



HOLIDAY GUIDE

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FOR NOURISHMENT & REJUVENATION

\$44.50

Includes:

- NOUNOU Shampoo, 250ml
- NOUNOU Conditioner, 250ml
- Naturaltech Keratin Sealer, 100ml



FOR SMOOTH & SATIN-LIKE STRANDS

\$46.50

Includes:

- LOVE Smooth Shampoo, 250ml
- LOVE Smooth Conditioner, 250ml
- OI Milk, 135ml



FOR SHINY & DEFINED NATURAL CURLS

\$42.50

Includes:

- LOVE Curl Shampoo, 250ml
- LOVE Curl Conditioner, 250ml
- More Inside This is a Curl Building Serum, 250ml



FOR HYDRATED & MOISTURIZED LOCKS

\$44.50

Includes:

- MOMO Shampoo, 250ml
- MOMO Conditioner, 250ml
- More Inside This is a Primer, 250ml



FOR ELEVATED GROOMING

\$36.50

Includes:

- Pasta & Love Hair & Beard Body Wash, 300ml
- Pasta & Love Styling Paste, 125ml
- Pasta & Love After-Shave & Moisturizing Cream, 100ml



NOURISHMENT & VITALITY ON THE GO

\$28.00

NEW! Discovery Kit

Includes mini travel sizes of:

- NOUNOU Shampoo, 75ml
- NOUNOU Conditioner, 75ml
- OI Milk, 50ml
- More Inside This is a Primer, 100 ml



FOR LUXURIOUS HAIR ON THE GO

\$31.50

NEW! Discovery Kit

Includes mini travel sizes of:

- OI Shampoo, 90ml
- OI Conditioner, 75ml
- OI Milk, 50ml
- OI Soufflé, 50ml



FOR LONG-LASTING LUMINOUS COLOR & SHINE



\$46.50

Includes:

- MINU Shampoo, 280ml
- MINU Conditioner, 250ml
- OI Milk, 135ml

FOR SHINY & FRAGRANT HAIR



\$56.00

Includes:

- OI Shampoo, 280ml
- OI Conditioner, 250ml
- OI Oil, 135ml

NEW!

FOR BLONDE BRIGHTENING & CARE



\$61.50

Includes:

- Heart of Glass Silkening Shampoo, 250ml*
- Heart of Glass Rich Conditioner, 250ml
- Beautiful Things Leave In Mask, 90ml

*Featuring new fragrance and chelating benefits.

NEW!

FOR A LUXURIOUS AT-HOME ROUTINE

\$71.50

Includes:

- OI Shampoo, 280ml
- OI Conditioner, 250ml
- OI Milk, 135ml
- OI Soufflé, 50ml
- OI Oil, 50ml

NEW!



BUILD-A-BOX CUSTOMIZABLE HOLIDAY SETS

Choose your own product assortment

Purchase empty holiday boxes to assemble in salon, giving you **maximum flexibility** in how they're used — either as a customizable gift set option or as a GWP.

Each pack includes three boxes, which can be assembled and filled with any combination of retail-size products to suit your guest's regimen or preferences!

Pack of 3 empty boxes: \$20

In Salon Retail Offer:

Purchase any three retail size products, receive a complimentary holiday box



WE ARE MEANT TO BE UNIQUE. DIVERSITY FEEDS LIFE

Siamo fatti per essere unici. La diversità alimenta la vita.
Nous sommes faits pour être uniques. La diversité est source de vie.
Túramos destinados a ser únicos. La diversidad alimenta la vida.
We're all unique. Vielfalt ist unsere Stärke.
We zijn bedoeld om uniek te zijn. Diversiteit geeft het leven kleur.



Platinum and Titanium salons will also receive shelf talkers and seasonal shopper bags to support merchandising.



All SBP salons will receive this incentive chart in September to energize teams and boost retail sales!

davines
beauty • sustainability

available for pre-order

STOCKHOLM SWEDEN

REF



Regular Salon Price
\$45.00/PCS
Special Salon Price
\$34.80/PCS



NORDIC MYTH BOX
23 % SAVINGS

Material included
Gift Box
Shampoo 285 ml
Conditioner 245 ml
Leave-In Serum 125 ml
Store Window Sign
Window Stickers
Salon Sign in A5

Regular Salon Price
\$28.00/PCS
Special Salon Price
\$23.10/PCS



NEW - STYLING BOX
18 % SAVINGS

Material included
Gift Box
Hold & Shine Spray N°545 300 ml
Styling Mousse N°435 250 ml

Regular Salon Price
\$22.80/PCS
Special Salon Price
\$18.85/PCS



HAIR & BODY BOX
17 % SAVINGS

Material included
Gift Box
Hair & Body Shampoo 285 ml
Hair & Body Shampoo 100 ml

available for pre-order



HOLIDAY GIFT SETS



SAVE 31%

AWAKEN

PURCHASE

- 1 Awaken Shampoo 10 oz.
- 1 Awaken Conditioner 6 oz.

RECEIVE FREE

- 1 Awaken Texture Spray 4 oz.

\$36.63

Salon Value \$53.05



SAVE 32%

TRINITY

PURCHASE

- 1 Trinity Shampoo 10 oz.
- 1 Trinity Conditioner 8 oz.

RECEIVE FREE

- 1 Trinity Protein Cream 4 oz.

\$38.88

Salon Value \$57.06

BLOWOUT

INCLUDES

- 1 Blowout Primer 4 oz.
- 1 Blowout Memory Foam 5 oz.

RECEIVE FREE

- 1 Blowout Texture Spray 4 oz.

\$33.72

Salon Value \$50.32



SAVE 33%

VIOLET

INCLUDES

- 1 Violet Shampoo 9 oz.
- 1 Violet Conditioner 7 oz.

\$29.17

Salon Value \$37.76



SAVE 33%



SAVE 33%

BASSU

PURCHASE

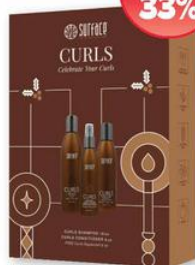
- 1 Bassu Shampoo 10 oz.
- 1 Bassu Conditioner 8 oz.

RECEIVE FREE

- 1 Bassu Oil 2 oz.

\$39.98

Salon Value \$59.76



SAVE 33%

CURLS

PURCHASE

- 1 Curls Shampoo 10 oz.
- 1 Curls Conditioner 6 oz.

RECEIVE FREE

- 1 Curl Replenish 6 oz.

\$36.91

Salon Value \$54.90

HOLIDAY TRAVEL SETS



SAVE 20%

AWAKEN TRAVEL

INCLUDES

- 1 Awaken Shampoo 2 oz.
- 1 Awaken Conditioner 2 oz.
- 1 Awaken Texture Spray 1.5 oz.

\$18.50

Salon Value \$22.88



SAVE 29%

CURLS TRAVEL

INCLUDES

- 1 Curls Shampoo 2 oz.
- 1 Curls Conditioner 2 oz.
- 1 Curl Finishing Spray 2 oz.

\$18.50

Salon Value \$26.03

BONUS OFFER!

BUY 12 MIX AND MATCH RETAIL SIZE HOLIDAY BOX SETS AND RECEIVE 6 AWAKEN SHAMPOO 2 OZ. FREE



HOLIDAY STOCKING STUFFERS

CHOOSE FROM

- Awaken Shampoo 2 oz.
- Awaken Conditioner 2 oz.
- Bassu Shampoo 2 oz.
- Bassu Conditioner 2 oz.
- Bassu Masque 2 oz.
- Curls Firm Styling Mousse 2 oz.
- Curls Shampoo 2 oz.

\$6.00 ea

Salon Value \$7.51 to \$12.00

- Curls Finishing Spray 2 oz.
- Curls Conditioner 2 oz.
- Purify Shampoo 2 oz.
- Taffy Whip 2 oz.
- Trinity Shampoo 2 oz.
- Trinity Conditioner 2 oz.
- Trinity Repair Tonic 2 oz.



SURFACEHAIR.COM





HOLIDAY CURATED ESSENTIALS

These carefully selected kits offer the best haircare to your salon guests. Each trio offers hydration, repair and easy at-home styling.

CALURA HYDRATION ESSENTIALS

MOISTURE BALANCE CLEANSER, 8.5 OZ
RECOVERY MASQUE, 5 OZ
PERFECTING PRIMER, 8.5 OZ

CALURA CURL ESSENTIALS

MOISTURE BALANCE CLEANSER, 8.5 OZ
RECOVERY MASQUE, 5 OZ
CURL BALM, 8.5 OZ



US: \$37.50 / kit
VALUE: \$50.00
SALON SAVINGS: 25%

available for pre-order

HOLIDAY RETAIL DUOS

ENJOY 20% OFF

Calura Moisture Balance Cleanser and Conditioner, 8.5 oz - **\$24.80**

Blacklight Blue Shampoo and Conditioner, 8.5 oz - **\$25.60**

Blacklight Volumizing Shampoo and Conditioner, 7.75 oz - **\$24.00**

Blacklight Nourishing Shampoo and Conditioner, 8.5 oz - **\$23.20**

Blacklight Violet Shampoo and Conditioner, 8.5 oz - **\$25.60**





CALURA ORNAMENTS

Suitable for every hair type, these ornaments are a thoughtful gift for salon guests.

MOISTURE BALANCE CLEANSER, 2 OZ

EXPRESS BLOWOUT MIST, 2 OZ

US: \$5.50 / ornament
VALUE: \$6.45
SALON SAVINGS: 15%

available for pre-order

ALURAM™ 2025 HOLIDAY



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

HOLIDAY DUOS

12oz Shampoo & Conditioners



DAILY
fine to
medium hair

MOISTURIZING
medium to
coarse hair

CURL
medium to
coarse hair

VOLUMIZING
fine to
medium hair

SALON COST: \$11.00 RETAIL PRICE: \$22.00
ACTUAL RETAIL VALUE: \$34.00

*Limited
Release!*

HOLIDAY LOTION

Buy 5 Sweet Pear & Winter Spice,
Vanilla Bean, or 5 Sugar Plum Body Lotions
and get a Free Tester & Tent Card!
(*Free item labeled with Tester Sticker)
(*Not able to mix & match)



**Sweet Pear &
Winter Spice**

**Sugar
Plum**

**Vanilla
Bean**

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

**25%
*OFF!***

BODY CARE PROMOTION

Experience our body care essentials in
one beautifully curated set. Includes a
complimentary tent card for an easy in-salon display!
(*Must purchase 4 promotions to receive free tent card)



18oz Body Lotion, 16.9oz Body Wash,
& *NEW* 12oz Hand Soap



FREE!

SALON COST: \$17.50 REGULAR RETAIL COST: \$46.97
PROMOTIONAL RETAIL VALUE: \$35.00

HOLIDAY MINIS

2oz sample sizes of you favorites!



All 2oz Shampoos & Conditioners, 2oz Body Lotion, &
NEW 2oz Sweet Pear & Winter Spice Body Lotion

SALON COST: \$1.75
**SUGGESTED RETAIL
PRICE EACH: \$3.49**
ACTUAL RETAIL VALUE: \$4.99

**THE PERFECT
STOCKING
STUFFERS!**



2oz High Shine
Glossing Treatment

SALON COST: \$2.50
**SUGGESTED RETAIL
PRICE EACH: \$4.99**
ACTUAL RETAIL VALUE: \$7.99

available for pre-order