

THE SALON CENTER

S E P T E M B E R 2 0 2 5

NEW LAUNCH
GOLD

PROFESSIONAL



PREMIUM SALON CONCEPT
SCANDINAVIAN QUALITY, DESIGN,
& SIMPLICITY



THE SALON CENTER.COM | (205) 940-1140 |  FIND US ON Instagram @THE_SALONCENTER

GOLD

PROFESSIONAL



WHERE LUXURY MEETS PERFORMANCE

Indulge in a salon experience at home with high-performance formulas designed to bring out the best in your hair. Gold Haircare is crafted with precision, passion, and the latest innovations—all in a curated, easy-to-use range.

- **Effortless beauty for all** – Unisex formulas designed for every hair type, bringing salon perfection to everyone.
- **A scent you'll fall in love with** – Infused with essential oils, our signature fragrance turns every wash into a sensory ritual.
- **Powerful, concentrated formulas** – Less product, maximum performance: luxury that lasts.
- **Smartly curated selection** – A compact range of must-have essentials, making haircare simple yet effective.
- **Always evolving, never outdated** – Core products are continuously upgraded with cutting-edge innovations.
- **Trend-led, fashion-forward styling** – Limited-edition and seasonal exclusives ensure your look is always ahead of the curve.
- **100% vegan & cruelty-free** – Formulated with premium, eco-friendly ingredients. Never tested on animals.

TRY ME

DREAM SHAMPOO 250 ml/8.45 fl oz
 COME TRUE 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: \$101.00
 MINUS DISCOUNT (26%): \$26.01

GOLD TRY ME PRICE: \$74.99



LUXURY SUMMER VIBES!

EXCLUSIVE LIMITED OFFER

Purchase our Dream Shampoo 8.45 fl oz
 and Come True Conditioner 8.45 fl oz

Receive your "Summer Hero"
 Ten In One 2.55 fl oz absolutely **FREE!**

\$43.00
 salon cost
SAVE 18%

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

COLOR WOW

HOLIDAYS ARE COMING!



*while supplies last



**21%
SAVINGS**

SLAY ANTI-FRIZZ KIT

Includes the G.O.A.T frizz fighters

- Money Mist Retail 5.0 FL OZ
- Color Security Shampoo 2.5 FL OZ
- Dream Coat Supernatural Spray 6.7 FL OZ

Salon Price: \$27.00

Salon Value: \$34.00

*while supplies last



**21%
SAVINGS**

VIRAL VOLUMIZERS

Includes best-selling bombshell stylers

- Color Security Conditioner F/N 2.5 FL OZ
- Xtra Large Bombshell Volumizer 6.7 FL OZ
- Raise the Root 1.7 FL OZ

Salon Price: \$29.00

Salon Value: \$36.50



+



**24%
SAVINGS**

BUY 6

Color Security Shampoo 8.4 FL OZ

GET 3 FREE

Money Masque 1.7 FL OZ

Salon Price: \$72.00

Salon Value: \$94.50



+



**16%
SAVINGS**

BUY 6

Money Mist 5.0 FL OZ

GET 3 FREE

Color Security Shampoo 2.5 FL OZ

Salon Price: \$87.00

Salon Value: \$103.50



+



**13%
SAVINGS**

BUY 6

Money Masque 7.5 FL OZ

GET 3 FREE

Money Mist 1.6 FL OZ

Salon Price: \$135.00

Salon Value: \$156.00

*Limited time offer, while supplies last

Holiday Kits

Give the gift of feel good, happy hair



color care trio

\$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.

color care flower trio

\$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.

integrity & strength trio

\$28.00/ salon value \$35.50

INVEST

integrity & strength shampoo 10.1 fl.oz.
integrity & strength conditioner 10.1 fl.oz.

FREE

incredible milk 1.8 fl.oz.

moisture & more trio

\$28.00/ salon value \$35.50

INVEST

moisture & more shampoo 10.1 fl.oz.
moisture & more conditioner 8.4 fl.oz.

FREE

incredible milk 1.8 fl.oz.

icy blond trio

\$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.

EFFORT LESSLY ICY

cool, ashy tones
clients will ask for by
name - time to stock up

icy blond salon deal

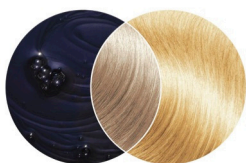
\$111.00 | salon value \$175.00

INVEST

3 icy blond shampoo 10.1 fl.oz.
3 icy blond conditioner 8.4 fl.oz.
3 icy blond toning spray 3.4 fl.oz.

FREE

1 icy blond shampoo 33.8 fl.oz.
1 icy blond conditioner 33.8 fl.oz.



black pigments keep blonde
tones light and bright while
milk proteins revitalize
colored hair's strength and
structure.

**now that's what we
call a win-win.**

this highly black pigmented
shampoo **neutralizes yellow
and brassy tones** for those
who covet cool, light blonde
color.

SAVE
37%

STRONGER HAIR STARTS HERE

damaged strands beware: there's a new strength squad in
town. powered by amaranth seed extract and murumuru butter,
integrity & strength is a go to for strong, healthy-feeling hair.



integrity & strength intro deal

\$271.00 | salon value \$346.00

SAVE
22%

INVEST

6 integrity & strength nourishing shampoo 10.1 fl.oz.
6 integrity & strength nourishing conditioner 10.1 fl.oz.
6 integrity & strength intensive treatment 6.8 fl.oz.

FREE

1 integrity & strength nourishing shampoo 33.8 fl.oz.
1 integrity & strength nourishing conditioner 33.8 fl.oz.
1 integrity & strength intensive treatment 16.8 fl.oz.

SEPTEMBER / OCTOBER 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"

Abyssinian & Kendi No Frizz Oil Serum at a Special Price!

Seals hair ends and blocks frizz for a shiny, ultra-smooth, frizz-free finish while repelling humidity.



BUY:

1 Abyssinian & Kendi No Frizz Oil Serum - 1.7oz / 50ml

SALON PRICE \$11.70

SALON VALUE \$13.75 **Savings: 15%**

Versatile, Buildable, Humidity-Resistant Hold!

The perfect support to create any style without a sticky finish!



BUY:

1 Show Off & Shine Styling Spray - Medium Hold
- 16.9oz / 500ml

SALON PRICE \$12.75

SALON VALUE \$15.00 **Savings: 15%**

A Stylist Favorite!

Miracle Rescue & Repair All-in-1 Leave-in Treatment delivers 25 exceptional benefits in one step! Repairs, strengthens, and nourishes protein bonds damaged by coloring, bleaching, highlighting, or heat styling.



BUY:

3 Miracle Rescue & Repair All-in-1 Leave-in Treatment - 6oz / 177ml

RECEIVE FREE:

1 Miracle Rescue & Repair All-in-1 Leave-in Treatment - 6oz / 177ml

SALON PRICE \$36.75

SALON VALUE \$49.00 **Savings: 25%**

Featured Collection

Buy Shampoo and Conditioner, Get Leave-In FREE!

Moisture+Keratin

32% Off

Bundle Includes:

- Moisture+Keratin Shampoo (10.1 oz / 300 ml)
- Moisture+Keratin Conditioner (10.1 oz / 300 ml)
- Moisture+Keratin Leave-In Conditioner (8.5 oz / 251 ml)

Salon Value: \$43.45

Special Offer: \$29⁵⁰



Featured Leave-In

Buy 3, Get 1 FREE!

25% Off

Purchase:

3 - BAMBOOMIRACLE All-in-One Leave-In (6 oz / 178 ml)

FREE:

1 - BAMBOOMIRACLE All-in-One Leave-In (6 oz / 178 ml)

Salon Value: \$55.8

Special Offer: \$41⁸⁵



FREE



Featured Styling

Buy 2, Get 20% Off!

20% Off

Purchase:

2 - Style+Keratin Volumizing & Styling Foam (6 oz / 178 ml)

Salon Value: \$29.5

Special Offer: \$23⁶⁰



ALCÔVE

NOT AVAILABLE IN NORTH or SOUTH CAROLINA

NO FLUFF NO FILTERS **RESULTS ONLY.**

NEW!

CURL SHAMPOO & CONDITIONER

300 mL / 10 oz & 950 mL / 32 oz

The perfect complements to the best-selling Curl Activator. Formulated with premium, curl-respecting ingredients, this duo gently cleanses, hydrates, and detangles without weighing curls down. Ideal for wavy, curly, or coily hair, it helps define texture, control frizz, and boost softness, making every curl routine easier for you and your clients.



PROPERTIES:

- Hydration Boost
- Frizz Control & Curl Definition
- Gentle Cleansing & Nourishment
- Tangle-Free Care

WHO IT'S FOR?

- Wavy hair
- Curly hair
- Coily hair

KEY INGREDIENTS:

Sunflower Oil, Mango Extract, Argan Oil, Pomegranate Seed Oil, Evening Primrose, Shea Butter

300 mL / 10 oz

Salon Price: **\$9.00**

Suggested Retail Price: \$18.00

950 mL / 32 oz

Salon Price: **\$20.00**

Suggested Retail Price: \$40.00

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**

BUY 8 BACKBAR SIZES* RECEIVE 1 FREE FLAT IRON

- Daily Shampoo & Conditioner, 950 mL / 32 oz
- Hydrating Shampoo & Conditioner, 950 mL / 32 oz
- Volumizing Shampoo & Conditioner, 950 mL / 32 oz
- Violet Shampoo & Conditioner, 950 mL / 32 oz
- **NEW** Curl Shampoo & Conditioner, 950 mL / 32 oz



Salon price: **\$160.00** (Value \$219.99)

Salon Savings: **Free Flat Iron**

*Mix & Match

***LIMITED TIME OFFER, WHILE SUPPLIES LAST**

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



RESTRUCTURING MASK

Our best-selling Restructuring Mask is now available in a limited 500 ml format, perfect for treatments and quick wins at the bowl. Same formula, more of it!

BUY 6 RESTRUCTURING MASKS 250ML RECEIVE A FREE 500ML

- Restructuring Mask - 250 mL / 8.5 oz
- Restructuring Mask - 500 mL / 16.9 oz - Limited Edition

Salon price: **\$54.00** (Value \$68.00)

Salon Savings: 21%



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



DAILY RITUAL:

- Daily Shampoo, 300 mL/10 oz
- Daily Conditioner, 300 mL/10 oz
- Multitasking Mist, 60 mL/2 oz



TURN UP THE VOLUME:

- Volumizing Shampoo, 300 mL/10 oz
- Volumizing Conditioner, 300 mL/10 oz
- Styling Cream, 60 mL/2 oz



NEW!

CURL ESSENTIALS:

- Curl Shampoo, 300 mL/10 oz
- Curl Conditioner, 300 mL/10 oz
- Curl Activator, 60 mL/2 oz



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

Salon Savings: 28%

Suggested Retail Price: \$29

SEPTEMBER OCTOBER PROMOTIONS 2025

NOT AVAILABLE IN NORTH or SOUTH CAROLINA



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%

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%

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**



N.B prices shown already include promotion.

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%



JOON

Persian Secrets

TRY-ME KIT

\$89

Save 20%

(Salon Value \$112)

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 Shampoo 5.7oz
- 1 - Saffron Rose Shampoo 10oz
- 1 - Saffron Rose Conditioner 10oz



Buy a Persimmon Rose Hairspray,
Get (3) Mini Hairsprays Free!



FREE

\$16

Save 27%

(Salon Value \$22)

Persimmon Rose Spray 8 fl.oz
\$16 Salon • \$32 Retail

STYLIST INTRO

Intro Kit Includes:

\$399

Save 25%

(Salon Value \$530)



Plus 24 Joon Pamphlets and 3 Joon Glorifier

Saffron Hair Elixir Mini 0.17 fl.oz	Saffron Hair Elixir 1.1 fl.oz	Saffron Hair Elixir 3.1 fl.oz	Saffron Rose Moisture Mask 8.5 fl.oz	Persimmon Rose Spray 8 fl.oz	Sumac Scalp Scrub 5.7 fl.oz	Saffron Rose Shampoo Conditioner 10 fl.oz	Saffron Rose Shampoo 1L Conditioner 1L 33.8 fl.oz
\$3 Salon \$6 Retail	\$14 Salon \$28 Retail	\$25 Salon \$50 Retail	\$21 Salon \$42 Retail	\$16 Salon \$32 Retail	\$19 Salon \$38 Retail	\$14 Salon \$28 Retail	\$32 Salon \$64 Retail

Plus 24 Joon Pamphlets and 3 Joon Glorifier

Experience **FIBERENEW**TM 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



NEW!

AMINOFIXXTM

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 or after all chemical or color services.

AMINOFIXXTM

Daily Miracle Bond³ Building Spray

12-piece display, 9+3 FREE!

Size	Salon Value	Special Offer	Savings
4oz/118ml	\$132.00	\$ 99.00	25%

R-PROMO-26

re:BOND Miracle Bond³ Building Mask

Save 25% on our 8oz/237ml Pro size with FREE wide tooth comb!

Economical station size for in-salon services!

SPECIAL SALON PRICE: \$29.00

SALON VALUE: \$39.50

SAVE 27%

R-PROMO-27



8oz/237ml



Scruples®

NOW AVAILABLE
IN THE CAROLINAS!



**BOLD COLOR.
BRILLIANT PRICES.**

**GET URBAN SHOCK
OPENSTOCK \$5 EACH!**

**URBAN SHOCK
COLOR CRAZE**

\$5.00 USA each
reg. value \$7.82 USA salon cost

**URBAN SHOCK
BRIGHTS**

\$5.00 USA each
reg. value \$8.86 USA salon cost



**HOLD THAT LASTS.
STYLE THAT STAYS.**



**BUY ENFORCE GLAZE LITER GET
8.5 OZ FREE!**

ENFORCE SCULPTING GLAZE | 33.8 oz 504

\$24.64 USA

ENFORCE SCULPTING GLAZE | 8.5 oz 502

reg. value \$9.37 USA salon cost

**GET
FREE**

SCULPTED PERFECTION IN EVERY STRAND.

Scruples Enforce Sculpting Glaze delivers extra-firm hold, body, and control—perfect for shaping and setting styles that last all day without flaking or buildup.



GET THE LOOK

**ELEVATE YOUR LOOK
THIS FALL WITH THE
ULTIMATE STYLING SET**

25% OFF

**ENFORCE
WORKING AND FINISHING
HAIR SPRAY** | 8.5 oz 402

Delivers strong yet flexible hold, adds volume and shine, and provides long-lasting control while resisting humidity—perfect for finishing styles without stiffness or buildup.

\$7.03 USA
reg. value \$9.37 USA salon cost

**SOOTHING POLISH
CONDITIONING SERUM** | 3.4 oz 2451

Smooths frizz, adds shine, and conditions hair with a lightweight feel—perfect for creating sleek, polished styles while protecting against heat and environmental stressors.

\$9.37 USA
reg. value \$12.49 USA salon cost

**HIGH DEFINITION
VOLUMIZING ROOT
LIFTER** | 10.6 oz 576

Lifts hair at the root for lasting volume and fullness, adds body without weight, and provides flexible hold—perfect for creating touchable, high-impact styles.

\$11.24 USA
reg. value \$14.98 USA salon cost



SAME COLOR. FRESH DEALS.

**GET COLOR ART FRESH OPENSTOCK
\$4 EACH!**



**OVER
40%
SAVINGS**

**COLOR ART FRESH
DEMI-PERMANENT LIQUID HAIRCOLOR** | 2 oz

\$4.00 USA each

reg. value \$6.72 USA salon cost

**REVIVE, REFRESH, REPEAT—WITHOUT THE
DAMAGE.**

Color Art Fresh stands out with its deposit-only, ammonia-free formula that refreshes color while deeply conditioning. It tones, enhances shine, and revives vibrancy in minutes—perfect for in-between services, keeping hair healthy, radiant, and salon-fresh longer.



**BUY 4 SHADOW LOWLIGHTS GET
FREE DEVELOPER!**

BUY 4 OPENSTOCK

**SHADOW LOWLIGHTS
GEL HAIRCOLOR** | 4 oz

\$12.23 USA each

RECEIVE FREE

**PURE OXI 10 VOL
CLEAR DEVELOPER** | 33.8 oz
865

reg. value \$7.19 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)



SALON COST
\$269.00

*ALL SALES ARE FINAL



FREE
W/ PURCHASE

\$79.75
SALON VALUE

*WHILE SUPPLIES LAST

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

*ALL SALES ARE FINAL



FREE
W/ PURCHASE

\$79.75
SALON VALUE

*WHILE SUPPLIES LAST

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

BEETLE



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

SALON COST
\$49.95

*ALL SALES ARE FINAL

Deluxe Prime;

NEW LOOK. NEW SCENT. BIGGER LINE UP.
EVEN BETTER RESULTS.

TRUSS
PROFESSIONAL

SEPTEMBER & OCTOBER



DELUXE PRIME LIGHT DAMAGE TREATMENT



BUY

2 Deluxe Prime Shampoo 300ml
2 Deluxe Prime Conditioner 300ml
1 Deluxe Prime Reconstructive Oil 60ml

GET

1 Deluxe Prime 260ml

SAVE 19%

NOW \$86.00

\$106.50 VALUE

DELUXE PRIME MODERATE DAMAGE TREATMENT



BUY

2 Deluxe Prime Shampoo 300ml
2 Deluxe Prime Conditioner 300ml
1 Deluxe Prime Reconstructive Oil 60ml

GET

1 Deluxe Prime Mask 180g

SAVE 18%

NOW \$86.00

\$106.00 VALUE

DELUXE PRIME EXTREME DAMAGE TREATMENT



BUY

1 Deluxe Prime Shampoo 300ml
1 Deluxe Prime Conditioner 300ml
1 Deluxe Prime Reconstructive Oil 60ml
1 Deluxe Prime Mask 180g

GET

1 Deluxe Prime 260ml

SAVE 22%

NOW \$72.00

\$92.50 VALUE

DELUXE PRIME PROFESSIONAL TREATMENT



BUY

1 Deluxe Prime Shampoo 1000ml
1 Deluxe Prime Conditioner 1000ml

GET

1 Deluxe Prime 260ml

SAVE 19%

NOW \$84.00

\$104.50 VALUE

THERAPY SHAMPOO



BUY 5 GET 1

Therapy Shampoo 300ml

SAVE 16%

NOW \$82.50

\$99.00 VALUE

AMINO



BUY 5 GET 1

Amino 225ml

SAVE 16%

NOW \$125.00

\$150.00 VALUE

FAST REPAIR



BUY

1 Bidimensional Shampoo 1000ml
1 Lipidic 650ml
1 Intensive Nutrition 1000ml

SAVE 15%

NOW \$105.40

\$124.00 VALUE

THE ULTIMATE LIGHTENING SOLUTION



BUY

5 Lightening Powder 500g
*Choose between Air Libre or Blanc Blond
*mix & match

GET

1 8x Powder

SAVE 35%

NOW \$165.00

\$255.00 VALUE

SEPTEMBER SALES!

DELUXE TOUCH BLACK COLORING GLOVES

- 100 GLOVES PER BOX
- 5MIL THICKNESS
- LATEX & POWDER FREE
- PROTECTS AGAINST STAINS AND CHEMICALS

\$5.99 PER BOX



STYLETEK

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

SILVER FOIL ROLL 5" X 1600 FT



ONLY \$38.95

DELUXE TOUCH CLEAR COLORING GLOVES (100 COUNT)



ONLY \$4.99

ALL PURPOSE CAPE OR ALL PURPOSE APRON



\$13.99 EACH

COLOR REMOVER WIPES



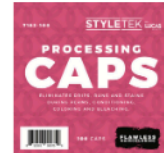
ONLY \$8.99

BALAYAGE HAIR FILM (500 FEET) PERFORATED EVERY 12"



ONLY \$14.99

21" PROCESSING CAPS (100 COUNT)



ONLY \$5.99

ALURAM™

2025

SEPTEMBER / OCTOBER

NOT AVAILABLE IN NORTH or SOUTH CAROLINA



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

HIGH SHINE ANTI-FRIZZ BLOWOUT SPRAY KIT

6 High Shine Anti-Frizz Blowout Sprays 8oz, 1 High Shine Anti-Frizz Blowout Spray 8oz (salon use only), 6 High Shine Glossing Treatment 2oz, 6 High Shine Glossing Treatment 9.75oz, 1 High Shine Glossing Treatment 32oz, 1 Aluram Detangling Brush, 1 Plastic Reusable Display Stand with Display Card.

New!

HIGH SHINE ANTI-FRIZZ BLOWOUT SPRAY

Lock in a smooth, mirror-like finish with this lightweight and heat-activated spray! Lasts up to 3 washes, & perfect to use after the High Shine Glossing Treatment!

Salon Cost:
\$10.00 each



High Shine Anti-Frizz
Blowout Sprays (8oz)

High Shine Glossing Treatments
(2oz, 9.75oz, & 32oz)

Display Stand w/
High Shine Display Card

Detangling
Brush

PROMOTIONAL SALON COST: \$164.00 SALON VALUE: \$208.99

Seasonal Release!

AUTUMN CANDY APPLE BODY LOTION

Buy 5 Seasonal 18oz Body Lotions and get a Free Tester and Tent Card!
(*Free item labeled with Tester Sticker)



BUY 5

FREE!

FREE!

PROMOTIONAL SALON COST: \$42.50
REGULAR SALON COST: \$51.00
SUGGESTED RETAIL PRICE EACH: \$16.99

ALURAM STYLING TRIO -THE PERFECT BLOW OUT-

Buy 1 Heat Defense Mist 8oz, 1 Smoothing Cream 6oz, and 1 Shine Serum 2oz to receive 20% off PLUS a FREE Aluram Cape with your trio purchase!



BUY ALL 3 FOR 20% OFF

FREE CAPE!

PROMOTIONAL SALON COST: \$20.40
REGULAR SALON COST: \$25.50
SALON VALUE: \$45.50