



12th June 2023

Mrs Milly Fearon
Senior Brand Manager
Kao (UK) Limited
130 Shaftesbury Avenue
London,
W1D 5EU
U.K.

Dear Milly

Circana confirms that the data set out in Attachment(s) 1 in this letter validate that John Frieda is the #1 Blonde Brand.

These data are estimates from Circana retail measurement services provided to Kao under the terms of the Haircare contract effective 1st January 2023 and Circana cannot guarantee their accuracy in all respects.

Subject to the above, Circana gives its consent for Kao UK to use the claim and source wording below, for marketing and in-store POS comms across various retailers.

Claim and source citation wording

1. No 1 Blonde Brand

Source: Circana value & volume sales, Blonde segment (client defined), 52 w/e 13.05.23

Yours sincerely,

A handwritten signature in black ink, appearing to read "Alex Lawrence", written over a light blue horizontal line.

Alex Lawrence

Circana, Inc.
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Western Road
Bracknell
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RG12 1RT

Tel +44 (0) 1344 746 000
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Special Projects Director

Geography: Circana All Outlets inc Chemist

Time: 52 w/e 13th May 2023

Product: Blonde Benefit

Product	BLONDE	
	IRI All Outlets inc Chemists	
	52 w/e 13 May, 2023	
	Value Sales	Volume Sales
JOHN FRIEDA	£12,550,520	599,965
PRO VOKE	£4,018,669	292,955
AUSSIE	£2,757,697	146,338
BATISTE	£812,169	49,044
CHARLES WORTHINGTON	£1,233,930	47,384
PRIVATE LABEL	£457,625	42,195
BLEACH LONDON	£796,393	40,856
LOREAL ELVIVE	£610,063	36,036
PHIL SMITH	£317,887	23,296
LOREAL MAGIC RETOUCH	£2,231,089	23,094
TIGI BED HEAD	£243,729	20,700
XHC	£48,260	18,997
CREIGHTONS	£100,109	16,332
CLAIROL	£1,969,649	10,945
SCHWARZKOPF	£236,062	10,068
OGX	£118,974	9,045
JOHN FRIEDA PFC	£428,571	8,763
TONI & GUY	£142,166	7,476
PLANTUR 39	£90,555	2,111
SALON SAVIOUR	£41,547	2,078
UMBERTO GIANNINI	£44,791	1,898
JEROME RUSSELL	£40,457	1,222
RICHARD WARD	£34,845	1,177
KNIGHT & WILSON	£35,495	1,092
KLORANE	£43,839	956
TREVOR SORBIE	£24,934	913
ROOT PERFECT	£22,927	466
ANOVIA	£1,011	300
OLAPLEX	£23,887	209



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