

# TO GIVE WITH CARE

SEPTEMBER-OCTOBER 2025  
PROMOTIONS





LAUNCHING OCTOBER 1<sup>ST</sup>

# NEW! CALURATEN SHADES

We are excited to announce the launch of new 8-10 level shades in CaluraTEN! With Blonde Express, you will be able to achieve flawless results with a quick 10-minute processing time.

## KIT INCLUDES:

- 1 X CALURATEN 8-34 /8GK, 2 OZ
- 1 X CALURATEN 10-34 /10GK, 2 OZ
- 1 X CALURATEN 9-18 /9AB, 2 OZ
- 1 X CALURATEN 10-18 /10AB, 2 OZ
- 1 X CALURATEN 10 NEUTRAL, 2 OZ
- 1 X CALURATEN 10-1/10A, 2 OZ
- 1 X CALURATEN 10-318 /10GAB, 2 OZ
- 2 X CALURA PERMANENT DEVELOPER, 20 VOL. (6%), 8 OZ (VALUE \$4)
- 1 X FREE SWATCH SHEET



### RATIO 1:1

Processing Time

Tone on tone or darker

10 minutes

20 VOL. (6%)

## BLONDE EXPRESS

CALURATEN



US: \$52.00

VALUE: \$69.25

SALON SAVINGS: 25%

# 8 ULTRA

Experience the power of 8 ULTRA where full coverage meets luminous blondes.

## FLAWLESS COVERAGE

100% white hair coverage from 30% to 100% white hair, delivering effortlessly soft, radiant blondes.

## MIX & CREATE

Intermixable with all Calura Permanent Shine shades (excluding Pure Blonde) for ultimate customization.

Free of PPD  
and Ammonia

Exothermic  
Technology

Shiny  
result

No animal derived  
ingredients



## KIT INCLUDES:

- 2 X CALURA PERMANENT 8U NEUTRAL, 2 OZ
- 2 X CALURA PERMANENT 8U-12/8U-AI, 2 OZ
- 2 X CALURA PERMANENT 8U-36/8U-GV, 2 OZ
- 2 X CALURA PERMANENT 8U-3/8U-G, 2 OZ
- 1 X CALURA PERMANENT DEVELOPER 30 VOL. (9%), 8 OZ (VALUE \$4)
- 1 X CALURA PERMANENT DEVELOPER 40 VOL. (12%), 8 OZ (VALUE \$4)



8U NEUTRAL



8U-12/8U-AI



8U-36/8U-GV



8U-3/8U-G

US: \$54.00

VALUE: \$78.00

SALON SAVINGS: 31%



# HOLIDAY CURATED ESSENTIALS

These carefully selected kits offer the best haircare to your salon guests. Each trio offers hydration, repair and easy at-home styling.

## CALURA HYDRATION ESSENTIALS

MOISTURE BALANCE CLEANSER, 8.5 OZ

RECOVERY MASQUE, 5 OZ

PERFECTING PRIMER, 8.5 OZ

## CALURA CURL ESSENTIALS

MOISTURE BALANCE CLEANSER, 8.5 OZ

RECOVERY MASQUE, 5 OZ

CURL BALM, 8.5 OZ



US: \$37.50 / kit

VALUE: \$50.00

SALON SAVINGS: 25%



# HOLIDAY RETAIL DUOS

ENJOY 20% OFF

Calura Moisture Balance Cleanser and Conditioner, 8.5 oz - **\$24.80**

Blacklight Blue Shampoo and Conditioner, 8.5 oz - **\$25.60**

Blacklight Volumizing Shampoo and Conditioner, 7.75 oz - **\$24.00**

Blacklight SMART Purifying Shampoo and Repair Conditioner, 8.5 oz - **\$29.60**

Blacklight Nourishing Shampoo and Conditioner, 8.5 oz - **\$23.20**

Blacklight Violet Shampoo and Conditioner, 8.5 oz - **\$25.60**



# CALURA ORNAMENTS

Suitable for every hair type, these ornaments are a thoughtful gift for salon guests.

MOISTURE BALANCE CLEANSER, 2 OZ

EXPRESS BLOWOUT MIST, 2 OZ

US: \$5.50 / ornament  
VALUE: \$6.45  
SALON SAVINGS: 15%



# TURN UP THE VOLUME

It's party time! Perfect for a bouncy blowout that your salon guest can achieve at home, this kit offers volume and hold.

## KIT INCLUDES:

- 1 X BLACKLIGHT VOLUMIZING FIBER MOUSSE, 7 OZ
- 1 X BLACKLIGHT VOLUMIZING SHINE HAIRSPRAY, 8.5 OZ

US: \$25.00

VALUE: \$32.00

SALON SAVINGS: 22%



# SMART TRIO

Stock up on Blacklight SMART must-haves to offer a clean scalp, repaired ends and added bond protection to your colour and lightening services.

## BUY:

- 1 X PURIFYING SHAMPOO PRO, 16.5 OZ
- 1 X REPAIR CONDITIONER, 16.5 OZ

## FREE:

- 1 X BOND PROTECTION AND STRENGTHENING CONCENTRATE, 3.4 OZ (VALUE \$37.50)

US: \$66.25

VALUE: \$103.75

SALON SAVINGS: 36%

