pure



Keratin + Hydration = Great Hair

Discover Your Hairs Pure Potential

18.21
ALFAPARF
ALURAM
DUOMO
KEUNE
L'ANZA
LEYTON HOUSE
02 PROFESIIONAL
PLATINUM SEAMLESS
PURE BRAZILIAN
REF

REF REUZEL SHIBUI STMNT SURFACE ZENAGEN AND MORE

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





#### Shop our new website & restock on YOUR clock!

PLACE COLOR ORDERS IN UNDER 60 SECONDS EASY ACCESS TO YOUR FAVORITE BRANDS MOBILE-OPTIMIZED EXPERIENCE

#### **REGISTER TODAY!**



WWW.RILEYSALONRESOURCES.COM

#### 25% OFF LITER DUOS!

Everydayness, Ultra Hydrating, Volumizing



750731701

750731702

750731703

Salon Promotional Cost: \$33.75 • Suggested Retail Price: \$67.50

#### 20% OFF

PEPTIDE PRIMER LEAVE-IN TREATMENT Salon Promotional Cost: \$19.20 PEPTIDE POLISH ANTI-HUMIDITY TREATMENT Salon Promotional Cost: \$9.60 Suggested Retail Price: \$19.40 **EVERYTHING SPRAY LEAVE-IN CONDITIONER** Salon Promotional Cost: \$14.40 Suggested Retail Price: \$28.80 **CLARIFYING & VIOLET TONING LITERS** Salon Promotional Cost: \$18.00

Suggested Retail Price: \$36.00

\$39.95

**VALUE** 

FITS ALL DRYERS





#### BUY 6 **AIR DRY CREMES** & GET A CAPE FREE!

Salon Promotional Cost: \$72.00 Suggested Retail Price (per 6oz): \$24.00 sku 950731701

#### **BUY A STYLIST OR AN EXPRESS BLOWOUT KIT &** RECEIVE A SOLANO 2-IN-1 COMB DRYER ATTACHMENT FOR FREE!

Original 950727502 Clear 950727503 Express 950727504

#### **BUY OUR NEW SALON LARGE KIT &**

RECEIVE A PURE BRAZILIAN X SOLANO MODA 1750 WATT PROFESSIONAL DRYER FOR FREE sku 950727501



OR

**VALUE** 

#### **SUMMER TOTE SET WITH 7 PRODUCTS FOR \$84**

INCL. ANTI-FRIZZ SHAMPOO + CONDITIONER + SERUM, LEAVE-IN CONDITIONER, SMOOTHING BALM, DEEP CONDITIONING MASQUE AND NOURISHING OIL sku 950727505



#### A NEW ERA IN HAIR COLOR

Inspired by the timeless beauty of Italy's cathedrals, DUOMO was created with a single mission: to deliver stunning, luxurious hair color that nourishes and transforms, without harsh chemicals.

The founders, driven by a passion for clean beauty, sought to craft a formula that was free of ammonia, odor, and toxins, while still offering exceptional results.

With 79 expertly crafted shades and a versatile 3-in-1 formula, DUOMO delivers stunning results for permanent, demi-permanent, and toning. Achieve flawless, longlasting color with effortless simplicity and maximum efficiency.

#### INTRODUCTORY OFFERS

#### \$69

#### **DUOMO PROVA PACKAGE**

#### Includes:

- 6 Color Shades 2 oz
- 1 20 Vol Developer 30.4 oz
- 1 Liquid IQ 5 Vol Developer 30.4 oz 1 9 Level Lightener 17.6 oz
- 1 9 Level Lightener 17.6 oz
- 1 Duomo Paper Color Chart

SAVINGS: \$68 FREE GOODS 999907101

#### **\$699**

#### **DUOMO AMORE PACKAGE**

#### Includes:

- 65 Color Shades 2 oz
- 3 Vivid Shades 3.4 oz
- 6 Developers 30.4 oz
- 1 9 Level Lightener 17.6 oz
- 1 6 Level Lightener 17.6 oz
- 1 Duomo Swatch Book
- 1 Duomo Color Bowl
- 1 Duomo Color Brush
- 1 Duomo Applicator Bottle
- 2 Duomo Cutting Capes

SAVINGS: \$391 FREE GOODS 999907103



DISCOVER DUOMO - SCAN OR CODE FOR EDUCATION RESOURCES

#### \$300

#### **DUOMO PRIMA PACKAGE**

#### Includes:

- 25 Color Shades 2 oz
- 3 Developers 30.4 oz
- 1 Duomo Swatch Book

SAVINGS: \$127 FREE GOODS 999907102

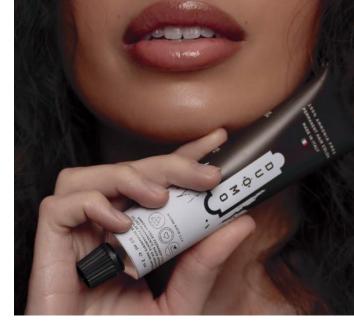
#### \$1250

#### **DUOMO FAMIGLIA PACKAGE**

#### Includes:

- 115 Color Shades 2 oz
- 5 Vivid Shades 3.4 oz
- 12 Developers 30.4 oz
- 2 9 Level Lightener 17.6 oz
- 2 6 Level Lightener 17.6 oz
- 2 7 Level Clay Lightener 17.6 oz
- 1 Duomo Swatch Book
- 1 Cavalla Swatch Book
- 1 Vivid Swatch Book
- 4 Duomo Color Bowls
- 4 Duomo Color Brushes
- 4 Duomo Applicator Bottles
- 4 Duomo Cutting Capes

SAVINGS: \$859 FREE GOODS 999907104



























#### 18.21 Man Made

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

#### **Save 20%**

#### - The Fresh Standard -

Buy 1 Wash & 1 Deodorant in the same scent.

A fresh duo of bold, distinguished goods - built to cleanse, refresh, and leave a quiet impresion, even in the summer heat.

> Salon Price: \$21.60 Salon Value: \$27 **20% Savings!**



Absolute Mahogany sku 950724401



Absolute Mahogany



Noble Oud sku 950724402



Noble Oud

#### **Save 15%**

#### - The Barrel Run -

Save 15% on any 3.4oz Man Made Wash

A travel-ready stash of rich, rebellious scentsinspired by bourbon runs. Built for refined escapes.

> Salon Price: \$5.10 Salon Value: \$6 15% **Savings!**



Sweet Tobacco sku 2442704



Spiced Vanilla



Noble Oud sku 2441235



Absolute Mahogany sku 2441228



#### **BOG050**

- True Grit -

Buy a Grit Bar, Get 50% off a Spritzer

Scrub off summer with our exfoliating Grit Bar, then revive your edge with a refreshing hit of Absolute Mahogany Spirits Spritzer. Bold, clean and built to reset.

> Salon Price: \$16 Salon Value: \$22 BOGO50







FIBER MOUSSE N°345 19% SAVINGS

**Material Included** Fiber Mousse N°345 250ml Salon Sign in A5 BUY 3 GET I FOR FREE 25% SAVINGS

**Material Included** Colour Boost Masque 200ml Salon Sign A5 NEW! COLOUR BOOST MASQUE INTENSE RED 6.66

Material Included Intense Red 6.66 200ml Salon Sign in A5 600 ML CARE DUOS 19% SAVINGS

REF

Material Included Shampoo 600 ml Conditioner 600 ml Sleeve for the products Salon Sign in A5 Illuminate Colour 950731901 Intense Hydrate 950731902 Ultimate Repair 950731903 Weightless Volume 950731904



LANZA®
HEALING HAIR COLOR & CARE

A NEW ERA

of HEALING

FROM RITUALS TO RESULTS

It's more than just self-care, it's a journey to rejuvenation; empowering everyone with the confidence that comes from healthy hair.

NEW Healing ColorCare

## HAIR MASQUE

Indulgent, restorative care for color-treated hair.

PRESERVES HAIR COLOR VIBRANCY FOR 30 WASHES\*

















## ALURAM™ JULY / AUGUST

### 25% OFF SALE!



### 23/0 OII JALL:

#### 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



PROMOTIONAL SALON COST: \$15.00
REGULAR SALON COST: \$20.00
SUGGESTED RETAIL PRICE: \$29.99
sku 0158719



#### BODY WASH 31oz

SALON PROMOTIONAL COST: \$11.25 REGULAR SALON COST: \$15.00 SUGGESTED RETAIL PRICE: \$22.50 sku 0158757



#### HYDRATE & REPAIR TREATMENT 32oz

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



### LEAVE-IN CONDITIONER 1607

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



## HAND SOAP

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



## COCONUT WATER TEXTURE SPRAY 80z

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

## KEUNË HAIRCOSMETICS







**SUMMER** 

**LITER SALE** 

Care, 1922, Shampoo or Conditioner Liters and So Pure refills

> **SALON COST:** \$19.92-\$27.36

#### **RECEIVE FREE:**

12 x New Premium Retail Bags sku 750723020

**SALON COST: \$55** SAVINGS: 35%

#### **CHOOSE 5 FROM:**

Spring Loaded, 200 ml Stardust, 8 g Rush Hour, 200 ml Power Paste, 150 ml Velvet Cloud, 200 ml Resetter, 200 ml

Tame Game, 200 ml Headlock, 200 ml Smooth Operator, 30 ml Ultimate Blowout, 200 ml Ocean Waves, 200 ml Thick Trick, 200 ml

## **COLORS** LIKE **NO OTHER**



**TINTA/SEMI WITH SWATCH BOOK** 

**PURCHASE:** 24 x Tinta or Semi Color Tubes, 60 ml

**RECEIVE FREE:** 1 x Swatch Book

**SALON COST:** \$187.20-\$211.10

SWATCH BOOK 759923010





## -orum 2025

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



## LITER BLITZ SAVE 25% ON LITER DUOS



#### **SHAMPOO & CONDITIONER LITER DUOS**

#### CHOOSE FROM

OI IO OOL I KOM		
Awaken Liter Duo	\$58.56	750732101
Trinity Liter Duo.	\$58.90	750732102
Curls Liter Duo	\$65.86	750732103
Bassu Liter Duo	\$58.00	750732104
Pure Blonde Violet Liter Duo	\$71.47	750732105
Blowout Liter Duo	\$63.87	750732106

Salon Value \$71.94 to \$95.30

#### 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	
Purify Shampoo 8 oz.	

Salon Value \$15.65 to \$20.27



#### **AUGUST ONLY!**

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

## SAVE 20% ON OPEN STOCK LITERS



#### CHOOSE FROM

CHOOSE HIGH				
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				
Bassu Conditioner				
Awaken Shampoo	\$31.23	Trinity Protein Repair Tonic		
Awaken Conditioner			\$67.14	
		Bassu Masque		
ļ.				

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





#### **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



#### OR 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







## COOL, BRIGHT,

AND ALWAYS FLAWLESS

SILVER PERFECTION BUNDLE



#### **PURCHASE:**

- 2 Yellow Silver Purple Shampoo 500 ml
- 2 Yellow Silver Purple Conditioner 500 ml
- 2 Yellow Silver Purple Leave-in Mousse 160 ml
- 2 Yellow Silver Pure Purple Pigments 100 ml

**SALON COST: \$85.50** 

**SKU** 950701008



COLOR

## COLOR BOLDLY

**WE'VE GOT YOU COVERED!** 

THE ULTIMATE YELLOW COLOR PACK



ANY 12 YELLOW COLOR SHADES 100ml

#### **RECEIVE FOR FREE:**

#### YOUR CHOICE OF BLEACH

Yellow Bleach 9 Levels 500 gr Yellow Bleach 7 Levels 500 gr Yellow Scalp Bleach 7 Levels 500 gr

#### YOUR CHOICE OF DEVELOPER

Yellow OX 5 VOL 1000 ml Yellow OX 10 VOL 1000 ml Yellow OX 20 VOL 1000 ml Yellow OX 30 VOL 1000 ml Yellow OX 40 VOL 1000 ml

Yellow Protective Oil 6x13 ml Yellow Tone-on-Tone Creator 100 ml

SALON COST: \$87.00 SKU 999901020

WHILE SUPPLIES LAST I AVAILABLE IN FL. LA. SC. NC



ALFAPARF MILANO PROFESSIONAL

## GO BIG OR GO HOME

MORE PRODUCT, MORE SAVINGS

STOCK UP & SHINE!



SALON COST: **\$21.63-\$28.58** SAVINGS: **25**%

# DETOX DONE RIGHT

REFRESH. RESET. REVIVE.



BUY 3 SDL DETOX SHAMPOOS

GET 1 DETOX MUD MASK FREE

SALON COST: \$42.00 SAVINGS: **\$37.80** SKU **950701007** 

WHILE SUPPLIES LAST | AVAILABLE IN FL, LA, SC, NC





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

Free Goods sku 950723701

## ZENAGEN

THE FUSION OF BEAUTY+ SCIENCE

## 25% OFF

# 16oz and 32oz shampoos conditioners







#### **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

## AUTHENTIC MEN'S GROOMING

STYLIST & BARBER TRY ME PACKAGE





Salon Cost: \$120.00 Each A Saving of \$26.00 759926801

### **Buy 5 Get 1 Free**

LIQUID GOLD
Replenishing Argan Oil Treatment



<u>Q</u>

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



Salon Cost: \$129.95 Savings: 20%

## **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



Salon Cost: \$75.00 Savings: 17%

## 1126 CLIPPER

PRO GOLD DLC TITANIUM CORD AND CORDLESS CLIPPER



Salon Cost: 129.95 Each A Saving of \$50.00

WHILE SUPPLIES LAST

## REUZEL

#### SUPER SIZE IT

SCRUB SHAMPOO LITER: \$11.70
DAILY SHAMPOO LITER: \$11.10
3 IN 1 TEA TREE SHAMPOO LITER: \$11.10
DAILY CONDITIONER LITER: 11.10



WHILE SUPPLIES LAST



#### PURCHASE:

12 Mix and Match Retail Size Pomade (3.38oz):
Red, Green, Pink, Blue, Fiber, Clay, Extreme,
Concrete, Severed Head OR Surf Cream

#### **RECEIVE FREE:**

2 Gravity Feed Displays With PK Cards

Salon Cost: \$119.76-144

## NEW! HYDRATING STYLING CREAM

\$14.95



PURCHASE: 6 Hydrating Styling Cream (3.38oz) RECEIVE FREE: 2 Hydrating Styling Cream (3.38oz) 1 Display Box + 2 Tent Cards Salon Cost: S44.88 | sku 950729608





Platinum Seamless® Gel Adhesive Tape-In Extensions deliver fast installs, seamless blends, and stunning results your clients will love. We're the ONLY brand with patented 3-inch attachments – designed for more coverage, a flawless blend, and faster applications. Our exclusive size options in both width and height set us apart as leaders in the hair extension industry.

limited time
BOGO on 10-12" Tape-Ins – a \$155 savings!





JULY/AUG 2025 SHIPS JUNE 15TH



LITER SALE SAVE 35%

BANDED DUOS 33.8 OZ - 1000 mL

SALON RETAIL

SUGGESTED



#### CATEGORY SALE SAVE 30% RETAIL SIZE LIGHT WEIGHT WASH & STYLE

#### DAILY SHAMPOO & CONDITIONER 12 OZ - 355 mL

· Our most clarifying-volumizing shampoo & conditioner

#### DRY SHAMPOO 4.4 OZ - 200 mL

· Quickly removes dirt and impurities from the hair

#### TEXTURE & FINISHING SPRAY 5.4 OZ - 200 mL

· Builds incredible, workable volume to dry hair

#### LEAVE-IN CONDITIONER 8 OZ - 237 mL

Instant detangling spray with sea salt to add texture and volume





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LARGO, FL 33773
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#### **FLORIDA**

#### **RILEY SALON RESOURCES**

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855.745.3950
ORDERS@RILEYSR.COM
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

### NORTH DAKOTA & SOUTH DAKOTA

MARKETS WILL BE SERVICED BY MONTANA TEAM

#### NON PUBLISHED OFFERINGS AVAILABLE IN SELECT MARKETS:

AQUAGE . FRAMAR . HALO . JKS . THE KACEY WELCH METHOD . KAEMARK . LOMA . PROADDICTION . PRAVANA . RUSK . SEXY HAIR . STYLETEK . TRESSA



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DONT MISS OUT!

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BE THE FIRST TO KNOW!



LET'S GROW TOGETHER! SCAN FOR UPCOMING EDUCATION!