


MAY JUN

2025 PROMOS

image: REF



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

modern 



davines
beauty + sustainability

MEET THE PRESENT TIME



LEARN MORE ABOUT
THE PRESENT TIME



PURCHASE

CHOICE OF THE PRESENT TIME
NUANCES 100 ml 16

BONUS: RECEIVE EXCLUSIVE
ACCESS TO VIRTUAL ON-DEMAND
EDUCATION ON DAVINESPRO WITH THE
PURCHASE OF AN INTRO!



TRY THE PRESENT TIME

New demi-permanent alkaline color line

SMALL PROMOTION

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



TECHNICAL DOSSIER

MAY
in salon

Salon Investment - \$200.00
Salon Value - \$231.00
Salon Savings - 13%

while supplies last

THE PRESENT TIME



LEARN MORE ABOUT
THE PRESENT TIME



PURCHASE

CHOICE OF THE PRESENT TIME 100 ml 48
NUANCES

BONUS: RECEIVE EXCLUSIVE
ACCESS TO VIRTUAL ON-DEMAND
EDUCATION ON DAVINESPRO WITH THE
PURCHASE OF AN INTRO!



MAY
in salon

Salon Investment - \$600.00

Salon Value - \$788.50

Salon Savings - 24%

FALL IN LOVE WITH THE PRESENT TIME

New demi-permanent alkaline color line

LARGE PROMOTION

RECEIVE COMPLIMENTARY

THE PRESENT TIME ACTIVATOR 7 VOLUME	1000 ml	8
THE PRESENT TIME ACTIVATOR 15 VOLUME	1000 ml	8
PROTECTION PROVIDER	200 ml	2
THE PRESENT TIME COLOR CHART	N/A	1
DAVINES COLOR APRON	N/A	4
DAVINES COLOR CAPE	N/A	2
DAVINES COLOR BOWL	N/A	2
DAVINES COLOR BRUSH	N/A	2
THE PRESENT TIME COLOR BAR POSTER	N/A	1
THE PRESENT TIME TECHNICAL DOSSIER	N/A	1



MAY
in salon

Salon Investment - \$1,200.00

Salon Value - \$1,686.00

Salon Savings - 29%

while supplies last



PURCHASE

SU/ MILK	135 ml	3
SU/ HAIR & BODY WASH	250 ml	3
SU/ HAIR MASK	150 ml	3
SU/ AFTERSUN	150 ml	3
SU/ HAIR & BODY WASH TRAVEL SIZE	75 ml	3
SU/ MILK TRAVEL SIZE	50 ml	3

OCEAN KEEPER GIFT WITH PURPOSE

Summer with SU/
RECEIVE COMPLIMENTARY

LIMITED-EDITION OCEAN KEEPER DRY BAG	N/A	6
SU/ SACHET KIT (6 each of SU/ Hair & Body Wash, SU/ Mask, SU/ Milk)	N/A	1
RETAIL SHELF SIGN	N/A	1

Suggested Salon Retail Offer:

Buy 3 retail-size /SU products, get a complimentary summer dry bag.



MSRP Value:
26 USD



JUN
in salon

Salon Investment: \$255.00
Salon Value: \$351.50
Average Salon Savings: 27%



PURCHASE

CHOICE OF MORE INSIDE RETAIL PRODUCTS	N/A	12
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TRAVEL WITH YOUR MORE INSIDE FAVORITES

RECEIVE COMPLIMENTARY

MORE INSIDE THIS IS A PRIMER	100 ml	2
MORE INSIDE THIS IS A SEA SALT SPRAY	100 ml	2
MORE INSIDE THIS IS A DRY TEXTURIZER	100 ml	2
MORE INSIDE RETAIL SHELF SIGNAGE	N/A	1

Suggested Salon Retail Offer:

Receive a complimentary More Inside travel-size mini with the purchase of any 2 retail-sized More Inside styling products.



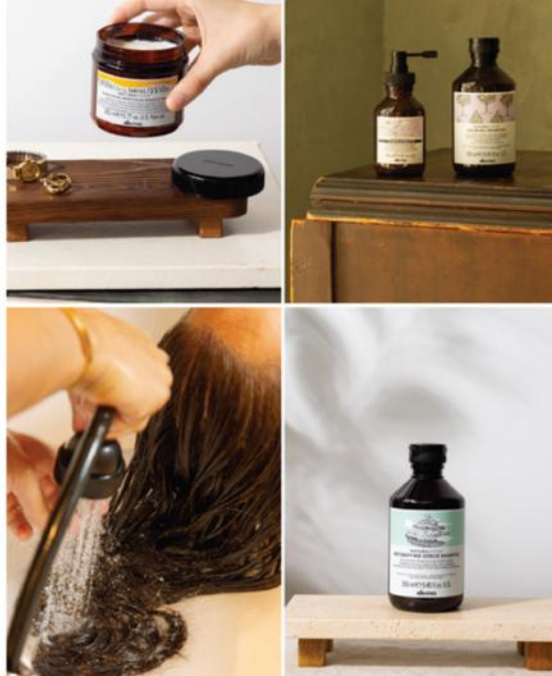
These More Inside travel-size minis are permanently available to order.

JUN
in salon

Average Salon Investment: \$207.00
Average Salon Value: \$270.00
Average Salon Savings: 23%

davines

while supplies last



PURCHASE

CHOICE OF NATURALTECH RETAIL-SIZE PRODUCTS	N/A	12
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NATURALTECH SCALP FOCUS

Elevate salon-exclusive treatment offerings with targeted, prescriptive care.

Introducing the Davines HeadSpa Experience- a results-driven approach that enhances scalp health, boosts client satisfaction, and drives Naturaltech retail sales by extending care beyond the salon.

RECEIVE COMPLIMENTARY

NATURALTECH CALMING SUPERACTIVE- Stickered	100 ml	1
NATURALTECH NOURISHING KERATIN SEALER- Stickered	100 ml	1
NATURALTECH ENERGIZING SHAMPOO SACHET	12x12 ml	1
HEADSPA SERVICES SALON MENU	N/A	1
PRESCRIPTION NATURALTECH TEAR PAD	N/A	1
ACCESS TO DIGITAL HEADSPA DAVINES COURSE	N/A	1



JUN
in salon

Average Salon Investment: \$255.84

Average Salon Value: \$312.84

Average Salon Savings: 18%



PURCHASE

CHOICE OF ESSENTIAL HAIRCARE SHAMPOO*	250 ml	3
CHOICE OF ESSENTIAL HAIRCARE CONDITIONER	250 ml	3
CHOICE OF ESSENTIAL HAIRCARE MASK OR STYLER	N/A	3

*Essential Haircare Refill pouches and SOUL/sea salt scrub not included

while supplies last

GIFT A LOVING MOMENT with LOVE/ambience candle

RECEIVE COMPLIMENTARY

LIMITED-EDITION LOVE/AMBIENCE CANDLE	110 gr	3
RETAIL SHELF SIGN	N/A	1

Suggested Salon Retail Offer:

Buy any retail-size Essential Haircare shampoo, conditioner, and mask or styler and receive a complimentary *limited-edition* LOVE/ambience candle.

MSRP Value of
USD 20



MAY
in salon

Average Salon Investment: \$165.47

Average Salon Value: \$200.47

Average Salon Savings: 17%



SUSTAINABLE SAVINGS
ENJOY 20% OFF WITH
THE CENTURY OF LIGHT
PROGRESS REFILL KIT

THE CENTURY OF LIGHT PROGRESS REFILL KIT

LIMITED EDITION

INCLUDES

THE CENTURY OF LIGHT PROGRESS REFILL BAGS	800 g	2
SUSTAINABLE FACTS & REFILL GUIDE LEAFLET	N/A	1



Doser scoopers not included and can be purchased separately.

MAY
in salon

Salon Investment: \$70.40
Salon Value: \$88.00
Salon Savings: 20%



PURCHASE

CHOICE OF HEART OF GLASS RETAIL SIZE	N/A	12
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APR
IN SALON

BLONDE HAIR, WE CARE

Buy at-home blonde care & get minis for travel!

RECEIVE COMPLIMENTARY

HEART OF GLASS TRAVEL KIT	N/A	4
SILKENING SHAMPOO MINI	90 ml	
RICH CONDITIONER MINI	90 ml	
RETAIL SHELF SIGN	N/A	1



Salon Investment: \$255.60
Salon Value: \$370.60
Savings: 31%

Suggested Salon Retail Offer:

Buy 3 retail-size Heart of Glass products, receive a complimentary Heart of Glass travel kit with a mini shampoo & conditioner.

davines

while supplies last

STOCKHOLM SWEDEN

REF



Regular Salon Price

\$36⁹⁰ (+GOMBS)

Salon Special Price

\$33⁹⁵



**COOL SILVER
DUO WITH COMB
8% SAVINGS**

Material Included
Shampoo 285 ml
Conditioner 245 ml
REF Large Comb

while supplies last

Regular Salon Price

\$25¹⁵

Salon Special Price

\$21⁷⁵



**WAXES + STRONG
HOLD SPRAY N°533
13% SAVINGS**

Material Included
Strong Hold Spray
N°533 75 ml
One of the REF
Waxes 85 ml

Available Waxes
Fiber Cream N°323
Shaper Wax N°424
Pomade N°530
Dry Shampoo Paste N°205
Styling Wax N°534

Regular Salon Price

\$56¹⁰

Salon Special Price

\$40⁰⁰



**BEAUTY BAG
SUMMER CARE
26% SAVINGS**

Material Included
Shampoo 100 ml
Conditioner 100 ml
Shampoo 285 ml
Conditioner 245 ml
REF Beauty Bag*

Available Series
Illuminate Colour,
Intense Hydrate,
Weightless Volume
& Ultimate Repair.

*Design might be
subject to change.



SURFACE
HAIR HEALTH ART

Surface Global Forum 2025

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

REGISTER NOW! ➔



CURLS BOX SET



SAVE 16% CURLS BOX SET

INCLUDES

- 1 Curls Shampoo 10 oz.
- 1 Curls Conditioner 6 oz.
- 1 Curls Whip Mousse 8 oz.

\$40.36

Salon Value \$48.05

OR

BUY 5, GET 1 FREE CURLS BOX SET

INCLUDES

- 1 Curls Shampoo 10 oz.
- 1 Curls Conditioner 6 oz.
- 1 Curls Whip Mousse 8 oz.

\$240.25

Salon Value \$288.30

CURLS MIX & MATCH*

CHOOSE FROM

- Curls Shampoo 10 oz.
- Curls Conditioner 6 oz.
- Curls Whip Mousse 5.5 oz.
- Curls Smoothing Cream 7 oz.
- Curls Finishing Spray 10 oz.
- Curls Firm Mousse 8 oz.
- Curls Masque 6 oz.
- Curls Serum 1.7 oz.
- Curls Frizz Free Spray Gel 4 oz.
- Curls Cream Wax 4 oz.
- Curls Cleansing Cream 9 oz.
- Curls Oil Gel 6 oz.
- Curls Replenish 6 oz.

2 FOR \$32

*RETAIL SIZES ONLY



SAVE 25% CURLS ANNUAL PROMO

INCLUDES

- 2 Curls Shampoo 10 oz.
- 2 Curls Conditioner 6 oz.
- 2 Curls Masque 6 oz.
- 2 Curls Cleansing Cream 9 oz.
- 2 Curls Whip Mousse 5.5 oz.
- 2 Curls Smoothing Cream 7 oz.
- 2 Curls Frizz Free Spray Gel 4 oz.
- 2 Curls Oil Gel 6 oz.
- 2 Curls Finishing Spray 10 oz.
- 2 Curls Firm Mousse 8.8 oz.
- 2 Curls Cream Wax 4 oz.
- 2 Curls Replenish 6 oz.
- 2 Curls Serum 1.7 oz.
- 1 Curls Trio Box Set
- 1 Curls Finishing Spray 2 oz.
- 1 Curls Firm Mousse 2 oz.

\$545.32

Salon Value \$729.90

FREE GOODS

- 1 Curls Shampoo 33.8 oz.
- 1 Curls Conditioner 33.8 oz.
- 1 Curls Masque 6 oz.
- 1 Curls Oil Gel 6 oz.
- 12 Curls Duo Foil 0.5 oz.
- 1 Liter Pumps
- 1 Curls Merch Kit

**ANIMAL
TEST-FREE
— PETA —
VEGAN**



while supplies last

SAVE 23% BLONDE & TONE INTRO

PURE COLOR



SURFACE[®]
HAIR HEALTH ART

INCLUDES

- | | |
|-------------------------|--|
| 1 10N Pure Color 2 oz. | 1 9V Pure Color 2 oz. |
| 1 10NB Pure Color 2 oz. | 1 9C Pure Color 2 oz. |
| 1 10NA Pure Color 2 oz. | 1 9R Pure Color 2 oz. |
| 1 10V Pure Color 2 oz. | 1 9NA Pure Color 2 oz. |
| 1 9N Pure Color 2 oz. | 1 9WG Pure Color 2 oz. |
| 1 9NB Pure Color 2 oz. | 1 00 BASSU CLEAR 2 oz. |
| 1 9B Pure Color 2 oz. | 1 Ultra Lift Charcoal Lightening Powder 450g Tub |
| 1 9G Pure Color 2 oz. | |



RECEIVE FREE

- 1 7-Vol. Enzyme Cream Activator 33.8 oz.
- 1 20-Vol. Enzyme Cream Activator 33.8 oz.
- 1 Violet Shampoo 9 oz.

\$160.58

Salon Value \$208.14



JUNE ONLY!

SAVE 20% LIGHTNERS & ECA

CHOOSE FROM

- | | |
|---|---------|
| 7-Vol ECA 8 oz. | \$6.48 |
| 7-Vol ECA 33.8 oz. | \$10.48 |
| 20-Vol ECA 8 oz. | \$6.48 |
| 20-Vol ECA 33.8 oz. | \$10.48 |
| 30-Vol ECA 4 oz. | \$3.99 |
| 30-Vol ECA 33.8 oz. | \$10.48 |
| 40-Vol ECA 33.8 oz. | \$10.48 |
| Charcoal Ultra Lifting Lightening Powder 450g | \$28.78 |
| Pure Blonde Lightening Powder 450g | \$28.61 |
- Salon Value \$4.99-\$35.98



MAY ONLY!

SAVE 20% COLOR CARE

CHOOSE FROM

- | | |
|--------------------------------|---------|
| Bassu Hydrating Masque 6 oz. | \$16.21 |
| Trinity Bonding Masque 6 oz. | \$20.45 |
| Trinity Shampoo 10 oz. | \$15.55 |
| Trinity Conditioner 8 oz. | \$15.55 |
| Violet Nourishing Masque 6 oz. | \$16.63 |
- Salon Value \$19.44-\$25.57



while supplies last



crucially free



NATURAL
INGREDIENTS



PARABEN
FREE



GLUTEN
FREE



SULFATE
FREE



VEGAN

LEYTON *Lyc* HOUSE
PROFESSIONAL

Passionate about YOUR success!

We empower independent stylists
with premium products, expert
coaching, and top-tier education.

Family-owned, dedicated, and
here just for YOU!

Let's connect!



SAVE
\$43

BUY 15 x 3oz Couture Silk Colors

RECEIVE COMPLIMENTRY

1 x 12oz Blow Out Spritz

1 x 8oz Defined Control

1 x Coloring Brush

NEW CONTINUAL WATER SPRAY BOTTLE

Salon \$126.75

Normally \$169.75

Salon Retail Return \$72.00

while supplies last

FREE

Water Spray
Blow Out Spritz
Defined Control
& Brush



LAUNCHING JUNE 1ST

NEW! CALURATEN CLEAR

Want to achieve colour results up to two levels lighter with CaluraTEN?

Meet CaluraTEN Clear: your new go-to for efficient new growth touch-ups behind the chair.

KIT INCLUDES:

2 X CALURATEN CLEAR, 2 OZ
1 X OLIGO XL COLOUR BRUSH
(\$3.75 VALUE)

Learn how to use CaluraTEN Clear on this
upcoming **FREE** online 45-minute class

June 2nd, 2025 - 1PM EST / 10AM PST



REGISTER
HERE!



US: \$17.50

VALUE: \$21.25

SALON SAVINGS: 18%

while supplies last

GET READY FOR WEDDING SEASON

Boost your clients' bridal styles this wedding season with our range of volume products!
From elegant updos to flowing curls, create stunning looks that last all day and night.

BUY 2 BLACKLIGHT VOLUME STYLING PRODUCTS, GET 1 FREE!

MIX & MATCH

THICKENING SPRAY, 8.5 OZ

VOLUMIZING SHINE SPRAY, 8.5 OZ

VOLUMIZING STYLING BALM, 8.5 OZ

VOLUMIZING FIBER MOUSSE, 7 OZ



US: \$32.00

VALUE: \$48.00

SALON SAVINGS: 33%

while supplies last

EXTENSIONS CARE KIT

Essential for clients with hair extensions, this kit provides the care they need to keep their extensions healthy, hydrated, and looking flawless. Offering the right products for at-home maintenance ensures long-lasting, beautiful results between salon visits.

KIT INCLUDES:

- 1 X BLACKLIGHT SMART HAIR AND SCALP CARE OIL, 2.7 OZ
- 1 X BLACKLIGHT SMART THERMAL SHIELD SPRAY, 8.5 OZ
- 1 X OLIGO EXTENSION SAFE BRUSH (VALUE OF \$10)



@ali_theartist
@jonnycosmo_



US: \$35.00

MSRP: \$70.00

VALUE: \$47.50

SALON SAVINGS: 26%

while supplies last



BUY 5 18-IN-1 HAIR BEAUTIFIERS, GET 1 FREE

Stock up on a must-have Blacklight product that will leave hair looking right out of a magazine.



US: \$77.50

VALUE: \$93.00

SALON SAVINGS: 17%
while supplies last

PRIDE MONTH WITH FUNKHUE!

BUY 6 FUNKHUE SHADES AND
GET 1 FREE!

DURING THE MONTH OF JUNE, \$1 OF EACH
TUBE SOLD WILL GO TO RAINBOW RAILROAD



Rainbow Railroad is a global not-for-profit organization based in the United States and Canada that helps at-risk LGBTQI+ people escape persecution and reach safety worldwide.



US: \$56.10
VALUE: \$65.45
SALON SAVINGS: 14%

NOT YOUR ORDINARY PERM

Save up on our ammonia and thio-free perms to give the most beautiful curls to your salon guests!

Explore modern perm techniques that redefine curls and texture on this **FREE** online 45-minute class

June 16th, 2025 - 1PM EST/10AM PST



REGISTER
HERE!

6
FOR \$40.00
MIX & MATCH



US: \$40.00
VALUE: \$57.90
SALON SAVINGS: 31%
while supplies last

ALURAM™

2025

MAY / JUNE



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

RASPBERRY & PEACH LEMONADE BODY LOTION

Buy 5 Raspberry & Peach Lemonade Body Lotions
& receive a Free Tester and Tent Card!
(*Free item labeled with Tester Sticker)

Seasonal Release!



BUY 5

FREE!

FREE!

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

BOLD BLONDE BUNDLE

12oz Purple Shampoo &
8oz Leave-in Conditioner



New Carrier!



THE PERFECT DUO
FOR THE
PERFECT BLONDE!

PROMOTIONAL SALON COST: \$13.60
REGULAR SALON COST: \$17.00
SUGGESTED RETAIL PRICE EACH: \$26.99

DRY SHAMPOO PROMO

Buy a 5.3oz Dry Shampoo and receive
a Free 2oz Leave-In Conditioner!



New Travel Size!

BUY 1

FREE!

PROMOTIONAL SALON COST: \$10.00
REGULAR SALON COST: \$12.50
SUGGESTED RETAIL PRICE EACH: \$19.99

PURPLE HYDRATE & REPAIR PROMO

Buy 5- 11oz Aluram Purple Hydrate
& Repair Treatments and receive 1 Free!



BUY 5

FREE!

PROMOTIONAL SALON COST: \$50.00
REGULAR SALON COST: \$60.00
SUGGESTED RETAIL PRICE EACH: \$19.99

20% OFF 12OZ SHAMPOO & HIGH SHINE PROMO

Buy any Aluram 12oz Shampoo and 9.75oz
High Shine Glossing Treatment for 20% Off!



**20%
OFF! ***

(12oz Daily,
Moisturizing,
Curl,
Purple,
or Volumizing
Shampoo)

BUY 1

BUY 1

PROMOTIONAL SALON COST: \$14.80
REGULAR SALON COST: \$18.50
SUGGESTED RETAIL PRICE FOR DUO: \$29.60



VITAL CLEAN CARE



PRO STYLIST HAIR PACK

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



FREE FORM SPRAY BUY 5 GET 1 FREE

Salon Cost: \$71.25 | Savings: \$14.25

VELOCITY CONTROLLED AIR FLOW SYSTEM

Salon Cost: \$75 | Savings: \$15



**Purchase O2 or O2AMP
Hypersonic Dryer
Receive O2 or O2AMP
Dryer Stand Free!**

Salon Cost:
\$269.99-\$289.99

Savings:
\$49.99



VOYAGE DUAL VOLTAGE TRAVEL DRYER

Salon Cost:
\$50.00

Savings:
\$11.95



VOLUMINOUS CERAMIC 2 IN 1 BLOWDRYER BRUSH

Salon Cost:
\$69.95

Savings:
\$20



while supplies last

BUY 5, GET 1 FREE ON ALL PROADDICTION PRODUCTS



***All products must be the same item & size**

while supplies last

PRO ADDICTION
USA



ACT/IV™

DEAL ONE

RENEW BUY 3 GET 3 DUOS



UNISEX



BUY 3 **RENEW** 7OZ SHAMPOOS AND 7OZ CONDITIONERS AND
GET 3 FREE DUO KITS

NORMAL SALON COST = \$185.97

SALON RETAIL VALUE = \$371.94

**SALON PROMOTIONAL
COST = \$135**

DEAL TWO

BUY 3 **WATER-BASED HAIR SERUM**
AND 1 **OIL-BASED HAIR SERUM** AND
GET 2 - 3ML LASH AND BROW SERUMS FREE



BEFORE



AFTER 3 MONTHS*

*Results may vary

NORMAL SALON COST = \$161

SALON RETAIL VALUE = \$322

**SALON PROMOTIONAL
COST = \$96**

DEAL THREE

BUY 3 **ACT/IV UNSCENTED BEARD OIL**
AND 3 **CLASSIC BEARD OIL** AND
GET 2 FREE



BEFORE



AFTER 3 MONTHS*

*Results may vary

NORMAL SALON COST = \$120

SALON RETAIL VALUE = \$240

**SALON PROMOTIONAL
COST = \$90**

while supplies last



5x11 Pop Up

Embossed texture
500 sheets
Limited Edition Pattern **\$21.99**



Embossed Roll

Embossed texture
320ft.
Limited Edition Pattern **\$18.99**



Gator Grips

4 Pack
Rubberized Texture **\$9.99**



Myst Assist

250ml
Continuous Spray **\$12.99**



Root Repair Color Brushes

2 Pack
Flexible Pintail
Soft Bristles **\$8.99**



Write N Wipe Bowls

Rubber tab allows to
note formulas, then
simply wipe off to erase! **\$9.99**



Detangle Brushes

Amalfi
Postiano
Capri
\$9.99



9PC Detangle Display

3 Amalfi
3 Postiano
3 Capri **\$89.99**



TAKE 40% OFF

FRAMAR

LIMITED EDITION

TERRA COLLECTION!

WHILE SUPPLIES LAST!