

# ALCÔVE



PRICE LIST AND  
INTRODUCTORY OFFERS  
**2025**

# ALCÔVE

## PRICE LIST

		SALON PRICE	MSRP
<b>DAILY</b>			
Shampoo	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Shampoo	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
Conditioner	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Conditioner	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
<b>HYDRATING</b>			
Shampoo	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Shampoo	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
Conditioner	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Conditioner	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
<b>VOLUMIZING</b>			
Shampoo	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Shampoo	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
Conditioner	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Conditioner	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
<b>VIOLET</b>			
Shampoo	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Shampoo	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
Conditioner	300 ml / 10 oz	<b>\$9.00</b>	\$18.00
Conditioner	950 ml / 32 oz	<b>\$20.00</b>	\$40.00
<b>CARE</b>			
Restructuring Mask	250 ml / 8.5 oz	<b>\$9.00</b>	\$18.00
Multitasking Mist	250 ml / 8.5 oz	<b>\$9.00</b>	\$18.00
Serum	100 ml / 3.4 oz	<b>\$9.00</b>	\$18.00
Pre-Wash Scalp Oil - <b>NEW</b>	35 ml / 1.2 oz	<b>\$9.00</b>	\$18.00
<b>STYLING</b>			
Curl Activator	250 ml / 8.5 oz	<b>\$9.00</b>	\$18.00
Volumizing Mousse	200 ml / 6.8 oz	<b>\$9.00</b>	\$18.00
Molding Paste	100 ml / 3.4 oz	<b>\$9.00</b>	\$18.00
Thermal Protection Spray	250 ml / 8.5 oz	<b>\$9.00</b>	\$18.00
Styling Cream	250 ml / 8.5 oz	<b>\$9.00</b>	\$18.00
Styling Jelly	250 ml / 8.5 oz	<b>\$9.00</b>	\$18.00
Strong Hold Hairspray	210 gr / 7.4 oz	<b>\$9.00</b>	\$18.00
Dry Shampoo	170 gr / 6 oz	<b>\$9.00</b>	\$18.00
<b>SET</b>			
Bag Deal	-	<b>\$39.99</b>	\$80.00

# ALCÔVE

## INTRO 1

### RETAIL SIZES

Daily Shampoo	300 ml/10 oz	6
Daily Conditioner	300 ml/10 oz	6
Hydrating Shampoo	300 ml/10 oz	6
Hydrating Conditioner	300 ml/10 oz	6
Violet Shampoo	300 ml/10 oz	6
Violet Conditioner	300 ml/10 oz	6
Volumizing Shampoo	300 ml/10 oz	6
Volumizing Conditioner	300 ml/10 oz	6

### BACKBAR SIZES

Daily Shampoo	950 ml/32 oz	2
Daily Conditioner	950 ml/32 oz	2
Hydrating Shampoo	950 ml/32 oz	2
Hydrating Conditioner	950 ml/32 oz	2
Violet Shampoo	950 ml/32 oz	2
Violet Conditioner	950 ml/32 oz	2
Volumizing Shampoo	950 ml/32 oz	2
Volumizing Conditioner	950 ml/32 oz	2

### RETAIL SIZES

Restructuring Mask	250 ml/8.5 oz	6
Multitasking Mist	250 ml/8.5 oz	6
Serum	100 ml/3.4 oz	6
Curl Activator	250 ml/8.5 oz	6
Volumizing Mousse	200 ml/6.8 oz	6
Molding Paste	100 ml/3.4 oz	6
Thermal Protection Spray	250 ml/8.5 oz	6
Styling Cream	250 ml/8.5 oz	6
Styling Jelly	250 ml/8.5 oz	6
Strong Hold Hairspray	210 gr/7.4 oz	6
Dry Shampoo	170 gr/6 oz	6
Pre-wash Scalp Oil	35 ml/1.2 oz	6
Tent card		3
Shelftalkers		1/each

**\$899.99**

Value: \$1,400

Salon Savings  
**36%**



# ALCÔVE

## INTRO 2

### RETAIL SIZES

Daily Shampoo	300 ml/10 oz	3
Daily Conditioner	300 ml/10 oz	3
Hydrating Shampoo	300 ml/10 oz	3
Hydrating Conditioner	300 ml/10 oz	3
Violet Shampoo	300 ml/10 oz	3
Violet Conditioner	300 ml/10 oz	3
Volumizing Shampoo	300 ml/10 oz	3
Volumizing Conditioner	300 ml/10 oz	3

### BACKBAR SIZES

Daily Shampoo	950 ml/32 oz	1
Daily Conditioner	950 ml/32 oz	1
Hydrating Shampoo	950 ml/32 oz	1
Hydrating Conditioner	950 ml/32 oz	1
Violet Shampoo	950 ml/32 oz	1
Violet Conditioner	950 ml/32 oz	1
Volumizing Shampoo	950 ml/32 oz	1
Volumizing Conditioner	950 ml/32 oz	1

### RETAIL SIZES

Restructuring Mask	250 ml/8.5 oz	3
Multitasking Mist	250 ml/8.5 oz	3
Serum	100 ml/3.4 oz	3
Curl Activator	250 ml/8.5 oz	3
Volumizing Mousse	200 ml/6.8 oz	3
Molding Paste	100 ml/3.4 oz	3
Thermal Protection Spray	250 ml/8.5 oz	3
Styling Cream	250 ml/8.5 oz	3
Styling Jelly	250 ml/8.5 oz	3
Strong Hold Hairspray	210 gr/7.4 oz	3
Dry Shampoo	170 gr/6 oz	3
Pre-wash Scalp Oil	35 ml/1.2 oz	3
Tent card		3
Shelftalkers		1/each

**\$549.99**

Value: \$700.00

salon savings  
**21%**



# ALCÔVE

## INTRO 3

### RETAIL SIZES

Daily Shampoo	300 ml/10 oz	1
Daily Conditioner	300 ml/10 oz	1
Hydrating Shampoo	300 ml/10 oz	1
Hydrating Conditioner	300 ml/10 oz	1
Violet Shampoo	300 ml/10 oz	1
Violet Conditioner	300 ml/10 oz	1
Volumizing Shampoo	300 ml/10 oz	1
Volumizing Conditioner	300 ml/10 oz	1

### RETAIL SIZES

Restructuring Mask	250 ml/8.5 oz	1
Multitasking Mist	250 ml/8.5 oz	1
Serum	100 ml/3.4 oz	1
Curl Activator	250 ml/8.5 oz	1
Volumizing Mousse	200 ml/6.8 oz	1
Molding Paste	100 ml/3.4 oz	1
Thermal Protection Spray	250 ml/8.5 oz	1
Styling Cream	250 ml/8.5 oz	1
Styling Jelly	250 ml/8.5 oz	1
Strong Hold Hairspray	210 gr/7.4 oz	1
Dry Shampoo	170 gr/6 oz	1
Pre-wash Scalp Oil	35 ml/1.2 oz	1

**\$149.99**

Value: \$180.00

salon savings  
**17%**



# ALCÔVE

## BACKBAR PROGRAM

		REGULAR SALON PRICE
<b>DAILY</b>		
Shampoo	950 ml/32 oz	\$20.00
Conditioner	950 ml/32 oz	\$20.00
<b>HYDRATING</b>		
Shampoo	950 ml/32 oz	\$20.00
Conditioner	950 ml/32 oz	\$20.00
<b>VOLUMIZING</b>		
Shampoo	950 ml/32 oz	\$20.00
Conditioner	950 ml/32 oz	\$20.00
<b>VIOLET</b>		
Shampoo	950 ml/32 oz	\$20.00
Conditioner	950 ml/32 oz	\$20.00

PROGRAM UNIT PRICE  
**\$14.00**

**BUY 20 BACKBAR SIZES  
OF YOUR CHOICE!**

**\$279.99**

Value: \$400.00

Salon Savings  
**30%**



# ALCÔVE

**BAG DEAL**



## RETAIL SIZES

Hydrating Shampoo	300 ml/10 oz	1
Hydrating Conditioner	300 ml/10 oz	1
Restructuring Mask	250 ml/8.5 oz	1
Curl Activator	250 ml/8.5 oz	1
Strong Hold Hairspray	210 gr/7.4 oz	1

**\$39.99**

Value: \$45.00

Salon Savings  
**11%**

