


THE SALON CENTER

D E C E M B E R 2 0 2 5



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

*Limited time offer, while supplies last

the gift of color brilliance

\$28.00 | salon value \$35.50

INVEST

colour maintainer shampoo sulfate free 10.1 fl.oz.
colour maintainer conditioner 10.1 fl.oz.

FREE

incredible milk 1.8 fl.oz.



the gift of icy blond perfection

\$28.00 | salon value \$35.50

INVEST

icy blond shampoo 10.1 fl.oz.
icy blond conditioner 8.4 fl.oz.

FREE

incredible milk 1.8 fl.oz.



the gift of color brilliance

\$28.00 | salon value \$35.50

INVEST

colour maintainer shampoo flower 10.1 fl.oz.
colour maintainer conditioner flower 10.1 fl.oz.

FREE

incredible milk flower 1.7 fl.oz.



ornament minis

insta.lotion 3.4 fl.oz. | \$9.00

leave in conditioner 2.5 fl.oz. | \$6.00

leave in conditioner flower 2.5 fl.oz. | \$6.00

dry shampoo 1.6 fl.oz. | \$9.00



*Limited time offer, while supplies last

LEAVE-IN LEGENDS

light weight formulas that detangle, soften, and protect for effortless, healthy-looking hair.



leave in conditioner 4+2

\$56.00 | salon value \$84.00

INVEST

4 leave in conditioner 11.8 fl.oz

FREE

2 leave in conditioner 11.8 fl.oz

SAVE
33%



leave in conditioner flower vibes 4+2

\$56.00 | salon value \$84.00

INVEST

4 leave in conditioner flower fragrance 11 fl.oz

FREE

2 leave in conditioner flower fragrance 11 fl.oz

YOUR SHINE ESSENTIALS

milk_shake's shine essentials infuse strands with hydration and silky smoothness, delivering a polished, radiant finish every time. because shiny, healthy-looking hair never goes out of style.

incredible oil

1.7 fl.oz

\$14.40 | salon value \$18.00

glistering milk

4.2 fl.oz

\$12.00 | salon value \$15.00

glistering argan oil

1.7 fl.oz

\$14.40 | salon value \$18.00



SAVE
20%

VIVID. RADIANT UNSTOPPABLE

brilliant shine and long-lasting radiance for hair that turns heads.

*up to 36%
more shine

vs leading market demi-permanent glosses



creative + gloss try me kit

\$176.40 | salon value \$241.20

INVEST

18 creative permanent colors 3.4 fl.oz

FREE

6 the gloss demi perm. colors 2.03 fl.oz

1 the gloss activator 6vol 33.5 fl.oz

1 the gloss mixing chart

1 gloss applicator bottle

SAVE
27%

*1 per order

TRY ME

HYDRATION SHAMPOO 250 ml/8.45 fl oz
 HYDRATION CONDITIONER 250 ml/8.45 fl oz
 TEN IN ONE 150 ml/5.10 fl oz
 SMOOTHING CREAM 150 ml/5.10 fl oz
 BLOW OUT CREAM 150 ml/5.10 fl oz
 PRODUCT MINI CATALOG

TRY ME TOTAL VALUE: \$95.00
 MINUS DISCOUNT (26%): \$25.01

GOLD TRY ME PRICE: \$69.99



GOLD
 PROFESSIONAL

LIMITED-TIME OFFERS

EXCLUSIVE HOLIDAY OFFER

Purchase Delicious Foundation and Silky Drops, and receive a gift of our premium Paddle Brush valued at \$35.20.

Salon Cost: \$38.50
 Salon Value: \$73.70



CHOOSE THE SHAMPOO WHICH BEST SUITS YOU!

PURCHASE ONE OF THESE SHAMPOOS:
 Scalp Relieve Shampoo
 Repair Shampoo
 Blond Shampoo
 Daily Detoxing Shampoo
 250 ml e 8.45 fl oz

RECEIVE FREE
 Repair Conditioner
 250 ml e 8.45 fl oz

Salon Cost: \$18.00ea | Salon Value: \$37.00



WASH & NOURISH

- 1x LUXURY HAIR MASQUE 200 ml/6.80 fl oz
- 1x HYDRATION SHAMPOO 250 ml/8.45 fl oz
- 1x HYDRATION CONDITIONER 250 ml/8.45 fl oz
- 1x REPAIR SHAMPOO 250 ml/8.45 fl oz
- 1x REPAIR CONDITIONER 250 ml/8.45 fl oz
- 1x SCALP RELIEVE SHAMPOO 250 ml/8.45 fl oz
- 1x DAILY DETOXING SHAMPOO 250 ml/8.45 fl oz
- 1x BLOND SHAMPOO 250 ml/8.45 fl oz

WASH & NOURISH BACKBAR

- 1x HYDRATION SHAMPOO 1000 ml/33.80 fl oz
- 1x HYDRATION CONDITIONER 1000 ml/33.80 fl oz

STYLING & PROTECTION

- 1x ARGAN OIL 50 ml/1.70 fl oz
- 1x SILKY DROPS 50 ml/1.70 fl oz
- 1x SEA WATER CREAM 150 ml/5.10 fl oz
- 1x CURL CREAM 150 ml/5.10 fl oz
- 1x SMOOTHING CREAM 150 ml/5.10 fl oz
- 1x BLOW OUT CREAM 150 ml/5.10 fl oz
- 1x TEN IN ONE 150 ml/5.10 fl oz
- 1x VOLUME SPRAY 150 ml/5.10 fl oz
- 1x THERMAL PROTECTION 150 ml/5.10 fl oz
- 1x DELICIOUS FOUNDATION 200 ml/6.80 fl oz
- 1x ROOT LIFT 200 ml/6.80 fl oz

FINISH

- 1x FAIRY DUST 10 g/0.35 fl oz
- 1x FIBER WAX 80 ml/2.70 fl oz
- 1x CLAY WAX 80 ml/2.70 fl oz
- 1x STYLING WAX 80 ml/2.70 fl oz
- 1x DRY SHAMPOO 200 ml/6.80 fl oz
- 1x TEXTURIZING SPRAY WAX 200 ml/6.80 fl oz
- 1x DRY HAIRSPRAY 400 ml/13.50 fl oz
- 1x FLEXIBLE SPRAY 400 ml/13.50 fl oz
- 1x SESSION HAIRSPRAY 400 ml/13.50 fl oz
- 1x LIP BALM 15 ml/0.50 fl oz

METAMORPHYC SALON SYSTEM

- 1x DREAM SHAMPOO 250 ml/8.45 fl oz
- 1x COME TRUE CONDITIONER 250 ml/8.45 fl oz

GOLD MATERIALS

- 10x RETAIL BAG
- 6x MY FAVORITE PRODUCT 50 ml/1.70 fl oz
- 1x PRODUCT MANUAL
- 6x PRODUCT MINI CATALOG

TESTER PACKAGE TOTAL VALUE: \$747.20
 MINUS DISCOUNT (10%): \$77.20
TESTER PACKAGE PRICE: \$670.00



MEMBERSHIP TESTER PACKAGE

uniQ

G.A.M.A.
ITALY

LIMITLESS LOOKS

NEW MULTISTYLER

Dries, straightens, adds volume and styles
your hair your way, all in one.

SPECIFICATIONS

Digital Brushless Motor

Motor speed: 100.000 RPM

Power: 1500 W (240v)

Temperatures: 3

Speeds: 3

Cold Shot

Self-Cleaning

Removable filter Accessories blocking system

Swivel Cable

Weight: 400 g (without cable)

4ⁱⁿ1

MULTI LOOK

HAIR DRYER



OVAL BRUSH



COANDA CURLER 32MM



SALON COST \$ 208.90

*All Sales Final

MSRP

\$ 279.95



NOVEMBER & DECEMBER OFFERS

HOLIDAY DEALS HAVE ARRIVED

Unwrap unbeatable offers on your favorite TRUSS essentials.

Limited-time savings you won't want to miss.

SHOP NOW. STOCK UP. SAVE BIG.

MIRACLE BUNDLE



BUY WITH DISCOUNT
1 of each:

- Miracle Shampoo 10.14 fl.oz
- Miracle Conditioner 10.14 fl.oz
- Miracle Mask 6.35 fl.oz

SAVE 15%
NOW \$45.90
\$54.00 VALUE

FRIZZ ZERO BUNDLE



BUY WITH DISCOUNT
1 of each:

- Frizz Zero Shampoo 10.55 oz
- Frizz Zero Conditioner 10.55 oz
- Frizz Zero 9.15 oz

SAVE 15%
NOW \$47.18
\$55.50 VALUE

PERFECT BUNDLE



BUY WITH DISCOUNT
1 of each:

- Perfect Shampoo 10.14 fl.oz
- Perfect Conditioner 10.14 fl.oz
- Perfect Mask 6.35 fl.oz

SAVE 15%
NOW \$45.90
\$54.00 VALUE

ULTRA HYDRATION BUNDLE



BUY WITH DISCOUNT
1 of each:

- Ultra Hydration Sh. 10.14 fl.oz
- Ultra Hydration Cond. 10.14 fl.oz
- Deluxe Prime 8.7 fl.oz

SAVE 15%
NOW \$46.33
\$54.50 VALUE

LIGHTENING BUNDLE



BUY
6 Lightening Powder 17.64 oz
(Mix & Match)

GET
1 Developer Of Any Volume
32.12 fl.oz (Your Choice)
1 8x Powder 7.05 oz

SAVE 33%
NOW \$198.00
\$297.00 VALUE

DELUXE PRIME KIT



BUY WITH DISCOUNT
1 Deluxe Prime Kit:

- Deluxe Prime Shampoo 10.55 oz
- Deluxe Prime Conditioner 10.55 oz
- Deluxe Prime Hair Reconstructor 1.0 fl.oz

SAVE 25%
NOW \$28.22
\$34.00 VALUE

#CRAZYFORTRUSS KIT



BUY WITH DISCOUNT
1 Kit #Crazyfortruss:

- Bidimensional Shampoo 3.38 fl.oz
- Protein Mask 3.38 fl.oz
- Lipidic Mask 3.38 fl.oz
- Deluxe Prime Hair Reconstructor 1.0 fl.oz

SAVE 20%
NOW \$27.20
\$34.00 VALUE

HAIR OIL



BUY WITH DISCOUNT
• Deluxe Prime Reconstructive Oil 2.0 fl.oz

SAVE 15%
NOW \$15.30
\$18.00 VALUE

• Or Illuminate Oil 2.0 fl.oz

SAVE 15%
NOW \$17.85
\$21.00 VALUE



TRUSS DEVELOPERS

AVAILABLE NOW

The TRUSS Creme Developers feature stabilized formulas that ensure consistency and reduce damage to the hair during the coloring or lightening process. It contains active ingredients like Vegan Protein and a blend of Miracle Oils, providing treatment and care for the hair. It is free of gluten, dyes, lactose, salt, and parabens. Improves the performance of hair color and lightening powder. Safe lightening with perfect gray coverage.

SALON COST: \$9.00 ea

Available: 10vol, 20vol, 30vol, 40vol (32oz)

NOVEMBER / DECEMBER 2025 PROMOS

Salon & Stylist Try Me Kit



SPECIAL SALON PRICE: \$179.00
SALON VALUE: \$220.25 **A 19% SAVINGS!**



BONUS OFFER:

1 Free Bokka Chemical 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 Miracle Rescue & Repair Masque - 8oz / 237ml
- 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"

HAPPY
Holidays



REPLENISHING MOISTURE HOLIDAY DUO

- 1 Replenishing Moisture Shampoo 10.1oz / 300ml
- 1 Replenishing Moisture Conditioner 10.1oz / 300ml

Salon Value: \$26.50
Salon Price: \$21.20
A 20% Savings!



THIKK.VOLUME HOLIDAY DUO

- 1 Thikk.Volume Shampoo 10.1 oz / 300ml
- 1 Thikk.Volume Conditioner 10.1 oz / 300ml

Salon Value: \$27.50
Salon Price: \$22
A 20% Savings!



MIRACLE RESCUE & REPAIR HOLIDAY DUO

- 1 Miracle Rescue & Repair Shampoo 10.1 oz / 300ml
- 1 Miracle Rescue & Repair Conditioner 10.1 oz / 300ml

Salon Value: \$26.50
Salon Price: \$21.20
A 20% Savings!

Miracle Rescue & Repair Masque

Strengthen and nourish chemically-treated and damaged hair.



PURCHASE:

- 2 Miracle Rescue & Repair Masque - 8oz / 237ml

SALON PRICE \$22.50 SALON VALUE \$30

Replenishing Moisture Masque

Deeply penetrates to dramatically improve overall hair health, elasticity, and texture.



PURCHASE:

- 2 Replenishing Moisture Masque - 8oz / 237ml

SALON PRICE \$20.25 SALON VALUE \$27

*While Supplies Last

COLOR WOW

OH, WHAT FUN

IT IS TO WOW

Sleigh the holidays with WOW viral style-makers. Stock up on our iconic frizz fighters and our viral volumizers!

*While Supplies Last



+



14%
SAVINGS

BUY 6
Dream Coat
Supernatural
Spray 6.7 FL OZ

GET 1 FREE
Style on Steroids
Texturizing Spray 7.0 FL OZ
Instant big volume + sexy texture

Salon Price: **\$84.00** Salon Value: \$98.00



+



14%
SAVINGS

BUY 6
Extra Strength
Dream Coat
6.7 FL OZ

GET 1 FREE
Texas Hold 'Em
Big Hold Hairspray 8.8 FL OZ
Big, bold lasting hold plus super shine

Salon Price: **\$96.00** Salon Value: \$111.00

SAVE 20% ON VIRAL VOLUMIZERS

Xtra Large
Bombshell
Volumizer
6.7 FL OZ

*Massive volume
+ silky strands,
lasts for days*

Salon Price:
\$10.40

Salon Value:
\$13.00



Raise the Root
Thicken +
Lift Spray
5.0 FL OZ

*Sky-high lift +
volume without
stiffness*

Salon Price:
\$9.60

Salon Value:
\$12.00



SAVE 25% ON 3
(or more)

**AWARD-WINNING
ROOT COVER UP'S**
(any shade)

*No mess, no fail Hall of Fame
formula. Instantly cover grays
+ roots, touch up highlights,
fill in sparse spots for the
look of thicker hair.*

Salon Price: **\$38.82**
Salon Value: **\$51.75**

Q4 Seasonal Kit

BEJEWELED KIT

Get a Jewel Tone Look with this Kit

Includes:

1 each Of ULTRA HOT Intense Semi-Permanent Fashion Colour In:

- Blue
- Clear
- Neon Green
- Neon Teal
- Pink
- Red
- Violet
- Yellow

1- INSTABOOST Gloss Boss
1- COLOURPRIME
1- ULTRA HOT Paper Swatch Chart
1- Technique Card

36% OFF

SALON VALUE: \$99.60
SALON COST: \$63.60
SALON SAVINGS: \$36.00



November/December Promo

ANDIAMO – LET'S GO COLOUR

Buy Six Tubes of ANDIAMO Express Permanent Colour and Receive a Barrier Cream FREE

Includes:

6 – ANDIAMO
1 – Barrier Cream

FREE ITEM



SALON SAVINGS: \$6.95



November/December Promo

WINTER IS COMING – TONE UP!

TONES Demi-Permanent Colour Gems Kit

Includes:

1 each of TONES Demi-Permanent Colour In:

- CLEAR
- GEMS BLUE
- GEMS GOLD
- GEMS COPPER
- GEMS RED
- GEMS VIOLET

1- Ultra LIGHTENER
1- 7 Volume Developer
1- Formulation Card

38% OFF



SALON VALUE: \$77.20
SALON COST: \$47.70
SALON SAVINGS: \$29.50

Gifting

BOMBSHELL STYLER + SHINE MIST

SUGGESTED RETAIL PRICE: \$27.50
SALON PRICE: \$13.75
RETAIL VALUE: \$49.50
SALON VALUE: \$24.75



E7 ANTI-FRIZZ SHAMPOO + CONDITIONER

SUGGESTED RETAIL PRICE: \$49.95
SALON PRICE: \$24.95
RETAIL VALUE: \$60.00
SALON VALUE: \$30.00

Holiday

60% OFF



HOLIDAY SPECIAL!

on full size Bombshell Shampoo & Conditioner

SALON VALUE: \$12.50
SALON COST: \$5.00
SALON SAVINGS: \$7.50 (60%)

NOVEMBER DECEMBER PROMOTIONS 2025

NOT AVAILABLE IN NORTH or SOUTH CAROLINA



LIGHTEN UP FOR THE HOLIDAYS

Loved by you and thousands of stylists, Blacklight lighteners offer predictable results and an even lift everytime. Make sure to stock up on your favourites during the busy holiday season!

ENJOY 20% OFF!*

BLACKLIGHT EXTRA BLONDE, 2 LBS - \$37.56
BLACKLIGHT COOL TONED BLONDE, 2 LBS - \$44.76
BLACKLIGHT BALAYAGE CLAY LIGHTENER, 0.55 LB - \$24.76
BLACKLIGHT CREAM LIGHTENER, 35 OZ - \$38.36



*N.B prices shown already include promotion.

*Limited time offer, while supplies last

CALURA PERFECT SHINE TRIO

Get your hands on the perfect trio! Everything you need to offer repair, controlled styling, and shine.

1X RECOVERY MASQUE, 5 FL. OZ.

1X STYLING OIL ELIXIR, 3.04 FL. OZ.



US: \$40.00
VALUE: \$54.50
SALON SAVINGS: 27%

1X STYLING CRÈME, 8.5 FL. OZ.

LAUNCHING DECEMBER 1ST

NEW! CALURATEN SHADES

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

KIT INCLUDES:

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



RATIO 1:1		
Processing Time		
Time on tone or darker	10 minutes	20 VOL. (6%)

BLONDE EXPRESS

CALURA-TEN



US: \$52.00
VALUE: \$69.25
SALON SAVINGS: 25%

MORE CURLS, MORE FUN

Choose from 5 perms to deliver the result of your choice, without any thio or ammonia.

BUY:

4 X PERMS (MIX & MATCH)

FREE:

1X PERM OF YOUR CHOICE



US: \$38.60
VALUE: \$48.25
SALON SAVINGS: 20%

LOCK THAT FUNKHUE

Ensure your salon guest not only has the best semi-permanent colour but also praises you for the colour longevity. The Calura Colour Lock is a must-have after every colour service.

BUY:

10 X FUNKHUE SHADES, 3.4 FL. OZ.

FREE:

1X COLOUR LOCK, 8.5 FL. OZ. (\$16 VALUE)



FREE COLOUR LOCK 1



US: \$93.50
VALUE: \$109.50
SALON SAVINGS: 15%



ALURAM™ Holiday Gift Guide

NOT AVAILABLE IN NORTH or SOUTH CAROLINA



*While Supplies Last

HOLIDAY DUOS

A perfectly bundled gift featuring one of our nourishing shampoos paired with its matching conditioner. Whether it's the Daily, Moisturizing, Curl, or Volumizing collection- there's a duo made just for you!

SALON COST: \$11.00 RETAIL PRICE: \$22.00
ACTUAL RETAIL VALUE: \$34.00

HOLIDAY MINIS

Many of your favorites are available in 2oz mini sizes- just the right size for stockings, holiday travel, or sampling something new!

SALON COST: \$1.75
SUGGESTED RETAIL PRICE EACH: \$3.49
ACTUAL RETAIL VALUE: \$4.99



*While Supplies Last

HIGH SHINE GLOSSING TREATMENT MINI

'Tis the season for shimmer & shine! Give your hair the gift of radiant gloss and soft, silky strands that sparkle at every celebration.

SALON COST: \$2.50
SUGGESTED RETAIL PRICE EACH: \$4.99
ACTUAL RETAIL VALUE: \$7.99



HOLIDAY BODY LOTION

Sugar Plum Body Lotions deliver the hydrating benefits you know & love with the festive holiday scents that capture the magic of the season.



*While Supplies Last

Sugar Plum Body Lotions

SALON COST: \$8.50ea
SUGGESTED RETAIL: \$16.99

BODY CARE TRIO

Indulge in the ultimate cleansing and nourishing experience with our Body Lotion, Body Wash, & Hand Soap. Infused with Coconut Water, these silky formulas leave your skin clean & soft- perfect for the frosty days ahead.

Includes a complimentary tent card!
(*Must purchase 4 promotions to receive free tent card)

SALON COST: \$17.50
REGULAR RETAIL COST: \$46.97
PROMOTIONAL RETAIL VALUE: \$35.00



For more information and to join the Aluram community, visit us online & on social media!



ALURAM™

2025

NOT AVAILABLE IN NORTH or SOUTH CAROLINA

NOVEMBER / DECEMBER



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

PRE-WASH SCALP TREATMENT

Buy 6- 8oz Pre-Wash Scalp Treatments and receive
6- 2oz Aluram Daily Shampoos and a Tent Card for Free!

New!

This gentle treatment helps detoxify the scalp by eliminating buildup, dirt and oil. Use before shampooing to nourish & enhance overall scalp feel, while helping to prevent dryness.

**PAIRS WELL WITH ANY
ALURAM SHAMPOO
& CONDITIONER!**



6

FREE!



6

FREE!



SEA KELP EXTRACT

Rich in ocean minerals, this extract helps hydrate, soothe, and support a balanced & healthier scalp



PEPPERMINT LEAF EXTRACT

With its high menthol content, Peppermint helps deliver a cooling sensation to the scalp, while also leaving hair shiny and soft

PROMOTIONAL SALON COST: \$51.00 SALON RETAIL VALUE: \$131.88 SUGGESTED RETAIL PRICE EACH: \$16.99

New!



**PLUS FREE
8PC
DISPLAY!**

HAIR & BODY FRAGRANCE MIST

Buy 7 Hair & Body Fragrance Mists,
and receive 1 Free **PLUS** a Free Display!

Introducing Aluram's all-new Hair & Body Fragrance Mists! A refreshing way to elevate your everyday routine. Infused with nourishing Coconut Water and a clean, uplifting fragrance- this multitasking mist lightly hydrates while leaving behind a soft, fresh scent from head to toe. Perfect for post-styling or an on-the-go refresh, it's the effortless touch of luxury your hair and skin have been waiting for.

**PROMOTIONAL SALON COST: \$49.00
SUGGESTED RETAIL PRICE EACH: \$13.99**

BUY 7 & GET 1 FREE

Wild Citrus Nectar
and Vanilla Palm Blossom

For more information
and to join the
Aluram community,
visit us online &
on social media!



NO FLUFF NO FILTERS **RESULTS ONLY.**

ALL IN ONE STYLING SET

Our All-in-One Styling Set brings together three essentials your clients will love: a light hold Styling Jelly, a multifunctional Serum, and a free Hair Clip. Perfect for holiday styling or everyday looks, this ready-to-go kit is so versatile. From adding shine and frizz control to defining curls or polishing straight styles, it's the set that does it all!

THE KIT INCLUDES:

- Styling Jelly - 250 mL / 8.5 oz
- Serum - 100 mL / 3.4 oz
- **FREE** Alcôve Hair Clip (value \$6)

Salon price: **\$16.20**

Salon Savings: **10% + Free Hair Clip**
Suggested Retail Price: \$29.00



STRONG HOLD HAIRSPRAY

210g / 7.4 oz

Our Strong Hold Hairspray is a stylist favorite for a reason. The finishing spray you can trust, from polished updos to everyday looks.

BUY 5 STRONG HOLD HAIRSPRAYS GET 1 FOR FREE

PROPERTIES:

- Protects against UV
- Prevents frizz
- Fortifies

WHO IT'S FOR?

- All hair types

KEY INGREDIENTS:

Pomegranate Seed Oil, Evening Primrose, Hemp Oil



Salon price: **\$45.00** (Value \$54.00)

Salon Savings: **17%**
Suggested Retail Price: \$15.00 / each

Limited Edition

FLAT IRON

Introducing our limited edition flat iron, designed to deliver professional-grade results at home. With cutting-edge technology and an ergonomic design, this tool ensures effortless styling and salon-quality finishes.

PROPERTIES:

- Temperature Settings up to 450°F (230°C)
- Ultra-Smooth HD Ceramic-Tourmaline Floating Plates
- Quality Heating Elements providing Constant Heat

Salon price: **\$49.99** (Value \$59.99)

Salon Savings: **17%**
Suggested Retail Price: \$66.00



*LIMITED TIME OFFER, WHILE SUPPLIES LAST

HOLIDAY FAVORITES

A perfect holiday pick! Offer your clients their favorite shampoo and conditioner with a free travel size to take on the go or to discover a new favorite. Ideal for gifting or keeping their routine going wherever they are.

RESCUE KIT:

- Hydrating Shampoo, 300 mL/10 oz
- Hydrating Conditioner, 300 mL/10 oz
- Restructuring Mask, 55 mL/1.9 oz



Salon price: **\$16.20** (Value \$22.40)

Salon Savings: **28%**
Suggested Retail Price: \$29

CURL STATION

Turn curiosity into sales! This ready-to-display kit includes travel sizes of our best-selling Curl Activator, perfectly packaged to sit right at your counter. Whether your guests are new to the brand or looking to refresh their routine, it's the easiest way to let them try (and fall in love with) a proven favorite.

THE KIT INCLUDES:

- 12 x Curl Activator - 60 mL / 2 oz

Salon price: **\$42.24** (Value \$52.80)

Salon Savings: **20%**
Suggested Retail Price: \$8.00 / each



*LIMITED TIME OFFER, WHILE SUPPLIES LAST

KERATHERAPY™

November/December 2025

Holiday Bundles

Save up to 32% Off Our Holiday Bundles!



Trio Holiday Bundles

Purchase Any Single Full Collection

Each collection includes retail size Shampoo, Conditioner, Leave-in

- 1 Moisture+Keratin Collection | \$45.85
- 1 Repair+Keratin Collection | \$45.85
- 1 ColorProtect+Keratin Collection | \$45.85
- 1 Volume+Keratin Collection | \$45.85
- 1 Blonde+Keratin Collection | \$45.85
- 1 Strength+Vegan Collection | \$45.85

Up to
35% OFF

\$29⁹⁵

KERATHERAPY™

November/December 2025

While Supplies Last



Hero 5 Pack Holiday Bundles

Purchase Any Single Full Collection

Shampoo and Conditioner Collection with
Keratinfixx Leave In 20 in 1,
Daily Smoothing Cream and
BambooMiracle Vegan Reconstructor

Style+Keratin Collection with Daily Smoothing Cream,
Argan Oil, Define, Shine & Style Cream,
Ultra Fast Blow-Dry Mist Spray & Rapid Rescue

- 1 Moisture+Keratin Collection | \$79.25
- 1 Repair+Keratin Collection | \$79.25
- 1 ColorProtect+Keratin Collection | \$79.25
- 1 Style+Keratin Collection | \$76.55

Up to
37% OFF

\$49⁹⁵



Color Lock and Smooth

This 2-in-1 formula can be used after all color or highlighting services to **LOCK COLOR** in and **prevent fading** or as a **standalone in-salon EXPRESS keratin smoothing treatment** providing frizz control

- Extends color longevity
- For all hair types
- Lasts 4-6 weeks
- Adds shine and tames frizz

Special Offer: \$59.95

Salon Value: \$74.95



Scruples®

NOW AVAILABLE
IN THE CAROLINAS!

FESTIVE STYLES, FLAWLESS FINISH.



OVER 20% SAVINGS

SC987075

HOLD & GO DUO

HIGH DEFINITION HAIRSPRAY | 10.6 oz
HIGH DEFINITION HAIRSPRAY | 2 oz

\$14.99 USA
reg. value \$18.86 USA salon cost



OVER 30% SAVINGS

SC987051

LOCK & LUSTER DUO

HIGH DEFINITION HAIRSPRAY | 10.6 oz
HYPERSHINE REPAIR SPRAY | 4.2 oz

\$16.99 USA
reg. value \$24.35 USA salon cost



OVER 28% SAVINGS

SC986770

SHAPE & SHINE DUO

HIGH DEFINITION HAIRSPRAY | 10.6 oz
CREME PARFAIT VOLUMIZING FOAM | 8.5 oz

\$15.99 USA
reg. value \$22.46 USA salon cost



OVER 26% SAVINGS

SC986775

SMOOTH & STYLE

CREME PARFAIT VOLUMIZING FOAM | 8.5 oz
SILK SERUM | 3 oz

\$16.99 USA
reg. value \$23.09 USA salon cost



OVER 22% SAVINGS

SC981722

VOLUME & LIFT DUO

STRUCTURE BATH SHAMPOO | 12 OZ
QUICKSEAL CONDITIONER | 8.5 OZ

\$13.99 USA
reg. value \$18.09 USA salon cost



OVER 22% SAVINGS

SC982792

RESET & REPAIR DUO

HAIR CLEARIFIER SHAMPOO | 12 OZ
ER CONDITIONER | 8.5 OZ

\$13.99 USA
reg. value \$18.09 USA salon cost



OVER 22% SAVINGS

SC147-SC282

COLOR REVIVAL DUO

RENEWAL SHAMPOO | 12 OZ
RENEWAL CONDITIONER | 8.5 OZ

\$13.99 USA
reg. value \$18.09 USA salon cost



OVER 45% SAVINGS

SC983712

RICH NOURISH DUO

TOTAL INTEGRITY
ULTRA RICH SHAMPOO | 12 OZ
TOTAL INTEGRITY
ULTRA RICH CONDITIONER | 6.7 OZ

\$14.99 USA
reg. value \$27.44 USA salon cost



SC7106-25

OVER 35% SAVINGS

TEA TREE DUO | 8 OZ
REFRESHING SHAMPOO
REFRESHING CONDITIONER

\$13.99 USA
reg. value \$21.65 USA salon cost

JOON

Persian Secrets

STYLING RITUAL SET



This Styling Ritual Set features three styling essentials inspired by centuries-old Persian beauty rituals, designed to support hair health. The Katira Volumizing Mousse, enriched with Katira, Rosemary, and Rice Water, creates soft, airy volume while smoothing frizz, refining natural texture and enhancing elasticity—without any crunch or stiffness. The Saffron Hair Elixir is a lightweight, fast-absorbing hair oil that offers heat protection, moisturizes and detangles for frizz-free and shiny hair. The Persimmon Rose Hairspray offers flexible, buildable all-day hold with antioxidant-rich Persimmon, Turmeric, and Saffron to help protect hair from heat and environmental stressors.

\$23 Salon Price
(\$46 Retail • \$60 Value)



Hydrating Haircare Travel Set
Saffron Rose Shampoo 2 fl.oz
Saffron Rose Conditioner 2 fl.oz

\$11 Salon
\$22 Retail



Saffron Rose Hydrating Set
Saffron Hair Elixir 1.1 fl.oz
Saffron Rose Shampoo 2 fl.oz
Saffron Rose Conditioner 2 fl.oz

\$19 Salon
\$38 Retail • \$50 Value

Our bestselling gift sets! They are perfect for anyone looking to detangle, smooth, moisturize and add shine to the hair. Used in traditional Persian beauty rituals for centuries, the "Antioxidant Powerhouse" created by Saffron, Rose, Pistachio and Pomegranate nourish, strengthen and restore hair elasticity to its healthiest state. These products can be used daily.

NEW!



SHAPE ME GLAZE 222 6.8 fl. oz. / 200 mL \$7.67 reg. price \$10.95	ELEVATE ME CURL CREAM 308 5.1 fl. oz. / 150 mL \$8.37 reg. price \$11.95	BRING ME TO THE BEACH SALT SPRAY 223 5.1 fl. oz. / 150 mL \$7.67 reg. price \$10.95	WAKE ME UP CURL SPRAY 227 5.1 fl. oz. / 150 mL \$7.67 reg. price \$10.95	SHINE ME BRIGHTLY SUPER COAT 119 5.1 fl. oz. / 150 mL \$9.07 reg. price \$12.95	SMOOTH ME SERUM 218 5.1 fl. oz. / 150 mL \$9.07 reg. price \$12.95	DEFINE ME GEL 411 5.1 fl. oz. / 150 mL \$6.97 reg. price \$9.95	MATTE ME STRONGLY 515 2.7 fl. oz. / 80 mL \$7.67 reg. price \$10.95
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FOR ME
STYLING LINE

Save 30%-ME

SHINE, VOLUME and HOLD without forgetting PROTECTION

500 mL / 16.9 fl. oz.



SAVE 25%

FRAMESI
COLOR LOVER

SELECT COLOR LOVER SHAMPOOS, CONDITIONERS, & MASQUE

VOLUME BOOST
MOISTURE RICH

\$10.46 ea.
reg. price \$13.95

DIAMOND STRONG
DYNAMIC BLONDE

\$11.21 ea.
reg. price \$14.95

283 g / NW 10 oz.



Save 30%

framesi BY Styling

194 g / 6.9 oz.

150 mL / 5.1 fl. oz.

Mist Hairspray Strong \$8.72 reg. price. \$12.45

Mist Hairspray Light \$8.72 reg. price. \$12.45

Sparkling Mousse Strong \$8.02 reg. price. \$11.45

Hydro Gel Strong \$5.57 reg. price. \$7.95

SAVE 50%



500 g / NW 18 oz.

CREAM PLUS \$8.98 reg. price \$17.95

INFINITY+ \$14.98 reg. price \$29.95

DIAMOND \$14.98 reg. price \$29.95

150 mL / 7.5 fl. oz.

SAVE 20%



500 g / NW 18 oz.

NO DUST \$16.76 reg. price \$20.95

VEGAN, GLUTEN FREE

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.

MORPHOSIS HAIR TREATMENT LINE

SAVE 25%

SHAMPOOS & CONDITIONERS



SHAMPOOS \$8.24 ea. REG. \$10.99 250 mL / 8.4 fl. oz.

CONDITIONERS \$8.99 ea. REG. \$11.99 250 mL / 8.4 fl. oz.

SCALP Exfoliate \$6.74 ea. REG. \$8.99 150 mL / 5.1 fl. oz.

SAVE 30%



MORPHOSIS Repair Velvet \$7.69 ea. REG. \$10.99 100 mL / 3.4 fl. oz.

MORPHOSIS Restructure Hair Beauty Elixir \$13.99 ea. REG. \$19.99 150 mL / 5.1 fl. oz.

FRAMESI
COLOR LOVER

Save 50%

COLOR LOVER DYNAMIC BRUNETTE SHAMPOO \$7.48 reg. price \$14.95



500 mL / 16.9 fl. oz.

Be Dynamic

5D FRAMCOLOR Eclectic COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

QUICK and EASY BRILLIANCE

ALL OF THIS FOR \$9.99!

Buy Any Three 5D COLOR GLOSS SHADES + One 5D COLOR GLOSS ACTIVATOR for \$9.99

66% SAVINGS! reg. salon value \$29.30



including the NEW Golden Copper Series

copper glow 8GC + 8GC + 10GC

VEGAN • GLUTEN FREE • AMMONIA FREE • RESORCINOL FREE • PPD FREE • SUSTAINABLE



2025 HOLIDAY 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.

- Reverses Damage & Aging
- Noticeable Results After First Use
- Strengthens, Softens, & Smooths
- Patented Bond Repair Technology
- Vegan & Cruelty-Free
- Professional Strength
- For All Hair Types
- Great for 100% Human Hair Extensions

Holiday BOGO!

Purchase

**1-re:BOND Miracle Bond-Building
Mask 3oz/89mL**

Receive

**1-re:BOND Aminofixx Miracle Bond
Building Spray 4oz/118mL**

SALON VALUE: \$33.00

SPECIAL OFFER \$22.00

33% SAVINGS



Holiday DUO!

1-re:BOND Daily Shampoo 10.1oz/300mL

1-re:BOND Daily Conditioner 10.1oz/300mL

1-Decorative Box

SALON VALUE: \$30.00

SPECIAL OFFER \$24.00

20% SAVINGS

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THE PERFECT BALANCE OF MOLECULAR HAIR SCIENCE & NATURE

HOLIDAY SALES!

ALL PURPOSE CAPE OR APRON

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

\$13.99 EACH



OR



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



ONLY \$18.99

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



ONLY \$11.99

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



ONLY \$12.99

COLOR REMOVER WIPES



ONLY \$8.99

**DELUXE TOUCH CLEAR COLORING
GLOVES (100 COUNT)**



ONLY \$4.99

**DELUXE TOUCH BLACK COLORING
GLOVES (100 COUNT)**



ONLY \$5.99

**BALAYAGE HAIR FILM (500 FEET)
PERFORATED EVERY 12"**



ONLY \$14.99

SILVER FOIL ROLL 5" X 1600 FT



ONLY \$38.95

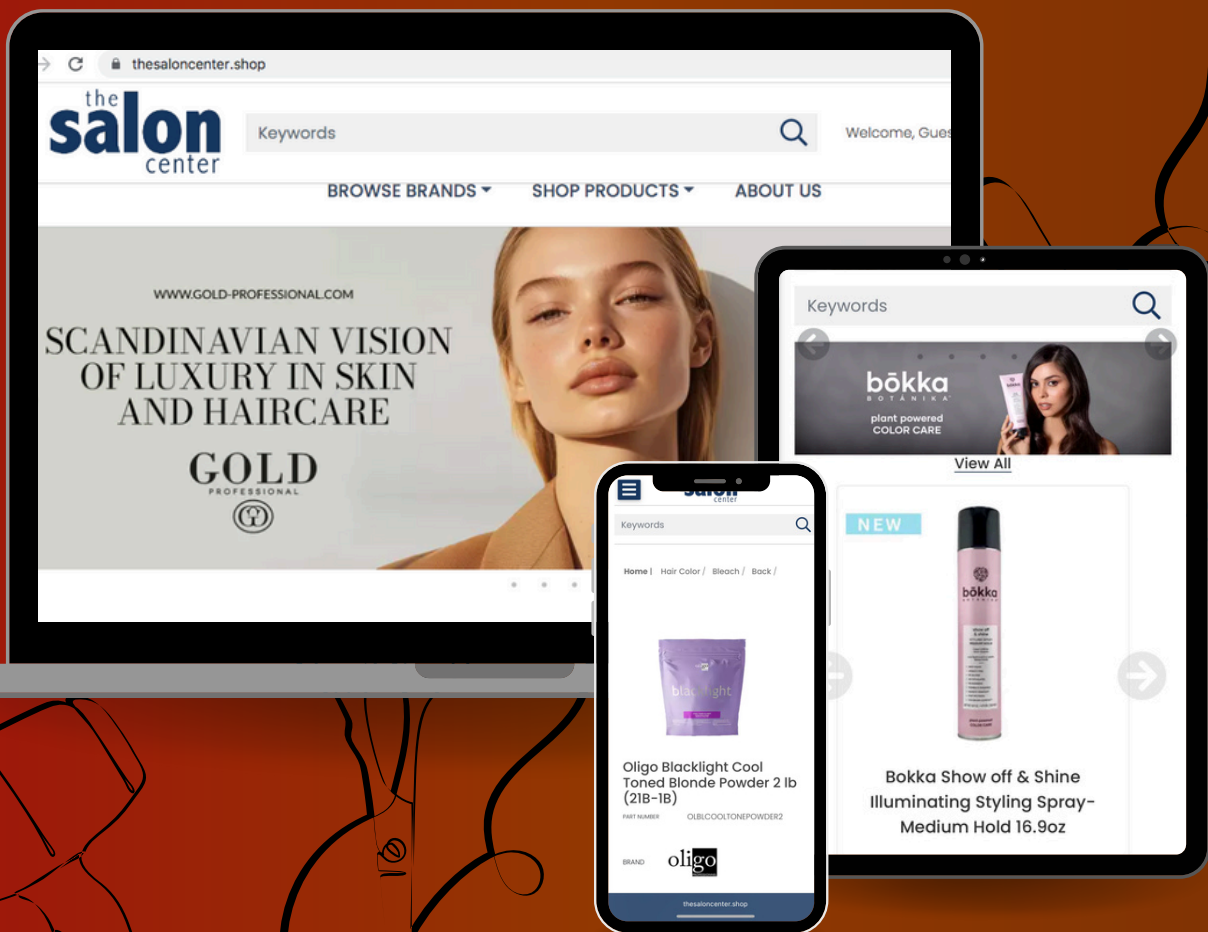
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