

oligo
PROFESSIONNEL

NEW YEAR GLOW UP

JANUARY-FEBRUARY 2025
PROMOTIONS



HAPPY BIRTHDAY CALURATEN!

One year of 10-minute hair colour needs to be celebrated! CaluraTEN is one of the best launch of 2024, nominated and voted for by the industry, for its creativity, innovation and efficiency behind the chair.

BUY 9 CALURATEN SHADES AND
GET 1 FREE!

2024 READERS' **FINA**
BEAUTY LAUNCHPAD **CHOICE** **LIST**



US: \$78.75

VALUE: \$87.50

SALON SAVINGS: 10%

BLINDED BY THE HAIR

Offer the shiniest hair to your salon guests with the best demi-permanent hair colour in the market, Calura Gloss!

BUY 12 CALURA GLOSS SHADES AND
GET 1 FREE LOTION DEVELOPER, 32 OZ!*



JLADNER



“Calura Gloss is truly innovative and represents the future of hair colour. The alcohol-free base is much **gentler on the hair and scalp, allowing for healthier, more hydrated results without compromising colour performance.** The hybrid technology, combining the best of both alkaline and acidic formulations, creates unparalleled shine and colour longevity.”

- J. Ladner, Chief Brand Ambassador



ACCESS THE
**CALURA GLOSS
LOOKBOOK
FOR 100+ FREE
FORMULAS**



US: \$88.20

VALUE: \$97.70

SALON SAVINGS: 10%

*Limit 1 per salon

OLIGO SHADE SELECTOR RACK

Say goodbye to clutter and hello to effortless colour selection with our exclusive shade selector rack.

**BUY 24 SHADES OF CALURA
PERMANENT
AND RECEIVE OUR NEW OLIGO
SHADE SELECTOR RACK
(VALUE OF \$50) FOR
FREE!***



US: \$210

VALUE: \$260

SALON SAVINGS: 19%

***Limit 1 per salon**

SUSTAINABILITY SHOULDN'T BREAK YOUR BANK

Reduce waste and save with easy-to-use refill bags.

ENJOY UP TO 25% OFF LITER REFILL BAGS!

Calura Moisture Balance Cleanser, 32 OZ - \$29.00
 Calura Moisture Balance Conditioner, 32 OZ - \$30.80
 Blacklight Nourishing Shampoo, 32 OZ - \$27.60
 Blacklight Nourishing Conditioner 32 OZ - \$30.80

Blacklight Blue Shampoo, 32 OZ - \$30.80
 Blacklight Blue Conditioner, 32 OZ - \$36.40
 Blacklight Violet Shampoo, 32 OZ - \$30.80
 Blacklight Violet Conditioner, 32 OZ - \$36.40



CALURA STYLING BEST SELLERS

They are best sellers for a reason! Give your guests the best hairstyles to feel confident starting this new year.

**BUY 4 OF THE SELECTED CALURA STYLING PRODUCTS AND
GET 1 FREE – MIX AND MATCH**

CALURA EXPRESS BLOWOUT MIST, 8.5 OZ

CALURA CURL BALM, 8.5 OZ

CALURA AMPLIFYING MOUSSE, 7.1 OZ



US: \$68.00

VALUE: \$85.00

SALON SAVINGS: 20%