THE SALON CENTER

J U L Y 2 0 2 5



ICONIC FRIZZ FIGHTERS SUMMER SAVIORS SALE!

FREE! 3 TRAVEL SIZE DREAM COATS WHEN YOU BUY 6 RETAIL SIZE

Dream Coat Supernatural Spray



- · #1 anti-humidity spray makes hair water-resistant
- · For frizzy hair type
- · Sleek styles won't re-frizz in humidity

PURCHASE: x 6 Retail Size (6.7 FL 0Z) GET FREE: x3 Travel Size (1.7 FL oz)

SALON PRICE: \$102.00 \$84.00

Extra Strength Dream Coat



- · Powerful, waterresistant results + moisture
- · For dry, curly/coily frizzy hair
- · Sleek styles won't re-frizz in humidity

PURCHASE: x6 Retail Size (6.7 FL 0Z) GET FREE: x3 Travel Size (1.7 FL oz)

SALON PRICE: \$117.00 \$96.00

Dream Coat for Curly Hair



- 1-step styler for frizz-free. crunch-free curls
- · For naturally wavy, curly frizzy hair
- · Perfect for air-drying + refreshing curls

PURCHASE: x6 Retail Size (6.7 FL oz) GET FREE: x3 Travel Size (2.5 FL oz)

SALON PRICE: \$90.00 \$72.00

SAVE 20% ON BACKBAR-SIZE ANTI-FRIZZ SUPERHEROS

Dream Coat "Weather-Proofing" for All Hair Types





Dream Coat Supernatural Spray (16.9 FL OZ)



SALON PRICE: \$29.00 \$23.20



Extra Strength Dream Coat (16.9 FL OZ)



SALON PRICE: \$33.00 \$26.40



Dream Coat for Curly Hair

(16.9 FL OZ)



SALON PRICE: \$25.50 \$20.40

SAVE 20% ON SUMMER'S MUST-HAVE INSTANT FRIZZ FIXERS

Smooth 'Em on... Frizz is Gone!





Pop & Lock **High Gloss Finish** (1.8 FL OZ)

- · Smooths, glosses, tames frizz
- Temporarily seals split ends
- · Sun Screen + heat protectant

SALON PRICE: \$12.00 \$9.60





One-Minute Transformation Styling Cream

- (4.0 FL OZ)
- · On the spot frizz fix
- · Like an instant sleek blow-dry!
- · Heat protectant

SALON PRICE: \$12.00 \$9.60

milk shake®



LIFT & TONE

for total hair gains

get brighter, lighter and glossed up color, there's still time to get your clients' hair in shape for summer, check out gorgeous gloss looks by global milk_shake artist Andrew Smith!



lift & tone: the gloss & level 7 | \$90.90

12 the gloss demi permanent

colour 2.03 fl.oz.

1 the gloss activator 33.5 fl.oz.

1 light catcher level 7 freehand 14.11 fl.oz.

1 mirror clina

lift & tone: the gloss & level 8 | \$90.90

INVEST

12 the gloss demi permanent colour 2.03 fl.oz.*

1 the gloss activator 33.5 fl.oz.

FREE

light catcher level 8 17.64 fl.oz.

1 oxidizing emulsion*

30%

lift & tone: the gloss & level 9 | \$90.90

INVEST

12 the gloss demi permanent

1 the gloss activator 33.5 fl.oz.

1 light catcher level 9 17.64 fl.oz. 1 oxidizing emulsion*

1 mirror clina

FORMULAS:

copper model:

• base: gloss 7.44/7CC intense copper

creative placement sections: gloss 6.46/6CR copper red

*SEE MILKSHAKE PRO MAGAZINE FOR MODEL IMAGES

red model:

• root shadow: gloss 5.5/5M mahogany

• mid-lengths/ends: gloss 7.66/7/RR intense red

• creative placement/highlight sections: gloss 6.66/6RR intense red

blonde model:

• base: gloss 10.04/10NC natural copper

• creative placement sections: gloss 9.44/9CC intense copper



BACKBAR READY

backbar liters | \$18.85

colour maintainer shampoo sulfate free 33.8 fl.oz. colour maintainer conditioner 33.8 fl.oz. leave in conditioner refill 33.8 fl.oz. insta.light shampoo 33.8 fl.oz. make my day shampoo 33.8 fl.oz. make my day conditioner 33.8 fl.oz.

moisture & more shampoo 33.8 fl.oz.

colour maintainer shampoo flower fragrance 33.8 fl.oz. colour maintainer conditioner flower fragrance 33.8 fl.oz.

silver shine shampoo 33.8 fl.oz.

silver shine light shampoo 33.8 fl.oz.

icy blond shampoo 33.8 fl.oz.

cold brunette shampoo 33.8 fl.oz. integrity nourishing shampoo 33.8 fl.oz.

integrity nourishing conditioner 33.8 fl.oz.

backbar liters | \$21.55

silver shine conditioner 33.8 fl.oz. icv blond conditioner 33.8 fl.oz. cold brunette conditioner 33.8 fl.oz. moisture & more conditioner 33.8 fl.oz. 35%

35%

JULY / AUGUST 2025 PROMOS

Salon & Stylist Try Me Kit



SPECIAL SALON PRICE: \$179.00

SALON VALUE: \$220.25 A 19% SAVINGS!



BONUS OFFER:

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
- Born for the Stage Finishing Spray Firm Hold 16.9oz / 500ml
 Mirror Cling "Ask me about Plant Powered Color Care"
- 1 Tent Card "Plant Powered Color Care"

All Day, Humidity-Resistant Hold!

Incredible FIRM-hold finisher!



PURCHASE:

1 Born for the Stage Finishing Spray - Firm Hold - 16.9oz / 500ml

SPECIAL SALON PRICE: \$12.75

SALON VALUE: \$15 A 15% SAVINGS!

Keep Those Curls UP!

Bouncy, touchable, frizz-free curls! NEW upgraded look!



PURCHASE:

1 All Curled Up Curl Defining Cream - 6oz / 177ml

SPECIAL SALON PRICE: \$10

SALON VALUE: \$13 A 23% SAVINGS!

FEATURED COLLECTION - Thikk. Volume

Plus an incredible, lightweight volumizing spray!



PURCHASE:

- 1 Thikk. Volume Shampoo 10oz / 300ml
- 1 Thikk. Volume Conditioner 10oz / 300ml
- 1 Blowdry Boost Volumizing Spray 6oz / 177ml

SPECIAL SALON PRICE: \$30

SALON VALUE: \$40 A 25% SAVINGS!

23 SEASONAL KIT

BLONDE GLOW UP!

Get the Look of Glowtini with this TONES Seasonal Collection

Includes:

- 6 TONES Demi-Permanent Colour shades:
 - · Clear
 - 7GV
 - 8K
 - 9G
 - 9NT
 - 10G
- 1- Blonde78 Blue LIGHTENER
- 1- All Inclusive Color Chart
- 1- Technique Card

SALON VALUE: \$69.20 SALON COST: \$49.00 SALON SAVINGS: \$20.20







JULY/AUGUST PROMO

LITER-ALLY SUMMER'S **BEST HAIR CARE DEAL!**

Save 25% on Shampoo & Conditioner Liters!

Includes:

- **Hydrating Shampoo**
- **Hydrating Conditioner**
- Reparative Shampoo
- Reparative Conditioner
- Volumizing Shampoo
- Volumizing Conditioner
- Violet Shampoo
- Clarifying Shampoo \$20.63 each Liter



Aloxxi COLOUR SUPPORT



COLOUR SUPPORT KIT

KIT INCLUDES:

- 1 COLOURPRIME PRE-COLOR TREATMENT 10.1 oz
- 1 BARRIER CREME 5.07 oz
- 1 COLOURLOCK POST-COLOR FINISHER 16.9 oz

ONLY \$34.45



*LIMITED TIME OFFER, WHILE SUPPLIES LAST



KERATHERAPY

July/August 2025

Featured Collection

Buy Shampoo and Conditioner, Get Leave-In FREE!

Repair+Keratin

Bundle Includes:

- 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: \$44.25 Special Offer: \$29.50





Featured Leave-In Buy 3, Get 1 FREE!

Purchase:

3 - ColorProtect+Keratin Color Seal Leave-In (4.2 oz / 125 ml) FREE:

1 - ColorProtect+Keratin Color Seal Leave-In (4.2 oz / 125 ml)

Salon Value: \$59 Special Offer: \$44.25







Such value: \$39 Special Offer: \$44.2

Featured Styling Buy 2, Get 20.25% Off!

Purchase:

2 - Style+Keratin Rapid Rescue (4.2 oz / 125 ml)

Salon Value: \$30.90 Special Offer: \$24.64





KERATHERAPY

July/August 2025

Featured Treatment Offer FREE Color Protect 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)
- 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: \$283.15

Special Offer: \$219.95



Your Choice Your



Stylist Favorites - Full Collection Buy 4 Styling Products, Get 2 FREE

Purchase:

- 1 Style+Keratin Daily Smoothing Cream (6.8 oz / 200 ml)
- 1 Style+Keratin Define, Shine & Style Cream (4.2 oz / 125 ml)
- 1 Style+Keratin Rapid Rescue (4.2 oz / 125 ml)
- 1 Style+Keratin Ultra Fast Blow Dry Mist (4.2 oz / 125 ml)

Receive FREE:

- 1 Style+Keratin Volumizing & Styling Foam (6 oz / 178 ml)
- 1 Style+Keratin Argan Oil (1.7 oz /50 ml)

Salon Value: \$90.90

Special Offer: \$60.40







ALCÔVE

NO FLUFF NO FILTERS RESULTS ONLY.









JULY AUGUST PROMOTIONS 2025

oligo PROFESSIONNEL

NOT AVAILABLE IN NORTH or SOUTH CAROLINA

ALL ABOUT DUOS

20% OFF SELECTED SHAMPOO AND CONDITIONER DUOS

Blacklight Volume Shampoo, 33.81 oz Blacklight Volume Conditioner, 33.81 oz \$69.20

Blacklight Blue Shampoo, 33.81 oz Blacklight Blue Conditioner, 33.81 oz **\$71.20**

Blacklight SMART Purifying Shampoo, 16.5 oz Blacklight SMART Repair Conditioner, 16.5 oz \$53.00



Blacklight Violet Shampoo, 33.81 oz Blacklight Violet Conditioner, 33.81 oz **\$71.20**

Calura Moisture Balance Cleanser, 32 oz Calura Moisture Balance Conditioner, 32 oz \$64.00

Blacklight Nourishing Shampoo, 33.81 oz Blacklight Nourishing Conditioner, 33.81 oz \$62.80

TIME TO RECHARGE

Have empty shampoo and conditioner bottles? Save them and refill with our refill pouches.

20% OFF SELECTED SHAMPOO AND CONDITIONER REFILL POUCHES

CALURA MOISTURE BALANCE CLEANSER, 33.81 OZ - \$31.00
CALURA MOISTURE BALANCE CONDITIONER, 33.81 OZ - \$33.00
BLACKLIGHT NOURISHING SHAMPOO, 33.81 OZ - \$29.60
BLACKLIGHT NOURISHING CONDITIONER, 33.81 OZ - \$33.20

BLACKLIGHT BLUE SHAMPOO, 33.81 OZ - \$32.80 BLACKLIGHT BLUE CONDITIONER, 33.81 OZ - \$38.40 BLACKLIGHT VIOLET SHAMPOO, 33.81 OZ - \$32.80 BLACKLIGHT VIOLET CONDITIONER, 33.81 OZ - \$38.40



LIGHTEN AND TONE ESSENTIALS

The Blacklight Lightening Cream offers up to 7 levels of lift for on and off scalp techniques. Custom colour with Calura Gloss for a shiny, seamless, natural finish. This pair is top choice for an efficient and gentle blonding service.

BUY 24 CALURA GLOSS SHADES AND

RECEIVE 1 FREE CREAM LIGHTENER (14 0Z)*



US: \$176.40 VALUE: \$199.35 SALON SAVINGS: 12% *Limit 1 per salon

CHOOSE YOUR BAG

Offer back-to-school essentials to your salon guest with a reusable canvas bag filled with must-have haircare! This convenient kit includes a shampoo, conditioner, and travel-size styling product, making it perfect for freshening up between classes, after activities, or before social events.

BLACKLIGHT BAG

KIT INCLUDES:

- 1 X NOURISHING SHAMPOO, 8.5 OZ 1 X NOURISHING CONDITIONER, 8.5 OZ
- 1 X NOURISHING CONDITIONER, 8.5 C

CALURA BAG

KIT INCLUDES:

1 X MOISTURE BALANCE CLEANSER, 8.5 OZ 1 X MOISTURE BALANCE CONDITIONER, 8.5 OZ 1 X EXPRESS BLOWOUT MIST, 2 OZ



US: \$30.00 MSRP: \$60.00 VALUE: \$36.00 SALON SAVINGS: 17%

MSRP: \$60.00 VALUE: \$37.45 SALON SAVINGS: 20%

Persian Secrets

KATIRA VOLUMIZING MOUSSE

WITH RICE WATER AND ROSEMARY

Buy 3, get 1 Free! \$42

Save 25% (Salon Value \$56)



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

STYLERS KIT

\$25

Save 17% Salon Value \$30



Kit Includes:

- 1 Katira Volumizing Mousse 5oz
- 1 Persimmon Rose Hairspray 8oz

TRY-ME KIT

\$89

Save 20% Salon Value \$112



Kit Includes:

- 1 Saffron Rose Moisture Mask 8.5oz
- 1 Saffron Hair Elixir Oil 1oz
- 1 Katira Volumizing Mousse 5oz
- 1 Persimmon Rose Hairspray 8oz
- 1 Sumac Scalp Scrub and Exfoliating Shampoo 5.7oz
- 1 Saffron Rose Shampoo 10oz
- 1 Saffron Rose Conditioner 10oz

SUMAC SCALP SCRUB

Buy 2 Sumac Scalp Scrubs, Get Scalp Brush Kit Free! \$38

Save 28% (Salon Value \$53)

> Scalp Brush Kit \$15 Salon • \$30 Retail



Sumac Scalp Scrub 5.7 fl.oz. \$19 Salon • \$38 Retail





In just 4 minutes, our Leave-in Miracle Bond³ Building Collection with FIBERENEW rePAIRS, reSTORES, & reNEWS the 3 most important molecular bonds in the hair; repairing and restoring the disulfide bonds and strengthening the salt and hydrogen bonds by up to 3X!

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

- 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

re:B@ND AMINOFIXX re:B@ND AMINOFIXX MIRACLE BOND

*available mid July

AMINOFIXX™

Daily Miracle Bond³ Building Spray

Size	Salon Value	Special Offer	Savings
Choose 4oz/118ml	\$11.00	\$ 9.00	18%
Choose 8oz/237ml	\$17.50	\$12.25	30%

AMINOFIXX™

DAILY Miracle Bond³ Building Spray!

This powerful, Leave-In Pro Treatment formula repairs & fortifies all 3 main hair bonds, strengthens strands, and restores healthy shine - in 4 minutes!

Replenishes 11 of the amino acids that are essential to healthy hair. Can use before and after chemicals, as a cutting aid, porosity equalizer, or any time hair needs extra strength, shine & elasticity!

KEY BENEFITS:

- Rebuilds and strengthens 3 main hair bonds
- Improves color retention & vibrancy
- Deeply repairs from the inside out
- Protects against future damage
- Boosts shine & elasticity
- Lightweight, non-greasy formula

HOW TO USE:

Spray on clean damp hair and comb through. Do not rinse. Wait 4 minutes and then style as usual. Recommended to be used before and after all chemical or color services.

R-PROMO-20 R-PROMO-21

Offer #2

5+1 FREE!

re:BOND Miracle Bond³ Building Mask

Countertop 6-Piece Display - fits anywhere!



SPECIAL SALON PRICE: \$110.00

SALON VALUE: \$132.00 A 17% SAVINGS! R-PROMO

Offer #3

Miracle Bond Building Back Bar

32oz/946ml with pump!



Choose shampoo OR conditioner

SPECIAL SALON PRICE: \$25.00 SALON VALUE: \$32.00

A 22% SAVINGS!



R-PROMO-22

R-PROMO-23

<u>Scruples</u>

NOW AVAILABLE IN THE CAROLINAS!

DUOS YOU'LL LOVE. IN SIZES YOU NEED



COLOR REVIVAL DUO

RENEWAL

COLOR RETENTION SHAMPOO Liter- reg. \$16.20 USA salon cost

RENEWAL

COLOR RETENTION CONDITIONER

Liter- reg. \$19.03 USA salon cost

VOLUME AND LIFT DUO

STRUCTURE BATH

VOLUMIZING SHAMPOO Liter-reg. \$16.20 USA salon cost

QUICKSEAL

DETANGLING CONDITIONER

Liter-reg. \$20.55 USA salon cost

RESET AND REPAIR DUO

HAIR CLEARIFIER

DEEP CLEANSING SHAMPOO

ER EMERGENCY REPAIR

CONDITIONER

Liter- reg. \$19.03 USA salon cost



RESET AND REPAIR DUO

CLARIFY & RESTORE

STRENGTH AND SHINE.

FOR RENEWED





50% OFF TEXTURE FUSION

WHAT IT DOES

TEXTURE FUSION PERMANENT TEXTURE



THE PERFECT PAIRINGS FOR HOME & ON THE GO

BUY 1 HIGH DEF 10.6 OZ GET TRAVEL SIZE FREE!

BEST SELLER

Our foremost sought-after product, which is the preference within the professional and consumer areas! Our High-Definition Hair Spray is a strong yet flexible spray that allows you to shape and hold any hairstyle you wish to recreate.

HIGH DEFINITION

HAIR SPRAY | 10.6 oz

\$11.86 USA

RECIEVE FREE:

HIGH DEFINITION TRAVEL SIZE

HAIR SPRAY | 2 oz

reg. \$7.00 USA salon cost







IQ3 PERFETTO

- Ultra Powerful Airflow
- 1 turbo button, 3 speed settings, 3 temperature options, and a cool shot function
- "Color Lock Effect"
- Ultralight (10.4 oz)

\$269.00





IQ LITEMAX

- Powerful Airflow 1600W
- 2 speed settings, 3 temperature options, and a cool shot function
- "Color Lock Effect"
- Ultralight (0.68LBs)

SALON COST \$139.95



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

\$57.50

BEETLE



- · Pro Sintered Blade
- Extra Blade Included
- Cordless Trimmer
- Lithium Battery
- Autonomy 90 minutes
- · Hanging Hook
- · Min. Cut 0.3mm

SALON COST \$49.95



JULY / AUGUST 2025 PROMOTIONS



SAVE 33%



Framcolor

ALL FRAMCOLOR **GLAMOUR SHADES** 60 mL/2 oz. OR 100 mL/3.4 oz.

\$4.97 each, \$7.45 salon price



SAVE 50%



ALL FRAMESI COLOR LOVER IS: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium



DECOLOR PRO-FORCE

A NEW GENERATION FOR HAIR PROTECTION

SAVE 40% BONDER 101 400 mL/13.5 fl. oz. \$35.99 reg. price \$59.99 ea.

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

vegan · gluten free · paraben free sulfate free · dea free · money saving



Select DECOLOR Lighteners

50%



DIAMOND \$14.98 INFINITY+ \$14.98 **CREAM PLUS** \$8.98

COLOR C

SHAMP00 CONDITIONER HAIR REPAIR FOAM

\$10.47 ea. \$14.95



clean and conscious beauty

MORPHOSIS MORPHOSIS MORPHOSIS SCALP TREATMENTS RE DENSI BALA PURI SCALP SCALP INFO **FYING** FYING RCING @framesi

MORPHOSIS HAIR TREATMENT LINE

1000 mL / 33.8 fl. oz.

REG. \$24.99 NOW \$17.49 ea.





HAIR TREATMENTS

RED, WHITE

AND BLUE SALES!

5 X 11 PRE CUT POP UP FOIL

- 500 Count
- · Ready To Use
- · Light Embossed with a Dot Texture
- No slip, ultimate grip

\$11.99 EACH

STYLETEK



ALL PURPOSE CAPE OR ALL PURPOSE APRON



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



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



\$13.99 EACH

SILVER FOIL ROLL 5" X 1600 FT



ONLY \$38.99

COLOR REMOVER WIPES

STYLETEK

ONLY \$18.99

DELUXE TOUCH CLEAR COLORING GLOVES (100 COUNT)



ONLY \$12.99

DELUXE TOUCH BLACK COLORING GLOVES (100 COUNT)



ONLY \$4.99

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





24 // DD0055551N0 04D5

ONLY \$5.99

21" PROCESSING CAPS (100 COUNT)



ONLY \$18.99

ONLY \$5.99

ONLY \$8.99

BEAUVOIR

FOREVER TAPE-INS

The most elegant tape-in method. Period.

You've probably seen these on TikTok—but Beauvoir is the first and only brand to do these with extremely high quality hair.

Beauvoir. Premium Hair for Elevated Stylists.









Why stylists love Forever Tapes:

16" Price \$229.99 20" Price \$289.99

- Made with the top 10% healthiest hair in the world
- **Versatile application**: can be seamlessly applied using the sandwich method with two wefts, or with a single-sided tape for a lighter, more natural feel.
- No beads-perfect for clients who want a smooth, bead-free experience
- Installed just like traditional tape-ins, but wider for quicker application
- Flexible: cut to any size, sandwich or apply directly
- Compatible with single-sided or double-sided replacement tape
- Discreet, secure, and effortlessly beautiful
- Exclusive to Beauvoir—no one else does this with hair this premium

