

§ SimStyled X JCPenney



Salon
Services



The **Sim**Styled Experience

Celebrity hairstylist Larry Sims has created eight signature styles specially for JCPenney Salon.

Through The SimStyled Experience, a specially trained JCPenney stylist will have you red carpet-ready in two hours or less. Quick and with beautiful results, each style respects your hair with time to spare.

All styles are achieved by using Flawless by Gabrielle Union, available at all JCPenney Beauty + Salons and online at jcp.com.



STRAIGHT TO THE POINT

A beautiful, bone-straight silk press with a Flawless by Gabrielle Union finish.

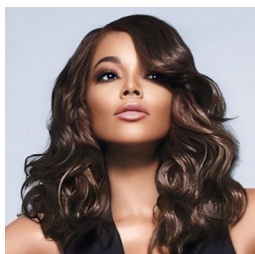
.....\$72 & up



SHE'S WAVY

This soft bob with a slight bend will have you feeling fly by way of Flawless by Gabrielle Union.

.....\$78 & up



MODERN MARCEL

Get ready to feel like a movie star while rocking this Old-Hollywood glam with a modern twist.

.....\$78 & up



WAVING ON THE RED CARPET

Taking a cue from a stunning red carpet look, these cascading waves can go everywhere, from beach to business.

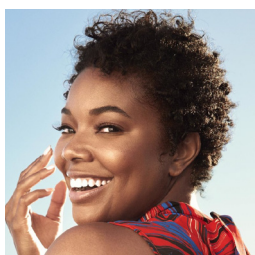
.....\$78 & up



BODIED MY CHOP

Get ready for your close up with this flawless, rockstar-edgy bob achieved with using Flawless by Gabrielle Union products.

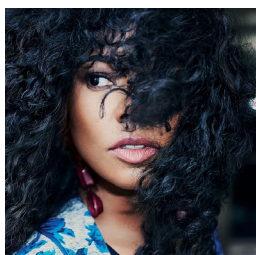
.....\$78 & up



FRESH & FIERCE

Go au naturel with these juicy, hydrated, defined curly coils that will leave you feeling fresh & fierce.

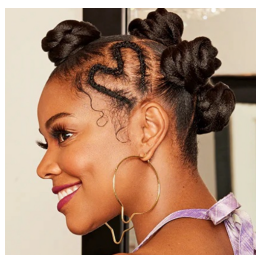
.....\$42 & up



ILLUSION DIFFUSION

Less heat can be a treat with defined & diffused luscious texture. We use the shingling method in our SimStyled technique, providing a hydrated, defined & shiny finish.

.....\$42 & up



BOLD BANTUS

Get knotted & twisted with love when rocking this boldly fabulous, heat-protected style. *Heart braid optional.*

.....\$72 & up

ADD ON A SIMSTYLED CUT.....\$30 & up

ADD ON A 5 BUTTER MIRACLE MASQUE OR REPAIRING MASQUE TREATMENT.....\$24 & up

STYLIST LEVELS

Our stylist levels are based on:

- Individual experience, expertise, demand and mastery of more complex techniques in hair design.
- The fact that all our stylists are licensed, having completed essential education in cut, color and styling.
- Additional education and training our stylists complete, which is designed to sharpen their skills on the latest beauty trends. Pricing is based on stylists' mastery and will be discussed as part of a thorough consultation.

Plus, your hair consultation is always complimentary!

OUR PROMISE TO YOU

Life is hectic enough. Your salon experience should be an escape.

By focusing on you and what you need to make life easier, we'll work to create a color, cut or style that provides versatile options. We know you wear a lot of hats and we have something to fit each moment.

Our goal is to give you a look that complements every aspect of your life—busy workdays, family to-dos, evenings out and everything in between. You deserve to feel confident in all that you do. We can help with that.

When you shine, we shine!

Book an appointment today at **jcp.com/appointments**

Not all services are available at every JCPenney Salon location.

PROUD TO OFFER

FLAWLESS
by *Gabrielle Union*