



CALURA
gloss

BLITZ PRICING

OFFER VALID SEPTEMBER - OCTOBER 2025



DEMI PERMANENT COLOUR





INTRO 1

CALURA GLOSS

95 Calura Gloss Colour * 2 oz

You Pay \$5.26 per bottle - Everything else is FREE

1 Calura Gloss Clear / 0-00 32 oz

6 Gloss Developer * 32 oz

CALURA PERMANENT SHINE

4 Calura Permanent Shine Colour * 2 oz

1 Calura Permanent Developer * 32 oz

CALURATEN

4 CaluraTEN * 2 oz

CALURA CARE & STYLING

1 Moisture Balance Cleanser 32 oz

1 Moisture Balance Conditioner 32 oz

1 Colour Lock 32 oz

BLACKLIGHT

1 Extra Blonde 1Lb

1 Blacklight Smart Developer * 32 oz

ACCESSORIES

2 Colour Bowl

2 Colour Brush

4 Calura Gloss Applicator Bottle

1 Colour Scale

1 Technical Apron

1 Calura Gloss Shade Selector

\$499.99

~~**\$599.99**~~

VALUE: \$1207.64

YOU SAVE: \$707.65
59%

**STYLIST CHOICE*



INTRO 2

CALURA GLOSS

40	Calura Gloss Colour *	2 oz
3	Gloss Developer *	32 oz

BLACKLIGHT

1	Extra Blonde	1Lb
1	Blacklight Smart Developer *	32 oz

CALURA PERMANENT SHINE

4	Calura Permanent Shine Colour *	2 oz
1	Calura Permanent Developer *	32 oz

ACCESSORIES

1	Colour Bowl
1	Colour Brush
2	Calura Gloss Applicator Bottle
1	Technical Apron
1	Calura Gloss Shade Selector

CALURATEN

4	Calura TEN *	2 oz
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CALURA CARE & STYLING

1	Moisture Balance Cleanser	32 oz
1	Moisture Balance Conditioner	32 oz

\$299.99

~~**\$399.99**~~

VALUE: \$642.40

YOU SAVE: \$342.41
53%

**STYLIST CHOICE*



CALURA
gloss

DEMI-PERMANENT LIQUID HAIR COLOUR

Zero Lift - Shine - Conditioning - Alcohol and PPD Free

HYBRID TECHNOLOGY

Acidic molecules carefully buffered to an alkaline ph, delivering benefits of both acidic and alkaline hair colour, offering improved longevity, gentleness & shine!

Toning in 3 - 10 Minutes
Offers up to 50% white hair blending
Offers Longevity
Pleasant Fragrance

BUILT -IN SHINE COMPLEX



HYALURONIC ACID
Locks in moisture, hydrates,
offers frizz control



**HYDROLYZED VEGETABLE
PROTEINS**
Improves hairs elasticity,
conditioning, strength,
Improves shine.



ACAI FRUIT EXTRACT
Anti-aging superfruit.
Anti-oxidant that maintains
hairs youthfulness and shine.
Protects hair & scalp.

Alcohol Free

PPD Free

Paraben free

Gluten Free

No Animal Derived Ingredients

Dermatologist Tested

Not Tested on Animals



CALURA GLOSS LOOK BOOK
SCAN HERE FOR OVER 100 FORMULAS AND INSPIRATION!



CALURA TECHNICAL MANUAL
SCAN HERE

THE RULES



- Only 1 Intro per salon/independent stylist
- New customers only
- September - October 2025