

INTRO OFFERS 2025

THE OLIGO

CALURA PERMANENT

275	Calura Permanent Shade*	2 oz
8	Calura Permanent Developer*	32 oz
1	Demi Effect Lotion Developer	32 oz

CALURA TEN - FREE

10	CaluraTEN Shade*	2 oz
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CALURA GLOSS - FREE

80	Gloss Shade*	2 oz
6	Gloss Developer*	32 oz
1	Gloss Clear (0-00)	32 oz

CALURA BACKBAR - FREE

3	Moisture Balance Cleanser	32 oz
3	Moisture Balance Conditioner	32 oz
3	Colour Lock	32 oz
1	Recovery Masque	32 oz

CALURA CARE & STYLING - FREE

1	Perfecting Primer	8.5 oz
1	Styling Oil Elixir	3.04 oz
1	Styling Crème	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Curl Balm	8.5 oz
1	Express Dry Finishing Spray	14 oz
1	Flex Finish Shaping Spray	14 oz
1	Volume Powder	0.32 oz
1	Dry Texture Spray	7 oz
1	Sculpting Paste	3.4 oz
1	Amplifying Mousse	7.6 oz

BLACKLIGHT BACKBAR - FREE

1	Extra Blonde	2 lbs
1	Cool Toned Blonde	2 lbs
1	Balayage Clay Lightener	0.55 lbs
1	Cream Lightener	35 oz
6	Smart Developer*	32 oz

BLACKLIGHT RETAIL - FREE

1	Nourishing Shampoo	32 oz
1	Nourishing Conditioner	32 oz
1	Blue Shampoo Pro	32 oz
1	Blue Conditioner Pro	32 oz
1	Violet Shampoo Pro	32 oz
1	Violet Conditioner Pro	32 oz
1	Intensive Replenishing Mask	6.8 oz
1	18 in 1 Hair Beautifier	8.5 oz
1	Shine Drops	3.4 oz
1	Dry Shampoo	7 oz
1	Volumizing Fiber Mousse	7 oz

BLACKLIGHT SMART - FREE

1	Bond Protection and Strengthening Concentrate	16.5 oz
1	Purifying Shampoo Pro	16.5 oz
1	Repair Conditioner	16.5 oz
1	Bond Builder and Repair Treatment	16.5 oz
1	Hair and Scalp Care Oil	2.7 oz

SUPPORT TOOLS - FREE

3	Stain Remover	8 oz
1	Stain Protector	8 oz
1	Porosity Equalizer	8 oz
1	Clarifying Shampoo	32 oz
1	Scalp Protector	6.8 oz

OLIGO ACCESSORIES - FREE

3	Cape
3	Technical Apron
3	Kimono
6	Calura Gloss Applicator Bottle
6	Colour Brush
6	Colour Bowl
1	Digital Colour Scale
2	Tube Squeezer
1	Calura Permanent Shade Selector
1	Calura Gloss Shade Selector

* Stylist's choice

SALON COST:
\$2,499.99
VALUE \$5,549.97

YOU SAVE \$3,049.98
55%

CALURA PERMANENT INTRO 1

CALURA PERMANENT

100	Calura Permanent Shade*	2 oz
5	Calura Permanent Developer*	32 oz
1	Demi Effect Lotion Developer	32 oz

CALURATEN

6	CaluraTEN Shade*	2 oz
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CALURA GLOSS

6	Gloss Shade*	2 oz
1	Gloss Developer*	32 oz

CALURA BACKBAR

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

CALURA CARE & STYLING

1	Recovery Masque	5 oz
1	Styling Crème	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Express Dry Finishing Spray	14 oz
1	Flex Finish Shaping Spray	14 oz
1	Dry Texture Spray	7 oz
1	Amplifying Mousse	7.6 oz

BLACKLIGHT BACKBAR

1	Extra Blonde	1 lb
1	Smart Developer*	32 oz

SUPPORT TOOLS

1	Stain Remover	8 oz
1	Stain Protector	8 oz
1	Porosity Equalizer	8 oz
1	Clarifying Shampoo	32 oz
1	Scalp Protector	6.8 oz

OLIGO ACCESSORIES

1	Cape
1	Technical Apron
1	Kimono
1	Calura Gloss Applicator Bottle
3	Colour Brush
3	Colour Bowl
1	Digital Colour Scale
1	Tube Squeezer
1	Calura Permanent Shade Selector

CALURA

SALON COST:

\$799.99

VALUE \$1,678.89

YOU SAVE \$878.90

52%

* Stylist's choice

CALURA PERMANENT INTRO 2

CALURA PERMANENT

50	Calura Permanent Shade*	2 oz
4	Calura Permanent Developer*	32 oz
1	Demi Effect Lotion Developer	32 oz

CALURATEN

4	CaluraTEN Shade*	2 oz
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CALURA GLOSS

4	Gloss Shade*	2 oz
1	Gloss Developer*	32 oz

CALURA BACKBAR

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

SUPPORT TOOLS

1	Stain Remover	8 oz
1	Stain Protector	8 oz

OLIGO ACCESSORIES

1	Technical Apron
2	Colour Brush
2	Colour Bowl
1	Digital Colour Scale
1	Tube Squeezer
1	Calura Permanent Shade Selector

* Stylist's choice

CALURA

SALON COST:

\$499.99

VALUE \$903.99

YOU SAVE \$404.00

45%

oligo
PROFESSEUR



CALURA PERMANENT INTRO 3

CALURA PERMANENT SHINE

- 25 Calura Permanent Shade* 2 oz
- 2 Calura Permanent Developer* 32 oz

CALURA CARE & STYLING

- 1 Moisture Balance Cleanser 8.5 oz
- 1 Moisture Balance Conditioner 8.5 oz
- 1 Colour Lock 32 oz

ACCESSORIES

- 1 Digital Colour Scale
- 1 Tube Squeezer
- 2 Colour Brush
- 2 Colour Bowl
- 1 Calura Permanent Shade Selector
- 1 Technical Apron

SALON COST:
\$299.99
VALUE \$508.74

YOU SAVE \$208.75
41%

* Stylist's choice

CALURA PERMANENT: TRY ME

CALURA PERMANENT

- 12 Calura Permanent Shade* 2 oz
- 1 Calura Permanent Developer* 32 oz

ACCESSORIES

- 1 Colour Brush
- 1 Colour Bowl

CALURA

SALON COST:

\$99.99

VALUE \$123.00

YOU SAVE \$23.01

19%

* Stylist's choice



CALURA GLOSS INTRO 1

CALURA GLOSS

- 95 Gloss Shade* 2 oz
- 6 Gloss Developers* 32 oz
- 1 Gloss Clear (0-00) 32 oz

CALURA PERMANENT

- 4 Calura Permanent Shade* 2 oz
- 1 Calura Permanent Developer* 32 oz

CALURATEN

- 4 CaluraTEN Shade* 2 oz

CALURA BACKBAR

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

BLACKLIGHT BACKBAR

- 1 Extra Blonde 1 lb
- 1 Smart Developer* 32 oz

ACCESSORIES

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

SALON COST:

\$599.99

VALUE \$1,207.64

YOU SAVE \$607.65

50%

* Stylist's choice



CALURA GLOSS INTRO 2

CALURA GLOSS

40 Gloss Shades* 2 oz

3 Gloss Developers* 32 oz

CALURATEN

4 CaluraTEN Shade* 2 oz

CALURA PERMANENT

4 Calura Permanent Shade* 2 oz

1 Calura Permanent Developer* 32 oz

CALURA BACKBAR

1 Moisture Balance Cleanser 32 oz

1 Moisture Balance Conditioner 32 oz

BLACKLIGHT BACKBAR

1 Extra Blonde 1 lb

1 Smart Developer* 32 oz

ACCESSORIES

1 Technical Apron

1 Colour Bowl

1 Colour Brush

1 Calura Gloss Shade Selector

2 Calura Gloss Applicator Bottle

CALURA
gloss

SALON COST:

\$399.99

VALUE \$642.40

YOU SAVE \$242.41

38%

* Stylist's choice



CALURA GLOSS: TRY ME

CALURA GLOSS

- 12 Calura Gloss Shade* 2 oz
- 1 Calura Gloss Developer 32 oz

ACCESSORIES

- 1 Calura Gloss Applicator Bottle



SALON COST:

\$79.99

VALUE \$103.45

YOU SAVE \$23.46

23%

* Stylist's choice

oligo
PROFESIONNEL

CALURATEN INTRO 1

CALURATEN

60 Calura TEN Shade* 2 oz

CALURA PERMANENT

4 Calura Permanent Developer* 32 oz

CALURA BACKBAR

1 Moisture Balance Cleanser 32 oz

1 Colour Lock 32 oz

SUPPORT TOOLS

1 Stain Remover 8 oz

1 Stain Protector 8 oz

OLIGO ACCESSORIES

1 Technical Apron

2 Colour Brush

2 Colour Bowl

1 Digital Colour Scale

1 CaluraTEN Timer

1 CaluraTEN Shade Selector

CALURATEN

SALON COST:

\$399.99

VALUE \$835.34

YOU SAVE \$435.35

52%

* Stylist's choice



CALURATEN INTRO 2

CALURATEN

30 CaluraTEN Shade* 2 oz

CALURA PERMANENT

2 Calura Permanent Developer* 32 oz

CALURA CARE & STYLING

1 Moisture Balance Cleanser 8.5 oz

1 Colour Lock 32 oz

SUPPORT TOOLS

1 Stain Remover 8 oz

1 Stain Protector 8 oz

OLIGO ACCESSORIES

2 Colour Brush

2 Colour Bowl

1 CaluraTEN Shade Selector

CALURATEN

SALON COST:

\$249.99

VALUE \$439.09

YOU SAVE \$189.10

43%

* Stylist's choice

CALURATEN DISCOVERY KIT

CALURATEN

1	CaluraTEN 5 NEUTRAL	2 oz
1	CaluraTEN 6 NEUTRAL	2 oz
1	CaluraTEN 7 NEUTRAL	2 oz
1	CaluraTEN 8 NEUTRAL	2 oz
1	CaluraTEN 9 NEUTRAL	2 oz
1	CaluraTEN 5 INTENSE NEUTRAL	2 oz
1	CaluraTEN 7 INTENSE NEUTRAL	2 oz
1	CaluraTEN 6-318/6GAB	2 oz
1	CaluraTEN 8-318/8GAB	2 oz
1	CaluraTEN 6-8/6B	2 oz

CALURA PERMANENT

1	Calura Developer 20 VOL. (6%)	32 oz
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SUPPORT TOOLS

1	Stain Remover	8 oz
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OLIGO ACCESSORIES

1	Colour Brush
1	Colour Bowl
1	CaluraTEN Timer



CALURATEN

SALON COST:

\$89.99

VALUE \$131.30

YOU SAVE \$41.31

31%

PREPACK

CALURA CARE & STYLING INTRO 1

CALURA CARE & STYLING

3	Moisture Balance Cleanser	8.5 oz
1	Moisture Balance Cleanser	32 oz
3	Moisture Balance Cleanser	2 oz
3	Moisture Balance Conditioner	8.5 oz
1	Moisture Balance Conditioner	32 oz
3	Moisture Balance Conditioner	2 oz
3	Volume Powder	0.32 oz
3	Styling Crème	8.5 oz
3	Styling Crème	2 oz
3	Recovery Masque	5 oz
1	Recovery Masque	32 oz
3	Curl Balm	8.5 oz
3	Styling Oil Elixir	3.04 oz
3	Perfecting Primer	8.5 oz
3	Express Blowout Mist	8.5 oz
3	Express Blowout Mist	2 oz
3	Sculpting Paste	3.4 oz
3	Amplifying Mousse	7.6 oz
3	Express Dry Finishing Spray	14 oz
3	Flex Finish Shaping Spray	14 oz
3	Dry Texture Spray	7 oz
1	Shelf talker holders (Pack of 14)	

CALURA

SALON COST:
\$499.99
VALUE \$990.40

YOU SAVE \$490.41
50%

CALURA CARE & STYLING: TRY ME

CALURA CARE & STYLING

- | | | |
|---|------------------------------|---------|
| 1 | Moisture Balance Cleanser | 8.5 oz |
| 1 | Moisture Balance Conditioner | 8.5 oz |
| 1 | Volume Powder | 0.32 oz |
| 1 | Styling Crème | 8.5 oz |
| 1 | Recovery Masque | 5 oz |
| 1 | Curl Balm | 8.5 oz |
| 1 | Styling Oil Elixir | 3.04 oz |
| 1 | Perfecting Primer | 8.5 oz |
| 1 | Express Blowout Mist | 8.5 oz |
| 1 | Sculpting Paste | 3.4 oz |
| 1 | Amplifying Mousse | 7.6 oz |
| 1 | Express Dry Finishing Spray | 14 oz |
| 1 | Flex Finish Shaping Spray | 14 oz |
| 1 | Dry Texture Spray | 7 oz |



CALURA

SALON COST:

\$149.99

VALUE \$236.00

YOU SAVE \$86.01

36%



BLACKLIGHT INTRO 1

BLACKLIGHT LIGHTENERS

2 Extra Blonde	2 lbs
2 Cool Toned Blonde	2 lbs
1 Balayage Clay Lightener	0.55 lbs
1 Cream Lightener	35 oz
6 Smart Developer*	32 oz
5 PowerShades* (Clear, -12, -32, -43, -55)	2 oz

BLACKLIGHT BACKBAR

1 Nourishing Shampoo	32 oz
1 Nourishing Conditioner	32 oz
1 Blue or Violet Shampoo Pro*	32 oz
1 Blue or Violet Conditioner Pro*	32 oz

BLACKLIGHT SMART

1 Bond Builder and Repair Treatment	16.5 oz
1 Bond Protection and Strengthening Concentrate	16.5 oz
1 Purifying Shampoo Pro	16.5 oz

CALURA GLOSS

6 Gloss Shade*	2 oz
1 Gloss Developer*	32 oz

* Stylist's choice

blacklight

SALON COST:

\$449.99

VALUE \$884.25

YOU SAVE \$434.26

49%



BLACKLIGHT INTRO 2

BLACKLIGHT LIGHTENERS

- | | | |
|---|-------------------------|---------|
| 1 | Extra Blonde | 2 lbs |
| 1 | Cool Toned Blonde | 2 lbs |
| 1 | Balayage Clay Lightener | 0.55 lb |
| 1 | Cream Lightener | 14 oz |
| 3 | Smart Developer* | 32 oz |

BLACKLIGHT SMART

- | | | |
|---|---|--------|
| 1 | Bond Protection and Strengthening Concentrate | 3.4 oz |
| 1 | Bond Builder and Repair Treatment | 5 oz |

CALURA GLOSS

- | | |
|---|------------------|
| 4 | Gloss Shade* |
| 1 | Gloss Developer* |

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SALON COST:

\$199.99

VALUE \$293.05

YOU SAVE \$93.06

32%

* Stylist's choice



BLACKLIGHT: TRY ME

BLACKLIGHT LIGHTENERS

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

CALURA GLOSS

- 3 Gloss Shade* 2 oz
- 1 Gloss Developer* 32 oz



blacklight

SALON COST:

\$79.99

VALUE \$99.40

YOU SAVE \$19.41

20%

* Stylist's choice



BLACKLIGHT RETAIL INTRO 1

BLACKLIGHT CARE & STYLING

3	Nourishing Shampoo	8.5 oz
3	Nourishing Conditioner	8.5 oz
3	Intensive Replenishing mask	6.8 oz
3	Intensive Replenishing mask	1.7 oz
3	18 in 1 Hair Beautifier	8.5 oz
3	18 in 1 Hair Beautifier	2 oz
3	Shine Drops	3.4 oz
3	Dry Shampoo	7 oz
3	Dry Shampoo	1.5 oz
3	Blue Shampoo	8.5 oz
3	Blue Conditioner	8.5 oz
3	18 in 1 Blue Hair Beautifier	8.5 oz
3	Blue Intensive Replenishing mask	6.8 oz
3	Violet Shampoo	8.5 oz
3	Violet Conditioner	8.5 oz
3	18 in 1 Violet Hair Beautifier	8.5 oz
3	Violet Intensive Replenishing mask	6.8 oz
3	Volumizing Shine Hairspray	8.5 g
3	Volumizing Fiber Mousse	7 oz
3	Volumizing Styling Balm	8.5 oz
3	Thickening Spray	8.5 oz
3	Volumizing Shampoo	7.75 oz
3	Volumizing Conditioner	7.75 oz

Violet Shampoo Anti-Yellow

11 amino acids and argan oil.
Sulfate, salt & paraben free.
100% vegan ingredients.

Shampooing Violet Anti-jaunissement

11 acides aminés et huile d'argan.
Sans sulfates, sel & parabène.
Ingrédients 100% végétaux.

Champú Violet Anti Tonos Amarillos

11 aminoácidos y aceite de argán.
Sin sulfatos, sales ni parabenos.
100% ingredientes veganos.

Nourishing Shampoo

For highlighted, bleached and colour treated hair.
Enriched with 11 amino acids and argan oil.
Sulfate, salt and paraben free.
100% vegan ingredients.

Shampooing Nourissant

Pour cheveux méchés, décolorés et colorés.
Enrichi de 11 acides aminés et d'huile d'argan.
Sans sulfates, sel et parabène.
Ingrédients 100% végétaux.

Champú nutritivo

11 aminoácidos y aceite de argán.
Sin sulfatos, sales ni parabenos.
100% ingredientes veganos.

SALON COST:

\$499.99

VALUE \$1,047.75

YOU SAVE \$547.76

52%

Champú Azul

11 aminoácidos y aceite de argán.
Sin sulfatos, sales ni parabenos.
100% ingredientes veganos.



BLACKLIGHT RETAIL: TRY ME

BLACKLIGHT CARE & STYLING

1	Nourishing Shampoo	8.5 oz
1	Nourishing Conditioner	8.5 oz
1	Blue Shampoo	8.5 oz
1	Blue Conditioner	8.5 oz
1	Violet Shampoo	8.5 oz
1	Violet Conditioner	8.5 oz
1	18 in 1 Hair Beautifier	8.5 oz
1	Intensive Replenishing mask	6.8 oz
1	Dry Shampoo	7 oz



blacklight

SALON COST:

\$109.99

VALUE \$143.75

YOU SAVE \$33.76

23%



BLACKLIGHT SMART INTRO 1

BLAKCLIGHT SMART PRO

1	Purifying Shampoo Pro	16.5 oz
1	Repair Conditioner	16.5 oz
1	Bond Builder and Repair Treatment	16.5 oz
1	Bond Protection and Strengthening Concentrate	16.5 oz

BLACKLIGHT SMART RETAIL

3	Purifying Shampoo	8.5 oz
3	Repair Conditioner	8.5 oz
3	Hair and Scalp Care Oil	2.7 oz
3	Smart Thermal Shield	8.5 oz
3	Bond Builder and Repair Treatment	5 oz
12	Bond Builder and Repair Treatment	0.5 oz



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SMART

SALON COST:

\$299.99

VALUE \$627.75

YOU SAVE \$327.76

52%



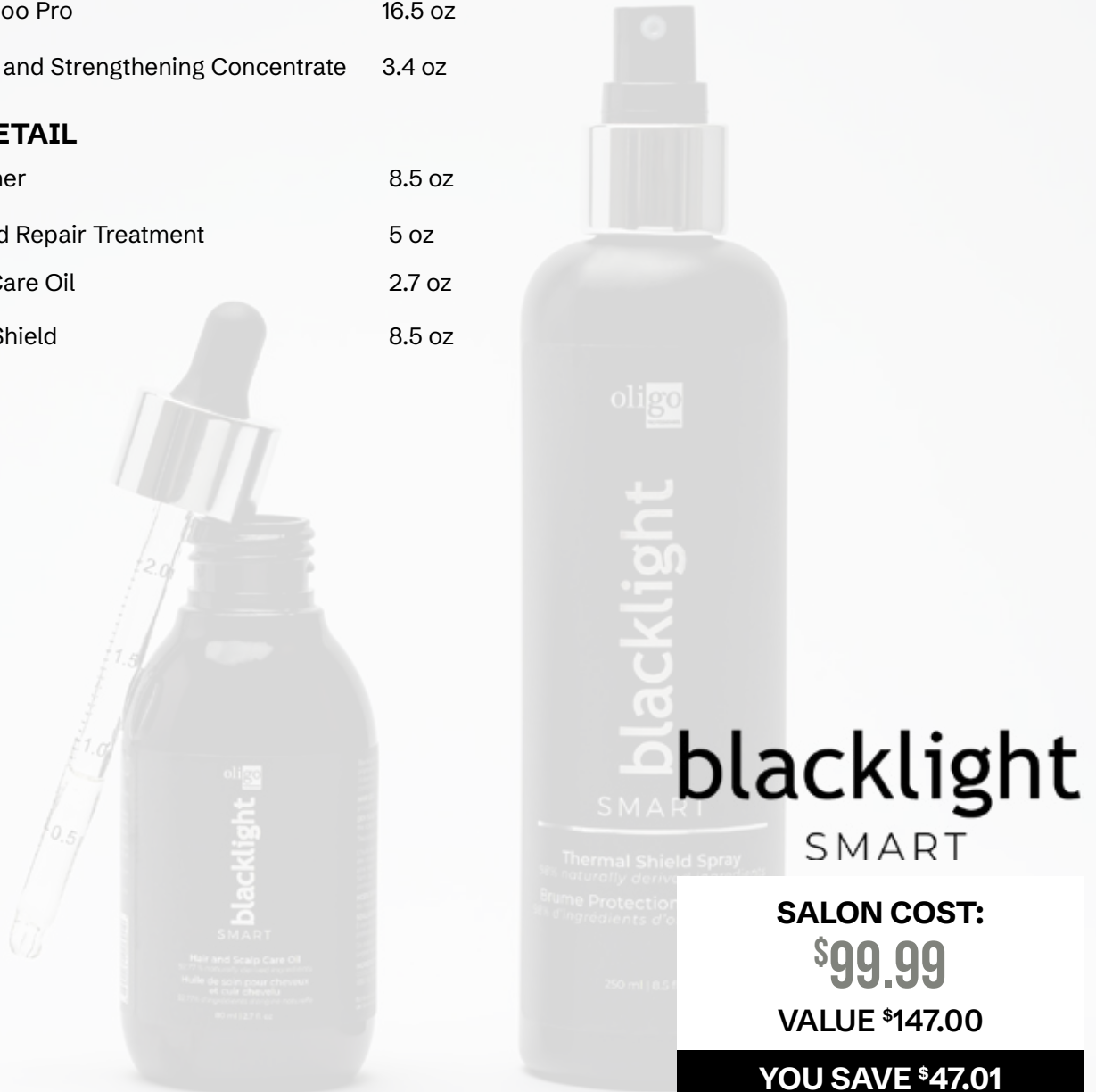
BLACKLIGHT SMART: TRY ME

BLACKLIGHT PRO

- 1 Purifying Shampoo Pro 16.5 oz
- 1 Bond Protection and Strengthening Concentrate 3.4 oz

BLACKLIGHT RETAIL

- 1 Repair Conditioner 8.5 oz
- 1 Bond Builder and Repair Treatment 5 oz
- 1 Hair and Scalp Care Oil 2.7 oz
- 1 Smart Thermal Shield 8.5 oz



blacklight
SMART

SALON COST:
\$99.99
VALUE \$147.00

YOU SAVE \$47.01
32%

FUNKHUE: INTRO 1

FUNKHUE

- 36 FunkHue Shade* 3.4 oz
- 1 FunkHue Swatch Ring

CALURA BACKBAR

- 1 Colour Lock 32 oz

COLOUR TO CHOOSE FROM:

- LILAC
- AZURE
- BONBON
- PINK
- FUCHSIA
- VIOLET
- RED
- WINE
- BLUE
- ROYAL
- TURQUOISE
- GREEN
- LIME
- YELLOW
- ORANGE
- STEEL
- BLACK
- BROWN
- CLEAR



FUNKHUE

SALON COST:

\$249.99

VALUE \$403.60

YOU SAVE \$153.61

38%

* Stylist's choice

FUNKHUE: INTRO 2

FUNKHUE

- 14 FunkHue Shade* 3.4 oz
- 1 FunkHue Swatch Ring

CALURA BACKBAR

- 1 Colour Lock 32 oz

COLOUR TO CHOOSE FROM:

- LILAC
- AZURE
- BONBON
- PINK
- FUCHSIA
- VIOLET
- RED
- WINE
- BLUE
- ROYAL
- TURQUOISE
- GREEN
- LIME
- YELLOW
- ORANGE
- STEEL
- BLACK
- BROWN
- CLEAR



SALON COST:

\$149.99

VALUE \$197.90

YOU SAVE \$47.91

24%

* Stylist's choice

SUPPORT TOOLS

SUPPORT TOOLS

- 1 Porosity Equalizer 8 oz
- 1 Stain Protector 8 oz
- 1 Stain Remover 8 oz
- 1 Scalp Protector 6.8 oz
- 1 Clarifying Shampoo 32 oz



SALON COST:
\$49.99
VALUE \$67.15

YOU SAVE \$17.16
26%

WAVES & TEXTURE

SUPPORT TOOLS

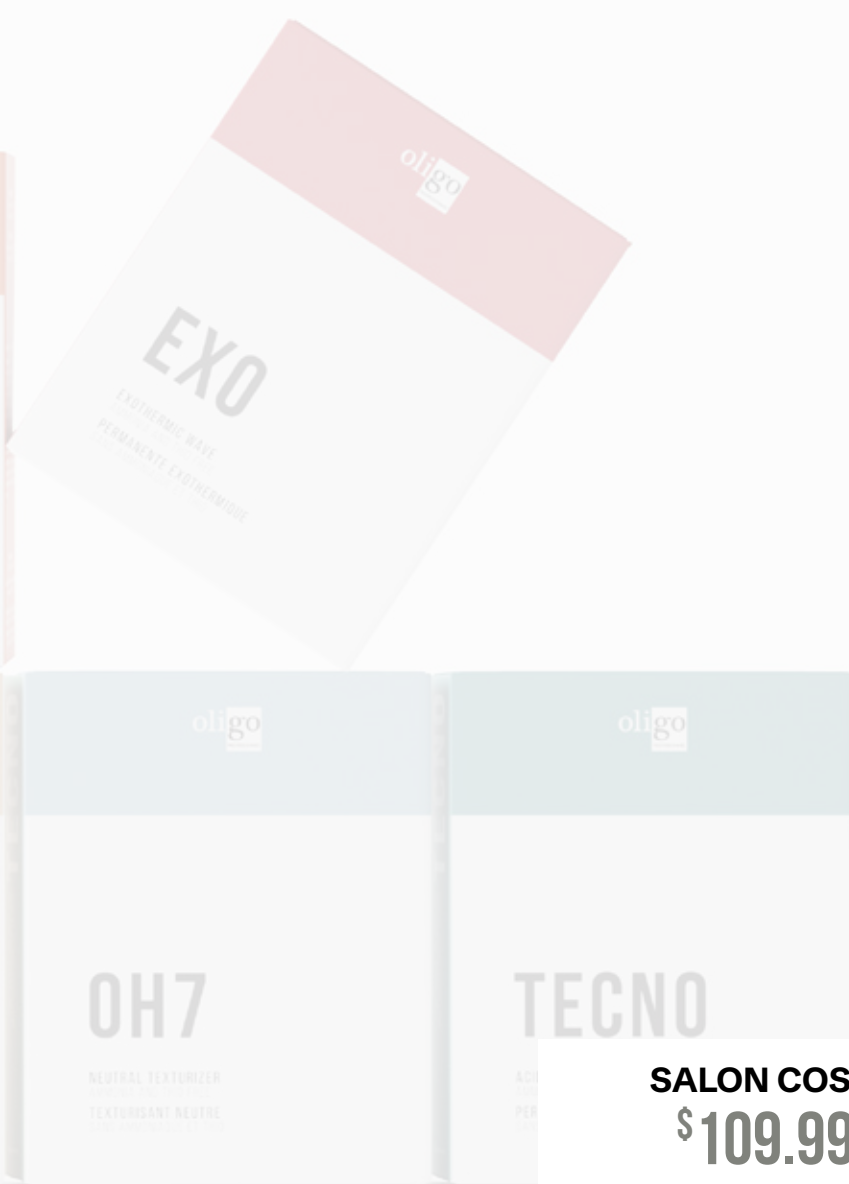
- 1 Porosity Equalizer 8 oz
- 1 Clarifying Shampoo 32 oz

CALURA CARE & STYLING

- 1 Curl Balm 8.5 oz
- 1 Perfecting Primer 8.5 oz

PERMS

- 2 Alka
- 2 Exo
- 2 Tecno
- 2 OH7
- 2 OH6



SALON COST:
\$109.99
 VALUE \$161.80
YOU SAVE \$51.81
32%