



SALON NAME: _____
 DATE: _____

CALURATEN
ALL 2 oz: \$8.75

SHADE	QTY
NEUTRAL	
3 NEUTRAL	
5 NEUTRAL	
6 NEUTRAL	
7 NEUTRAL	
8 NEUTRAL	
9 NEUTRAL	
10 NEUTRAL	
INTENSE NEUTRAL	
3 INTENSE NEUTRAL	
5 INTENSE NEUTRAL	
6 INTENSE NEUTRAL	
7 INTENSE NEUTRAL	
8 INTENSE NEUTRAL	
9 INTENSE NEUTRAL	
ASH	
5-1 / 5A	
7-1 / 7A	
9-1 / 9A	
10-1/10A	
INTENSE ASH	
6-11 / 6AA	
8-11 / 8AA	
IRIDESCENT	
9-2 / 9I	
ASH BROWN	
9-18/ 9AB	
10-18/ 10AB	

CALURATEN
ALL 2 oz: \$8.75

SHADE	QTY
GOLD	
5-3 / 5G	
7-3 / 7G	
9-3 / 9G	
GOLD COPPER	
8-34 / 8GK	
10-34/10GK	
COOL BROWN	
4-318 / 4GAB	
6-318 / 6GAB	
8-318/8GAB	
10-318/10GAB	
COPPER	
7-4 / 7K	
INTENSE RED	
6-55 / 6RR	
VIOLET	
5-6 / 5V	
BROWN	
4-8 / 4B	
6-8 / 6B	
8-8 / 8B	
CLEAR	
CLEAR	
DEVELOPERS	
20 VOL. \$9.50	
30 VOL. \$9.50	
40 VOL. \$9.50	



SALON NAME: _____
 DATE: _____

CALURA PERMANENT
ALL 2 oz: \$8.75

SHADE	QTY
NEUTRAL	
1 NEUTRAL	
2 NEUTRAL	
3 NEUTRAL	
4 NEUTRAL	
5 NEUTRAL	
6 NEUTRAL	
7 NEUTRAL	
8 NEUTRAL	
9 NEUTRAL	
10 NEUTRAL	
INTENSE NEUTRAL	
3 INTENSE NEUTRAL	
4 INTENSE NEUTRAL	
5 INTENSE NEUTRAL	
6 INTENSE NEUTRAL	
7 INTENSE NEUTRAL	
8 INTENSE NEUTRAL	
9 INTENSE NEUTRAL	
ASH	
1-1 / 1A	
4-1 / 4A	
5-1 / 5A	
6-1 / 6A	
7-1 / 7A	
8-1 / 8A	
9-1 / 9A	
10-1 / 10A	
INTENSE ASH	
4-11 / 4AA	
5-11 / 5AA	
6-11 / 6AA	
7-11 / 7AA	
8-11 / 8AA	
ASH BROWN	
3-18 / 3AB	
5-18 / 5AB	
6-18 / 6AB	
7-18 / 7AB	
8-18 / 8AB	
MATTE	
4-13 / AG	
5-13 / AG	
6-13 / AG	
7-13 / AG	
8-13 / AG	
IRIDESCENT	
7-2 / 7I	
8-2 / 8I	
9-2 / 9I	
10-2 / 10I	
GOLD	
5-3 / 5G	
6-3 / 6G	
7-3 / 7G	
8-3 / 8G	
9-3 / 9G	

CALURA PERMANENT
ALL 2 oz: \$8.75

SHADE	QTY
COOL BEIGE	
3-31 / 3GA	
4-31 / 4GA	
5-31 / 5GA	
6-31 / 6GA	
7-31 / 7GA	
8-31 / 8GA	
9-31 / 9GA	
10-31 / 10GA	
COOL BROWN	
4-318 / 4GAB	
5-318 / 5GAB	
6-318 / 6GAB	
7-318 / 7GAB	
8-318 / 8GAB	
9-318 / 9GAB	
BEIGE	
8-32 / 8GI	
9-32 / 9GI	
10-32 / 10GI	
GOLD COPPER	
5-34 / 5GK	
6-34 / 6GK	
7-34 / 7GK	
8-34 / 8GK	
9-34 / 9GK	
GOLDEN BEIGE	
7-36 / 7GV	
8-36 / 8GV	
9-36 / 9GV	
10-36 / 10GV	
COPPER	
5-4 / 5K	
6-4 / 6K	
7-4 / 7K	
INTENSE COPPER	
5-44 / 5KK	
6-44 / 6KK	
7-44 / 7KK	
COPPER RED	
6-45 / 6KR	
7-45 / 7KR	
RED COPPER	
5-54 / 5RK	
6-54 / 6RK	
7-54 / 7RK	
INTENSE RED	
5-55 / 5RR	
6-55 / 6RR	
7-55 / 7RR	
RED VIOLET	
4-56 / 4RV	
5-56 / 5RV	
6-56 / 6RV	
VIOLET	
4-6 / 4V	
5-6 / 5V	
6-6 / 6V	

CALURA PERMANENT
ALL 2 oz: \$8.75

SHADE	QTY
MAHOGANY	
4-7 / 4M	
5-7 / 5M	
6-7 / 6M	
LUXURIANT COPPER	
5-444 / 5K3	
6-444 / 6K3	
7-444 / 7K3	
LUXURIANT RED-VIOLET	
4-556 / 4RRV	
5-556 / 5RRV	
6-556 / 6RRV	
LUXURIANT VIOLET	
1-66 / 1VV	
3-66 / 3VV	
4-66 / 4VV	
5-66 / 5VV	
BROWN	
4-8 / 4B	
5-8 / 5B	
6-8 / 6B	
7-8 / 7B	
8-8 / 8B	
9-8 / 9B	
10-8 / 10B	
PURE BLONDES	
12-1 / 12A	
12-2 / 12I	
12-16 / 12AV	
12-6 / 12V	
12-31 / 12GA	
8 ULTRA	
8U NEUTRAL	
8U-12 / AI	
8U-36 / GV	
8U-3 / G	
BLONDING CREAM	
BC	
PASTEL	
P-1	
P-12	
P-32	
P-82	
NEUTRALIZERS	
0-16 / 0AV	
0-11 / 0AA	
INTENSIFIERS	
0-33 / 0GG	
0-44 / 0KK	
0-55 / 0RR	
0-66 / 0VV	
CLEAR	
DEVELOPERS	
10 VOL. \$9.50	
20 VOL. \$9.50	
30 VOL. \$9.50	
40 VOL. \$9.50	
DEMI EFFECT \$15.00	



SALON NAME: _____
 DATE: _____

CALURA GLOSS
ALL 2 oz: \$7.35

SHADE	QTY
NEUTRAL	
3 NEUTRAL	
4 NEUTRAL	
5 NEUTRAL	
6 NEUTRAL	
7 NEUTRAL	
8 NEUTRAL	
9 NEUTRAL	
10 NEUTRAL	
INTENSE NEUTRAL	
3 INTENSE NEUTRAL	
4 INTENSE NEUTRAL	
5 INTENSE NEUTRAL	
6 INTENSE NEUTRAL	
7 INTENSE NEUTRAL	
8 INTENSE NEUTRAL	
NEUTRAL BROWN	
3 NEUTRAL BROWN	
4 NEUTRAL BROWN	
5 NEUTRAL BROWN	
6 NEUTRAL BROWN	
7 NEUTRAL BROWN	
8 NEUTRAL BROWN	
9 NEUTRAL BROWN	
10 NEUTRAL BROWN	
ASH	
1-1 / 1A	
6-1 / 6A	
7-1 / 7A	
8-1 / 8A	
9-1 / 9A	
INTENSE ASH	
6-11 / 6AA	
7-11 / 7AA	
8-11 / 8AA	
9-11 / 9AA	
PEARL	
7-12 / 7AI	
8-12 / 8AI	
9-12 / 9AI	
10-12 / 10AI	
MATTE	
4-13 / AG	
5-13 / AG	
6-13 / AG	
7-13 / AG	
8-13 / AG	

CALURA GLOSS
ALL 2 oz: \$7.35

SHADE	QTY
GOLD	
3-3 / 3G	
5-3 / 5G	
7-3 / 7G	
9-3 / 9G	
GOLD IRIDESCENT	
6-32 / 6GI	
7-32 / 7GI	
8-32 / 8GI	
9-32 / 9GI	
GOLD COPPER	
4-34 / 4GK	
6-34 / 6GK	
8-34 / 8GK	
BEIGE	
7-36 / 7GV	
8-36 / 8GV	
9-36 / 9GV	
10-36 / 10GV	
COPPER	
5-4 / 5K	
7-4 / 7K	
8-4 / 8K	
COPPER GOLD	
6-43 / 6KG	
8-43 / 8KG	
RED	
3-5 / 3R	
6-5 / 6R	
7-5 / 7R	
VIOLET	
3-6 / 3V	
5-6 / 5V	
7-6 / 7V	
9-6 / 9V	
10-6 / 10V	
INTENSE VIOLET	
7-66 / 7VV	
9-66 / 9VV	
MIXERS	
0-11 / 0AA	
0-13 / AG	
0-16 / 0AV	
0-33 / 0GG	
0-44 / 0KK	
0-55 / 0RR	
0-66 / 0VV	
CLEAR	
2 OZ / 60 ML	
32 OZ / 1 L \$34	
DEVELOPERS	
LOTION 7 VOL.\$9.50	
CREAM 7 VOL. \$9.50	
CREAM 13 VOL \$9.50	

CALURA GLOSS MEN
ALL 2 oz: \$7.35

SHADE	QTY
SHADES	
LEVEL 3	
LEVEL 5	
LEVEL 7	
DEVELOPER	
20 VOLUME (6%) \$9.50	



SALON NAME: _____
 DATE: _____

PRODUCT	SIZE	PRICE	QTY
CARE AND STYLING			
Moisture Balance Cleanser	8.5 oz	\$15.00	
Moisture Balance Cleanser	32 oz	\$38.75	
Moisture Balance Cleanser	2 oz	\$6.45	
Moisture Balance Conditioner	8.5 oz	\$16.00	
Moisture Balance Conditioner	32 oz	\$41.25	
Moisture Balance Conditioner	2 oz	\$6.45	
Colour Lock	32 oz	\$41.00	
Volume Powder	0.32 fl.oz	\$15.00	
Styling Crème	8.5 oz	\$18.00	
Styling Crème	2 oz	\$6.45	
Recovery Mask	5 fl.oz	\$18.00	
Recovery Mask	32 oz	\$89.00	
Curl Balm	8.5 oz	\$17.00	
Styling Oil Elixir	3.04fl.oz	\$17.50	
Perfecting Primer	8.5 oz	\$17.00	
Express Blowout Mist	8.5 oz	\$17.00	
Express Blowout Mist	2 oz	\$6.45	
Express Dry Finishing Hairspray	14 oz	\$17.50	
Flex Finish Shaping Spray	14 fl.oz	\$17.50	
Dry Texture Spray	7 fl.oz	\$16.00	
Amplifying Mousse	7.6 fl.oz	\$17.00	
Sculpting Paste	3.4 fl.oz	\$16.50	
FUNKHUE			
Violet	3.4 fl.oz	\$9.35	
Pink	3.4 fl.oz	\$9.35	
Yellow	3.4 fl.oz	\$9.35	
Fuchsia	3.4 fl.oz	\$9.35	
Green	3.4 fl.oz	\$9.35	
Blue	3.4 fl.oz	\$9.35	
Red	3.4 fl.oz	\$9.35	
Lilac	3.4 fl.oz	\$9.35	
Azure	3.4 fl.oz	\$9.35	
Bonbon	3.4 fl.oz	\$9.35	
Steel	3.4 fl.oz	\$9.35	
Black	3.4 fl.oz	\$9.35	
Orange	3.4 fl.oz	\$9.35	
Lime	3.4 fl.oz	\$9.35	
Turquoise	3.4 fl.oz	\$9.35	
Brown	3.4 fl.oz	\$9.35	
Royal	3.4 fl.oz	\$9.35	
Wine	3.4 fl.oz	\$9.35	
Clear	3.4 fl.oz	\$9.35	
WAVES AND TEXTURIZERS			
Alka		\$9.65	
Exo		\$9.65	
Tecno		\$9.65	
OH7		\$9.65	
OH6		\$9.65	
SUPPORT TOOLS			
Stain Remover	8 oz.	\$9.80	
Stain Protector	8 oz.	\$9.80	
Porosity Equalizer	8 oz.	\$9.80	
Scalp Protector	5.3 oz.	\$16.25	
Clarifying Shampoo	1 L	\$21.50	
ACCESSORIES			
Colour Brush		\$3.75	
Colour Bowl		\$4.75	
Applicator Bottle		\$5.75	
Digital Scale		\$37.50	
Apron		\$37.50	
Cape		\$37.50	
Kimono		\$37.50	
Foam Mirror		\$19.00	
Tube Squeezer		\$16.00	
Calura Gloss Display		\$29.00	
Calura Shade Selector		\$91.00	
CaluraTEN Shade Selector		\$65.00	
Calura Gloss Shade Selector		\$65.00	
Retail Bags (20)		\$23.00	

PRODUCT	SIZE	PRICE	QTY
BLACKLIGHT PROFESSIONNEL SERIES			
Smart Developers 5, 10, 20, 30, 40 vol.	32 oz	\$12.95	
Extra Blonde	1.6 oz	\$3.95	
	1 lb	\$24.95	
	2 lb	\$46.95	
Cool Toned Blonde	1 lb	\$29.95	
	2 lb	\$55.95	
Balayage Clay Lightener	0.55 lb	\$30.95	
Cream Lightener	35 oz	\$47.95	
BND pHase Out Shampoo	32 oz	\$44.00	
BND Builder Treatment	16.8 oz	\$48.00	
BND Protection Concentrate	3.4 oz	\$38.00	
HYD Shampoo - Professionnel	32 oz	\$44.00	
HYD Conditioner - Professionnel	32 oz	\$48.00	
REP Shampoo - Professionnel	32 oz	\$44.00	
REP Conditioner - Professionnel	32 oz	\$48.00	
NEU:BLU Shampoo - Professionnel	32 oz	\$44.00	
NEU:BLU Conditioner - Professionnel	32 oz	\$48.00	
NEU:VIO Shampoo - Professionnel	32 oz	\$44.00	
NEU:VIO Conditioner - Professionnel	32 oz	\$48.00	
BLACKLIGHT RETAIL			
HYD Shampoo	2 oz	\$7.00	
	10.1 oz	\$16.00	
	32 oz	\$40.00	
HYD Conditioner	2 oz	\$7.00	
	6.8 oz	\$16.00	
HYD 18 in 1	32 oz	\$44.00	
	2 oz	\$7.00	
HYD Mask	7.6 oz	\$17.00	
	1.62 oz	\$8.00	
	6.8 oz	\$20.00	
HYD Deep Hydration Mask	16.9 oz	\$35.00	
	1.62 oz	\$8.00	
HYD Dry Shampoo	6.8 oz	\$20.00	
	16.9 oz	\$35.00	
HYD Shine Oil	1.5 oz	\$7.00	
	7 oz	\$16.00	
REP Shampoo	3.38 oz	\$21.00	
	2 oz	\$7.00	
REP Conditioner	10.1 oz	\$16.00	
	32 oz	\$40.00	
REP Mask	2 oz	\$7.00	
	6.8 oz	\$16.00	
	32 oz	\$44.00	
REP Leave In Conditioner	1.62 oz	\$8.00	
	6.8 oz	\$20.00	
REP Hair and Scalp Oil	16.9 oz	\$35.00	
	3.38 oz	\$17.00	
NEU:BLU Shampoo	1.5 oz	\$22.00	
	2 oz	\$7.00	
NEU:BLU Conditioner	10.1 oz	\$16.00	
	32 oz	\$40.00	
NEU:BLU Neutralizing Spray	2 oz	\$7.00	
	6.8 oz	\$16.00	
NEU:VIO Shampoo	10.1 oz	\$16.00	
	32 oz	\$40.00	
NEU:VIO Conditioner	2 oz	\$7.00	
	6.8 oz	\$16.00	
NEU:VIO Neutralizing Spray	32 oz	\$44.00	
	7.6 oz	\$17.00	