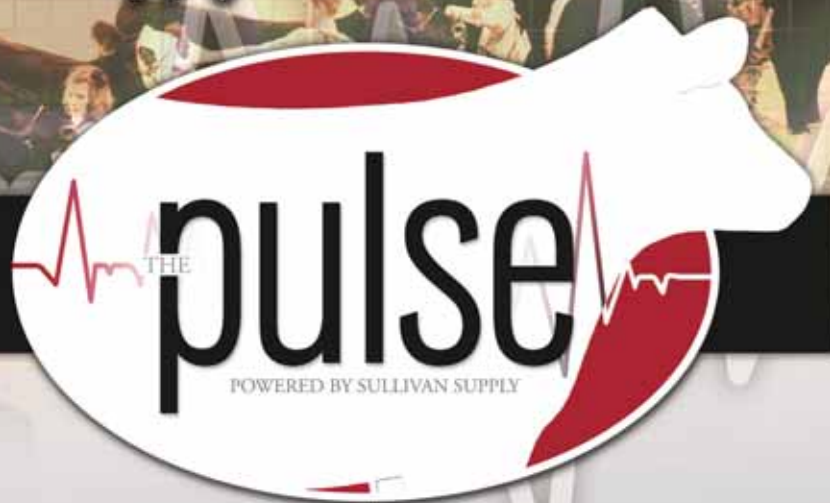
Consistently raising or showing champions at the strongest shows in the nation. No one is as talented as the Martin Family at doing both.



Brian Martin

show cattle

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NEW...



Sullivan's **Side X Side Dolly Box**

The best designed dolly box to date! This 4-1/2 ft. tall box features extra width and extra depth all in a slightly shorter version for the ease of handling. More efficient and accessible storage for all your supplies. The side-by-side door system features four over-sized shelves measuring 7 inches deep on each side. Plenty of room for cans and liquid jugs. Equipped with one 6" tall drawer and one 12" tall drawer. Easily accessible large opening at the bottom for storing many items. Built-in hooks to hang halters and combs. Constructed of treadbrite aluminum and steel for long term durability.

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Hair Savior™ is just that! Finally, a liquid adhesive breakdown that is healthy for your leg hair.

Hair Savior™ adhesive breakdown features a proprietary blend of the purest, mild cosmetic grade plant-based ester technologies to naturally attack and gently remove adhesives and touch-ups away from the hair. These specific plant based surfactants have been specially identified for their unique ability to naturally counter-act the tackiness of adhesives, changing their rubberized molecular resin structure to gently dissolve the bond from the hair without any harsh stripping action.

This properly balanced pH formula prevents heavy, oily residues and will not create heat. Contains the Sullivan's VITA HAIR™ nourishing vitamin package. Hair Savior™ is the first liquid adhesive breakdown product with added hair vitamins to hydrate and regenerate the hair. Mild and gentle, no harsh chemicals like other removers.

Hair Savior™ ... the showman's choice for repetitive show schedules and leg hair health!

Sullivan's **Vita Hair Volumizer™** Foaming Shampoo

The first livestock shampoo to scientifically produce hair volume!

Vita Hair Volumizer™ Foaming Shampoo is formulated with a natural plant-based proprietary surfactant technology which creates an opposite acting polar electrical charge within each hair strand that actually pushes every hair follicle apart. This prevents the hair from sticking together, and actually springs it loose, making each hair follicle stand on end for a noticeable difference in hair volume and body.

Fortified with Sullivan's VITA HAIR™ a nourishing vitamin package to boost hair and skin health without added weight to hair. Designed to be used in a foamer.

A true "game changer" in hair performance!



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