

MAR.APR

2025 PROMOS

image: DAVINES



DAVINES Surface REF
LEYTON HOUSE PROADDICTION
Oligo ACTIIV O2 AND MORE...

 modern

MEET THE PRESENT TIME



THE PRESENT TIME *New Door Intros*

LARGE INTRO

PURCHASE

Choice of The Present Time Nuances	100 ml	96
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RECEIVE COMPLIMENTARY

Access to LIVE Education	N/A	
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



SALON COST: \$1200
SAVINGS: \$436.52

MEDIUM INTRO

PURCHASE

Choice of The Present Time Nuances	100 ml	48
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RECEIVE COMPLIMENTARY

The Present Time Activator 7 Volume	1000 ml	2
The Present Time Activator 15 Volume	1000 ml	2
Protection Provider	200 ml	1
The Present Time Color Chart	N/A	1
The Present Time Technical Dossier	N/A	1

SALON COST: \$600
SAVINGS: \$176



SMALL INTRO

PURCHASE

Choice of The Present Time Nuances	100 ml	16
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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

SALON COST: \$200
SAVINGS: \$31

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



AVAILABLE FOR PREORDER | while supplies last

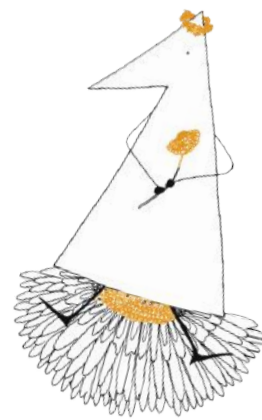




INTRODUCING OUR LATEST COMMITMENT TO SUSTAINABILITY:

WE STAND/ for regeneration
limited-edition face, body, and hair butter

This **Gift with Purpose** moisturizing hair, body and face butter embodies our commitment to climate action and sustainability. Formulated with the first **Regenerative Organic Certified™ calendula extract**, grown at the European Regenerative Organic Center in Parma, Italy, it unites beauty and regeneration to inspire collective care for the planet



- ✿ 93.25% Product Naturality
- ✿ 85.5% Biodegradability
- ✿ Packaging is Recycled PET



PURCHASE

CHOICE OF ESSENTIAL HAIRCARE RETAIL SIZE* N/A 12



MAR
IN SALON

WE STAND/for regeneration
hair, body, and face butter

RECEIVE COMPLIMENTARY

WE STAND/ FOR REGENERATION LIMITED EDITION GIFT WITH PURPOSE HAIR, BODY, AND FACE BUTTER	100 ml	6
RETAIL SHELF SIGN	N/A	1
MIRROR CLING	N/A	1



Salon Investment - \$219.18

Salon Value - \$301.18

Salon Savings - 27%

Suggested Salon Retail Offer:

Buy any 2 retail-size Essential Haircare products,
receive a complimentary WE Stand/ for regeneration
limited edition hair, body, and face butter



*SOLU/ sea salt scrub & refill pouches not included

while supplies last

YOUR FAVORITE MORE INSIDE HAIRSPRAY NOW IN A NEW MINI SIZE



Travel Size: 100ml
*Now Available as a permanent addition
 to the More Inside portfolio.*

TRAVEL-SIZE MORE INSIDE MEDIUM HAIRSPRAY

APR
IN SALON

PURCHASE TO RECEIVE 10% OFF

More Inside Medium Hairspray	100 ml	6
Travel Mini		

Salon Investment: \$54.00
Salon Value: \$60.00
Salon Savings: 10%



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.



PURCHASE		
CHOICE OF HEART OF GLASS RETAIL SIZE	N/A	12

while supplies last

DISCOVER DAVINES TRIAL SET

Valentine's Day Feature

FEB
IN SALON



Salon Price: \$20.50
Salon Value: \$24 / Salon Savings: 15%

Suggested Salon Retail Price: \$41.00
Consumer Value: \$48.00 / Consumer Savings: 15%

LOVE/SMOOTHING
DISCOVERY MINI KITS

Just in time for Valentine's Day, we're excited to present the *LOVE/smoothing Discovery Kit* — perfect for clients who seek salon-quality haircare on the go. This compact set is designed for convenience, ensuring flawless hair no matter where their adventures take them. Not only does this kit cater to travel and everyday hair needs, but it also offers a wonderful introduction to Davines, allowing new clients to discover the exceptional benefits of our LOVE/smoothing line.

DISCOVERY KIT INCLUDES:

LOVE/smoothing shampoo mini	75 ml	1
LOVE/smoothing conditioner mini	75 ml	1
LOVE/smoothing instant mask mini	75 ml	1
Discover LOVE/smoothing travel pochette	N/A	1
Discover LOVE/smoothing hangtag		



while supplies last



YOUR MUST-HAVE CARING DUO

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

MATERIAL INCLUDED:

Shampoo 600ml
Conditioner 600ml
Sleeve for the products

AVAILABLE IN:

INTENSE HYDRATE
ILLUMINATE COLOR
WEIGHTLESS VOLUME
ULTIMATE REPAIR



SALON OFFER:

\$47.00

Offer RRP: \$85.00

while supplies last



FROM FRIZZ TO FABULOUS

Discover Leave-In Serum, an intensely smoothing styling treatment for extra hydration. With proteins and botanical extracts, it defends and repairs, leaving hair smooth and radiant. Embrace healthier, stronger hair with Leave-In Serum. Combine with REF Wet Brush to gently detangle your hair!

MATERIAL INCLUDED:

Leave-In Serum 125ml
Detangling Brush
Box for the products*



SALON OFFER:

\$18.00

Offer RRP: \$35.00

while supplies last



GET BEACHY HAIR WITH OCEAN MIST N°303 DUO!

If your favourite REF Stockholm styling product is the Ocean Mist N°303, this promotion will suit you perfectly! Our Ocean Mist N°303 is a lightweight styling spray that enhances natural texture and volume, giving hair a beachy, windswept look with a fresh ocean feel. Now offered as a 175ml x 2 DUO, with a sleeve to combine them as a package offer.

MATERIAL INCLUDED:

2x Ocean Mist N°303 175ml
Sleeve for the products*



SALON OFFER:

\$23.00

Offer RRP: \$42.00



while supplies last



SAY GOODBYE TO DRY AND DULL HAIR WITH INSTANT SHINE!

Take your routine to the next level with Instant Shine that smooths out and provides luxurious shine to lifeless and dry hair. This revolutionary product is enriched with nourishing ingredients that moisturize and strengthen the hair.

Give your hair the care it deserves and experience glossy and healthy hair with Instant Shine!

MATERIAL INCLUDED:

Instant Shine 200ml
Wobbler
Window Display



SALON PRICE:

\$16.00

Recommended Retail Price: \$32.00

while supplies last



THERE IS A NEW CARE COMPANION IN TOWN – OUR NEW INTENSE HYDRATE STYLING CREME

Our latest addition to the REF Stockholm care line, the Intense Hydrate Styling Cream, is a moisturizing cream that adds definition and control. It tames flyaways, protects against humidity and gives a smooth, silky finish. It gives long-lasting hold and frizz control while nourishing your hair, leaving it soft, smooth, and effortlessly styled without any greasy residue.

MATERIAL INCLUDED:

Intense Hydrate Styling Creme 200ml
Wobbler
Window Display

SALON PRICE:

\$15.00

Recommended Retail Price: \$30.00



while supplies last



JEWELZ + COUTURE SILK WITH ALPINE BLONDA 9

- The Ultimate package for Lightening, Coverage & Toning
- Gentle formulations with balanced pH for hair
- Couture Silk with 100% coverage using Extra Naturals & Plus Series
- Built in filler with .021, .023 Series
- Perfect demi liquid gloss base colors give superb blended coverage and gentle on scalp

BUY

15 x 3oz Couture Silk Colors

GET FREE

LIQUID JEWELZ 4N, 6N & 8N
+ ALPINE BLONDA 9

PRICE \$126.75

Normally \$186.05

FREE
Jewlz &
Alpine
Blonda 9

SAVE
\$59.30



MARCH TO APRIL 25

BUY 1 x 33oz Rhassoul
Shampoo or
Conditioner

GET 1 FREE x 13.5oz
Rhassoul Shampoo or
Conditioner

NOW

\$36.50

WAS \$51.10

29%
OFF



RHASSOUL CARE

BUY

1 x 8.4oz Defined Control
1 x 3oz Shimmer Oil
1 x 3oz Shine Shaper

GET FREE

1 x 10oz Style Master
Hair Spray

NOW

\$54.00

WAS \$72.00

SAVE \$18

FREE
Hair Spray



STYLE CULTURE



Surface[®] ALL IN

HAIR HEALTH ART LEAVE-IN CONDITIONER

11x

Less Tangles
Based on In-Vitro Study.



5x

Softer Hair
Based on In-Vitro Study.

Every condition and protection benefit your hair could desire in one bottle! A perfect balance of all Surface natural botanicals create antioxidant synergy to prevent oxidative stress and future damage.



BEFORE



AFTER

Instantly

- Detangle
- Condition
- Strengthen
- Moisturize
- Repair
- Shine
- Soothe
- Color Protect
- Heat Protect
- Frizz Control
- Eliminate Static
- Prevent Breakage

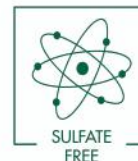


LEARN MORE ▲

**\$17.50
EACH**
BUY 5 GET 1 FREE
\$87.50



SURFACEHAIR.COM



while supplies last





Surface®
HAIR HEALTH ART

MARCH/APRIL 2025

Surface Global Forum 2025

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

REGISTER
NOW!



BLOWOUT MIX & MATCH*

CHOOSE FROM

Blowout Shampoo 10 oz.
Blowout Conditioner 8 oz.
Blowout Primer 4 oz.
Blowout Texture Spray 4 oz.
Blowout Dry Oil Spray 3.5 oz.
Blowout Memory Foam 5 oz.
Blowout Finishing Spray 4 oz.
Blowout Dry Shampoo Foam 4 oz.
Blowout Smoothing Balm 4 oz.
Blowout Protective Oil 2 oz.
Blowout Firm Finishing Spray 8.8 oz.
Blowout Gel Mousse 5.5 oz.
Blowout High Gloss Rinse 8 oz.

2 FOR \$30.00



SAVE 26% SALON INTRO

INCLUDED RETAIL ITEMS:

3 Blowout Shampoo 10 oz.
3 Blowout Conditioner 8 oz.
3 Blowout High Gloss Rinse 8 oz.
3 Blowout Primer 4 oz.
3 Blowout Protective Oil 2 oz.
2 Blowout Memory Foam 5 oz.
2 Blowout Gel Mousse 5.5 oz.
2 Blowout Smoothing Balm 4 oz.
2 Blowout Texture Spray 4 oz.
2 Blowout Dry Oil Spray 3.5 oz.
2 Blowout Finishing Spray 4 oz.
2 Blowout Firm Hair Spray 8.8 oz.
2 Blowout Dry Shampoo Foam 4 oz.

RECEIVE FREE GOODS:

1 Blowout Shampoo 33.8 oz.
1 Blowout Conditioner 33.8 oz.
12 Blowout Duo Shampoo/
Conditioner Packets
1 Blowout High Gloss Rinse 8 oz.
1 Blowout Gel Mousse 8.8 oz.
1 Blowout Protective Oil 2 oz.
1 Blowout Smoothing Balm 4 oz.
1 Blowout Merchandise Kit
2 Liter Pumps

560.26 • Salon Value \$756.77



ARBOR DAY BUY 1, GET 1 50% OFF!

MIX & MATCH FROM

Bassu Oil 2 oz.
Bassu Gold 2 oz.
Blow Out Protective Oil 2 oz.

\$27.98-\$29.76

MIX AND MATCH ANY 8 OILS
AND RECEIVE A BASSU
HYDRATING OIL 8 OZ. FREE!



NOTE : BASSU OIL
TREE PLANTING INITIATIVE
EACH BOTTLE SOLD SUPPORTS ARBOR
DAY FOUNDATION TO PLANT A TREE.



MARCH ONLY!

SAVE 30% THERMAL PROTECTANTS

CHOOSE FROM

Blowout Memory Foam 5 oz.

\$12.09 Salon Value \$17.27

Violet Blow Dry Cream 4 oz.

\$12.15 Salon Value \$17.35

Blowout Dry Oil Spray 3.5 oz.

\$11.62 Salon Value \$16.60



cruelty free



NATURAL
INGREDIENTS

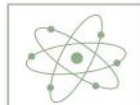


PARABEN
FREE

SURFACEHAIR.COM



GLUTEN
FREE



SULFATE
FREE



VEGAN



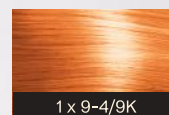
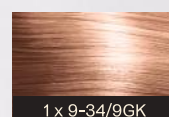
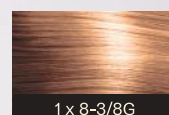
while supplies last

NEW CALURA GLOSS SHADES: NECTAR COLLECTION

Discover new Calura Gloss shades in gold and copper series! Time to warm it up with the perfect sun-kissed glow that will leave your salon guests speechless.

KIT INCLUDES:

- 1 X CALURA GLOSS 8-3/8G, 2 OZ
- 1 X CALURA GLOSS 10-3/10G, 2 OZ
- 1 X CALURA GLOSS 9-34/9GK, 2 OZ
- 1 X CALURA GLOSS 10-34/10GK, 2 OZ
- 1 X CALURA GLOSS 9-4/9K, 2 OZ
- 1 X CALURA GLOSS 10-43/10KG, 2 OZ
- 1 X CALURA GLOSS CREAM DEVELOPER, 8 OZ (SALON VALUE \$4)
- 1 X CALURA GLOSS LOTION DEVELOPER, 8 OZ (SALON VALUE \$4)
- 1 X SHADE SELECTOR SHEET



DISCOVER HAIR
TRANSFORMATIONS
BY JLDNER AND
ALI ROMANO



US: \$39.00

VALUE: \$52.10

SALON SAVINGS: 25%

while supplies last



TONE AND BOND STARTER KITS

Perfect as a travel kit or starter kit, experience toning and repairing your hair with 3 essentials Blacklight products. The Blue edition is tailored for brunettes and dark blondes looking to neutralize orange tones, while the Violet edition is ideal for blondes aiming to counteract yellow tones.

TONE AND BOND KIT BLUE EDITION

KIT INCLUDES:

- 1 X BLACKLIGHT 18 IN 1 HAIR BEAUTIFIER, 2 OZ
- 1 X BLACKLIGHT BLUE SHAMPOO, 2 OZ
- 1 X BLACKLIGHT SMART BOND BUILDER AND REPAIR TREATMENT, 1.86 OZ

US: \$17.00

MSRP: \$34.00

VALUE: \$22.00

SALON SAVINGS: 23%



TONE AND BOND KIT VIOLET EDITION

KIT INCLUDES:

- 1 X BLACKLIGHT 18 IN 1 HAIR BEAUTIFIER, 2 OZ
- 1 X BLACKLIGHT VIOLET SHAMPOO, 2 OZ
- 1 X BLACKLIGHT SMART BOND BUILDER AND REPAIR TREATMENT, 1.86 OZ

US: \$17.00

MSRP: \$34.00

VALUE: \$22.00

SALON SAVINGS: 23%



while supplies last



STAY BLONDER-FUL

Stay blonder-ful with our newest kits featuring Blacklight products to keep lightened and coloured hair as fresh as it can be. Let your salon guests go home with an anti-yellow or anti-brass kit to maintain your hard work.



BLUE KIT

KIT INCLUDES:

- 1 X BLACKLIGHT BLUE SHAMPOO, 8.5 OZ
- 1 X BLACKLIGHT INTENSIVE REPLENISHING MASK, 6.8 OZ



VIOLET KIT

KIT INCLUDES:

- 1 X BLACKLIGHT VIOLET SHAMPOO, 8.5 OZ
- 1 X BLACKLIGHT INTENSIVE REPLENISHING MASK, 6.8 OZ



US: \$25.00/ KIT

MSRP: \$50.00

VALUE: \$34.25

SALON SAVINGS: 27%

while supplies last



IT'S A HAIRMERGENCY

No need to panic! Let your salon guests refresh their hair on the go in case of a hairmergency, they'll thank you later.

KIT INCLUDES:

- 1 X BLACKLIGHT DRY SHAMPOO, 7 OZ
- 1 X BLACKLIGHT SHINE DROP, 3.4 OZ



US: \$25.00

MSRP: \$50.00

VALUE: \$35.00

SALON SAVINGS: 29%

while supplies last



YOUR SIGN TO STOCK UP ON YOUR FAVOURITES

25% OFF SELECTED BLACKLIGHT LIGHTENERS*

Stock up on must-have intermixable lighteners.

EXTRA BLONDE, 2 LB - \$35.21

COOL TONED BLONDE, 2 LB - \$41.96

CREAM LIGHTENER, 35 OZ - \$35.96

BALAYAGE CLAY LIGHTENER, 0.55 LB - \$23.21



NEED THE
PERFECT
LIGHTENER
COMBO?



*Price already includes the discount
while supplies last





**VOYAGE PROFESSIONAL
TRAVEL DRYER with
NEW! WHITE TRAVEL BAG**
SALON COST: \$50.00



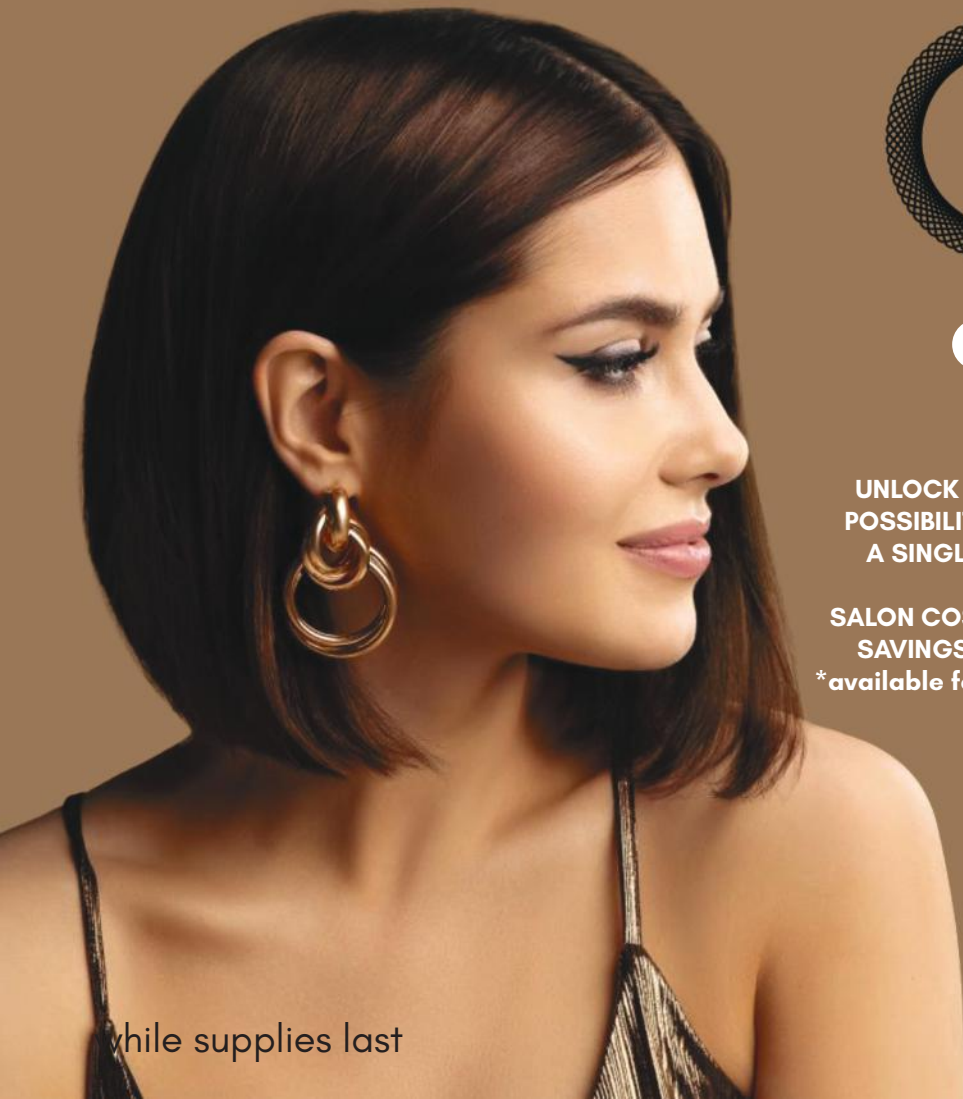
VELOCITY CONTROLLED AIRFLOW SYSTEM
The Must-Have Tool for Every Stylist
to Elevate Your Highlighting Services
SALON COST: \$75.00
SAVINGS: \$15.00



THE PRO STYLIST HAIR PACK
Salon Cost: \$125 | Savings: \$70.17



THE PRO SALON RETAIL STARTER PACKAGE
Salon Cost: \$299.95 | Savings: \$142.25



COMING SOON!

UNLOCK ENDLESS
POSSIBILITIES WITH
A SINGLE TOOL!

SALON COST: \$199.95
SAVINGS: \$30.00
available for preorder



while supplies last



PRO ADDICTION

— USA —



*Smooth, sleek, and healthy hair-
achieved the formaldehyde-free way*

Buy 1L Purple Treatment & 3 x 250ml Hydrating
Shampoo & 3 x 250ml Hydrating Conditioner
and receive 3 x 250ml Hydrating Mask FREE!

Original Price \$501
Promo Price \$429



ALURAM™

2025

MARCH / APRIL



vegan



sulfate free



paraben free



gluten free



cruelty free



color safe

HEAT DEFENSE MIST

Buy 5- 8oz Heat Defense Mists and receive 1 Free,
plus a Free Cape & Tent Card!
(*Free item labeled "Not for Resale")

New!



FREE!



BUY 5

FREE!

FREE!

PROMOTIONAL SALON COST: \$42.50

SALON VALUE: \$71.00

SUGGESTED RETAIL PRICE: \$16.99

HIGH SHINE GLOSSING TREATMENT

Buy 1- 9.75oz High Shine Glossing Treatment
and receive a Free 2oz!



BUY 1

1 FREE!

Instantly glossify hair
with a mirror-like shine
while locking in
moisture. The perfect
follow-up to any
Aluram Shampoo!

PROMOTIONAL SALON COST: \$10.00

SALON VALUE: \$13.50

SUGGESTED RETAIL PRICE: \$19.99

TRIO BOXES



Includes:
12oz Daily Shampoo,
12oz Daily Conditioner,
& 8oz Leave-In Conditioner



Includes:
12oz Moisturizing Shampoo,
12oz Moisturizing Conditioner,
& 6oz Smoothing Cream



Includes:
12oz Curl Shampoo,
12oz Curl Conditioner,
& 7oz Curl Foam



Includes:
12oz Volumizing Shampoo,
12oz Volumizing Conditioner,
& 6oz Root Boost Spray

PROMOTIONAL SALON COST: \$19.13

SALON VALUE: \$25.50

SUGGESTED RETAIL PRICE: \$49.99

20% OFF GOLDEN GLOW OPEN STOCK!



Nourish skin while a
pinch of natural sunless
tanner provides a
flawless, golden tone.
The more you use, the
darker the color!

PROMOTIONAL SALON COST: \$8.00

SALON VALUE: \$10.00

SUGGESTED RETAIL PRICE: \$15.99

MARCH - APRIL DEALS

3 OF A KIND BEATS A PAIR! SAVE 25% OR MORE WITH OUR BRAND NEW TRIO KITS!



RECOVER WOMEN'S TRIO KIT

- 1 - **RECOVER** WOMEN'S SHAMPOO 7OZ
- 1 - **RECOVER** UNISEX CONDITIONER 7OZ
- 1 - **HAIR SERUM** WATER - BASED 1.8OZ

NORMAL SALON COST = \$69

PROMOTIONAL SALON COST = \$45

SRP PROMOTION = \$90



RECOVER MEN'S TRIO KIT

- 1 - **RECOVER** MEN'S SHAMPOO 7OZ
- 1 - **RECOVER** UNISEX CONDITIONER 7OZ
- 1 - **BEARD OIL** CLASSIC - SCENT 1OZ

NORMAL SALON COST = \$60

PROMOTIONAL SALON = \$45

SRP PROMOTION = \$90



REMEDY DANDRUFF TRIO KIT

- 1 - **REMEDY** DANDRUFF SHAMPOO 7OZ
- 1 - **RECOVER** UNISEX CONDITIONER 7OZ
- 1 - **SCALP MASSAGER**

NORMAL SALON COST = \$36

PROMOTIONAL SALON COST = \$30

SRP PROMOTION = \$60

SCALP MASSAGER FREE

while supplies last





Terra 5x11 Switch Pop Up Foil

Embossed texture
500 sheets
Alternating patterns
PU-500NTER
\$21.99



Terra Embossed Roll

Embossed texture
320ft.
Limited Edition Pattern
R-EMB-MNTER
\$16.99



Family Pack Brushes

3 Pack
Made from wheat
fibre
HB-FP-NTER
\$9.99



Super Sectioners Clips

4 Pack
Elastic Band
CL-SS-NTER
\$9.99



Bamboo Color Bowls

2pk
Made from recycled
bamboo fibres
CB-BB-NTER
\$14.99



Wheat Fibre Detangle Brushes

Earth
Canvas
Clay
FB-DT-NTEAR, FB-DT-NTCAN,
FB-DT-NTCLA
\$9.99



9PC Detangle Display

3 Earth
3 Canvas
3 Clay
FB-DT-D9NTER
\$89.99



TAKE 40% OFF

FRAMAR LIMITED EDITION
QUILTED COLLECTION,
WHILE SUPPLIES LAST!

5x11 Pop Up Foil: \$13.19
Embossed Rolld Foil: \$10.19
Dreamweaver Combs: \$8.99
Tripple Threat Color Brushes: \$7.19
Gator Grips: \$5.99

while supplies last

