



**PROMO
GUIDE**

**JAN - FEB
2021**

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NOT ALL BRANDS OFFERED IN ALL AREAS. ALL OFFERS AVAILABLE ONLY DURING PROMOTIONAL PERIOD AND WHILE SUPPLIES LAST. IMAGES USED ARE FOR REPRESENTATION PURPOSES AND MAYNOT REFLECT ACTUAL CURRENT PACKAGING. PRICING AND CONTENTS SUBJECT TO CHANGE AT ANY TIME. OTHER RESTRICTIONS AND CONDITIONS MAY APPLY.

\$141.30 SALON VALUE \$249.30

NEW! ONLIFE 2021 COLLECTION

- | | | |
|---------------------------------------|---------------------------------|--------------------------------------|
| Purchase: | Color Wear: | 6 Metallic Ruby Brown 2.05 oz. |
| 18 New Shades (Your Choice) | 10 Beige Glace 2.05 oz. | 8 Metallic Ruby Brown 2.05 oz. |
| Choose From: | 5 Ultra Violet 2.05 oz. | Receive as Gift: |
| Evolution of the Color ³ : | 7 Ultra Violet 2.05 oz. | 1 BB Bleach Easy Lift 7 14.1 oz. |
| 6 Beige Glace 2.05 oz. | 9 Ultra Violet 2.05 oz. | 1 BB Bleach Free Style Lift 14.1 oz. |
| 8 Beige Glace 2.05 oz. | 10 Ultra Violet 2.05 oz. | 1 BB Bleach High Lift 9 14.1 oz. |
| Precious Nature Color: | 7 Metallic Grey Black 2.05 oz. | 1 ONLIFE Collection Swatch Book |
| 6 Beige Glace 2.05 oz. | 9 Metallic Grey Black 2.05 oz. | 1 ONLIFE Collection Step-By-Step |
| 8 Beige Glace 2.05 oz. | 9 Metallic Rose Copper 2.05 oz. | #640017 |

SAVE 48%

\$188.00 SALON VALUE \$360.00

NEW! SEMI DI LINO CURLS

- | | | |
|--|-------------------------------------|-------------------------------------|
| Purchase: | Receive FREE: | |
| 2 Curls Enhancing Low Shampoo 8.45 oz. | 1 Curls Enhancing Low Shampoo Liter | 1 Curls Reactivating Spray 4.23 oz. |
| 2 Curls Enhancing Conditioner 6.76 oz. | 1 Curls Enhancing Conditioner Liter | 1 Curls Wall Chart |
| 2 Curls Hydrating Co-Wash 6.76 oz. | 1 Curls Hydrating Co-Wash Liter | 1 Curls Towel |
| 2 Curls Enhancing Mask 6.76 oz. | 1 Curls Enhancing Mask 16.9 oz. | #640018 |
| 2 Curls Multi-Benefit Oil 3.38 oz. | 1 Curls Multi-Benefit Oil 3.38 oz. | |
| 2 Curls Defining Cream 4.23 oz. | 1 Curls Defining Cream 4.23 oz. | |
| 2 Curls Reactivating Spray 4.23 oz. | | |

YELLOW BY ALFAPARF

\$16.50

HOME COLOR KITS

- | | | |
|---|-------------------------------|--------------------------------|
| Includes: | Choose From: | |
| 1 Yellow Tube of Color 3.4 oz. | #640019 Kit Shade 4 | #640026 Kit Shade 6.32 |
| 1 Yellow Peroxide 10 Vol. 3.4 oz. | #640020 Kit Shade 5 | #640027 Kit Shade 5.53 |
| 2 Gloves | #640021 Kit Shade 6 | #640028 Kit Shade 6.53 |
| 1 Measuring Cup | #640022 Kit Shade 7 | #640029 Kit Shade 7.35 |
| 1 Welcome Card | #640023 Kit Shade 8 | #640030 Kit Shade 9.13 |
| 1 Instruction Card and SDL Gifting Valued at \$20 | #640024 Kit Shade 9 | #640031 Kit Shade 9.21 |
| | #640025 Kit Shade 5.32 | #640032 Kit Shade 10.21 |

Choose From:

- | | | | |
|---|----------------|---|----------------|
| #260000 normcore signature shampoo Liter..... | \$21.35 | #260042 velveteen dream smoothing conditioner Liter..... | \$27.00 |
| #260003 normcore signature conditioner Liter..... | \$21.35 | #260027 vault color-lock shampoo Liter..... | \$21.35 |
| #260018 the kure repair shampoo Liter..... | \$24.75 | #260030 vault color-lock conditioner Liter..... | \$21.35 |
| #260021 the kure repair conditioner Liter..... | \$24.75 | #260059 3D volume and thickening shampoo Liter..... | \$27.00 |
| #260034 nice cream cleansing conditioner Liter..... | \$24.75 | #260061 3D volume and thickening conditioner Liter..... | \$27.00 |
| #260050 bust your brass cool blonde shampoo Liter..... | \$27.00 | | |
| #260053 bust your brass cool blonde conditioner Liter..... | \$27.00 | | |
| #260039 velveteen dream smoothing shampoo Liter..... | \$27.00 | | |

SALON VALUE UP TO \$36.00

PURCHASE \$50 IN AMIKA, GET A TRAVEL MUG FREE!

#260279



SAVE 30%

\$29.50 SALON VALUE \$42.10

JET SET TRAVEL BAG WITH TRAVEL SIZES

Includes 1 Each:

- the wizard detangling primer 1 oz.
 - soulfood nourishing mask 2 oz.
 - perk up dry shampoo 1 oz.
 - fluxus touchable hairspray 1.5 oz.
 - jet set travel bag
- #260305



FREE BABE BRUSH WITH EVERY PURCHASE OF \$199 IN HAIR EXTENSIONS!

#340076



SAVE 15% ON WAX BEADS!

@CIREPIL_WAX_USA

Choose From:

- #353133 Blue Beads Bag 28.22 oz.....\$32.98
- #353134 Blue Beads Bag 14.11 oz.....\$18.27
- #353138 Tattoo Wax Beads Bag 28.22 oz.....\$32.98

SALON VALUE UP TO \$38.80



Choose From:

- | | | | |
|---|----------------|--|----------------|
| #44002 SuperRich Moisture Shampoo 25.4 oz..... | \$25.50 | #44114 SuperSheer Clean Conditioner 25.4 oz. | \$27.00 |
| #44006 SuperRich Moisture Condition 25.4 oz. | \$25.50 | #44215 Baobab Heal & Repair Shampoo 25.4 oz. | \$39.38 |
| #44012 SuperPlump Volumizing Shampoo 25.4 oz. | \$25.50 | #44216 Baobab Heal & Repair Condition 25.4 oz. | \$39.38 |
| #44016 SuperPlump Volumizing Condition 25.4 oz. | \$25.50 | #44262 SignatureBlonde Violet Shampoo 25.4 oz. | \$33.38 |
| #44052 ClearItUp Detox Shampoo 25.4 oz. | \$25.50 | #44263 SignatureBlonde Violet Condition 25.4 oz. | \$33.38 |
| #44061 CrazySmooth Anti-Frizz Shampoo 25.4 oz. | \$27.00 | #44186 BioRepair-8 Anti-Thinning Shampoo 25.4 oz. | \$33.38 |
| #44064 CrazySmooth Anti-Frizz Condition 25.4 oz. | \$27.00 | #44187 BioRepair-8 Anti-Thinning Condition 25.4 oz. | \$33.38 |
| #44112 SuperSheer Clean Shampoo 25.4 oz. | \$27.00 | | |

SALON VALUE UP TO \$56.76

SAVE 35%

\$32.00 SALON VALUE \$49.74

HAIR STORIES KIT

Purchase:

- 1 SuperPlump Volumizing Shampoo 8.5 oz.
- 1 SuperPlump Volumizing Condition 8.5 oz.

Receive FREE:

- 1 SuperPlump Blow Dry Thickening Spray 5.1 oz.
- #70138



SAVE 31%

VOLUME FAVORITES

Choose From:

- | | |
|---|----------------|
| #44149 SuperPlump Whipped Bodifying Mousse 7.5 oz. | \$10.50 |
| #44019 PowderFix Instant Volume Texture Powder Spray 0.4 oz. | \$9.38 |

SALON VALUE UP TO \$15.14



SAVE 31%

CLEAN START TO THE NEW YEAR

Choose From:

- | | |
|--|----------------|
| #44022 ClearItUp Detox Shampoo 8.5 oz. | \$11.25 |
| #44023 PureRelease Instant Detangle 8.5 oz. | \$10.13 |
| #44288 CC PrimeGenius Anti-Aging Style Extending Primer 6.7 oz. | \$12.00 |

SALON VALUE UP TO \$17.30



\$28.50 SALON VALUE \$38.00

BUY 3 SCALP CLEANSING BRUSHES, GET 1 FREE!

#70139



SAVE 35%

TRUCURL SAVINGS

Choose From:

- #44154 TruCurl Curl Perfecting Shampoo 2 oz.....\$3.99
- #44155 TruCurl Curl Perfecting Shampoo 10.1 oz.....\$13.65
- #44156 TruCurl Curl Perfecting Shampoo 25.4 oz.....\$25.20
- #44157 TruCurl Curl Perfecting Condition 2 oz.....\$3.99
- #44158 TruCurl Curl Perfecting Condition 8.5 oz.....\$13.65

- #44159 TruCurl Curl Perfecting Condition 25.4 oz.....\$25.20
- #44182 TruCurl Curl Perfecting Crème 5.1 oz.....\$9.80
- #44181 TruCurl Anti-Frizz Oil 1.7 oz.....\$8.75

SALON VALUE UP TO \$38.92

PEELS AND EXFOLIANTS

Choose From:

- #420458 Essential Scrub 8.45 oz.....\$29.60
- #420642 Essential Peeling 8.45 oz.....\$29.60
- #420614 Sacred Nature Powder Scrub 2.12 oz.....\$24.00
- #420512 Skin Regimen Face Renewer 8.45 oz.....\$60.00
- #420411 Sublime Skin Delicate Peel 12 ct.....\$32.00
- #420412 Sublime Skin Intensive Peel 12 ct.....\$46.00
- #420427 Sublime Skin Peel Booster 24 x 0.16 oz.....\$32.00

- #420333 Aromasoul Volcanic Scrub 7.05 oz.....\$44.00
- #420625 Body Strategist Peeling 16.91 oz.....\$40.00
- #420619 Body Strategist Peel Scrub 13.52 oz.....\$37.60
- #420599 Specialist Foot Peel 10.14 oz.....\$25.60
- #420597 Specialist Foot Scrub 13.53 oz.....\$25.60

SALON VALUE UP TO \$75.00

SAVE 48% | AVAILABLE FEB. 1

\$96.00 SALON VALUE \$184.62

Purchase 3 Each:

- Essential Milk 16.9 oz.
- Essential Toner 16.9 oz.

Receive 1 FREE:

- Promotional Insert
- #420921



\$126.00 SALON VALUE \$173.00

PASTA & LOVE LAUNCH INTRO

Purchase 3 Each:

Pre-Shaving & Beard Oil 1.6 oz.

Softening Shaving Gel 6.7 oz.

After Shave & Moisturizing Cream 3.4 oz.

Receive 1 Each FREE:

Pre-Shaving & Beard Oil TESTER 1.6 oz.

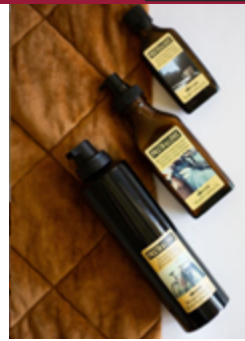
Softening Shaving Gel TESTER 6.7 oz.

After Shave & Moisturizing Cream TESTER 3.4 oz.

Past & Love 3-Sided Shelf Communication

#91134

@DAVINESNORTHAMERICA



SAVE 22%

\$222.00 SALON VALUE \$283.00

MINI OI HAND BALM GWP

Purchase 6 Each:

OI Shampoo 9.46 oz.

OI Conditioner 8.8 oz.

Receive FREE:

6 OI Hand Balm 1.01 oz.

2 OI Hand Balm 2.53 oz. TESTER

1 Mini OI Hand Balm Pancarte

#91138



SAVE 26%

\$186.00 SALON VALUE \$251.00

ESSENTIAL HAIRCARE WITH MICELLAR WATER PROMO

Purchase 6 Each:

Shampoo 8.45 oz.

Conditioner 8.45 oz.

Receive FREE:

6 DEDY/ micellar water 5.07 oz.

1 DEDY/ micellar water Promo Retail Shelf Sign

Choose From:

#91142 DEDE/

#91144 LOVE/ curl

#91143 LOVE/ smoothing

#91141 MELU/

#91140 MINU/

#91145 MOMO/

#91139 NOUNOU/

\$41.00

NECK FIT CONTOUR SERUM RETAIL 1.7 OZ.

#111420



\$246.00

NECK FIT CONTOUR SERUM PROMO - LARGE

Purchase 6:

- | | |
|--|----------------------------|
| neck fit contour serum 1.7 oz. | 1 POP Tester Display |
| <i>Receive FREE:</i> | 1 Display Sheet |
| 1 neck fit contour serum 1.7 oz. Tester | 1 Product Glorifier Insert |
| 7 neck fit contour serum trial tube 0.34 oz. | 1 Shelf Talker |
| 20 neck fit contour serum foil samples | #300914 |



\$164.00

NECK FIT CONTOUR SERUM PROMO - SMALL

Purchase 4:

- | | |
|---|----------------------------|
| neck fit contour serum 1.7 oz. | 1 POP Tester Display |
| <i>Receive FREE:</i> | 1 Display Sheet |
| 1 neck fit contour serum 1.7 oz. Tester | 1 Product Glorifier Insert |
| 20 neck fit contour serum foil samples | 1 Shelf Talker |
| | #300916 |



\$52.50 SALON VALUE \$63.00

5+1 PROMOS

NO MIX & MATCH

Purchase 5:

- | | | |
|------------------------|---------------|-------------------------------------|
| Stylers | #29368 | Keep My Curl Defining Cream 5.1 oz. |
| <i>Receive 1 FREE:</i> | #29369 | I Want Body Volume Foam 6.8 oz. |
| Styler | #29370 | Sea Salt Texture Spray 6.8 oz. |

Choose From:



SAVE 24%

\$135.00 SALON VALUE \$177.00

LIQUID COLOUR SMALL INTRO

Includes:

- | | |
|---|---|
| 16- Natural Dark Blonde 2 oz. | 1 9.35- Very Light Blonde Gold Mahogany 2 oz. |
| 17- Natural Medium Blonde 2 oz. | 2 9.2- Very Light Blonde Violet 2 oz. |
| 19- Natural Very Light Blonde 2 oz. | 1 9.25- Very Light Blonde Violet Mahogany 2 oz. |
| 17.13- Medium Blonde Ash Gold 2 oz. | 1 9.13- Very Light Blonde Ash Gold 2 oz. |
| 17.1- Medium Blonde Ash 2 oz. | 1 9.31- Very Light Blonde Gold Ash 2 oz. |
| 2 9.1- Very Light Blonde Ash 2 oz. | 1 9.4- Very Light Blonde Copper 2 oz. |
| 19.11- Very Light Blonde Ash Intense 2 oz. | 1 9.43- Very Light Blonde Copper Gold 2 oz. |
| 19.3- Very Light Blonde Gold 2 oz. | 1 Clear Liquid Colour 8.4 oz. |
| 19.33- Very Light Blonde Intense Gold 2 oz. | 1 Liquid Activator 7 Vol. 2% Liter |
| | 1 Cream Activator 13 Vol. 4% Liter |
| | 1 Colour Chart |
| | #29332 |



\$299.00 SALON VALUE \$431.80

LIQUID COLOUR LARGE INTRO

Includes:

- 2 5- Natural Light Brown 2 oz.
- 1 6- Natural Dark Blonde 2 oz.
- 2 7- Natural Medium Blonde 2 oz.
- 1 8- Natural Light Blonde 2 oz.
- 2 9- Natural Very Light Blonde 2 oz.
- 2 7.13- Medium Blonde Ash Gold 2 oz.
- 2 7.03- Medium Blonde Natural Gold 2 oz.
- 1 8.31- Light Blonde Natural Gold 2 oz.
- 1 1.1- Black Ash 2 oz.
- 1 6.1- Dark Blonde Ash 2 oz.

- 2 7.1- Medium Blonde Ash 2 oz.
- 1 8.1- Light Blonde Ash 2 oz.
- 1 7.2- Medium Blonde Violet 2 oz.
- 2 8.2- Light Blonde Violet 2 oz.
- 1 5.11- Light Brown Ash Intense 2 oz.
- 1 7.11- Medium Blonde Ash Intense 2 oz.
- 1 5.22- Light Brown Violet Intense 2 oz.
- 1 6.66- Dark Blonde Red Intense 2 oz.
- 1 7.44- Med Blonde Copper Intense 2 oz.
- 2 9.1- Very Light Blonde Ash 2 oz.
- 2 9.11- Very Light Blonde Ash Intense 2 oz.
- 2 9.3- Very Light Blonde Gold 2 oz.
- 2 9.33- Very Light Blonde Intense Gold 2 oz.
- 2 9.35- Very Light Blonde Gold Mahogany 2 oz.

- 2 9.2- Very Light Blonde Violet 2 oz.
- 2 9.25- Very Light Blonde Violet Mahogany 2 oz.
- 2 9.13- Very Light Blonde Ash Gold 2 oz.
- 2 9.31- Very Light Blonde Gold Ash 2 oz.
- 2 9.4- Very Light Blonde Copper 2 oz.
- 2 9.43- Very Light Blonde Copper Gold 2 oz.
- 1 Clear Liquid Colour 8.4 oz.
- 1 Liquid Activator 7 Vol. 2% Liter
- 1 Cream Activator 13 Vol. 4% Liter
- 1 Colour Lock Spray 8.4 oz.
- 1 Porosity Equaliser 8.4 oz.
- 1 Colour Chart

#29333

S FRAMAR

\$18.99

NEON SWITCH POP UP FOIL 500 CT., GREEN/PINK

#199056



\$14.99

NEON SWITCH EMBOSSED ROLL 320 FT., GREEN/PINK

#199057



\$12.99

PINK MYST ASSIST SPRAY BOTTLE

#199058



S HYDROPEPTIDE

SAVE 13%

10

\$39.50 SALON VALUE \$45.09

WRINKLE RESCUE ANTI-AGING ESSENTIALS KIT

Includes:

- 1 Travel Exfoliating Cleanser 1.69 oz.
- 1 Travel Pre-Treatment Toner 1.69 oz.
- 1 Travel Power Serum 0.16 oz.
- 1 Travel Face Lift 0.16 oz.
- 1 Travel Eye Authority 0.03 oz.
- 2 Solar Defense Tinted Moisturizer SPF 30 Sachet 0.05 oz.
- 1 PolyPeptide Collagel+ Eye Mask
- 2 5X Power Peel Face Exfoliator Sachet 0.05 oz.

#921333



S KEUNE

SAVE 50%

\$8.07 SALON VALUE \$16.13

NO MORE STATIC

- Style Defrizz Serum N°17 1.01 oz.
- #127407



SAVE 54%

\$10.00 SALON VALUE \$21.62

MASK MAGIC

Choose From:

- #121341 Color Brillianz 6.8 oz.
- #121358 Keratin Smooth 6.8 oz.
- #121316 Satin Oil 6.8 oz.
- #121325 Vital Nutrition 6.8 oz.



SAVE 25% ON SELECT LITERS!

Choose From:

- | | | | |
|--|---------|--|---------|
| #121337 Color Brillianz Shampoo..... | \$20.27 | #121357 Keratin Smooth Conditioner..... | \$21.08 |
| #121340 Color Brillianz Conditioner..... | \$21.08 | #121321 Vital Nutrition Shampoo..... | \$20.27 |
| #121311 Satin Oil Shampoo..... | \$20.27 | #121324 Vital Nutrition Conditioner..... | \$21.08 |
| #121314 Satin Oil Conditioner..... | \$21.08 | | |
| #121354 Keratin Smooth Shampoo..... | \$20.27 | | |

SALON VALUE UP TO \$28.11

\$49.50 SALON VALUE \$98.45

RADIANT REDS

Includes:

- 1 Tinta Color 5.56RI- Light Infinity Mahogany Red Brown 2 oz.
- 1 Tinta Color 5.6- Light Red Brown 2 oz.
- 1 Tinta Color 5.67- Light Red Violet Brown 2 oz.
- 1 Tinta Color 6.46- Dark Copper Red Blonde 2 oz.
- 1 Tinta Color 6.66RI- Dark Infinity Red Blonde 2 oz.

- 1 Tinta Color 6.67- Dark Red Violet Blonde 2 oz.
- 1 Tinta Color 7.46RI- Medium Infinity Copper Red Blonde 2 oz.
- 1 Tinta Color 8.66- Light Intense Red Blonde 2 oz.
- 1 Tinta Color Red Booster 10 x 0.01 oz.
- 2 Tinta Cream Developer 6% 20 Vol. Liter

#197223

Choose From:

- #100041 ANGEL.WASH LITER\$28.40
- #100014 ANGEL.RINSE LITER\$29.20
- #110047 ANGEL.MASQUE LITER.....\$40.00
- #100102 ANTI.GRAVITY LITER\$40.80
- #109966 ANTI.GRAVITY.SPRAY LITER\$40.80
- #110427 AUTUMN.ANGEL LITER\$31.20
- #100043 BALANCING.WASH LITER.....\$28.40
- #100201 BLONDE.ANGEL.WASH LITER\$28.40
- #100203 BLONDE.ANGEL LITER\$31.20
- #110428 COOL.ANGEL LITER.....\$31.20

- #110429 CRYSTAL.ANGEL LITER\$31.20
- #100104 HAIR.RESORT LITER\$40.80
- #109974 HAIR.RESORT.SPRAY LITER\$40.80
- #100163 HYDRATE-ME.WASH LITER\$28.40
- #100167 HYDRATE-ME.RINSE LITER\$29.20
- #110048 HYDRATE-ME.MASQUE LITER.....\$40.00
- #100044 MAXI.WASH LITER.....\$28.40
- #100105 MOTION.LOTION LITER\$40.80
- #110033 PLUMPING.WASH LITER.....\$32.00

SALON VALUE UP TO \$55.10

SAVE 20% ON BACKBAR LITERS

Choose From:

- #110034 PLUMPING.RINSE LITER\$33.20
- #110195 REPAIR-ME.WASH LITER\$32.00
- #110196 REPAIR-ME.RINSE LITER.....\$33.20
- #110197 RE.STORE LITER.....\$44.00
- #100615 SMOOTH.AGAIN.WASH LITER\$28.40
- #100619 SMOOTH.AGAIN.RINSE LITER.....\$29.20
- #110127 SMOOTH.AGAIN.TREATMENT LITER\$43.20
- #100366 STAYING.ALIVE LITER\$38.40
- #110103 STIMULATE-ME.WASH LITER\$28.40

- #110107 STIMULATE-ME.RINSE LITER\$29.20
- #110430 SUGARED.ANGEL LITER.....\$31.20
- #110399 UN.TANGLED LITER\$40.80
- #100610 YOUNG.AGAIN.WASH LITER\$32.00
- #100608 YOUNG.AGAIN.RINSE LITER\$33.20
- #100606 YOUNG.AGAIN.MASQUE LITER\$40.00

SALON VALUE UP TO \$55.10

SAVE 27%

\$37.50 SALON VALUE \$51.56

GET THICK PROMO

Purchase 1 Each:

- PLUMPING.WASH 8.4 oz.
- PLUMPING.RINSE 8.4 oz.

Receive 1 FREE:

- STAYING.ALIVE 5.1 oz.

#111117



\$589.00 SALON VALUE \$2,628.00

SALON OPENING KIT WITH SMART STICK

Purchase:

- 1 CBD 3-in-1 Molecular Mender Liter
- 3 CBD Instant Damage Correction Shampoo 12 oz.
- 3 CBD Instant Damage Correction Conditioner 12 oz.
- 3 CBD Instant Frizz Remedy 6 oz.
- 3 CBD 7 Minute Blowout 6 oz.
- 4 CBD Phyto-Molecular Oil 4 oz.

Receive FREE:

- 1 L&F WIFI SMART STICK
- 1 CBD Instant Damage Correction Shampoo Liter Backbar
- 1 CBD Instant Damage Correction Conditioner Liter Backbar

- 1 CBD Corrective Complex Boost 4 oz.
- 2 CBD Instant Damage Correction Shampoo 12 oz.
- 2 CBD Instant Damage Correction Conditioner 12 oz.
- 2 CBD Instant Frizz Remedy 6 oz.
- 2 CBD 7 Minute Blowout 6 oz.
- 2 CBD Phyto-Molecular Oil 4 oz.
- 1 L&F Wooden Paddle Brush
- 2 L&F Professional Aprons
- 2 L&F Mixing Bowls
- 2 L&F Brush Applicators
- 2 L&F Easel Cards, Tent Cards, Mirror Clings and Window Decals
- 3 L&F Hair Clips 4 pk.
- 4 L&F Haircutting Capes

#48013

SAVE 88%

\$589.00 SALON VALUE \$2,628.00

SALON OPENING KIT WITH SMART SCREEN

Purchase:

- 1 CBD 3-in-1 Molecular Mender Liter
- 3 CBD Instant Damage Correction Shampoo 12 oz.
- 3 CBD Instant Damage Correction Conditioner 12 oz.
- 3 CBD Instant Frizz Remedy 6 oz.
- 3 CBD 7 Minute Blowout 6 oz.
- 4 CBD Phyto-Molecular Oil 4 oz.

Receive FREE:

- 1 L&F WIFI SMART SCREEN
- 1 CBD Instant Damage Correction Shampoo Liter Backbar
- 1 CBD Instant Damage Correction Conditioner Liter Backbar
- 1 CBD Corrective Complex Boost 4 oz.
- 2 CBD Instant Damage Correction Shampoo 12 oz.
- 2 CBD Instant Damage Correction Conditioner 12 oz.
- 2 CBD Instant Frizz Remedy 6 oz.
- 2 CBD 7 Minute Blowout 6 oz.
- 2 CBD Phyto-Molecular Oil 4 oz.

- 1 L&F Wooden Paddle Brush
- 2 L&F Professional Aprons
- 2 L&F Mixing Bowls
- 2 L&F Brush Applicators
- 2 L&F Easel Cards, Tent Cards, Mirror Clings and Window Decals
- 3 L&F Hair Clips 4 pk.
- 4 L&F Haircutting Capes

#48012

SAVE 84%

\$349.00 SALON VALUE \$2,156.00

MINI OPENING KIT

Purchase 1 Each:

- CBD 3-in-1 Molecular Mender Liter
- CBD Instant Damage Correction Shampoo 12 oz.
- CBD Instant Damage Correction Conditioner 12 oz.
- CBD Instant Frizz Remedy 6 oz.
- CBD 7 Minute Blowout 6 oz.
- CBD Phyto-Molecular Oil 4 oz.

Receive FREE:

- 1 CBD Instant Damage Correction Shampoo Liter Backbar
- 1 CBD Instant Damage Correction Conditioner Liter Backbar
- 1 CBD Corrective Complex Boost 4 oz.
- 2 CBD Phyto-Molecular Oil 4 oz.
- 1 L&F Wooden Paddle Brush
- 1 L&F Professional Apron
- 1 L&F Mixing Bowl
- 1 L&F Brush Applicator
- 1 L&F Hair Clips 4 pk.
- 1 L&F Easel Card, Tent Card, Mirror Cling and Window Decal

- 2 L&F Haircutting Capes
- #48014**

SAVE 17%

\$250.00 SALON VALUE \$300.00

CBD PRO 3-IN-1 MOLECULAR MENDER KIT

Includes 1 Each:

- CBD Pro 3-in-1 Molecular Mender Liter
- CBD Corrective Complex Boost 4 oz.

#48015



\$250.00 SALON VALUE \$267.50

FREE 7 MINUTE BLOWOUT WITH PURCHASE OF CBD PRO 3-IN-1 MOLECULAR KIT

Purchase 1:

CBD Pro 3-in-1 Molecular Kit

Kit Includes:

1 CBD Pro 3-in-1 Molecular Mender Liter and

1 CBD Corrective Complex Boost 4 oz.

Receive 1 FREE:

CBD 7 Minute Blowout 6 oz.

#48011



\$250.00

CBD PRO 3-IN-1 MOLECULAR MENDER LITER

#48000



SAVE 23%

\$105.00 SALON VALUE \$135.00

INSTANT FRIZZ REMEDY PROMO

Purchase 6:

CBD Instant Frizz Remedy 6 oz.

Receive 1 FREE:

CBD Phyto-Molecular Oil 4 oz.

#48010



\$50.00

CBD PRO CORRECTIVE COMPLEX BOOST 4 OZ.

#48003



\$49.95 SALON VALUE \$147.50

TRY ME KIT

Includes 1 Each:

- CBD Instant Damage Correction Shampoo 12 oz.
- CBD Instant Damage Correction Conditioner 12 oz.
- CBD Instant Frizz Remedy 6 oz.
- CBD 7 Minute Blowout 6 oz.
- CBD Phyto-Molecular Oil 4 oz.
- CBD Maximum Pain Relief 4 oz.

#48032



Choose From:

- | | | | |
|--|---------------|---|---------------|
| #501243 no frizz shampoo 2 oz. | \$4.80 | #501392 PhD conditioner 2 oz..... | \$4.80 |
| #501244 no frizz conditioner 2 oz. | \$4.80 | #502372 PhD triple detox shampoo 2 oz. | \$6.00 |
| #501497 no frizz nourishing styling cream 2 oz. | \$6.40 | #502086 PhD in-shower styler 2oz..... | \$5.20 |
| #501647 no frizz humidity shield 1.8 oz. | \$6.00 | #501395 PhD 5-in-1 styling treatment 2 oz..... | \$6.40 |
| #502200 no frizz instant de-frizzer 2.8 oz. | \$6.00 | #501649 PhD dry shampoo 1.8 oz..... | \$5.60 |
| #501412 full shampoo 2 oz. | \$4.80 | #502088 PhD body builder 2.8 oz. | \$6.00 |
| #501418 full conditioner 2 oz..... | \$4.80 | #502156 style lab blowout 1.7 oz. | \$6.00 |
| #501293 full thickening cream 2 oz. | \$6.40 | #501364 style lab flex shaping hairspray 3 oz. | \$6.00 |
| #501371 full thickening mousse 1.9 oz..... | \$6.40 | #501246 color care shampoo 2 oz. | \$5.20 |
| #502021 full dry volume blast 3 oz..... | \$6.00 | #501247 color care conditioner 2 oz. | \$5.20 |
| #501438 restore shampoo 2 oz. | \$5.20 | #502279 color care whipped glaze - dark 1.7 oz..... | \$6.40 |
| #501440 restore conditioner 2 oz..... | \$5.20 | #502273 color care whipped glaze - light 1.7 oz..... | \$6.40 |
| #502075 restore perfecting spray 1.7 oz..... | \$6.40 | | |
| #501390 PhD shampoo 2 oz..... | \$4.80 | | |

SALON VALUE UP TO \$8.00

SAVE 15% ON LITERS

\$25.08 SALON VALUE \$29.50

Choose From:

- | | |
|------------------------------------|--|
| #501304 restore shampoo Liter | #501543 PhD shampoo Liter |
| #501305 restore conditioner Liter | #501544 PhD conditioner Liter |
| #501306 full shampoo Liter | #502269 color care shampoo Liter |
| #501307 full conditioner Liter | #502270 color care conditioner Liter |
| #501308 no frizz shampoo Liter | #502375 PhD triple detox shampoo Liter |
| #501309 no frizz conditioner Liter | |



SAVE 34%

\$28.00 SALON VALUE \$42.50

BUY SHAMPOO + CONDITIONER, GET FREE STYLER - PHD

Purchase 1 Each:

- Perfect hair Day shampoo 8 oz.
- Perfect hair Day conditioner 8 oz.

Receive 1 FREE:

- Perfect hair Day dry shampoo 4 oz.
- #502686



\$28.00 SALON VALUE \$42.50

BUY SHAMPOO + CONDITIONER, GET FREE STYLER - RESTORE

Purchase 1 Each:
 restore shampoo 8 oz.
 restore conditioner 8 oz.
Receive 1 FREE:
 restore perfecting spray 8 oz.
 #502689

@LIVINGPROOFINC



SAVE 34%

\$28.00 SALON VALUE \$42.50

BUY SHAMPOO + CONDITIONER, GET FREE STYLER - FULL

Purchase 1 Each:
 full shampoo 8 oz.
 full conditioner 8 oz.
Receive 1 FREE:
 full dry volume blast 7.5 oz.
 #502687

@LIVINGPROOFINC



SAVE 34%

\$28.00

BUY SHAMPOO + CONDITIONER, GET FREE STYLER - NO FRIZZ

Purchase 1 Each:
 no frizz shampoo 8 oz.
 no frizz conditioner 8 oz.
Receive 1 FREE:
 no frizz instant de-frizzer 6.2 oz.
 #502688

@LIVINGPROOFINC



SAVE 37%

\$324.00 SALON VALUE \$515.00
CURL LARGE INTRO

Purchase:
 6 curl shampoo 12 oz.
 6 curl conditioner 12 oz.
 2 curl enhancer 6.7 oz.
 2 curl definer 6.4 oz.
 2 curl elongator 8 oz.
 2 curl moisturizing shine oil 1.7 oz.
 2 curl defining gel 5 oz.

Receive 1 Each FREE:
 curl shampoo Liter
 curl conditioner Liter
 curl enhancer 6.7 oz.
 curl definer 6.4 oz.
 curl elongator 8 oz.
 curl moisturizing shine oil 1.7 oz.
 curl defining gel 5 oz.

Consumer Trial/GWP
 Marketing Collateral
#501266

\$192.00

SALON VALUE \$274.00

CURL SMALL INTRO

Purchase 6 Each:

- curl shampoo 12 oz.
- curl conditioner 12 oz.

Receive 1 Each FREE:
 curl enhancer 6.7 oz.
 curl definer 6.4 oz.
 curl elongator 8 oz.
 curl moisturizing shine oil 1.7 oz.
 curl defining gel 5 oz.
 Marketing Collateral
 #501267



MIX & MATCH LITER SALE SALON VALUE UP TO \$24.80

Choose From:

#68039 Daily Shampoo.....	\$12.75	#68169 Nourishing Shampoo.....	\$15.75
#68244 Daily Conditioner.....	\$14.25	#68367 Nourishing Conditioner.....	\$17.25
#68091 Moisturizing Shampoo.....	\$14.25	#69031 Violet Shampoo.....	\$15.75
#68305 Moisturizing Treatment.....	\$15.75	#69033 Violet Conditioner.....	\$17.25

SAVE 30% ON MOISTURIZING GALLONS

Choose From:

#68107 Moisturizing Shampoo.....	\$35.75
#68312 Moisturizing Treatment.....	\$39.50

SALON VALUE UP TO \$56.76



SAVE 17%

\$150.00 SALON VALUE \$185.46

NOURISHING OIL TREATMENT SALON KIT

Purchase 12:

- Nourishing Oil Treatment 3.4 oz.

Receive FREE:

- 1 Nourishing Oil Treatment with Pump Liter
 - 1 POP Display
 - 25 Nourishing Oil Treatment Samples 0.5 oz.
- #69132



\$6.60 SALON VALUE \$10.81

MAXIMUM VOLUMIZING SOLUTION 8 OZ.

#68572



NEW COLOR DEPOSITING MASK SHADES!

Choose From:

- #76526 Lilac Color Depositing Mask 1 oz.....\$3.50
- #76524 Lilac Color Depositing Mask 6.7 oz.....\$14.00
- #76527 Copper Color Depositing Mask 1 oz.....\$3.50
- #76525 Copper Color Depositing Mask 6.7 oz.....\$14.00



SAVE 20%

\$112.00 SALON VALUE \$140.00

NEW! COLOR DEPOSITING MASK INTRO

Purchase 4 Each:

- Lilac Color Depositing Mask 6.7 oz.
- Copper Color Depositing Mask 6.7 oz.

Receive 1 Each FREE:

- Lilac Color Depositing Mask 6.7 oz.
- Copper Color Depositing Mask 6.7 oz.
- Depositing Mask Swatch Book

#76528



SAVE 20%

\$98.00 SALON VALUE \$122.50

COLOR DEPOSITING MASK PACKETTE DISPLAY

Purchase 4 Each:

- Platinum Color Depositing Mask 1 oz.
- Rose Gold Color Depositing Mask 1 oz.
- Hibiscus Color Depositing Mask 1 oz.
- Bordeaux Color Depositing Mask 1 oz.
- Cocoa Color Depositing Mask 1 oz.
- New! Lilac Color Depositing Mask 1 oz.
- New! Copper Color Depositing Mask 1 oz.

Receive 1 Each FREE:

- Platinum Color Depositing Mask 1 oz.
- Rose Gold Color Depositing Mask 1 oz.
- Hibiscus Color Depositing Mask 1 oz.
- Bordeaux Color Depositing Mask 1 oz.
- Cocoa Color Depositing Mask 1 oz.
- New! Lilac Color Depositing Mask 1 oz.
- New! Copper Color Depositing Mask 1 oz.
- Acrylic Display

#76529

\$22.00 SALON VALUE \$29.50

SPECIAL-EDITION SIZE MOROCCANOIL TREATMENT

Choose From:

- #72983 MoroccanOil Treatment 4.23 oz.
- #73104 MoroccanOil Treatment Light 4.23 oz.



SAVE 20%

HALF-LITER DUOS

SALON VALUE UP TO \$48.00

- | | | |
|-------------------------|---------------------------|---------|
| <i>Includes 1 Each:</i> | <i>Choose From:</i> | |
| Shampoo 16.9 oz. | #76521 Hydration Duo..... | \$35.00 |
| Conditioner 16.9 oz. | #76520 Repair Duo..... | \$35.00 |
| | #76522 Volume Duo..... | \$35.00 |
| | #76523 Smooth Duo..... | \$38.00 |



\$51.80 SALON VALUE \$64.75

BROW TINT PROMO

- | | |
|-------------------------------|-------------------------------------|
| <i>Purchase 1 Each:</i> | <i>Receive 1 FREE:</i> |
| Chestnut #4 Tint 0.5 oz. | Blonde Brow Bleaching Paste 0.5 oz. |
| Light Brown #3.1 Tint 0.5 oz. | #632745 |
| Natural Brown #3 Tint 0.5 oz. | |
| Pure Black #1 Tint 0.5 oz. | |



\$460.00
SALON INTRO KIT

- Purchase 4 Each:*
- Velvet Divine Moisture Shampoo 8.5 oz.
 - Velvet Divine Daily Conditioner 8.5 oz.
 - Velvet Divine Hair Masque 6.7 oz.
 - Velvet Divine Leave-in Conditioner 4 oz.
 - Velvet Divine Styling Potion 3.4 oz.
 - Divine Dry Finish Texture Spray 6.5 oz.
 - Illuminati Divine Shine Holographic Serum 4 oz.
 - Divine Flexible Working Hair Spray 8 oz.
 - Medusa Divine Curl Cream 6 oz.

- Receive 1 Each FREE:*
- Velvet Divine Moisture Shampoo 25.3 oz.
 - Velvet Divine Daily Conditioner 25.3 oz.
 - Velvet Divine Leave-in Conditioner 4 oz.
 - Velvet Divine Styling Potion 3.4 oz.
 - Illuminati Divine Shine Holographic Serum 4 oz.
 - Divine Dry Finish Texture Spray 6.5 oz.
 - Divine Flexible Working Hair Spray 8 oz.
- #98571**

\$44.50

FACIAL CLUB SPARKLE BRIGHT KIT PROMO

Includes 1 Each:

- 7-Minute Makeover Mask 0.7 oz.
- Reviving Eye Brightener 0.5 oz.
- SkinSuit Lip 0.12 oz.

- Dramatic Eye Lift Application
- Ultra Rich Moisturizer Application

#54174



SAVE 20%

\$166.20

SALON VALUE \$207.75

BOING FAMILY STOCK UP PROMO

Includes 3 Each:

- BOING Curl Shampoo 8 oz.
- BOING Curl Conditioner 8 oz.
- BOING Curl Leave-In 8 oz.
- BOING Defining Curl Cream 8 oz.
- BOING Moisture Curl Cream 8 oz.

#780755



SAVE 20%

\$136.80

SALON VALUE \$171.00

BOOSTA FAMILY STOCK UP PROMO

Includes 3 Each:

- BOOSTA Shampoo 10 oz.
- BOOSTA Conditioner 8 oz.
- BOOSTA Volumizing Spray 8 oz.
- BOOSTA Thickening Crème 4 oz.

#780756



SAVE 17%

\$73.75

SALON VALUE \$88.50

LÉ:PLAY HAIRSPRAY PROMO SMALL

Purchase 5:

Lé:Play Hairspray 10 oz.

Receive 1 FREE:

Lé:Play Hairspray 10 oz.

#780753



@UNITE_HAIR

\$132.75 SALON VALUE \$177.00

LÉ:PLAY HAIRSPRAY PROMO LARGE

Purchase 9:

Lé:Play Hairspray 10 oz.

Receive 3 FREE:

Lé:Play Hairspray 10 oz.

#780754



SAVE 20% ON SELECT LITERS

Choose From:

- | | | | | | |
|---------|---------------------------------------|----------------|---------|-------------------------------------|----------------|
| #780102 | BOOSTA Shampoo Liter..... | \$27.60 | #780121 | BLONDA Toning Shampoo Liter..... | \$30.40 |
| #780110 | BOOSTA Conditioner Liter..... | \$28.80 | #780629 | BLONDA Daily Shampoo Liter..... | \$27.60 |
| #780104 | LAZER STRAIGHT Shampoo Liter..... | \$27.60 | #780631 | BLONDA Daily Conditioner Liter..... | \$32.80 |
| #780112 | LAZER STRAIGHT Conditioner Liter..... | \$28.80 | | | |
| #780108 | 7SECONDS Shampoo Liter..... | \$27.60 | | | |
| #780114 | 7SECONDS Conditioner Liter..... | \$28.80 | | | |

SALON VALUE UP TO \$41.00