

modern

JUL AUG

2025 PROMOS

image: Oligo

**DAVINES | REF | LEYTON HOUSE
SURFACE | OLIGO | ALURAM | ACTIV
O2 PROFESSIONAL | FRAMAR
AND MORE...**





INDULGE IN MORE

For a *limited time*, save 15% on all Davines Liters AND 500ml Refill Pouches.

ESSENTIAL HAIRCARE

MINU SHAMPOO	LOVE CURL SHAMPOO REFILL POUCH
MINU SHAMPOO REFILL POUCH	LOVE CURL CONDITIONER
MINU CONDITIONER	LOVE CURL MASK
MINU MASK	LOVE SMOOTHING SHAMPOO
NOUNOU SHAMPOO	LOVE SMOOTHING SHAMPOO REFILL POUCH
NOUNOU SHAMPOO REFILL POUCH	LOVE SMOOTHING CONDITIONER
NOUNOU CONDITIONER	LOVE SMOOTHING QUICK MASK
NOUNOU MASK	SOLU SHAMPOO
MOMO SHAMPOO	MELU SHAMPOO
MOMO SHAMPOO REFILL POUCH	MELU CONDITIONER
MOMO CONDITIONER	VOLU SHAMPOO
DEDE SHAMPOO	
DEDE CONDITIONER	
LOVE CURL SHAMPOO	

OI

OI SHAMPOO	OI HAIR BUTTER
OI CONDITIONER	

NATURALTECH

CALMING SHAMPOO	WELLBEING SHAMPOO
DETOXIFYING SCRUB SHAMPOO	WELLBEING CONDITIONER
NOURISHING SHAMPOO	REPLUMPING SHAMPOO
VEGETARIAN MIRACLE CONDITIONER	REPLUMPING CONDITIONER
VEGETARIAN MIRACLE MASK	RENEWING SHAMPOO
REBALANCING SHAMPOO	RENEWING CONDITIONING TREATMENT
	ENERGIZING SHAMPOO

HEART OF GLASS

SILKENING SHAMPOO	INTENSE TREATMENT
RICH CONDITIONER	

ALCHEMIC

SILVER SHAMPOO	SILVER CONDITIONER
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PUMPS INCLUDED!
while supplies last

davines
beauty + sustainability

Newbury Street South Salon, @newburysouth in Harwich, MA



Hair By Adamo & Co, @hairbyadamoandco in Ottawa, Canada



OCEAN KEEPER GIFT WITH PURPOSE

Summer with SU/

RECEIVE COMPLIMENTARY

LIMITED-EDITION OCEAN KEEPER DRY BAG	N/A	6
SU/ SACHET KIT (6 each of SU/ Hair & Body Wash, SU/ Mask, SU/ Milk)	N/A	1
RETAIL SHELF SIGN	N/A	1

PURCHASE

SU/ MILK	135 ml	3
SU/ HAIR & BODY WASH	250 ml	3
SU/ HAIR MASK	150 ml	3
SU/ AFTERSUN	150 ml	3
SU/ HAIR & BODY WASH TRAVEL SIZE	75 ml	3
SU/ MILK TRAVEL SIZE	50 ml	3

Suggested Salon Retail Offer:

Buy 3 retail-size /SU products, get a complimentary summer dry bag.



MSRP Value:
26 USD



JUN
in salon

Salon Investment: \$255.00
Salon Value: \$351.50
Average Salon Savings: 27%



PURCHASE

NOW
AVAILABLE

WE STAND/for regeneration
hair, body, and face butter

RECEIVE COMPLIMENTARY

WE STAND/ FOR REGENERATION LIMITED EDITION GIFT WITH PURPOSE HAIR, BODY, AND FACE BUTTER	100 ml	6
RETAIL SHELF SIGN	N/A	1
MIRROR CLING	N/A	1



Salon Investment - \$219.18
Salon Value - \$301.18
Salon Savings - 27%

Suggested Salon Retail Offer:

Buy any 2 retail-size Essential Haircare products, receive a complimentary WE Stand/ for regeneration limited edition hair, body, and face butter.



*SOLU/ sea salt scrub & refill pouches not included

davines
beauty + sustainability

while supplies last



APR
IN SALON

BLONDE HAIR, WE CARE

Buy at-home blonde care & get minis for travel!

RECEIVE COMPLIMENTARY

HEART OF GLASS TRAVEL KIT	N/A	4
SILKENING SHAMPOO MINI	90 ml	
RICH CONDITIONER MINI	90 ml	
RETAIL SHELF SIGN	N/A	1



PURCHASE

CHOICE OF HEART OF GLASS RETAIL SIZE	N/A	12
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Salon Investment: \$255.60

Salon Value: \$370.60

Savings: 31%

Suggested Salon Retail Offer:

Buy 3 retail-size Heart of Glass products, receive a complimentary Heart of Glass travel kit with a mini shampoo & conditioner.



PURCHASE

CHOICE OF MASK WITH VIBRACHROM NUANCES	100 ml	16
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MASK WITH VIBRACHROM PROMO

Flexible and easy-to-use permanent color line offering optimal grey coverage

RECEIVE COMPLIMENTARY

CHOICE OF ACTIVATOR	900 ml	1
MASK WITH VIBRACHROM BRUSH M	N/A	1
MASK WITH VIBRACHROM COLOR BOWL	N/A	1
DAVINES COLOR APRON	N/A	1



AUG
in salon

Salon Investment: \$191.20 USD

Salon Value: \$221.70 USD

Salon Savings: 20%



while supplies last

STOCKHOLM SWEDEN

REF



Regular Salon Price

\$36⁹⁰ (+GOMB)

Salon Special Price

\$33⁹⁵



**COOL SILVER
DUO WITH COMB
8% SAVINGS**

Material Included
Shampoo 285 ml
Conditioner 245 ml
REF Large Comb

while supplies last

Regular Salon Price

\$25¹⁵

Salon Special Price

\$21⁷⁵



**WAXES + STRONG
HOLD SPRAY N°533
13% SAVINGS**

Material Included
Strong Hold Spray
N°533 75 ml
One of the REF
Waxes 85 ml

Available Waxes
Fiber Cream N°323,
Shaper Wax N°424,
Pomade N°550
Dry Shampoo Paste N°205
Styling Wax N°534

Regular Salon Price

\$56¹⁰

Salon Special Price

\$40⁰⁰



**BEAUTY BAG
SUMMER CARE
26% SAVINGS**

Material Included
Shampoo 100 ml
Conditioner 100 ml
Shampoo 285 ml
Conditioner 245 ml
REF Beauty Bag*

Available Series
Illuminate Colour,
Intense Hydrate,
Weightless Volume
& Ultimate Repair.

*Design might be
subject to change.

STOCKHOLM SWEDEN

REF



Regular Salon Price:
\$16.50 /PCS
Salon Special Price:
\$13.20 /PCS



**FIBER MOUSSE
N°345
19% SAVINGS**

Material Included
Fiber Mousse N°345 250ml
Salon Sign in A5

Regular Salon Price:
\$16.00/PCS
Salon Special Price:
\$12.80/PCS



**BUY 3 GET 1
FOR FREE
25% SAVINGS**

Material Included
Colour Boost Masque 200ml
Salon Sign A5

Regular Salon Price:
\$16.00/PCS
Salon Special Price:
\$12.80/PCS



**NEW! COLOUR
BOOST MASQUE
INTENSE RED 6.66**

Material Included
Intense Red 6.66 200ml
Salon Sign in A5

Regular Salon Price:
\$85.00
Salon Special Price:
\$47.00



**600 ML
CARE DUOS
19% SAVINGS**

Material Included
Shampoo 600 ml
Conditioner 600 ml
Sleeve for the products
Salon Sign in A5

Available for PRE ORDER

Passionate about YOUR color!

COUTURE SILK PERMANENT

\$2.37 per mixed application

+ Built in Plex SAVE\$ you more



FREE
Rhassoul
Shampoo
& Conditioner

BUY 15 x 3oz Couture Silk Colors

RECEIVE COMPLIMENTARY

1 x 13.5oz Rhassoul Nutritive Shampoo

1 x 13.5oz Rhassoul Nutritive Conditioner

Salon \$136.50

Normally \$165.70
Salon Profit \$58.40



Surface®
HAIR HEALTH ART

Surface Global Forum 2025

INNOVATION. EDUCATION. WELLNESS. HANDS-ON
WORKSHOPS. OCTOBER 25, 26, 27 2025 ORLANDO, FL.

REGISTER
NOW! ➔



LITER BLITZ SAVE 25% ON LITER DUOS



SHAMPOO & CONDITIONER LITER DUOS

CHOOSE FROM

Awaken Liter Duo	\$58.56
Trinity Liter Duo	\$58.90
Curls Liter Duo	\$65.86
Bassu Liter Duo	\$58.00
Pure Blonde Violet Liter Duo	\$71.47
Blowout Liter Duo	\$63.87

Salon Value \$71.94 to \$95.30

SAVE 20% ON OPEN STOCK LITERS



CHOOSE FROM

Purify Shampoo	\$28.12	Curls Conditioner	\$35.13
Trinity Shampoo	\$31.41	Violet Shampoo	\$38.12
Trinity Conditioner	\$31.41	Violet Conditioner	\$38.12
Bassu Shampoo	\$30.94	Blowout Shampoo	\$34.06
Bassu Conditioner	\$30.94	Blowout Conditioner	\$34.06
Awaken Shampoo	\$31.23	Trinity Protein Repair Tonic	\$39.17
Awaken Conditioner	\$31.23	Trinity Protein Cream	\$67.14
Curls Shampoo	\$35.13	Bassu Masque	\$50.74

Salon Value \$35.15 to \$83.93

TEXTURE LEGENDS

CHOOSE FROM

Blowout Smoothing Balm 4 oz.
Curls Cream Wax 4 oz.
Curls Oil Gel 6 oz.
Push Powder 0.35 oz.
Taffy Whip 4 oz.
Texture Paste 2 oz.
Theory Finishing Spray 12 oz.
Theory Firm Finishing Spray 10 oz.

2 FOR \$31.00

*RETAIL SIZES ONLY



JULY ONLY!

SUMMER GO-TO'S SAVE 20%

CHOOSE FROM

Awaken Mist 4 oz.	\$14.40
Blowout Dry Shampoo 4 oz.	\$13.00
Bassu Masque 6 oz.	\$16.22
Purify Shampoo 8 oz.	\$12.52

Salon Value \$15.65 to \$20.27



AUGUST ONLY!

HAIR LOSS WARENESS MIX & MATCH

CHOOSE FROM

Awaken Shampoo 10 oz.
Awaken Conditioner 6 oz.
Awaken Detox 6 oz.
Awaken Elixir 4 oz.
Awaken Treatment 2 oz.

2 FOR \$32.00

*RETAIL SIZES ONLY



VIOLET MIX & MATCH*

CHOOSE FROM

Violet Shampoo 9 oz.
Violet Conditioner 7 oz.
Violet Toning Spray 4 oz.
Violet Nourishing Masque 6 oz.
Violet Blow Dry Cream 4 oz.

2 FOR \$31.00

*RETAIL SIZES ONLY



PURE^{COLOR}

COLOR HEAD-TO-TOE

SAVE 20%

CHOOSE FROM

Charcoal Ultra Lift Powder 450g	\$28.78
Pure Lightener Powder 450g	\$28.62

Salon Value \$35.77 to \$35.98

AUGUST ONLY!



CHOOSE YOUR BAG

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

BLACKLIGHT BAG

KIT INCLUDES:

- 1 X NOURISHING SHAMPOO, 8.5 OZ
- 1 X NOURISHING CONDITIONER, 8.5 OZ
- 1 X DRY SHAMPOO, 1.5 OZ

CALURA BAG

KIT INCLUDES:

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



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

US: \$30.00
MSRP: \$60.00
VALUE: \$37.45
SALON SAVINGS: 20%

while supplies last



CAPE WITH CALURA PERMANENT

One thing you will always need in your salon: a cape! Take advantage of this promotion to stock up on Calura Permanent and keep an extra cape in your inventory.

**BUY 24 CALURA PERMANENT SHADES AND
RECEIVE 1 FREE OLIGO CAPE***



US: \$210.00

VALUE: \$247.50

SALON SAVINGS: 15%

***Limit 1 per salon**

while supplies last

ALL ABOUT DUOS

20% OFF SELECTED SHAMPOO AND CONDITIONER DUOS

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

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

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



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

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

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

TIME TO RECHARGE

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

20% OFF SELECTED SHAMPOO AND CONDITIONER REFILL POUCHES

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

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



N.B prices shown already include promotion.

while supplies last

LIGHTEN AND TONE ESSENTIALS

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

**BUY 24 CALURA GLOSS SHADES AND
RECEIVE 1 FREE CREAM LIGHTENER (14 OZ)***



US: \$176.40

VALUE: \$199.35

SALON SAVINGS: 12%

***Limit 1 per salon**

while supplies last

MUST-HAVE COLOUR DEPOSITING MASKS

The perfect way to keep blonde hair cool and vibrant. These pigmented masks tone and nourish, neutralizing brassiness for a flawless, fresh blonde look.

30% OFF BLACKLIGHT BLUE AND VIOLET MASKS

BLUE INTENSIVE REPLENISHING MASK, 6.8 OZ

VIOLET INTENSIVE REPLENISHING MASK, 6.8 OZ



US: \$13.65

VALUE: \$19.50

SALON SAVINGS: 30%

while supplies last

JULY - AUGUST DEALS

DEAL ONE



**WOMEN'S RECOVER
SHAMPOO +
CONDITIONER 16OZ**



**MEN'S RECOVER
SHAMPOO +
CONDITIONER 16OZ**

RECOVER WOMEN'S 16OZ SHAMPOO AND CONDITIONER DUO

NORMAL SALON COST = \$90

PROMOTIONAL SALON COST = \$49.50

SRP PROMOTION: \$99

RECOVER MEN'S 16OZ SHAMPOO AND CONDITIONER DUO

NORMAL SALON COST = \$90

PROMOTIONAL SALON COST = \$49.50

SRP PROMOTION: \$99

DEAL TWO

20% OFF

ALL ACTIIV OPEN STOCK SKU'S

AUGUST ONLY



while supplies last

ALURAM™
JULY / AUGUST

25% OFF SALE!



LITER BUNDLE SALE
(Daily, Moisturizing, Curl, & Volumizing)

PROMOTIONAL SALON COST: \$26.25
REGULAR SALON COST: \$35.00
SUGGESTED RETAIL PRICE: \$52.49



PURPLE SHAMPOO LITER

PROMOTIONAL SALON COST: \$13.13
REGULAR SALON COST: \$17.50
SUGGESTED RETAIL PRICE: \$26.25



New!

HIGH SHINE GLOSSING TREATMENT 32oz

PROMOTIONAL SALON COST: \$15.00
REGULAR SALON COST: \$20.00
SUGGESTED RETAIL PRICE: \$29.99



New!

BODY WASH 31oz

SALON PROMOTIONAL COST: \$11.25
REGULAR SALON COST: \$15.00
SUGGESTED RETAIL PRICE: \$22.50



HYDRATE & REPAIR TREATMENT 32oz

PROMOTIONAL SALON COST: \$15.00
REGULAR SALON COST: \$20.00
SUGGESTED RETAIL PRICE: \$29.99



LEAVE-IN CONDITIONER 16oz

SALON PROMOTIONAL COST: \$9.56
REGULAR SALON COST: \$12.75
SUGGESTED RETAIL PRICE: \$19.12



HAND SOAP LITER

SALON PROMOTIONAL COST: \$7.50
REGULAR SALON COST: \$10.00
SUGGESTED RETAIL PRICE: \$14.99



COCONUT WATER TEXTURE SPRAY 8oz

PROMOTIONAL SALON COST: \$6.38
REGULAR SALON COST: \$8.50
SUGGESTED RETAIL PRICE: \$12.74



TAKE 40% OFF

FRAMAR

LIMITED EDITION
LIMONCELLO
COLLECTION!

WHILE SUPPLIES LAST!

while supplies last



PUTTIN' ON THE SPRITZ 5X11 POP UP

- PU-500RITZ**
- 500 sheets
 - Embossed texture
 - Limited edition pattern



PUTTIN' ON THE SPRITZ EMBOSSSED ROLL

- R-EMB-MRITZ**
- 320ft.
 - Self Dispensing Roll
 - Limited edition pattern



3 PACK PINTAILS

- Never been done before!
- Triple threat pintail, big daddy pintail, classic color brush pintail color brush.
- Versatile 3 pack.

HB-PT-RITZ



BLEACH BLENDERS

- Seamlessly blend lines of demarcation on hair from bleach without damaging fragile bleached hair.
- One size fits all.
- 2 pack.

GLV-BB-RITZ



GATOR GRIPS

- Effortlessly hold large sections of hair with these wide mouth, no-slip clips.
- Rubberized texture for ultimate grip strength and effortless hold.
- 4 pack.

CL-GG-RITZ

while supplies last



PROFESSIONAL

First Time Ever – Save \$50.00 on the O2 and O2AMP Dryers



Salon Cost: \$219.00 Each
A Saving of \$50.00



Salon Cost: \$239.00 Each
A Saving of \$50.00



Pro Stylist Hair Pack

Salon Cost: \$125
Savings: \$70.17

Buy 5 Get 1 Free

LIQUID GOLD
Replenishing Argan Oil Treatment



Salon Cost: \$75.00 For 6 Bottles
A Saving of \$15.00

1126 TRIMMER

PRO GOLD DLC TITANIUM CORD AND CORDLESS TRIMMER



Salon Cost: \$99.95 Each
A Saving of \$40.00

A FIRST OF IT'S KIND - OF IRON



Salon Cost: \$99.95 Each set
A Saving of \$30.00

VELOCITY

CONTROLLED AIRFLOW SYSTEM

"The **Must-Have** Tool for Every Stylist: Elevate Your Highlighting Services **Today.**"



Salon Cost: 75.00 Each
A Saving of \$15.00

TITANIUM CERAMIC INTERCHANGEABLE CURLING IRON SET

1" Classic Timeless long-lasting curls



1 1/2" Soft bouncy curls and beachy waves

Digitally Controlled Handle

Salon Cost: 85.00 Each
A Saving of \$20.00

1126 CLIPPER

PRO GOLD DLC TITANIUM CORD AND CORDLESS CLIPPER



Salon Cost: 129.95 Each
A Saving of \$50.00

while supplies last