

# COLOR WOW

**INTRO DEALS**

January – June 2024



# THE POWER OF WOW

## How is Color Wow totally different from other hair care brands?

When it comes to hair color, Color Wow is fanatical about the ingredients that go into our products – the first to ban “color corrupters” found in most hair care and styling products.

- Color Wow has identified and banned over 60 ingredients commonly found in other hair care formulas that can darken or distort hair color.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow Lab.
- Every formula solves an unmet problem for stylists and their clients.
- Color Wow does not bring a product to market unless it’s a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers “you have to see it to believe it” results.
  - Not tested on animals
  - No parabens
  - No sulfates
  - No toxic ingredients
  - No phthalates
  - Gluten-free
  - Cruelty-free

**YouTube** For in-depth product information, tutorials and trends, go to [youtube.com](https://www.youtube.com) and type color wow professional



CW766

## 01 | ROOT COVER UP

### Complete Root Cover Up Intro Kit

**#1 AWARD-WINNING ROOT COVER UP**  
**9x Allure Winner “Best of Beauty” (2013-2021)**

The overwhelming favorite and go-to root cover up for the world’s top salons and celebrity stylists.

Elevate your artistry with the ultimate finishing tool. Cover grey roots, extend highlights, fill in hairlines and sparse spots for instantly thicker hair.



#### **PURCHASE:**

##### **(15) Root Cover Ups:**

- (1) Platinum
- (2) Blonde
- (2) Dark Blonde
- (2) Light Brown
- (3) Medium Brown
- (3) Dark Brown
- (1) Black
- (1) Red

#### **RECEIVE FREE:**

##### **(8) Root Cover Up Testers**

- (1) Platinum
- (1) Blonde
- (1) Dark Blonde
- (1) Light Brown
- (1) Medium Brown
- (1) Dark Brown
- (1) Black
- (1) Red

#### **PLUS MERCHANDISING:**

- (1) Root Cover Up Display

**SALON PRICE: ~~\$411.75~~ \$258.75**





SAVE  
25%

CW894

## 02 | \$99 INDIE STYLIST KIT

Features Color Wow's award-winning, best-selling products!



### INCLUDES:

- (1) Dream Filter, 6.7 fl oz
- (1) Color Security Shampoo, 8.4 fl oz
- (1) Money Masque, 7.5 oz
- (1) Dream Coat Supernatural Spray, 6.7 fl oz
- (1) Extra Strength Dream Coat, 6.7 fl oz
- (1) Raise the Root, 5 fl oz
- (1) Xtra Large Bombshell Volumizer, 6.7 fl oz
- (1) Dream Cocktail - Coconut, 6.7 fl oz
- (1) Root Cover Up, Medium Brown, .07 oz

**SALON PRICE:** ~~\$131.75~~ **\$99.00**

COLOR WOW

## 03 | SUITE RETAIL STARTER KIT

Refuel your retail and set your sales on fire.



SAVE  
24%

CW901

### INCLUDES:

- (2) Dream Filter, 6.7 fl oz
- (4) Color Security Shampoo, 8.4 fl oz
- (2) Color Security Conditioner - Fine - Normal, 8.4 fl oz
- (2) Color Security Conditioner - Thick - Coarse, 8.4 fl oz
- (2) Dream Cocktail - Coconut, 6.7 fl oz
- (4) Extra Strength Dream Coat, 6.7 fl oz
- (4) Dream Coat Supernatural Spray, 6.7 fl oz
- (3) Dream Coat for Curly, 6.7 fl oz
- (3) Raise the Root, 5 fl oz
- (3) Xtra Large Bombshell Volumizer, 6.7 fl oz
- (2) One-Minute Transformation, 4 fl oz

### BACK BAR + STATION:

- (1) Color Security Shampoo, 32 fl oz
- (1) Color Security Conditioner - Fine - Normal, 32 fl oz
- (1) Money Masque, 7.5 oz
- (1) Dream Coat Supernatural Spray, 16.9 fl oz

**SALON PRICE:** ~~\$524.50~~ **\$399.00**

@colorwowhair

# 04 | POWER OF WOW

BEST VALUE – Includes the complete Color Wow Collection with back bar and station products, merchandising and education!

### INCLUDES:

- (2) Dream Filter, 6.7 fl oz
- (6) Color Security Shampoo, 8.4 fl oz
- (3) Color Security Conditioner - Fine - Normal, 8.4 fl oz
- (3) Color Security Conditioner - Normal - Thick, 8.4 fl oz
- (3) Money Masque, 7.5 oz
- (2) Dream Cocktail - Coconut, 6.7 fl oz
- (2) Dream Cocktail - Carb, 6.7 fl oz
- (2) Dream Cocktail - Kale, 6.7 fl oz
- (4) Dream Coat Supernatural Spray, 6.7 fl oz
- (3) Extra Strength Dream Coat, 6.7 fl oz
- (3) Dream Coat for Curly Hair, 6.7 fl oz
- (2) Speed Dry Blow Dry, 5 fl oz
- (3) Raise the Root, 5 fl oz
- (3) Pop & Lock, 1.8 fl oz
- (4) One-Minute Transformation, 4 fl oz
- (4) Xtra Large Bombshell Volumizer, 6.7 fl oz
- (16) Root Cover Ups – 4 each top selling shades (Dark Blonde, Light Brown, Medium Brown, Dark Brown)
- (3) Style On Steroids, 7 fl oz
- (3) Cult Favorite Hair Spray, 10 fl oz

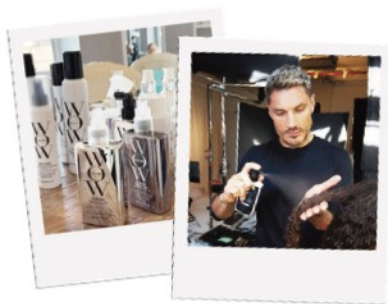
### FREE BACK BAR + STATION:

- (2) Dream Filter, 16 fl oz
- (2) Color Security Shampoo, 32 fl oz
- (1) Color Security Conditioner - Fine - Normal, 32 fl oz
- (1) Color Security Conditioner - Normal - Thick, 32 fl oz
- (1) Dream Coat Supernatural Spray, 16.9 fl oz
- (1) Dream Cocktail - Coconut, 6.7 fl oz
- (1) Dream Cocktail - Carb, 6.7 fl oz
- (1) Dream Cocktail - Kale, 6.7 fl oz

### FREE MERCH + EDUCATION:

- (1) Root Cover Up 2 Tier Display
- (1) Power of Wow Virtual Education Class

**SALON PRICE: ~~\$1,384.50~~ \$999.00**



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# COLOR WOW

## PRO VALUE OFFERS

JANUARY - MARCH 2024

FREE Back Bar PRO sizes when you stock-up on best-selling viral superstars.

Who doesn't want risk-free retail?

No previous purchase required. Must be in same transaction.

### FREE

PRO SIZE

**Dream Filter 16 fl oz.**  
when you buy 6  
Dream Filter 6.7 oz.



### FREE

PRO SIZE

**Color Security Shampoo 32 fl oz.**  
when you buy 8 Color  
Security Shampoo 8.4 oz.



### FREE

PRO SIZE

**Color Security Shampoo 32 fl oz.**  
when you buy 6  
Money Masque 7.5 oz.



### FREE

PRO SIZE

**Color Security Conditioner  
Fine-to-Normal 32 fl oz.**  
when you buy 8 Color  
Security Conditioner  
Fine-to-Normal 8.4 oz.





# PRICE LIST

## Dream Filter

200ml/6.7 fl oz	\$12
470ml/16 fl oz	\$25.50
50ml/1.7 fl oz	\$5

## Color Security Shampoo

250ml/8.4 fl oz	\$12
946ml/32 fl oz	\$36
75ml/2.5 fl oz	\$5.50

## Color Security Conditioner

*Available in Fine to Normal and Normal to Thick*

250ml/8.4 fl oz	\$12
1L/33.8 fl oz	\$36
75ml/2.5 fl oz	\$5.50

## Money Masque

215ml/7.5 fl oz	\$22.50
50ml/1.7 fl oz	\$7.50

**Liter Pump** ..... \$1.50

## Speed Dry Blow-Dry Spray

150ml/5.0 fl oz	\$12
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## Dream Cocktail

*Available in Coconut, Carb, and Kale-Infused*

200ml/6.7 fl oz	\$13
50ml/1.7 fl oz	\$6

## Pop & Lock High Gloss Shellac

55ml/1.8 fl oz	\$11
12ml/0.4 fl oz	\$4

## Color Control Toning + Styling Foams

*Available in Purple for Blonde Hair and*

*Blue for Dark Hair*

193g/6.8 fl oz	\$12
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## One-Minute Transformation

120ml/4 fl oz	\$12
50ml/1.7 fl oz	\$6

## Money Mist

162ml/5 fl oz	\$14.50
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## Dream Coat Supernatural Spray

200ml/6.7 fl oz	\$14
500ml/16.9 fl oz	\$29
50ml/1.7 fl oz	\$6

## NEW! Extra Strength Dream Coat

200ml/6.7 fl oz	\$16
50ml/1.7 fl oz	\$7

## Dream Coat for Curly Hair

200ml/6.7 fl oz	\$12
500ml/16.9 fl oz	\$25.50
75ml/2.5 fl fl oz	\$6

## Xtra Large Bombshell Volumizer

200ml/6.7 fl oz	\$13
50ml/1.67 fl oz	\$6

## Raise The Root

150ml/5 fl oz	\$12
50ml/1.7 fl fl oz	\$6

## Style On Steroids

262ml/7 fl oz	\$14
50ml/1.7 fl oz	\$6.50

## Cult Favorite Hairspray

295ml/10 fl oz	\$14
50ml/1.7 fl oz	\$6.50

## EXTRA Mist-ical Shine Spray

162ml/5 fl oz	\$14.50
75ml/2.5 fl oz	\$8

## Root Cover Up

*Available in Platinum, Blonde, Dark Blonde,*

*Light Brown, Medium Brown, Dark Brown,*

*Black, and Red*

2.1g/.07 oz	\$17.25
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## Curl Wow

Snag-Free 10oz	\$14
Hooked 10oz	\$14.50
Coco-Motion 10oz	\$14.50
Flo-Etry 10oz	\$15
Shook 10oz	\$19