

MAY/JUNE 2024



MORE BLONDE. LESS BRASS.
NEW! MOROCCANOIL
TREATMENT PURPLE

pages 12-13



INTRODUCING TEA TREE MATCHA MINT

LIMITED EDITION

Experience the ultimate treat for dry skin and the scent of sweet mint blended with delicate yet earthy matcha and a hint of fresh florals.

TEA TREE MATCHA MINT EXFOLIATING BODY SCRUB

Immerse your senses in matcha mint bliss as you polish away dry skin with this exfoliating scrub.

TEA TREE MATCHA MINT SILKENING BODY BUTTER

Luxuriate in silky smooth matcha goodness with this quick-absorbing body butter that leaves skin soft and deliciously hydrated.

AVAILABLE AS A DUO ONLY

- 1 Tea Tree Matcha Mint Exfoliating Body Scrub 5.1 oz.
- 1 Tea Tree Matcha Mint Silkening Body Butter 5.1 oz.



TEA TREE LAVENDER MINT, RENEWED

NEW LOOK, SAME HYDRATING FORMULAS

LAVENDER MINT MOISTURIZING SHAMPOO™

0.25 oz. • 2.5 oz. • 10.14 oz. • 33.8 oz. • 1 L • Gallon

LAVENDER MINT CURL REFRESH FOAM

6.8 oz.

LAVENDER MINT CONDITIONING LEAVE-IN SPRAY

6.8 oz.

LAVENDER MINT TAMING CREAM

3.4 oz.

FULL LINEUP OF PRODUCTS OFFERED

- Lavender Mint Moisturizing Conditioner™
- Lavender Mint Moisturizing Cowash
- Lavender Mint Overnight Moisture Therapy
- Lavender Mint Nourishing Oil
- Lavender Mint Conditioning Mineral Hair Mask
- Lavender Mint Moisture Milk
- Lavender Mint Curl Defining Gel



BEFORE



BEFORE



BEFORE



BEFORE



TEA TREE SPECIAL SHAMPOO BAR

BUY 3, GET 1 FREE!

LIMITED EDITION

A shampoo so special, we couldn't keep it bottled up. Experience the refreshment of tea tree, now in a convenient bar form with zero plastic packaging.

PURCHASE

- 3 Tea Tree Special Shampoo® Bar 2.8 oz.

RECEIVE FREE

- 1 Tea Tree Special Shampoo® Bar 2.8 oz.

INTRODUCING
MITCH® IRON GRIP
STRONG HOLD
GEL 5.1 OZ.

- Add control and define any style. Flake-free formula provides a strong hold with medium shine and washes out easily with shampoo.
- Applies easily for strong hold, moisture and light shine—not too wet-looking.
- Ideal for a slick look on fine/medium hair textures. Apply on dry hair for maximum firm hold and control. Apply on damp hair for less firm hold. The product dries quickly.
- For all-day strong hold, apply Iron Grip to damp hair, blow-dry, then apply Reformer® to finish.



SALON KIT

PURCHASE

6 Iron Grip Strong Hold Gel 5.1 oz.

RECEIVE FREE

1 Iron Grip Strong Hold Gel 5.1 oz.
 1 Heavy Hitter® 33.8 oz.

PAUL MITCHELL



SCALP CARE STARTER KIT

CALM A DRY, OILY OR SENSITIVE SCALP WITH INSTANT, COOLING RELIEF YOU CAN FEEL.

PURCHASE

1 Scalp Therapy Shampoo 8.5 oz.
 1 Scalp Therapy Conditioner 8.5 oz.

RECEIVE FREE

1 Revitalizing Scalp Brush

INTRODUCING
PAUL MITCHELL THE DEMI
COLOR GLOSS

The perfect way for stylists to help color-treated guests keep their hair color looking salon fresh in between services. Available in six gorgeous hues.

GLOSSES IN 3 MINUTES

Salons and guests can refresh and revive color at home with matching The Demi tonalities used in the salon.

TONE & SHINE

Color Gloss leaves hair with refreshed color tone, softness and shine in one easy-to-apply DIY treatment.

SOY PROTEIN

Smooths the cuticle to make hair feel softer.

PLANT-BASED LIPIDS AND OLEIC ACID

Condition, nourish and soften the hair for a silky feel.



COLOR GLOSS STYLIST 2'FER

PURCHASE

2 The Demi Color Gloss 6 oz. (Stylist's Choice)

GET GLOSSED SALON OFFER

PURCHASE

9 The Demi Color Gloss 6 oz. (Stylist's Choice)

RECEIVE FREE

1 The Demi Color Gloss Get Glosed POP
 1 The Demi Color Gloss - Violet 6 oz.
 1 The Demi Color Gloss - Blue Violet 6 oz.
 1 The Demi Color Gloss - Natural 6 oz.

WYOMING, COLORADO AND NEW MEXICO SALES ONLY

BOND RX LARGE BOND-BUILDING KIT

INCLUDES

- 1 Bond Rx Step 1 Professional Bond Builder 16.9 oz.
- 1 Bond Rx Step 2 Professional Bond-Building Sealant 33.8 oz.
- 1 Measuring Unit Dispenser



PAUL MITCHELL
BOND RX

BOND AMBITION

TRY BOND RX PRO TREATMENT FOR FREE WITH YOUR NEXT COLOR PURCHASE!

PURCHASE

- 10 Color XG® (Stylist's Choice)

RECEIVE FREE

- 1 Medium Bond Rx Professional Bond-Building Kit

PURCHASE

- 10 Paul Mitchell® the color 3 oz. (Stylist's Choice)

RECEIVE FREE

- 1 Medium Bond Rx Professional Bond-Building Kit



BUY BOND RX LIGHTENER, GET 2 OF THE DEMI TONING SHADES FREE

PURCHASE

- 1 Bond Rx Lightener 17.6 oz.

RECEIVE FREE

- 2 The Demi 2 oz. (Designated Toning Shades)

PURCHASE

- 1 Bond Rx Lightener 24 oz.

RECEIVE FREE

- 2 The Demi 2 oz. (Designated Toning Shades)



BUY 2 LIGHTENERS, GET 1 COLORWAYS SHADE FREE!

PURCHASE

- 2 Dual-Purpose Lightener 1 Lb.

RECEIVE FREE

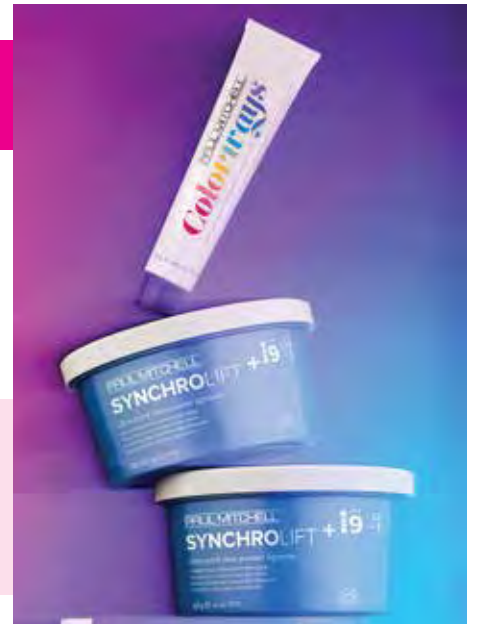
- 1 Colorways 3.4 oz. (Stylist's Choice)

PURCHASE

- 2 Synchrolift + Powder Lightener 14.1 oz.

RECEIVE FREE

- 1 Colorways 3.4 oz. (Stylist's Choice)



WYOMING, COLORADO AND NEW MEXICO SALES ONLY

PAUL MITCHELL



**FREE! HOT OFF THE PRESS®
WITH TOOL PURCHASE**

PURCHASE

1 Express Ion Style + 1" Iron

RECEIVE FREE

1 Hot Off The Press 6 oz.

PURCHASE

1 Express Ion Unclipped 1.25"
with Detachable Clip

RECEIVE FREE

1 Hot Off The Press 6 oz.

**PROTOOLS LIMITED EDITION
EXPRESS ION SMOOTH+
1.25" FLAT IRON**



**SAVE 30% ON SELECT
NEURO® TOOLS**

CHOOSE FROM

- Unclipped Styling Cone 1.25"
- Sleek Smoothing Hot Brush
- Angle Styling Cone 1.25"-0.75"
- Angle Rod 1"
- Guide Unclipped Styling Rod 1.25"
- Smooth XL Styling Iron 1.5"

WYOMING, COLORADO AND NEW MEXICO SALES ONLY

**BUY AN INNOVATOR PRO SPEED
DRYER AND GET A CURVE
PRO STYLING IRON FREE!**

FHI H E A T®

**THE INNOVATOR
PRO SPEED DRYER**

- Features a unique, light weight T - shaped design ensuring perfect balance and performance
- Digital Brushless (BLDC) Motor: Improves performance, precision, and longevity
- Extreme Speed: Motor runs at 110,000 Rotations Per Minute
- Ultra-light: Weighs only 10.5 ounces! (without cord)
- Auto Clean System: Used to deep clean system
- Eco Friendly: Low Energy Consumption

THE CURVE PRO STYLING IRON

- Smooth, curl or wave hair in less time than a traditional iron!
- HydraHeat™ technology seals in vital moisture and reduces frizz
- Incredibly ergonomic, fitting right to the curve of your hand!
- Ceramic plates infused with smoothing tourmaline and magnesium, instantly lock in moisture, leaving hair healthy and hydrated!
- RapidTek™ Digital Technology instantly heats up to 450°F in 10 seconds
- Floating plates, 1 hour auto shut-off, worldwide voltage



**SAVE
28%**

**BOTH FOR ONLY
FHDYIRN23**



**SAVE
17%**

THE HOLLYWOOD GLAMOUR BUNDLE

1 PURCHASE

- 1 Air Libre Bleaching Powder 17.63 oz.
- 1 Blanc Blond Lightening Powder 17.64 oz.
- 1 Infusion Shampoo 33.81 oz.
- 4 Toner - 10.89 Lightest Pearl Blonde 2.11 oz.
- 4 Toner - 10.30 Lightest Golden Blonde 2.11 oz.

RECEIVE FREE

- 1 Volume Therapy Miracle Conditioner 21.98 oz.
TCPHGB1

2 PURCHASE

- 1 Air Libre Bleaching Powder 17.63 oz.
- 1 Blanc Blond Lightening Powder 17.64 oz.
- 1 Infusion Shampoo 33.81 oz.
- 4 Permanent - 7.47 Medium Copper Chestnut Blonde 2.11 oz.
- 4 Semi Permanent - 7.7 Medium Chestnut Blonde 2.11 oz.

RECEIVE FREE

- 1 Volume Therapy Miracle Conditioner 21.98 oz.
TCPHGB2

3 PURCHASE

- 1 Air Libre Bleaching Powder 17.63 oz.
- 1 Blanc Blond Lightening Powder 17.64 oz.
- 1 Infusion Shampoo 33.81 oz.
- 4 Semi Permanent - Dark Cooper Chestnut Blonde 6.47 2.11 oz.
- 4 Toner - 0.43 Natural Copper Golden 2.11 oz.

RECEIVE FREE

- 1 Volume Therapy Miracle Conditioner 21.98 oz.
TCPHGB3



THE SUMMER BUNDLE

PURCHASE

- 2 Summer Miracle Shampoo 10.14 oz.
- 2 Summer Miracle Conditioner 10.14 oz.
- 1 Miracle Summer Mask 6.35 oz.

RECEIVE FREE

- 1 Deluxe Prime Miracle Summer 8.79 oz.
TCPTSB

**SAVE
19%**



THE FULL REPAIR

PURCHASE

- 1 No Metal Equalizer Shampoo 33.81 oz.
- 1 Deep Reconstruction Fluid 16.90 oz.
- 1 Intensive Nutrition 33.81 oz.
- 2 Deluxe Prime Shampoo 10.55 oz.
- 2 Deluxe Prime Conditioner 10.55 oz.

RECEIVE FREE

- 2 Amino 7.61 oz.
TCPTFR

**SAVE
19%**



THE #TRUSSFORM YOUR LOOK BUNDLE

PURCHASE

- 1 Blanc Blond Lightening Powder 17.64 oz.
- 1 No Metal Equalizer Shampoo 33.81 oz.
- 1 Deep Reconstruction Fluid 16.90 oz.
- 1 Intensive Nutrition 33.81 oz.
- 2 Deluxe Prime Plus+ 9.15 oz.

RECEIVE FREE

- 1 Air Libre Bleaching Powder 17.63 oz.
- TCPTYLB

SAVE 13%



FREE



FREE

THE SMOOTH BLONDE BUNDLE

PURCHASE

- 1 High Liss Blond 21.97 oz.
- 1 Clarifying Shampoo 33.81 oz.
- 2 Blond Shampoo 10.14 oz.
- 2 Blond Conditioner 10.14 oz.
- 2 Deluxe Prime Plus+ Mask 6.33 oz.

RECEIVE FREE

- 2 Day By Day 8.45 oz.
- TCPSBB

SAVE 11%



FREE

SPRING REFRESH PACK

PURCHASE

- 1 Equilibrium Shampoo 10.14 oz.
- 1 Equilibrium Conditioner 10.14 oz.
- 1 Day By Day 8.45 oz.

RECEIVE FREE

- 1 Specific Mask 6.35 oz.
- TCPSRB

SAVE 27%



FREE

THE HYDRATE & PROTECT

PURCHASE

- 2 Ultra Hydration Plus Shampoo 10.14 oz.
- 2 Ultra Hydration Plus Conditioner 10.14 oz.
- 1 Hair Protector 8.45 oz.

RECEIVE FREE

- 1 Miracle Mask 6.35 oz.
- TCPTHP

SAVE 18%

THE INFUSION BUNDLE

PURCHASE

- 2 Infusion Shampoo 33.81 oz.
- 2 Infusion Conditioner 33.81 oz.
- 1 Bi Dimensional Shampoo 33.81 oz.

RECEIVE FREE

- 2 Night Spa 8.45 oz.
- TCPTIB

**SAVE
20%**



THE EQUILIBRIUM BUNDLE

PURCHASE

- 1 Equilibrium Shampoo 33.81 oz.
- 1 Equilibrium Conditioner 33.81 oz.
- 2 Equilibrium Conditioner 300ml -AMZ Conservation

RECEIVE FREE

- 2 Equilibrium Shampoo 300ml - AMZ Conservation
- TCPTEB

**SAVE
22%**

THE LIFT & TREAT BUNDLE

PURCHASE

- 1 BiDimensional Shampoo 33.81 oz.
- 1 Air Libre Bleaching Powder 17.63 oz.
- 2 Intensive Nutrition 33.81 oz.
- 1 Deep Reconstruction Fluid 16.90 oz.
- 1 No Metal Equalizer Shampoo 33.81 oz.
- 1 Blanc Blond Lightening Powder 17.64 oz.
- 1 Volume Therapy Miracle Conditioner 21.98 oz.
- 1 Proteic 21.98 oz.

RECEIVE FREE

- 2 Net Mask 19.40 oz.
- 2 Amino 7.61 oz.
- TCPLTB

**SAVE
22%**



SUMMER SAVINGS WITH DAVINES BACKBAR

For a limited time, save 15% on select Davines liters from Essential Haircare, OI, Naturaltech, Heart of Glass, and Alchemic.



ESSENTIAL HAIRCARE

- DAV75057 Minu Shampoo
- DAV75061 Minu Conditioner
- DAV75562 Minu Hair Mask
- DAV75001 Nounou Shampoo
- DAV75005 Nounou Conditioner
- DAV75009 Nounou Hair Mask
- DAV75012 Momo Shampoo
- DAV75016 Momo Conditioner
- DAV75020 Dede Shampoo
- DAV75549 Dede Conditioner
- DAV75525 Love Curl Shampoo
- DAV75528 Love Curl Conditioner
- DAV75531 Love Curl Mask
- DAV75093 Love Smoothing Shampoo
- DAV75042 Love Smoothing Conditioner
- DAV75585 Love Smoothing Mask
- DAV75027 Solu Shampoo
- DAV75098 Melu Shampoo
- DAV75049 Melu Conditioner
- DAV75053 Volu Shampoo

OI HAIRCARE

- DAV76005 OI Shampoo
- DAV76044 OI Conditioner
- DAV76037 OI Hair Butter

ALCHEMIC

- DAV67230 Silver Shampoo
- DAV67231 Silver Conditioner

NATURALTECH

- DAV71268 Calming Shampoo
- DAV71270 Detoxifying Scrub Shampoo
- DAV71299 Nourishing Shampoo
- DAV71313 Vegetarian Miracle Conditioner
- DAV71303 Vegetarian Miracle Mask
- DAV71271 Rebalancing Shampoo
- DAV71267 Wellbeing Shampoo
- DAV71175 Wellbeing Conditioner
- DAV71272 Replumping Shampoo
- DAV71221 Replumping Conditioner
- DAV71244 Renewing Shampoo
- DAV71246 Renewing Conditioning Treatment
- DAV71253 Energizing Shampoo

HEART OF GLASS

- DAV72001 Silkening Shampoo
- DAV72004 Rich Conditioner
- DAV72007 Intense Treatment



davines
beauty + sustainability

THE CENTURY OF LIGHT PROGRESS REFILL KIT LIMITED EDITION

KIT INCLUDES

- 1 The Century of Light Progress Jar 800g
 - 3 The Century of Light Progress Refill Bag 800g
 - 1 Doser
 - 1 Sustainable Facts & Refill Guide Leaflet
- DAV66080



- Features our bleaching **best-seller, Progress**
- **Contains 90% Less Plastic!**
Each refill bag allows plastic reduction by 90% (both virgin-fossil and recycled)

COLORADO AND NEW MEXICO SALES ONLY

FALL DEEPER IN LOVE WITH HEART OF GLASS

OUR POWERHOUSE ASSORTMENT FOR BLONDES

Formulated with Biacidic Bond Complex and Baobab Extract, Heart of Glass keeps strands shiny, nourished and hydrated all while enhancing blonde tones. Whether your client's hair is natural, lightly toned or heavily lightened, there is an easy care and treatment regimen available to them that delivers instant shine and strength, while enhancing their blonde.

Enjoy our best-selling Intense Treatment and stylist-exclusive Tips Sheet

Featuring our NEW! Heart of Glass Tips Sheet, this promotional opportunity offers a quick reference for the information you need to know about the line, including what makes it so game-changing for blonde clients and what care and treatment steps we recommend for best results.

PURCHASE

6 Choice of Heart of Glass Retail

RECEIVE FREE

- 1 Heart of Glass Sheer Glaze 150ml (Stickered)
 - 1 Heart of Glass Intense Treatment 750ml (Stickered)
 - 1 NEW! Heart of Glass Tip Sheet for Stylists
- DAVMARAPR124



davines
beauty + sustainability



CELEBRATE CIRCULARITY WITH A SU GIFT WITH PURPOSE

The SU/Ocean Keeper Beach Towel is a limited-edition gift with purpose that clients can bring anywhere this summer, feeling good that the towel is made of 100% recycled fibers.

We suggest gifting it with the purchase of SU/ products, to create a push around the line to get client's hair ready for summertime.

PURCHASE

- 4 SU/Hair Milk 135ml
- 4 SU/Hair & Body Wash 250ml
- 4 SU/After Sun Replenishing Mask 150ml
- 4 SU/After Sun Cream for Face & Body 150ml
- 4 SU/Hair & Body Wash Travel Size 75ml
- 4 SU/Milk Travel Size 50ml

RECEIVE FREE

- 8 SU/Ocean Keeper Beach Towel
 - 2 SU/Sachet Kit
(6/each of SU/Wash, SU/Mask, SU/Milk)
 - 1 Retail Shelf Sign with Consumer Offer
- DAVMAYJUN224



MOUNTAIN STAR BONUS:
2 SU HAIR AND BODY BARS
AND
2 SU BEACH TOWELS
FREE!

COLORADO AND NEW MEXICO SALES ONLY

DISCOVER YOUR BEST BLONDE FOR THE SUMMER WITH NATURALTECH TAILORING

PURCHASE

- 1 Choice of NaturalTech Tailoring Base 500ml
- 2 Choice of NaturalTech Tailoring Booster 150ml

RECEIVE FREE

- 1 Heart of Glass Silkening Shampoo 1000ml (Stickered)
- 1 Instant Bonding Glow 300ml (Stickered)

DAVMAYJUN124

SAVE
40%



CREATE & INSPIRE WITH OUR SUMMER PALETTE

OUR SUMMER PALETTE HAS BEEN CRAFTED FOR ALL OF YOUR SALON CLIENTS

This Summer, salons will get the chance to freely explore our popular demi-permanent coloring system, View, with some unique and special bonus offerings!

Bring this campaign to life in your salon with hand-picked complimentary items

Within the Summer season of The Palette, we're providing creative inspiration in the form of our NEW Summer Recipe Booklet, crafted directly from our educator community into the hands of our colorist community. We're also including our Heart of Glass Instant Bonding Glow, WINNER of the 2024 Cosmopolitan Clean Beauty Awards!



PURCHASE

- 16 Choice of View 60ml

RECEIVE FREE

- 1 Choice of Activator 900ml
 - 1 Heart of Glass Instant Bonding Glow 300ml (Stickered)
 - 1 The Palette Summer Recipe Book
- DAVMARAPR224



SAVE
25%

davines
beauty + sustainability

FROM ITALY, WITH LOVE SOMETHING SPECIAL FOR MOM

INCLUDES

- 1 LOVE/Smoothing Shampoo 250ml
- 1 LOVE/Smoothing Conditioner 250ml
- 1 LOVE/Body Lotion Limited Edition 150ml
- 1 LOVE/Body Wash Limited Edition 250ml

DAVZ1054



Celebrate Mother's Day with this salon-exclusive gift set she is sure to love.

Offering a full hydrating and pampering care routine in one set, the LOVE products are made with Minuta Olive Extract, from Mr. Carmelo Messina's farm in Italy. This assortment is suitable for all hair and skin types, delivering smooth hair and soft skin with every use.



COLORADO AND NEW MEXICO SALES ONLY

NEW! MOROCCANOIL TREATMENT PURPLE

Moroccanoil Treatment like you've never seen it before!

Experience the haircare benefits you know and love, now enhanced with violet pigments to enhance cool tones and neutralize brassiness.

*Ask your sales consultant
how you can experience it!*

1.7 oz.
0.85 oz.

MOROCCANOIL

A WORLD OF OIL-INFUSED BEAUTY

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY

MORE BLONDE. LESS BRASS.

95%

SAID THAT MOROCCANOIL TREATMENT PURPLE:

- Refreshes highlights in just one use*
- Reduces brassiness after one week of use*
- Helps maintain blonde tones between salon appointments after one week of use*

* Based on results of an independent consumer test conducted on 75 respondents.



SAVE 32%

BRILLIANT BLONDE TRIO

INCLUDES

- 1 MoroccanOil Treatment Purple 0.85 oz.
 - 1 Blonde Perfecting Purple Shampoo 2.4 oz.
 - 1 Blonde Perfecting Purple Conditioner 2.4 oz.
- MORPRO2418US

MOROCCANOIL TREATMENT PURPLE SAMPLING DISPLAY KIT

INCLUDES

- 35 MoroccanOil Treatment Purple 0.34 oz.
- 1 MoroccanOil Treatment Purple Sampling Display MORPRO2416US



MOROCCANOIL TREATMENT PURPLE SALON INTRO

INCLUDES

- 12 MoroccanOil Treatment Purple 1.7 oz.
- 1 MoroccanOil Treatment Purple Sampling Display Kit
- 1 MoroccanOil Treatment Purple Glorifier MORPRO2426US

SAVE 26%

SHOWER GEL



Indulge in MoroccanOil Shower Gel - a gentle, sulfate-free formula infused with argan oil to hydrate while cleansing.

CHOOSE FROM

- Fragrance Originale 8.4 oz.
- Dahlia Rouge 8.5 oz.

SAVE 25%

COLOR RHAPSODY HIGH LIFT PERMANENT CREAM COLOR

BUY 4, GET 4 FREE!

All-out lift meets all-out care. Up to 5 levels of lift, so you can unleash creative effects on natural blondes, or shift some depth on natural browns.

MIX & MATCH FROM

- HL.0-N High Lift Neutral 2 oz.
- HL.1-B High Lift Ash 2 oz.
- HL.2-V High Lift Violet 2 oz.
- HL.3-G High Lift Gold 2 oz.
- HL.8-GY High Lift Grey 2 oz.

SAVE 50%



MOROCCANOIL.

A WORLD OF OIL-INFUSED BEAUTY

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY

2024 SPRING SETS

Limited-edition sets to nurture every type of hair, all infused with vitamin-rich, shine-boosting argan oil. Each set includes a travel-size favorite and a Body Lotion sachet **FREE**.



SAVE UP TO 26%

HYDRATION SET

INCLUDES

- 1 Hydrating Shampoo 8.5 oz.
- 1 Hydrating Conditioner 8.5 oz.
- 1 All In One Leave-In Conditioner 1.7 oz.
- 1 Body Lotion 0.35 oz.

MORPRO24SPR01US

REPAIR SET

INCLUDES

- 1 Moisture Repair Shampoo 8.5 oz.
- 1 Moisture Repair Conditioner 8.5 oz.
- 1 Moroccanoil Treatment 0.85 oz.
- 1 Body Lotion 0.35 oz.

MORPRO24SPR03US

VOLUME SET

INCLUDES

- 1 Extra Volume Shampoo 8.5 oz.
- 1 Extra Volume Conditioner 8.5 oz.
- 1 Moroccanoil Treatment Light 0.85 oz.
- 1 Body Lotion 0.35 oz.

MORPRO24SPR02US

THIS IS A BIG DEAL!

SPECIAL EDITION
ALL IN ONE LEAVE-IN CONDITIONER



Instantly detangle, hydrate, and protect hair!

GET 50% MORE Moroccanoil All in One Leave-in Conditioner for **FREE!** Shop our special-edition size for a limited time only. (8.1 oz. for the price of 5.4 oz.) MORLIC240US



MOROCCANOIL
A WORLD OF OIL-INFUSED BEAUTY

BLONDE VOYAGE LIGHTENERS

Buy one, get one at half price! **SAVE UP TO 25%*** on Blonde Voyage Powder, Clay and **NEW** Cream Lighteners. With up to 9 levels of lift, each is powered by our BondCare + ArganID™ System to protect and nourish hair during the lightening service.



BLONDE VOYAGE POWDER LIGHTENER

A stylist favorite, this high-performing, multi-purpose lightener delivers up to 9 levels of controlled and reliable lift.

17.6 oz.
32 oz.

SAVE 25%

BLONDE VOYAGE CREAM LIGHTENER

Gentle cream formula ideal for damaged hair or sensitive scalp. Up to 8 levels of lift. 8.8 oz.



BLONDE VOYAGE CLAY LIGHTENER

Easy-to-use clay formula delivers precision application for all freehand techniques. Up to 8 levels of lift. 14.1 oz.

*Mix & match. Half off product of lesser value.

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY

GREYS OF THE FUTURE

NEW! COLOR CALYPSO GREY VIOLET

Explore our **NEW** Grey Violet Color Calypso series of unique, trendy grey shades with subtle violet undertones. Expertly blended for flawless results.



10GyV	9GyV	8GyV	6GyV
10.82	9.82	8.82	6.82

DEMI-PERMANENT GLOSS

Lightest Grey Iridescent Blonde | 10GyV / 10.82
 Light Grey Iridescent Blonde | 9GyV / 9.82
 Medium Grey Iridescent Blonde | 8GyV / 8.82
 Dark Grey Iridescent Blonde | 6GyV / 6.82
 2 oz.

COLOR CALYPSO GREY VIOLET SALON INTRO

PURCHASE

4 each Color Calypso Demi-Permanent Gloss 2 oz.
 10GyV/10.82, 9GyV/9.82, 8GyV/8.82, 6GyV/6.82, Clear

RECEIVE FREE

- 1 NEW Blonde Voyage Cream Lightener 8.8 oz.
 - 1 Blonde Voyage Powder Lightener 32 oz.
 - 2 Color Calypso Demi-Permanent Gloss Activator 33.8 oz.
 - 1 Oxidative Cream Developer 20 vol. 33.8 oz.
 - 1 Shade Chart
 - 1 Marketing Kit
- MORHCCGV24

SAVE
39%



SAVE
21%



COLOR CALYPSO GREY VIOLET "TRY ME" KIT

PURCHASE

1 each Color Calypso Demi-Permanent Gloss 2 oz.
 10GyV/10.82, 9GyV/9.82, 8GyV/8.82, 6GyV/6.82

RECEIVE FREE

- 1 Color Calypso Demi-Gloss Activator 33.8 oz.
 - 1 Claw Clip
- MORPRO2417US

MOROCCANOIL.

A WORLD OF OIL-INFUSED BEAUTY

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY

KERATIN COMPLEX®

Beautiful hair every day



Earn \$8,050 with just one liter of NKSTB
 Reparative treatment specially formulated for fine, fragile, or overprocessed hair with results that last up to 5 months!

PURCHASE

- 1 NKSTB BANDED DUO 33.8 oz.

RECEIVE FREE

- 1 It's a Blonde Thing® Keratin Lightening System*
- 1 20 Vol Developer 33.8 oz. KCXKCMJ241



BEFORE



AFTER



NKSTB ONE SHEET

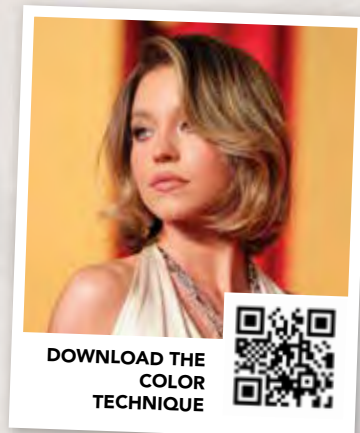
Got 15 minutes?

Treat your clients to vibrant, frizz-free hair.

Add KCEXPRESS™ to every color service!

INCLUDES

- 1 KCEXPRESS™ System 16 oz.
- 1 5 Volume Activator 33.8 oz.
- 4 KeraBrilliance® Demi-Permanent Hair Color Shades KCXKCMJ242



DOWNLOAD THE COLOR TECHNIQUE



7.01/7NA Medium Natural Ash Blonde



8.01/8NA Light Natural Ash Blonde



7.23/7VG Medium Violet Golden Blonde



9.01/9NA Lightest Natural Ash Blonde

THE ULTIMATE BLONDE KIT

PURCHASE

Color Essentials Kit Blonde Edition

- 1 Keratin Complex 20 Volume Developer 8 oz.
- 4 KeraLuminous® Permanent Color Shades

RECEIVE FREE

Lightener Sample Kit

- 2 It's a Blonde Thing Keratin Lightener Packettes 1 oz.
- 1 Keratin Complex 20 Vol. Developer 4 oz. KCXKCEBL



SIGNATURE BLONDE COLOR TECHNIQUE



8.0/8N Light Neutral Blonde



9.01/9NA Lightest Natural Ash Blonde



8.1/8A Light Ash Blonde



9.23/9VG Lightest Violet Golden Blonde

COLORADO, UTAH, NEW MEXICO AND ARIZONA SALES ONLY

KERATIN COMPLEX®

Beautiful hair every day

Your Best Curl Day Starts Now!

Get bouncy, hydrated & defined curls with KCTEXTURE

PURCHASE

KCTEXTURE™ System Kit 8 oz.

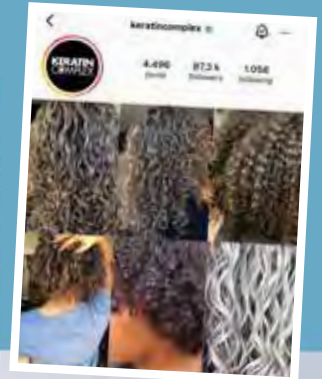
- 1 KC PRIMER Keratin Pre-Treatment Shampoo 8 oz.
- 1 KCTEXTURE Curl Enhancing Keratin Treatment 8 oz.
- 4 KCTEXTURE Intense Hydrating Masque 4 oz.

RECEIVE FREE

- 4 Volumizing Foam 8 oz.
- KCXLCMJ243



KCTEXTURE
ONE SHEET



PRO TIP: After finishing the KCTEXTURE Treatment add shine and natural hold with Keratin Complex Volumizing Foam. Apply throughout the hair and style using a natural styling technique.

REVIVE. RESTORE. REPAIR.

BUY 3, GET 1 FREE!

NO MIX & MATCH

PRO TIP: Add deep conditioners and masques to any salon service to replenish moisture, target breakage and seal in color.



DOWNLOAD THE
COMPARISON
CHART



PICTURE PERFECT HAIR

BOND SEALING MASQUE 4 OZ.
Strengthens Hair Bonds,
Hydrates, & Adds Shine

KCTEXTURE

INTENSE HYDRATING MASQUE 4 OZ.
Intensely Hydrates All Curls

BLONDEHELL

DEBRASS MASQUE 7 OZ.
Repairs, Brightens & Protects

VANILLA BEAN

DEEP CONDITIONER 7 OZ.
Indulging Aromatherapy Escape

Introducing the

EXPRESS SERVICE MENU

Upgrade every service that your salon offers with fast add-ons for stronger, smoother, and healthier hair!

SAVE
25%



**5 PRODUCTS,
7 SERVICES
15 MINUTES OR LESS**



LARGE KIT INCLUDES

- 1 KCEXPRESS™ Liter Kit 33.8 oz.
 - 6 Vitalshot® Bond Rebuilder 4 oz.
 - 6 Intense RX® Repair Serum 3 oz.
 - 6 Infusion Keratin Replenisher 4 oz.
 - 6 Keratin Obsessed® Multi-Benefit Treatment Spray 5 oz.
 - 12 Keratin Obsessed® Multi-Benefit Treatment Spray 1.7 oz.
 - 1 NEW! KC IRON Professional Smoothing Iron
 - 1 Mixing Bowl
 - 1 Applicator Brush
 - 1 Keratin Obsessed® Retail Counter Display
 - 1 Acrylic Sign + Insert
- KCXKCMJ244

COLORADO, UTAH, NEW MEXICO AND ARIZONA SALES ONLY

NEW! POWER OF BLONDES - COLORANCE SHADES

PRODUCT CONCEPT

Create powerful, multi-tonal blondes with a new, expanded colorance shade range launching in spring 2024. Achieve iridescent, pearl-like results on pre-lightened hair with colorance and Colorance Gloss Tones using 3 new tonal families: gold pearl, beige violet and gold pink.

Colorance has everything you need to create radiant and healthy-looking hair with 3x more shine and 5x better combability on lightened hair. With over 70 shades of colorance, this cream-based color is ideal to enhance natural color, tone, and refine or refresh existing color with up to 50% grey blending. With Colorance Gloss Tones, a liquid demi-permanent hair color, quick services are within reach achieving results in as little as 10 minutes. Create luminous blonde results using 15 beautiful blonde shades and clear with this easy-to-apply, ammonia-free formula that repairs and colors in one step.

FEATURES & BENEFITS

6 NEW shades for Colorance (4) and Colorance Gloss Tones (2)

- » **Colorance: 10 Gold Pearl and 8 Gold Pearl (GP), 10 Beige Violet and 8 Beige Violet (BV)**
- » Available in 120mL cans and 60mL tubes
- » **Colorance Gloss Tones: 10 Gold Pink and 8 Gold Pink (GPK)**
- » Available in 60mL bottles
- » Up to 3x more shine and 5x better combability even on lightened hair
- » Perfectly colors and repairs hair in one step
- » Lasts up to 25 washes



GOLDWELL.

NEW! COLORANCE SHADES CAN OFFER

Try each of the NEW! Colorance shades in can format.

PURCHASE

- 1 8GP Colorance Can 120mL
- 1 10GP Colorance Can 120mL
- 1 8BV Colorance Can 120mL
- 1 10BV Colorance Can 120mL

RECEIVE FREE

- 1 Goldwell System Developer 2% 1L
- 1 Colorance Applicator Bottle Can GOL4S301



NEW! COLORANCE SHADES TUBE OFFER

Try each of the NEW! Colorance shades in tube format.

PURCHASE

- 2 8GP Colorance Tube 60mL
- 2 10GP Colorance Tube 60mL
- 2 8BV Colorance Tube 60mL
- 2 10BV Colorance Tube 60mL

RECEIVE FREE

- 1 Goldwell System Developer 2% 1L
- 1 Colorance Applicator Bottle Tube GOL4S303



NEW! GLOSS TONES TRIAL KIT

Experience Colorance Gloss Tones with a curated selection of our best selling shades plus two new iridescent gold pink shades. Superior shine and maximum performance in just 10 MINUTES.

PURCHASE

- 1 8GPK Colorance Gloss Tones 60mL
 - 1 10GPK Colorance Gloss Tones 60mL
 - 1 10PV Colorance Gloss Tones 60mL
 - 1 10BN Colorance Gloss Tones 60mL
 - 1 9PN Colorance Gloss Tones 60mL
 - 1 CLEAR Colorance Gloss Tones 60mL
 - 1 Goldwell System Developer 2% 1L
 - 1 3P24 Colorance Gloss Tones Trial Kit Fact Sheet Bilingual
 - 1 3P24 Colorance Gloss Tones Stylist Trial Kit Box Bilingual
- GOL326087

ARIZONA AND SOUTHERN NEVADA SALES ONLY

NEW! GOLDWELL STYLESIGN RELAUNCH

GOLDWELL.

PRODUCT CONCEPT

The new StyleSign features high-performing and reliable styling products. All products are color safe and protect hair against environmental stressors with the new Marine Bamboo Technology. Stylists and clients will love how intuitive and easy the products are for them and their clients without leaving any tackiness on your hands. There are six segments allowing you to create any type of look ranging from straightening, heat protection, shine, volume, texture and curls. The reformulated products not only perform but also reduce the impact on the environment.

TECHNOLOGIES

Marine Bamboo Technology strengthens the hair providing better shape retention for all hair styles. It also protects hair against oxidative, styling and environmental stressors. Powered from seaweed extracts that contain active marine ingredients, this technology also helps maintain healthy-looking hair. Each product also has specific ingredients for longlasting results to guarantee high-performing results.



VOLUME
BODIFYING CONTROL
MOUSSE
BODIFYING BRILLIANCE
MOUSSE
ROOT BOOST SPRAY



HAIRSPRAY
WORKING HAIRSPRAY
STRONG HAIRSPRAY
EXTRA STRONG HAIRSPRAY
NEW! COMPRESSED WORKING
HAIRSPRAY



CURLS
DEFINING CREAM
BUNDLING GEL

HEAT STYLING
SHAPING & FINISHING SPRAY
SMOOTHING SERUM SPRAY
STRAIGHTENING BALM
EVERYDAY BLOW DRY SPRAY
BLOWOUT & TEXTURE SPRAY



SMOOTH
NEW! AIR-DRY BB CREAM
NEW! WEIGHTLESS SHINE OIL
SHINE SPRAY



TEXTURE
TEXTURIZING PASTE (ROUGHMAN)
DRY SPRAY WAX
STYLING GEL (LAGOOM JAM)
NEW! MATTIFYING PASTE
NEW! DEFINING WAX
DRY TEXTURE SPRAY

NEW! STYLESIGN TRIAL OFFER

New to StyleSign? Create and reimagine styles with ease, discover new favorites with this perfect stylist trial kit offer. This offer contains an assortment of high performing products within the NEW StyleSign range. The perfect complement to Goldwell hair color with color safe formulas for natural and color treated hair

PURCHASE

- 1 StyleSign Bodifying Control Mousse 300mL
- 1 StyleSign Root Boost Spray 200mL
- 1 StyleSign Strong Hairspray 300mL
- 1 StyleSign Straightening Balm 100mL
- 1 StyleSign Smoothing Serum Spray 100mL
- 1 StyleSign Shine Spray 150mL
- 1 StyleSign NEW! Weightless Shine-Oil 100mL
- 1 StyleSign Texturizing Paste (Roughman) 100mL
- 1 StyleSign Dry Spray Wax 150mL
- 1 StyleSign Styling Gel (Lagoon Jam) 150mL
- 1 StyleSign Activation Guide 02-2024
- 1 Dualsenses StyleSign Assortment Chart 02-2024

GOL2S202

**SAVE
19%**



ARIZONA AND SOUTHERN NEVADA SALES ONLY

NEW! STYLESIGN COMPLETE LAUNCH OFFER

What's new to love? The complete launch offer for Goldwell StyleSign delivers salon quality products that last all day long. The upgraded formulas are sustainable with environmentally friendly ingredients, so you can feel good about using them. Whether you want to create volume, smooth frizz or add hold, StyleSign has a product for you. StyleSign is the perfect complement to Goldwell hair color with color safe formulas for natural and color treated hair.

GOLDWELL.

SAVE 37%



PURCHASE

- 2 StyleSign Bodifying Control Mousse 300mL
 - 2 StyleSign Root Boost Spray 200mL
 - 2 StyleSign Bodifying Brilliance Mousse 300mL
 - 2 StyleSign Defining Cream 150mL
 - 2 StyleSign Bundling Gel 150mL
 - 2 StyleSign Working Hairspray 300mL
 - 2 StyleSign **NEW!** Compressed Working Hairspray 150mL
 - 2 StyleSign Extra Strong Hairspray 300mL
 - 2 StyleSign Strong Hairspray 300mL
 - 2 StyleSign Straightening Balm 100mL
 - 2 StyleSign Shaping & Finishing Spray 200mL
 - 2 StyleSign Everyday Blow-Dry Spray 200mL
 - 2 StyleSign Blowout & Texture Spray 200mL
 - 2 StyleSign Smoothing Serum Spray 100mL
 - 2 StyleSign Shine Spray 150mL
 - 2 StyleSign **NEW!** Air-Dry BB Cream 125mL
 - 2 StyleSign **NEW!** Weightless Shine-Oil 100mL
 - 2 StyleSign Texturizing Paste (Roughman) 100mL
 - 2 StyleSign Dry Spray Wax 150mL
 - 2 StyleSign Styling Gel (Lagoon Jam) 150mL
 - 2 StyleSign **NEW!** Mattifying Paste 100mL
 - 2 StyleSign **NEW!** Defining Wax 75mL
 - 2 StyleSign Dry Texture Spray 200mL
- GOL2S201**

RECEIVE FREE

- 1 StyleSign Bodifying Control Mousse 300mL
- 1 StyleSign Root Boost Spray 200mL
- 1 StyleSign Bodifying Brilliance Mousse 300mL
- 1 StyleSign Defining Cream 150mL
- 1 StyleSign Bundling Gel 150mL
- 1 StyleSign Working Hairspray 300mL
- 1 StyleSign **NEW!** Compressed Working Hairspray 150mL
- 1 StyleSign Extra Strong Hairspray 300mL
- 1 StyleSign Strong Hairspray 300mL
- 1 StyleSign Straightening Balm 100mL
- 1 StyleSign Shaping & Finishing Spray 200mL
- 1 StyleSign Everyday Blow-Dry Spray 200mL
- 1 StyleSign Blowout & Texture Spray 200mL
- 1 StyleSign Smoothing Serum Spray 100mL
- 1 StyleSign Shine Spray 150mL
- 1 StyleSign **NEW!** Air-Dry BB Cream 125mL
- 1 StyleSign **NEW!** Weightless Shine-Oil 100mL
- 1 StyleSign Texturizing Paste (Roughman) 100mL
- 1 StyleSign Dry Spray Wax 150mL
- 1 StyleSign Styling Gel (Lagoon Jam) 150mL
- 1 StyleSign **NEW!** Mattifying Paste 100mL
- 1 StyleSign **NEW!** Defining Wax 75mL
- 1 StyleSign Dry Texture Spray 200mL
- 6 Goldwell Retail Shelf Card Holder 2017
- 1 StyleSign Shelf Card Set 02-2024
- 1 StyleSign Activation Guide 02-2024
- 1 Dualsenses StyleSign Assortment Chart 02-2024
- 1 StyleSign Glorifer Set (3) 02-2024



OXYCUR PLATIN 30% OFF SALE

Take advantage of 30% off all Oxycur Platin lighteners. This promotion will assist salons in promoting blonding services in time for summer and is also a great promotion for stores.

OXYCUR PLATIN DUST FREE 100G

OXYCUR PLATIN DUST FREE 500G

SAVE 30%



30% OFF DEVELOPER SALE

Stock up on Goldwell System and LightDimensions developers at 30% off.

CHOOSE FROM

- LightDimensions SilkLift Conditioning Cream Developer 3% 750mL
- LightDimensions SilkLift Conditioning Cream Developer 6% 750mL
- LightDimensions SilkLift Conditioning Cream Developer 9% 750mL

- Goldwell System Developer 2% 1L
- Goldwell System Developer 3% 1L
- Goldwell System Developer 6% 1L
- Goldwell System Developer 9% 1L
- Goldwell System Developer 12% 1L

SAVE 30%

ARIZONA AND SOUTHERN NEVADA SALES ONLY

DUALSENSES DUOS

Retail-friendly packages of Dualsenses Shampoo & Conditioner duos are the perfect set to send home with all of your clients!

PURCHASE

- 1 Dualsenses Shampoo 300mL
- 1 Dualsenses Conditioner 300mL

CHOOSE FROM

- GOL326077 Blondes & Highlights
- GOL326078 Bond Pro
- GOL326075 Color
- GOL326076 Color Extra Rich
- GOL326079 Rich Repair

**SAVE
30%**



KERASILK



KERASILK DUO GIFT SET OFFER

Drive retail sales with the new KERASILK luxury haircare regimine in a beautifully packaged gift set.

PURCHASE

- 1 KERASILK ESSENTIALS Shampoo 250mL
- 1 KERASILK ESSENTIALS Conditioner 200mL*

CHOOSE FROM

- GOL591056 Color
- GOL591057 Smoothing
- GOL591059 Repair
- GOL591058 Volume*

**SAVE
12%**

* Volumizing Foam Conditioner 150mL in Volumizing Duo Kit.

kms

50% OFF SELECT KMS PRODUCTS

Get 50% off select KMS products. Drive KMS retail sales in the salon with these stellar offers!

**SAVE
50%**



CHOOSE FROM

- CONSCIOUS STYLE Cleansing Mist 100mL
- CURLUP Twisting Style Balm 230mL
- HAIRPLAY Dry Texture Spray 250mL



KMS HAIR CARE DUOS

Retail-friendly packages of KMS Shampoo & Conditioner duos are the best way to START style creations for any hair type.

PURCHASE

- 1 KMS Shampoo 300mL
- 1 KMS Conditioner 250mL

CHOOSE FROM

- KMS186942 COLORVITALITY
- KMS186944 MOISTREPAIR
- KMS186943 TAMEFRIZZ

**SAVE
30%**

ARIZONA AND SOUTHERN NEVADA SALES ONLY

OLAPLEX®

MAY ONLY



DOUBLE BACKBAR BONUS

New Salons* who purchase Small, Medium or Large New User Kits will receive **DOUBLE THE AMOUNT OF BACKBAR - MAY ONLY!** ask your Salon Consultant for more details!

*new salons include those who do not carry OLAPLEX or do not offer a full regimen of OLAPLEX Backbar & Retail products

BROWBOND & LASHBOND FREE!

(MIX AND MATCH)

PURCHASE

3 BrowBond Building Serum 0.15 oz.

OR

3 LashBond Building Serum 0.15 oz.

RECEIVE FREE

1 BrowBond Building Serum 0.15 oz.

OR

1 LashBond Building Serum 0.15 oz.

- Both are **clinically** formulated for your healthiest looking lashes and brows
- BROWBOND™ Building Serum is a clear, 3-in-1 brow-grooming gel-serum that shapes and sculpts with all-day hold while promoting the look of thicker, bolder, more youthful eyebrows
- LASHBOND™ Building Serum is a clear, lightweight serum to promote the appearance of thicker, longer, stronger, full-volume lashes



FREE

FREE! NO. 7 BONDING OIL WITH TRAVELING STYLIST KIT PURCHASE

PURCHASE

1 Traveling Stylist Kit

RECEIVE FREE

1 No. 7 Bonding Oil 30mL
OLATSKBO24

Use No.7 hair oil for both instant shine & long-lasting repair

- creates **+125%** more shine
- offers **+77%** reduction in breakage
- provides **72H** frizz control & **450°F** Heat Protection
- includes **OLAPLEX BOND-BUILDING TECHNOLOGY™**

OLAPLEX®

JUNE ONLY

FREE! N° 4P RETAIL WITH TRAVELING STYLIST KIT PURCHASE

PURCHASE

1 Traveling Stylist Kit

RECEIVE FREE

1 No. 4P Blonde Enhancer
Toning Shampoo 8.5 oz.
OLATSK4P24

- stock your backbar for the **summer blinding season**
- remember to use No.2 **after you tone**
- gift the **FREE 4P take home size** to one of your best blinding clients



FREE



BEST SELLERS SAVINGS

INCLUDES

- 1 No. 4 Bond Maintenance Shampoo 8.5 oz.
- 1 No. 5 Bond Maintenance Conditioner 8.5 oz.

**SAVE
17%**



FREE! N° 4P LITER WITH SALON INTRO KIT PURCHASE

PURCHASE

1 Salon Intro Kit

RECEIVE FREE

1 No. 4P Blonde Enhancer
Toning Shampoo 33.8 oz.
OLASIK4PL24

FREE



- stock your backbar for the **summer blinding season**
- Salon Intro Kit provides up to **280 applications** when used with color - **thousands of dollars** in extra salon revenue!
- 3x brighter hair achieved with 4P - a **great toning shampoo**



BEST OF PHYTO WITH FREE PHANERE DISPLAY OPENING ORDER

PHYTO RETAIL

- 9 Phytophanere
- 3 Phytopolleine Treatment
- 3 Phytocyanine Women Treatment Reactional Hair Thinning
- 3 Phytocyanine Women Treatment Progressive Hair Thinning
- 3 Phytocyanine Men Treatment Progressive Hair Thinning
- 3 Phytocyanine Women Invigorating Shampoo
- 3 Phytocyanine Men Invigorating Shampoo
- 3 NOURISHMENT Nourishing Shampoo
- 3 NOURISHMENT Nourishing Conditioner
- 3 NOURISHMENT Ultra Nourishing Mask
- 3 Phyto 7
- 3 REPAIR Restructuring Shampoo
- 3 REPAIR Restructuring Conditioner
- 3 REPAIR Restructuring Mask
- 3 REPAIR Heat Protecting Spray
- 3 COLOR Anti-Fade Shampoo
- 3 COLOR Radiance Enhancer Conditioner
- 3 COLOR Color Extend Mask
- 3 PURPLE No Yellow Shampoo
- 3 PURPLE Repairing No Yellow Mask
- 3 VOLUME Volumizing Shampoo
- 3 VOLUME Volumizing Conditioner
- 3 VOLUME Volumizing Blow-Dry Spray
- 3 Phytodefrisant Blow-Dry Balm
- 3 Texturizing Powder
- 3 Shine Wax
- 3 Workable Gel
- 3 Texturizing Paste
- 3 Volume Mousse
- 3 Curl Cream
- 3 Phytolaque Soie Hair Spray
- 3 Phytolaque Soie Hair Spray

PHYLGINTRO24

PHYTO BACKBAR

- 1 Huile D'Ales 46x0.54 oz.
- 1 Phytopolleine 3.38 oz.
- 1 Phytojoba Shampoo 33.81 oz.
- 1 Phytojoba Mask 2x16.9 oz.
- 1 Phytovolume Shampoo 33.81 oz.
- 1 Phytovolume Mask 2x16.9 oz.
- 1 Phytodetox Shampoo 33.81 oz.
- 1 Phytocolor Shampoo 33.81 oz.
- 1 Phytocolor Mask 2x16.9 oz.
- 1 Phytokeratine Shampoo 33.81 oz.
- 1 Phytokeratine Mask 2x16.9 oz.
- 1 Phytodefrisant Blow-Dry Balm 4.4 oz.
- 1 VOLUME Volumizing Blow-Dry Spray 5.1 oz.
- 3 Phytophanere 120 Caplets
- 1 Phytophanere Display
- 1 Texturizing Powder 0.28 oz.
- 1 Shine Wax 3.38 oz.
- 1 Workable Gel 5.07 oz.
- 1 Texturizing Paste 5.07 oz.
- 1 Volume Mousse 6.76 oz.
- 1 Curl Cream 5.07 oz.
- 1 Phytolaque Soie Hair Spray 10.14 oz.
- 1 Phytolaque Soie Hair Spray 3.38 oz.



SUBTIL 9 TONS PLEX HIGH-PERFORMANCE LIGHTENING POWDER

Up to 9 LEVELS of lift. Enriched with the anti-breakage technology PLEX Polyamino Sugar & Protein to preserve hair's moisture and rebuild the hair fiber. Combination of Blue & Violet pigments for flawless neutralization of orangish yellow to yellow highlights. (DO NOT USE HEAT)



BUY 9, GET 3 FREE!
PHYSUBBL1223

**SAVE
25%**

SUBTIL LACQUER ULTRA SHINE COLORING JELLY

- Gentle, ammonia-free formula leaves the hair soft
- Ultra-glossy top coat restores the hair fiber
- Provides highlights & color correction for blonde locks



LACQUER is the ultra-glossy top coat, a true ally for blondes. This XXL shine service with proven performance (+55% more shine*) illuminates blondes with light and transparent highlights or corrects yellow and brassy undertones. Its unique jelly-like texture and highly natural gentle formula make it essential for achieving a perfect blonde in the salon!

UP TO 89% INGREDIENTS OF NATURAL ORIGIN.

BUY 6, GET 1 FREE!

*Instrumental test conducted by an independent laboratory on 25 strands - Comparative measurement before/after coloration.

subtil



20% OFF ADVANCED CLIMATE CONTROL AND CURL SHAPER



SAVE 20% ADVANCED CLIMATE CONTROL

CHOOSE FROM

- OUI93508 ACC Heat and Humidity Gel 8.5 oz.
- OUI93516 ACC Heat and Humidity Gel 16 oz.
- OUI93208 ACC Heat and Humidity Stronger Hold Gel 8.5 oz.
- OUI93906 ACC Featherlight Styling Cream 6 oz.
- OUI93104 ACC Bi-Phase 6.8 oz.
- OUI31107 ACC Featherlight Volumizing Foam 7 oz.
- OUI93608 ACC Defrizzing Shampoo 8.5 oz.
- OUI93708 ACC Defrizzing Conditioner 8.5 oz.
- OUI31408 **NEW ACC Flexible Hold Hairspray 8.5 oz.**
- OUI31508 **NEW ACC All-in-1 Leave-In Conditioner 8.5 oz.**
- OUI30311 ACC Frizz Fighting Hydrating Mask 11 oz.
- OUI93916 **NEW SIZE ACC Featherlight Styling Cream 16 oz.**
- OUI93532 ACC Heat and Humidity Gel 33.8 oz.
- OUI93232 ACC Heat and Humidity Gel Extra Hold 33.8 oz.
- OUI93502 ACC Heat and Humidity Gel 2.5 oz.
- OUI93203 ACC Heat and Humidity Gel Extra Hold 2.5 oz.
- OUI93902 ACC Styling Cream 2 oz.

SAVE 20% CURL SHAPER

CHOOSE FROM

- OUI94508 Curl Shaper Memory Maker Milk 8.5 oz.
- OUI94408 Curl Shaper Bounce Back Mist 8.5 oz.
- OUI94308 Curl Shaper Take Shape Cream 8 oz.
- OUI94208 Curl Shaper Out of Thin Hair 8.5 oz.
- OUI95112 Curl Shaper Good As New Shampoo 12 oz.
- OUI94116 Curl Shaper Double Duty Conditioner 16 oz.
- OUI95132 Curl Shaper Good As New Shampoo 33.8 oz.
- OUI94132 Curl Shaper Double Duty Conditioner 33.8 oz.
- OUI94202 Curl Shaper Out of Thin Hair Jelly 2.2 oz.



SUMMER ESSENTIAL:
**ABBA COMPLETE ALL-IN-ONE
LEAVE IN CONDITIONER!**
OUR #1 BESTSELLER



Abyssinian, Coconut and Watermelon Seed Oils take this bestselling leave-in conditioner to a new level of performance. Created with superior combability, this lightweight conditioner improves elasticity, moisturizes and strengthens hair while reducing breakage.

PURCHASE

2 ABBA Complete All-In-One Leave in Conditioner 8 oz.

RECEIVE FREE

1 Travel-size ABBA Complete All-In-One Leave in Conditioner 1.7 oz.

ABBCLI24



#ABBAlancedLife



mop®
MODERN ORIGINAL PRODUCTS
FOR MODERN ORIGINAL PEOPLE



**DIVE INTO
SUMMER WITH
SOFT,
HYDRATED, &
HAPPY HAIR!**
**THE
ULTIMATE
COLLECTION
BUNDLES**

**FREE! ORANGE PEEL
MOLDING CREAM**

PURCHASE

1 MOP Citrus Shampoo & Conditioner Liter

RECEIVE FREE

1 Orange Peel Molding Cream 2.6 oz.

MOPCIT24



**FREE! MIXED GREENS
LEAVE-IN CONDITIONER**

PURCHASE

1 Mixed Greens Moisture Shampoo & Conditioner Liter

RECEIVE FREE

1 Mixed Greens Leave-In Conditioner 5.1 oz.

MOPMGM24



20% OFF RECONSTRUCTION TREATMENTS

ColorDesign Reconstruction System features Keratin and Ceramide A2 to protect the hair and scalp from chemical treatments and environmental stressors while reconstructing areas that have extensive damage.

RECONSTRUCTION OIL 200ML

RECONSTRUCTION OIL 360ML

RECONSTRUCTION SHAMPOO 360ML

RECONSTRUCTION MASK 200ML

RECONSTRUCTION MASK 500ML



SAVE 20%

BUY 3, GET 1 FREE! SHINY BLONDE CLAY-BASED LIGHTENER

Shiny Blond is a clay-based, drip-free cream lightener designed for off-scalp application such as foiling or balayage. It contains natural oils to help prevent the mixture from drying out, instead creating an optimal hydrolipid balance that leaves hair soft and shiny.



CDHSBB3G124

SAVE 25%



SIGN UP FOR FREE VIRTUAL EDUCATION!

#SimplyLuxuriousColor

Get social with us!  

#ColorDesignHair @colordesignhair

SIGN UP FOR FREE VIRTUAL EDUCATION!





NEW! CURL DEFINING MASK 6.5 OZ.

FOR ALL CURL TYPES

Meet our new Curl Defining Mask!

With notes of grapefruit and oatmeal, this nourishing mask helps define and detangle curls while providing hold and hydration.

NEW LOOK, NEW IMPROVED FORMULAS

FOR ALL CURL TYPES

Meet our new and improved Curl Collection formulas! Now with a new look, Curl Collection reduces frizz by 84% after just one use* and is formulated to nourish, hydrate and define curls. Available now!

CHOOSE FROM

Curl Shampoo 12 oz.

Curl Shampoo 32 oz.

Curl Conditioner 12 oz.

Curl Conditioner 32 oz.

Curl Cream 5.3 oz.

Curl Foaming Gel 6.7 oz.

Curl Defining Mask 6.5 oz.

**proven results in a third-party testing lab when using the full Verb® Curl Collection*



SAVE 15%

BUNDLE AND SAVE!

FOR ALL CURL TYPES

Save 15% when you purchase Curl Cream and Curl Defining Mask together. Use Curl Cream to add extra hydration and Curl Defining Mask to help define curls.

INCLUDES

- 1 Curl Cream 5.3 oz.
- 1 Curl Defining Mask 6.5 oz.



THE BEST OF GHOST IN ONE KIT

GHOST BESTSELLERS TRIO KIT

FOR FINE HAIR

Get our top three Ghost™ Collection bestsellers in one kit! Powered by moringa oil, green tea extract and vegan proteins, these products smooth frizz, add shine and weightlessly hydrate hair. Includes a free Verb® quilted case, perfect for taking these essentials on the go!

INCLUDES

- 1 Ghost Shampoo 12 oz.
- 1 Ghost Conditioner 12 oz.
- 1 Ghost Oil 2 oz.

SAVE 36%

COLORADO, NEW MEXICO AND ARIZONA SALES ONLY

AMERICAN

CREW

Official Supplier to Men

DELUXE INTRO

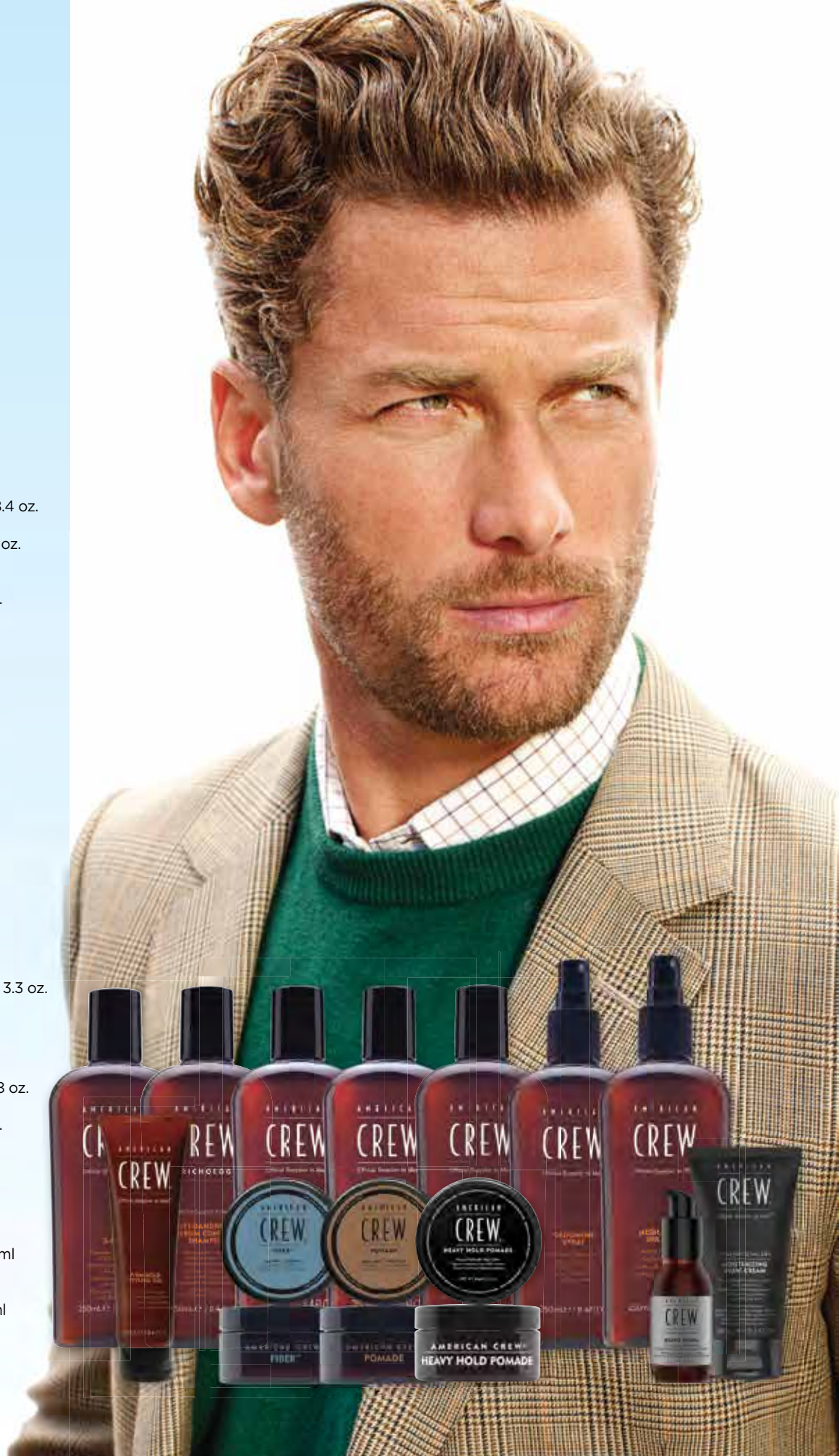
PURCHASE

- 6 3-in-1 Classic 8.4 oz.
- 2 3-in-1 Classic 33.8 oz.
- 3 Anti-Dandruff & Dry Scalp Shampoo 8.4 oz.
- 3 Daily Cleansing Shampoo 8.4 oz.
- 3 Daily Deep Moisturizing Shampoo 8.4 oz.
- 3 Detox Shampoo 8.4 oz.
- 6 Daily Moisturizing Conditioner 8.4 oz.
- 1 Daily Moisturizing Conditioner 33.8 oz.
- 3 Cream Pomade 3 oz.
- 6 Defining Paste 3 oz.
- 6 Fiber® 3 oz.
- 6 Forming Cream 3 oz.
- 3 Grooming Cream 3 oz.
- 3 Heavy Hold Pomade 3 oz.
- 3 Matte Clay 3 oz.
- 6 Molding Clay 3 oz.
- 6 Pomade 3 oz.
- 3 Whip 3 oz.
- 6 Firm Hold Styling Gel Tube 8.4 oz.
- 1 Firm Hold Styling Gel 33.8 oz.
- 3 Light Hold Styling Gel Tube 8.4 oz.
- 3 Boost Powder 0.3 oz.
- 3 Fiber® Cream 3.3 oz.
- 3 Grooming Spray 8.4 oz.
- 3 Light Hold Texture Lotion 8.4 oz.
- 3 Matte Clay Spray 5.1 oz.
- 3 Medium Hold Spray Gel 8.4 oz.
- 3 Beard Serum 1.7 oz.
- 3 2-In-1 Moisturizer & Beard Conditioner 3.3 oz.
- 3 All-in-One Balm SPF15 170ml
- 3 Moisturizing Shave Cream 5.1 oz.

RECEIVE FREE

- 1 Daily Cleansing Shampoo 33.8 oz.
- 1 Daily Deep Moisturizing Shampoo 33.8 oz.
- 1 Detox Shampoo 33.8 oz.
- 1 Daily Moisturizing Conditioner 33.8 oz.
- 1 Defining Paste 3 oz.
- 1 Fiber® 3 oz.
- 1 Molding Clay 3 oz.
- 1 Pomade 3 oz.
- 1 Firm Hold Styling Gel 33.8 oz.
- 1 Precision Blend Medium Ash 3x40ml
- 1 Precision Blend Medium Natural 3x40ml
- 1 Precision Blend Light 3x40ml
- 1 Precision Blend Dark 3x40ml
- 1 Precision Blend Developer 15vol 500ml
- 2 Cutting Capes

AMCDELUXE24





INTRO



PURCHASE

- 4 3-in-1 Classic 8.4 oz.
- 2 3-in-1 Classic 33.8 oz.
- 3 Daily Cleansing Shampoo 8.4 oz.
- 3 Daily Deep Moisturizing Shampoo 8.4 oz.
- 2 Detox Shampoo 8.4 oz.
- 6 Daily Moisturizing Conditioner 8.4 oz.
- 3 Cream Pomade 3 oz.
- 3 Defining Paste 3 oz.
- 3 Fiber® 3 oz.
- 3 Forming Cream 3 oz.
- 3 Grooming Cream 3 oz.
- 3 Pomade 3 oz.
- 3 Firm Hold Styling Gel Tube 8.4 oz.
- 3 Boost Powder 0.3 oz.
- 3 Fiber® Cream 3.3 oz.

AMC496INTRO24

RECEIVE FREE

- 1 Daily Cleansing Shampoo 33.8 oz.
- 1 Daily Moisturizing Conditioner 33.8 oz.
- 1 Defining Paste 3 oz.
- 1 Fiber® 3 oz.
- 1 Pomade 3 oz.
- 1 Firm Hold Styling Gel 33.8 oz.
- 1 Ticket to Hands-On Class

20% OFF GIFT SETS



DEEP MOISTURIZING GIFT SET

INCLUDES

- 1 Daily Deep Moisturizing Shampoo 8.4 oz.
- 1 Daily Deep Moisturizing Conditioner 8.4 oz.
- 1 Precision Shave Gel 1.7 oz.
- 1 Fiber 2 oz.

AMC738678004289



POMADE PUCK DUO GIFT SET

INCLUDES

- 1 Pomade 3 oz.
- 1 Pomade 1.7 oz.
- 1 Daily Cleansing Shampoo Sachet

AMC738678003763

FIBER PUCK DUO GIFT SET

INCLUDES

- 1 Fiber 3 oz.
- 1 Fiber 1.7 oz.
- 1 Daily Deep Moisturizing Shampoo Sachet

AMC738678003848





MODEL: PAUL MITCHELL

Mountain Star Salon Services Personal Solutions for Professional Stylists

The mission of the company is to help our salon partners grow through offering quality products that provide education, value and a point of difference in the marketplace. Combined with our "White Glove" customer service and strategic sales philosophy we are the "best choice" distributor in Arizona, California, Colorado, Hawaii, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, Utah, Washington, and Wyoming

Mountain Star pledges our commitment to you, honoring our motto

"WHATEVER IT TAKES"

OUR BRANDS

mop® (COLOR)DESIGN Professional Salon Care, Italy TRUSS PROFESSIONAL

PHYTO BOTANICAL POWER KERATIN COMPLEX

PAUL MITCHELL abba® pure performance hair care™

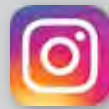
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Mountain Star is committed to sell only to licensed cosmetologists, professional salons and students of cosmetology. We have a firm commitment to the beauty industry.



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