

JUL AUG 24



**RILEY**  
SALON RESOURCES

18.21  
ACTIIV  
ALFAPARF  
ALURAM  
KEUNE  
L'ANZA  
LEYTON HOUSE  
O2 PROFESSIONAL  
REF  
REUZEL  
SEXY HAIR  
SHIBUI  
STMNT  
STYLETEK  
SUNLIGHTS  
YELLOW  
ZENAGEN  
AND MORE

*Introducing  
the Art  
of*

# FLAT TIP INDIVIDUALS

*New Individual Extensions with  
first-of-its-kind color application  
created by The Kacey Welch Method*





Dear Reader,

Summer's here, and with it comes the perfect opportunity to embrace the season with a fresh mindset. Thinking outside the box in both your craft and business strategies is essential, setting you apart and driving financial success.

In your craft, experiment with new techniques, tools, and trends to offer clients unique, personalized experiences. In your business, leverage social media creatively, explore new service models, and find novel ways to engage clients. These strategies can attract a broader clientele and justify premium pricing, ultimately boosting your profitability.

True innovation involves taking risks and stepping out of your comfort zone. By fostering creativity and open-mindedness, you'll enhance your growth and inspire those around you. Let's lead the industry with bold, imaginative ideas and drive the future of beauty and financial success this summer!

Stay inspired and keep innovating,  
Riley Salon Resources

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SCAN FOR NON-PUBLISHED BRANDS AND PROMOTIONS



### UPCOMING EDUCATION + IMPORTANT DATES:

**7/4**  
INDEPENDENCE DAY  
OFFICES, WAREHOUSE  
AND STORES CLOSED

**8/25-26**  
THE KACEY WELCH METHOD  
LAS VEGAS EVENT  
TICKETS: \$2000

**7/14-15**  
ALFA PARF  
MASTER ARTISTRY  
ORLANDO FL  
TICKETS: \$750

**9/22**  
GLOBAL PASSPORT  
TO KEUNE  
CHARLESTON SC  
TICKETS: \$225

SCAN FOR TICKETS AND ADDITIONAL INFO



STOCKHOLM SWEDEN

# REF



**SUPERIOR**  
Volume

**EXTRA**  
Shine &  
Hydration

**UNIQUE**  
Number System

**NEW**  
For Men!

## PROFESSIONAL HAIR CARE FROM SWEDEN

*Join our world where nature meets science.*

REF Stockholm is a Swedish hair care brand loved by professionals worldwide. Our products are crafted with organic key ingredients known for their effectiveness, helping you achieve beautiful hair results. Experience high-quality performance with every use!



VEGAN FORMULAS



ORGANIC INGREDIENTS



CRUELTY FREE



HAIR CARE & STYLING

**REF is redefining excellence in salons as a rapidly-growing, premier partner of Riley Salon Resources!**

DID YOU KNOW THAT REF'S PERMANENT COLOUR CREAM COSTS ONLY **\$2.88 PER 2OZ APPLICATION**, COMPARED TO THE AVERAGE COST OF LEADING COMPETITORS AT \$5.32 PER 2OZ APPLICATION?!!

SCAN FOR PROMOTIONS AND NEW OPPORTUNITIES TO TRY REF FOR YOURSELF:







# INTRODUCING O2 VITAL CLEAN CARE



**Clean Slate Shampoo 8.5oz**

\$13.00 SKU 2683868

**Even Canvas Prep & Primer Spray 8.5oz**

\$15.00 SKU 2683875

**Liquid Gold Argan Oil Treatment 2oz**

\$15.00 SKU 2683882

**Big Hair Volume Boosting Spray 8.5oz**

\$13.00 SKU 2683899

**Bouncy Curls Defining Balm 8.5oz**

\$13.50 SKU 2683912

**Perfect Blowout Moisture Smoothing Serum 8.5oz**

\$14.00 SKU 2683905

**Free Form Layering Shaping Spray 10oz**

\$14.00 SKU 2683929



## PRO SALON RETAIL STARTER PACKAGE

**SALON COST: \$299.95**

**SAVINGS: \$32%**

SKU 2683776



## PRO STYLIST HAIR PACK

**SALON COST: \$125**

**SAVINGS: 36%**

SKU 2683936



**Hypersonic Hair Dryer  
with FREE Dryer Stand**

**SALON COST: \$269.99**

**SAVINGS: 15%**

SKU 940726801



**AMP Hypersonic Hair Dryer  
with FREE Dryer Stand**

**SALON COST: \$289.99**

**SAVINGS: 14%**

SKU 940726802

**Prodigy 01  
Ceramic Titanium**

**Styling Iron**

**SALON COST: \$109.95**

**SAVINGS: 15%**

SKU 2683592





## MEET KACEY WELCH

*Celebrity Hairstylist, Entrepreneur  
and Founder of The Kacey Welch Method*

Based in Beverly Hills, Kacey Welch is the leading hair color and extension expert in the world. She is famous for creating the most natural looking hair extensions using her unique technique, The Kacey Welch Method™. Her meticulous attention to detail and her sharp eye for color make her stand apart from the rest.



# Experience Elite Hair Extension Education

AT WYNN LAS VEGAS WITH KACEY WELCH

AUGUST 25TH-26TH | TICKETS: \$2000

DAY 1: Flat Tip Individual Training

DAY 2: Invisible Tape Extensions Training

*Full hands-on training that includes all supplies, full kit and hair*

Special room rate at the Wynn: \$229 (limited availability)



[WWW.KACEYWELCH-EDUCATION.COM/LIVE-CLASSES-NEW](http://WWW.KACEYWELCH-EDUCATION.COM/LIVE-CLASSES-NEW)



# pure brazilian

WHILE SUPPLIES LAST

## EXPRESS BLOWOUT KIT SALON COST: \$70.00

SAVINGS: 17%  
SKU 2751334



## SIGNATURE BLOWOUT SALON COST: \$30.00

SAVINGS: 25%  
SKU 940727502



INCL. LEAVE-IN CONDITIONER, SMOOTHING BALM,  
AND NOURISHING OIL FOR \$32  
+ A STEP-BY-STEP GUIDE

## SUMMER TOTE SET WITH 7 PRODUCTS FOR \$78

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

SAVINGS: 20%  
SKU 940727501





## EMBRACE LITER SEASON!

As summer fades and the back-to-school rush begins, savvy salon professionals see “Liter Season” as a golden opportunity to maximize sales and increase profit margins by promoting clients’ favorite products. This period allows salons to foster client loyalty and cultivate long-term buying habits, ensuring a reliable boost in seasonal sales and better inventory management.

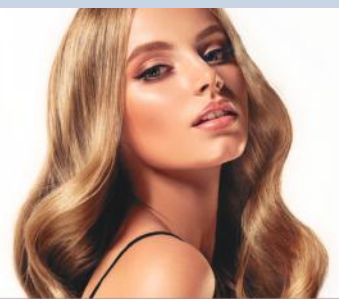
### SALON PROFIT EXAMPLE: 4 CHAIR SALON

2 LITER SETS PER STYLIST PER WEEK OVER THE COURSE OF 6 WEEKS  
48 SETS OR 96 INDIVIDUAL LITERS

SALON COST: \$1260 - \$3420\*  
RETAIL VALUE: \$2520 - \$6840+  
SALON PROFIT: \$1260 - \$3420

\*ACTUAL SALON COST, VALUE AND PROFIT RANGE DETERMINED BY BRAND AND VARIETY\*

# ALURAM™



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe



**LITER & BACK BAR SALE** All Liters & Backbar Items 25% off!

DAILY LITER DUO \$26.25 SKU 740701501 CURL LITER DUO \$26.25 SKU 740701503

MOISTURIZING LITER DUO \$26.25 SKU 740701502 VOLUMIZING LITER DUO \$26.25 SKU 740701504

PURPLE SHAMPOO \$13.13 SKU 0154025 HYDRATE & REPAIR 32OZ \$15.00 SKU 0156234 LEAVE IN COND. 16oz \$9.56 SKU 0156364

WHILE SUPPLIES LAST

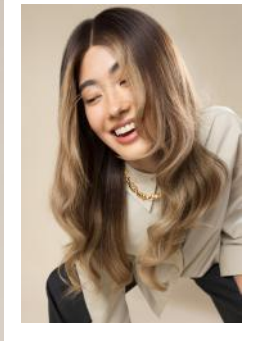
## LIGHTENER BUNDLE

Keune proudly introduces two **NEW** products: **Infinite Blonde** and **Color Thickener** and reintroduces **Power Blonde** with improved technology + updated packaging. At 50% savings that includes trusted Keune Cream Developers, there is never a better time to be a Keune blonde.

### INCLUDES:

- 1 x Infinite Blonde Tub, 500 ml
- 1 x Power Blonde Tub, 500 ml
- 1 x Keune Color Thickener, 75 ml
- 1 x Keune Cream Developer 20 vol
- 1 x Keune Cream Developer 30vol

**SALON COST: \$52.20 SAVINGS: 50%**  
SKU: 940723020



KEUNE

## STYLE BOX SETS

The Keune Education team hand-selected three Style boxes that contain a trio of products. Each curated box has a unique focus – choose from Volume, Smooth or Texture. At a 30% savings, your clients are going to want all three!



### VOLUME

#### INCLUDES:

- 1 x Root Volumizer, 300 ml
- 1 x Blowout Gelée, 200 ml
- 1 x Freestyle Spray, 300 ml

**SALON COST: \$26.50**

**SAVINGS: 33%**

SKU: 740723002

### SMOOTH

#### INCLUDES:

- 1 x Straight Cream, 200 ml
- 1 x Instant Blowout, 200 ml
- 1 x Humidity Shield, 200 ml

**SALON COST: \$27.00**

**SAVINGS: 33%**

SKU: 740723001

### TEXTURE

#### INCLUDES:

- 1 x Soft Mousse, 200 ml
- 1 x Spray Wax, 200 ml
- 1 x Brilliant Gloss Spray, 300 ml

**SALON COST: \$25.45**

**SAVINGS: 33%**

SKU: 740723003



## ANNUAL LITER SALE! 20% OFF

Purchase liter sizes of shampoo and conditioner from your choice of Care or 1922 by J.M. Keune at a 20% savings. Free liter pumps are included upon request.

### INCLUDES:

1 x Keune Shampoo or Conditioner, 1000 ml

1922 Essential Sh. \$19.92 SKU: 2308427

1922 Fortifying Sh. \$19.92 SKU: 2308519

1922 Refreshing Sh. \$19.92 SKU: 2308540

Vital Nutrition Cond. \$22.64 SKU: 2303660

Vital Nutrition Sh. \$21.76 SKU: 2303608

Absolute Volume Sh. \$21.76 SKU: 2303622

Absolute Volume Cond. \$22.64 SKU: 2303684

Blonde Savior Sh. \$26.12 SKU: 2300138

Clarify Sh. \$21.76 SKU: 2304544

Color Brillanz Sh. \$21.76 SKU: 2303615

Color Brillanz Cond. \$22.64 SKU: 2303677

Confident Curl Sh. \$26.12 SKU: 2309785

Confident Curl Cond. \$27.36 SKU: 2309808

Derma Activate Sh. \$21.76 SKU: 2303585

Derma Exfoliate Sh. \$21.76 SKU: 2303578

Derma Regulate Sh. \$21.76 SKU: 230184

Derma Sensitive Sh. \$26.12 SKU: 23041320

Derma Sensitive Cond. \$27.36 SKU: 2306263

Keratin Smooth Sh. \$21.76 SKU: 2303639

Keratin Smooth Cond. \$22.64 SKU: 2303691

Satin Oil Sh. \$21.76 SKU: 2303592

Satin Oil Con. \$19.22 SKU: 2303653

Silver Saviour Sh. \$21.76 SKU: 2304537

Silver Saviour Con. \$22.64 SKU: 2304551

Tinta Color Care Sh. \$26.12 SKU: 2308303

Tinta Color Care Con. \$27.36 SKU: 2308280

WHILE SUPPLIES LAST  
AVAILABLE IN FL, LA, AND SELECT AL + MS COUNTIES



**ALFAPARF  
MILANO  
PROFESSIONAL**

*New* Refreshed Scalp!

Semi di Lino  
**Detoxifying  
Low Shampoo**

a detoxifying shampoo for intensive and gentle cleansing of the hair fiber+scalp.



**PURCHASE**  
4 SUBLIME DETOXIFYING LOW SHAMPOO 250ML  
**RECEIVE COMPLIMENTARY**  
1 SUBLIME DETOXIFYING LOW SHAMPOO LITER + PUMP  
1 SUBLIME DETOXIFYING MUD



**SALON COST: \$57.68**  
SAVINGS: \$75.04  
SKU 94070102



**Essential Oil and Shine Lotion Ampoules: new enhanced, vegan formula!**

**PURCHASE:**  
1 SUBLIME ESSENTIAL OIL 12x13ml  
1 SUBLIME SHINE LOTIO N12x13ml

**RECEIVE 1 OF EACH FREE**

**SALON COST: \$63.86**

SAVINGS: \$63.86 SKU 94070103



- Reconstruction Reparative Low Shampoo Liter \$21.63** SKU 0104192
- Moisture Nutritive Low Shampoo Liter \$21.63** SKU 0104260
- Moisture Nutritive Leave In Conditioner Liter \$21.63** SKU 0104307
- Diamond Illuminating Low Shampoo Liter \$21.63** SKU 0104949
- Diamond Illuminating Conditioner Liter \$21.63** SKU 0104963
- Scalp Rebalance Purifying Low Shampoo Liter \$21.63** SKU 0106632
- Scalp Relief Calming Low Shampoo Liter \$21.63** SKU 010636
- Volumizing Low Shampoo Liter \$21.63** SKU 0104379
- Curls Enhancing Low Shampoo Liter \$21.63** SKU 0101285
- Curls Enhancing Conditioner Liter \$21.63** SKU 0101308
- Curls Enhancing Co-Wash Liter \$21.63** SKU 0101322
- Smoothing Low Shampoo Liter \$21.63** SKU 0101209
- Smoothing Conditioner Liter \$21.63** SKU 0101223
- Blonde Anti-Yellow Low Shampoo Liter \$21.63** SKU 0103379
- Brunette Anti- Orange Low Shampoo Liter \$21.63** SKU 0103423
- Density Thickening Low Shampoo Liter \$25.50** SKU 0100580
- Density Thickening Conditioner Liter \$28.59** SKU 0100603
- Sublime Detoxifying Low Shampoo Liter \$21.63** SKU 01068180



# 20% OFF

## THE SUNLIGHTS® STYLING LINE!

### Hair Care Simplified.

Streamlined and consolidated approach to styling products to maximize efficiency and results for all hair types.

Shape Contouring Cream | 2oz  
Separation & flexible hold. *SKU: 3135425*

Sculpt Texturizing Clay | 2oz  
Definition & medium hold. *SKU: 3135432*

Seal Anti-Frizz Serum | 3.5oz  
Smooth & soft hold. *SKU: 3135418*

Spritz Conditioning Mist | 8oz  
Detangle & protect. *SKU: 3135401*

Body Volumizing Mist | 4oz  
Volume & shine. *SKU: 3135654*

**ONLY  
\$9.60 ea!**

Salon Value: \$12.00



\*New packaging coming soon!

# SUNLIGHTS®

WHILE SUPPLIES LAST  
NOT AVAILABLE IN NC + SC

*light up  
your day!*

**SCALP BLEACH**

**NEW!  
LIGHTENS UP TO  
7 LEVELS!**



**PURCHASE:**  
2 YELLOW SCALP BLEACH  
500G  
**RECEIVE COMPLIMENTARY:**  
1 YELLOW SCALP BLEACH  
500G  
1 STEP BY STEP GUIDE

**SALON COST: \$41.20**  
**SAVINGS: \$20.60**  
SKU 94070101



**25% OFF LITER DUO BUNDLES**  
everydayness & ultra hydrating duos only

**SALON COST**  
**\$33.75**  
**SAVINGS: \$11.25**

**EVERYDAYNESS**  
SKU: 740731701  
**ULTRA HYDRATING**  
SKU: 740731702



**20% OFF LITERS**  
clarifying & violet toning shampoos only

**SALON COST**  
**\$18.00**  
**SAVINGS: \$4.50**

**CLARIFYING**  
SKU: 3177163  
**VIOLET TONING**  
SKU: 3177194



@shibui.hair shibuihair.com

**AUGUST IS NATIONAL  
HAIR LOSS AWARENESS MONTH:  
LET'S DESTIGMATIZE + EMPOWER!**

THIS IS A CRUCIAL TIME  
FOR SALON PROFESSIONALS  
TO ADDRESS THE SENSITIVE  
ISSUE OF HAIR LOSS.

BY DESTIGMATIZING THE CONDITION,  
OFFERING PERSONALIZED  
CONSULTATIONS AND SOLUTIONS,  
AND PROMINENTLY  
MERCANDISING PRODUCTS  
DESIGNED FOR HAIR HEALTH, WE CAN  
HELP CLIENTS ACHIEVE THEIR DREAM  
HAIR AND BOOST THEIR CONFIDENCE.

**LET'S MAKE A POSITIVE  
IMPACT TOGETHER!**



**ACT/IV  
BIG BOTTLE SALE!**

**ACTIIV 16OZ DUOS- MEN'S RECOVER**



BEFORE AFTER 3 MONTHS\*

**ACTIIV RECOVER MEN'S  
16OZ SHAMPOO AND  
CONDITIONER DUO**

**SALON COST = \$50**  
**RETAIL VALUE = \$180**  
**SRP: \$99**  
**SKU: 940700401**



**ACTIIV 16OZ DUOS-WOMEN'S RECOVER**



BEFORE AFTER 2 MONTHS\*

**ACTIIV RECOVER WOMEN'S  
16OZ SHAMPOO AND  
CONDITIONER DUO**

**SALON COST = \$50**  
**RETAIL VALUE = \$180**  
**SRP: \$99**  
**SKU: 940700402**

\*Actual results may vary



# ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

## DUOS

### REVOLVE SHAMPOO & CONDITIONER FOR WOMEN 16 oz DUO CARRY KIT

- REVOLVE SHAMPOO FOR WOMEN 16 oz
- REVOLVE CONDITIONER 16 oz
- CARRY CONTAINER

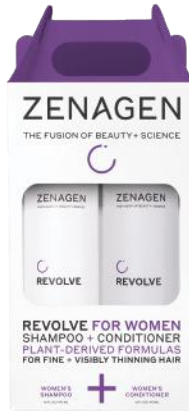
54% OFF

SALON: ~~\$110~~ \$50

RETAIL VALUE: \$220

PROMO SRP: \$99

SKU: 940736801



### REVOLVE SHAMPOO & CONDITIONER FOR MEN 16 oz DUO CARRY KIT

- REVOLVE SHAMPOO FOR MEN 16 oz
- REVOLVE CONDITIONER 16 oz
- CARRY CONTAINER

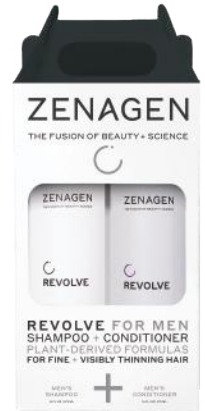
54% OFF

SALON: ~~\$110~~ \$50

RETAIL VALUE: \$220

PROMO SRP: \$99

SKU: 940736802



### EVOLVE NOURISHING SHAMPOO & CONDITIONER 16 oz DUO CARRY KIT

- EVOLVE NOURISHING SHAMPOO 16 oz
- EVOLVE NOURISHING CONDITIONER 16 oz
- CARRY CONTAINER

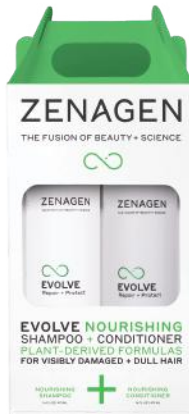
54% OFF

SALON: ~~\$110~~ \$50

RETAIL VALUE: \$220

PROMO SRP: \$99

SKU: 940736803



### ECLIPSE COLOR PRESERVATION SHAMPOO & CONDITIONER 16 oz DUO CARRY KIT

- ECLIPSE ANTI-GRAY SHAMPOO 16 oz
- ECLIPSE ANTI-GRAY CONDITIONER 16 oz
- CARRY CONTAINER

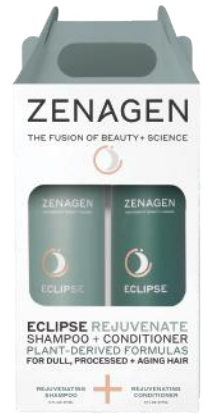
40% OFF

SALON: ~~\$84~~ \$50

RETAIL VALUE: \$168

PROMO SRP: \$99

SKU: 940736804



## 25% OFF PRO LASH POP

### PRO LASH ACRYLIC POP

- 6 PRO LASH SERUM 4ml
- 3 PRO LASH SERUM 2ml
- 1 ACRYLIC POP
- 1 PRO LASH TABLE TALKER

SALON: ~~\$299~~ \$224.25

RETAIL VALUE: \$598

SKU: 740736801



### PRO LASH 5 CT POP

- 5 PRO LASH SERUM 2ml
- 1 CARDBOARD PRO LASH POP

SALON: ~~\$116~~ \$87

RETAIL VALUE: \$232

SKU: 740736802



WHILE SUPPLIES LAST  
AVAILABLE IN FL, LA, MT, ND, SD, PR AND SELECT AL+MS COUNTIES

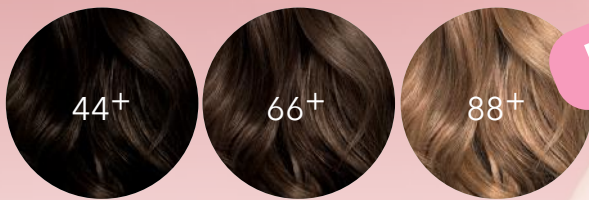
# NEW COUTURE SILK PLUS+ SERIES

Eliminate Warmth with Precision.

- Cover gray without warmth
- Extra pigment PLUS green/blue reflect to neutralise
- Eliminate red undertones
- Use with natural base or alone
- Use with 3% LH Developer

Available shades 44.0+, 66.0+ & 88.0+

The new formulation boast a unique blend of green/blue reflects, with green being the dominant tone to effectively neutralise red.



**NEW**



## PURCHASE

24 x 3.3oz Couture Silk Color  
(must inc min 1 x ea New Plus+ Series)  
1 x 33oz 10vol LH Developer  
1 x 33oz 20vol LH Developer

**ONLY \$221.70**

Salon Value \$296.65

**SAVE \$74.95**

COLOR CHART SKU: 2375720

## RECEIVE FREE

1 x NEW 2024 Premium Color Chart  
VALUED @ \$74.95



SKU: 940723701

## PURCHASE

1 of each Style Culture  
(Excludes Style Master Hair Spray)

**FREE**

DESIGNER TOTE +  
NEW 10oz STYLE MASTER  
HAIR SPRAY



**ONLY \$90.00**

Salon Value \$136.00

**SAVE \$46.00**



**FREE**

RHASSOUL 6 in 1 ALL  
PURPOSE  
Leave In Spray

When you purchase  
RHASSOUL  
33oz Shampoo &  
Conditioner

**ONLY \$73.00**

Salon Value \$91.00

**SAVE \$18.00**

6 IN 1 SKU: 2375775

WHILE SUPPLIES LAST





# REUZEL®

BY SCHOREM HAARSNIJDER EN BARBIER

**CREATED  
BY BARBERS,  
USED BY  
EVERYONE.**

## DAILY SHAMPOO LITER

**SALON COST: \$11.10 SAVINGS: 26% SKU 2966089**

## DAILY CONDITIONER LITER

**SALON COST: \$11.10 SAVINGS: 26% SKU 2966140**

## SCRUB SHAMPOO LITER

**SALON COST: \$11.70 SAVINGS: 26% SKU 2966119**

## 3 IN 1 SHAMPOO LITER

**SALON COST: \$11.10 SAVINGS: 26% SKU 2968983**



**SPRAY  
GROOMING  
TONIC DUO  
FREE TRAVEL SIZE**

**SALON COST:  
\$10.97  
SAVINGS: 27%  
SKU: 740729602**



**SURF  
TONIC DUO  
FREE TRAVEL SIZE**

**SALON COST:  
\$9.87  
SAVINGS: 26%  
SKU: 740729603**



**GROOMING  
TONIC DUO  
FREE TRAVEL SIZE**

**SALON COST:  
\$10.97  
SAVINGS: 27%  
SKU: 740729601**



**CLAY SPRAY  
DUO  
FREE TRAVEL SIZE**

**SALON COST:  
\$12.07  
SAVINGS: 27%  
SKU: 740729604**



**PURCHASE 4 SEVERED HEAD POMADE 3.38OZ  
GET SEVERED HEAD x LIQUID DEATH  
STATION MAT FREE (\$18 VALUE)  
SALON COST: \$45.92  
SKU: 940729601**

## BREAST CANCER AWARENESS PINK EXTREME HOLD POMADE 4OZ

**SALON COST: \$9.57 SAVINGS: 16%  
SKU: 740729605**



**PURCHASE 10**

**GET 2 FREE + MERCH KIT**

**SALON COST: \$114.80 SAVINGS: 16%  
SKU: 940729602**



WHILE SUPPLIES LAST



HEALING COLOR  
POWDER DECOLORIZER  
1LB & 2LB

# Lighten up to new levels

THE POWER TO LIFT UP TO 7 LEVELS

**POWDER DECOLORIZER 450G  
2 FOR \$42.40**

SAVINGS: 20% SKU 940723901

**POWDER DECOLORIZER 907G  
2 FOR \$76.80**

SAVINGS: 20% SKU 940723902



## Summer Backbar Savings 25% off Liters

**PURCHASE 36 LITERS & RECEIVE A**

**FREE L'ANZA BRANDED 20 PACK COOLER \$100 VALUE!**

CONTACT YOUR SALON  
CONSULTANT FOR DETAILS

- |   |  |
|---|--|
| <b>KERATIN HEALING OIL SH. \$35.63</b> SKU 23930339   | <b>WHITE TEA SH. \$25.50</b> SKU 23950330          |
| <b>KERATIN HEALING OIL COND. \$35.63</b> SKU 23931336 | <b>MANUKA HONEY COND. \$25.50</b> SKU 23951337     |
| <b>SILVER BRIGHTENING SH. \$25.50</b> SKU 23906338    | <b>THICKENING SH. \$25.50</b> SKU 23977337         |
| <b>SILVER BRIGHTENING COND. \$25.50</b> SKU 23906437  | <b>THICKENING COND. \$25.50</b> SKU 23978334       |
| <b>BLUE DEBRASSING COND. \$25.50</b> SKU 23916337     | <b>TRAUMA TREATMENT \$25.50</b> SKU 23905331       |
| <b>BRIGHT BLONDE SH. \$25.50</b> SKU 23921331         | <b>COLOR PRESERVING SH. \$25.50</b> SKU 23900336   |
| <b>BRIGHT BLONDE COND. \$25.50</b> SKU 23922338       | <b>COLOR PRESERVING COND. \$25.50</b> SKU 23901333 |
| <b>TRAUMA TREATMENT CON. \$25.50</b> SKU 23905737     | <b>CURL SH. \$27.19</b> SKU 23950331               |
| <b>TAMANU SH. \$25.50</b> SKU 23914332                | <b>CURL COND. \$27.19</b> SKU 23951338             |
| <b>KUKUI NUT COND. \$25.50</b> SKU 23915339           | <b>CURL FLEX GEL \$23.25</b> SKU 23960255          |
| <b>GLOSSIFYING SH. \$25.50</b> SKU 23945336           |  |
| <b>GLOSSIFYING COND. \$25.50</b> SKU 23946333         |  |





**HEALING COLORCARE**

If a flower doesn't fade in the sun, why should your hair?

**COLOR PRESERVING SH. 10.1oz \$13.40**  
SKU 23900107

**COLOR PRESERVING COND. 8.5oz \$13.40**  
SKU 23901098

**TRAUMA TREATMENT 5.1oz \$14.00**

SKU 23905058

**TRAUMA TREATMENT COND. 6.8oz \$14.00**

SKU 23905706

**SILVER BRIGHTENING SHS 10.1oz \$13.40**

SKU 23906109

Flower Shield Complex infuses color-treated hair with anti-fade protection for **ultimate vibrancy & longevity.**



**TRAUMA TREATMENT**

Strengthens Hair  
By More Than

**150%**

Retains  
**85%**  
More Color

\* Based on comparative testing of 5 similar salon professional treatment products in an in-vivo clinical study

**20% OFF**

**PROFESSIONAL TREATMENT**

3-Steps to Ultimate Healing

**25% OFF**  
**ULTIMATE L'ANZA**  
**TREATMENT** HEALING HAIR COLOR & CARE  
**BACKBAR KIT**



**INCLUDES:**  
CHELATING SHAMPOO,  
DEEP TREATMENT,  
POWER BOOSTERS, MOI  
MOI MOISTURIZING MIST  
**SALON COST: \$68.25**  
SKU 23938208

WHILE SUPPLIES LAST

Platinum  
seamless®

**INTRODUCING  
V-LIGHT**

**A revolutionary  
innovation offering  
unparalleled versatility!**

**KIT INCLUDES:**

Platinum Seamless® V-Light  
Hair Extension Machine, Lanyard,  
UV Light Shield, Charging Cord,  
Removal Tool, Clear Resin Adhesive,  
Remover, Application Brush, Wristband  
& Stickers, Black UV Barrier Sectioning Tool

SKU: 2940742



**\$560**



**VOLUME  
REACTIVATED  
BY TOUCH**

UP TO  
**2X**  
**THE VOLUME\***  
\*vs fine, untreated hair.



**NEW!**  
**VOLUME  
FLEX  
TEXTURE  
SPRAY™**

WITH MICROFIBER TECHNOLOGY

# 20% OFF SELECT BIG SEXYHAIR

Valid 7/1 - 8/31/24. Excludes liters and travel sizes. While supplies last.



**HUMIDITY & FRIZZ  
PROTECTION UP  
TO 72 HOURS\***

\*vs untreated hair, high humidity conditions.



NEW & IMPROVED!  
**WEATHER  
PROOF™  
FRIZZ  
CONTROL**

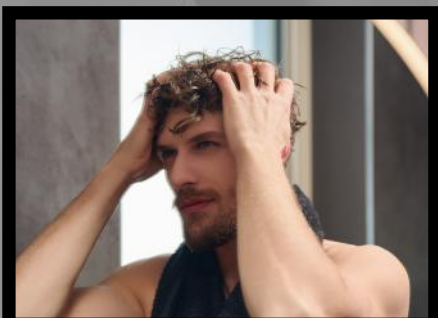
**VOLUME FLEX TEXTURE SPRAY 5.8oz \$9.18 sku 3030577**  
**WEATHER PROOF 5oz \$9.18 sku 3032243**  
**BIG ALTITUDE MOUSSE 6.8oz \$9.18 sku 3032626**  
**BOOST UP VOLUME SHAMPOO 10oz \$8.78 sku 3039359**  
**BOOST UP VOLUME CONDITIONER 10oz \$8.78 sku 3039380**  
**VOLUME SHAMPOO 10oz \$8.38 sku 3032251**  
**VOLUME CONDITIONER 10oz \$8.78 sku 3032336**  
**CREME TO POWDER PLAY 3.4oz \$8.78 sku 3038581**

**HUMIDITY  
WHO?**



**DRY SHAMPOO 3.4oz \$8.78 sku 3036953** **FUN RAISER DRY SHAMPOO 8.5oz \$9.58 sku 3039212** **WHAT A TEASE 4.2oz \$9.18 sku 3034492** **ROOT PUMP 10oz \$9.18 sku 3039731** **ROOT PUMP PLUS 10oz \$9.18 sku 3039755**  
**POWDER PLAY 0.53oz \$8.78 sku 3037998** **POWDER PLAY LITE 0.4oz \$8.78 sku 3036471** **VOLUMIZING BLOWDRY GEL 8.5oz \$8.78 sku 3036472** **SPRAY & PLAY HAIRSPRAY 10oz \$9.18 sku 3039670**  
**SPRAY & PLAY HARDER HAIRSPRAY 10oz \$9.18 sku 3039694** **SPRAY & STAY HAIRSPRAY 9oz \$9.18 sku 3039717**

**STMNT**  
STATEMENT  
GROOMING GOODS



**SHAMPOO 750ml**  
SALON COST: \$13.50  
SAVINGS: 23% SKU 3165908

**CONDITIONER 750ML**  
SALON COST: \$13.50  
SAVINGS: 23% SKU 3165946

**ALL IN ONE  
SHAMPOO 750ML**  
SALON COST: \$13.50  
SAVINGS: 23% SKU 3165984





## 18.21 Man Made

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

**AUGUST 2024**  
**20% Savings!**

**New! Man Made Wash 1.7oz**  
Shampoo + Conditioner for beard, hair & body  
Choose from 4 legendary scents

Deluxe sampler. Great for sampling,  
customer appreciation gifts & more

Salon Price: \$2.40  
Salon Value: \$3.00  
20% Savings



Sweet Tobacco  
SKU: 2441464



Spiced Vanilla  
SKU: 2441471



Noble Oud  
SKU: 2441457



Absolute Mahogany  
SKU: 2441440

**AUGUST 2024**  
**20% Savings!**

**New! Deodorant 2.6oz**  
Aluminum-free, all-natural deodorant

Shift into freshness and overtake odor.  
This high-octane deodorant outpaces the rest,  
fueling your day with bold confidence and  
iconic scents to match your pace

Salon Price: \$9.60  
Salon Value: \$12.00  
20% Savings



Sweet Tobacco  
SKU: 2448390



Spiced Vanilla  
SKU: 2442121



Noble Oud  
SKU: 2441143



Absolute Mahogany  
SKU: 2441136

**30% Savings!**  
**Scalp Health Bundle**

- 1x Anti-Flake Wash
- 1x Elixir 13
- 1x Scrub

Sweet Tobacco Scent

Salon Price: \$32.90  
Salon Value: \$47.00  
Save 30%  
SKU: 940724401



Anti-Flake Wash 16oz



Elixir 13 3.4oz



Scrub 6oz

WHILE SUPPLIES LAST  
NOT AVAILABLE IN LA

# STYLETEK®



THE GOLDEN GIANT  
POP UP FOIL 14X10  
**SALON COST: \$15.99**  
SAVINGS: \$4.00  
SKU: 3091886



COLOR REMOVER  
WIPES 100CT  
**SALON COST: \$7.99**  
SAVINGS: \$2.00  
SKU: 3092333



A MIDSUMMER  
DAYS DREAM  
**SALON COST: \$14.99**  
LIMITED EDITION!  
SKU: 3092395

BARBER CAPE  
STRIPED  
**SALON COST: \$10.50**  
SAVINGS: \$1.49  
SKU: 3090643



BARBER CAPE  
SOLID BLACK  
**SALON COST: \$10.50**  
SAVINGS: \$1.49  
SKU: 3090650



## GIVEAWAY

*Enter now!*

for a chance to win a \$250, \$100, or \$50  
Riley Salon Resources Gift Card!



SIGN UP FOR EMAILS



SIGN UP FOR TEXTS



STAY IN THE KNOW

*Scan now to enter  
and receive updates,  
news, exclusive deals,  
salon resources  
and more!*





# JULY - DEC SALON MARKETING CALENDAR

**“Productivity is never an accident.  
It is always the result of a commitment to excellence,  
intelligent planning, and focused effort.”**

- PAUL J. MEYER

## JULY SUMMER VIBES & SUN PROTECTION

### PRODUCT FOCUS:

UV PROTECTION, TAKE-HOME TREATMENTS, TONING SHAMPOOS, STYLERS FOR SUMMER TEXTURE

### SERVICE FOCUS:

BLONDING SERVICES, IN-SALON TREATMENTS

### CAMPAIGN AND PROMOTION IDEAS:

SUMMER HAIRCARE WEEK | TREATMENTS + UV PROTECTION  
MID SUMMER REFRESH | SCALP TREATMENTS + HYDRATING FAVORITES  
OH THE PLACES WE'LL GO | TRAVEL SIZED PRODUCTS

**LOOKING AHEAD:** START THINKING ABOUT HOLIDAY BUSINESS GOALS AND HOW TO REACH THEM!

## AUGUST BACK-TO-SCHOOL & END-OF-SUMMER

### PRODUCT FOCUS:

LITERS

### SERVICE FOCUS:

BACK TO SCHOOL HAIRCUTS, END OF SUMMER TREATMENTS FOR CHEMICAL AND ENVIRONMENTAL DAMAGE

### CAMPAIGN AND PROMOTION IDEAS:

BACK TO SCHOOL | PROMOTE BACK TO SCHOOL SERVICES + PRODUCTS  
STYLISH IN SCHOOL | SHARE QUICK AND EASY HAIRSTYLING TUTORIALS FOR STUDENTS

**LOOKING AHEAD:** BEGIN TO ASSESS YOUR HOLIDAY BUDGET AND SCHEDULE

## SEPTEMBER TRANSITION TO FALL

### PRODUCT FOCUS:

HYDRATING PRODUCTS FOR SEASONAL TRANSITION

### SERVICE FOCUS:

TRANSITIONAL FALL HAIRCOLOR, HYDRATING TREATMENTS

### CAMPAIGN AND PROMOTION IDEAS:

FALL COLOR TRENDS | SHARE AND PROMOTE NEW HAIR COLOR TRENDS  
FALL FESTIVE | ENJOY SEASONAL SIPS AND TREATS IN THE SALON ALONGSIDE HYDRATING TREATMENTS

**LOOKING AHEAD:** PUT TOGETHER YOUR HOLIDAY ORDERS, PLAN EVENTS AND CONTESTS SURROUNDING HOLIDAY PROMOTIONS

## OCTOBER SPOOKY SEASON + PRE-HOLIDAY

### PRODUCT FOCUS:

STYLING PRODUCT FOR DIY HOLIDAY LOOKS, COLOR REFRESHING PRODUCTS

### SERVICE FOCUS:

FESTIVE HALLOWEEN HAIR, FALL HAIRCOLOR

### CAMPAIGN AND PROMOTION IDEAS:

SPOOKY STYLE | SHARE CREATIVE HAIR TUTORIALS FOR THE HALLOWEEN SEASON  
PREE-BOOK-PALOOZA | GET CLIENTS PREBOOKED THROUGH THE BUSY HOLIDAY SEASON

**LOOKING AHEAD:** RECEIVE HOLIDAY PROMOTIONS AND BRAINSTORM CREATIVE MERCHANDISING AND OUTLINE SALON SALES CONTEST

## NOVEMBER - DECEMBER GRATTITUDE & HAPPY HOLIDAYS

### PRODUCT FOCUS:

HOLIDAY GIFT SETS + PROMOTIONS

### SERVICE FOCUS:

HOLIDAY HAIR AND PAMPERING

### CAMPAIGN AND PROMOTION IDEAS:

GORGEOUS AND GRATEFUL | SHARE GRATTITUDE THROUGHOUT THE SALON AND SOCIAL MEDIA  
THE GIFT OF GREAT HAIR | GIFT CERTIFICATE PROMOTION  
SMALL BUSINESS SATURDAY | CELEBRATE WITH FLASH SALES

**LOOKING AHEAD:** SET GOALS FOR THE NEW YEAR

# TURN HEADS ON THE GO WITH SHINE ELIXIR

---

Elevate your style with this luxurious hair oil, delivering that extra boost of shine, hydration, and natural UV-protection. Now in a compact travel size, ensure your brilliance never fades, no matter where your journey takes you - shine brighter, shine smarter with Shine Elixir. Unlock your shine now and save 20%.

## MATERIAL INCLUDED:

Shine Elixir 30ml  
Desk display 12 pcs



OFFER:

**\$10.00**

Ord. Purchase Price: \$12.50

SKU 31982609



\*Design not final



# THE PERFECT DYNAMIC DUO

---

Revitalize your hair care routine with our 600ml shampoo and conditioner duos. Whether you desire weightless volume, vibrant color, intense hydration, or ultimate repair, our duos deliver nourishment for luxurious hair. Elevate your hair game today!

## MATERIAL INCLUDED:

- Shampoo 600ml
- Conditioner 600ml
- Sleeve for the products

- ULTIMATE REPAIR SKU 940731901
- WEIGHTLESS VOLUME SKU 940731902
- INTENSE HYDRATE SKU 940731903
- ILLUMINATE COLOUR SKU 940731904
- COOL SILVER SKU 940731905



OFFER:

**\$44.00**

Ord. Purchase Price: \$58.00

## NOURISH AND PROTECT: HYDRATE YOUR HAIR

---

Experience the ultimate hydration for your hair with our Detangling spray. Infused with natural heat-protective properties that leaves the hair soft and healthy. Say goodbye to tangles and hello to beautifully nourished hair with this weightless conditioning spray that softens and detangles the hair. 20% off your order!

### MATERIAL INCLUDED:

Detangling Spray 175ml



OFFER:

**\$11.20**

Ord. Purchase Price: \$14.00

SKU 31980377



# ELEVATE YOUR STYLE WITH HOLD & SHINE SPRAY

---

Discover the perfect balance of hold and shine with our Hold & Shine Spray. Achieve a flawless finish that lasts, while adding a brilliant shine to your hair. Make every day a good hair day with Hold & Shine Spray.

Enjoy a 20% with your order today!

## MATERIAL INCLUDED:

Hold & Shine Spray 300ml

OFFER:

**\$10.00**

Ord. Purchase Price: \$12.50

SKU 31990116



# DISCOVER OUR AWARD-WINNING REFRESHING MOUSSE!

---

Unveil the secret to fresh, voluminous hair with our Weightless Volume Refreshing Mousse. Winner of Swedish Beauty Awards 2023, this light dry shampoo mousse absorbs oils, adds volume, and leaves hair feeling weightless and textured. Place your order now and get 20% off!

## MATERIAL INCLUDED:

Weightless Volume Refreshing Mousse 200ml

## OFFER:

# \$11.20

Ord. Purchase Price: \$14.00

SKU 31982432





# UNLOCK YOUR HAIR'S FULL POTENTIAL

---

Crafted with precision and care, our hairmasks are formulated with the finest ingredients to nourish, strengthen, and revitalize your hair from root to tip. Whether you're battling frizz, seeking intense hydration, or craving salon-worthy shine, we have a mask for your needs. Elevate your haircare routine and unlock the secret to healthier, more radiant hair. 25% off your order!

## MATERIAL INCLUDED:

All masques 250ml



## OFFER:

# \$13.50

Ord. Purchase Price: \$18.00

ULTIMATE REPAIR SKU 31989172  
WEIGHTLESS VOLUME SKU 31989189  
INTENSE HYDRATE SKU 31989196  
ILLUMINATE COLOUR SKU 31989202



# TRAVEL-SIZED HAIRCARE ESSENTIALS

---

Take your haircare routine on the go with our travel-sized products, all conveniently sized at 75ml or 100ml. From shampoo to conditioner and more, enjoy the luxury of healthy, beautiful hair wherever your adventures take you. Get 30% off on all travel sized products!

## MATERIAL INCLUDED:

Shampoo 100ml  
Conditioner 100ml  
All Styling 75ml

OFFER:  
**30% ON ALL TRAVEL SIZES**



- Ultimate Repair Shampoo 100ml  
\$5.25 sku 31984344
- Ultimate Repair Conditioner 100ml  
\$5.25 sku 31984405
- Illuminate Colour Shampoo 100ml  
\$5.25 sku 31984375
- Illuminate Colour Conditioner 100ml  
\$5.25 sku 31984436
- Intense Hydrate Shampoo 100ml  
\$5.25 sku 31984368
- Intense Hydrate Conditioner 100ml  
\$5.25 sku 31984429
- Weightless Volume Shampoo 100ml  
\$5.25 sku 31984788
- Weightless Volume Conditioner 100ml  
\$5.25 sku 31984412
- Cool Silver Shampoo 100ml  
\$5.25 sku 31984382
- Cool Silver Conditioner 100ml  
\$5.25 sku 31984443
- Hair & Body Shampoo 100ml  
\$5.25 sku 31984399
- Dry Shampoo 75ml  
\$5.25 sku 31990062
- Extreme Hold Spray 75ml  
\$5.25 sku 31991084
- Fiber Mousse 75ml  
\$5.25 sku 31990192
- Hold & Shine Spray 75ml  
\$5.25 sku 31990109
- Mousse 75ml  
\$5.25 sku 31990178
- Rough Paste 75ml  
\$5.96 sku 31990987
- Heat Protection Spray 100ml  
\$5.82 sku 31985372
- Ocean Mist 100ml  
\$5.82 sku 31985365





# Keratherapy July / August 2024 Promotions

## FREE Newly Released Home Care Products with Treatments!

**Purchase**

1/2 Liter (16.9 oz / 500 ml) Smoothing Treatment

**Choose Formula**

- Brazilian Renewal Keratin Replenishment & Smoothing Treatment
- Extreme Renewal Keratin Replenishment & Smoothing Treatment
- Extreme Renewal Crème de Cocoa Keratin Replenishment & Smoothing Treatment
- Pure Renewal PLUS+ Keratin Replenishment & Smoothing Treatment

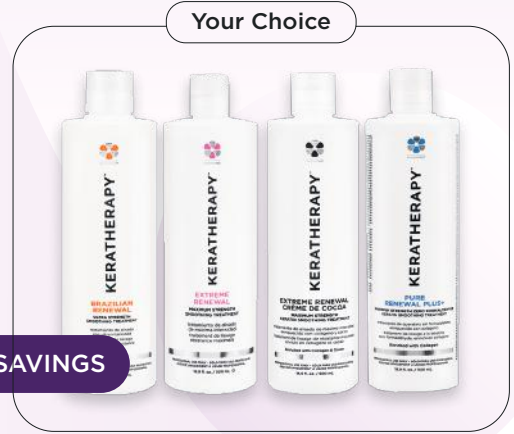
**Receive Free**

- 1 - Clean Start Pre Shampoo (16.9 oz / 500 ml)
- 1 - ColorProtect+Keratin Color Seal Leave-In (4.2 oz / 125 ml)
- 1 - Style+Keratin Define, Shine & Style Cream (4.2 oz / 125 ml)
- 1 - Style+Keratin Ultra Fast Blow Dry Mist (4.2 oz / 125 ml)
- 1 - BambooMiracle Reconstructor Bond Repair Cream (6 oz / 178 ml)

**Special Offer \$199**

Salon Value \$286

Brazilain Renewal with Home Care Products sku 940722801  
 Extreme Renewal with Home Care Products sku 940722802  
 Creme De Cocoa with Home Care Products sku 940722803  
 Pure Renewal Plus with Home Care Products sku 940722804



## Featured Collection: ColorProtect+Keratin

Extend your hair color this summer with our color-preserving formulas!

**Purchase**

- 1 - ColorProtect+Keratin Shampoo (10.1 oz / 300 ml)
- 1 - ColorProtect+Keratin Conditioner (10.1 oz / 300 ml)
- 1 - ColorProtect+Keratin Color Seal Leave-in Spray (4.2 oz / 125 ml)

**Receive Free**

- 1 - ColorProtect+Keratin Shampoo (2 oz / 60 ml)
- 1 - ColorProtect+Keratin Conditioner (2 oz / 60 ml)
- 1 - ColorProtect+Keratin Shampoo (.33 oz / 10 ml)
- 1 - ColorProtect+Keratin Conditioner (.33 oz / 10 ml)



**Special Offer \$42.50**

Salon Value: \$53

SKU 940722805

**20% SAVINGS**

**Summer is Back-Bar Liter Sale!**

Stock up on this incredible retail opportunity!

**Purchase:**  
Shampoo and Conditioner Liter Duos + 2 Free Liter Pumps

Your Choice

**Your Choice:**

- Moisture+Keratin SKU 940722806
- ColorProtect+Keratin SKU 940722807
- Repair+Keratin SKU 940722808
- Blonde+Keratin SKU 940722809

**Special Offer \$46.50**

Salon Value: \$62



**Or Choose Our Vegan Duo:**  
• BambooMiracle Smooth & Repair

**Special Offer \$48**

Salon Value: \$64 SKU 940722811



**Vegan Bond Repair + Vegan Home Care**

A bond repair cream that strengthens hair up to 3x stronger with incredible Vegan Care products!

**Purchase**

- 1 - BAMBOOMIRACLE Reconstructor **Bond Repair Cream** (6 oz / 178 ml)
- 1 - BAMBOOMIRACLE Smooth & Repair Shampoo (10.1 oz / 300 ml)
- 1 - BAMBOOMIRACLE Smooth & Repair Conditioner (10.1 oz / 300 ml)
- 1 - BAMBOOMIRACLE All-in-One Leave-In Treatment (6 oz / 178 ml)

**Special Offer \$45**

Salon Value: \$60 SKU 940722810





# BUY 6 COLOURAGE SHADES GET A FREE 8 OZ COLOR STAIN REMOVER

~~\$51.30~~ \$41.40

## EVERYTHING YOU'VE ASKED FOR IN A PERMANENT HAIR COLOR:

- 65 shades plus 4 Concentrates, Blonding Booster and Glosser
- Easy-to-formulate system
- Gentle, low-ammonia formula
- Economical – Mix 2oz. developer with every 1oz. of color

## GOT STAINS? TRY TRESSA'S COLOR STAIN REMOVER.

- Removes color stains from skin, clothing and surfaces
- Convenient push-down, locking dispenser
- Gentle to skin with natural antioxidants

FREE STAIN REMOVER SKU 3200444



tressa<sup>®</sup>  
Professional

# 20% OFF TRESSA INDIE WAVES

~~\$6.75~~ \$5.40

Colourage Waves SKU 3200519  
Clientage Waves SKU 3200406  
Pliance Waves SKU 3200381  
Versatage Waves SKU 3200442  
Full Cycle Waves SKU 3200428  
Zone Control Waves SKU 3200466







# 20% OFF WATERCOLORS INTENSE SHAMPOO & BASE DROPS

\$11.00  
~~\$13.75~~

- Base Drops Blue 4oz sku 3204500
- Base Drops Pink 4oz sku 3204517
- Base Drops Red 4oz sku 3204562
- Base Drops Purple 4oz sku 3204524
- Base Drops Silver 4oz sku 3204531
- Base Drops Teal 4oz sku 3204579
- Intense Tourquoise Shampoo 8.5oz sku 3204265
- Intense Teal Shampoo 8.5oz sku 3204081
- Intense Red Shampoo 8.5oz sku 3204067
- Intense Pink Shampoo 8.5oz sku 3204043
- Intense Peach Shampoo 8.5oz sku 3204272
- Intense Lilac Shampoo 8.5oz sku 3204289
- Intense Green Shampoo 8.5oz sku 3204036
- Intense Blue Shampoo 8.5oz sku 3204029
- Intense Silver Shampoo 8.5oz sku 3204074
- Intense Purple Shampoo 8.5oz sku 3204050
- Intense Metallic Steel Shampoo 8.5oz sku 3204258
- Intense Metallic Rose Gold Shampoo 8.5oz sku 3204203
- Intense Metallic Gold Shampoo 8.5oz sku 3204234
- Intense Metallic Copper 8.5oz sku 3204227
- Intense Metallic Bronze 8.5oz sku 3204210





# 20% OFF WATERCOLORS CLASSIC SHAMPOO

**\$11.00**  
~~\$13.75~~



- Black Coffee Shampoo 8.5oz  
sku 3202810
- Clear Color Extend Shampoo 8.5oz  
sku 3202957
- Cocoa Shampoo 8.5oz  
sku 3202827
- Crimson Splash Shampoo 8.5oz  
sku 3202834
- Fluid Fire Shampoo 8.5oz  
sku 3202841
- Golden Mist Shampoo 8.5oz  
sku 3202858
- Hazelnut Shampoo 8.5oz  
sku 3202865
- Liquid Copper Shampoo 8.5oz  
sku 3202872
- Mocha Drench Shampoo 8.5oz  
sku 3202896
- Molten Bronze Shampoo 8.5oz  
sku 3202884
- Violet Wash Shampoo 8.5oz  
sku 3202902
- Warm Spice Shampoo 8.5oz  
sku 3202926
- Wet Brick Shampoo 8.5oz  
sku 3202919
- Wet Sand Shampoo 8.5oz  
sku 3202933



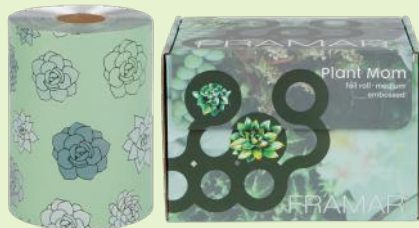


Available July 1st



### Plant Mom Pop Up

- Embossed texture
  - 500 sheets
  - Limited edition pattern
- PU-500PLM  
**\$21.99**  
 SKU 1290567



### Plant Mom Embossed Roll

- Embossed texture
  - 320ft.
  - Limited edition pattern
- R-EMB-MPLM  
**\$16.99**  
 SKU 1290520



### Plant Mom Myst Assist

- 250ml
  - Continuous spray
- BTL-MA-PLM  
**\$12.99**  
 SKU 1290916



### Plant Mom Dreamweaver Combs

- 3 different sizes
- CMB-DW-PLM  
**14.99**  
 SKU 12920045



### Gator Grips

- Black
  - Pink
- CL-GG-BLK, CL-GG-PNK  
**\$6.99**  
 Salon Price: \$8.99  
 BLACK SKU 1290029  
 PINK SKU 1290036



### Dye Defender

- Barrier Cream
- CRM-DD100  
**\$9.99**  
 Salon Price: \$12.99  
 SKU 1290004



### Pink Paws Nitrile Gloves

- Small
  - Medium
  - Large
- GLV-PP-SML, GLV-PP-MED, GLV-PP-LRG  
**\$11.99**  
 Salon Price: \$14.99  
 SMALL SKU 1290167  
 MEDIUM SKU 1290174  
 LARGE SKU 1290181



PURPLE RAIN BRUSH SKU 12800014  
 PINKY SWEAR BRUSH SKU 1290045

CHAMPAGNE MAMI BRUSH SKU 1290038  
 BLACK TO THE FUTURE BRUSH SKU 12900021

### Detangle Brushes

- Purple Reign
  - Pinky Swear
  - Champagne Mami
  - Black to the Future
- FB-DT-PRP, FB-DT-PNK, FB-DT-CHA, FB-DT-BLK  
**\$7.99**  
 Salon Price: \$9.99

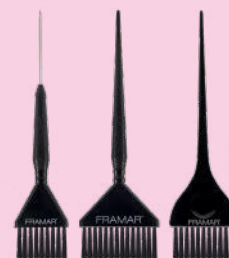
SKU 1290128



### Triple Threat Set

- 3 pack
- HB-TTS  
**\$7.29**  
 Salon Price: \$8.99

SKU 1290098



### Family Pack

- 3 pack
- HB-FB-BLK  
**\$7.29**  
 Salon Price: \$8.99

# LOMA®

LOMABEAUTY.US  
LOMABEAUTY.EU  
(360) 805-0794



BACKBAR  
STOCK UP



Plus  
FREE Pump  
for each Liter  
(\$3.50 Salon  
Value)

LITER SALE **SAVE 35%**  
33.8 oz - 1000 mL EACH

DAILY DUO	SKU 740723401
MOISTURIZING DUO	SKU 740723402
NOURISHING DUO	SKU 740723403
FRAGRANCE FREE DUO	SKU 740723404

SALON COST	RETAIL VALUE	SUGGESTED RETAIL
\$26.00	\$80.00	\$52.00
\$28.60	\$88.00	\$57.25
\$31.25	\$96.00	\$62.50
\$33.10	\$102.00	\$66.25



BEST SELLING  
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