



CALURA

BLITZ

APRIL - MAY - JUNE 2024

CALURA ECOSYSTEM

CALURA PERMANENT SHINE

intro 1

CALURA PERMANENT

100 Tubes of Colour * 2oz

\$5.99 Tube

CALURATEN

6 Tubes of Colour * 2oz

CALURA DEVELOPERS

6 Developer * 32oz

1 Demi-Effect 32oz



CALURA GLOSS

12 Calura Gloss Shades* 2oz
1 Gloss Developer* 32oz

CALURA CARE & STYLING

BACK BAR

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

STATION USE

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

BLACKLIGHT LIGHTENING SYSTEM-

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

FUNKHUE SEMI-PERMANENT

5 FUNKHUE SHADES* 3.4oz

SUPPORT TOOLS

1 Stain Remover 8oz
1 Stain Protector 8oz

ACCESSORIES

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

\$599.99

~~**\$799.99**~~

VALUE: \$1657.40

YOU SAVE

64%

*Stylist Choice

CALURA PERMANENT SHINE

intro 2



CALURA PERMANENT SHINE

60 Tubes of Colour* 2oz

\$6.67 Tube

CALURATEN

4 Tubes of Colour * 2oz

CALURA DEVELOPERS

4 Developer* 32oz

CALURA CARE & STYLING BACK BAR

1 Moisture Balance Cleanser 32oz

1 Moisture Balance Conditioner 32oz

1 Color Lock 32oz

ACCESSORIES

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

\$399.99

~~**\$499.99**~~

VALUE: \$859.40

YOU SAVE

53%

*Stylist Choice

oligo
PROFESSIONNEL

CALURATEN

intro 1



CALURATEN

60 Shades*

2oz

\$5.41 Tube

CALURA DEVELOPERS

4 Calura Developer*

32 oz

CALURA CARE

1 Moisture Balance Cleanser

32 oz

1 Colour Lock

32 oz

SUPPORT TOOLS

1 Stain Remover

8 oz

1 Stain Protector

8 oz

ACCESSORIES

1 Technical Apron

2 Colour Bowl

2 Colour Brush

1 Calura TEN Shade Selector

1 Calura TEN Timer

\$324.99

~~\$399.99~~

VALUE: \$755.55

YOU SAVE

57%

*stylist choice

oligo
PROFESSIONNEL

CALURATEN

intro 2



CALURATEN

30 Shades*

2oz

\$6.67 Tube

CALURA DEVELOPERS

2 Calura Developer*

32 oz

TOOLS AND ACCESSORIES

- 1 Stain Remover
- 1 Stain Protector
- 1 Technical Apron
- 2 Colour Bowl
- 2 Colour Brush
- 1 Calura TEN Shade Selector
- 1 Calura TEN timer

8 oz

8 oz

\$199.99

~~**\$249.99**~~

VALUE: \$412.80

YOU SAVE

52%

*stylist choice

oligo
PROFESSIONNEL

CALURA GLOSS

intro 1

CALURA GLOSS

108 Calura Gloss Shades* 2oz

\$4.63 Bottle



CALURA GLOSS

4 Gloss Developer * 32oz
1 Clear 32oz

CALURA

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

CALURA TEN

4 Calura Ten Shades *

BACKBAR

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

ACCESSORIES

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

\$499.99

~~**\$599.99**~~

VALUE: \$1,140.90

YOU SAVE

56%

*stylist choice



CALURA GLOSS

intro 2



CALURA GLOSS

40 Calura Gloss Shades* 2oz

\$6.24 Bottle

CALURA GLOSS

2 Gloss Developer* 32oz

CALURA

4 Calura Permanent Shades* 2oz
1 Developer 32oz

CALURA TEN

4 Calura Ten Shades*

ACCESSORIES

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

\$249.99

~~\$299.99~~

VALUE: \$506.55

YOU SAVE

51%

*stylist choice

oligo
PROFESSIONNEL



THE RULES

- Only 1 Intro in each category to salon/independent stylist
- New customers only (per category)
- NO EXTENSIONS