

MAY - JUNE 2026

SSPRODEALS

PRO BEAUTY GUIDE



THE BEAUTIFUL & THE GOOD

The evolution of Essential Haircare represents Davines' greatest achievement so far along the infinite path towards ever-growing sustainability.



FULL BLOOM

Hair, skin, color, tools. Everything in peak season form. NEW Launches, Pro Deals + Treatment Options to keep your clients glowing from prom night straight through poolside.



QUALITY
BUSINESS
OBSESSED

THE HEADLINERS

Biggest drops of the season,
the ones clients will ask about by name.



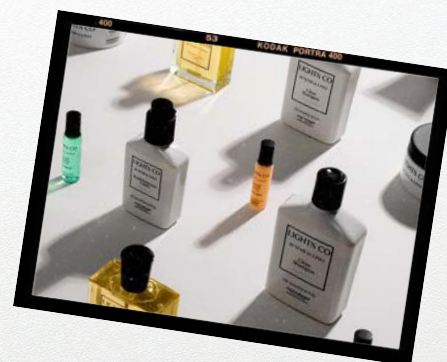
TRIPLEBRIGHT K18

One wash removes metals, neutralizes brassiness, and defends against future brass. No overtone. No staining. Just bright, clean blonde.



ESSENTIALS 2.0 DAVINES

The essentials, reimagined: refined formulas, ROC actives, and standout newness across the collection make this a full-range evolution!



LIGHTS CO. ALFAPARF

Glow, Nourish, and Rescue usher in a polished new luxury ritual from Semi di Lino, built to treat every hair mood with style.



COLOR PRESERVE MILBON

A smarter color care system that helps lock in vibrancy, boost radiance, and make fresh color feel like it lasts longer.



BEAUTY BAGS MARIA NILA

Limited edition Beauty Bags, filled with your favorite haircare collection in a pouch made from recycled materials. Get yours now!



NO.4 CURL OLAPLEX

A new curl wash duo that strengthens, defines, and hydrates in one step, with less frizz and easier detangling from wash one.

FRESH ON THE FLOOR

New launches, smart promos, and more reasons to bring something exciting onto the floor.



SUMMER SETS KEUNE

Seasonal shine, frizz control, and brighter-looking hair come bundled in giftable sets that feel ready-made for summer retail.



SCULPTING POMADE MOROCCANOIL

Strong hold, high shine, ultimate control – the new pomade joins a refreshed Texture Clay and Molding Cream in one sleek display.



NEW TRY ME KIT AMIKA

A colorful edit of amika favorites built to stock the station, refresh routines, and make discovering your new faves easy.



REPAIR & SCALP TRIO ELEVEN AUSTRALIA

Repair meets scalp care in one easy trio, giving clients a healthier-hair story with an added self-care twist.



SALON TOTE BUNDLE LOMA

A grab-and-go edit of stylers and treatments, packed with everyday LOMA favorites and a stylist-ready bag to seal the deal.

GLOW & TELL

Skin and cosmetics that bring the receipts, plus pro promos with real payoff.



FUTURECODE DERMALOGICA

A versatile booster with a high-performance feel, created to generate smoother texture, firmer skin, and visible refinement.



HYDRAMEMORY EXPANSION COMFORT ZONE

Barrier support, hydration, and glow come together in a skin story that feels fresh, timely, and easy to fall into.



CLEANSE & GLOW HYDROPEPTIDE

In-store exclusive GWP!
Stop in for fresh skin, instant glow, and a limited-time GWP offers worth picking up while you're here.



SHADOW STYLIST CRAYON BODYOGRAPHY

Bold metallic eye color in one swipe. Easy to apply, easy to love, and made for fast chair-to-retail conversion.



LIP BALM TRIO MOROCCANOIL

Three tinted flavors, instant hydration, and a non-sticky finish make this limited-edition trio an easy little obsession.

SWATCHBOOK REVIVAL

Shades, tone directions, and limited time deals - if it belongs on your formulation cart, find it here.



THE GLOSS EFFECT ALFAPARF MILANO

A flexible gloss-toning story that supports tonal refinement, customized services, and polished blondes between visits.



COLOR IN A FLASH SCWARZKOPF

A quick color option that helps open the door to faster services when time, efficiency, and reliable results all matter.



THE INSIDE SCOOP ON LIGHTENING KEUNE

Lift, prep, and perfect in one blonde-focused bundle built to support cleaner workflows and more confident lightening services.



THE ART OF LIFT MILBON

From on-scalp to balayage, these lighteners give stylists more control over lift, technique, and the blonde result they want.



BLEACH REIMAGINED MARIA NILÄ

Balayage and silver lightener bring flexible lift options to the chair, making it easier to tailor blonde services to different technique and goals.



THE TEXTURE EDIT MOROCCANOIL

Powder, cream, and clay options bring more flexibility to blonde services, making it easier to match formula to technique.

Curated EDUCATION

REFINE YOUR CRAFT

**Everything you need
to level up this season:**

Advanced Techniques

Fresh Perspectives

Your Community



EXPLORE EDUCATION



MEET LIGHTS CO

BY SEMI DI LINO

SALON EXCLUSIVE
LUXURY HAIRCARE



LIGHTS CO

BY SEMI DI LINO

Glow

For all hair types.

ALFAPARF
MILANO
PROFESSIONAL3x
shine¹

Flaxseed extract, rich in **Omega-3** fatty acids, **vitamin E**, and **antioxidants**, encapsulated in a **matrix** that **deeply nourishes and hydrates the hair**. Thanks to its **technological structure** which enables its **gradual release**, it gives **outstanding, prolonged shine**.



Glow Shampoo

250 ml – 1000 ml

Gentle illuminating shampoo. Cleanses, hydrates, and adds shine.



Glow Dual Conditioner

200 ml – 1000 ml

2-in-1 illuminating conditioner that can be used as a rinse-off or leave-in. Hydrates, detangles, and adds shine.



Glow Mask

200 ml – 500 ml

Illuminating mask. Nourishes, tames frizz, and adds shine.



Shine Drops

12 x 13 ml

Leave-in shine drops. Perfect your hair, provide a feeling of support and adds shine.



Essential Shine Serum

12 x 13 ml

Rinse-off serum with a powerful illuminating effect. Smooths, seals, and adds shine.

LIGHTS CO

BY SEMI DI LINO

Nourish
For dry hair.

5x

hydration
protection¹Extraordinary combability²ALFAPARF
MILANO
PROFESSIONAL

A biomimetic lipid derived from the combination of **D-Panthenol** and **vegetable fatty acids**. Thanks to its affinity with both scalp and hair fiber, it helps restore the hydrolipidic barrier, leaving hair soft as silk.

**Nourish Shampoo**

250 ml – 1000 ml

Gentle nourishing shampoo.
Cleanses, hydrates,
and softens.

**Nourish Dual Conditioner**

200 ml – 1000 ml

2-in-1 nourishing conditioner that
can be used as a rinse-off or
leave-in. Hydrates, detangles,
and softens.

**Nourish Mask**

200 ml – 500 ml

Nourishing mask.
Nourishes, tames frizz,
and softens.

**Essential Nourish Serum**

6 x 13 ml

Rinse-off serum with a powerful nourishing action.
Deeply nourishes, plumps, and detangles.

**Nutri-Luxe Oil**

100 ml

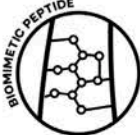
Nourishing oil. Deeply hydrates, adds softness
and shine, and protects against frizz.

LIGHTS CO

BY SEMI DI LINO

Rescue

For damaged hair.

-85%
breakage¹Increases bond density²ALFAPARF
MILANO
PROFESSIONAL

A biomimetic peptide derived from the **Lupin plant**. Thanks to its low molecular weight, it **penetrates into the hair cortex**, repairing damage and **creating new bonds** to restore the structural integrity of the hair fiber - making **hair stronger and more resistant to breakage**.

**Rescue Shampoo**

250 ml – 1000 ml

Gentle reparative shampoo. Cleanses, revitalizes, and strengthens.

**Bond Rescue Mask**

200 ml – 500 ml

Reparative mask. Repairs, hydrates, detangles, and tames frizz.

**Essential Bonding Serum**

6 x 13 ml

Rinse-off serum with a powerful reparative action. Repairs and gives intense shine.

**Bond Protection Cream**

125 ml

Repair cream. Seals the cuticle, reduces breakage, and adds shine.

LIGHTS CO

BY SEMI DI LINO

The Complete Edit

MAR-APR
Save 52%

**PURCHASE:**

2 GLOW SHAMPOO 250ML
1 GLOW DUAL CONDITIONER 200ML
1 GLOW MASK 200ML
2 ESSENTIAL SHINE SERUM 12 X 13ML
2 SHINE DROPS 12 X 13ML
2 NOURISH SHAMPOO 250ML
1 NOURISH DUAL CONDITIONER 200ML
1 NOURISH MASK 200ML
2 NUTRI LUXE OIL 100ML
2 ESSENTIAL NOURISH SERUM 6 X 13ML
2 RESCUE SHAMPOO 250ML
2 BONDE RESCUE MASK 200ML
2 ESSENTIAL BONDING SERUM 6 X 13ML
2 BOND PROTECTION CREAM 125ML

RECEIVE FREE

1 GLOW SHAMPOO 1000ML
1 GLOW DUAL CONDITIONER 1000ML
1 GLOW MASK 500ML
1 NOURISH SHAMPOO 1000ML
1 NOURISH DUAL CONDITIONER 1000ML
1 NOURISH MASK 500ML
1 RESCUE SHAMPOO 1000ML
1 BOND RESCUE MASK 500ML
1 GLOW SHAMPOO 10ML 10PK
1 GLOW MASK 10ML 10PK
1 NOURISH SHAMPOO 10ML 10PK
1 NOURISH MASK 10ML 10PK
1 RESCUE SHAMPOO 10ML 10PK
1 RESCUE MASK 10ML 10PK

2 NOURISH HAND CREAM 50ML
1 SPATULA
5 LITER PUMPS
1 SALON ROBE 4 PK
1 DOUNTER DISPLAY
1 BACKWASH TRAY
1 SALON TOWEL 4PK
1 HAIR BRUSHES 3 PK
1 SALON BOWL
2 APPLICATOR BRUSHES

ITEM	PRICE	VALUE	SAVINGS
641466	\$518.00	\$1,086.00	\$568.00

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE



LIGHTS CO

BY SEMI DI LINO

Kit Trio Edit



MAR-APR
Save 30%

PURCHASE 1 EACH:
LIGHTS CO GLOW KIT
LIGHTS CO NOURISH KIT
LIGHTS CO RESCUE KIT

RECEIVE FREE
1 GLOW SHAMPOO 10ML 10PK
1 GLOW MASK 10ML 10PK
1 NOURISH SHAMPOO 10ML 10PK
1 NOURISH MASK 10ML 10PK
1 RESCUE SHAMPOO 10ML 10PK
1 RESCUE MASK 10ML 10PK

ITEM	PRICE	VALUE	SAVINGS
641467	\$104.00	\$149.00	\$45.00

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

DIAMOND

SHINE DUO EDIT



NORMAL HAIR
REVITALIZES
PROTECTS
ILLUMINATES

Your hair maintains
its beauty and vitality
over time.

INCLUDE 1 EACH:

SDL DIAMOND ILLUMINATING SHAMPOO 250ML
SDL DIAMOND ILLUMINATING CONDITIONER 200ML
BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
641468	\$29.40	\$39.40	\$10.00

Dimensions:
7 x 10 x 4 inches (approximately)

This exclusive beauty bag will feature
a fresh, new design for 2026, making it
a must-have accessory!

Don't miss out— get yours while
supplies last!





MOISTURE

NUTRITIVE DUO EDIT



DRY HAIR
MOISTURIZES
NOURISHES
SOFTENS

Dry hair quickly regains
a healthy, soft and silky
appearance.

INCLUDE 1 EACH:

SDL MOISTURE NUTRITIVE SHAMPOO 250ML
SDL MOISTURE NUTRITIVE MASK 200ML
BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
641469	\$30.45	\$40.45	\$10.00

Dimensions:

7 x 10 x 4 inches (approximately)

This exclusive beauty bag will feature
a fresh, new design for 2026, making it
a must-have accessory!

**Don't miss out— get yours while
supplies last!**



RECONSTRUCTION

REPAIR DUO EDIT

MAR-APR
Save 25%

DAMAGED HAIR
REPAIRS
RECONSTRUCTS
STRENGTHENS

Day after day, the hair fiber
gains strength and structure.

INCLUDE 1 EACH:

SDL RECONSTRUCTION REPAIRATIVE LOW SHAMPOO 250ML
SDL RECONSTRUCTION REPAIRATIVE MASK 200ML
BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
641470	\$30.45	\$40.45	\$10.00

Dimensions:
7 x 10 x 4 inches (approximately)

This exclusive beauty bag will feature
a fresh, new design for 2026, making it
a must-have accessory!

Don't miss out— get yours while
supplies last!



COLOR WEAR

THE NATURAL
EVOLUTION OF
GLOSS TONER



ARGININE PATENTED
TECHNOLOGY

Stock-Up Bonus



*Limited
Time Offer!*

**PURCHASE 12 COLOR WEAR GLOSS TONER SHADES
MIX AND MATCH RECEIVE FREE SEMI DI LINO
DIAMOND EXTRAORDINARY ALL IN 1 FLUID**

PRICE	VALUE	SAVINGS
\$104.00	\$149.00	\$45.00

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

amika:



MEET GUAVA GRANITA

PERK UP DRY SHAMPOO

the #1 dry shampoo in the U.S.*
just got sweeter with a juicy
guava, banana + vanilla scent

ITEM PRICE

260558 \$17.00

*source: circana, LLC, U.S. prestige beauty total measured market,
dry shampoo/dry conditioner by product, dollar sales, annual 2025



TRY ME KIT 2.0

New +
Improved

all the amika favorites you need to stock your station and wash, condition, dry, style and touch up hair— plus a stylish stylist tote to store them in.

INCLUDE 1 EACH:

SHYDRO RUSH MOISTURE SHAMPOO 9.2OZ
HYDRO RUSH MOISTURE CONDITIONER 9.2OZ
THE WIZARD SILICONE FREE DETANGLING PRIMER 5.1OZ
PERK UP DRY SHAMPOO 5.3OZ
PLUSE SIZE PERFECT BODY MOUSSE 8.5OZ
UN.DONE TEXTURE SPRAY 2.5OZ
FLUXUS TOUCHABLE HAIRSPRAY 2.5OZ
SIGNATURE TOTE BAG

ITEM	PRICE	VALUE	SAVINGS
260552	\$99.00	\$145.00	\$46.00

BESTSELLER SETS

SOFT STRAND
STARSFRIZZ
FIGHTERSHYDRATION
HEAVY- WEIGHTSMANE
MENDERSPRO
STYLINGPro
Exclusive!

INCLUDES 1 EACH

		ITEM	PRICE	VALUE	SAVINGS
SOFT STRAND STARS	NORMCORE SHAMPOO 9.2OZ	260553	\$28.50	\$38.25	\$9.75
	NORMCORE CONDITIONER 9.2OZ				
	SOULFOOD NOURISHING MASK 2OZ				
HYDRATION HEAVY WEIGHTS	HYDRO RUSH SHAMPOO 9.2OZ	260554	\$30.50	\$40.50	\$10.00
	HYDRO RUSH CONDITIONER 9.2OZ				
	HYDRO RUSH LEAVE IN CONDITIONER 2OZ				
MANE MENDERS	THE KURE SHAMPOO 9.2OZ	260555	\$32.00	\$43.00	\$11.00
	THE KURE CONDITIONER 9.2OZ				
	THE KURE MASK 2OZ				
FRIZZ FIGHTERS	FORGET FRIZZ SHAMPOO 9.2OZ	260556	\$30.50	\$40.75	\$10.25
	FORGET FRIZZ CONDITIONER 9.2OZ				
	FRIZZ-ME-NOT TREATMENT 2OZ				
PRO STYLING	PLUS SIZE MOUSSE 8.5OZ	260557	\$30.00	\$41.00	\$11.00
	UN.DONE SPRAY 2.5OZ				
	SUPERFRUIT STAR HAIR OIL .67OZ				



LOYALTY PROGRAM UPDATES

www.loveamikapro.com

join

amika's pro loyalty program is open to all pro stylists. just register using your account number from **Salon Services PRO**

select

Salon Services PRO as your distributor to ensure all your purchases are applied to your rewards account

earn

start earning points on your first purchase! then keep shopping to reach higher tiers + earn rewards faster.

redeem

loyalty looks good on you. now go enjoy the perks. log on to loveamikapro.com to claim your well-earned rewards.

BOB Functional
Haircare™



MAY-JUNE
Save 11%

BESTIES BUNDLE

INCLUDES 3 EACH

ID SHAMPOO 250ML

ID CONDITIONER 200ML

GRIP & GRACE FINISHING SPRAY 258ML

ITEM	PRICE	VALUE	SAVINGS
304093	\$123.75	\$139.50	\$15.75



MAY-JUNE
Save 11%

DELUXE BESTIES BUNDLE

INCLUDES 6 EACH

ID SHAMPOO 250ML

ID CONDITIONER 200ML

GRIP & GRACE FINISHING SPRAY 258ML

PLUS 1 BOB BESTIES EASEL

ITEM	PRICE	VALUE	SAVINGS
304094	\$247.50	\$279.00	\$31.50



NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

bodyography®

PRODUCT OF THE MONTH

SKIN SLIP CONCEALER

A creamy, **full coverage concealer** built for smooth, seamless correction, with weightless wear. Packed with brightening pigments, it **blurs fine lines, softens dark circles, and covers redness or blemishes** without settling, cracking, or caking for up to 24 hours.

WHY IT'S A PRO FAVORITE

- **Full coverage:** 35% brightening pigments correct and conceal with a skin like finish.
- **Crease proof wear:** Blurs fine lines without settling, cracking, caking, or heaviness.
- **Hydrating comfort:** Glycerin pulls in moisture, while Vitamin E supports skin comfort.
- **Multi use formula:** Perfect under eyes, over blemishes, or buffed in as foundation.

BEST FOR

- **Under eye brightening** without any heavy makeup feel.
- **Covering** redness, blemishes, dark circles, uneven tone.
- **Chair to retail moments,** easy complexion add on after services
- **Full coverage** that still looks smooth and like real skin

HOW TO USE

- **Apply:** Dot directly under eyes, over blemishes, or areas to cover.
- **Blend:** Tap in with fingertips or a brush, starting thin and building coverage when needed.
- **Finish:** Use three dots under each eye, then pat outward for a brighter effect.



	ITEM	PRICE	VALUE	SAVINGS
COOL LIGHT	80617	\$10.20	\$12.00	\$1.80
WARM LIGHT	80618	\$10.20	\$12.00	\$1.80
NEUTRAL/LIT/MED	80619	\$10.20	\$12.00	\$1.80
GOLDEN MEDIUM	80620	\$10.20	\$12.00	\$1.80
NEUTRAL/MED	80621	\$10.20	\$12.00	\$1.80
COOL/MEDIUM	80622	\$10.20	\$12.00	\$1.80
WARM/MED/DARK	80623	\$10.20	\$12.00	\$1.80
GOLDEN/DARK	80624	\$10.20	\$12.00	\$1.80
WARM/DEEP	80625	\$10.20	\$12.00	\$1.80
NEUTRAL/DEEP	80626	\$10.20	\$12.00	\$1.80

BRAZILIAN BLOWOUT[®] FREE

**SAVE
60%
OFF
THE BB FREE
COLLECTION**

OR

**FREE
BB FREE
SMALL INTRO
WITH THE PURCHASE OF
ORIGINAL SMOOTHING
SOLUTION LITER**
USE CODE BBFREEONUS AT CHECKOUT

INCLUDES CERTIFICATION!



SHOP NOW!

Only available online & through Customer Care. Receive 60% off select Brazilian Blowout FREE products while supplies last. Free small Brazilian Blowout FREE intro available with purchase of item #23600. Must use coupon code BBFREEONUS to redeem free intro offer. Neither offer is valid on previous purchases. Valid only on current inventory; no backorders. Other restrictions may apply.

BETTER Blowouts. BIGGER Tickets.

Landing
mid-June



Style Frizz-Free Smoothness
Into Every Blowout!

TRIO KIT CONTAINS



1 x 6 fl oz.
FLASH BLOWOUT

The World's Fastest &
Smoothest Blow-Dry



1 x 6 fl oz.
FRIZZ SHIELD

Blocks Frizz + Humidity
Up To 5 Washes



1 x 0.25 fl oz.
**CONCEAL &
TAME WAND**

Control Frizz + Flyaways

ITEM	PRICE	VALUE	SAVINGS
24215	\$39.00	\$55.99	\$16.99

FRIZZ SHIELD + FLASH BLOWOUT DUO

Landing
mid-June



DUO KIT CONTAINS



1 x 6 fl oz.
FLASH BLOWOUT

The World's Fastest & Smoothest Blow-Dry



1 x 6 fl oz.
FRIZZ SHIELD

Blocks Frizz + Humidity
Up To 5 Washes

ITEM	PRICE	VALUE	SAVINGS
24202	\$34.50	\$45.00	\$10.50

FLASH BLOWOUT + CONCEAL & TAME WAND DUO



Landing
mid-June

DUO KIT CONTAINS



1 x 6 fl oz.
FLASH BLOWOUT

The World's Fastest & Smoothest Blow-Dry



1 x 0.25 fl oz.
CONCEAL & TAME WAND

Control Frizz + Flyaways

ITEM	PRICE	VALUE	SAVINGS
24207	\$25.00	\$33.49	\$8.49

MEET COLLECIM[®] PROFESSIONAL



Bringing Hair Restoration To The Chair

A 6-week professional hair restoration program designed to support clients experiencing thinning, shedding, or loss of hair density.

IS IT JUST  HAIR?

Proof Clients Can See

Visible improvements in density, thickness and scalp coverage starting where hair health begins - at the follicle.



Before → After
6 WEEKS OF USE



Before → After
6 WEEKS OF USE



Before → After
6 WEEKS OF USE



The Science Behind The Results Powered by PTT-6®

A regenerative blend of **growth factors, cytokines, proteins, and exosomes** designed to help support the scalp environment and follicle activity.



CLINICALLY VALIDATED RESULTS

6
weeks
validated efficacy

0
reported
side effects

24%
increase in
follicle cell growth

30x
reduction in
follicle inflammation

14%
increase in individual
hairs on the scalp

16%
increase in hair
shaft thickness

15%
increase in hair
follicles on the scalp

“

With the right candidates, I've found CALECIM® Hair Serum delivers excellent results even in patients who were unresponsive to Minoxidil.

**Kelly Morrell,
Scalp Technician**

A Premium Treatment A Profitable Service

Add a clinically proven hair restoration system to your menu and become the specialist your clients trust with their most personal concerns.



WHAT IT TARGETS

- Thinning hair
- Visible scalp
- Shedding
- Dry, brittle, or weakened hair
- Lack of density and fullness

WHAT CLIENT IT'S FOR

- Noticing more shedding
- Concerned about visible scalp
- Wanting fuller-looking hair
- Ready to invest in scalp health and long-term hair confidence

WHY IT ADD IT TO YOUR MENU

- Premium Service Opportunity
- Client Confidence Driver
- Professional + Homecare
- Routine Clients Commit To

GUIDED 6-WEEK TREATMENT PATHWAY

IN-SALON KICKOFF

Treatment 1
Stylist performs
first treatment

Apply PRO
Activator

Use 1 full vial
Hair Serum

Demonstrate
at-home application

AT-HOME CONTINUATION

Client performs
the treatments
at home

Apply
Activator

Use 1/2 vial
per treatment

Continue treatment
1x per week

IN-SALON MILESTONE

Treatment 6
Stylist performs
sixth treatment

Apply PRO
Activator

Use 1 full vial
Hair Serum

Review progress to
recommend next steps

ONGOING AT HOME MAINTENANCE



1x
Per Week

Apply
Activator

Use 1/2 vial
per treatment

1 Box =
approx. 3 months

Discover The Magic Of PTT-6®

Join **CALECIM® Professional education** to learn how to introduce the Hair Serum, recommend it with confidence, and position the treatment for clients experiencing thinning, shedding, or visible scalp concerns.



MONDAY, JUNE 29
10:00AM PST

REGISTER HERE

MONDAY, JULY 6
3:00PM PST

REGISTER HERE

MONDAY, JULY 13
10:00AM PST

REGISTER HERE

Intro Offers

Save
36%

SMALL INTRO

3 Hair Serum Home Kits

Each Kit Includes:

6 Hair Serum Vials

1 Home Activator

3 Hair Serum Vials

3 Pro Activators

1 Calecim Cape

1 Shelf Talker Trio

10 Consumer Brochures

1 Mirror Decal

PLUS 2 FREE TICKETS

To in-person certification
when you purchase by August 21
(\$100 VALUE)

ITEM	PRICE	VALUE	SAVINGS
97000	\$450.00	\$702.00	\$252.00

Save
40%

LARGE INTRO

6 Hair Serum Home Kits

Each Kit Includes:

6 Hair Serum Vials

1 Home Activator

6 Hair Serum Vials

6 Pro Activators

3 Calecim Capes

1 Shelf Talker Trio

20 Consumer Brochures

3 Mirror Decals

PLUS 4 FREE TICKETS

To in-person certification
when you purchase by August 21
(\$200 VALUE)

ITEM	PRICE	VALUE	SAVINGS
97001	\$833.00	\$1,391.00	\$558.00

HAIR SERUM HOME KITS



HOME ACTIVATOR



PRO ACTIVATOR



CALECIM CAPE



SHELF TALKER TRIO



CONSUMER BROCHURE



WINDOW DECAL



CIRÉPIL



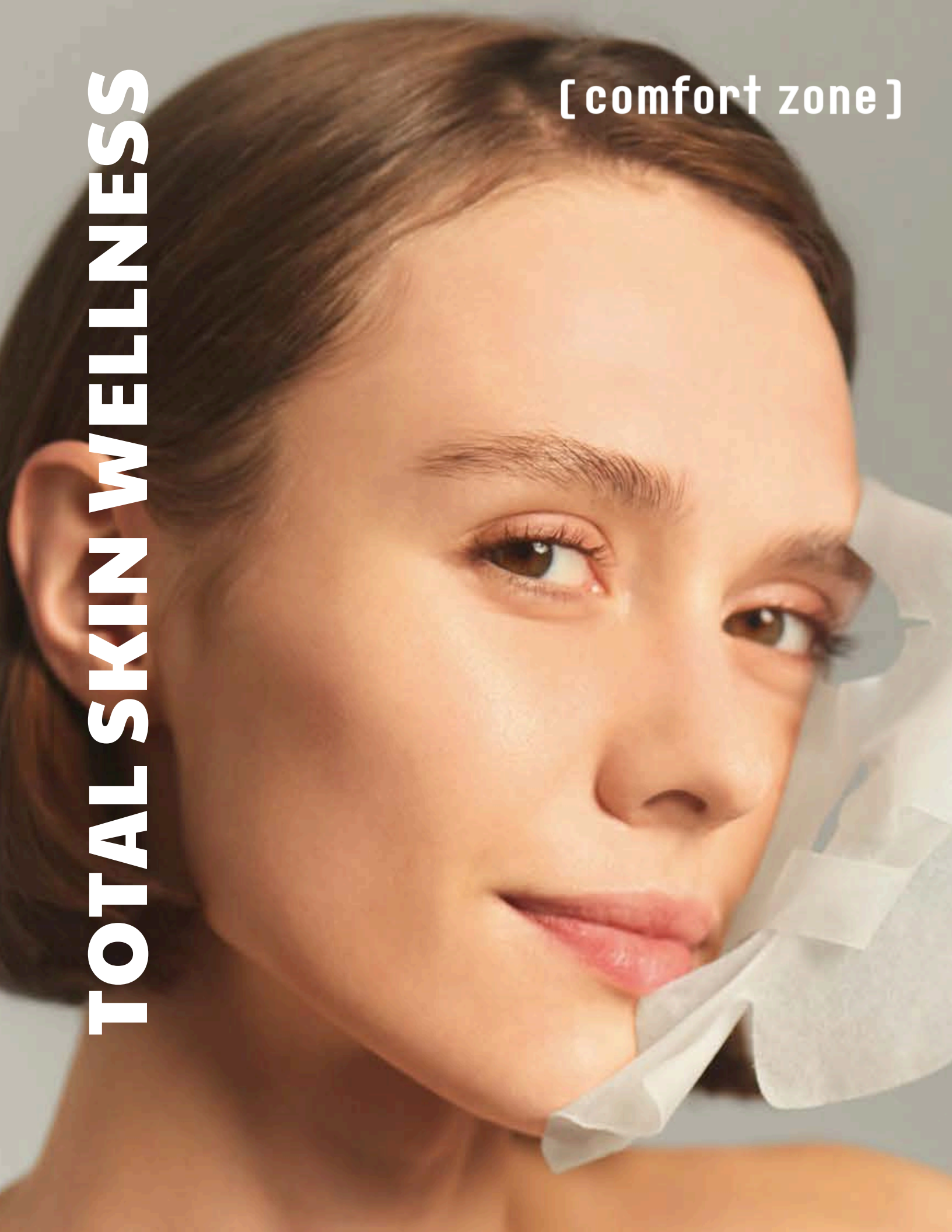
PRE & POST CARE ESSENTIALS



	ITEM	PRICE	VALUE	SAVINGS
BLUE LOTION LITER	351130	\$21.52	\$26.90	\$5.38
PRE & POST DEPILATORY OIL LITER	351090	\$21.52	\$26.90	\$5.38
POST REFRESHING GEL 500ML	351390	\$27.00	\$30.00	\$3.00
DOUBLE GOMMAGE SCRUB 150ML	350101	\$11.68	\$13.25	\$1.57

TOTAL SKIN WELLNESS

[comfort zone]



RETAIL ASSORTMENT

HYALU-DAILY 15 MASKS

Spa Price: \$30.00

MSRP: \$60.00

Item: 422440

15 sheet masks, each infused with hyaluronic acid, delivering **intense hydration and a radiant glow**, like a refreshing glass of water for your skin.

Housed in a **sustainable, reusable container**, this pack offers 15 days of deeply quenched, glowy skin





SILICONE EYE PATCHES 2 PCS

Spa Price: \$10.00

Item: 422439

MSRP: \$20.00

Reusable eye patches that enhance the effectiveness of any eye treatment. When used in combination with your favorite eye cream, these patches **maximize the absorption of active ingredients due** to their occlusive action.



Set of two washable silicone eye patches with a thin and soft format to fit the shape of the face. Contained in an aluminum box.

HYDRAMEMORY DEPUFFING EYE KIT

Spa Price: \$31.50

MSRP: \$63.00

Item: 422438

A match made in hydration heaven! This limited edition set includes Hydramemory Depuff Eye Cream, a depuffing and hydrating eye contour cream, and a set of Comfort Zone Silicone Eye Patches, to maximize the hydrating effect.

The kit is priced at the cost of the Depuff Eye Cream **making the Silicone Eye Patches free.**





LIMITED TIME LAUNCH INCENTIVE

PURCHASE 4 EACH

HYDRAMEMORY EYE POWET KIT

HYRAMEMORY HYALU-DAILY MASK 15PCS

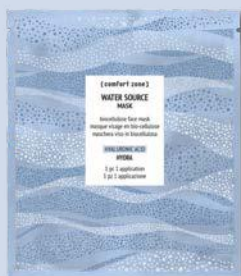
RECEIVE FREE

8 SILICONE EYE PATCHES

1 HYDRAMEMORY HYALU-DAILY 15PCS TESTER

1 HYDRAMEMORY RETAIL INSERT

ITEM	PRICE	VALUE	SAVINGS
422447	\$246.00	\$356.50	\$110.50



FATHER'S DAY GWP

May only, **spend \$250** in Comfort Zone and **receive 5 Water Source Sheets Masks + 1 Father's Day Promo Inset**

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

MAXIMIZE YOUR SUMMER GLOW

SUN SOUL 2026

Protect skin and nature with conscious, science-driven sun care, because every step matters – day and night – to keep skin nourished, balanced and radiant.

PRE-SUN EXPOSURE

Before sun exposure, at-home care is essential to prepare the skin for an even, enhanced tan.

POST-SUN EXPOSURE

After sun exposure, at-home care is essential to replenish hydration, counter oxidative stress, and support repair.



PRE-SUN CARE



TAN MAXIMIZER 200ML

Spa Price: \$17.50

MSRP: \$35.00

Item: 422441

Tan Maximizer, enriched with a **biomimetic peptide** (Acetyl Hexapeptide-51 Amide), preps the skin and **boosts melanin production** for a deeper, more even tan while **enhancing your skin's natural protection**. Its lightweight, fast-absorbing texture is compatible with all sunscreens. With 94.6% natural-origin ingredients.

RECOMMENDED FOR

- those seeking a deeper, more even tan
- lighter skin types that need sun exposure preparation

HOW TO USE

Apply for at least **10 days prior** to sun exposure. Use in conjunction with the most suitable sun protection and after-sun to prolong its effects.

FACE & BODY AFTER SUN 200ML

Spa Price: \$17.50

MSRP: \$35.00

Item: 12161

After a glorious day spent in the sun, provide relief to your skin with this refreshing after-sun cream for face & body. A lightweight texture enriched with anti-aging **DNA-Defense Peptide**, soothing **Physalis Angulata extract** and hydrating **Abyssinian and Argan oils**.

The result is soft, radiant skin prepared for subsequent sun exposure.



POST-SUN CARE



HYDRAGLOW AFTER SUN 200ML

Spa Price: \$17.50

MSRP: \$35.00

Item: 12440

Soothe your skin with this after-sun cream **embellished with illuminating particles** that enhance your tan.

The dry-touch texture is enriched with **BIOMIMETIC PEPTIDE** (Acetyl Hexapeptide-51 Amide) that mimics skin anti-oxidant action, **Physalis Angulata extract** with soothing properties, and moisturizing **Abyssinian and Argan oils**.



SUN SOUL BUNDLE OFFER

INCLUDES

INCLUDES

3 SUN SOUL TAN MAXIMIZER 200ML

3 SUN SOUL AFTER SUN 200ML

3 SUN SOUL HYDRAGLOW AFTER SUN 200ML

6 SUN SOUL AFTER SUN 60ML

1 SUN SOUL INSERT



ITEM	PRICE	VALUE	SAVINGS
422461	\$141.75	\$181.35	\$39.60



SELF CARE GWP

June only, **spend \$250** in Comfort Zone and **receive 5 Rifo Tote Bags!**

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE





STOP CREAM

OXIDIZATION STOPPER AND CUTICLE SEALANT

WHY YOU'LL LOVE IT

Cream chemical process stopper with antioxidantizing, repairing and hydrating Shea Butter. Formulated to neutralize all free-radical activity and close the cuticle to seal in color molecules.

- Eliminates the oxygen and freezes the pigment action
- Locks micro dye molecule into the hair and normalizes pH which makes color more fade resistant
- Does not alter color or lightening results
- Guards against free radical activity
- Helps to neutralize heavy metals
- Improves the condition and shine of the hair

HOW TO USE

- After the removal of color or powder lightener, apply STOP Cream from the scalp through the lengths, leave for 3 - 5 minutes.



MAY-JUNE
Save 30%

ITEM	PRICE	VALUE	SAVINGS
304270	\$39.13	\$55.90	\$16.77

MEET THE EVOLUTION OF ESSENTIALS



The enhanced Essential Haircare represents Davines' greatest achievement so far along the infinite path towards ever-growing sustainability.

The beautiful and the good, *reimagined*

A new chapter for everyday haircare. More essential, more sustainable, and more sensorial, with refined formulas, **Regenerative Organic Certified™** active ingredients, and a clearer expression of the values that have always shaped Davines.

Born from the philosophy of "**the beautiful and the good**" Essentials evolves with a more intentional approach to performance, transparency, and modern



Refined formulas. Regenerative organic actives. More thoughtful packaging.

93%

natural-derived
ingredients average

92%

biodegradable
formulas average

ROC

certified active
ingredients

What changed is what clients can *feel*, and what salons can *stand behind*

More respectful formulas

Refined to be more essential, sustainable, and sensorial, with high natural-derived content and improved biodegradability. Synthetic surfactants, acrylates, and silicones were removed where possible.

From ingredient to origin story

The new formulas are enriched with Regenerative Organic Certified™ active ingredients sourced from certified farms worldwide.

Design with more meaning

Transparency, relationship with nature, ROC actives, farmers' names, and artisanal supply chain cues are now more clearly expressed across the collection.



1 Mr. Francesco Travaglini's farm, Larino, Campobasso - 2 Mr. Francesco Querzola's farm, Borgo Val di Taro, Parma - 3 Giuseppe Pellegrino's farm, Cutrofiano, Lecce - 4 AberTocto, Churupampafarm, Chirinos, Peru - 5 Mrs. Sanoukuina, Ben Dia association, Koro, Burkina Faso - 6 Mr. Alessandro Malerba's farm, San Ferdinando, Reggio Calabria - 7 Mr. Michele Aina's farm, Romentino, Novara - 8 Mr. Gabriele Colla's farm, Parma - 9 Mrs. Ouattara Abiba, women association, Banfora, Burkina Faso

DESIGN ENHANCEMENTS

Product name at the center of bottle

Icons symbolizing relationship with nature

ROC actives callout

Transparency via farmers' name + artisanal supply chain

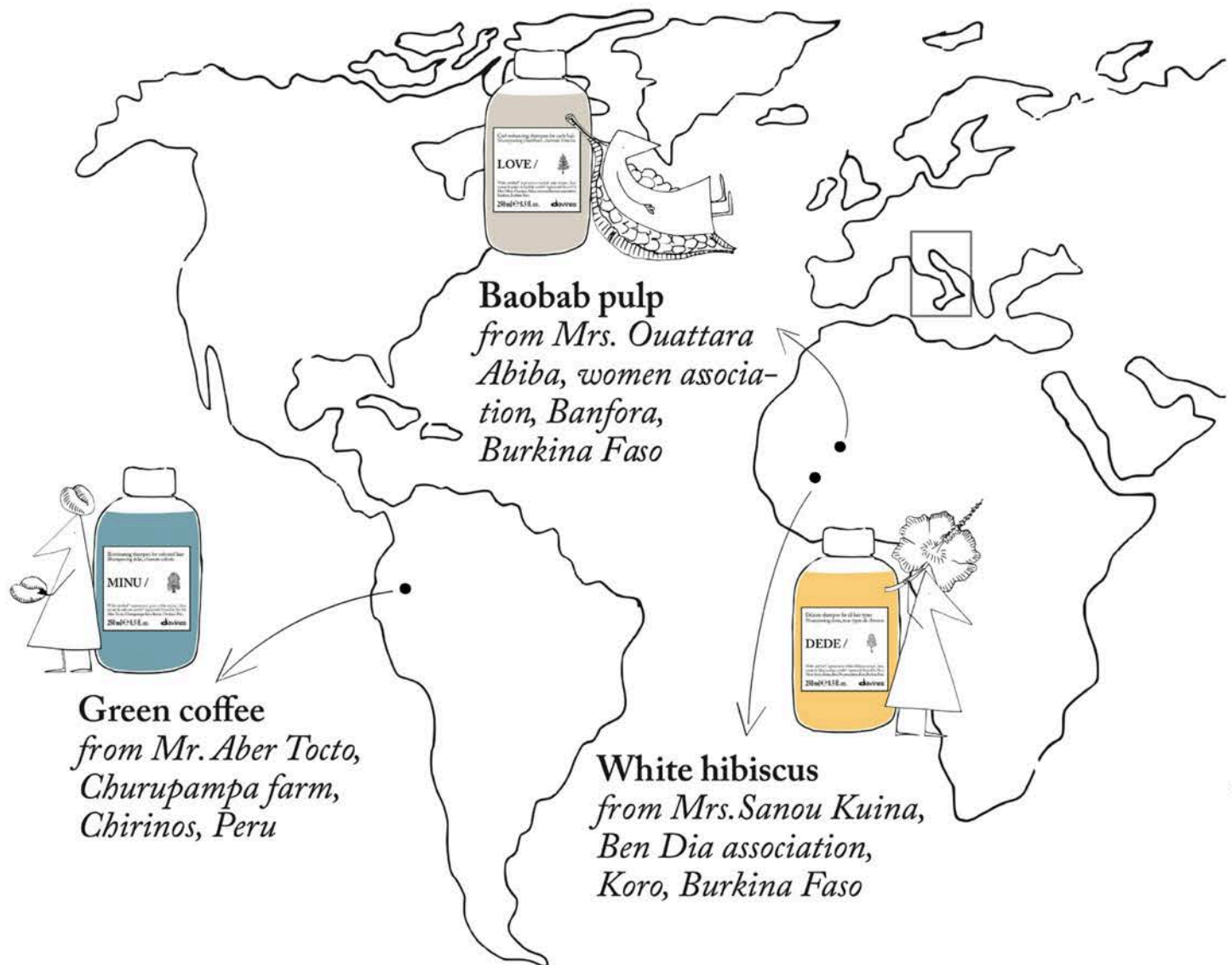
Packaged in food grade, recyclable, Bio-Circular Mass Balance plastic

Coming Soon: new formats minimizing the material usage and environmental impact



Not just a new look. *A stronger reason to recommend the essentials.*

Active Ingredients from Regenerative Organic Certified™ Farms Around the World



Green coffee



Baobab pulp



White hibiscus



Buckwheat



Black chickpea



Regenerative
Organic
Certified™



Buckwheat
from Mr. Michele Aina's
farm, Romentino,
Novara



Apple Pulp
from Mr. Francesco
Querzola's farm,
Borgo Val di Taro,
Parma



Apricot
from Mr. Francesco
Travaglini's farm,
Larino, Campobasso

Black chickpea
from Mr. Gabriele Colla's
farm, Parma



Lupin seeds
from Mr. Giuseppe
Pellegrino's farm,
Cutrofiano, Lecce



Clementine
from Mr. Alessandro
Malerba's farm,
San Ferdinando,
Reggio Calabria



Bitter orange
from Mrs. Paola
Nastasi's farm,
Avola, Siracusa



Apple pulp



Apricot



Lupin seeds



Clementine peel



Bitter orange

MOMO/ Moisturizing



*Regenerative Organic Certified
Apricot*

NEW PRODUCTS

MOMO/ serum

DISCONTINUED

MOMO/ hair potion

REGIMEN CLAIMS/

- **Up to 11.8x more hydrated hair**

FINE-TUNED FRAGRANCE/

Creamy fig, bright citrus, and smooth cedarwood

STANDOUT FEATURES/

- **ROC ingredient:** size-imperfect apricots are repurposed into MOMO formulas to give new life to leftover plants.
- **Natural actives:** Polysaccharides lock in moisture, while vitamin A supports soft, nourished hair.
- **Heat Protection:** MOMO/ serum provides heat protection up to 446°F

NOUNOU/ Nourishing



*Regenerative Organic Certified
Lupin Seeds*

NEW PRODUCTS

NOUNOU/ oil

REGIMEN CLAIMS/

- **Up to 9.9x shinier hair**
- **Up to 9x stronger hair**
- **Repairs hair protein after just one use**

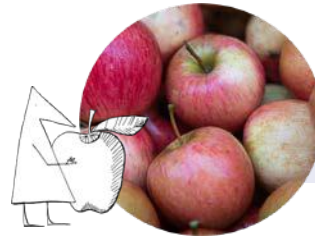
FINE-TUNED FRAGRANCE/

Bright citrus and verbena soften into gentle florals and spice, finishing with a smooth musk.

STANDOUT FEATURES/

- **ROC ingredient:** lupin seeds from Italy are naturally rich in proteins and fibres that help reinforce hair and add strength from root to tip.
- **Heat protection:** NOUNOU/ oil provides heat protection up to 446°F.
- **Shine + strength:** NOUNOU/ oil provides up to 12.9x shinier hair and up to 5.1 times stronger hair after just one use.

LOVE SMOOTHING/ Anti-Frizz/ Moisturizing



*Regenerative Organic Certified
Apple Pulp*

NEW PRODUCTS

LOVE SMOOTHING/ lightweight milk
LOVE SMOOTHING/ serum

DISCONTINUE

LOVE/ hair smoother
LOVE/ smoothing perfector

REGIMEN CLAIMS/

- **Up to 72 hours of long-lasting frizz control**
- **Up to 3.9x smoother hair after one use**
- **Up to 2.5x shinier hair after one use**

FINE-TUNED FRAGRANCE/

Bright citrus, delicate white florals, and soft musk

STANDOUT FEATURES/

- **ROC ingredient:** lupin seeds from Italy are naturally rich in proteins and fibres that help reinforce hair and add strength from root to tip.
- **Heat protection:** NOUNOU/ oil provides heat protection up to 446°F.
- **Shine + strength:** NOUNOU/ oil provides up to 12.9x shinier hair and up to 5.1 times stronger hair after just one use.

LOVE CURL / Curl enhancing



*Regenerative Organic Certified
Baobab Pulp*

NEW PRODUCTS

LOVE CURL/ co-wash LOVE
CURL/ enhancing milk

DISCONTINUED

LOVE CURL/ primer
LOVE CURL/ controller
LOVE CURL/ revitalizer

REGIMEN CLAIMS/

- **Up to 11x more hydrated hair**
- **+24.6% hair elasticity**
- **Up to 72 hours of long-lasting frizz control**

FINE-TUNED FRAGRANCE/

Fresh fig, zesty lime, luminous florals, and smooth musk

STANDOUT FEATURES/

- **ROC ingredient:** Baobab pulp is harvested by a women's group in West Africa, supporting communities while delivering nourishment and definition for curls.
- **Natural actives:** Carbohydrates lock in moisture to smooth hair, while antioxidants help protect and keep it healthy.
- **Heat protection:** LOVE CURL/ enhancing milk provides heat protection up to 446°F.

VOLU/ Volumizing



*Regenerative Organic Certified
Clementine Peel*

NEW PRODUCTS

VOLU/ conditioner

REGIMEN CLAIMS/

- **+16,6% volumizing effect after one use**

FINE-TUNED FRAGRANCE/

Crisp jasmine, cool mint, green violet leaves, and smooth woods with musk.

STANDOUT FEATURES/

- **ROC ingredient:** size-imperfect clementines are upcycled into extracts rich in flavonoids to boost volume, shine, and citrus freshness.
- **Natural actives:** Proteins strengthen to reduce breakage, while antioxidants help protect hair and support fuller volume.
- **Heat protection:** VOLU/ hair -mist provides heat protection up to 446°F and delivers 3 days of long-lasting volume.

MELU/ Anti-Breakage



*Regenerative Organic Certified
Black Chickpea*

NEW PRODUCTS

MELU/ serum

REGIMEN CLAIMS/

- **39% less breakage**
- **Visibly reduces split ends by 37% after just one use**

FINE-TUNED FRAGRANCE/

Sunlit citrus, warm spice, green florals, and soft woods with musk.

STANDOUT FEATURES/

- **ROC ingredient:** black chickpeas help protect against breakage and keep hair strong.
- **Natural actives:** Polysaccharides form a protective film to help prevent breakage, while antioxidants support hair strength and structure.
- **Hair protection + split ends reduction:** MELU/ spray protects up to 446°F and helps defend against pollution. **MELU/ serum** visibly reduces split ends by 32.5% after just 1 use

MINU/ Color Protecting



*Regenerative Organic Certified
Green Coffee*

NEW PRODUCTS

MINU/ milk

DISCONTINUED

MINU/ hair serum

REGIMEN CLAIMS/

- **Longer-lasting color vibrancy for up to 4 weeks**

FINE-TUNED FRAGRANCE/

Zesty citrus, soft florals, and grounded musk with patchouli.

STANDOUT FEATURES/

- **ROC ingredient:** green coffee beans from Peru help preserve color vibrancy with antioxidant protection.
- **Natural actives:** Caffeine, caffeic, ferulic acids protect against damage and color fading from washes and UV exposure.
- **MINU/ shampoo** provides metal chelating action.
- **Heat protection + shine:** MINU/ milk provides heat protection up to 446°F + delivers up to 6.6x shinier hair.

DEDE/ Delicate



*Regenerative Organic Certified
White Hibiscus*

REGIMEN CLAIMS/

- **Longer-lasting color vibrancy for up to 4 weeks**

FRAGRANCE NOTES/

Zesty citrus, soft florals, and grounded musk with patchouli.

STANDOUT FEATURES/

- **ROC ingredient:** white hibiscus is sourced from a women's cooperative in Burkina Faso to help keep hair strong and resilient while supporting local communities.
- **Natural actives:** hibiscus acid and antioxidants protect against oxidative and UV damage to keep hair strong and resilient.
- **Heatprotection:** DEDE/ leave-in conditioner provides heat protection up to 446°F.

SOLU/ Clarifying



*Regenerative Organic Certified
Buckwheat*

REGIMEN CLAIMS/

- **Washes away metals from the hair shaft**

FRAGRANCE NOTES/

Bright citrus, warm spice, soft florals, and musky patchouli.

STANDOUT FEATURES/

- **ROC ingredient:** Italian buckwheat helps protect hair from daily washing and styling to keep it soft and silky.
- **Natural actives:** Polysaccharides lock in moisture to help resist breakage, while antioxidants protect hair and support manageability.
- **Updated formula:** SOLU/ scrub has a less sticky texture for easier scooping, application, and rinse-out.

SU/ Sun Care



*Regenerative Organic Certified
Myrtle-leaved Orange*

REGIMEN CLAIMS/

- **Protects & cares for sun-exposed hair and skin with +31% immediate hydration**
- **Helps maintain softness, shine, and manageability**

FRAGRANCE NOTES/

Crisp apple, soft rose petals, and a warm sun-kissed musk.

STANDOUT FEATURES/

- **ROC ingredient:** Regenerative Organic Certified™ Myrtle-leaved Orange helps support sun-exposed hair and skin with antioxidant-rich protection.
- **Respectful formulas:** SU/ was refined to be more essential, sustainable, and sensorial, with high natural-origin content and improved biodegradability.
- **New multitasking oil:** NEW SU/ hair & body oil nourishes hair and skin, provides UV protection for hair, and leaves skin soft and radiant with a lightweight feel.

— DISCOVERY SETS —

NEW

MOMO / Travel
Hair Set for
Dehydrated Hair



Item - 93599

NEW

MINU / Travel
Hair Set for
Colour-Treated Hair



Item - 93600

NEW

LOVE / Travel
SMOOTHING / Travel
Hair Set for Frizzy Hair



Item - 93601

Salon Price Each - \$14.00
Salon Value - \$16.50
Suggested Salon Retail Price - \$28.00
Consumer Value - \$33.00

15%
Savings

**Tailored intros are available for both
existing Davines Essentials Salons and
Salons new to Davines Essentials.**

***Connect with your Salon Consultant
to find the right fit for you!***

**CONNECT HERE**

SU/ SALON LAUNCH INTRO

PURCHASE

- 3 NEW SU / Oil 130ml
- 3 SU / Milk 135ml
- 3 SU / Hair & Body Wash 250ml
- 3 SU / After Sun Replenishing Mask 150ml
- 3 SU / After Sun Cream for Face & Body 150ml



RECEIVE COMPLIMENTARY

- 3 SU / Oil 130ml
- 1 DNA Glorifier Stand Wood 2pk
- 2 New SU Retail Signage
- 1 SU Brochure



Salon Investment - \$294.00

Salon Value - \$389.00

Salon Savings - 24%

Item - 93602





TRAVEL WITH MORE INSIDE THIS SUMMER!

PURCHASE

PURCHASE 12 MORE INSIDE RETAIL
PRODUCTS MIX AND MATCH

RECEIVE FREE TRAVEL WITH STYLE KIT

2 THIS IS A PRIMER 100ML
2 THIS IS AN INVISIBLE DRY SHMP 100ML
2 THIS IS A SEA SALT SPRAY 100ML
1 SUMMER STYLE RETAIL SIGNAGE

Average Salon Investment - \$222.64

Average Salon Value - \$290.64

Average Salon Savings - 23%

MEET PRO PEN

Medical-Grade Microneedling Your Treatment Room Just Got Serious

FDA-cleared credibility meets next-level 14-pin technology and a fully customizable professional protocol.

Built for Skin Therapists who want a sharper consultation story, more treatment versatility, and a service clients can commit to with confidence.



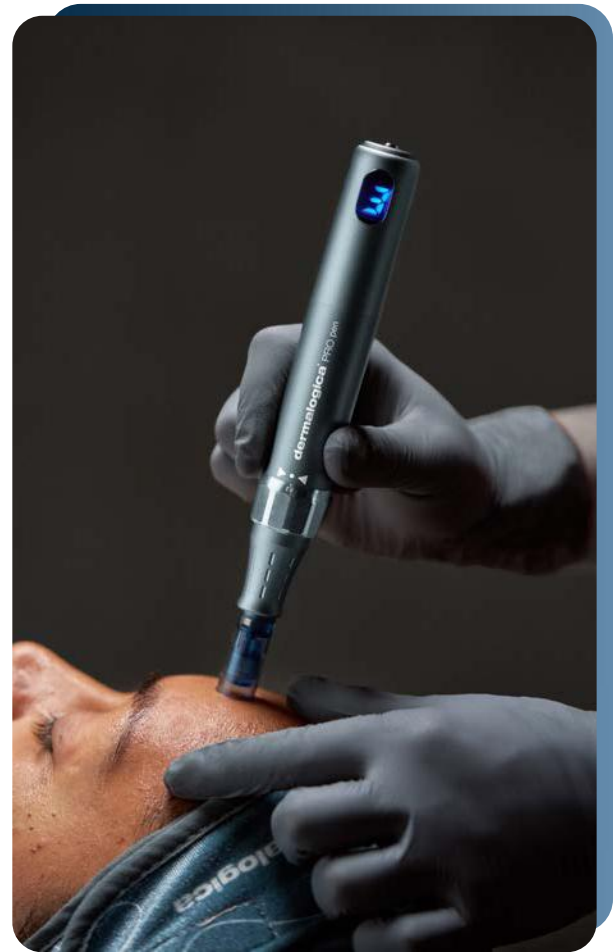
	ITEM	PRICE
PRO PEN	6883	\$1,995.00
PRO PEN 14-PIN CARTRIDGES	6819	\$190.00

A SMARTER SERVICE STORY STARTS HERE

Microneedling is one of the fastest-growing service categories in professional skincare. Clients are no longer just curious. They are educated, asking by name, and choosing where to spend based on who is offering the real thing.

PRO Pen is an **FDA 510(k) cleared Class II medical device**. It is a complete professional system built for the advanced Skin Therapist:

- **Validated for safety and performance**
- **Advanced 14-pin cartridge**
7 depth settings from 0.2mm to 1.5mm
- **Complete 3-phase protocol**
Prep. Treat. Recover. One complete system.
- **Series-based service model**
4 treatments, 4 weeks apart = built-in retention



THE TECH BEHIND THE RESULTS

Designed for professional use on adults 22 and older, PRO Pen delivers targeted microneedling treatments that **visibly improves the appearance** of acne scars.



ADVANCED FDA CLEARED 14-PIN CARTRIDGE TECHNOLOGY

Stainless steel needles on a 7.86mm round plate. Evenly distributed microchannels for balanced collagen stimulation without overwhelming the skin.

GRIP FOR PRECISION + ADJUSTABLE DEPTH CONTROL RING

Engineered for controlled, confident movement across all facial zones. Depth adjusts seamlessly to match each client concern and their unique skin tolerance.

ENHANCED STRUCTURAL INTEGRITY

Thicker, more durable housing engineered for professional use and high-volume clinic environments.

OPTIMIZED POWER MANAGEMENT

Upgraded battery technology for extended usage and reliability throughout back-to-back services. Giving you 6 Speeds: 6,300 to 7,700 RPM.

EXPANDED DISPLAY INTERFACE

Larger, high-visibility screen for improved readability and precision. Screen changes color to yellow when battery is low.

UNRETOUCHED RESULTS FROM CLINICAL STUDY



EVAL-001, PRO Pen with 14-pin in house study, Pro Microneedling Protocol, Q4 2025

BUILD THE SERVICE CLIENTS COME BACK FOR

PRO Microneedling is designed around the series model. Every booking is the start of an ongoing client relationship, not a one-time visit.

- **Step 1:** Book the series. 4 treatments, 4 weeks apart.
- **Step 2:** Customize protocol - dull skin, pores, tone, or fine line & wrinkles.
- **Step 3:** Extend results at home with Dermalogica professional home care.



THE PRO MICRONEEDLING TREATMENT LINEUP

Customize your post-microneedling services to optimize your results by applying one of the professional serums:

- **Exo Booster + Pro Restore**
Recovery + results amplifier
- **BioLumin-C Pro Serum**
Brighten + firm
- **Niacinamide IonActive**
Clear pores
- **PowerBright IonActive**
Even skin tone
- **Hyaluronic Acid IonActive**
Deep hydration

	Preparation				Recovery	
Concern	Double Cleanse	Resurfacing	Slip and Glide	Microneedling	Dermal Layering	Home Care
Lackluster and Dull Skin						
Pore Refining						
Uneven Skin Tone						
Appearance of Lines and Wrinkles						

THIS IS NOT COSMETIC MICRONEEDLING
THIS IS MEDICAL-GRADE TECHNOLOGY.
IN YOUR TREATMENT ROOM.

MEET FUTURECODE BOOSTER

**BIOHACK SKIN'S
LONGEVITY**

Clinically proven
to lift + firm skin
in just 7 days



PLUMP NOW & BANK THE BENEFITS

NAD+, cellular repair, and longevity skincare are trending across every platform they're scrolling.

Futurecode Booster gives professionals the clinically backed answer.

This advanced booster supports the skin's own repair systems at the DNA level – targeting the root causes of visible aging like deepening lines, coarse texture, and uneven tone that accumulate from daily UV exposure, pollution, and oxidative stress.

Because it **mixes into any existing product in a client's routine**, it's an easy yes!

- **Extends skin longevity** by supporting NAD+ levels and natural repair functions
- **Visibly reduces deepening lines**, roughness, and discoloration
- **Rebuilds and strengthens** the skin barrier against environmental aggressors



*Results at 7 days. Clinical expert evaluation results on multiple skin attributes. Based on 8-week clinical study with 33 participants, 2 applications/day.

BUILT FOR THE LONG GAME

Futurecode Booster **works where aging actually begins – at the cellular level.** With targeted complexes that repair, protect, and firm from the inside out.



LONGEVITY RENEW COMPLEX

Supports NAD+ levels and natural skin repair – the cellular mechanism that declines with age and drives visible skin slowdown. Skin looks firmer and more even-toned with continued use.

OMNI-ANTIOXIDANT BLEND

Neutralizes multiple types of free radicals simultaneously to help reverse daily DNA-related damage and defend against the visible signs of longterm environmental exposure.

BARRIER-BUILDING TRIO

Shields skin against external aggressors while delivering an immediate firming effect clients can feel from the first application – reducing the appearance of deepening lines on contact.

BIOMIMETIC PHOSPHOLIPIDS

Mimics skin's natural lipid structure to strengthen the barrier and maximize the absorption and performance of every active in the formula.

MULTI-DEPTH HYDRATION SYSTEM

Delivers lasting moisture at the surface and below – not just a temporarily plump that fades before noon.

CLINICALLY PROVEN TO LIFT & FRIM AFTER 1 WEEK



*Results at 7 days. Clinical expert evaluation results on multiplt skin stributes. Based on 8-week clinical study with 33 particiapnts, 2 applications/day.

7

Days to clinically proven results on firmness, texture, & tone*

85

Uses per bottle – clients see and feel results before running out

4X

Daily max - use alone, mix in, or layer morning, night, or between



RECOMEND + PAIR IT

This retail conversation writes itself. Clients walk in asking about fine lines, texture, and uneven tone – **Futurecode Booster answers all three**. Recommend it alongside their existing Dermalogica routine and let the 7-day results do the follow-up for you.

SOME PRODUCTS TO RECOMMEND ALONGSIDE:

- **BioLumin-C Serum**
antioxidant stacking for amplified daily defense
- **MultiVitamin Power Recovery Cream**
overnight repair support
- **Skin Smoothing Cream**
barrier-focused hydration layering

BIOHACKING SCROLL-STOPPING IDEAS

- **The Skin Slowdown Reel:** slow-motion dropper dispensing with text overlay – "100,000 DNA lesions a day." No voiceover needed. Let the stat and the serum drop do the scroll-stopping work.
- **7-Day Skin Diary Carousel:** same skin zone, same light, Day 1 vs. Day 7. Bold number-first opener like "7 DAYS: visibly firmer + lifted" makes the clinical proof personal and shareable.
- **Dropper Drop Clip:** close-crop slow-motion of the auto-dropper filling and dispensing – ASMR-adjacent, zero production setup. Overlay: "85 uses. 7 days. One dose." Built to loop.
- **"What's Aging Your Skin?" Stories:** three-frame interactive series using polls and question stickers – UV, pollution, or stress – closing on the NAD+ reveal and a link-in-bio to shop.



*Results at 7 days. Clinical expert evaluation results on multiple skin attributes. Based on 8-week clinical study with 33 participants, 2 applications/day.

LIMITED TIME LAUNCH INCENTIVES

7 PIECE OFFER

INCLUDES:

7 FUTURE CODE BOOSTER 1.0OZ
 16 FUTURE CODE BOOSTER SAMPLES 2G
 8 FUTURE CODE BOOSTER TRIAL .10OZ
 1 FUTURE CODE TESTER 1.OZ
 2 DISPLAY SHEETS

ITEM	PRICE	VALUE	SAVINGS
301335	\$284.00	\$413.00	\$129.00



4 PIECE OFFER

INCLUDES:

4 FUTURE CODE BOOSTER 1.0OZ
 12 FUTURE CODE BOOSTER SAMPLES 2G
 5 FUTURE CODE BOOSTER TRIAL .10OZ
 1 FUTURE CODE TESTER 1.OZ
 2 DISPLAY SHEETS

ITEM	PRICE	VALUE	SAVINGS
301336	\$189.00	\$260.00	\$71.00



BIOLUMIN-C DAY + NIGHT

From June 1st - June 30th, qualifying tiers earn complimentary Biolumin-C Day + Night as a gift with purchase.*

Earning Tiers:

Spend \$150, get 1
 Spend \$500, get 4
 Spend \$1,000, get 8
 Spend \$1,500, get 12
 Spend \$2,000+, get 18

*This promotion includes all retail and professional products, travel sizes, and skin kits. It excludes launch incentives, student kits, any derm-dollar eligible items, or any Pro Pen items, including Pro Pen tips. Limit of 24 gwps. Cannot be combined with other promotions.

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

EL3VEN
A U S T R A L I A



14 NEW PERMANENT COLOR SHADES

GOLD FAMILY

	ITEM	PRICE
5.30 LIGHT BROWN GOLD NATURAL 60ML	29847	\$8.00
6.30 DARK BLONDE GOLD NATURAL 60ML	29848	\$8.00
7.30 MEDIUM BLONDE GOLD NATURAL 60ML	29849	\$8.00
6.03 DARK BLONDE NATURAL GOLD 60ML	29851	\$8.00
7.03 MEDIUM BLONDE NATURAL GOLD 60ML	29850	\$8.00

COOL FAMILY

	ITEM	PRICE
7.2 MEDIUM BLONDE VIOLET 60ML	29860	\$8.00
8.2 LIGHT BLONDE VIOLET 60ML	29853	\$8.00
9.2 VERY LIGHT BLONDE VIOLET 60ML	29852	\$8.00

FASHION FAMILY

	ITEM	PRICE
4.25 MEDIUM BROWN VIOLET MAHOGANY 60ML	29854	\$8.00
5.26 LIGHT BROWN VIOLET RED 60ML	29855	\$8.00
3.55 DARK BROWN MAHOGANY INTENSIVE 60ML	29856	\$8.00
6.55 DARK BLONDE MAHOGANY INTENSIVE 60ML	29857	\$8.00
5.6 LIGHT BROWN RED 60ML	29859	\$8.00
7.6 MEDIUM BROWN RED 60ML	29858	\$8.00





REPAIR & SCALP BRUSH TRIO

PURCHASE

1 x Repair My Hair Nourishing Shampoo 300ml
1 x Repair My Hair Nourishing Conditioner 200ml

RECEIVE FREE

1 x ELEVEN Australia Scalp Massage Brush

MAY-JUNE
Save 30%

ITEM	PRICE	VALUE	SAVINGS
29805	\$30.00	\$42.50	\$12.50



Back of pack showing photographed product images and detailed product descriptions as well as QR Code with How-to video

PRO STYLING BUNDLES

MAY-JUNE
Save 17%



BUY 5 GET 1 FREE!

	ITEM	PRICE	VALUE	SAVINGS
SMOOTH AND SHINE SERUM	29832	\$67.50	\$81.00	\$13.50
I WANT BODY VOLUME FOAM	29833	\$67.50	\$81.00	\$13.50
KEEP MY CURL CREAM	29834	\$67.50	\$81.00	\$13.50
SMOOTH ME NOW FLYAWAY HAIR BALM	29835	\$67.50	\$81.00	\$13.50

ETHICA



CORRECTIVE 4 MONTH KIT

WHY YOU'LL LOVE IT

Full 4-month hair wellness system. **Clinically backed DHT-blocking topical** paired with nourishing shampoo and conditioner to target thinning at the root with no unwanted side effects.

- **Multi-pathway DHT inhibition** targeting the root cause of hair thinning
- **Adenosine supports hair density** with a safety profile superior to Minoxidil
- **Reishi Mushroom and Saw Palmetto** clinically shown to block DHT formation
- **Procapil and Kopexil** strengthen roots and reverse follicular tightening

HOW TO USE

- Shampoo and condition daily.
- Apply Corrective Topical to a clean, dry scalp, massage in, and leave.
- Use daily for all 4 months.

INCLUDES:

ANTI AGING SHAMPOO 16.9OZ
ANTI AGING CONDITIONER 16.9OZ
CORRECTIVE DAILY TOPICAL 2OZ
CORRECTIVE DAILY TOPICAL 6OZ

ITEM	PRICE	VALUE	SAVINGS
43837	\$99.50	\$126.00	\$26.50



FRAMAR

MEET EXTRA DIRTY

*Limited
Edition!*

Happy Hour Hits Different

This isn't just a collection – it's a mood. Olive tones, glossy finishes, and pro salon foils designed to perform as good as they look.



	ITEM	PRICE
EXTRA DIRTY FOIL POP UP 500CT	199313	\$21.99
EXTRA DIRTY 8X11 FOIL POP UP 200CT	199314	\$16.99
EXTRA DIRTY EMBOSSED FOIL ROLL 320FT	199315	\$18.99

Diet Coke Pop Up Foils

ITEM	PRICE
199330	\$23.99



HydroPeptide

CLEANSE, GLOW & GO

IN-STORE PROMOTION

May is all about fresh skin and that unmistakable
HydroPeptide glow!

**Spend \$99 in HydroPeptide and receive FREE
Hydroactive Cleansing Wipes.**

**Spend \$125 and we'll add a FREE Travel-size Solar Dew
– take home both gifts at \$125.**

*May
Only!*



*While supplies last. Conditions & restrictions may apply.

MEET

TripleBright

BLONDE LIKE NEW
WITH EVERY WASH



TRIPLEBRIGHT

OXIDATION DEFENSE PURPLE SHAMPOO

When brass shows up, TripleBright resets it. **One wash** removes metals and minerals, neutralizes brassiness, and defends against future brass. **No overtoneing.**

WHY YOU'LL FALL FOR IT

- **Removes** brass in one wash
- **Tones** without staining or overtoneing
- **Defends** against future brass at the fiber

WHO IT'S BEST FOR

- **Highlighted and lifted hair** prone to brassiness
- **Hard water clients** whose blonde turns warm fast
- **Stylists** who want predictable lift and clean results
- **Anyone** whose purple shampoo stains or overtones

PRO TIPS

- **Pre-service:** Use before lightening to remove metals for cleaner lift
- **Post-service:** Tones and defends in one step, no separate toner needed
- **Home care:** Recommend weekly to keep blondes bright between visits

PAIR IT WITH

- **PRO Repair Mist:** fortify hair fiber before lightening PRO Molecular
- **Mask:** strengthen and seal post-service
- **Leave-On Mask:** daily repair to maintain blondes between services



LIMITED TIME LAUNCH INCENTIVES

Save
19%

LAUNCH OFFER

4 TRIPLE BRIGHT SHAMPOO 4OZ
1 PRO REPAIR MIST 10OZ
1 MOLECULAR REPAIR MASK 5OZ
1 TRIPLE BRIGHT SHAMPOO 4OZ

ITEM	PRICE	VALUE	SAVINGS
30808	\$209.50	\$259.50	\$50.00

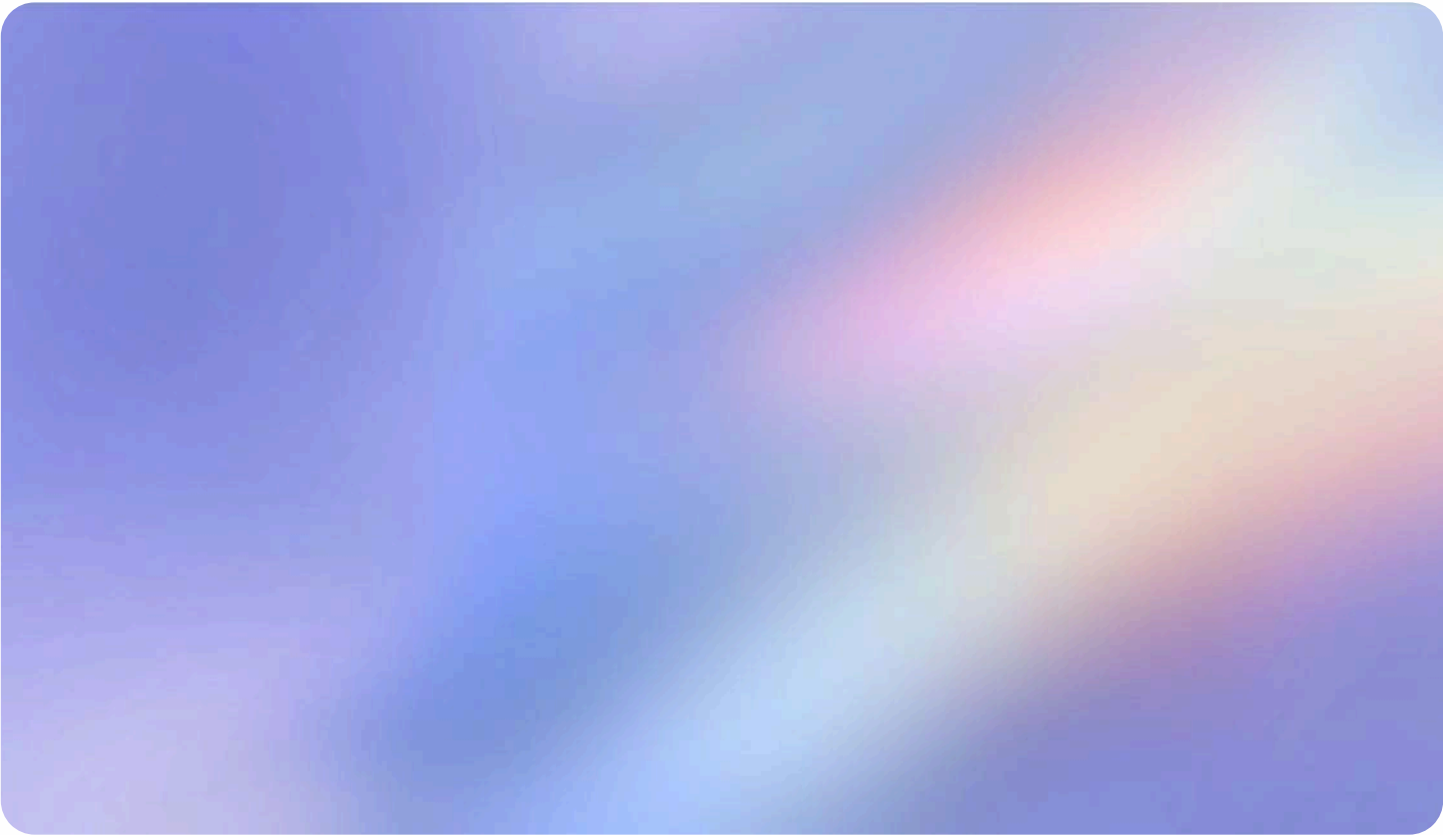
Save
14%

6 + 1 BUNDLE OFFER

PURCHASE 6 TRIPLE BRIGHT SHAMPOO 4OZ
RECEIVE 1 FREE TRIPLE BRIGHT SHAMPOO 4OZ

ITEM	PRICE	VALUE	SAVINGS
30807	\$117.00	\$136.50	\$19.50

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE



NEW PRO OPENER KIT

- INCLUDES:**
- PRO MOLECULAR REPAIR HAIR MIST 5OZ
 - LEAVE IN MOLECULAR REPAIR HAIR MASK 1.7OZ
 - PEPTIDE PREP DETOX SHAMPOO 8.5OZ
 - HEATBOUNCE CONDITIONING HEAT PROTECTANT 4OZ
 - AIRWASH DRY SHAMPOO 4OZ
 - RECEIVE COMPLIMENTARY STATION MIRROR CLING
 - RAINBOW TOTE

ITEM	PRICE	VALUE	SAVINGS
30800	\$129.00	\$161.00	\$32.00

SALON BLOWOUT AT HOME

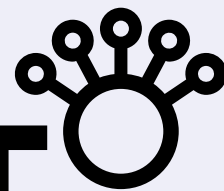
- INCLUDES:**
- MOLECULAR REPAIR MASK 50ML
 - HEAT BOUNCE 1.6OZ
 - ASTRO LIFT 1.6OZ

ITEM	PRICE	VALUE	SAVINGS
30806	\$49.00	\$60.50	\$11.50



NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

KEUNE



CARE SUMMER GIFT SETS

Summer strands start here. These Care Summer Gift Sets are expertly paired for shine, frizz control, and brighter-looking hair. Your perfect routine, bundled at a sweet seasonal savings.



SMOOTH SUMMER GIFT SET INCLUDES 1 OF EACH:

Velvet Smooth Anti-Frizz Shampoo 300ml
Velvet Smooth Anti-Frizz Conditioner 250ml
Velvet Smooth 2-Phases Spray, 200ml

ITEM	PRICE	VALUE	SAVINGS
197602	\$30.00	\$45.00	\$15.00

RADIANT SUMMER GIFT SET INCLUDES 1 OF EACH:

Radiant Gloss Illuminating Shampoo 300ml
Radiant Gloss Hair Gloss 250ml
Radiant Gloss Illuminating Mask 200ml

ITEM	PRICE	VALUE	SAVINGS
197603	\$40.00	\$51.00	\$11.00

SUMMER SHADES GIFT SET INCLUDES 1 OF EACH:

Silver Savior Silver Shampoo 300ml
Silver Savior Silver Conditioner 250ml
Silver Savior Silver Foam Treatment 200ml

ITEM	PRICE	VALUE	SAVINGS
197604	\$30.00	\$45.00	\$15.00

DADS & GRADS 1922 GIFT SET

For the moments that matter, and the grooming that goes with them. Level up his grooming routine with 1922. Purchase our 1922 Essential Shampoo and Eau de Toilette and receive the 1922 Essential Conditioner for free. Conveniently packaged in a gift box!

INCLUDES:

1 x 1922 Essential Shampoo, 250ml
1 x 1922 Eau de Toilette, 100ml
1 x 1922 Essential Conditioner, 250ml

ITEM	PRICE	VALUE	SAVINGS
197605	\$40.00	\$53.00	\$13.00



MAY-JUNE
Save 47%



THE INSIDE SCOOP ON LIGHTENING

Everything you need to lift, prep AND perfect. Scoop up your best blonde yet. Purchase Ultimate Blonde Cream Blonde Lightener and refills, get Keune Cream Developer, Cleanse Mist and powder scoop for free!

INCLUDES:

- 1 Ultimate Blonde Cream Blonde 500g
- 1 Ultimate Blonde Cream Blonde Refill 2 500g
- 1 x Keune Cream Developer 1000ml
- 1 Cleanse Mist 500ml
- 1 Scoop Blonde (White) 60ml

ITEM	PRICE	VALUE	SAVINGS
197606	\$73.00	\$139.00	\$66.00

Only a few tickets remaining for Keune Academy Signatures Blondes!

Join KEUNE in Atlanta, GA on August 23-24.

Clients expect brilliance, health, longevity, and a flawless cut to match. Signature Blondes is designed to give you the systems, strategies, and artistry to deliver all of it—every time.



Scan or click QR code to
register for 2026 Keune
Academy.





Shop Small, Care Big

Our Shop Small, Care Big campaign encourages clients to support your small business by purchasing their favorite Keune products directly from your salon. Enjoy access to our newest campaign assets, including in-salon signage, website banners, and ready-to-post social media graphics.



Scan or click QR code
to download toolkit.

**Your clients will love supporting
the stylists they trust while taking
home their favorite Keune
products.**



Keune & HairToStay Partnership

PICTURED: Miles Berry, Tim Abney, Donna DiNapoli, Sydney Berry, Pasha Ghanei, George Keune Jr.

ATLANTA, GA, USA [FEBRUARY 2026] - Philanthropy took center stage at our 2026 Keune Haircosmetics USA Kick Off meeting in Atlanta earlier this month. The introduction of It's Cool to Care launches a year-long campaign in support of HairToStay, providing women access to scalp cooling during cancer treatments to help retain their natural hair.



HairToStay is the first and only national nonprofit dedicated to increasing access to scalp cooling, a revolutionary FDA- approved treatment that dramatically minimizes chemotherapy- induced hair loss.

Our initial donation of \$22,000 was presented to special guest attendee **Sydney Berry**, honoring her tireless work in cancer advocacy. Since retiring from her post at Salon Services PRO, Sydney serves as a member of HairToStay's haircare advisory board and as the chair of Pro Beauty Association (PBA).

Throughout the year, Keune will help educate our distributors and Keune stylists about HairToStay with dedicated messaging including emails and social media posts. Our recently revamped Keune Rewards program offers stylists the opportunity to donate their Rewards points, which Keune will redeem for dollars to the foundation. A promotional campaign later in 2026 will direct proceeds to the charity.

SAVE 20% OFF

Lilash & LiBrow

	ITEM	PRICE	VALUE	SAVINGS
LILASH 2ML	20081	\$36.00	\$45.00	\$9.00
LILASH 4ML	20128	\$56.00	\$70.00	\$14.00
LIBROW 3ML	20080	\$36.00	\$45.00	\$9.00
LIBROW 6ML	20129	\$56.00	\$70.00	\$14.00

90 DAY RESULTS USING LILASH & LIBROW



BEFORE



AFTER



Living proof.

MAY-JUNE
Save 15%

STOCK UP FOR SUMMER



PERFECT HAIR DAY

Dry Shampoo | 5.5oz

- Absorbs oil, sweat, and odor
- Actually cleans hair
- Delivers a fresh, time-release scent
- Makes hair look, feel, and smell clean
- Delivers light texture and body

ITEM	PRICE	VALUE	SAVINGS
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503105	\$14.00	\$16.50	\$2.50
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FULL

Dry Volume & Texture Spray | 7.5oz

- Instant, long-lasting, revivable volume and texture
- Transforms fine, flat, or thin hair
- Absorbs oil to extend your style
- Works on dry hair – use anytime
- Buildable, no-slip grip for versatile styling

ITEM	PRICE	VALUE	SAVINGS
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502960	\$15.30	\$18.00	\$2.70
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LOMA[®]





SAVE ON STYLERS & TREATMENTS

MAY-JUNE
Save
UP TO
31%

CALMING CREME 8OZ

VOLUMIZING FOAM 8OZ

LEAVE IN CONDITIONER 8OZ

FIRM HOLD HAIRSPRAY 8OZ

FIBER PUTTY 3OZ

FORMING PASTE 3OZ

CREME POMADE 3OZ

NOURISHING OIL TREATMENT 3.4OZ

NOURISHING OIL TREATMENT LIGHT 3.4OZ

FORTIFYING REPAIRATIVE TONIC 3.4OZ

ITEM	PRICE	VALUE	SAVINGS
68998	\$8.25	\$11.89	\$3.64
68988	\$8.25	\$11.89	\$3.64
68206	\$7.15	\$10.27	\$3.12
68701	\$7.50	\$10.81	\$3.31
69068	\$8.25	\$11.89	\$3.64
69067	\$8.25	\$11.89	\$3.64
69069	\$8.25	\$11.89	\$3.64
68466	\$11.60	\$16.76	\$5.16
69226	\$11.60	\$15.50	\$3.90
68411	\$11.25	\$16.22	\$4.97

MAY-JUNE
Save 40%



HEALTHY HAIR BUILDER INTRO

INCLUDES:

- 2 NOURISHING SHAMPOO 12OZ
- 2 NOURISHING CONDITIONER 12OZ
- 2 DEEP CONDITIONER 8OZ
- 2 FORTIFYING REPAIRATIVE TONIC 3.4OZ
- 1 NOURISHING SHAMPOO 33.8OZ
- 1 NOURISHING CONDITIONER 33.8OZ
- 6 BROCHURES
- 2 EASEL CARDS
- 1 MIRROR CLING
- 1 WINDOW CLING

ITEM	PRICE	VALUE	SAVINGS
69292	\$94.20	\$157.00	\$62.80

MAY-JUNE
Save 40%



BLONDE INTRO

INCLUDES:

- 2 VIOLET SHAMPOO 12OZ
- 2 VIOLET CONDITIONER 12OZ
- 2 FINISHING HAIRSPRAY 9.1OZ
- 2 VOLUMIZING FOAM 8OZ
- 2 NOURISHING OIL TREATMENT LIGHT 3.4OZ
- 1 VIOLET SHAMPOO 33.8OZ
- 1 VIOLET CONDITIONER 33.8OZ
- 1 OVAL BAMBOO PADDLE BRUSH
- 2 BROCHURES
- 2 EASEL CARDS
- 1 MIRROR CLING
- 1 WINDOW CLING

ITEM	PRICE	VALUE	SAVINGS
69384	\$120.25	\$200.40	\$80.15

FINER SIDE INTRO

INCLUDES:

- 2 DAILY SHAMPOO 12OZ
- 2 DAILY CONDITIONER 12OZ
- 2 LEAVE IN CONDITIONER 8OZ
- 2 NOURISHING OIL TREATMENT LIGHT 3.4OZ
- 2 FINISHING HAIRSPRAY 9.1OZ
- 2 MAXIMUM VOLUMIZING SOLUTION 8OZ
- 1 DAILY SHAMPOO 33.8OZ
- 1 DAILY CONDITIONER 33.8OZ
- 2 BROCHURES
- 2 EASEL CARDS
- 1 MIRROR CLING
- 1 WINDOW CLING

MAY-JUNE
Save 40%



ITEM	PRICE	VALUE	SAVINGS
69385	\$107.50	\$179.00	\$71.50

SALON TOTE BUNDLE

INCLUDES 1 EACH:

- MOISTURIZING SHAMPOO 12OZ
- MOISTURIZING CONDITIONER 12OZ
- NOURISHING OIL TREATMENT 3.4OZ
- TEXTURE & FINISHING SPRAY 5.4OZ
- MAXIMUM VOLUMIZING SOLUTION 8OZ
- CALMING CREME 8OZ
- STYLIST JUTE BAG

MAY-JUNE
Save 40%



ITEM	PRICE	VALUE	SAVINGS
69298	\$43.20	\$72.00	\$28.80



maria nila
STOCKHOLM

LIMITED EDITION BEAUTY BAGS



Pouches made from recycled materials!

**HEAD & HAIR HEAL**

HEAD & HAIR HEAL SHAMPOO 11.8OZ
 HEAD & HAIR HEAL CONDITIONER 10.1OZ
 HEAD & HAIR HEAL SHAMPOO 3.4OZ
 HEAD & HAIR HEAL CONDITIONER 3.4OZ
 MULTIFUNCTIONAL REUSABLE BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
10398	\$36.00	\$52.76	\$16.76

**LUMINOUS COLOR**

LUMINOUS COLOR SHAMPOO 11.8OZ
 LUMINOUS COLOR CONDITIONER 10.1OZ
 LUMINOUS COLOR SHAMPOO 3.4OZ
 LUMINOUS COLOR CONDITIONER 3.4OZ
 MULTIFUNCTIONAL REUSABLE BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
10399	\$32.00	\$46.50	\$14.50

**STRUCTURE REPAIR**

STRUCTURE REPAIR SHAMPOO 11.8OZ
 STRUCTURE REPAIR CONDITIONER 10.1OZ
 STRUCTURE REPAIR SHAMPOO 3.4OZ
 STRUCTURE REPAIR CONDITIONER 3.4OZ
 MULTIFUNCTIONAL REUSABLE BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
10400	\$32.00	\$46.50	\$14.50

**PURE VOLUME**

PURE VOLUME SHAMPOO 11.8OZ
 PURE VOLUME CONDITIONER 10.1OZ
 PURE VOLUME SHAMPOO 3.4OZ
 PURE VOLUME CONDITIONER 3.4OZ
 MULTIFUNCTIONAL REUSABLE BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
10401	\$32.00	\$46.50	\$14.50

**TRUE SOFT**

TRUE SOFT SHAMPOO 11.8OZ
 TRUE SOFT CONDITIONER 10.1OZ
 TRUE SOFT SHAMPOO 3.4OZ
 TRUE SOFT CONDITIONER 3.4OZ
 MULTIFUNCTIONAL REUSABLE BEAUTY BAG

ITEM	PRICE	VALUE	SAVINGS
10402	\$32.00	\$46.50	\$14.50

DRY SHAMPOO BUNDLES



**PURCHASE 3
INVISIDRY SHAMPOO 5.25OZ**

**RECEIVE 3 FREE
INVISIDRY SHAMPOO 3.3OZ**

ITEM	PRICE	VALUE	SAVINGS
10409	\$48.75	\$81.75	\$33.00



**PURCHASE 3
SOOTHING DRY SHAMPOO 5.25OZ**

**RECEIVE 3 FREE
SOOTHING DRY SHAMPOO 3.3OZ**

ITEM	PRICE	VALUE	SAVINGS
10409	\$48.75	\$81.75	\$33.00



**PURCHASE 3
DRY SHAMPOO 5.25OZ**

**RECEIVE 3 FREE
DRY SHAMPOO 3.3OZ**

ITEM	PRICE	VALUE	SAVINGS
10409	\$48.75	\$81.75	\$33.00

SAVE ON LIGHTENERS



BUY 1 GET 1 50% OFF

BALAYAGE LIGHTENER JAR

SILVER LIGHTENER JAR

BALAYAGE LIGHTENER REFILL

SILVER LIGHTENER REFILL

ITEM	PRICE	VALUE	SAVINGS
10412	\$40.50	\$54.00	\$13.50
10413	\$40.50	\$54.00	\$13.50
10414	\$34.50	\$46.00	\$11.50
10415	\$34.50	\$46.00	\$11.50

MEET
COLOR PRESERVE

Vibrancy, locked. Protection, activated.

Your color's new favorite haircare.

MILBON

COLOR PRESERVE

Locks in color and protects radiance for lasting brilliance



Color Locking Technology



Yak hair was colored, followed by a professional in-salon treatment. The shampoo-and-treatment cycle was repeated 3 times.



Color Preserve Professional Treatment

Instantly elevates color vibrancy and locks in color molecules.

Build it into your service as the final step of professional color.



Color Preserve Homecare

Helps protect that vibrancy and extend color longevity between visits.

Because great color deserves lasting care.

Color Locking Protector^{*1}

forms a water-resistant shield around color molecules, helping lock in vibrant color and defend against fade.

Calendula Extract^{*2}

helps replenish boundwater within the hair, restoring hydration and radiance from the inside out.

*1 PPG-3 Benzyl Ether Myristate *2 Calendula Officinalis Flower Extract *3 Milbon Repair Collection

MAY-JUNE
Save 19%

RETAIL INTRO

INCLUDES 3 EACH:

COLOR PRESERVE SHAMPOO 6.8OZ
COLOR PRESERVE TREATMENT 7.1OZ
COLOR PRESERVE PRIMER 4.1OZ
PLUS 20 PAPER RETAIL BAGS

ITEM	PRICE	VALUE	SAVINGS
58290	\$158.00	\$196.00	\$38.00

MAY-JUNE
Save 31%

PROFESSIONAL INTRO

INCLUDES 1 EACH:

COLOR PRESERVE NO.1 PRIMER 21.2OZ
COLOR PRESERVE NO.2 RETAIN 21.2OZ
COLOR PRESERVE NO.3 REHYDRATE 21.2OZ
COLOR PRESERVE NO.4 PROTECT 21.2OZ
COLOR PRESERVE SHAMPOO REFILL BAG 33.8OZ
COLOR PRESERVE PRIMER 4.1OZ
PLUS 5 EMPTY PUMPS

ITEM	PRICE	VALUE	SAVINGS
58289	\$268.00	\$388.00	\$120.00

MAY-JUNE
Save 12%

BACKBAR SET

INCLUDES 1 EACH:

COLOR PRESERVE SHAMPOO 33.8OZ
COLOR PRESERVE TREATMENT 35.3OZ
PLUS 2 EMPTY PUMPS

ITEM	PRICE	VALUE	SAVINGS
58291	\$114.00	\$130.00	\$16.00



MAY-JUNE
Save 15%**GO LIGHTER, STAY STRONGER - SUMMER ESSENTIALS**
*Strength Starts Here!***EXTENDED****CONTROLLER No.1 & No.2**

Features cutting-edge bond-building technology (patent pending) that repairs hair inside and out. It also counteracts the harmful effects of lightener overheating and metal buildup on the hair, offering additional benefits for more predictable and desirable results from both color and lightener treatments.

ITEM	PRICE	VALUE	SAVINGS
58175	\$50.15	\$59.00	\$8.85
58176	\$50.15	\$59.00	\$8.85

REPAIR HEAT**HEAT PROTECTIVE MIST**

Infused with Heat Restorative Technology and Free Radical Blockers - the mist repairs heat-stressed hair and provides superior thermal protection that is enhanced with heat-activated keratin.

ITEM	PRICE	VALUE	SAVINGS
57520	\$18.70	\$22.00	\$3.30

CREATIVE STYLE**BRILLIANT SHINE SPRAY**

Triple protection from UV, heat, and humidity helps maintain hair's vibrant color, healthy appearance, and manageability.

ITEM	PRICE	VALUE	SAVINGS
58081	\$16.15	\$19.00	\$2.85

BLONDE PLUS**NOURISHING VIOLET SHAMPOO**

The detangling, anti-brass violet shampoo simultaneously revitalizes and brightens blonde hair. A superior blend of MSVK and evening primrose extract rebuilds essential proteins in damaged hair while Internal Reflector restores hair's inner ability to shine. **Can be used daily.**

6.8OZ	58087	\$13.60	\$16.00	\$2.40
33.8OZ	58089	\$40.80	\$48.00	\$7.20

NOURISHING VIOLET CONDITIONER

The nourishing, anti-brass violet conditioner simultaneously revitalizes and brightens blonde hair. A superior blend of MSVK and evening primrose extract rebuilds essential proteins in damaged hair while Internal Reflector restores hair's inner ability to shine. **Can be used daily.**

7.1OZ	58092	\$18.70	\$22.00	\$3.30
35.3OZ	58094	\$56.10	\$66.00	\$9.90



“

I love Milbon's Blonde Plus Nourishing Violet Shampoo and Treatment because they do not make the blonde too silvery, and they keep the hair hydrated, vibrant, and bouncy.

”

Salon name: Gayla salon
Location: TX

MAY-JUNE
Save 15%

SOPHISTONE LIGHTENING OPTIONS: LIGHTENERS & PERMANENT CLEAR

Will you do an on-scalp application?

Yes

No

How many levels of lift?

Up to 4 levels

Up to 7 levels

Will you be doing a balayage?

Yes

No



Permanent Clear

Adds up to 4 levels of lift with botanical oils for scalp protection.
(2.8 Oz)



Elite Multi Powder

Versatile powder lightener for on-scalp use, lifting up to 7 levels.
(35.3 Oz)



Elite Clay

Kaolin-infused clay lightener for balayage, lifting up to 9 levels.
(35.3 Oz)



Elite Powder

Blue powder lightener for off-scalp techniques, lifting up to 9 levels.
(35.3 Oz)

ITEM	PRICE	VALUE	SAVINGS
58247	\$7.65	\$9.00	\$1.35

ITEM	PRICE	VALUE	SAVINGS
58240	\$40.08	\$48.00	\$7.92

ITEM	PRICE	VALUE	SAVINGS
57668	\$40.08	\$48.00	\$7.92

ITEM	PRICE	VALUE	SAVINGS
57669	\$38.25	\$45.00	\$6.75

STOCK UP

All Signature Treatment* & All Empty Bottles



SAVE 15%

All In-Salon Treatment* + Weekly Booster

*In-Salon
Treatment*

Cost \$29.75 - 50.15

Value up to \$59.00

*Weekly
Booster*

Cost \$5.10

Value \$6.00

Save 50%

Backbar Empty Pump Bottles*

*Pump
Bottles*

Cost \$4.00

Value up to \$8.00

*Smooth Perfecting Primer, No.1, No.2, No.3, Weekly Booster (Fine / Medium / Coarse) • Moisture No.1, No.2, No.3, No.4, No.5, Weekly Booster • Repair No.1, No.2, No.3, No.4 (Fine / Coarse), Weekly Booster • Anti-Frizz No.1, No.2, No.3, Weekly Booster • Reawaken No.1, No.2, No.3, No.4, Weekly Booster • Scalp Cleansing Spa Gel (Citrus / Rose / Vanilla) • Extended Protector No.1, No.2, Controller No.1, No.2.

All Gold Treatment* & All Empty Bottles



SAVE 15%

All In-Salon Treatment* + Weekly Booster

*In-Salon
Treatment*

Cost \$25.05 - 57.80

Value up to \$59.00

*Weekly
Booster*

Cost \$6.80

(alue \$8.00)

Save 50%

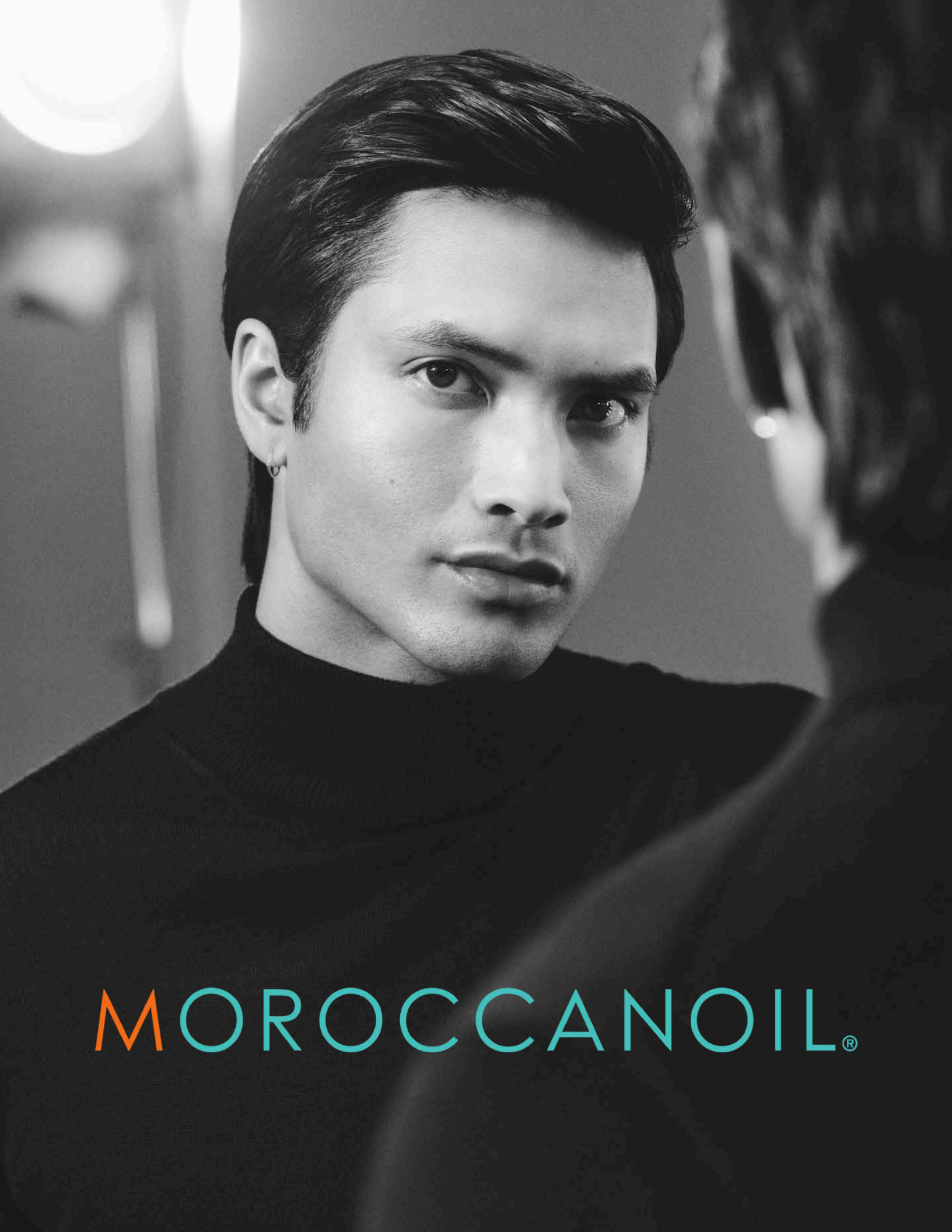
Backbar Empty Pump Bottles*

*Pump
Bottles*

Cost \$4.00

Value up to \$8.00

*Universal No.1, No.4 • Indulging Hydration No.2, No.3, No.5, Weekly Booster • Illuminating Glow No.2, No.3, No.5, Weekly Booster • Vitalizing Dimension No.2, No.3, No.5, Weekly Booster • Enhancing Vivacity Cleansing Balm, Weekly Booster • Enhancing Vivacity Cleansing Balm, Cleansing Exfoliant, Moisturizing Spa Cream, Aroma Oil (Geranium / Cedarwood / Bitter Citrus / Herbal Mint)



MOROCCANOIL®

STYLE LIKE A PRO

Introducing **NEW** Sculpting Pomade



NEW!

SCULPTING POMADE

Delivers strong hold, high shine, and ultimate control.



NEW LOOK!

TEXTURE CLAY

Workable clay defines and sculpts with a matte finish.



NEW LOOK!

MOLDING CREAM

Soft, flexible hold for effortless definition to enhance every look.

Salon Price: \$15.00 EACH

2.6 OZ. / 75 ml

MAY-JUNE
Save 20%



STYLE EXPANSION LAUNCH INTRO

Showcase the trio of stylers with this sleek new display

INCLUDES 5 EACH:

SCULPTING POMADE 75ML

MOLDING CREAM 75ML

TEXTURE CLAY 75ML

PLUS 1 DISPLAY

ITEM	PRICE	VALUE	SAVINGS
77631	\$180.00	\$225.00	\$45.00

HAIR & HAND HEROES

MAY-JUNE
Save 31%



ORIGINAL

MoroccanOil Treatment
(3.4FL.OZ. / 100ml)

Hand Wash Fragrance Originale
(12.2FL.OZ. / 360ml)



LIGHT

MoroccanOil Treatment Light
(3.4FL.OZ. / 100ml)

Hand Wash Fragrance Originale
(12.2FL.OZ. / 360ml)



MIST

MoroccanOil Treatment Mist
(3.4FL.OZ. / 100ml)

Hand Wash Fragrance Originale
(12.2FL.OZ. / 360ml)

ITEM	PRICE	VALUE	SAVINGS
77633	\$25.00	\$36.00	\$11.00

ITEM	PRICE	VALUE	SAVINGS
77634	\$25.00	\$36.00	\$11.00

ITEM	PRICE	VALUE	SAVINGS
77635	\$25.00	\$36.00	\$11.00

LIMITED-EDITION LIP BALM TRIO

MAY-JUNE
Save 33%



- Enriched with argan butter and peptides to deliver instant hydration without a sticky feel
- Deeply nourishes to leave lips soft and smooth
- Available in three Mediterranean-inspired flavors and tints



INCLUDES 1 EACH

MOROCCAN MINT TEA LIP BALM 15G
BERRY POMEGRANATE LIP BALM 15G
VANILLA DATE LIP BALM 15G

ITEM	PRICE	VALUE	SAVINGS
77636	\$22.00	\$33.00	\$11.00

NEW FRAGRANCES

BRUMES DU MAROC

Transport your senses with Brumes du Maroc Fragrance Mist for Hair and Body, infused with argan oil and Vitamin E.
Now in three Mediterranean-inspired scents!

NEW
AMBIANCE
DE PLAGE

Fragranced with
gardenia petals,
shredded coconut,
pineapple leaf.



NEW
DAHLIA
ROUGE

Fragranced with
dahlia petals,
pearl tuberose,
sandalwood.

Salon Price: \$10.00

per 1 FL.OZ. / 30 ml unit

Salon Price: \$17.50

per 3.4 FL.OZ. / 100 ml unit

NEW BRUMES DU MAROC SALON DISPLAY

- 3 BRUMES DU MAROC 1OZ
- 2 BRUMES DU MAROC 3.4OZ
- 3 BRUMES DU MAROC DHALIA ROUGE 1OZ
- 2 BRUMES DU MAROC DHALIA ROUGE 3.4OZ
- 3 BRUMES DU MAROC AMBIANCE DE PLAGE 1OZ
- 2 BRUMES DU MAROC AMBIANCE DE PLAGE 3.4OZ
- 1 DISPLAY

ITEM PRICE VALUE SAVINGS

77641 \$165.00 \$195.00 \$30.00



— LOVING THE NEW MISTS? —

BRUMES DU MAROC

Refresh, Replenish & Repeat

MIST MOMENTS



Gift-with-purchase
& Promotional
Activities



Service Finishing -
final spray after
done styling,
clients select
finishing fragrance



Merchandising -
create displays
with the full body
assortments in
these fragrances



Station, Towel &
Restroom Spray



- Hair & body mists are trending and are **the fastest-growing segment in prestige beauty.**
- Fragrance layering has become mainstream; **clients are experimenting with layering** different fragrances, especially with mists at a lower price point.
- **Clients want lighter, more wearable fragrances** over traditional perfumes.

REFRESH & REPLENISH DEAL

3 ORIGINAL MIST 3.4OZ
3 DAHLIA ROUGE MIST 3.4OZ
3 AMBIANCE DE PLACE 3.4OZ
4 ORIGINAL MIST 1OZ
4 DAHLIA ROUGE MIST 1OZ
4 AMBIANCE DE PLACE 1OZ

ITEM	PRICE	VALUE	SAVINGS
77665	\$217.50	\$277.50	\$60.00

Perfect for
GWP's



JUNE
Save 22%

TWO SCENTS, ONE ESCAPE TO THE MEDITERRANEAN



*In-Store
Exclusive!*



INCLUDES 1 EACH

LUMIÈRE DU JOUR EAU DE PARFUM 4ML
FRAGRANCE ORIGINALE EAU DE PARFUM 4ML

ITEM	PRICE
72991	\$21.00

BUY ONE, GET ONE FREE!

BLONDE VOYAGE

3 WAYS TO PLAY. POWDER, CREAM, OR CLAY!

Get creative with high-performing lighteners for every client and technique.



BLONDE VOYAGE CLAY LIGHTENER

UP TO 8 LEVELS OF LIGHT

ITEM	PRICE	VALUE	SAVINGS
77644	\$13.00	\$26.00	\$13.00

BLONDE VOYAGE CREAM LIGHTENER

UP TO 8 LEVELS OF LIGHT

ITEM	PRICE	VALUE	SAVINGS
77645	\$9.50	\$19.00	\$9.50

BLONDE VOYAGE POWDER LIGHTENER

UP TO 9 LEVELS OF LIGHT

ITEM	PRICE	VALUE	SAVINGS
2LB 77642	\$21.00	\$42.00	\$21.00
500G 77643	\$13.00	\$26.00	\$13.00

OLAPLEX



MEET

Nº.7

SHINE SERUM OIL MIST



Hair needs two things for vibrant, healthy shine: nourishing oil and hydrating treatment. **Nº.7 Shine Serum Oil Mist** delivers both in one bi-phase formula, fusing patented **OLAPLEX Bond-Building Technology™** with weightless oils and a hydrating serum in a hands-free super-fine mist. Shake. Spritz. Shine.

KEY BENEFITS

- Instant weightless shine and replenishing hydration in one mist
- Visibly healthier looking hair with reduced breakage
- Hands-free super-fine mist refreshes without disrupting finished styles
- 450°F (232°C) heat protection

CLINICAL RESULTS

- 96-hour shine and hydration
- 75% reduction in breakage
- 95% agreed hair felt smoother and less frizzy after one week of use*

HOW TO USE

- Shake well until serum and oil are fully combined
- Mist 2 to 4 sprays onto dry hair, focusing on mid-lengths to ends
- Layer over OLAPLEX Nº.7 Bonding Oil on damp hair for added shine and heat protection

JULY-AUG
Save 26%

LIMITED TIME LAUNCH INCENTIVE

PURCHASE 3 EACH

NO.7 SHINE SERUM MIST 80ML

RECEIVE 1 EA FREE

NO.7 BONDING OIL 30ML



ITEM	PRICE	VALUE	SAVINGS
96351	\$57.00	\$73.00	\$16.00

NOT AVAILABLE IN STORES - ONLY AVAILABLE ONLINE & THROUGH CUSTOMER CARE

*When Nº.4CURL & Nº.5CURL are used as a system

**Based on independent consumer study of 75 participants



JUNE ONLY
Save 36%

**PURCHASE**

1 NO.7 BONDING OIL 60ML

RECEIVE FREE

1 NO.7 BONDING OIL 30ML

ITEM	PRICE	VALUE	SAVINGS
96347	\$27.00	\$42.00	\$15.00

New!

**TRY ME STYLIST TOTE**

NO.1 & NO.2 SACHET

NO.3 PLUS COMPLETE REPAIR TREATMENT 100ML

NO.4 BOND MAINTENANCE SHAMPOO 250ML

NO.5 BOND MAINTENANCE CONDITIONER 250ML

NO.5 MOISTURIZE & MEND LEAVE IN CONDITIONER 100ML

NO.6 BOND SMOOTHER 100ML

NO.7 BONDING OIL 30ML

NO.9 BOND PROTECTOR NOURISING HAIR SERUM 90ML

CANVAS STYLIST TOTE

ITEM	PRICE	VALUE	SAVINGS
96318	\$99.00	\$124.00	\$25.00

JUNE ONLY
Save 20%



	ITEM	PRICE	VALUE	SAVINGS
NO.1 BOND MULTIPLIER PRO 525ML	96310	\$63.20	\$79.00	\$15.80
NO.2 BOND PERFECTOR PRO 525ML	96311	\$57.60	\$72.00	\$14.40
SALON INTRO KIT	96200	\$158.40	\$198.00	\$39.60
TRAVELING STYLIST KIT	96201	\$52.00	\$65.00	\$13.00
NO.1 STAND ALONE PACKETTE	96202	\$9.60	\$12.00	\$2.40



Schwarzkopf®
PROFESSIONAL



FREE DEVELOPER

WITH BLONDME LIGHTENER PURCHASE

JUNE ONLY
Save
UP TO
26%



BUY YOUR CHOICE OF

- 130232 PREMIUM LIGHTENER 9+ 450G
- 130233 PREMIUM LIGHTENER 9+ 800G
- 130234 PREMIUM CLAY LIGHTENER 7+ 350G
- 130235 PRECISION LIGHTENER 350G

RECEIVE ONE DEVELOPER FREE

- 130236 PREMIUM DEVELOPER 2% 7 VOL 1 33.8OZ
- 130237 PREMIUM DEVELOPER 6% 20 VOL 33.8OZ
- 130238 PREMIUM DEVELOPER 9% 30 VOL 33.8OZ
- 130239 PREMIUM DEVELOPER 12% 40 VOL 33.8OZ



BUY 6, GET 2 FREE IGORA COLOR10

BUY ANY

6 IGORA COLOR10 Color Shades, 2.1 oz.

RECEIVE FREE

2 IGORA COLOR10 Color Shades, 2.1 oz.

\$53.70

salon value: \$71.60



FOILED CASHMERE CERTIFICATION

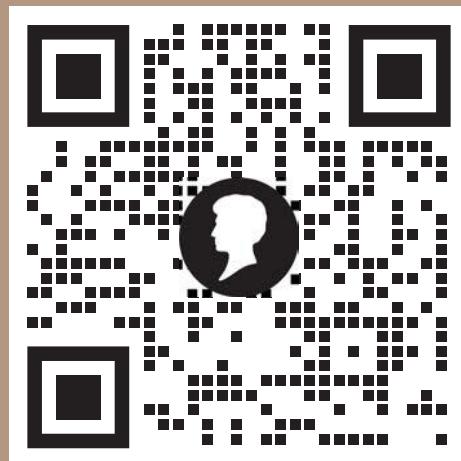
featuring Celebrity Colorist Kari Hill

The next era of blonding is here with **FOILED CASHMERE**, a '90s inspired technique reimagined for today's client. Certification includes 3 courses with full step-by-steps:



GET CERTIFIED
FOR FREE

SCAN OR CLICK



MAKE THE SWITCH

^X
Tracey Cunningham



SCAN FOR A GUIDE TO MASTER OUR COLOR LINE



www.switchwithskp.com



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CONVERSION
CHARTS

5-88

NUMBERING
SYSTEM GUIDE



COLOR
WHEEL



INSPIRATION



COMMUNITY

mySKP REWARDS

Discover a loyalty program designed for you. With mySKP, every purchase brings you closer to fabulous rewards.

HOW IT WORKS

Earn points each month with any Schwarzkopf Professional purchase. It's our way of saying thank you for choosing us for your hair care needs. Points can be used to receive airline tickets, electronics, SKP products and educational offerings, and more!



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and start earning points.
SCAN OR VISIT [MYSKPREWARDS.COM](https://myskprewards.com)

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unite®



UNITE[®]

pro deals

Coming In Hot

WARMER WEATHER IS ON THE WAY!

Block humidity and keep frizz in check with smoothing, heat protecting, and shine enhancing essentials. Try the NEW Frizz Fighting Mist and get the versatile styling cream for FREE for a limited time with our exclusive pack offers.



7SECONDS ANTI-FRIZZ TRY ME PACK

Stock up on our signature system favorites and get our new leave-in thermo mist on us.

PURCHASE 2 EACH

7 SECONDS SHAMPOO 10OZ

7 SECONDS CONDITIONER 10OZ

7 SECONDS DETANGLER 8OZ

RECEIVE 1 FREE

ANTI FRIZZ LEAVE IN THERMO MIST 6OZ

ITEM	PRICE	VALUE	SAVINGS
781056	\$120.50	\$138.00	\$17.50

MAY-JUNE
Save 13%



ARGAN ESSENTIALS PACK

INCLUDES 3 EACH

U OIL 4OZ

BLONDA OIL 4.23OZ

RECEIVE 2 COMPLIMENTARY

SMOOTH & SHINE STYLING CREAM 3.5OZ

ITEM	PRICE	VALUE	SAVINGS
781057	\$166.50	\$202.50	\$36.00

MAY-JUNE
Save 18%



SSPRO DEALS

