

2024

INTRO OFFERS

CALURA PERMANENT

262	Calura Shades*	2 oz
10	Calura Developers*	32 oz
2	Demi Effect Lotion Developer	32 oz

CALURA TEN

10	Calura TEN Shades*	2 oz
----	--------------------	------

CALURA GLOSS

100	Gloss Shades*	2 oz
6	Gloss Developers*	32 oz
1	Gloss MEN Co-Wash Dark Brown	8.5 oz
1	Gloss MEN Co-Wash Light Brown	8.5 oz
1	Gloss MEN Co-Wash Medium Blonde	8.5 oz

CALURA BACKBAR

3	Moisture Balance Cleanser	32 oz
3	Moisture Balance Conditioner	32 oz
3	Colour Lock	32 oz
1	Recovery Masque	32 oz

CALURA CARE & STYLING

1	Perfecting Primer	8.5 oz
1	Styling Oil Elixir	3.4 oz
1	Styling Crème	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Curl Balm	8.5 oz
1	Finishing Hairspray	14 oz
1	Shaping Hairspray	14 oz
1	Powder Pump Volume	0.32 oz
1	Dry Texture Spray	7 oz
1	Sculpting Paste	3.4 oz
1	Amplifying Mousse	7.6 oz
1	Recovery Masque	5 oz

BLACKLIGHT BACKBAR

1	Extra Blonde	2 lbs
1	Cool Toned Blonde	2 lbs
1	Balayage Clay Lightener	1.25 lb
1	Original Cream	35 oz
12	Smart Developer*	32 oz
1	Blue Shampoo Pro Formula	32 oz
1	Blue Conditioner Pro Formula	32 oz
1	Violet Shampoo Pro Formula	32 oz
1	Violet Conditioner Pro Formula	32 oz
1	Intensive Replenishing Mask	32 oz
5	PowerShade*	2 oz

BLACKLIGHT RETAIL

1	Nourishing Shampoo	8.5 oz
1	Nourishing Conditioner	8.5 oz
1	Blue Shampoo	8.5 oz
1	Blue Conditioner	8.5 oz
1	Violet Shampoo	8.5 oz
1	Violet Conditioner	8.5 oz
1	Intensive Replenishing Mask	6.8 oz
1	Blue Intensive Replenishing Mask	6.8 oz
1	Violet Intensive Replenishing Mask	6.8 oz
1	18 in 1 Hair Beautifier	8.5 oz
1	18 in 1 Blue Hair Beautifier	8.5 oz
1	18 in 1 Violet Hair Beautifier	8.5 oz
1	Shine Drops	3.4 oz
1	Dry Shampoo	7 oz
1	Volumizing Shine Hairspray	8.5 oz
1	Volumizing Fiber Mousse	7 oz
1	Volumizing Styling Balm	8.5 oz
1	Thickening Spray	8.5 oz
1	Volumizing Shampoo	7.75 oz
1	Volumizing Conditioner	7.75 oz

BLACKLIGHT SMART

1	Bond Protection and Strengthening Concentrate	16.5 oz
1	Purifying Shampoo PRO	16.5 oz
1	Repair Conditioner	16.5 oz
1	Bond Builder and Repair Treatment	16.5 oz
1	Thermal Shield Spray	8.5 oz
1	Hair and Scalp care oil	2.7 oz
10	Bond Builder and Repair Treatment	0.5 oz

FUNKHUE

8	FunkHue Shades *	3.4 oz
---	------------------	--------

SUPPORT TOOLS

3	Stain Remover	8 oz
1	Stain Protector	8 oz
1	Porosity Equalizer	8 oz
1	Clarifying Shampoo	32 oz
1	Scalp Protector	5.3 oz

PERMS & TEXTURIZERS

1	Alka
1	Exo
1	Tecno
1	OH7
1	OH6

SHADE SELECTORS

1	Calura Permanent
1	Calura TEN
1	Calura Gloss

OLIGO ACCESSORIES

2	Cape
2	Apron
2	Kimono
5	Mixing bowl
3	Applicator bottle
5	Colour brush
20	Retail Bags
1	Colour Scale

* Stylist's choice

\$2,388.99
\$5,822.35 VALUE

YOU SAVE
59%



THE OLIGO MINI

CALURA PERMANENT

- 8 Calura Shades* 2 oz
- 2 Developers* 32 oz

CALURA TEN

- 8 Calura TEN Shades* 2 oz

CALURA GLOSS

- 8 Gloss Shades* 2 oz
- 1 Gloss Developers* 32 oz

BLACKLIGHT

- 1 Extra Blonde 1 lbs
- 1 Smart Developer 32 oz

* Stylist's choice

\$199.99
\$254.10 VALUE

YOU SAVE
21%

CALURA PERMANENT SHINE

100 Calura Permanent Shades* 2 oz

CALURA TEN

6 Calura TEN Shades* 2 oz

CALURA

6 Calura Developer* 32 oz

1 Demi Effect Lotion Developer 32 oz

CALURA GLOSS

12 Calura Gloss Shades* 2 oz

1 Gloss Developer* 32 oz

CALURA CARE & STYLING

1 Moisture Balance Cleanser 32 oz

1 Moisture Balance Conditioner 32 oz

1 Colour Lock 32 oz

1 Recovery Masque 5 oz

1 Perfecting Primer 8.5 oz

1 Express Blowout Mist 8.5 oz

1 Styling Oil Elixir 3.4 oz

1 Styling Crème 8.5 oz

1 Curl Balm 8.5 oz

1 Finishing Hairspray 14 oz

1 Shaping Hairspray 14 oz

1 Dry Texture Spray 7 oz

1 Powder Pump Volume 0.32 oz

1 Sculpting Paste 3.4 oz

1 Amplifying Mousse 7.6 oz

BLACKLIGHT

1 Extra Blonde 1 lb

1 Cool Toned Blonde 1 lb

1 Smart Developer 32 oz

FUNKHUE

5 Funkhue Shades* 3.4 oz

SUPPORT TOOLS

1 Stain Remover 8 oz

1 Stain Protector 8 oz

ACCESSORIES

1 Technical Apron

1 Applicator Bottle

1 Digital Scale

2 Colour Brush

2 Mixing Bowl

1 Calura Shade Selector

\$799.99
\$1,657.40 VALUE

YOU SAVE
52%

* Stylist's choice



CALURA PERMANENT SHINE

60 Calura Permanent Shades* 2 oz

CALURA

4 Developer* 32 oz

CALURA TEN

4 Calura TEN Shades* 2 oz

CALURA CARE & STYLING

1 Moisture Balance Cleanser 32 oz

1 Moisture Balance Conditioner 32 oz

1 Colour Lock 32 oz

ACCESSORIES

1 Technical Apron

1 Digital Scale

2 Mixing Bowl

2 Colour Brush

1 Calura Gloss Applicator Bottle

1 Calura Shade Selector

* Stylist's choice



\$499.99

\$859.40 VALUE

YOU SAVE

42%

CALURA

3

INTRO

CALURA PERMANENT SHINE

- 24 Calura Permanent Shades* 2 oz
- 2 Developer* 32 oz

CALURA

- 1 Moisture Balance Cleanser 8.5 oz
- 1 Moisture Balance Conditioner 8.5 oz
- 1 Colour Lock 32 oz

ACCESSORIES

- 1 Digital Scale
- 2 Mixing Bowl
- 2 Colour Brush
- 1 Calura Shade Selector
- 1 Technical Apron

* Stylist's choice

\$299.99
\$456.40 VALUE

YOU SAVE
34%



CALURA

TRY ME

CALURA PERMANENT

- | | | |
|----|--------------|-------|
| 12 | Shades* | 2 oz |
| 2 | Developer* | 32 oz |
| 1 | Mixing Bowl | |
| 1 | Colour Brush | |

* Stylist's choice

\$99.99
\$126.20 VALUE

YOU SAVE
21%



YOU PURCHASE

CALURA TEN

60 Calura TEN* @ 20% OFF 2 oz

YOU RECEIVE FREE

CALURA - FREE

4 Developer* 32 oz

CALURA CARE & STYLING - FREE

1 Moisture Balance Cleanser 32 oz

1 Colour Lock 32 oz

SUPPORT TOOLS - FREE

1 Stain Remover 8 oz

1 Stain Protector 8 oz

ACCESSORIES - FREE

1 Technical Apron

1 Calura TEN Timer

2 Mixing Bowl

2 Colour Brush

1 Calura TEN Shade Selector

* Stylist's choice

\$399.99

\$755.55 VALUE

YOU SAVE

47%



YOU PURCHASE

CALURA TEN

30 Calura TEN* 2 oz

YOU RECEIVE FREE

CALURA - FREE

2 Developer* 32 oz

SUPPORT TOOLS - FREE

1 Stain Remover 8 oz

1 Stain Protector 8 oz

ACCESSORIES - FREE

1 Technical Apron

1 Calura TEN Timer

2 Mixing Bowl

2 Colour Brush

1 Calura TEN Shade Selector

* Stylist's choice

\$249.99

\$412.80 VALUE

YOU SAVE

39%



CALURA TEN

DISCOVERY KIT

CALURA TEN - PRE-PACKED

10	Shades	2 oz
1	Developer*	32 oz
1	Mixing Bowl	
1	Colour Brush	
1	Calura TEN Timer	

Shades included: 5 Neutral, 6 Neutral, 7 Neutral, 8 Neutral, 9 Neutral, 5 Intense Neutral, 7 Intense Neutral, 6-318/6GAB, 6-8/6B, 8-318/8GAB

\$85.00
\$115.50 VALUE

YOU SAVE
26%



CALURA gloss

1
INTRO

CALURA GLOSS

108	Calura Gloss Shades*	2 oz
4	Developer*	32 oz
1	Clear	32 oz

CALURA PERMANENT

4	Calura Permanent Shades*	2 oz
1	Developer*	32 oz

CALURA TEN

4	Calura TEN Shades*	2 oz
---	--------------------	------

CALURA

1	Moisture Balance Cleanser	32 oz
1	Moisture Balance Conditioner	32 oz
1	Colour Lock	32 oz

ACCESSORIES

1	Technical Apron
3	Mixing Bowl
3	Colour Brush
3	Applicator Bottle
1	Calura Gloss Shade Selector

* Stylist's choice

\$599.99

\$1,140.90 VALUE

YOU SAVE

47%



CALURA gloss

INTRO
2

CALURA GLOSS

40 Calura Gloss Shades* 2 oz

CALURA GLOSS

2 Developer* 32 oz

CALURA PERMANENT

4 Calura Shades* 2 oz

1 Developer* 32 oz

CALURA TEN

4 Calura TEN Shades* 2 oz

ACCESSORIES

- 1 Technical Apron
- 3 Mixing Bowl
- 3 Colour Brush
- 3 Applicator Bottle
- 1 Calura Gloss Shade Selector

\$299.99
\$506.55 VALUE

YOU SAVE
41%

* Stylist's choice



CALURA gloss

TRY ME

CALURA GLOSS

16	Calura Gloss Shades*	2 oz
1	Calura Gloss Developer	32 oz
1	Applicator Bottle	

* Stylist's choice

\$99.99

\$125.45 VALUE

YOU SAVE

20%



CALURA

CARE & STYLING

1
INTRO

RETAIL

3	Moisture Balance Cleanser	8.5 oz
3	Moisture Balance Conditioner	8.5 oz
3	Recovery Masque	5 oz
3	Perfecting Primer	8.5 oz
3	Styling Oil Elixir	3.4 oz
3	Styling Crème	8.5 oz
3	Express Blowout Mist	8.5 oz
3	Curl Balm	8.5 oz
3	Finishing Hairspray	14 oz
3	Shaping Hairspray	14 oz
3	Powder Pump Volume	0.32 oz
3	Dry Texture Spray	7 oz
3	Sculpting Paste	3.4 oz
3	Amplifying Mousse	7.6 oz
1	Shelf Talker	

\$349.99
\$701.00 VALUE

YOU SAVE
50%



CALURA

CARE & STYLING

TRY ME

RETAIL

1	Moisture Balance Cleanser	8.5 oz
1	Moisture Balance Conditioner	8.5 oz
1	Styling Crème	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Curl Balm	8.5 oz
1	Finishing Hairspray	14 oz
1	Shaping Hairspray	14 oz
1	Dry Texture Spray	7 oz

\$99.99
\$126.00 VALUE**

YOU SAVE
21%



FUNKHUE

INTRO 1

- 40 Funkhue Shades* 3.4 oz
- 1 Colour Lock 32 oz
- 1 Swatch Ring

* Stylist's choice
Colour to choose from:

LILAC
AZURE
BONBON
PINK
FUCHSIA
VIOLET
RED
WINE
BLUE
ROYAL
TURQUOISE
GREEN
LIME
YELLOW
ORANGE
STEEL
BLACK
BROWN
CLEAR

INTRO 2

- 19 Funkhue Shades* 3.4 oz
- 1 Swatch Ring

* Stylist's choice
Colour to choose from:

LILAC
AZURE
BONBON
PINK
FUCHSIA
VIOLET
RED
WINE
BLUE
ROYAL
TURQUOISE
GREEN
LIME
YELLOW
ORANGE
STEEL
BLACK
BROWN
CLEAR

\$249.99
\$413.00 VALUE

YOU SAVE
39%

\$149.99
\$191.25 VALUE

YOU SAVE
22%

blacklight

1
INTRO

LIGHTENERS

2	Extra Blonde	2 lbs
2	Cool Toned Blonde	2 lbs
1	Balayage Clay Lightener	1.25 lb
1	Cream Lightener	35 oz
4	Smart Developer*	32 oz

BACKBAR

1	Nourishing Shampoo	32 oz
1	Nourishing Conditioner	32 oz
1	Blue or Violet Shampoo Pro Formula*	32 oz
1	Blue or Violet Conditioner Pro Formula*	32 oz
5	Powershades *	2 oz

BLACKLIGHT SMART

1	Smart Bond Builder and Repair Treatment	5 oz
1	Bond Protection and Strengthening Concentrate	16.5 oz

CALURA GLOSS

6	Gloss Shades*	2 oz
1	Gloss Developer*	32 oz

\$449.99
\$794.70 VALUE

YOU SAVE
43%

* Stylist's choice



blacklight

2
INTRO

LIGHTENERS

1	Extra Blonde	2 lbs
1	Cool Toned Blonde	2 lbs
1	Balayage Clay Lightener	0.55 lb
1	Cream Lightener	14 oz
3	Smart Developers*	32 oz

BLACKLIGHT SMART

1	Bond Protection and Strengthening Concentrate	3.4 oz
1	Bond Builder and Repair Treatment	5 oz

CALURA GLOSS

4	Gloss Shades*	2 oz
1	Gloss Developer*	32 oz

* Stylist's choice

\$199.99
\$287.45 VALUE

YOU SAVE
30%



blacklight

TRY ME

LIGHTENERS

1	Extra Blonde	1 lb
1	Cool Toned Blonde	1 lb
1	Smart Developer	32 oz

CALURA GLOSS

3	Gloss Shades*	2 oz
1	Gloss Developer	32 oz

* Stylist's choice

\$79.99

\$97.70 VALUE

YOU SAVE

18%



blacklight

CARE & STYLING

1
INTRO

RETAIL

3	Nourishing Shampoo	8.5 oz
3	Nourishing Conditioner	8.5 oz
3	Blue Shampoo	8.5 oz
3	Blue Conditioner	8.5 oz
3	Violet Shampoo	8.5 oz
3	Violet Conditioner	8.5 oz
3	Intensive Replenishing Mask	6.8 oz
3	Blue Intensive Replenishing Mask	6.8 oz
3	Violet Intensive Replenishing Mask	6.8 oz
3	18 in 1 Hair Beautifier	8.5 oz
3	18 in 1 Blue Hair Beautifier	8.5 oz
3	18 in 1 Violet Hair Beautifier	8.5 oz
3	Shine Drops	3.4 oz
3	Dry Shampoo	7 oz
3	Volumizing Shine Hairspray	8.5 oz
3	Volumizing Fiber Mousse	7 oz
3	Volumizing Styling Balm	8.5 oz
3	Volumizing Shampoo	7.75 oz
3	Volumizing Conditioner	7.75 oz
3	Thickening Spray	8.5 oz
1	Shelf talker	

\$449.99
\$960.50 VALUE

YOU SAVE
53%



blacklight

CARE & STYLING

TRY
ME

RETAIL

1	Nourishing Shampoo	8.5 oz
1	Nourishing Conditioner	8.5 oz
1	Blue Shampoo	8.5 oz
1	Blue Conditioner	8.5 oz
1	Violet Shampoo	8.5 oz
1	Violet Conditioner	8.5 oz
1	Shine Drops	3.4 oz
1	18 in 1 Hair Beautifier	8.5 oz
1	Intensive Replenishing mask	6.8 oz
1	Dry Shampoo	7 oz

\$99.99
\$152.50 VALUE

YOU SAVE
34%

blacklight

SMART

1
INTRO

1	Purifying Shampoo PRO	16.5 oz
1	Repair Conditioner	16.5 oz
1	Bond Builder and Repair Treatment	16.5 oz
1	Bond Protection and Strengthening Concentrate	16.5 oz

\$299.99
\$591.50 VALUE

YOU SAVE
49%

RETAIL

3	Purifying Shampoo	8.5 oz
3	Repair Conditioner	8.5 oz
3	Hair and Scalp Care Oil	2.7 oz
3	Smart Thermal Shield	8.5 oz
3	Bond Builder and Repair Treatment	5 oz
12	Bond Builder and Repair Treatment	0.5 oz



blacklight

SMART

TRY
ME

BLACKLIGHT SMART

1	Purifying Shampoo PRO	16.5 oz
1	Repair Conditioner	8.5 oz
1	Bond Builder and Repair Treatment	5 oz
1	Hair and Scalp Care Oil	2.7 oz
1	Smart Thermal Shield	8.5 oz
1	Bond Protection and Strengthening Concentrate	3.4 oz

\$99.99
\$138.50 VALUE

YOU SAVE
28%



SUPPORT PRODUCTS

1	Porosity Equalizer	8 oz
1	Stain Protector	8 oz
1	Stain Remover	8 oz
1	Scalp Protector	6.8 oz
1	Clarifying Shampoo	32 oz

\$49.99
\$62.65 VALUE

YOU SAVE
20%

