



**POWER OF ATTORNEY**

The undersigned,

**Wella Operations US LLC**

hereby grants power to

**Victoria Friedman**, Managing Partner, Director of Dennemeyer & Associates US

**Steve Shape**, Managing Partner

**Anita Cepuritis**, Intellectual Property Attorney

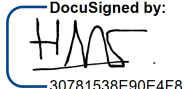
**Daniel Gurfinkel**, Attorney at Law

Dennemeyer & Associates, LLC  
2 North Riverside Plaza, Suite 1500  
Chicago, IL 60606, U.S.A.

to sign for us, and in our name, all power of attorney forms and all other documents necessary in order to file and prosecute trademark applications in world-wide jurisdictions, to transact business with the applicable Patent and Trademark Offices in connection therewith, to receive certificates of registration, to secure and protect our trademark rights in the afore-mentioned world-wide jurisdictions, to register changes in ownership, changes of owner's name, legal form, and/or address. The authorized persons have the right to delegate their authority.

Signed in \_\_\_\_\_ on \_\_\_\_\_, 20\_\_\_\_.

**Wella Operations US LLC**

By :  \_\_\_\_\_  
 Name of Signatory : **Herminie Simonetta**  
 Title : **Chief Legal Officer**