


THE SALON CENTER

A P R I L 2 0 2 5



THESALONCENTER.COM | (205) 940-1140 |  FIND US ON Instagram @THE_SALONCENTER

MARCH / APRIL 2025 PROMOS

Salon & Stylist Try Me Kit



SPECIAL SALON PRICE: \$160.00
 SALON VALUE: \$195.50 **A 18% SAVINGS!**



BONUS OFFER:
 1 Free Waterproof Bokka Haircutting Cape (a \$25 value, while supplies last)

PURCHASE:

- 1 Replenishing Moisture Shampoo - 10.1oz / 300ml
- 1 Replenishing Moisture Conditioner - 10.1oz / 300ml
- 1 Replenishing Moisture Masque - 8oz / 237ml
- 1 Miracle Rescue & Repair Shampoo - 10.1oz / 300ml
- 1 Miracle Rescue & Repair Conditioner - 10.1oz / 300ml
- 1 Miracle Rescue & Repair All-in-1 Leave-in Treatment - 6oz / 177ml
- 1 Thikk.Volume Shampoo - 10.1oz / 300ml
- 1 Thikk.Volume Conditioner - 10.1oz / 300ml
- 1 Velvet Smooth Blowdry Balm - 6.8oz / 200ml
- 1 Blowdry Boost Volumizing Spray - 6oz / 177ml
- 1 Abyssinian & Kendi Oil Serum - 1.7oz / 50ml
- 1 All Curled Up Curl Defining Cream - 6oz / 177ml
- 1 Defy Gravity Volume & Thickening Foam - 7oz / 207ml
- 1 Show Off & Shine Illuminating Styling Spray - 16.9oz / 500ml
- 1 Born for the Stage Finishing Spray - Firm Hold - 16.9oz / 500ml
- 1 Mirror Cling - "Ask me about Plant Powered Color Care"
- 1 Tent Card - "Plant Powered Color Care"

FEATURED COLLECTION:

Miracle Rescue & Repair, a powerful collection packed with protein, moisture, bond-repair and our plant-derived **COLORLOKk COMPLEX** to extend the life of hair color!



Miracle Rescue & Repair Trio!

Stronger, healthier hair, plus longer-lasting color!

PURCHASE:

- 1 Miracle Rescue & Repair Shampoo - 10.1oz / 300ml
- 1 Miracle Rescue & Repair Conditioner - 10.1oz / 300ml
- 1 Miracle Rescue & Repair All-in-1 Leave-in Treatment - 6oz / 177ml

SPECIAL SALON PRICE: \$25
 SALON VALUE: \$36.50 **A 32% SAVINGS!**



Spring Volume Duo!

PURCHASE:

- 1 Defy Gravity Volume & Thickening Foam - 7oz / 207ml
- 1 Blowdry Boost Volumizing Spray - 6oz / 177ml

SPECIAL SALON PRICE: \$20
 SALON VALUE: \$25 **A 20% SAVINGS!**



Miracle Rescue & Repair Liter Special!

PURCHASE:

- 1 Miracle Rescue & Repair Shampoo - 32oz / 946ml
- 1 Miracle Rescue & Repair Conditioner - 32oz / 946ml
- 2 Liter Pump

SPECIAL SALON PRICE: \$45
 SALON VALUE: \$55 **A 18% SAVINGS!**

MARCH - APRIL 2025

COLOR WOW

SPRING (PRICE) BREAK

GO WILD ON WOW! LIMITED OFFERS

GET AHEAD OF FRIZZ SEASON WITH DREAM COATS FOR ALL

SAVE 20% on award-winning, DREAM COAT humidity-blockers

DREAM COAT SUPERNATURAL SPRAY

For straight, wavy, curly frizz-prone hair

200 ML / 6.7 FL OZ

SALON PRICE:

~~\$14.00~~ **\$11.20**



EXTRA STRENGTH DREAM COAT

For very curly and/or dehydrated hair

200 ML / 6.7 FL OZ

SALON PRICE:

~~\$16.00~~ **\$12.80**

NEW

TEXAS HOLD'EM HAIRSPRAY



- Strong hold hairspray
- Less wet
- Ultra fast drying
- Heat protection
- Humidity protection
- Flake free
- 8.8oz

SALON PRICE: \$15.00

SUPER SIZE, SUPER VALUE!

NEW! PRO SIZE XTRA LARGE BOMBSHELL VOLUMIZER

Major volume (without stiffness, stickiness, dulling or dehydration) lasts for days. Use on wet or dry hair.

350 ML / 11.8 FL OZ



NEW!
Limited Edition

74% more volumizer* means more bang for your bombshell!

SALON PRICE: ~~\$23.33~~ \$19.00

*Supersize 350 ML vs. Standard 195 ML

MARCH APRIL PROMOTIONS 2025

NOT AVAILABLE IN NORTH or SOUTH CAROLINA



YOUR SIGN TO STOCK UP ON YOUR FAVOURITES

25% OFF SELECTED BLACKLIGHT LIGHTENERS*

Stock up on must-have intermixable lighteners.

- EXTRA BLONDE, 2 LB - \$35.21
- COOL TONED BLONDE, 2 LB - \$41.96
- CREAM LIGHTENER, 35 OZ - \$35.96
- BALAYAGE CLAY LIGHTENER, 0.55 LB - \$23.21



NEED THE PERFECT LIGHTENER COMBO?



*Price already includes the discount

TONE AND BOND STARTER KITS

Perfect as a travel kit or starter kit, experience toning and repairing your hair with 3 essentials Blacklight products. The Blue edition is tailored for brunettes and dark blondes looking to neutralize orange tones, while the Violet edition is ideal for blondes aiming to counteract yellow tones.

TONE AND BOND KIT BLUE EDITION

KIT INCLUDES:

- 1 X BLACKLIGHT 18 IN 1 HAIR BEAUTIFIER, 2 OZ
- 1 X BLACKLIGHT BLUE SHAMPOO, 2 OZ
- 1 X BLACKLIGHT SMART BOND BUILDER AND REPAIR TREATMENT, 1.86 OZ

US: \$17.00
MSRP: \$34.00
VALUE: \$22.00
SALON SAVINGS: 23%



TONE AND BOND KIT VIOLET EDITION

KIT INCLUDES:

- 1 X BLACKLIGHT 18 IN 1 HAIR BEAUTIFIER, 2 OZ
- 1 X BLACKLIGHT VIOLET SHAMPOO, 2 OZ
- 1 X BLACKLIGHT SMART BOND BUILDER AND REPAIR TREATMENT, 1.86 OZ

US: \$17.00
MSRP: \$34.00
VALUE: \$22.00
SALON SAVINGS: 23%

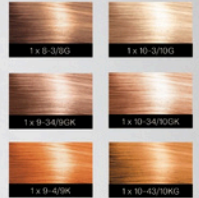


NEW CALURA GLOSS SHADES: NECTAR COLLECTION

Discover new Calura Gloss shades in gold and copper series! Time to warm it up with the perfect sun-kissed glow that will leave your salon guests speechless.

KIT INCLUDES:

- 1 X CALURA GLOSS 8-3/8G, 2 OZ
- 1 X CALURA GLOSS 10-3/10G, 2 OZ
- 1 X CALURA GLOSS 9-34/9GK, 2 OZ
- 1 X CALURA GLOSS 10-34/10GK, 2 OZ
- 1 X CALURA GLOSS 9-4/9K, 2 OZ
- 1 X CALURA GLOSS 10-43/10KG, 2 OZ
- 1 X CALURA GLOSS CREAM DEVELOPER, 8 OZ (SALON VALUE \$4)
- 1 X CALURA GLOSS LOTION DEVELOPER, 8 OZ (SALON VALUE \$4)
- 1 X SHADE SELECTOR SHEET



DISCOVER HAIR TRANSFORMATIONS BY ZLADNER AND ALI ROMANO

US: \$39.00
VALUE: \$52.10
SALON SAVINGS: 25%

IT'S A HAIRMERGENCY

No need to panic! Let your salon guests refresh their hair on the go in case of a hairmergency, they'll thank you later.

KIT INCLUDES:

- 1 X BLACKLIGHT DRY SHAMPOO, 7 OZ
- 1 X BLACKLIGHT SHINE DROP, 3.4 OZ



US: \$25.00
MSRP: \$50.00
VALUE: \$35.00
SALON SAVINGS: 29%

A MOISTURE INFUSION

Carefully selected ingredients maximize moisture retention.

MILK PROTEINS

at the core of **milk_shake®** formulas to deeply condition and strengthen.

PAPAYA AND FRUIT EXTRACTS

with papaya, a nutrient ingredient that adds softness and volume, strawberry and goji berries to boost overall hair health, leaving hair vibrant and revitalized.

HYALURONIC ACID

a potent hydrator that attracts and retains moisture.

NIACINAMIDE **N E W**

an intense antioxidant that protects and smooths.



moisture&more intro

SAVE \$109.00

\$330.00

salon value \$439.00

INVEST

- 6 moisture&more shampoo 300 ml / 10.1 fl.oz.
- 6 moisture&more conditioner 250 ml / 8.4 fl.oz.
- 6 moisture&more whipped cream 200 ml / 6.8 fl.oz.
- 6 moisture&more serum 100 ml / 3.4 fl.oz.

FREE

- 1 moisture&more lotion 6 x 12 ml / 0.4 fl.oz.
- 1 moisture&more shampoo 1000 ml / 33.8 fl.oz.
- 1 moisture&more conditioner 1000 ml / 33.8 fl.oz.
- 1 moisture&more expo



moisture&more try me kit

SAVE \$20.00

\$35.00

salon value \$55.00

INVEST

- 1 moisture&more shampoo 300 ml / 10.1 fl.oz.
- 1 moisture&more conditioner 250 ml / 8.4 fl.oz.
- 1 moisture&more whipped cream 200 ml / 6.8 fl.oz.

FREE

- 1 moisture&more serum 100 ml / 3.4 fl.oz.



SEE THE DIFFERENCE

Our new clear storage containers are designed to keep your level 7, 8, & 9 lighteners fresher, for longer—**ensuring top-performance no matter what.**

Scan for the light catcher spotlight mixing chart.



light catcher spotlight intro

\$132.00

salon value \$200.50

SAVE \$68.50

INVEST

- 1 light catcher spotlight LEVEL 7 14.11 fl.oz.
- 1 light catcher spotlight LEVEL 8 17.64 fl.oz.
- 1 light catcher spotlight LEVEL 9 17.64 fl.oz.
- 1 light catcher black 8.82 fl.oz.
- 1 light catcher clear lights 8.82 fl.oz.

FREE

- 3 oxidizing emulsion 1lt / 33.8 fl.oz.
- 5 light catcher fast toning* one of each shade
- 1 mixing chart



SPRING FORWARD

Lost an hour of sleep? No problem! **Dry shampoo keeps your clients fresh and fabulous,** even if they skip a wash day.



Mini dry shampoo

\$36.00

salon value \$54.00

SAVE \$18.00

INVEST

- 4 lifestyling dry shampoo 75 ml / 1.6 fl.oz.

FREE

- 2 lifestyling dry shampoo 75 ml / 1.6 fl.oz.

STYLING KITS FOR ALL OCCASIONS

PREP, SET, PROTECT KIT

Use this kit to set the stage for any style, and lock it down.

- / add some texture
- / protect from heat
- / make it last



\$31.20

salon value \$39.00

SAVE \$7.20

INVEST

- 1 lifestyling thermo protector 200 ml / 6.8 fl.oz.
- 1 lifestyling flexible hairspray 300 ml / 10 fl.oz.
- 1 lifestyling extra strong hairspray 300 ml / 10 fl.oz.

BIG & SMOOTH KIT

Use this kit to create smooth looks that never fall flat.

- / tame that frizz
- / add some volume
- / make it last



\$29.80

salon value \$37.00

SAVE \$7.20

INVEST

- 1 lifestyling smoothing cream 150 ml / 5.1 fl.oz.
- 1 lifestyling volumizing mousse 200 ml / 6.8 fl.oz.
- 1 lifestyling extra strong hairspray 300 ml / 10 fl.oz.

GET A GRIP KIT

Use this kit to give any style some added grip + staying power

- / add some texture
- / add some volume
- / make it last



\$30.80

salon value \$38.00

SAVE \$7.20

INVEST

- 1 lifestyling flexible hairspray 300 ml / 10 fl.oz.
- 1 lifestyling volumizing mousse 200 ml / 6.8 fl.oz.
- 1 lifestyling extra strong hairspray 300 ml / 10 fl.oz.

JOON

Persian Secrets

KATIRA VOLUMIZING MOUSSE WITH RICE WATER AND ROSEMARY

Katira Volumizing Mousse, enriched with Rosemary, Rice Water, and our proprietary blend of Persian botanicals, transforms your hair by creating soft, airy volume, refining texture, and eliminating frizz—without stiffness or crunch. At the heart of this formulation is Katira, long revered for its thickening, nourishing and styling benefits, it has been used in Persian beauty rituals for centuries. This remarkable natural polymer works by enhancing elasticity, strengthening individual strands, and has the unique ability to create styles with a soft, flexible finish.



Katira Volumizing Mousse
5 fl.oz
\$14 Salon • \$28 Retail

STYLERS TRY-ME KIT

\$35

Save 20%

(Salon Value \$44)



SCALP SCRUB & BRUSH KIT

\$29

(Retail Value \$62)





**3 NEW
LUMINEXX
SHADES!**



LUMINEXX SPRING COLOUR LARGE INT'RO

**21%
OFF**

Buy 3 Each of 3 New LUMINEXX Shades and 1 Each of 9 Blonding LUMINEXX Shades and Receive a LUMINEXX 2025 Swatch Book FREE (\$50.00 Value).

Includes:

- | | | |
|--------------------|-------------------|-------------------------------|
| 3 - LUMINEXX 9N | 1 - LUMINEXX 9GC | 1 - LUMINEXX 10N |
| 3 - LUMINEXX 9NABr | 1 - LUMINEXX 9GV | 1 - LUMINEXX 10VA |
| 3 - LUMINEXX 10NG | 1 - LUMINEXX 9NG | 1 - LUMINEXX 2025 Swatch Book |
| 1 - LUMINEXX 9AA | 1 - LUMINEXX 9VA | |
| 1 - LUMINEXX 9G | 1 - LUMINEXX 10AA | |
- SALON VALUE:** \$229.10
SALON COST: \$179.10
SALON SAVINGS: \$50.00



*Luminexx: 3.3 FL Oz. / 100 mL each

LUMINEXX SPRING COLOUR SMALL INT'RO

**11%
OFF**

Buy 1 Each of 3 New LUMINEXX Shades and Receive an Aloxxi Whisk and 2025 Luminexx Swatch Chart FREE.

Includes:

- 1 - LUMINEXX 9N
- 1 - LUMINEXX 9NABr
- 1 - LUMINEXX 10NG
- 1 - Aloxxi Whisk
- 1 - 2025 LUMINEXX Swatch Chart

SALON VALUE: \$33.80
SALON COST: \$29.85
SALON SAVINGS: \$3.95



*Luminexx: 3.3 FL Oz. / 100 mL each

MARCH/APRIL PROMO

**33%
OFF**

COLOUR AND TONE FOR FREE

Purchase 2 CHROMA Permanent Creme Colour Shades and Receive 1 TONES Demi-Permanent Colour Shade FREE. Comes in 3 Versions: **5N, 6N, 7N.**

Includes:

- 2 - CHROMA Shades, 2 Oz. / 60g
- 1 - TONES Shade, 2 Oz. / 60g



SALON VALUE: \$23.85
SALON COST: \$15.90
SALON SAVINGS: \$7.95

MARCH/APRIL PROMO

**32%
OFF**

COLOUR AND TONE FAST AND FREE

Purchase 2 ANDIAMO Express Permanent Colour Shades and Receive 1 TONES Demi-Permanent Colour Shade FREE. Available in 2 Versions: **4N, 6N.**

Includes:

- 2 - ANDIAMO Shades, 2 Oz. / 60g
- 1 - TONES Shade, 2 Oz. / 60g



SALON VALUE: \$24.95
SALON COST: \$17.00
SALON SAVINGS: \$7.95

Q2 SEASONAL COLLECTION

**39%
OFF**

GET ON TREND FAST WITH THIS ANDIAMO SEASONAL COLLECTION

Purchase 5 ANDIAMO Express Permanent Colour Shades and Receive 1 Barrier Cream, Quick Lift LIGHTENER Kit, ANDIAMO Paper Swatch Chart and Technique Card FREE

Includes:

- 5 - ANDIAMO SHADES
 - 5C, 2 Oz. / 60g
 - 5GM, 2 Oz. / 60g
 - 5RM, 2 Oz. / 60g
 - 7C, 2 Oz. / 60g
 - 7GM, 2 Oz. / 60g
- 1 - Barrier Cream, 5.07 FL. Oz. / 150 mL
- 1 - Quick Lift LIGHTENER Kit
- 1 - ANDIAMO Paper Swatch Chart
- 1 - Technique Card



SALON VALUE: \$69.45
SALON COST: \$42.50
SALON SAVINGS: \$26.95

MARCH/ APRIL 2025 SALON PROMOTIONS

Experience **FIBERENEW™** and **REVOLUTIONIZE**
the way your clients care for their hair!

FIBERENEW™ is formulated in every re:BOND™ product and utilizes a professional strength, patented ingredient technology. **FIBERENEW™** rePAIRS, reSTORES & reNEWS the internal bond structures of the hair that have been damaged by bleaching, chemical services, coloring, the environment or heat styling. This intensive formula also protects from future damage and breakage, while leaving the hair healthier, soft, shiny and smooth, from the very first use.

BOND REPAIR SAVINGS! BOGO 50% OFF SALE!

Buy Any One of The Following and Get a Second at Half Price!

Buy2 - Daily Shampoo 10.1oz/300mL

Price: \$22.50 Value: \$30.00 Savings: 25%

R-PROMO13

Buy2 - Daily Conditioner 10.1oz/300mL

Price: \$22.50 Value: \$30.00 Savings: 25%

R-PROMO14

Buy2 - Miracle Bond Building Mask 3oz/89mL

Price: \$33.00 Value: \$44.00 Savings: 25%

R-PROMO15



BOND REPAIR BUSINESS BUILDING INTRO

RETAIL PRODUCTS

3 - Daily Shampoo 10.1oz/300mL

3 - Daily Conditioner 10.1oz/300mL

3 - Miracle Bond Building Mask 3oz/89mL

BACK BAR PRODUCTS

1 - Daily Shampoo 32oz/946mL

1 - Daily Conditioner 32oz/946mL

1 - Miracle Bond Building Mask 8oz/236mL

2 - Liter Pumps

MARKETING / SAMPLING

12 - Miracle Bond Building Mask 10mL with Cards

12 - Daily Shampoo + Conditioner 10mL with Cards

4 - Tent Cards



SALON VALUE: \$297.50

SPECIAL OFFER: \$199.00

SAVINGS: 33%

R-PROMO16

TRUSS

PROFESSIONAL

MARCH AND APRIL | 2025

NEW EXCLUSIVE BACK BAR TREATMENT

SEAL-ALIGNER



LONG-LASTING INSTANT SEALING SYSTEM



SEALING HAIR MASK

- Easy to Manage
- Long-Lasting Results
- Superior Control
- Humidity-Resistant
- Frizz Control
- Intense Shine
- Safe for Colored or Lightened Hair

Salon Cost: \$110.00



SEALING HAIR MASK BLOND

- Easy to Manage
- Long-Lasting Results
- Superior Control
- Humidity-Resistant
- Frizz Control
- Intense Shine
- Safe for Colored or Lightened Hair
- Neutralizes Yellow Tones

Salon Cost: \$110.00

SEAL-ALIGNER: PROTECT & PERFECT

SEAL-ALIGNER: SMOOTH & SHINE

SEAL-ALIGNER: FRIZZ-FREE & FABULOUS



BUY

- 1 Bidimensional Shampoo 1l
- 2 Seal-Aligner 650ml (Choose from Regular or Blond)

GET

- 2 Deluxe Prime 260ml
- 2 Illuminatte Oil 60ml

SAVE 23%
NOW \$260.00
\$341.00 VALUE



BUY

- 1 Clarifying Shampoo 1l
- 2 Seal-Aligner 650ml (Choose from Regular or Blond)

GET

- 2 Hair Protector 250ml
- 2 Illuminatte Oil 60ml

SAVE 22%
NOW \$260.00
\$336.00 VALUE



BUY

- 2 Seal-Aligner 650ml (Choose from Regular or Blond)

GET

- 2 Frizz Zero 260ml

SAVE 16%
NOW \$220.00
\$262.00 VALUE

EQUILIBRIUM BUNDLE

MIRACLE BUNDLE

INFUSION BUNDLE

INFUSION PRO



BUY

- 2 Equilibrium Shampoo 300ml
- 2 Equilibrium Conditioner 300ml
- 1 Specific Mask 180g

GET

- 1 Night Spa 250ml

SAVE 22%
NOW \$84.50
\$109.50 VALUE



BUY

- 2 Miracle Shampoo 300ml
- 2 Miracle Mask 180g

GET

- 1 Deluxe Prime 260ml

SAVE 22%
NOW \$69.00
\$88.50 VALUE



BUY

- 2 Infusion Shampoo 300ml
- 2 Infusion Conditioner 300ml

GET

- 1 Illuminatte Oil 60ml

SAVE 24%
NOW \$66.00
\$87.00 VALUE



INFUSION
100% Vegan Wax Base

SAVE 20%
NOW \$52.80
\$66.00 VALUE

Featured Collection

Buy Shampoo and Conditioner, Get Leave-In FREE!

ColorProtect+Keratin

Bundle Includes:

- ColorProtect+Keratin Shampoo (10.1 oz / 300 ml)
- ColorProtect+Keratin Conditioner (10.1 oz / 300 ml)
- ColorProtect+Keratin Color Seal Leave-In (4.2 oz / 125 ml)

Salon Value: \$42 **Special Offer: \$28**



Featured Leave-In

Buy 3, Get 1 FREE!

Purchase:

3 - Blonde+Keratin Toning Leave-In (4.2 oz / 125 ml)

FREE:

1 - Blonde+Keratin Toning Leave-In (4.2 oz / 125 ml)

Salon Value: \$53 **Special Offer: \$39.75**



Featured Styling

Buy 2, Get 20.25% Off!

Purchase:

2 - Style+Keratin Define, Shine & Style Cream (4.2 oz / 125 ml)

Salon Value: \$28 **Special Offer: \$22.33**



Featured Treatment Offer

FREE Repair Collection and Clean Start

Choose Your (16.9 oz / 500 ml)

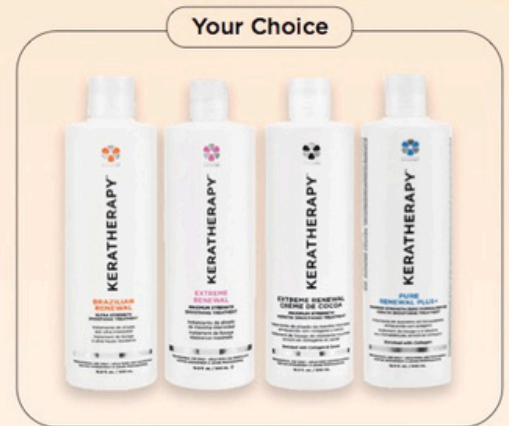
Smoothing Treatment Formula:

- Brazilian Renewal (16.9 oz / 500 ml)
- Extreme Renewal Creme de Cocoa (16.9 oz / 500 ml)
- Extreme Renewal (16.9 oz / 500 ml)
- Pure Renewal PLUS+ (16.9 oz / 500 ml)

Receive FREE:

- Clean Start Pre-Treatment Shampoo (16.9 oz / 500 ml)
- Repair+Keratin Shampoo (10.1 oz / 300 ml)
- Repair+Keratin Conditioner (10.1 oz / 300 ml)
- Repair+Keratin 20-in-1 Leave-In (4.2 oz / 125 ml)

Salon Value: \$269 **Special Offer: \$210**



FREE Backbar and Sachets

Daily Smoothing Cream

Purchase:

6 - Style+Keratin Daily Smoothing Cream (6.8 oz / 200 ml)

Receive FREE:

1 - Style+Keratin Daily Smoothing Cream (16 oz / 473 ml)
6 - Style+Keratin Daily Smoothing Cream (0.33 oz / 9.8 ml)

Salon Value: \$127.50 **Special Offer: \$90**



Scruples®

NOW AVAILABLE
IN THE CAROLINAS!

SPRING INTO SUPERIOR RESULTS MUST-HAVE DEALS ON COLOR ART FRESH

\$74.99 SPECIAL DEAL

**COLOR ART FRESH
STARTER KIT**
REG. \$95.24

INCLUDES:

- 12 - Hair Colors 2oz
- 1 - Clear 16oz
- 1 - Activator 16oz
- 1 - Scruples Applicator Brush
- 1 - 2-Sided Mixing Bowl
- 1 - Brochure/Wall Chart



Included in Kit: (1 of each)
5N, 6N, 7N, 8N, 9N, 9GB, 4CB, 9PB, 9V, 9BT, 1BT

SAVE
UP TO
21%

BUY 4 COLORS GET A FREE GIFT

**COLOR ART FRESH
HAIRCOLOR**
\$26.88 USA

RECEIVE FREE:
COLOR ART FRESH
ACTIVATOR 16oz



BRIGHTEN & MAINTAIN MORE BLONDE-POWER FOR LESS

BUY CONDITIONER GET FREE SHAMPOO

**POWER BLONDE
CONDITIONER**
8.5oz - reg. \$26.24

\$13.12 USA

RECEIVE FREE

**POWER BLONDE
SHAMPOO**
8.5oz



\$13.12
SAVINGS

A LIFT IN THE RIGHT DIRECTION STOCK UP CREME DEVELOPER!

\$7.50ea - SPECIAL DEAL

**PURE OXI 10 VOLUME
CREME DEVELOPER 33.8oz**

**PURE OXI 20 VOLUME
CREME DEVELOPER 33.8oz**

**PURE OXI 30 VOLUME
CREME DEVELOPER 33.8oz**

**PURE OXI 40 VOLUME
CREME DEVELOPER 33.8oz**

**PURE OXI DEMI-PERMANENT
CREME DEVELOPER 33.8oz**

\$7.50 each USA



STRAIGHT FROM THE RUNWAY NOW AT AN EXCLUSIVE PRICE

SPECIAL DEAL - SAVE 25%

**PEARL FINISH
HUMECTANT POMADE**
2oz - reg. \$15.45

\$11.59 USA

**HEAT UP
THERMAL SPRAY**
8.5 oz - reg. \$10.60

\$7.95 USA

**ENFORCE
WORKING &
FINISHING SPRAY**
8.5oz - reg. \$9.37

3oz - **\$7.03 USA**



SPOTLIGHT!

40% SAVINGS

**POWER BLONDE 9+
LIGHTENING POWDER**
10.6oz - reg. \$22.46

\$13.48 USA

**POWER BLONDE 9+
LIGHTENING POWDER**
22.9oz - reg. \$41.18

\$24.71 USA





Premium Farm Direct Seed-to-Shelf CBD Products



- Organically Farmed CBD
- Pesticide FREE
- Non-GMO
- Cruelty FREE
- Vegan
- Gluten FREE



Our 3000mg Full Spectrum CBD Lotion is made with 80%+ pure Full Spectrum CBD Distillate. Designed for those achy days it'll be sure to provide what you need. Relax with the warming and cooling sensations of all natural menthol as your problems dissipate away.

SPECIAL SALE!

Hemp CBD Lotion Topical Full Spectrum

BUY 1 Hemp CBD Lotion 4oz,
GET 1 Hemp CBD Lotion 4oz 50% OFF

Salon Price: ~~\$90.00~~ **\$67.50**
Save 25%

Hemp CBD Oil Tincture Full Spectrum



Our Full Spectrum Tinctures are made with 80%+ pure Full Spectrum CBD Distillate. The Full Spectrum tinctures not only contain CBD but also contain some terpenes, and other cannabinoids such as CBD, CBG, CBDV, CBC, and trace amounts of THC (less than 0.3%). Full spectrum products are more effective because the multiple cannabinoids and terpenes work together synergistically in what is recognized as the "entourage effect".

Oil Tincture 1000mg (1.0 oz) - \$26.00
Oil Tincture 4000mg (2.0 oz) - \$47.99

Recommended servings per bottle: 1.0 oz=30 2.0 oz = 60

KARAL

PASSION IS AT THE HEART OF BEAUTY



BACÒ

COLOR COLLECTION

DISCOVER COLORCHART



Buy

- 24 Bacò Color Collection (Stylist choice)
- 3 Dev Plus Liter Size (Stylist choice)

Special Price
\$208.35

Salon Value \$259.85

Get Free

Savings **20%**

+ 1 Bacoplex n°1
+ 1 Bacoplex n°2

BACÒ

COLOR GLAZE

BUY BACÒ COLOR GLAZE

- 12 Conditioning & Illuminating Color Gel
- 1 Conditioning & Illuminating Clear 500ml
- 1 Liquid Activator 1000ml

And Get Free 1 Purify Restructure Vials

Special Price
\$94.70

Salon Value \$119.70

SAVINGS 21%

DISCOVER COLORCHART



0%
AMMONIA
MEA
SILICONES



EXTRA K Buy 2 pieces of Extra K and get 1 piece for free!

Special Price
\$38.00 Regular salon price \$57.00

SAVINGS 33%

BIO-PEPTIDE THERMAL LEAVE-IN MASK



PURIFY

Buy Liter duo

- 1 Shampoo Purify 1000ml
- 1 Conditioner Purify 1000ml

Special Price
~~\$41.00~~
\$35.00

REALE
Intensely nourishes the hair

Buy

- 1 Reale Shampoo 1000ml
- 1 Reale Conditioner 1000ml

Special Price
~~\$45.20~~
\$39.00

COD. FDUO

FILLER
Plumps and regenerates the hair fiber

Buy

- 1 Filler Shampoo 1000ml
- 1 Filler Mask 1000ml

Special Price
~~\$43.10~~
\$39.00

COD. FDUO

style PERFETTO

Buy 1 Get 1
50% Off

DECOLORB PRO-FORCE
Save 40%

A NEW GENERATION FOR HAIR PROTECTION

Bonder 101 400 mL / 13.5 fl. oz.
\$35.99 each reg. price \$59.99 ea.

Sealer 102 1000 mL / 33.8 fl. oz.
\$20.99 each reg. price \$34.99 ea.

- vegan • gluten free • paraben free
- sulfate free • dea free • money saving



FRAMESI **COLOR LOVER** >95% LONGER LASTING COLOR

Save Up to 50%

Dynamic Brunette Shampoo
\$7.48
reg. price: \$14.95

Dynamic Blonde Violet Shampoo
\$9.77
reg. price: \$13.95



500 mL / 16.9 fl. oz.

All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

FRAMESI **COLOR LOVER** STYLING

>95% LONGER LASTING COLOR



283 g./Net Wt. 10oz. 177 mL/6 fl. oz. 200 mL/6.8 fl. oz. 250 mL/8.5 fl. oz.

Save Up to 50%

- Design Fix and Flex** \$9.07 reg. price \$12.95
- Curl Pudding** \$10.47 reg. price \$14.95
- Progressively Smooth** \$9.98 reg. price \$19.95
- Hair Straightening Serum** \$10.47 reg. price \$14.95
- Hair Repair Foam** \$10.47 reg. price \$14.95
- Primer 11** \$10.47 reg. price \$14.95
- Primer 11 Intense** \$10.47 reg. price \$14.95

All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

April Only

Framcolor Glamour

SAVE 33%

All Framcolor Glamour Shades

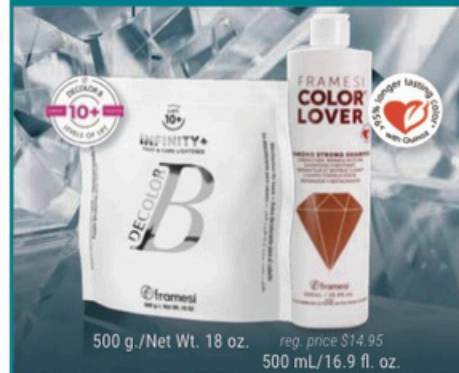
\$4.97 each
reg. salon value: \$7.45 each

60 mL/2 oz. or NEW 100 mL/3.4 oz. tubes

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.



April Only



500 g./Net Wt. 18 oz. reg. price \$14.95
500 mL/16.9 fl. oz.

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Do not use on damaged hair. Strand test before use.

DECOLORB FRAMESI COLOR LOVER

Buy Framesi DecolorB Infinity+ (\$29.95) and Receive a FRAMESI COLOR LOVER Diamond Strong Shampoo...

FREE

FOR-ME

STYLING LINE

framesi MILAN
AVAILABLE NOW!

MY IDEA OF ME

Express yourself and embrace every facet of your personality with confidence. Style is all about freedom—the freedom to transform and reinvent yourself daily.

With the endless possibilities of **FOR-ME**, you can shape your look to enhance the beauty of every hairstyle. After all, **THE IDEA OF YOU** is always evolving—your style should too.



\$10.95 each

223

Bring Me To The Beach Salt Spray texturizing salt spray for "beach waves"



\$11.95 each

308

Elevate Me Curl Cream definition and intense hydration



\$12.95 each

218

Smooth Me Serum straight, soft with body



\$12.95 each

119

Shine Me Brightly Super Coat frizz-proof humidity shield with glass-like shine



\$10.95 each

227

Wake Me Up Curl Spray reactivates curls



\$10.95 each

222

Shape Me Glaze natural support for styling with body



\$9.95 each

411

Define Me Gel strong, precise hold



NEW!

Curl & Volume Smooth & Disciplined Shape

ALCÔVE

NOT AVAILABLE IN NORTH or SOUTH CAROLINA

NO FLUFF NO FILTERS **RESULTS ONLY.**

TRAVEL TIME

Your hair care, packed and ready, perfect for wherever life takes you!

salon price
\$17.60

THE KIT INCLUDES

- Hydrating Shampoo, 60 ML/2 oz
- Restructuring Mask, 55 ML/1.9 oz
- Styling Jelly, 60 ML/2 oz
- Multitasking Mist, 60 ML/2 oz

• FREE BAG

MSRP: \$32.00



DUOS TO GO

From daily care to hydration, find your perfect match with Duos to Go!

salon price
\$14.29
/each

THE KITS INCLUDE

- Daily Shampoo and Conditioner, 300 ML/10 oz
- Hydrating Shampoo and Conditioner, 300 ML/10 oz
- Volumizing Shampoo and Conditioner, 300 ML/10 oz
- Violet Shampoo and Conditioner, 300 ML/10 oz

VALUE: \$18.00 /each **SALON SAVINGS: 21%**

MSRP: \$26.00 /each



DISCOVERY KIT

Test, mix, and discover your favorite combo with the Discovery Kit! Featuring all our shampoos and conditioners in travel sizes, plus a chance to win all the retail sizes with the hidden pink ticket!

salon price
\$19.78

THE KIT INCLUDES

- Daily Shampoo and Conditioner, 30 ML/2 oz
- Hydrating Shampoo and Conditioner, 30 ML/2 oz
- Volumizing Shampoo and Conditioner, 30 ML/2 oz
- Violet Shampoo and Conditioner, 30 ML/2 oz

VALUE: \$35.20 **SALON SAVINGS: 44%**

MSRP: \$36.00

Find the pink ticket to have a chance to win all the shampoos and conditioners in retail sizes!



BACKBAR DUOS

Upgrade your backbar with this duo deal—double the essentials, double the savings!

salon price
\$32

BUY 2, GET 20% OFF + FREE SIGNAGE*

- Daily Shampoo, 950 ML/32 oz
- Daily Conditioner, 950 ML/32 oz
- Hydrating Shampoo, 950 ML/32 oz
- Hydrating Conditioner, 950 ML/32 oz
- Volumizing Shampoo, 950 ML/32 oz
- Volumizing Conditioner, 950 ML/32 oz
- Violet Shampoo, 950 ML/32 oz
- Violet Conditioner, 950 ML/32 oz

VALUE: \$40.00 **SALON SAVINGS: 20%**

*Matching Shampoo & Conditioner Lines



LUMINE BEETLE

- Pro Sintered Blade
- Extra Blade Included
- Cordless Trimmer
- 6,000 rpm
- Lithium Battery
- Autonomy 90 minutes
- Hanging Hook
- Ergonomic Design
- Min. Cut 0.3mm



SALON COST
\$49.95

*ALL SALES ARE FINAL

IQ LITE MAX



- Powerful Airflow (1600w)
- 2 Speeds 3 Temperatures
- Lightweight (10.5 oz)

SALON COST
\$139.95

*ALL SALES ARE FINAL

IQ3 PERFETTO



- Ultra Powerful Airflow
- "Color Lock Effect"
- Ultralight (10.4 oz)

SALON COST
\$269.00

*ALL SALES ARE FINAL

WAVER

- Silk Chrome Titanium
- Quick Heat Technology
- 4 Heat Levels:
320 - 350 - 390 - 420 (F)
- Central Barrel Wave Regulation
from 0.66, 0.78, 0.86, and 0.98 (in)
- Barrels Wave Sizes 0.62 x 4.33 in



SALON COST
\$57.50

*ALL SALES ARE FINAL

SPRING SALES!

ALL PURPOSE CAPE OR APRON

- Bleach Proof
- Color Proof
- Chem Proof
- Soft Crinkle Nylon

\$13.99 EACH



OR

STYLETEK



9 X 11 PRE CUT & READY TO USE POP-UP FOIL (500 COUNT)



ONLY \$16.99

5 X 11 PRE CUT & READY TO USE POP-UP FOIL (500 COUNT)



ONLY \$9.99

5 X 11 PRE CUT & READY TO USE POP-UP FOIL (500 COUNT)



ONLY \$10.99

SILVER FOIL ROLL 5" X 1600 FT



ONLY \$36.95

DELUXE TOUCH CLEAR COLORING GLOVES (100 COUNT)



ONLY \$4.99

DELUXE TOUCH BLACK COLORING GLOVES (100 COUNT)



ONLY \$5.99

COLOR REMOVER WIPES



ONLY \$8.99

BALAYAGE HAIR FILM (500 FEET) PERFORATED EVERY 12"



ONLY \$14.99

21" PROCESSING CAPS (100 COUNT)



ONLY \$5.99



COLOR RINGS



Beauvoir
Standard
Color Ring
\$79.99



Beauvoir Vivid
Color Ring
\$39.99

**Bundle
Offer**

Both for
\$100

VIVID COLLECTION

Vivid K-Tips **\$44.99**
Vivid Ombre K-Tips **\$49.99**
Vivid Tape-Ins **\$89.99**

Vivid K-Tip Multipack **\$64.99**
Vivid Tape-in Multipack **\$129.99**
Vivid Tape-in Ombres **\$99.99**

PACKS
OF 10



GENIUS WEFTS & MACHINE WEFTS



Genius Wefts
Ultra-thin, Lightweight

Genius Wefts available in 16", 18",
20", 22", and 24", starting at **\$179.89**



Machine Wefts
Durable, High-volume

Machine Wefts available in 16", 18", 20",
22", 24", and 28", starting at **\$269.75**

BUTTERFLY WEFTS

Coming
Soon



Available in
Limited Colors

16" Priced at **\$229.99**
20" Priced at **\$289.99**