

ALURAM™

BACK BAR ADD-ONS



PRE-WASH SCALP TREATMENT

Position this as the foundational first step to prepare the scalp and elevate the service experience from the start.

Use at the chair or shampoo bowl before shampooing to prep the scalp, remove buildup, and to create the ideal foundation for healthy hair. This treatment is perfect for demonstrating proper at-home use and helping clients understand how to care for their scalp between visits.

ProTip:

Framing this as both a professional prep step and a weekly at-home ritual makes it an easy service add-on and a natural retail conversation.

**Suggested Service Charge
for Treatment: \$15**

HIGH SHINE GLOSSING TREATMENT



Turn the High Shine Glossing Treatment (32oz Back Bar) into an instant service add-on that delivers immediate, visible shine and elevates the client experience.

Position it as a quick glossing treatment that enhances natural color, refreshes dull hair, and leaves all hair types looking polished and luminous. Perfect for guests wanting fast, noticeable results at the shampoo bowl.

ProTip:

Instant results + simple at-home maintenance = an easy add-on and a seamless retail conversation.

**Suggested Service Charge
for Treatment: \$20**





HYDRATE & REPAIR TREATMENT

Position it as a deep conditioning back bar treatment designed to restore moisture, softness, & manageability. Perfect for dry, stressed, or chemically treated hair.

This can be a quick add-on at the shampoo bowl, or upgraded into a luxury experience by placing the client under the dryer with a cap for deeper penetration and maximum results.

ProTip:

Framing this as both an in-salon ritual and an at-home routine makes it an easy yes for clients and a seamless retail conversation for stylists.

Suggested Service Charge for Treatment: \$20

PURPLE HYDRATE & REPAIR TREATMENT

Turn Purple Hydrate & Repair into a blonde-expert service upgrade that corrects tone and restores compromised hair.

Position it as a custom shampoo-bowl treatment for blonde, silver, and lightened guests who need cool tone maintenance without sacrificing

moisture or strength. This treatment helps neutralize unwanted warmth while replenishing hydration, softness, and elasticity in chemically treated hair.



ProTip:

Teaching blondes that tone + moisture must work together positions you as the expert and makes retail a natural extension of the service.

Suggested Service Charge for Treatment: \$20

HIGH SHINE ANTI-FRIZZ BLOWOUT SPRAY

Turn the High Shine Anti-Frizz Blowout Spray into a polished blowout upgrade that delivers smoothness, shine, and frizz control with visible results.

Position it as a finishing-focused service enhancement that helps tame frizz, enhance shine, & create a sleek, touchable blowout. Ideal for all hair types and especially beneficial for extension clients to keep hair looking seamless, blended, and well cared for.



ProTip:

When clients fall in love with the finish, sending them home with the exact product used makes the blowout feel elevated—and keeps results consistent long after they leave the chair.

Suggested Service Charge for Treatment: \$20