



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

MAR 27 2009

PSM

NOTICE TO THE TRADE – DeCA NOTICE 09-42

SUBJECT: Category Review of Shampoos and Conditioners

A category review has been completed for Shampoos and Conditioners. Many thanks to our industry partners who provided business updates and worked with us to accumulate the necessary data.

The goal of this review was to determine the best product assortment by commissary size, taking into consideration national, regional and local brand products; space availability; and category growth potential.

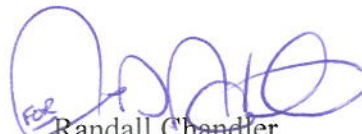
The category stock assortment is provided as an attachment for all interested parties, and a summary of K codes is as follows:

K1: 50	K2: 59	K3: 90	K4: 0	K5: 0
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This category review reflects the negotiated stock assortment for the category. Having completed the reclama process, all decisions are final. All products are currently being reclassified to conform to this review.

Items pending deletion will remain in the system for 60 days from the time the intent to delete notification was sent out. Items will be “P” coded after the first 30 days. You should work with your suppliers immediately to liquidate residual stock. Thank you for your participation and cooperation in this endeavor.

Point of contact is Mr. Bill Wood, Category Manager, at (804) 734-8000, extension 4-8222 or William.wood@deca.mil.


Randall Chandler
Director of Sales

Attachment:
As stated

SHAMPOO/CONDITIONER CATEGORY REVIEW

Jan-09

Class	Original Count		New Count	
	COND	SHAM	COND	SHAM
K1	18	35	18	31
K2	25	35	22	37
K3	40	58	30	42
K4	0	0	0	0
K5	1	1	0	0
Prior Total	84	129	70	110
Total Both	213	180		

RSL CHANGES	
COND	SHAM
K1toK2	3
K2toK1	4
K3toK1	2
K3toK2	0
K1toK3	0

New Items	9	11
Total New Items	20	
Final Combined Total	200	

Cat Code	UPC	Product Description	Brand	Size	UM	RSL (HQ)	RSL (GE)	RSL (NE)	RSL (SO)	RSL (MW)	RSL (NW)	RSL (SW)	RSL (EU)	RSL (HI)	RSL (AK)	RSL (FE)	RSL (PR)	Add Date	FINAL
8372	008087800062	CONDITIONER SMOOTH AND SLEEK	PANTENE	25.40 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	2/17/1998	K1
8372	008087800900	CONDITIONER COLOR REVIVAL	PANTENE	12.60 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	3/22/2007	K1
8372	060559221553	CONDITIONER HUMECTRESS	NEXXUS	13.50 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	11/25/2005	K2
8372	008087801049	CONDITIONER ALWAYS SMOOTH	PANTENE	12.60 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	3/22/2007	K3
8372	038151903074	CONDITIONER LONGTM RL TNFRIFY	HERBAL ESSE	12.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/5/2007	K1
8372	008087800914	CONDITIONER DMR	PANTENE	12.60 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	3/22/2007	K1
8372	002240064197	CONDITIONER MOIST RICH VIT E	TRESEMME	32.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	T1	K2	K2	K2	K2	3/11/2003	K1
8372	008916594540	CONDITIONER 23 MOISTURLOGIE	INFUSIUM	16.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M4	K3	K3	K3	K3	3/22/2007	K3
8372	038151901911	CONDITIONER ANTI FRIZZ POTION	HERBAL ESSE	10.17 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M1	K2	K2	K2	K2	5/22/2006	K1
8372	038151901927	CONDITIONER MOISTURIZING HYDRT	HERBAL ESSE	12.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M4	K2	K2	K2	K2	5/22/2006	K2
8372	002240064150	CONDITIONER HAIR	TRESEMME	32.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	7/18/1992	K1
8372	060308426103	CONDITIONER SLEEK N SHINE	FRUCTIS	13.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	3/20/2006	K1
8372	060559221053	CONDITIONER COLOR ENSURE	NEXXUS	13.50 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	3/23/2006	K2
8372	008087801032	CONDITIONER SHEER VOLUME	PANTENE	12.60 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M1	K2	K2	K2	K2	3/22/2007	K2
8372	038151901933	CONDITIONER VOLUMIZING BODY NV	HERBAL ESSE	12.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M2	K2	K2	K2	K2	5/22/2006	K2
8372	060308426005	CONDITIONER TREATED PERMED	FRUCTIS	13.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	4/2/2004	K1
8372	007050102660	CONDITIONER DAILY DEEP MOIST	NEUTROGEN	8.45 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M3	K2	K2	K2	K2	3/23/2004	K2
8372	002240064161	CONDITIONER NAT VIT A C E	TRESEMME	32.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	7/5/1996	K1
8372	003700014308	CONDITIONER DRY SCALP CARE	HEAD N SHO	13.50 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	12/5/2007	K3
8372	0381370004058	CONDITIONER DETANGLER SPRAY	JOHNSONS	10.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M4	K1	K1	K1	K1	3/5/1999	K1
8372	008087800949	CONDITIONER FULL THICK	PANTENE	12.60 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M3	K3	K3	K3	K3	3/22/2007	K1
8372	0079400086670	CONDITIONER INTENSE MOISTURE	DOVE	12.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M1	K2	K2	K2	K2	3/11/2003	K1
8372	007940073960	CONDITIONER PRO HUMECTANT	SUAVE	14.50 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	10/28/1997	K1
8372	038151902282	CONDITIONER MOIST	AUSSIE	13.50 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M3	K3	K3	K3	K3	3/22/2007	K3
8372	038151901917	CONDITIONER CLEAN RINSING DRAM	HERBAL ESSE	12.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M3	K3	K3	K3	K3	5/22/2006	K3
8372	031254778060	CONDITIONER WOMENS REG STRNGTH	ROGAINE	3.00 CT	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	6/10/2008	K1
8372	002240064218	CONDITIONER ANTI BRKG B12 GLTN	TRESEMME	32.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M4	K3	K3	K3	K3	3/9/2005	K3
8372	007940074609	CONDITIONER HYDRA TLC	SUNSLIK	12.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M4	K2	K2	K2	K2	5/15/2006	P2
8372	007940074606	CONDITIONER ANTI FLAT	SUNSLIK	12.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	M4	K1	K1	K1	K1	5/15/2006	P1
8372	008087801031	CONDITIONER HYDRATING CURLS	PANTENE	12.60 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M1	K2	K2	K2	K2	3/22/2007	K2
8372	060308426003	CONDITIONER DRY DAMAGED	FRUCTIS	13.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/9/2005	K2
8372	007124909990	CONDITIONER DRY COLOR PRO	VIVE	13.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	5/23/2006	K3
8372	008916590480	CONDITIONER HAIR TRTMT ORIG	INFUSIUM	16.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M1	K3	K3	K3	K3	12/4/1992	K3
8372	007940070020	CONDITIONER ESSENCE APPLE	SUAVE	15.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M3	K3	K3	K3	K3	5/12/1994	K3
8372	004589303305	CONDITIONER ADV CARE THERAPY	DOVE	12.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	3/22/2006	K3
8372	008916591710	CONDITIONER MSTRZ HAIR TREAT	INFUSIUM	16.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	M4	K3	K3	K3	K3	1/25/1999	K3
8372	007050102175	CONDITIONER 3MSTR SLK TCH LVN	NEUTROGEN	6.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M4	K2	K2	K2	K2	10/17/2004	K2
8372	008087801863	CONDITIONER BLND PLTNM SUNDUNE	PANTENE	13.50 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M4	K2	K2	K2	K2	3/9/2005	K2
8372	003700014307	CONDITIONER CLASSIC CARE	HEAD N SHO	13.50 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	12/5/2007	K2
8372	008087800899	CONDITIONER CLASSIC CARE	PANTENE	12.60 OZ	K2	K2	K2	K2	K2	K2	K2	K2	M3	K2	K2	K2	K2	3/22/2007	K2

Cat Code	UPC	Product Description	Brand	Size	UM	RSL (HQ)	RSL (CE)	RSL (NE)	RSL (SO)	RSL (MMW)	RSL (NWW)	RSL (SW)	RSL (EU)	RSL (HI)	AK	FE	PR	Add Date	FINAL
8375	003700001198	SHAMPOO CLASSIC CLEAN 2N	HEAD N SHOU	23.70 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	3/9/2005	K2
8375	003700006203	SHAMPOO 2N1 CLASSIC CLEA	HEAD N SHOU	14.20 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/20/2005	K1
8375	003700006199	SHAMPOO DRY SCALP CARE	HEAD N SHOU	14.20 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/20/2005	K1
8375	003700006194	SHAMPOO CLASSIC CLEAN	HEAD N SHOU	14.20 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/20/2005	K1
8375	008087800551	SHAMPOO SMOOTH AND SLEI	PANTENE	25.40 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/21/1994	K1
8375	008087800222	SHAMPOO COLOR REVIVAL	PANTENE	12.60 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	3/22/2007	K1
8375	031254778130	SHAMPOO FOAM SINGLE	ROGAINE	2.51 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/26/2007	K1
8375	003700006204	SHAMPOO 2N1 SMOOTH N SIL	HEAD N SHOU	14.20 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/20/2005	K1
8375	003700001196	SHAMPOO CLASSIC CLEAN	HEAD N SHOU	23.70 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/9/2005	K2
8375	088348470890	SHAMPOO 2 N 1 MEDIUM	PERT	25.40 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	8/2/2007	K1
8375	0079400085860	SHAMPOO 2 N 1 MEDIUM	PERT	25.40 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	8/2/2007	K1
8375	003700001214	SHAMPOO DRYSCALP CARE	HEAD N SHOU	23.70 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/9/2005	K2
8375	008087800417	SHAMPOO 2N1 FULL THICK	PANTENE	12.60 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	3/22/2007	K1
8375	00416760632	SHAMPOO MEDICATED	SELSUN BLUE	11.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	9/26/2002	K1
8375	0070560109200	SHAMPOO T GEL	NEUTROGENA	4.40 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	7/8/1992	K1
8375	008087800246	SHAMPOO SHEER VOLUME	PANTENE	12.60 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/22/2007	K2
8375	088348433353	SHAMPOO N CNDTNR 2 N 1 H	PERT PLUS	13.50 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/17/2007	K1
8375	008087800254	SHAMPOO ALWAYS SMOOTH	PANTENE	12.60 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	3/22/2007	K3
8375	038151901930	SHAMPOO VOLUMIZING BODY	HERBAL ESSE	12.60 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	5/22/2006	K2
8375	008087800223	SHAMPOO DMR	PANTENE	12.60 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	3/22/2007	K1
8375	0022400064160	SHAMPOO NAT W VIT A C E	TRESEMME	32.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	7/5/1996	K1
8375	038151903073	SHAMPOO LINGTM RLTNFRIT	HERBAL ESSE	12.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/5/2007	K1
8375	003700001211	SHAMPOO DANDRUFF REFRE	HEAD N SHOU	23.70 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/9/2005	K2
8375	038151901910	SHAMPOO ANTI FRIZZ POTION	HERBAL ESSE	10.17 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	5/22/2006	K2
8375	003700006198	SHAMPOO REFRESH	HEAD N SHOU	14.20 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	12/20/2005	K2
8375	060308426012	SHAMPOO 2 IN 1 NORMAL	FRUCTIS	13.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	4/2/2004	K1
8375	003700006202	SHAMPOO INTENSIVE TREATN	HEAD N SHOU	14.20 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	12/20/2005	K2
8375	00416760352	SHAMPOO MOISTURIZING	SELSUN BLUE	11.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	9/29/2003	K2
8375	038151901924	SHAMPOO MOISTURIZING HEL	HERBAL ESSE	12.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	5/22/2006	K2
8375	038151901915	SHAMPOO DRAM CLEAN REFF	HERBAL ESSE	12.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	5/22/2006	K3
8375	0022400064100	SHAMPOO	TRESEMME	32.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	7/18/1992	K1
8375	060308426004	SHAMPOO COLOR TREATMEN	FRUCTIS	13.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	4/2/2004	K1
8375	060308426102	SHAMPOO SLEEK N SHINE	FRUCTIS	13.00 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	3/20/2006	K1
8375	0022400064196	SHAMPOO VIT E MOISTURE R	TRESEMME	32.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	3/9/2005	K1
8375	008087800244	SHAMPOO FULL THICK	PANTENE	12.60 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	3/22/2007	K3
8375	0079400086660	SHAMPOO INTENSE MOISTUR	DOVE	12.00 OZ	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	K2	3/11/2003	K1
8375	038151902272	SHAMPOO MOIST	AUSSIE	13.50 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	3/22/2007	K3
8375	008916594590	SHAMPOO MOISTURIZING	INFUSIUM	16.00 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	4/3/1998	K3
8375	008087803698	SHAMPOO 2N1 ICE SHINE	PANTENE	12.60 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	12/5/2007	K3
8375	060559210553	SHAMPOO THERAPPE	NEXXUS	13.50 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	11/25/2005	K2

