A NEW ERA IN HAIR COLOR.

LUXURY, CLEAN, 3 IN 1 FORMULA



0

18.21 **ALFAPARF ALURAM DUOMO KEUNE** L'ANZA **LEYTON HOUSE 02 PROFESIONAL OLIVIA GARDEN PLATINUM SEAMLESS** REF **REUZEL SHIBUI STMNT SURFACE ZENAGEN AND MORE** 

Shop and restock anytime, anywhere! Scan to explore our NEW & IMPROVED







## **PURCHASE \$400 IN DUOMO COLOR**

#### Includes:

Any \$400 Color Order

## RECEIVE LITER SIZE SHAMPOO + CONDITIONER FOR FREE

#### Choose From:

Hydrate Shampoo Liter Hydrate Conditioner Liter Repair Shampoo Liter Repair Conditioner Liter Sku #950907101

## **PURCHASE TWO LIGHTENERS**

#### Choose From:

5 Level Clay Lightener (Ammonia Free) 17.6 oz 6 Level Lightener (Ammonia Free) 17.6 oz 7 Level Clay Lightener (Low Ammonia) 17.6 oz 9 Level Lightener (Low Ammonia) 17.6 oz

## RECEIVE TWO DEVELOPERS FOR FREE

#### Choose From:

Liquid IQ 5 Vol Developer 30.4 oz 5 Vol Developer 30.4 oz 10 Vol Developer 30.4 oz 20 Vol Developer 30.4 oz 30 Vol Developer 30.4 oz 40 Vol Developer 30.4 oz

WHILE SUPPLIES LAST























FRIZZ TAMER N°130 20 % SAVINGS

Material included 12 psc Frizz Tamer N° 130 20 ml Frizz Tamer Shelf Stand

WHIPPED MOISTURE MOUSSE 15 % SAVINGS

Material included Whipped Moisture Mousse 200 ml

HOLD & SHINE SPRAY N°545 20 % SAVINGS

Material included Hold & Shine Spray N°545 300 ml





### **LEAVES FALL & CURLS BOUNCE**

Purchase Care Confident Curl Low-Poo Shampoo and Conditioner and receive a FREE Leave-In of your choice (Wavy, Curly, Coily).

Curly #950923008 | Coily #950923009 | Wavy #950923007

#### **INCLUDES:**

1x Care Confident Curl Low-Poo Shampoo, 300 ml

1x Care Confident Curl Conditioner, 250 ml

1x Care Confident Curl Leave-in, 300 ml (FREE - your choice Wavy, Curly, Coily)



# LANZA

BUY ONE, GET ONE KERATIN ) % HEALING OIL

PHYTO-IV REPAIRING COMPLEX



90% smoother hair\*

\*Based on independent instrument testing using a regimen of Keratin Healing Oil Shampoo, Conditioner, Hair Masque & Hair Treatment vs. bleached control.



'TIS THE SEASON FOR HEALING HAIR

HOLIDAY KITS

FREE ColorCare HAIR MASQUE



(6) Liquids shades and



WHILE SUPPLIES LAST | AVAILABLE IN FL, LA, AND SELECT MS TERRITORIES

20% HEALING STYLE & CURLS Collections

Style for soft to strong, customized finish with built in heat protection



Curls proprietary Butter Defining Complex deeply nourishes and defines curls while reducing frizz



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





## TRINITY COLOR CARE

#### MIX & MATCH\*

#### **CHOOSE FROM**

Trinity Shampoo 10 oz. Trinity Conditioner 8 oz. Trinity Protein Cream 4 oz. Trinity Repair Tonic 6 oz. Trinity Dry Shampoo 5 oz. Trinity Bonding Masque 6 oz. Trinity Bond Repair Treatment 2.3 oz.

## **FOR \$32**

\*RETAIL SIZES ONLY



### OCTOBER ONLY!

## SERVICE TRENDS

#### **BUY 5, GET ONE FREE!**

Trinity One Shot .75 oz. #950932101 ..... \$48.00 Salon Value \$57.60

#### **SAVE 25%**

Pure Color Thickener 4 oz.#3219531 ..... \$8.77 Salon Value \$11.69







## SEPTEMBER ONLY!

## **PROTECTANTS**

#### **CHOOSE FROM**

Awaken Blow Dry Foam 5 oz. ..... \$13.64 Blowout Primer 4 oz. ..... \$11.51 Blowout Memory Foam 5 oz...... \$12.09 Salon Value \$16.45 to \$19.49 (Thermal Brush not included)



## SEPTEMBER ONLY!

## **SAVE 25% ESSENTIALS**

SALFI All In Leave-In Conditioner 6 oz.

\$13.12

Salon Value \$17.50 **#3219178** 

## **GET THE LOOK** MIX & MATCH\*

#### **CHOOSE FROM**

Awaken Protein Mousse 8.8 oz. Awaken Hair Spray 10 oz. Blowout Hair Spray 4 oz. Blowout Gel Mousse 5.5 oz. Curls Firm Styling Mousse 8 oz. Curls Finishing Spray 10 oz.

\*RETAIL SIZES ONLY



## OCTOBER ONLY!

## **SAVE 25% SCALP & SKIN SALE**

#### CHOOSE FROM

Awaken Scalp Detox 6 oz....... \$13.87 Awaken Treatment 6 oz. ........... \$28.96 Awaken Masque 6 oz..... 

Salon Value \$18.49 to \$38.62



### SEPTEMBER ONLY!

## **SAVE 25% TOOL SALE**

#### CHOOSE FROM

| CHOOSE EKOIVI                |          |
|------------------------------|----------|
| 5.75" Swivel Shear           | \$490.88 |
| RZ Blender Shear             | \$490.88 |
| RZ FINE Blender Shear        | \$452.92 |
| Diamond Contour Swivel Shear | \$535.43 |
| Notch 16 Shear               | \$490.88 |
| 7" Swivel Shear              | \$535.43 |
| 6" Contour Swivel Shear      | \$490.88 |
| Cutting Comb                 |          |
| Curl Comb                    |          |
|                              |          |

| Clips              | \$6.60   |
|--------------------|----------|
| Titanium Razor     | \$119.63 |
| Diamond Blades     | \$16.48  |
| Boar Bristle Brush | \$17.29  |
| 3" Round Brush     |          |
| 2.5" Round Brush   | \$15.64  |
| 3" Paddle Brush    |          |
| TK2 Contour Brush  | \$15.64  |
| Pick Rake          | \$7.43   |
|                    |          |







SCAN TO JOIN
THE TECH GROUP
WHILE SUPPLIES LAST



BUY 9

3.3oz Couture Silk Colors

Salon \$81.90

Normally \$118.80 SAVE \$36.90 Free Goods Sku #2374877

# NEW LOCK SAME ICONIC CARE!

### **BUY 3 OF EACH:**

Yellow Color Care Shampoo 500ml Yellow Color Care Conditioner 500ml Yellow Color Care Mask 300ml Yellow Color Care Leave-In Serum 150ml

#### **RECEIVE FREE:**

1 Yellow Color Care Shampoo 1000ml 1 Yellow Color Care Mask 500ml

SALON COST: \$148.00 SAVINGS: 19% SKU #950901022











**PROFESSIONAL** 

**COLOR CARE** 





# REUZEL

## STOCK UP AND SAVE!

Purchase 6 Daily Shampoo 11.8oz - Receive Liter FREE! \$55.50

Purchase 6 Daily Conditioner 11.8oz - Receive Liter FREE! \$55.50

Purchase 6 Tea Tree 3-in1 Shampoo 11.8oz - Receive Liter FREE! \$55.50

Purchase 6 Scrub Shampoo 11.8oz - Receive Liter FREE! \$58.50

Purchase 6 Hair Tonic 11.8oz - Receive 16.9oz FREE! \$59.88

Purchase 6 Grooming Tonic 11.8oz - Receive 12oz FREE! \$59.88

Purchase 6 Surf Tonic 11oz - Receive 12oz FREE! \$53.88

Purchase 6 No-Rinse Beard Wash 3.38oz - Receive Goz FREE! \$48.60

Purchase 6 Spray Grooming Tonic 12oz - Receive 12oz FREE! \$59.88



NEW!

## FLASH DRY SHAMPOO

\$9.98 Sku #296411

THIS INNOVATIVE LIQUID TO DRY SHAMPOO WORKS ON CONTACT AND INSTANTLY ABSORBS OIL, SWEAT, ODORS AND BUILDUP ALL WITHOUT WATER.





**PURCHASE:** 

5 FLASHDRY Dry Shampoo 7oz

Receive FREE:

1 FLASHDRY Dry Shampoo 7oz (Stickered)

1 FLASHDRY Dry Shampoo Display Box 2 Tent Cards (Printed in 8 Languages)

\$49.90 Sku #750929601

REUZEL



## SEVERED HEAD CAPE

PURCHASE:

6 Severed Head Clay Pomade 3.38oz Receive FREE: 1 Severed Head Super Cape

\$68.88 Sku #950929601

## REUZEL is Partnering with the

Purchase 10 Blue Extreme Hold Matte Pomade 3.38oz, get 2 FREE!

PURCHASE 10 Blue Extreme Hold Matte Pomade 3.38oz, get 2 FREE! \$104.80 PLUS Display, 4 Mirror Clings, 2 Counter Cards, 4 Shelf Talkers



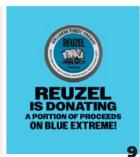
## 20% OFF CLAY SPRAY

- Light Hold
- Texture & Definition
- Dry, Lived-In Look

12oz \$8.78 Sku #2963893 3.38oz \$4.80 Sku #2962670







WHILE SUPPLIES LAST





The Detangling & Styling Brush with a Touch of Magic



Salon Cost: \$99.00 Each **A Saving of \$61.00** 



Salon Cost: \$75.00 Each **A Saving of \$15.00** 



Salon Cost: \$6.50 Each A Saving of \$1.00



"Styling Elevated to an Art Form"

Titanium Ceramic Curved Thermal Brush





Salon Cost: \$75.00 Each A Saving of \$25.00



Salon Cost: \$99.00 Each **A Saving of \$51.00** 



Salon Cost: \$16.00 Each A Saving of \$2.50

**AUTHENTIC MEN'S GROOMING** 



Salon Cost: \$120.00 Each **A Saving of \$26.00** 



### SEPTEMBER / OCTOBER 2025





## **Save 15%**

- The Quiet Tamer -

New Sweet Tobacco Balm

For beards that speak softly but never go unnoticed



Sweet Tobacco Balm

Smooth, tame & shape beards. Long lasting moisture with soft hold & low shine

> Cost \$11.05 Value \$13 15% Savings

## **Save 15%**

- Coastal Control -

New Absolute Mahogany Paste

For styles that stay smooth, steady and at the ready



Absolute Mahogany Paste

Shape, tame & texturize hair. Controlled definition with a soft hold & medium shine

> Cost \$11.05 Value \$13 15% Savings

## **Save 20%**

- The Fixer's Stash -

Purchase Gel & Hair Spray together. Save 20%



1 x Hair Spray



Two lightweight stylers for effortless texture, volume, and flexible hold that doesn't fold under pressure

Cost \$18.40 Value \$23 20% Savings Sku #950924401

## Tailored for the tastemakers. Inspired by the hush-hush.

## New 3-Piece Gift Set!

- The Clean Pour -

1 x 18oz Sweet Tobacco Wash & 2 x Whiskey Glasses



The Clean Pour Gift Set Sku #751324401

Raise, Rinse, Repeat.

Limited edition set includes 1 18oz Sweet Tobacco Wash with two whiskey glasses for clean starts, and well-earned pours

WHILE SUPPLIES LAST Not available in La Cost S34

## 18.21 Man Made

## New 4-Piece Gift Set!

- Clean Getaway -

4 x 3.4oz Wash [Includes All 4 Scents]



Clean Getaway Set Sku #751324402

Smuggle Style One Bottle at a Time. Includes 4 travel-sized Man Made Wash, each in a different scent. Perfectly packed for the road



Tools of Professionals Worldwide

#### CERAMIC + ion

THERMAL BRUSH

100% Snag-Free Body Ceramic Coated Barrel Tourmaline Ion Technology Retractable Sectioning Pick

#### CERAMIC + ion™ SPEED XL"

Extra-Long Barrel 100% Snag-Free Body Ceramic Coated Barrel Tourmaline Ion Technology



### SALON COST: \$49.50

Total Value: \$72.00

**Includes: 4 Brushes** 1", 13/8", 1 3/4", 2 1/8"

Sku #750928101



### SALON COST: \$57.25

Total Value: \$79.00

Includes: 4 Brushes 1", 13/8", 1 3/4", 2 1/8" Sku #750928102



### **CLARIFY & PRIME BUNDLE**

Buy 6 Peptide Primer Leave-In Treatments (1.7oz) and receive a Retail Display Box & a 3 Clarifying Shampoos (12oz) FREE!



Salon Promotional Price: \$84.00 • Retail Value: \$234.00 Suggested Retail Price (Peptide Primer): \$28.00 • Suggested Retail Price (Clarifying Shampoo): \$22.00

### **THICKENING VOLUME MIST**

Buy 6 Thickening Volume Mists (6.5oz) & receive a cape FREE!

Salon Promotional Price: \$72.00 Regular Salon Price: \$92.00 Regular Retail Value: \$144.00 Suggested Retail Price (per 6.5oz): \$24.00



### **EVERYTHING SPRAY**

Buy 6 Everything Sprays (8oz) & receive a Retail Display Box & a Backbar size (16oz) Everything Spray free!

> Salon Promotional Price: \$72.00 Retail Value: \$144.00 Suggested Retail Price: \$24.00

> > Sku #950931702



### HIGH SHINE ANTI-FRIZZ BLOWOUT SPRAY KIT

6 High Shine Anti-Frizz Blowout Sprays 8oz, 1 High Shine Anti-Frizz Blowout Spray 8oz (salon use only), 6 High Shine Glossing Treatment 2oz, 6 High Shine Glossing Treatment 9.75oz, 1 High Shine Glossing Treatment 32oz, 1 Aluram Detangling Brush, 1 Plastic Reusable Display Stand with Display Card



High Shine Anti-Frizz High Shine Glossing Treatments Blowout Sprays (8oz)

(2oz, 9.75oz, & 32oz)

Display Stand w/ **High Shine Display Card** 

Detangling Brush

PROMOTIONAL SALON COST: \$164.00 SALON VALUE: \$208.99 Sku #750901501

#### **AUTUMN CANDY** APPLE BODY LOTION

PROMOTIONAL SALON COST: \$42.50 REGULAR SALON COST: \$51.00 SUGGESTED RETAIL PRICE EACH: \$16.99 Sku #750901502



FREE!

Buy 5 Seasonal 18oz Body Lotions and get a Free Tester and Tent Card! (\*Free item labeled with Tester Sticker)

Open Stock #0158993

#### ALURAM STYLING TRIO

PROMOTIONAL SALON COST: \$20.40 REGULAR SALON COST: \$25.50 SALON VALUE: \$45.50

Sku #950901501



Buy 1 Heat Defense Mist 8oz, 1 Smoothing Cream 6oz, and 1 Shine Serum 2oz to receive 20% off PLUS a FREE Aluram Cape with your trio purchase!

WHILE SUPPLIES LAST



FREE CAPE!



## ZENAGEN

THE FUSION OF BEAUTY+ SCIENCE

#### COLOR AND HAIR PRESERVATION

PURCHASE 1 ECLIPSE SHAMPOO AND CONDITIONER 6.75 OZ RECEIVE A FREE REPAIRACLE SPRAY 8 OZ

- 1 ECLIPSE SHAMPOO 6.75 oz
- 1 ECLIPSE CONDITIONER 6.75 oz
- 1 REPAIRACLE SPRAY 8 oz FREE







30% OFF | Salon Cost: \$37.50 Sku #950936802

#### HAIR AND SKIN RESTORATION

PURCHASE 1 RECOVER WOMEN'S SHAMPOO AND CONDITIONER 6.75 OZ RECEIVE A FREE CRÈME DE LA ZEN 3.4 OZ

- 1 RECOVER WOMEN'S SHAMPOO 6.75 oz
- 1 RECOVER CONDITIONER 6.75 oz
- 1 CRÈME DE LA ZEN 3.4 oz FREE







22% OFF | Salon Cost: \$45 Sku #950936801

WHILE SUPPLIES LAST



## Semi di Lino Holiday Sets 2025

Experience the freedom to define your own beauty with our new Semi di Lino sets. Each collection comes beautifully packaged in a limited-edition box, perfect for gifting, reusing, or adding to your collection.

#### DIAMOND SET

#### Salon Price \$31 / MSRP \$62

REVITALIZES. PROTECTS. II I IIMINATES

SDL DIAMOND ILLUMINATING SHAMPOO 250ml

SDL DIAMOND ILLUMINATING MASK 200ml

SDL SUBLIME CRISTALLI LIQUIDI 15ml

# MOISTURE SET Salon Price \$32 / MSRP \$64

MOISTURIZES.
NOURISHES.
SOFTENS.

SDL NUTRITIVE SHAMPOO 250ml

SDL NUTRITIVE MASK 200ml

SDL SUBLIME CRISTALLI LIQUIDI 15ml

Sku #751301002

## RECONSTRUCTION SET

#### Salon Price \$32 / MSRP \$64

REPAIRS. RECONSTRUCTS. STRENGTHENS.

SDL REPARATIVE LOW SHAMPOO 250ml

SDL REPARATIVE MASK 200ml

SDL SUBLIME CRISTALLI LIQUIDI 15ml



## Sku #751301003

Sku #751301001

## **SMOOTH SET**

#### Salon Price \$33 / MSRP \$67

CONTROLS. HYDRATES. SMOOTHES

SDL SMOOTHING SHAMPOO 250ml

SDL SMOOTHING MASK 200ml

SDL SMOOTH SMOOTHING CREAM 125ml

Sku #751301004

### **BLONDE SET**

#### Salon Price \$32 / MSRP \$65

NEUTRALIZES. INVIGORATES. HYDRATES.



SDL BLONDE ANTI-YELLOW SHAMPOO 250ml

SDL BLONDE ANTI-YELLOW CONDITIONER 200ml

SDL BLONDE ANTI-YELLOW SPRAY 125ml

Sku #751301005

### **DENSITY SET**

#### Salon Price \$40 / MSRP \$80

THICKENS. PLUMPS. REVITALIZES

SDL THICKENING LOW SHAMPOO 250ml

SDL THICKENING CONDITIONER 200ml

SDL THICKENING CREAM 125ml



Sku #751301006





# 3 FOR \$27

ON SELECT STMNT STYLERS



YOUR STYLE, STACKED.

Excluding Beard Oil, Pucks & Care backbar sizes. Valid 9/1/25-10/31/25.





## **Small Intro Deal**



## Large Intro Deal

1 x Multi Protein Straightening System Purple, 1000ml

1x Multi Protein Straightening System White, 1400ml

1 x Hydrating Shampoo1000ml

1x Hydrating Mask 550ml

6 x Hydrating Conditioner 250ml

6 x Hydrating Shampoo 250ml

6 x Hydrating Mask 250ml

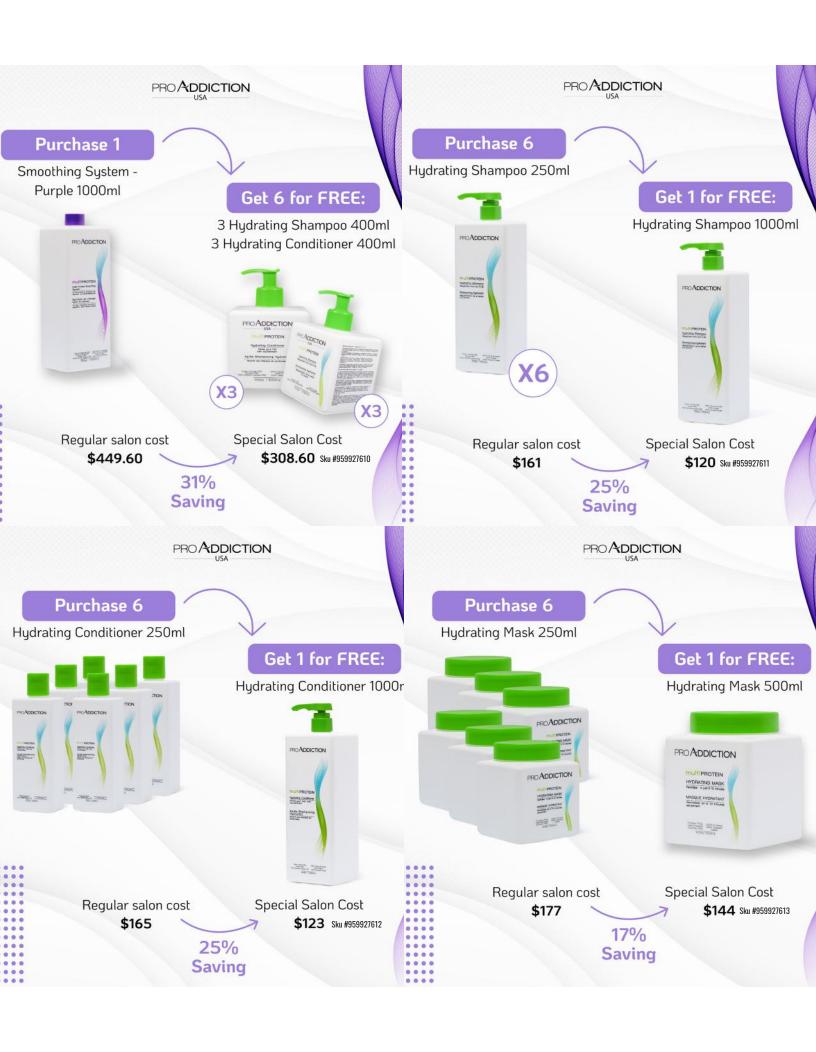
1x Clarifying Shampoo 90ml

Regular salon Price: \$936 Sku #959927602



Special Salon Price: \$681

\$430







12955 STARKEY RD, SUITE 3000
LARGO, FL 33773
727.865.4145
TOLL FREE 1.855.745.3950
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WWW.RILEYSALONRESOURCES.COM

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#### **FLORIDA**

#### **RILEY SALON RESOURCES**

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Largo, FL 33773
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855.745.3950
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INFO@RILEYSR.COM

LIFE OF RILEY SALON SUPPLY MIAMI FLAGLER STORE WITHIN SALON 8337 W Flagler Street Miami, FL 33144 305.381.5783

#### **ALABAMA**

## LIFE OF RILEY SALON SUPPLY FLORENCE

614 Thompson Street Florence, AL 35630 256,712,5222

## FRIENDS BEAUTY SUPPLY BIRMINGHAM

1009 Gadsden Highway Birmingham, AL 35235 205.790.8117

#### LOUISIANA

## LIFE OF RILEY SALON SUPPLY LAFAYETTE

1501 Kaliste Saloom, Suite F Lafayette, LA 70508 337.534.8213

## LIFE OF RILEY SALON SUPPLY THIBODAUX

201 B. Saint Mary Street Thibodaux, LA 70301 985.492.1192

#### **MONTANA**

#### LIFE OF RILEY SALON SUPPLY

2304 N. 7th Ave., Unit G Bozeman, MT 59715 406.577.2606

#### LIFE OF RILEY SALON SUPPLY

2100 Stephens Ave., Suite #117 Missoula, MT 59801 406.926.2001

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