

| BRAND                | SHADE                                   | SUGGESTED CONVERSION                           |
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| BALSAM CRÈME         | 035 DARK RED                            | Call Hotline                                   |
|                      | 042 MEDIUM AUBURN                       | Nice 'n Easy 111 Natural Medium Auburn         |
|                      | 043 MEDIUM GOLDEN BROWN                 | Nice 'n Easy 117 Natural Medium Golden Brown   |
|                      | 070 MEDIUM ASH BLONDE                   | Nice 'n Easy 106 Natural Medium Ash Blonde     |
|                      | 599 ULTRA LIGHT NATURAL BLONDE          | Nice 'n Easy 87 Ultra Light Natural Blonde     |
|                      | 600 PALEST BLONDE                       | Nice 'n Easy 99 Natural Palest Blonde          |
|                      | 601 LIGHT ASH BLONDE                    | Nice 'n Easy 102 Natural Light Ash Blonde      |
|                      | 603G GOLDEN BLONDE                      | Nice 'n Easy 104 Natural Medium Golden Blonde  |
|                      | 604 DARK BLONDE                         | Nice 'n Easy 106A Natural Dark Neutral Blonde  |
|                      | 604A DARK ASH BLONDE                    | Nice 'n Easy 106A Natural Dark Neutral Blonde  |
|                      | 607 LIGHT ASH BROWN                     | Nice 'n Easy 114 Natural Light Ash Brown       |
|                      | 608 LIGHT BROWN                         | Nice 'n Easy 116 Natural Light Neutral Brown   |
|                      | 608B LIGHT BRONZE BROWN                 | Nice 'n Easy 116B Natural Light Caramel Brown  |
|                      | 609 LIGHT GOLDEN BROWN                  | Nice 'n Easy 116A Natural Light Golden Brown   |
|                      | 610 MEDIUM ASH BROWN                    | Nice 'n Easy 118 Natural Medium Brown          |
|                      | 611 MEDIUM BROWN                        | Nice 'n Easy 118A Natural Medium Neutral Brown |
|                      | 612G MEDIUM GOLDEN BROWN                | Nice 'n Easy 117 Natural Medium Golden Brown   |
|                      | 612R MEDIUM AUBURN BROWN                | Nice 'n Easy 111 Natural Medium Auburn         |
|                      | 612RB MEDIUM REDDISH BROWN              | Nice 'n Easy 119B Natural Medium Spice         |
|                      | 613 DARK AUBURN                         | Nice 'n Easy 112 Natural Dark Auburn           |
| 613B BURGUNDY        | Hydrience 34 Tropic or Call Hotline     |  |
| 614 DARK ASH BROWN   | Nice 'n Easy 120 Natural Dark Brown     |  |
| 615 DARK BROWN       | Nice 'n Easy 120 Natural Dark Brown     |  |
| 616 DARKEST BROWN    | Nice 'n Easy 121A Natural Darkest Brown |  |
| 616N DARK SOFT BROWN | Nice 'n Easy 120 Natural Dark Brown     |  |
| 617 BROWN BLACK      | Nice 'n Easy 121A Natural Darkest Brown |  |
| 618 BLACK            | Nice 'n Easy 122 Natural Black          |  |
| BALSAM LIQUID        | 071 HONEY BLONDE                        | Nice 'n Easy 104 Natural Medium Golden Blonde  |
|                      | 602 ASH BLONDE                          | Nice 'n Easy 106 Natural Medium Ash Blonde     |
|                      | 603G GOLDEN BLONDE                      | Nice 'n Easy 104 Natural Medium Golden Blonde  |
|                      | 606 AUBURN                              | Nice 'n Easy 110 Natural Light Auburn          |
|                      | 613 DARK AUBURN                         | Nice 'n Easy 112 Natural Dark Auburn           |
|                      | 614 DARK ASH BROWN                      | Nice 'n Easy 120 Natural Dark Brown            |
| CLAIROL MEN'S CHOICE | M11 NATURAL LIGHT BROWN                 | Natural Instincts For Men Light Brown          |
|                      | M22 NATURAL MEDIUM BROWN                | Natural Instincts For Men Medium Brown         |
|                      | M33 NATURAL DARK BROWN                  | Natural Instincts For Men Dark Brown           |
|                      | M44 NATURAL BLACK                       | Natural Instincts For Men Black                |

| BRAND  | SHADE  | SUGGESTED CONVERSION                               |
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| CLAIROL MEN'S CHOICE                         | M66 NATURAL DARKEST BROWN                                | Natural Instincts For Men Dark Brown               |
|  | M77 NATURAL RICH BLACK                                   | Natural Instincts For Men Black                    |
| HERBAL ESSENCES                              | 016 KNOCKOUT BLONDE - LIGHT BLONDE                       | Perfect 10 9.5 Extra Light Blonde                  |
|  | 025 CHAMPAGNE DREAMS - MEDIUM IRIDESCENT BLONDE          | Perfect 10 8.5A Medium Champagne Blonde            |
|  | 041 SUMMER PASSION - RICH AUBURN BROWN                   | Perfect 10 4R Dark Auburn                          |
|  | 043 SPICY CINNAMON - DEEP AUBURN                         | Natural Instincts Crème 30 Dark Auburn             |
|  | 044 PAINT THE TOWN - DEEP RED                            | Natural Instincts Crème 30 Dark Auburn             |
|  | 047 DISCO INFERNO - DEEPLY INTENSE RUBY                  | Natural Instincts Crème 30 Dark Auburn             |
|  | 048 BRAZEN RAISIN' - RADIANT BURGUNDY                    | Natural Instincts 32 Burgundy Brown                |
|  | 054 AMBER SHIMMER - LIGHT PURE GOLDEN BROWN              | Perfect 10 6G Light Golden Brown                   |
|  | 056 BROWN TO BE WILD - LIGHT BROWN                       | Perfect 10 6 Light Brown                           |
|  | 062 FOXY BROWN - MEDIUM BROWN                            | Perfect 10 5 Medium Brown                          |
|  | 065 BRONZE ME BABY - DEEP BRONZED BROWN                  | Perfect 10 4G Dark Golden Brown                    |
|  | 066 CHOCOLATE VELVET - DARK BROWN                        | Perfect 10 4 Dark Brown                            |
|  | 067 DARK BURGUNDY BROWN - BRONZED RUBIES                 | Natural Instincts Crème 30 Dark Auburn             |
|  | 070 BLACK STILETTOS - BRIGHT BLACK                       | Perfect 10 2 Black                                 |
|  | HL1-E HIGHLIGHT OF THE PARTY - CLAIROL BLONDE HIGHLIGHTS | Nice 'n Easy Hairpainting or Frost & Tip           |
|  | XL0 BLOADED BY THE LIGHT - CRÈME LIGHT KIT               | Nice 'n Easy Born Blonde Original                  |
|  | XL1 BLEACH BUM - GEL LIGHTENING KIT                      | Nice 'n Easy Born Blonde Original                  |
|  | XL2 BLONDE BOMBSHELL - EXTRA LIGHT BLONDE                | Nice 'n Easy 87 Ultra Light Neutral Blonde         |
| XL4 A BLONDE AFFAIR - XTRA LIGHT COOL BLONDE | Nice 'n Easy 87 Ultra Light Neutral Blonde               |  |
| HERBAL ESSENCES XTREME FX HIGHLIGHTING       | TOOL KIT   | Nice 'n Easy Maxi Blonde                           |
|  | HL2 - M GOLDEN BLONDE HIGHLIGHTS FOR MEN                 | Nice 'n Easy Hairpainting                          |
| LOVING CARE CRÈME                            | 070 BEIGE BLONDE   | Call Hotline                                       |
|  | 072 LIGHT GOLDEN BLONDE                                  | Call Hotline                                       |
|  | 075 LIGHT ASH BROWN                                      | Call Hotline                                       |
|  | 076 LIGHT GOLDEN BROWN                                   | Call Hotline                                       |
|  | 077 MEDIUM ASH BROWN                                     | Call Hotline                                       |
|  | 078 MEDIUM GOLDEN BROWN                                  | Call Hotline                                       |
|  | 079 DARK BROWN   | Call Hotline                                       |
|  | 080 AUBURN   | Call Hotline                                       |
|  | 083 NATURAL BLACK  | Call Hotline                                       |
|  | 727 DARK GOLDEN BLONDE                                   | Call Hotline                                       |
|  | 738 DARK NATURAL BLONDE                                  | Call Hotline                                       |
|  | 745 MEDIUM REDDISH BROWN                                 | Call Hotline                                       |
|  | 755 LIGHT BROWN  | Call Hotline                                       |
|  | 765 MEDIUM BROWN   | Call Hotline                                       |
| NATURAL INSTINCTS MEN                        | M005 DARK BLONDE FOR MEN                                 | Natural Instincts 09N Dark Blonde                  |
|  | M007 LIGHTEST BROWN FOR MEN                              | Natural Instincts 13 Light Brown (slightly darker) |

| BRAND                           | SHADE                                   | SUGGESTED CONVERSION   |
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| NATURAL INSTINCTS               | 05 MEDIUM NEUTRAL BLONDE                | Natural Instincts 06 Medium Cool Blonde or Call Hotline                          |
|                                 | 07 MEDIUM COOL BLONDE                   | Natural Instincts 06 Medium Cool Blonde or Call Hotline                          |
|                                 | 08 MEDIUM CHAMPAGNE BLONDE              | Natural Instincts 06 Medium Cool Blonde or Call Hotline                          |
|                                 | 09 DARK CHAMPAGNE BLONDE                | Natural Instincts 09N Dark Blonde  |
|                                 | 009G GOLDEN HONEY                       | Natural Instincts 11G Lightest Golden Brown                                      |
|                                 | 013B SPICED CIDER                       | Call Hotline   |
|                                 | 015RG GOLDEN SIENNA                     | Call Hotline   |
|                                 | 018RG GOLDEN MAHOGANY                   | Call Hotline   |
|                                 | 20R MALAYSIAN CHERRY                    | Natural Instincts Crème 30 Dark Auburn   |
|                                 | 27A DOUBLE ESPRESSO                     | Natural Instincts 28G Dark Golden Brown  |
|                                 | 007RG RICH DARK MAHOGANY BLONDE         | Call Hotline   |
|                                 | 022RG RICH MEDIUM MAHOGANY BROWN        | Call Hotline   |
|                                 | 7C BRASS FREE - DARK BLONDE             | Natural Instincts 10 Dark Cool Blonde  |
|                                 | 8C BRASS FREE - MEDIUM BLONDE           | Natural Instincts 06 Medium Cool Blonde  |
|                                 | 9C BRASS FREE - LIGHT BLONDE            | Natural Instincts 02 Light Blonde or Call Hotline                                |
| NICE 'N EASY                    | 100 NATURAL PALE NEUTRAL BLONDE         | Nice 'n Easy 99 Natural Palest Blonde  |
|                                 | 101 NATURAL LIGHTEST ASH BLONDE         | Nice 'n Easy 99 Natural Palest Blonde or Perfect 10 9.5A Extra Light Ash Blonde  |
|                                 | 101B NATURAL LIGHT CHAMPAGNE BLONDE     | Nice 'n Easy 103 Natural Light Neutral Blonde                                    |
|                                 | 106D NATURAL DARK COOL BLONDE           | Nice 'n Easy 106A Natural Dark Neutral Blonde                                    |
|                                 | 107 NATURAL STRAWBERRY BLONDE           | Nice 'n Easy 108 Natural Reddish Blonde or Call Hotline                          |
|                                 | 118E NATURAL MEDIUM MAHOGANY BROWN      | Call Hotline   |
|                                 | 119C DARK SPICE - NATURAL REDDISH BROWN | Nice 'n Easy 112A Natural Dark Reddish Brown                                     |
|                                 | 120A NATURAL DARK GOLDEN BROWN          | Nice 'n Easy 120B Natural Dark Caramel Brown                                     |
|                                 | 127 RICH MEDIUM BLONDE                  | Nice 'n Easy 103B Natural Medium Champagne OR 103A Natural Medium Neutral Blonde |
|                                 | 128 RICH LIGHTEST GOLDEN BROWN          | Nice 'n Easy 114A Natural Lightest Golden Brown                                  |
|                                 | 129 RICH MEDIUM BROWN                   | Nice 'n Easy 118A Natural Medium Neutral Brown                                   |
|                                 | 130 RICH MEDIUM REDDISH BROWN           | Nice 'n Easy 119B Medium Spice   |
|                                 | 131 RICH DARK BROWN                     | Nice 'n Easy 120 Natural Dark Brown  |
| 133 RICH BLACK                  | Nice 'n Easy 122 Natural Black          |  |
| NICE 'N EASY CONDITIONING GLOSS | NICE 'N EASY COLOR SEAL GLOSS           | Pantene Color Hair Conditioner   |
| NICE 'N EASY FROST & TIP        | PERMED                                  | Frost & Tip Crème  |
| NICE 'N EASY GRAY SOLUTIONS     | 003 BLACK                               | Nice 'n Easy 122 Natural Black   |
|                                 | 005R MEDIUM AUBURN                      | Nice 'n Easy 111 Natural Medium Auburn   |
|                                 | 008A MEDIUM ASH BLONDE                  | Nice 'n Easy 106 Natural Medium Ash Blonde                                       |

| BRAND                      | SHADE                               | SUGGESTED CONVERSION  |
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| NICE 'N EASY HIGHLIGHTS    | COOL BLONDE HIGHLIGHTS              | Nice 'n Easy Hairpainting   |
|                            | GOLDEN BLONDE HIGHLIGHTS            | Nice 'n Easy Hairpainting   |
|                            | RICH COPPER HIGHLIGHTS              | Nice 'n Easy Hairpainting   |
| NICE 'N EASY PERFECT 10    | 009 LIGHT BLONDE                    | Nice 'n Easy 103 Natural Light Neutral Blonde OR Natural Instincts Vibrant 9 Light Blonde |
|                            | 009G LIGHT GOLDEN BLONDE            | Nice 'n Easy 102G Light Golden Blonde   |
|                            | 007.5A MEDIUM ASH BLONDE            | Nice 'n Easy 106 Natural Medium Ash Blonde  |
|                            | 008G MEDIUM GOLDEN BLONDE           | Nice 'n Easy 104 Natural Medium Golden Blonde   |
|                            | 006A LIGHT ASH BROWN                | Nice 'n Easy 114 Natural Light Ash Brown OR Natural Instincts Vibrant 6A Light Cool Brown |
|                            | 008RB MEDIUM REDDISH BLONDE         | Nice 'n Easy 108 Natural Reddish Blonde   |
| NICE 'N EASY ROOT TOUCH-UP | 008G MEDIUM GOLDEN BLONDE           | Nice 'n Easy Root Touch-Up 8 Medium Blonde or Call Hotline                                |
|                            | 009.5 XTRA LIGHT BLONDE             | Root Touch - Up 9 Light Blonde (slightly darker)  |
| HYDRIENCE                  | 002 BEACH BEIGE - LIGHT BLONDE      | Nice 'n Easy 103 Natural Light Neutral Blonde   |
|                            | 004 SUNRISE - LIGHT GOLDEN BLONDE   | Nice 'n Easy 102G Natural Light Golden Blonde   |
|                            | 010 SEASHELL - MEDIUM BLONDE        | Perfect 10 8 Medium Blonde or Nice 'n Easy 103A Natural Medium Neutral Blonde             |
|                            | 012 SAND DOLLAR - MEDIUM ASH BLONDE | Nice 'n Easy 106 Natural Medium Ash Blonde  |
|                            | 016 STARFISH - DARK BLONDE          | Nice 'n Easy 106A Natural Dark Neutral Blonde   |
|                            | 034 TROPIC - BURGUNDY               | Call Hotline  |
|                            | 036 SUNTAN - LIGHT GOLDEN BLONDE    | Nice 'n Easy 116A Natural Light Golden Brown  |
|                            | 038 COCOA HARBOR - LIGHT BROWN      | Nice 'n Easy 116 Natural Light Neutral Brown  |
|                            | 040 TAWNY BREEZE - LIGHT ASH BROWN  | Nice 'n Easy 114 Natural Light Ash Brown  |
|                            | 042 GOLDEN BAY - MEDIUM BROWN       | Nice 'n Easy 117 Natural Medium Golden Brown  |
|                            | 044 MOCHA SPLASH - MEDIUM BROWN     | Nice 'n Easy 118A Natural Medium Neutral Brown  |
|                            | 046 DRIFTWOOD - MEDIUM ASH BROWN    | Perfect 10 5A Medium Ash Brown or Nice 'n Easy 118 Natural Medium Brown                   |
|                            | 048 SABLE COVE - DARK BROWN         | Nice 'n Easy 120 Natural Dark Brown   |
|                            | 052 BLACK PEARL - BLACK             | Nice 'n Easy 122 Natural Black  |