

ROOTED

A SALON FIRST EXPERIENCE
POWERED BY RILEY SALON RESOURCES

EXPO PROMOS

1 DAY.
SALON-ONLY.
SERIOUS SAVINGS.
AUGUST 25 | ORLANDO



BLONDE AND TONING INTRO

Includes:

14 Core Shades, 1 x Ultra Lift Charcoal Lightener

Free with Purchase:

7vol & 30vol Activators, Violet Shampoo, Merch Kit

Rooted Cost:

\$168.68

Savings: \$49.95



PURE COLOR SUITE INTRO

Includes:

43 Core Shades, 1 x Ultra Lift Charcoal Lightening Powder (450g)

Free with Purchase:

3 Full-Size Trinity Haircare Products, 7vol, 20vol, 30vol & 40vol Activators, Color & Lightener Thickener, Pure Color Merch Kit

Education Bonus:

1-Hour Zoom Class: Welcome to Pure Color

Rooted Cost:

\$439.83

Savings: \$131.79



**ALL
KEUNE
COLOR
10% OFF!**

**BUY 12 TUBES OF
COLOR, GET COLOR
THICKENER FREE**



POWER ON BLONDE 50.50

Purchase:

1 x Power Blonde, 1 x Power Blonde Refill Kit (2 x 500g),

1 x Cream Developer 20vol 1L

Receive Free:

1 x New Reusable Lightener Scoop

Rooted Cost: \$50.50

Savings: 42%



STYLE INTRO

Includes:

NEW Style Range – 3 of each (27 Total), Merch Kit

Rooted Cost: \$585

Savings: 33%

STYLE INTRO - EPISODE 2

Includes:

Style NEW RELEASES – 3 of each (18 Total), Merch Kit

Rooted Cost: \$100

Savings: \$73

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L'ANZA



PREMIUM COLOR COLLECTION

Includes:

24 Healing Color Shades, Translucent Color Catalyst, Developers (Demi, 20vol, 10vol), 1 Powder Decolorizer, Swatch Book

Rooted Cost:

\$269.00

Savings: 31%

SUPREME COLOR INTRO

Includes: 103 Healing Color Shades, Cream Developers (Demi, 10vol, 20vol, 30vol, 40vol), Translucent Color Catalyst, Powder & Ultra Decolorizer

Merchandising Kit:

L'ANZA Tint Brushes & Combs, Digital Scale & Color Tube Key, Coloring Brushes (Wide/Narrow, Long/Short), Color Paddles, Apron & Wall Chart, Stylist Station Poster, Full Swatch Book

Rooted Cost:

\$857.47

Savings: 40%



COLORCARE SHAMPOO, MASQUE, & SILK SERUM TRIO

Includes:

ColorCare Shampoo 10.1oz
ColorCare Masque 6.8oz
Silk Serum 6.8oz

Rooted Cost: \$41.99

Savings: 25%

D U O M O



PROVA PACKAGE

Includes: Choice of 6 Shades, 2 Developers (Liquid IQ 5, 20 vol), 9-Level Lightener, Paper Color Chart

Rooted Cost: \$69

Savings: \$68

PRIMA PACKAGE

Includes: Choice of 25 Shades, 3 Developers, 9-Level Lightener, Swatch Book

Rooted Cost: \$265

Savings: \$182

AMORA PACKAGE

Includes: Choice of 65 Shades, 3 Vivid Shades, 6 Developers, 9-Level & 6-Level Lighteners, Swatch Book, Accessories

Rooted Cost: \$549

Savings: \$491

FAMIGLIA PACKAGE

Includes: Choice of 115 Shades, 5 Vivid Shades, 12 Developers, Lighteners (9 Level, 6 Level, Clay), Swatch Books, Accessories

Rooted Cost: \$999

Savings: \$1108

VIVIDS PACKAGE

Includes: 36 Vivid Tubes, Developer, 9-Level Lightener, Swatch Book

Rooted Cost: \$249

Savings: \$265

HAIR CARE TRIAL

Includes: 1 of each Shampoos (Hydrate, Repair, Blonde & Clarify), Conditioners (Hydrate & Repair), Masks (Hydrate & Repair), Leave-In, Oil

Rooted Cost: \$129

Savings: \$82

INTRO TO DUOMO HAIR CARE PACKAGE

Includes: 32 Products (Full Range)

Rooted Cost: \$349

Savings: \$424

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ALURAM™



TRY ME BAG

Includes: 11 Full Size Favorites, 1 Mini Purple Shampoo, Bag, Brochure

Rooted Cost: \$50

PICK 3 STYLERS FOR \$20!

Savings: **\$5.50-\$10**



shibui.



TRY ME BAG

Includes: 10 Full Size Favorites, 1 Mini Peptide Primer, Bag, Brochure

Rooted Cost: \$65

PICK 3 STYLERS FOR \$24!

Savings: **\$12**



1821 STYLIST KIT

Includes: 7 Styling Essentials: Hair Spray, Pomade, Clay, Paste, Powder, Styling Gel, Beard Balm, 4 Signature 18oz Man Made Washes

Rooted Cost: \$99

Savings: **\$50**

MANMADE INTRO 205

Includes: 17 Full Size Man Made Must-Haves (Washes, Styling, Grooming, Care)

Rooted Cost: \$205.20

Savings: **20%**

MANMADE INTRO 425

Includes: 33 Man Made Must-Haves (Washes, Styling, Grooming, Care, Minis)
Receive Free: Bonus Wash, Oil, Elixir, Spritzer, Hair Spray, Merch & More

Rooted Cost: \$425.50

Savings: **20%**

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STOCKHOLM SWEDEN
REF



SMALL COLOR INTRO

Includes: Choice of 20 Shades, 2 Developers, Illuminate Colour Liters, Colour Tools

Rooted Cost: \$200

Savings: \$152.87

MEDIUM COLOR INTRO

Includes: Choice of 50 Shades, 2 Developers, Illuminate Colour Liters, Colour Tools

Rooted Cost: \$349

Savings: \$256.25

LARGE COLOR INTRO

Includes: Choice of 100 Shades, 8 Developers, 4 Backbar Liters, Bleach Refill, Colour Tools

Rooted Cost: \$699

Savings: \$476.50

SMALL SOFT COLOR INTRO

Includes: Choice of 25 Shades, Developer, Illuminate Colour Sh & Cond, Colour Tools

Rooted Cost: \$243.75

Savings: \$139.12

MEDIUM SOFT COLOR INTRO

Includes: Choice of 50 Shades, Developer, Illuminate Colour Liters, Colour Tools

Rooted Cost: \$399

Savings: \$319.25

LARGE SOFT COLOR INTRO

Includes: Choice of 100 Shades, Developers, Backbar Liters, Bleach Refill, Colour Tools

Rooted Cost: \$849

Savings: \$408.38

STOCKHOLM INTRO PACKAGE

Includes: Over 360 Full Size Retail Products
Receive Free: Over 70 Complimentary and Station Products, Color Boost Masques, Marketing Tools & Colour Support

Rooted Cost: \$3999

Savings: \$2086.65

SUITE DEAL

Includes: 22 Full Size Retail Products
Receive Free: 9 Additional Full Size Products, Retail Bags, Consumer Leaflets

Rooted Cost: \$300

Savings: \$290



O2P MODULES

Rooted Cost:

\$199.95

Savings: \$30



O2 HYPERSONIC

WITH FREE
DRYER STAND

Rooted Cost: \$219

Savings: \$101



O2 AMP HYPERSONIC

WITH FREE
DRYER STAND

Rooted Cost: \$239

Savings: \$101

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ALFAPARF MILANO



PURCHASE ANY BELOW INTRO AT REGULAR PRICE, GET TREATMENT INTRO FOR FREE!

EOC STARTER KIT

Includes: Choice of 14 EOC Shades, Choice of 14 Color Wear Shades, BB Bleaches, 3 Developers, Mini Swatch Book, Color Tools

Rooted Cost: \$125

Savings: 62%

EOC MEDIUM INTRO

Includes: Choice of 72 EOC Shades, 4 Developers
Receive Free: BB Bleach Pouches, APM Violet Pigment, Backbar Support, Swatch Book, Color Tools

Rooted Cost: \$600

Savings: 34%

EOC LARGE INTRO

Includes: Choice of 120 Shades, 5 Developers
Receive Free: BB Bleaches, Backbar and Station Support, Swatch Book, Professional Tools, Education Voucher

Rooted Cost: \$1150

Savings: 40%

ODC SMALL INTRO

Includes: Choice of 36 EOC Shades, Choice of 12 Color Wear Shades, Choice of 12 Color Wear Gloss, 2 APM Pigments, Developers
Receive Free: Backbar Support, Swatch Books, Tools & Accessories

Rooted Cost: \$550

Savings: 24%

ODC LARGE INTRO

Includes: Choice of 72 EOC Shades, Choice of 36 Color Wear Shades, Choice of 24 Color Wear Gloss, 4 APM Pigments, Developers, BB Bleach
Receive Free: Backbar Support, Swatch Books, Tools & Accessories

Rooted Cost: \$1250

Savings: 30%

HERO BUNDLE KIT

Includes: 1 x Semi Di Lino Illuminating Cristalli Liquidi, 1 x Developer, 1x Bleach, 1 EOC Harmonizer

Rooted Cost: \$42

Savings: \$17.70



YELLOW COLOR

PURCHASE 6 SHADES
GET DEVELOPER FREE!

Rooted Cost: \$45.66

Savings: \$7.61

YELLOW

PROFESSIONAL



**REPARATIVE
SHAMPOO AND
CONDITIONER
LITERS**

**Rooted Cost:
\$20.30**

Savings: 30%



**NUTRITIVE
SHAMPOO & MASK**

**Rooted Cost: \$14.35
Savings: 30%**

ROOTED



THE
**KACEY
WELCH**
METHOD™



**CLEANSE & RENEW
HYDRATE SHAMPOO**
SALON COST: \$21.45



**HYDRATE & MOISTURE
DEEP CONDITIONER**
SALON COST: \$23.65



**ALL IN WONDER
LEAVE IN**
SALON COST: \$21.45

ZENAGEN

THE FUSION OF BEAUTY + SCIENCE



FINE HAIR PROVIDER INTRO

Includes: Retail Trios, Densifying Creams, Repairacle Sprays, Volume Foams, Texturizing Powders
Receive Free: Dry Shampoo, Scalp Massager, Timer, Merch Kit

Rooted Cost:

\$268.80

Savings: \$67.20



THE ESSENTIAL INTRO

Includes: Retail Trios, Repairacle Sprays, Volume Foams, Texturizing Powders
Receive Free: Dry Shampoo, Scalp Massager, Timer, Merch Kits

Rooted Cost:

\$448

Savings: \$192



VIBRANCE AND VOLUME INTRO

Includes: 2 Retail Trios, 6 Lash Serums
Receive Free: Creme De La Zen, Displays, Shelf Talkers

Rooted Cost:

\$283.40

Savings: \$152.60



LEYTON *Le* HOUSE
PROFESSIONAL



KOOKABURRA COLOR INTRO

Includes: 40 Couture Silk Shades, 3 Developers
Receive Free: Alpine Blonda 9, Apron, Color Chart, Toning Shampoo Liter

Rooted Cost: \$182

Savings: \$107.25

LIQUID JEWLZ INTRO

Includes: 31 Liquid Jewlz Shades, 2 Developers
Receive Free: Liquid Gloss, Backbar & Station Support, Color Chart

Rooted Cost: \$333

Savings: \$184.45

ECHINDNA INTRO

Includes: 40 Couture Silk Shades, 3 Developers
Receive Free: Alpine Blonda 9, Backbar & Station Support, Color Chart

Rooted Cost: \$394.30

Savings: \$197

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MON AUG 25TH | MAIN STAGE EDUCATION

10:00 AM DUOMO
10:40 AM L'ANZA
11:20 AM ALURAM & SHIBUI
12:00 PM KEUNE
1:00 PM SURFACE
2:00 PM 1821 MAN MADE
2:35 PM REF
3:15 PM O2 PROFESSIONAL
3:50 PM THE KACEY WELCH METHOD
4:20 PM ZENAGEN

L'ANZA
HEALING HAIR COLOR & CARE

WHAT WE DO BEHIND THE CHAIR: CUT COLOR STYLE

October 13th 2025

10am - 2pm

Embassy Suites by Hilton
Destin Miramar Beach

\$150/night + 12% tax
Valid for Oct 12-13 (Sun & Mon nights)
Book by Sept 22 using code WWD | 850-337-7000



Join us for an inspiring look and learn on live models. This will be focused on the REAL work that drives your business every day.

Learn impactful techniques in:

- Women and Men's cutting
- Upstyling for any occasion
- Quick, High-Impact Color Placement to boost your color ticket
- Styling Techniques that keep clients coming back sooner



LEAH FREEMAN
Chicago, IL
Global Artistic Ambassador
Color, Color Theory, Blending



TASHA OSTRANDER
Hickman, NE
L'ANZA Artist L4
Color, Cutting, Finishing, Upstyling

Debbie Milam
RSR
850-716-6400

Danielle Parish
L'ANZA Brand Manager
225-776-1107

Tickets: \$150
SKU: #115610

RILEY



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