

# modern

**SEP OCT**  
**2025 PROMOS**

image: Davines

**DAVINES | REF | LEYTON HOUSE**  
**SURFACE | OLIGO | ALURAM**  
**O2 PROFESSIONAL | FRAMAR**  
**AND MORE...**





# INTRODUCING BEAUTIFUL THINGS

3-STEP SALON EXCLUSIVE COLOUR-CARE SERVICE



**davines**  
sustainable beauty





### PURCHASE

|                                    |       |   |
|------------------------------------|-------|---|
| PRO CHELATING PRE-TREATMENT SPRAY  | 300ml | 1 |
| CHELATING SHAMPOO                  | 1 L   | 1 |
| RESTORING LEAVE-IN MASK – PRO ONLY | 150ml | 2 |
| RESTORING LEAVE-IN MASK – RETAIL   | 90ml  | 2 |



### PURCHASE

|                                    |       |   |
|------------------------------------|-------|---|
| PRO CHELATING PRE-TREATMENT SPRAY  | 300ml | 2 |
| CHELATING SHAMPOO                  | 1 L   | 1 |
| RESTORING LEAVE-IN MASK – PRO ONLY | 150ml | 4 |
| RESTORING LEAVE-IN MASK – RETAIL   | 90ml  | 4 |

while supplies last

## SEPTEMBER BEAUTIFUL THINGS

New 3-Step Salon Exclusive Colour-Care Service

### SMALL SALON PROMOTION

#### RECEIVE COMPLIMENTARY

|  |       |    |
|--|-------|----|
| BEAUTIFUL THINGS LEAVE-IN MASK DELUXE TRIAL SIZE             | 40ml  | 2  |
| BEAUTIFUL THINGS LEAVE-IN MASK SACHET + CLIENT SACHET HOLDER | 6ml   | 24 |
| HEART OF GLASS INSTANT BONDING GLOW                          | 300ml | 1  |
| LITER PUMP   | N/A   | 1  |
| GLORIFIER + RETAIL SHELF SIGN                                | N/A   | 1  |
| TECHNICAL DOSSIER  | N/A   | 1  |
| KIT OF MIRROR CLINGS   | N/A   | 3  |



Salon Investment - \$295.00 USD

Salon Value - \$400.60 USD

Salon Savings - 26%

## SEPTEMBER BEAUTIFUL THINGS

New 3-Step Salon Exclusive Colour-Care Service

### LARGE SALON PROMOTION

#### RECEIVE COMPLIMENTARY

|  |       |    |
|--|-------|----|
| BEAUTIFUL THINGS LEAVE-IN MASK DELUXE TRIAL SIZE             | 40ml  | 8  |
| BEAUTIFUL THINGS LEAVE-IN MASK SACHET + CLIENT SACHET HOLDER | 6ml   | 24 |
| HEART OF GLASS INSTANT BONDING GLOW                          | 300ml | 2  |
| LITER PUMP   | N/A   | 1  |
| GLORIFIER + RETAIL SHELF SIGN                                | N/A   | 1  |
| TECHNICAL DOSSIER  | N/A   | 1  |
| KIT OF MIRROR CLINGS   | N/A   | 6  |



Salon Investment - \$534.00 USD

Salon Value - \$808.02 USD

Salon Savings - 34%



LIVING PALETTE



COLOUR  
GRADUATION  
RED



CELTIC COPPER

## Wave II

### 9 NUANCES

#### WARM BLONDES:

10,31

#### COOL REDS:

7,55

#### WARM REDS:

7,44 - 8,62 - 9,44

#### WARM BROWNS:

4,7

#### SPECIALTIES:

RED - VIOLET - BLUE



# THE PRESENT TIME



LEARN MORE ABOUT  
THE PRESENT TIME

Choose from  
our Wave II  
nuances

## PURCHASE

CHOICE OF THE PRESENT TIME  
NUANCES WAVE II (6 NUANCES) 100 ml 8

## 9 NUANCES

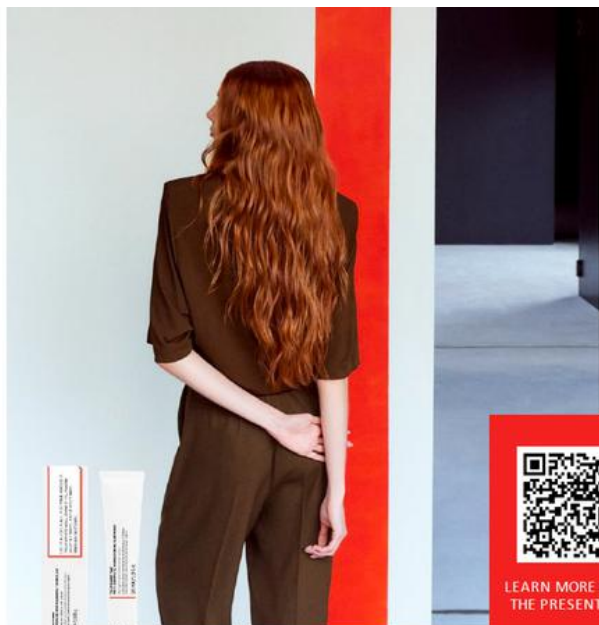
**WARM BLONDES:**  
10,31

**COOL REDS:**  
7,55

**WARM REDS:**  
7,44 - 8,62 - 9,44

**WARM BROWNS:**  
4,7

**SPECIALTIES:**  
RED - VIOLET - BLUE



LEARN MORE ABOUT  
THE PRESENT TIME

## PURCHASE (TOTAL 16)

CHOICE OF THE PRESENT TIME  
NUANCES - WAVE II (6 NUANCES) 100 ml 8

CHOICE OF THE PRESENT TIME  
NUANCES - WAVE I 100 ml 8

## 9 NUANCES

**WARM BLONDES:**  
10,31

**COOL REDS:**  
7,55

**WARM REDS:**  
7,44 - 8,62 - 9,44

**WARM BROWNS:**  
4,7

**SPECIALTIES:**  
RED - VIOLET - BLUE

## SEPTEMBER

# THE PRESENT TIME WAVE II

*New demi-permanent alkaline color line*

## SMALL PROMOTION WAVE II

### RECEIVE COMPLIMENTARY

|                                    |         |   |
|------------------------------------|---------|---|
| CHOICE OF ACTIVATOR 7 OR 15 VOLUME | 1000 ml | 1 |
| THE PRESENT TIME TECHNICAL MAP     | N/A     | 1 |



TECHNICAL MAP

**Salon Investment - \$100.00 USD**

**Salon Value - \$118.50 USD**

**Salon Savings - 16%**

## SEPTEMBER

# THE PRESENT TIME WAVE II

*New demi-permanent alkaline color line*

## LARGE PROMOTION WAVE II

### RECEIVE COMPLIMENTARY

|                                      |         |   |
|--------------------------------------|---------|---|
| THE PRESENT TIME ACTIVATOR 7 VOLUME  | 1000 ml | 1 |
| THE PRESENT TIME ACTIVATOR 15 VOLUME | 1000 ml | 1 |
| THE PRESENT TIME TECHNICAL DOSSIER   | N/A     | 1 |
| DAVINES COLOR BOWL                   | N/A     | 1 |
| DAVINES COLOR BRUSH                  | N/A     | 1 |
| THE PRESENT TIME COLLECTION BOOKLET  | N/A     | 1 |
| DAVINES HAIR COLOR CATEGORIES POSTER | N/A     | 1 |



TECHNICAL DOSSIER



**Salon Investment - \$200.00 USD**

**Salon Value - \$246.50 USD**

**Salon Savings - 19%**

while supplies last





## THIS YEAR'S GIFT WITH PURPOSE:

### REVITALIZING HAIR & PILLOW MIST

Formulated with sustainably grown Red Clover from the EROC field at Davines Village — a true Land Keeper ingredient that **enriches soil**, **captures CO<sub>2</sub>**, and supports **regenerative agriculture**.

#### Key Benefits:

- Hydrates & softens for smooth, nourished hair
- Fresh, forest-inspired scent that lasts all day & night
- Lightweight formula refreshes without buildup



**SEPT**  
IN SALON

## LAND KEEPER GIFT WITH PURPOSE

*Featuring Naturaltech Retail*

### RECEIVE COMPLIMENTARY

|   |          |   |
|---|----------|---|
| LIMITED EDITION REVITALIZING HAIR & PILLOW MIST GWP | 100 ml   | 3 |
| LAND KEEPER 2025 MIRROR CLINGS                      | Set of 4 | 1 |
| RETAIL SHELF SIGN                                   | N/A      | 1 |

### PURCHASE

CHOICE OF NATURALTECH RETAIL SIZED PRODUCTS      N/A      9

#### ***Suggested Salon Retail Offer:***

Buy 3 retail-size Naturaltech products, get a complimentary Hair & Pillow mist.

while supplies last



MSRP Value:  
22 USD



**Salon Investment - 255.00 USD**  
**Salon Value – USD 351.50**  
**Salon Savings – 28%**



**NOW  
AVAILABLE**  
Salon cost: \$31.50

**YOUR FAVORITE SHAMPOO,  
NOW IN A NEW LARGER SIZE**

*18% cost savings versus 280ml!*

|              | USD      |         |
|--------------|----------|---------|
| OI Shampoo   | MSRP     | Cost/ML |
| 280ml        | \$43.00  | \$0.15  |
| 500ml        | \$63.00  | \$0.13  |
| 1,000ml (1L) | \$111.00 | \$0.11  |



PACKAGING

Mono-material pouch

Fully recyclable\*

\* Check your country disposal.

SUSTAINABILITY

71%

Less plastic

\*compared to 2x280ml bottles



STOCKHOLM SWEDEN

# REF



Regular Salon Price:  
**\$16.50 /PCS**  
Salon Special Price:  
**\$13.20 /PCS**



**FIBER MOUSSE  
N°345  
19% SAVINGS**

**Material Included**  
Fiber Mousse N°345 250ml  
Salon Sign in A5

while supplies last

Regular Salon Price:  
**\$16.00/PCS**  
Salon Special Price:  
**\$12.80/PCS**



**BUY 3 GET 1  
FOR FREE  
25% SAVINGS**

**Material Included**  
Colour Boost Masque 200ml  
Salon Sign A5

Regular Salon Price:  
**\$16.00/PCS**  
Salon Special Price:  
**\$12.80/PCS**



**NEW! COLOUR  
BOOST MASQUE  
INTENSE RED 6.66**

**Material Included**  
Intense Red 6.66 200ml  
Salon Sign in A5

Regular Salon Price:  
**\$85.00**  
Salon Special Price:  
**\$47.00**



**600 ML  
CARE DUOS  
19% SAVINGS**

**Material Included**  
Shampoo 600 ml  
Conditioner 600 ml  
Sleeve for the products  
Salon Sign in A5



STOCKHOLM SWEDEN

# REF



Regular Salon Price  
**\$12.50/PCS**  
Special Salon Price  
**\$10.00/PCS**



**FRIZZ TAMER  
N°130  
20 % SAVINGS**

**Material included**  
12 psc Frizz Tamer N°130 20 ml  
Frizz Tamer Shelf Stand  
Salon Sign in A5

Regular Salon Price  
**\$15.00/PCS**  
Special Salon Price  
**\$12.80/PCS**



**WHIPPED  
MOISTURE MOUSSE  
15 % SAVINGS**

**Material included**  
Whipped Moisture Mousse 200 ml  
Salon Sign in A5

Regular Salon Price  
**\$14.00/PCS**  
Special Salon Price  
**\$11.20/PCS**



**HOLD & SHINE  
SPRAY N°545  
20 % SAVINGS**

**Material included**  
Hold & Shine Spray N°545 300 ml  
Salon Sign in A5

while supplies last  
available for pre-order





**Surface®**  
HAIR HEALTH ART

# Surface Global Forum 2025

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

REGISTER NOW! →



## TRINITY COLOR CARE MIX & MATCH\*

### CHOOSE FROM

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

**2 FOR \$32**

\*RETAIL SIZES ONLY



### OCTOBER ONLY!

## SERVICE TRENDS

**BUY 5, GET ONE FREE!**

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

**SAVE 25%**

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



### SEPTEMBER ONLY!

## SAVE 30% THERMAL PROTECTANTS

### CHOOSE FROM

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



### SEPTEMBER ONLY!

## SAVE 25% ESSENTIALS SALE!

All In Leave-In Conditioner 6 oz.  
**\$13.12**  
Salon Value \$17.50



## GET THE LOOK MIX & MATCH\*

### CHOOSE FROM

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

**2 FOR \$31**

\*RETAIL SIZES ONLY



### OCTOBER ONLY!

## SAVE 25% SCALP & SKIN SALE

### CHOOSE FROM

Awaken Scalp Detox 6 oz. .... \$13.87  
Awaken Treatment 2 oz. .... \$13.98  
Awaken Treatment 6 oz. .... \$28.96  
Awaken Elixir 4 oz. .... \$15.42  
Awaken Masque 6 oz. .... \$18.72  
CBD Salve 2.5 oz. .... \$21.25  
Salon Value \$18.49 to \$38.62



## LITER BLITZ SAVE 25% ON LITER DUOS



## SHAMPOO & CONDITIONER LITER DUOS

### CHOOSE FROM

Awaken Liter Duo ..... \$58.56  
Trinity Liter Duo ..... \$58.90  
Curls Liter Duo ..... \$65.86  
Bassu Liter Duo ..... \$58.00  
Pure Blonde Violet Liter Duo ..... \$71.47  
Blowout Liter Duo ..... \$63.87

Salon Value \$71.94 to \$95.30

while supplies last



OCTOBER OFFER



*NEW*

FREE 6.76oz VOLUME FOAM  
When you PURCHASE  
9 x 3.3oz Couture Silk Colors

### STYLE CULTURE VOLUME FOAM

For all hair types, whether you're looking to enhance volume or create textured styles.

A versatile, non-aerosol foaming mousse perfect for daily use.

Provides a medium to strong hold - Adds volume and body hair  
Lightweight foam with long-lasting hold  
Infused with nourishing Panthenol and Aloe Vera  
Free from silicones and parabens



SCAN TO JOIN  
THE TECH GROUP



### COMPLIMENTARY

26.4oz Alpine Blonda 7



SEPTEMBER OFFER

BUY 9  
3.3oz Couture Silk Colors

**Salon \$81.90**

Normally \$118.80  
SAVE \$36.90

All promotions while stocks last and are subject to change without notice  
while supplies last

available for pre-order



# 8 ULTRA

Experience the power of 8 ULTRA where full coverage meets luminous blondes.

## FLAWLESS COVERAGE

100% white hair coverage from 30% to 100% white hair, delivering effortlessly soft, radiant blondes.

## MIX & CREATE

Intermixable with all Calura Permanent Shine shades (excluding Pure Blonde) for ultimate customization.

Free of PPD  
and Ammonia

Exothermic  
Technology

Shiny  
result

No animal derived  
ingredients



## KIT INCLUDES:

- 2 X CALURA PERMANENT 8U NEUTRAL, 2 OZ
- 2 X CALURA PERMANENT 8U-12/8U-AI, 2 OZ
- 2 X CALURA PERMANENT 8U-36/8U-GV, 2 OZ
- 2 X CALURA PERMANENT 8U-3/8U-G, 2 OZ
- 1 X CALURA PERMANENT DEVELOPER 30 VOL. (9%), 8 OZ (VALUE \$4)
- 1 X CALURA PERMANENT DEVELOPER 40 VOL. (12%), 8 OZ (VALUE \$4)



8U NEUTRAL



8U-12/8U-AI



8U-36/8U-GV



8U-3/8U-G

US: \$54.00

VALUE: \$78.00

SALON SAVINGS: 31%

while supplies last





LAUNCHING OCTOBER 1<sup>ST</sup>

# NEW! CALURATEN SHADES

We are excited to announce the launch of new 8-10 level shades in CaluraTEN! With Blonde Express, you will be able to achieve flawless results with a quick 10-minute processing time.

## KIT INCLUDES:

- 1 X CALURATEN 8-34 /8GK, 2 OZ
- 1 X CALURATEN 10-34 /10GK, 2 OZ
- 1 X CALURATEN 9-18 /9AB, 2 OZ
- 1 X CALURATEN 10-18 /10AB, 2 OZ
- 1 X CALURATEN 10 NEUTRAL, 2 OZ
- 1 X CALURATEN 10-1/10A, 2 OZ
- 1 X CALURATEN 10-318 /10GAB, 2 OZ
- 2 X CALURA PERMANENT DEVELOPER, 20 VOL. (6%), 8 OZ (VALUE \$4)
- 1 X FREE SWATCH SHEET



### RATIO 1:1

Processing Time

Tone on tone or darker

10 minutes

20 VOL. (6%)

## BLONDE EXPRESS

CALURATEN



US: \$52.00

VALUE: \$69.25

SALON SAVINGS: 25%

while supplies last



# TURN UP THE VOLUME

It's party time! Perfect for a bouncy blowout that your salon guest can achieve at home, this kit offers volume and hold.

## KIT INCLUDES:

- 1 X BLACKLIGHT VOLUMIZING FIBER MOUSSE, 7 OZ
- 1 X BLACKLIGHT VOLUMIZING SHINE HAIRSPRAY, 8.5 OZ

US: \$25.00

VALUE: \$32.00

SALON SAVINGS: 22%



# SMART TRIO

Stock up on Blacklight SMART must-haves to offer a clean scalp, repaired ends and added bond protection to your colour and lightening services.

## BUY:

- 1 X PURIFYING SHAMPOO PRO, 16.5 OZ
- 1 X REPAIR CONDITIONER, 16.5 OZ

## FREE:

- 1 X BOND PROTECTION AND STRENGTHENING CONCENTRATE, 3.4 OZ (VALUE \$37.50)

US: \$66.25

VALUE: \$103.75

SALON SAVINGS: 36%



while supplies last



# ALURAM™

## 2025

### SEPTEMBER / OCTOBER



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

## HIGH SHINE ANTI-FRIZZ BLOWOUT SPRAY KIT

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

*New!*

### HIGH SHINE ANTI-FRIZZ BLOWOUT SPRAY

Lock in a smooth,  
mirror-like finish with  
this lightweight and  
heat-activated spray!  
Lasts up to 3 washes,  
& perfect to use after  
the High Shine  
Glossing Treatment!



6  
High Shine Anti-Frizz  
Blowout Sprays (8oz)

1  
High Shine Glossing Treatments  
(2oz, 9.75oz, & 32oz)

Display Stand w/  
High Shine Display Card

Detangling  
Brush

PROMOTIONAL SALON COST: \$164.00 SALON VALUE: \$208.99

*Seasonal  
Release!*

## AUTUMN CANDY APPLE BODY LOTION

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



BUY 5

FREE!

FREE!

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

## ALURAM STYLING TRIO -THE PERFECT BLOW OUT-

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



BUY ALL 3 FOR 20% OFF

FREE CAPE!

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





## PROFESSIONAL

First Time Ever – Save \$50.00 on the O2 and O2AMP Dryers



**Salon Cost: \$219.00 Each**  
**A Saving of \$50.00**



**Salon Cost: \$239.00 Each**  
**A Saving of \$50.00**



### Pro Stylist Hair Pack

**Salon Cost: \$125**  
**Savings: \$70.17**

## Buy 5 Get 1 Free

LIQUID GOLD  
Replenishing Argan Oil Treatment



**Salon Cost: \$75.00 For 6 Bottles**  
**A Saving of \$15.00**

## 1126 TRIMMER

PRO GOLD DLC TITANIUM CORD AND CORDLESS TRIMMER



**Salon Cost: \$99.95 Each**  
**A Saving of \$40.00**

A FIRST OF IT'S KIND - OF IRON



**Salon Cost: \$99.95 Each set**  
**A Saving of \$30.00**

## VELOCITY

CONTROLLED AIRFLOW SYSTEM

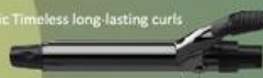
"The **Must-Have** Tool for Every Stylist: Elevate Your Highlighting Services **Today**."



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

### TITANIUM CERAMIC INTERCHANGEABLE CURLING IRON SET

1" Classic Timeless long-lasting curls



1 1/4" Soft bouncy curls and beachy waves

Digitally Controlled Handle

**Salon Cost: 85.00 Each**  
**A Saving of \$20.00**

## 1126 CLIPPER

PRO GOLD DLC TITANIUM CORD AND CORDLESS CLIPPER



**Salon Cost: 129.95 Each**  
**A Saving of \$50.00**

while supplies last

while supplies last

# FRAMAR™

*get lucky*



## 5x11 Switch Pop Up Foil

PU-500LUCK • 500 sheets  
• Embossed texture  
• Alternating foils  
**\$23.99**



## Embossed Roll

R-EMB-MLUCK • 320ft.  
• Self Dispensing Roll  
• Limited edition pattern  
**\$19.99**



## Bamboo Bowls

CB-CC-LUCK • Made with bamboo fibres.  
• Bleach proof.  
**\$14.99**



## Paddle Pack

PB-PP-LUCK • Black paddle is 6" x 4.25" and white paddle is 9.25" x 4".  
**\$10.99**



## Gator Grips

CL-GG-LUCK • Rubberized texture for ultimate grip strength and effortless hold.  
**\$10.29**



## Triple Threat Set

HB-TTS-LUCK • Perfect for root tapping, precise blends, and babylights.  
• AccuSoft bristles.  
**\$10.99**

## Detangle Brushes

FB-DT-LUCKC, • Charm  
FB-DT-LUCKL, • Lucky  
FB-DT-LUCKA • Ace  
**\$10.49/ea**

## Detangle Brush Display

FB-DT-D9LUCK • 3 charm, 3 lucky, 3 ace brushes  
**\$93.99**



**TAKE 40% OFF**

FRAMAR

PUTTIN' ON THE SPRITZ  
COLLECTION!

**WHILE SUPPLIES LAST!**

while supplies last