

# ESP

SALON SALES

THE PROFESSIONAL BUYER  
JANUARY | FEBRUARY 2025

ENHANCE  
+  
REFRESH

STOCKHOLM SWEDEN

REF

BLINDED BY  
THE HAIR

oligo  
PROFESSIONAL

XXL

HAIRSPRAYS

Schwarzkopf  
PROFESSIONAL

THE  
FINAL  
TOUCH  
DESIGNME

HEALTHY HAIR  
STARTS AT THE ROOT

surface  
HAIR HEALTH ART

SAVE UP TO

35%  
OFF

LITER SALE

SCAN TO SHOP ONLINE



STOCKHOLM SWEDEN

# REF

## THE PERFECT DYNAMIC DUO

Elevate your hair game! Revitalize your hair care routine with our 600ml shampoo and conditioner duos and save!

Choose From:

- (RURDUO)** Ultimate Repair Duo
- (RWVDUO)** Weightless Volume Duo
- (RICDUO)** Illuminate Colour Duo
- (RIHDUO)** Intense Hydrate Duo



## FROM FRIZZ TO FABULOUS!

Discover Leave-In Serum, an intensely smoothing styling treatment for extra hydration. Pair it with the REF Wet Brush to gently detangle your hair.



**(RFFPRO)**

## GET BEACHY!

For natural texture and volume, giving hair a beachy, windswept look with a fresh ocean feel. Now in a duo!



**(ROMDUO)**

## INTENSE HYDRATE STYLING CREAM

Introducing our new care companion to the Intense Hydrate Series - A moisturizing styling cream that delivers a light hold to simplify your styling. 200ml



(RHSC06)

- ✓ Protects hair from humidity and frizz
- ✓ Tames flyaways
- ✓ Adds definition and control
- ✓ Gives a smooth, silky finish



**BUY 5, GET 1 FREE!**

## ILLUMINATE COLOUR INSTANT SHINE

Instant Shine is a weightless lotion that provides maximum shine to all hair types and is the perfect finish to your washing routine when you want that glass-like hair. 200ml

- ✓ Enriched with Camellia Oil and wheat bran extract for moisture
- ✓ High shine for a glass-like finish
- ✓ Protects hair color and fights frizz in just minutes
- ✓ Salon-worthy results every time!

**BUY 5, GET 1 FREE!**



(RCIS07)

**NEW**


# INTRODUCING OUR COLOUR BOOST MASQUES WITH AN UPDATED FORMULA AND DESIGN!





## ENHANCE + REFRESH

AVAILABLE IN 7 SHADES, FROM THE LIGHTEST PLATINUM TO DEEP COOL BROWNS

Increased pigmentation

 Boosts your color in just 10 minutes

 Silky smooth & shiny results

 Intensive nourishment & hydration

Sandy Blonde (RCBM07SBLD)

Platinum Blonde (RCBM07PBLD)

Cool Chocolate (RCBM07CCHO)

Vanilla Blonde (RCBM07VBLD)

Cool Silver Ash (RCBM07CSA)

Ash Brown (RCBM07ABRN)

Intense Copper (RCBM07ICOP)

## COLOUR BOOST MASQUE INTRO

Includes:

- 3 of each for retail
- 1 of each for salon use
- Swatch ring
- Banner

(RCBINT)

## TEXTURE & VOLUME DUO

Pump up the volume with our two styling stars! Prep with our unique Fiber Mousse N°345, for body, texture, and volume through fibers that become activated via heat contact. Finish the styling with our Texture Spray N°104 for weightless and texture volume that lasts all day.

Includes:  
Fiber Mousse N°345 250ml  
Texture Spray N°104 75ml



(RTVPRO)



beverly hills

## ELEVATED HAIRCARE

Formulations of the highest quality.  
Created from nature's purest ingredients  
and organically derived compounds.

@jbeverlyhills

/jbeverlyhills



## COLOUR TRY ME KIT

- (1) 4N Colouring Cream - 3.4 oz
- (1) 5N Colouring Cream - 3.4 oz
- (1) 6N Colouring Cream - 3.4 oz
- (1) 6NN Colouring Cream - 3.4 oz
- (1) 7NN Colouring Cream - 3.4 oz
- (1) 8NM Colouring Cream - 3.4 oz

### GET FREE:

- (1) 10 Volume Developer - 33.8 oz
- (1) 20 Volume Developer - 33.8 oz
- (1) Colour Brush
- (1) Colour Key
- (1) Colour Paper Swatch Chart

JCTMKT25

## BLUE CLARIFIER SHAMPOO



### PURCHASE

(4) Clarifying Shampoo 12oz

GET (1) 32oz FREE

JBCSBP

## BLUE MASQUE TREATMENT



### PURCHASE

(4) Masque Treatment 12oz

GET (1) 32oz FREE

JBMTBP

## PLATINUM HYDRATE SHAMPOO



### PURCHASE

(4) Hydrate Shampoo 12oz

GET (1) 32oz FREE

JPHSBP

## MEN MINT SHAMPOO



### PURCHASE

(4) Mint Shampoo 12oz

GET (1) 32oz FREE

JMMSBP

DESIGNME



INTRODUCING

## THE FINAL TOUCH KIT

Snatched and sleek is the only way to go. With our new Final Touch Kit, featuring the HOLD.ME styling stick, and an exclusive DESIGNME brush, you can perfect every detail - from smoothing flyaways to taming brows.

1 x HOLD.ME styling stick 19g  
**FREE!** 1 x LIMITED EDITION detailing brush



PRECISION TIP



SCALP SAFE



FLEXIBLE STYLE



SATIN FINISH



FRIZZ CONTROL

### 100% SCALP SAFE

Gentle and nourishing for all day hold

### PRECISION TIP

Pinpoint accuracy upon application

### ON-THE-GO ESSENTIAL

Compact and perfect for touch-ups anytime, anywhere

LIMITED EDITION KIT

(DFTKIT)

## GLOSS TO THE RESCUE

BUY 1 GLOSS.ME HAIR SERUM 80ML,  
GET A 25ML FOR FREE!

Infused with cannabis seed oil, this serum locks in moisture and delivers unbeatable shine, no matter the season.



(GMCS03)

## BIG BOTTLE, BIG DEAL

ALL LITRES 35% OFF!

Upgrade your backbar! Whatever your clients' hair needs, we've got you covered.

**PUFF.ME** for volume & texture  
**GLOSS.ME** for hydration & shine  
**BOUNCE.ME** for curls & definition



## VOLUME FOR DAYS

BUY 2 PUFF.ME POWDERS  
& GET A 69ML PUFF.ME DRY TEXTURE FREE!

PUFF.ME volumizing powder 9.1g  
(pick between regular or light)

PUFF.ME dry texture spray 69ml



## NO RESIDUE REFRESH

BUY 2 FULL-SIZED QUICKIE.ME DRY SHAMPOOS,  
GET A 96ML FOR FREE!

(pick between light or dark tones)

QUICKIE.ME dry shampoo 330ml

QUICKIE.ME dry shampoo 96ml



## STRENGTHEN YOUR CURLS

BUY 1 FAB.ME LEAVE-IN TREATMENT, GET A 90ML BOUNCE.ME CURL BALM FREE!

FAB.ME leave-in treatment 230ml

BOUNCE.ME curl balm 90ml



(FMHT08)

# SAVE UP TO 25% OPEN STOCK LITER BLITZ

## SAVE 20%

- (SHPS33) Purify Shampoo
- (STRT33) Trinity Protein Repair Tonic
- (STPC33) Trinity Protein Cream
- (SBHM33) Bassu Masque
- (STCS33) Trinity Shampoo
- (STCC33) Trinity Conditioner
- (SBMS33) Bassu Shampoo
- (SBMC33) Bassu Conditioner
- (SATS33) Awaken Shampoo
- (SATC33) Awaken Conditioner
- (SCSH33) Curls Shampoo
- (SCCO33) Curls Conditioner
- (SPBD337V) 7 VOL Enzyme Cream Activator
- (SPBD3320V) 20 VOL Enzyme Cream Activator
- (SPBD3330V) 30 VOL Enzyme Cream Activator
- (SPBD3340V) 40 VOL Enzyme Cream Activator

## SAVE 25%

- (SPVS33) Pure Blonde Violet Shampoo
- (SPVC33) Pure Blonde Violet Conditioner
- (SBSH33) Blowout Shampoo
- (SBCO33) Blowout Conditioner



**NOTE: PURCHASE 24 MIX AND MATCH LITERS AND RECEIVE 6 SURFACE TOTE BAGS FREE!**

## FEBRUARY ONLY!



## SAVE 20% AT HOME MAINTENANCE

### CHOOSE FROM

- Violet Shampoo 9 oz.
- Violet Conditioner 7 oz.
- Rose Shampoo 9 oz.
- Rose Conditioner 7 oz.
- Trinity Repair Tonic 6 oz.



## TRINITY BOND REPAIR 2.3 OZ. BUY 1, GET 1 50% OFF\*

- Naturally Restore and supplement damaged hair protein
- High-density cross-linking process bonds the newly restored hair's protein together
- Organic penetrating oil delivery system with abundant antioxidants

\*PRICE IS PER UNIT

(STBT02)



## LIGHTENERS BUY 1, GET 1 50% OFF\*

### CHOOSE FROM

- Charcoal Ultra Lift Lightening Powder 450g
- Pure Blonde Lightening Powder 454g

\*PRICE IS PER UNIT



(SPBLCH450)

(SCL450)





**Surface**<sup>®</sup>  
HAIR HEALTH ART

**WHY SURFACE?**

Surface is a family-owned brand committed to giving back to the environment and community. Surface creates high performance products formulated with sustainable and natural ingredients. All Surface Hair products are Sulfate Free, Paraben Free, Gluten Free, Phthalate Free, PETA Certified and PVP/VA Free.

**NEW! AWAKEN INTRO**

**SAVE 26%**

**PURCHASE THE FOLLOWING ITEMS**

- 3 Shampoo 10 oz.
- 3 Conditioner 6 oz.
- 2 Treatment 2 oz.
- 2 Mist 4 oz.
- 3 Mousse 8.8 oz.
- 3 Finishing Spray 10 oz.
- 2 Thickening Cream 3 oz.
- 1 Masque 6 oz.
- 1 Elixir 4.7 oz.
- 2 Thickening Spray 4 oz.
- 2 Texture Spray 4 oz.
- 2 Blow Dry Foam 5 oz.
- 1 Scalp Detox 6 oz.
- 1 Awaken Therapy Kit

**FREE GOODS & BACKBAR**

- 2 Liter Pumps
- 12 Awaken Duo Foil pkt.
- 1 Treatment 6 oz.
- 1 Elixir 4.7 oz.
- 1 Masque 6 oz.
- 1 Shampoo 33.8 oz.
- 1 Conditioner 33.8 oz.
- 1 Merch Kit

(SAPINT)



**ANIMAL TEST-FREE**  
PETA  
**VEGAN**

**AWAKEN MIX & MATCH\***

**CHOOSE FROM**

- Awaken Shampoo 10 oz.
- Awaken Conditioner 6 oz.
- Awaken Treatment 2 oz.
- Awaken Finishing Spray 10 oz.
- Awaken Protein Mousse 8.8 oz.
- Awaken Mist 4 oz.
- Awaken Masque 6 oz.
- Awaken Elixir 4.7 oz.
- Awaken Thickening Spray 4 oz.
- Awaken Scalp Detox 6 oz.
- Awaken Texture Spray 4 oz.
- Awaken Blow Dry Foam 6 oz.

\*Retail Sizes Only. Excludes Awaken Thickening Cream.



**NOTE: PURCHASE 6 AWAKEN ITEMS AND RECEIVE SCALP BRUSH FREE!**

**BUY 5, GET 1 FREE!**  
**AWAKEN THERAPY KIT**

**INCLUDES**

- 1 Awaken Shampoo 10 oz.
- 1 Awaken Conditioner 6 oz.
- 1 Awaken Scalp Elixir 4 oz.
- 1 Awaken Treatment 2 oz.

(SATKIT)



**JANUARY ONLY!**

**BEST OF SURFACE**  
**BUY 1, GET 1 50% OFF\***

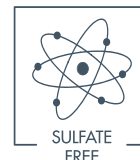
**CHOOSE FROM**

- Curls Oil Gel 6 oz.
- Curls Whip Mousse 5.5 oz.
- Curls Replenish Leave-In Conditioner 6 oz.
- Basu Oil 2 oz.
- Trinity Protein Cream 4 oz.

\*PRICE IS PER UNIT



[SURFACEHAIR.COM](http://SURFACEHAIR.COM)



# OLAPLEX

INSPIRED BY SALONS. PROVEN BY SCIENCE.

## STOCK YOUR BACKBAR

### 20% OFF ALL LITERS JANUARY ONLY



N°4 Bond Maintenance Shampoo Liter (O4MS33)

N°4C Bond Maintenance Clarifying Shampoo Liter (O4CS33)

N°4P Blonde Enhancer™ Toning Shampoo Liter (O4PS33)

N°5 Bond Maintenance Conditioner Liter (O5MC33)

N°5P Blonde Enhancer™ Toning Conditioner Liter (O5PC33)

# OLAPLEX

INSPIRED BY SALONS. PROVEN BY SCIENCE.

## WINTER HAIR WINS

A concentrated treatment that repairs and prevents damage  
IN AS LITTLE AS 3 MINUTES

N°0 Intensive Bond Building Treatment

+

N°3 Hair Perfector™



N°3 100ml  
(O3HP03)



N°0 155ml  
(O0BB05)

JAN ONLY

68%  
more repair

3X  
stronger hair

when used as a two-part system in just one use.

## 72-HOUR FRIZZ CONTROL

72HR  
frizz control

up to  
48HR  
pollution  
protection



N°6 100ml  
(O6BS03)



N°9 90ml  
(O9HS03)

FEB  
1<sup>ST</sup> - 14<sup>TH</sup>

N°6 Bond Smoother®  
+  
N°9 Bond Protector  
Nourishing Hair Serum



# LITER SALE HUGE SAVINGS ON BACKBAR BESTSELLERS!



- (MBWS1L) Malibu Blondes® Enhancing Shampoo
- (MBWC1L) Malibu Blondes® Enhancing Conditioner
- (MHWS1L) Hard Water Wellness® Shampoo
- (MHWC1L) Hard Water Wellness® Conditioner
- (MCWS1L) Hydrate Color Wellness Shampoo
- (MCWC1L) Hydrate Color Wellness Conditioner
- (MSCS1L) Scalp Wellness® Shampoo
- (MSCO1L) Scalp Wellness® Conditioner
- (MSWS1L) Swimmers Wellness® Shampoo
- (MSWC1L) Swimmers Wellness® Conditioner
- (MUDS1L) Un-Do-Goo > pH9 Shampoo



Replenish Hair Masque  
(MRHM1L)



Miracle Repair  
Wellness Reconstructor  
(MRWR1L)

# 25% OFF SCALP WELLNESS

Invigorate your scalp with vitamin C and the soothing essential oils of spearmint and eucalyptus. Feed your scalp with nourishing, vegan ingredients with this complete system.

## Scalp Wellness® Shampoo or Conditioner



(MSCS09) (MSCO09)

## Scalp Wellness® Kit



(MSCKIT)

## Scalp Therapy -Box of 12-

- Improves appearance of scalp
- Removes mineral buildup
- Soothes dry scalp



(MSTTPK)



## Crystal Gel XL -Box of 6-

- Prepares scalp & hair for future treatments
- Removes buildup from scalp & hair
- Eliminates oxidized minerals



(MCCTPK)



## B5 Scalp, Skin, Hair Revitalizer Mist 8oz

- Calms irritation
- Revitalizes Scalp, skin and hair
- Provides nourishing protection
- Delivers a boost of hydration



(MB5M08)

NEW

# 25% OFF



(BRCR06)

## REFRESH

CURL REFRESHER AND RESTYLER SPRAY

192ml

Our green tea scented lightweight, curl-refreshing spray quickly rehydrates second-day curls for softer, defined, bouncier, voluminous hair with reduced frizz, added shine and longer hold.

- Humidity defying hair with long lasting hold.
- Soft, shiny, healthy-looking hair.
- Helps with hair growth and prevents hair shedding.
- Enhances curl definition.
- Adds hydration.



(BSHS06)

## SPRITZ

LIGHT-MEDIUM NON-AEROSOL

HAIR SPRAY

192ml

This green tea scented, non-aerosol hair spray shields hair from humidity while adding brilliant shine and definition to all hair types.

- Humidity defying hair with long lasting hold.
- For light to medium hold.
- Soft, shiny, healthy-looking hair.
- Helps with hair growth and prevents hair shedding.
- Enhances hair colour and scalp health.
- Adds hydration and helps with dandruff removal.

 brand with a heart

[www.brandwithaheart.com](http://www.brandwithaheart.com)

Blending nature with smart science.

# GIVE Y♥UR HAIR A VACA

LITRE SALE  
SAVE  
**30%**

**INTRODUCING THE NEW  
MELLOW THE YELLOW  
PURPLE CLEANSING BLEND**

Mellow the Yellow  
Cleansing Blend Litre

(BMYS33)



**FREE**  
**HOLOGRAPHIC**  
**BEACH BAG**  
with purchase of any 2 x Litre bottles  
Limited time only, while supplies last.



**SAVE 30%**  
**ULTRA SMOOTH, FULL VOLUME  
AND HYDRASHINE LITRES**

Hydrashine Cleansing Blend  
(BHSS33)

Hydrashine Conditioning Blend  
(BHSC33)

Ultra Smooth Cleansing Blend  
(BUSS33)

Ultra Smooth Conditioning Blend  
(BUSC33)

Full Volume Cleansing Blend  
(BFVS33)

Full Volume Conditioning Blend  
(BFVC33)



brand with a heart

[www.brandwithaheart.com](http://www.brandwithaheart.com)

# 25% OFF

SOMETHING TO BE **LEAVE-IN**  
 MOLDED  
 REPLENISHING HAIR CLEANSER  
 REPLENISHING CREAM CONDITIONER  
 OPULENT VOLUME CLEANSER  
 OPULENT VOLUME CONDITIONER



(PSMB02)

(PSLI04)

(PRHC33)

(PRCC33)

(POVS33)

(POVC33)

**Pai-shau**  
 Tea Infused Haircare

## MKS eco Styling Elixir 2 oz BUY ONE - GET ONE 30% OFF

sustainable beauty  
**mks**  
 eco  
 PROFESSIONAL HAIR CARE



**25%  
 SAVINGS**



### Oil Caddies

MKS eco Oil Hair Styling Elixir

Our powerful blend of nutrient-rich Argan Oil, from Morocco, and ultra fortifying Hemp Seed Oil significantly improves hair condition and texture. Leaves hair feeling silky smooth with a healthy, frizz-free, glossy shine. Cuts drying time in half.

Sulfate Free. Paraben Free.  
 Size: 2 oz

Available in: Original (EMOSEC)  
 Light (EMLSEC)



NATURALLY-DERIVED  
 INGREDIENTS



100% VEGAN &  
 CRUELTY-FREE



A PORTION OF SALES  
 DONATED TO CHARITY



MADE WITH SOLAR  
 POWERED ENERGY



# ALCÔVE

**NEW!**

## PRE-WASH SCALP OIL

35mL / 1.2 fl. oz

A unique, gentle oil exfoliator, specially formulated to protect the skin's moisture barrier by relieving and soothing dry, flaky scalp. Additionally, it moisturizes the hair and improves its appearance and manageability.



**UNLOCK**  
YOUR NEW  
PRE-SHAMPOO  
SERVICE

### EXCLUSIVE OFFER

**BUY 5 PRE-WASH SCALP OIL  
GET 1 FREE**

**SALON SAVINGS: 17%**



(APSO01)

## TREAT YOURSELF

### THE KIT INCLUDES:

- 1 X Restructuring Mask, 250 ML
- 1 X Hydrating Shampoo, 60 ML
- 1 X Hydrating Conditioner, 60 ML

**SALON SAVINGS: 49%**



(ATYPRO)

## MASK STATION

THE  
BEAUTY  
AWARDS  
CHATELAINÉ **REVEAL** FASHION  
BEST HAIR MASK  
2024

### THE KIT INCLUDES:

- 12 X Restructuring Mask, 55 ML
- 1 x Display Box

**SALON SAVINGS: 25%**



(AMSDPR)

## FRIZZ FREE



**BUY 6 SERUMS  
GET 6 FREE TRAVEL SIZES**  
CURL ACTIVATORS

(AFFPRO)

**SALON SAVINGS: 33%**



# HAPPY BIRTHDAY CALURATEN!

One year of 10-minute hair colour needs to be celebrated! CaluraTEN is one of the best launches of 2024, nominated and voted for by the industry, for its creativity, innovation and efficiency behind the chair.

BUY 9 CALURATEN SHADES AND  
**GET 1 FREE!**



SALON SAVINGS: 10%

# BLINDED BY THE HAIR

Offer the shiniest hair to your salon guests with the best demi-permanent hair colour in the market, Calura Gloss!

PPD and alcohol free, hybrid technology, 80+ shades available, zero lift.

BUY 12 CALURA GLOSS SHADES AND  
**GET 1 FREE LOTION DEVELOPER, 1L!\***



SCAN ME TO ACCESS  
THE CALURA GLOSS  
LOOKBOOK FOR 100+  
FREE FORMULAS



SALON SAVINGS: 9%

\*Limit 1 per salon



# SCALP CARE ESSENTIALS

Healthy hair starts from the scalp! Perfect as a gift or starter pack, let your guests feel the power of a clean, stimulated scalp with **Blacklight SMART**.

**ITEMS INCLUDED:**

- 1 X BLACKLIGHT SMART HAIR AND SCALP CARE OIL, 80 ML
- 1 X BLACKLIGHT SMART PURIFYING SHAMPOO, 60 ML
- 1 X BLACKLIGHT SMART REPAIR CONDITIONER, 55 ML
- 1 X EXFOLIATING SCALP BRUSH (VALUE OF \$8)



(OSCEPR)

SALON SAVINGS: 33%

# OLIGO SHADE SELECTOR RACK

Say goodbye to clutter and hello to effortless colour selection with our exclusive shade selector rack.

**BUY 24 SHADES OF CALURA PERMANENT AND RECEIVE OUR NEW OLIGO SHADE SELECTOR RACK (VALUE OF \$50) FOR FREE!\***

**SALON SAVINGS: 18%**

\*Limit 1 per salon



# SUSTAINABILITY SHOULDN'T BREAK YOUR BANK

Reduce waste and save money in your salon with those easy-to-use refill bags.

## ENJOY UP TO 25% OFF LITER REFILL BAGS!

- Calura Moisture Balance Cleanser, 1L (OMBS33BAG)
- Calura Moisture Balance Conditioner, 1L (OMBC33BAG)
- Blacklight Nourishing Shampoo, 1L (OBNS33BAG)
- Blacklight Nourishing Conditioner, 1L (OBNC33BAG)
- Blacklight Blue Shampoo, 1L (OBBS33BAG)
- Blacklight Blue Conditioner, 1L (OBBC33BAG)
- Blacklight Violet Shampoo, 1L (OBVS33BAG)
- Blacklight Violet Conditioner, 1L (OBVC33BAG)



**N.B. Prices shown already include the promotion.**

# CALURA STYLING BEST SELLERS

They are best sellers for a reason! Give your guests the best hairstyles to feel confident starting this new year.

**BUY 4 SELECTED CALURA STYLING PRODUCTS AND GET 1 FREE – MIX AND MATCH**

- CALURA EXPRESS BLOWOUT MIST, 250 ML
- CALURA CURL BALM, 250 ML
- CALURA AMPLIFYING MOUSSE, 210 ML



(OEBM08)

(OSCB08)

(OSAM08)

**SALON SAVINGS: 20%**

CHROMA **SILK**<sup>®</sup>  
HYDRAGLOSS

# YOU'RE GETTING WARMER...

5 NEW trendsetting shades drench hair in  
warmth, hydration, and shine

Coming March 2025

**PRAVANA**<sup>®</sup>

SHINY. HYDRATED. RADIANT.

# PRAVANA®

## FREE LIGHTENER WITH VIVIDS PURCHASE

BUY ANY 12 VIVIDS

GET 1 FREE ULTRA LIGHTENER, 453 g

BUY ANY 16 VIVIDS

GET (1) FREE POWER LIGHTENER, 680 g

**SAVE 23%**

Offer ships open stock.

**CLUB H**

earn up to **9,024 pts\***

**SAVE 23%**

**CLUB H**

earn up to **12,032 pts\***



**FREE!**



## NEW YEAR COLOUR STOCK-UP

BUY ANY 36 SHADES

CHOOSE FROM ANY CHROMASILK PERMANENT,  
EXPRESS TONES OR PLATINUM TONER, 90 ML

RECEIVE FREE PRODUCT & TOOLS

- 3 CHROMASILK CRÈME DEVELOPER WITH BONDING TECHNOLOGY  
(CHOOSE FROM: ZERO LIFT, 10, 20, 30 OR 40 VOL.), 1L
- 1 PURE LIGHT POWER LIGHTENER, 680 g
- 1 COLOUR BOWL, BRUSH AND TUBE KEY

**SAVE 29%**

**CLUB H**

earn up to **23,920 pts\***

Limit 1 per customer. Offer ships open stock.

## CARE LITRES STOCK-UP YOUR BACKBAR

PURCHASE ANY 2

PRAVANA SHAMPOO OR CONDITIONER, 1L

INTENSE THERAPY | PERFECT BLONDE | COLOR PROTECT

**SAVE 15%**

Offer ships open stock.

**CLUB H**

earn up to **3,920 pts\***



\*Points shown are based on the Icon tier, and vary for other tiers. Visit ClubH.ca for full program details, including the Club H program terms governing eligibility requirements, tier status determinations (currently based on eligible purchases in 2023), and eligible purchase requirements.



**PRAVANA**

www.pravana.com | @pravana #pravana

**CLUB H**

Join the club at ClubH.ca

# CANADA'S #1 SALON COLOR BRAND\*



**It all started with YOU.**

Working to enhance your craft,  
inspiring your color creativity,  
supporting your passion for hair,  
and earning your trust & loyalty.

**Canada's #1 is a commitment to you.  
A commitment to keep the hairdresser  
at the core of everything we do.**

# THANK YOU!

\*Based on Schwarzkopf Professional Canada CAD Sales on the 2023 Salon Haircare Study for the haircoloring products category published by Kline.

*Together. A passion for hair.* ®/MD

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schwarzkopf-professional.ca

Instagram: @SchwarzkopfCAN  
Facebook: @SchwarzkopfProfessionalCanada  
YouTube: Schwarzkopf Professional Canada

# CREATIVE WAYS TO COLOR GREYS

Find the right color solution for every white coverage need.

## WAYS TO COVER



### Classic Cover

**IGORA ROYAL  
Permanent Color**

Largest assortment of on-trend shades to choose from!



### Express Cover

**IGORA COLOR10  
Permanent Color**

Up to 100% full coverage, even on coarse hair, in as little as 10 minutes!



### Fashion + Cover

**IGORA ROYAL  
ABSOLUTES  
Permanent Color**

Intense fashion tones with full coverage anti-aging ingredients like collagen!

### Ammonia-free Cover

**IGORA ZERO AMM  
Permanent Color**

Ammonia-free full coverage with incredible shine and hydration!



### Highlift Cover

**BLONDME HIGHLIFTS  
Lift & Blend**

Level 10 blonde with up to 100% coverage!



## WAYS TO EMBRACE



### Tone & Refine

**IGORA ROYAL SILVER WHITES  
Tonal Refiners for white hair**

- Transform your client's color treated to natural white or grey.
- Ideal for lowlights - add more pepper to the salt!
- Neutralize yellow - keep your whites white!
- Customized silver tones for expensive looking grey hair.

## WAYS TO BLEND



### Blend & Gloss

**IGORA VIBRANCE  
Demi-permanent Color**

- Root shadow & grey blending in 1 step!
- Up to 70% blending is only 20 minutes!
- High shine finish.
- Low maintenance with easy grow out!

FOLLOW US ON SOCIAL  
TO LEARN MORE



@SchwarzkopfCAN



## NEW! IGORA ZERO AMM SHADES

Must-haves for a  
stronger assortment and  
more creative mixes!

### PURCHASE NEW IGORA ZERO AMM SHADES AT 20% OFF!

CHOOSE FROM:



ASK FOR YOUR  
FREE SWATCH  
BOOK INSERTS

### SAVE 20% + BONUS 100 PTS

Offer ships openstock.

CLUB H up to **788** pts

## 25% OFF BLONDME LIGHTENER



CHOOSE ANY:

BLONDME Premium Lightener 9+, 450g (B9L450)

BLONDME Clay Lightener, 350g (BCL350)

### SAVE 25%

\*\* Excludes XXL size lightener tubs  
Offer ships openstock.

CLUB H up to **2,265** pts

## 20% OFF BLONDME LIFT & BLEND

CHOOSE FROM:



### SAVE 20%

Offer ships openstock.

CLUB H up to **688** pts

\*Points shown are based on the Icon tier, and vary for other tiers. Visit ClubH.ca for full program details, including the Club H program terms governing eligibility requirements, tier status determinations (currently based on eligible purchases in 2023), and eligible purchase requirements. All promotions featured are subject to change and are available until quantities last and cannot be combined with other promotions. We reserve the right to limit quantities.



## OSIS XXL HAIRSPRAYS



### MIX AND MATCH YOUR CHOICE OF

- OSiS+ ELASTIC, 500 mL (OEMH16)
- OSiS+ FREEZE, 500 mL (OFSH16)
- OSiS+ SESSION, 500 mL (OSEH16)

Offer ships open stock

CLUB up to **2,400 pts**

## BC BONACURE 25% OFF SHAMPOOS & CONDITIONERS.



### CHOOSE FROM:

- Any BC Bonacure Shampoo, 250ml
- Any BC Bonacure Conditioner, 200ml

Excludes Deep Cleansing

### SAVE 25%

Offer ships open stock

CLUB up to **630 pts**

## MISSING OSiS+ ELASTIC? TRY SESSION LABEL THE FLEXIBLE!

OSiS+ ELASTIC      SESSION LABEL



### COMPARABLE RESULTS:

#### Dry Light Hold Hairspray

- Micro fine dispersion
- Workable, light hold
- Quick drying

**Makes hair more manageable when creating updos**

DON'T MISS THIS  
**BOGO**  
DEAL

### BUY 1, GET 1 FREE

#### SESSION LABEL THE FLEXIBLE 300mL

Dry Light Hold Hairspray

### SAVE 50%

Offer ships open stock.  
(OLLH10)

CLUB up to **1,080 pts**

(OLLH10)

# OSIS+ ELEVATED BLOWOUT EXPERIENCE

**25% OFF THESE MUST-HAVES\***

\*Excluding Dust-it.

**SAVE 25%**

Offer ships open stock.

**CLUB H** up to **735 pts**



## BOMBSHELL BLOWOUT

Apply 1-2 tennis-ball-sized dollops of **AIR WHIP** mousse to damp hair for volume, brushing through to distribute.

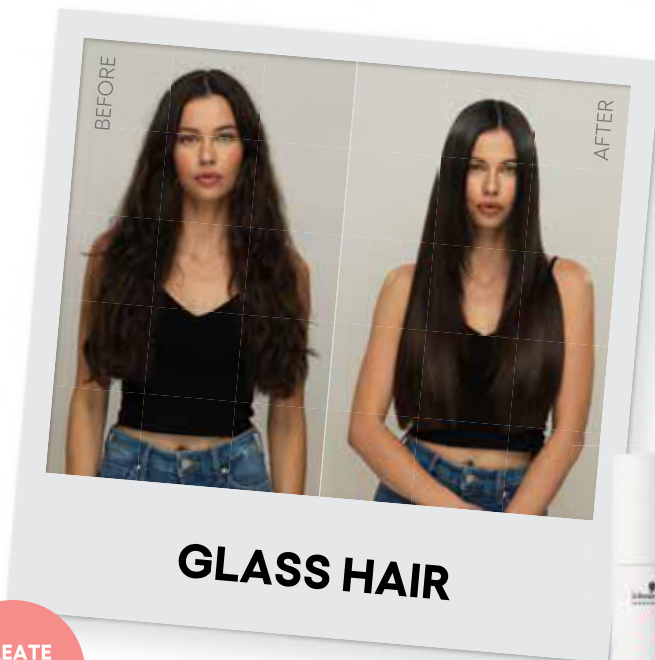
Blow-dry with a round brush, setting sections with clips or velcro rollers.

Finish with a cool shot to lock in volume. Apply **DUST IT** to the roots for an extra lift!

CREATE THIS LOOK WITH:

AIR WHIP	DUST IT
Flexible Mousse	Mattifying Volume Powder

(OAFM07)



## GLASS HAIR

Start with a smooth blowout using **UPLOAD** for best results!

Apply **GLOW** to damp and dry hair for a silky finish and full heat protection. Before flat ironing, apply **GLOW** to dry ends for extra seal and protection.

Use fine sections, guiding with a comb, and lower heat on finer or pre-lightened hair.

CREATE THIS LOOK WITH:

UPLOAD	GLOW
Bodifying Cream	Frizz control & Shine Serum

(OGSS02)



(OUBC07)

Scan to watch ▼





**PURCHASE 2 PACKS OF HOTHEADS  
OF YOUR CHOICE AND RECEIVE  
2 FREE ECO-BRUSHES!**



Made of environmentally friendly, wheat straw material and nylon bristles!

**WHAT'S INCLUDED:**

**1) SMOOTHING ECO-BRUSH**

Air-cushioned bristle brush excellent for smoothing knots, nourishing the scalp and gently redistributing oils throughout the hair.

**(1) DETANGLING ECO-BRUSH**

Spiral brush perfect for keeping extensions knot-free on wet and dry hair.

**HOTTIE TIP:** Encourage clients to brush 3-4 times a day to keep their hair tangle-free and extend the life of their extensions.

# REUZEL™

BY SCHOREM HAARSNIJDER EN BARBIER

## SUPER SIZE IT



(RZDS33)

(RZTS33)

(RZDC33)

### SAVE 25%

#### DAILY SHAMPOO LITER

CLEANS- MOISTURIZES- COOLS & STIMULATES

**3-IN-1 TEA TREE SHAMPOO LITER**  
SHAMPOO- CONDITIONER - BODY WASH

**CREATED BY BARBERS,  
USED BY EVERYONE.**

#### DAILY CONDITIONER LITER

CONDITIONS- REFRESHES- DETANGLES

## BACKBAR STOCK-UP



#### PURCHASE:

**(6) RETAIL SIZE DAILY SHAMPOO,  
SCRUB SHAMPOO, 3-IN-1 SHAMPOO, OR CONDITIONER**

Receive (1) Backbar of the same FREE!

- (RDSBPR) Daily Shampoo 350ml
- (RTSBPR) 3-in-1 Shampoo 350ml
- (RSSBPR) Scrub Shampoo 350ml
- (RDCBPR) Conditioner 350ml



#### PURCHASE:

**(6) RETAIL SIZE HAIR TONIC, GROOMING TONIC, SPRAY  
GROOMING TONIC, SURF TONIC OR REFRESH**

Receive (2) Backbar of the same FREE!

- (RHTBPR) Hair Tonic 350ml
- (RGTBPR) Grooming Tonic 350ml
- (RSGBPR) Spray Grooming Tonic 12oz
- (RSTBPR) Surf Tonic 350ml
- (RRWBPR) Refresh 100ml

# REUZEL™

BY SCHOREM HAARSNIJDER EN BARBIER

COMING FEB 2025

## GROOMING TONIC TEXTURE CREAM

TEXTURE - LIGHT HOLD - NATURAL SHINE



- ADDS TEXTURE & DEFINITION
- CREATES A "LIVED IN" LOOK
- IDEAL FOR THICKER HAIR
- PROTECTS HAIR FROM ALL THERMAL STYLING
- USE TO COMPLETE YOUR GROOMING TONIC REGIME
- BEST "AIR DRY" REUZEL PRODUCT!

### GROOMING TONIC TEXTURE CREAM DISPLAY

**BUY 6  
GET 2  
FREE!**

+ FREE DISPLAY

(RGCDP)



# PUCK PROMO

FREE

WOOD + SPICE SOLID COLOGNE 1.3OZ

WITH PURCHASE OF ANY 4OZ POMADE BELOW:

CHOOSE FROM:

- |          |                          |
|----------|--------------------------|
| (RHGR04) | Pink Pomade 4oz          |
| (RBPO04) | Blue Pomade 4oz          |
| (RGRS04) | Green Pomade 4oz         |
| (RPOM04) | Red Pomade 4oz           |
| (RZFP04) | Fiber Pomade 4oz         |
| (RCMP04) | Clay Matte Pomade 4oz    |
| (RCHP04) | Concrete Hold Pomade 4oz |
| (REHP04) | Extreme Hold Pomade 4oz  |

FREE

WOOD + SPICE SOLID COLOGNE DISPLAY

WITH PURCHASE OF ANY (6) 4OZ POMADE BELOW:



**15% off Styling Jars**  
Choose from Clay, Paste, Pomade, Wax or Balm



(MSTC02)  
Clay

Medium hold, no shine,  
hair styling clay  
Sweet Tobacco Scent



(MSTM02)  
Pomade

Medium hold, high shine,  
hair styling pomade  
Sweet Tobacco Scent



(MSVB02)  
Balm

Soft hold, low shine,  
beard styling balm  
Spiced Vanilla Scent



(MSTP02)  
Paste

Soft hold, medium shine,  
hair styling paste  
Sweet Tobacco Scent



(MSTW02)  
Wax

High hold, low shine,  
hair styling wax  
Sweet Tobacco Scent

**15%  
SAVINGS**



**Save 15% on Man Made Wash 946ml**



(MSTW32)

Sweet Tobacco



(MSVW32)

Spiced Vanilla



(MNOW32)

Noble Oud



(MAMW32)

Absolute Mahogany

**15% Savings!**

**18.21 Man Made**

**Top Shelf Grooming Goods for the Aspiring Gentleman**

**Save 15% on Bar Soaps**  
Detox Bar 198g or Grit Bar 198g



(MSTB07)  
Detox Bar

Detoxifying & moisturizing. For oily & acne prone skin  
Sweet Tobacco Scent



(MAMB07)  
Grit Bar

Exfoliating & moisturizing. For dry & rough skin  
Absolute Mahogany Scent

**20% Savings!**  
Spirits Spritzer Body Spray 100ml  
Choose from 4 legendary scents



(MTSS03)  
Sweet Tobacco

charismatic scent with  
saffron, dark-toned  
vanilla, honey and  
tobacco



(MVSS03)  
Spiced Vanilla

cozy scent with ginger,  
coconut, vanilla, rare  
woods and smoked  
tobacco



(MOSS03)  
Noble Oud

kingly scent with  
bergamot, amber,  
rosewood, smoked oud  
and musk



(MMSS03)  
Absolute Mahogany

fresh scent with  
mandarin, cardamom,  
amber, rustic cedar  
and mahogany

Travel friendly, medium bodied, long lasting, all over body spray

## 18.21 Man Made

# 10%

Savings (MMSINT)

### Purchase

- |                    |                        |                     |
|--------------------|------------------------|---------------------|
| 1 Wash ST 532ml    | 1 Clay ST 59g          | 1 Balm SV 59g       |
| 1 Wash SV 532ml    | 1 Paste ST 59g         | 1 Glide SV 177ml    |
| 1 Wash NO 532ml    | 1 Pomade ST 59g        | 1 Oil ST 60ml       |
| 1 Wash AM 532ml    | 1 Wax ST 59g           | 1 Powder ST 8g      |
| 1 AF Wash ST 473ml | 1 Styling Gel ST 100ml | 1 Deodorant 75g     |
|                    | 1 Hair Spray ST 296ml  | 1 Spritzer ST 100ml |

## Introductory Kits



\*image for reference only\*

## 18.21 Man Made

## Tailored for the tastemakers. Inspired by the hush-hush.



# 25%

Savings (MMMINT)

### Purchase

- |                    |                        |                  |
|--------------------|------------------------|------------------|
| 1 Wash ST 100ml    | 2 Clay ST 59g          | 1 Balm SV 59g    |
| 1 Wash SV 100ml    | 2 Paste ST 59g         | 1 Glide SV 177ml |
| 1 Wash NO 100ml    | 2 Pomade ST 59g        | 1 Oil ST 60ml    |
| 1 Wash AM 100ml    | 2 Wax ST 59g           | 1 Oil SV 60ml    |
| 2 Wash ST 532ml    | 1 Elixir 13 ST 100ml   | 1 Oil NO 60ml    |
| 2 Wash SV 532ml    | 2 Hair Spray ST 296ml  | 1 Oil AM 60ml    |
| 1 Wash NO 532ml    | 2 Powder ST 8g         |                  |
| 1 Wash AM 532ml    | 2 Styling Gel ST 100ml |                  |
| 2 AF Wash ST 473ml |                        |                  |

### Receive Free [\$191.70 Value]

- |                      |                        |
|----------------------|------------------------|
| 1 Wash ST 946ml      | 1 Hair Spray ST 296ml  |
| 1 Pump 946ml         | 1 Styling Gel ST 100ml |
| 1 Oil ST 60ml        | 1 Spritzer ST 100ml    |
| 1 Elixir 13 ST 100ml | 1 Air Freshener ST     |
| 1 Paste ST 59g       | 12 Glide SV 15ml       |
| 1 Powder ST 8g       | 1 Sticker              |

# 40%

Savings (MMLINT)

### Purchase

- |                 |                       |                    |                       |
|-----------------|-----------------------|--------------------|-----------------------|
| 2 Wash ST 100ml | 4 Clay ST 59g         | 2 Glide SV 177ml   | 2 Octane 100 ST 100ml |
| 2 Wash SV 100ml | 4 Paste ST 59g        | 2 Oil ST 60ml      | 2 Octane 200 ST 178ml |
| 2 Wash NO 100ml | 3 Pomade ST 59g       | 2 Oil SV 60ml      | 2 Detox Bar ST 198g   |
| 2 Wash AM 100ml | 3 Wax ST 59g          | 2 Oil NO 60ml      | 2 Grit Bar AM 198g    |
| 4 Wash ST 532ml | 2 Elixir 13 ST 100ml  | 2 Oil AM 60ml      | 2 Spritzer ST 100ml   |
| 4 Wash SV 532ml | 3 Hair Spray ST 296ml | 2 Deodorant ST 75g | 2 Spritzer SV 100ml   |
| 4 Wash NO 532ml | 3 Powder 8g           | 2 Deodorant SV 75g | 2 Spritzer NO 100ml   |
| 4 Wash AM 532ml | 3 Styling Gel 100ml   | 2 Deodorant NO 75g | 2 Spritzer AM 100ml   |
| 3 AF Wash 473ml | 3 Balm SV 59g         | 2 Deodorant AM 75g |                       |

### Receive Free [\$1,058.50 Value]

- |                 |                       |                    |                  |
|-----------------|-----------------------|--------------------|------------------|
| 1 Wash ST 946ml | 1 Wax 2 ST 59g        | 1 Spirits ST 100ml | 12 Wash ST 50ml  |
| 1 Wash SV 946ml | 1 Elixir 13 ST 100ml  | 1 Spirits SV 100ml | 12 Wash SV 50ml  |
| 1 Wash NO 946ml | 1 Hair Spray ST 296ml | 1 Spirits NO 100ml | 12 Wash NO 50ml  |
| 1 Wash AM 946ml | 1 Powder ST 8g        | 1 Spirits AM 100ml | 12 Wash AM 50ml  |
| 1 AF Wash 473ml | 1 Styling Gel 100ml   | 2 Air Freshener ST | 6 Lip Balm OF 7g |
| 4 Pump 946ml    | 1 Balm SV 59g         | 2 Air Freshener SV | 2 Cutting Cape   |
| 1 Clay ST 59g   | 1 Oil ST 60ml         | 2 Air Freshener NO | 1 Sticker        |
| 1 Paste ST 59g  | 1 Glide SV 500ml      | 2 Air Freshener AM |                  |
| 1 Pomade ST 59g | 1 Octane 200 ST 178ml | 24 Glide SV 15ml   |                  |



# 20% OFF ALL CREW LITERS

The back bar is the best time to engage with male clients and discuss what products are being used and why. American Crew shampoos are formulated to match your lifestyle and haircare needs.



(AFSG33)



(A3SH33)

(ATTS33)

(AGTS33)

(ACPS33)



(ADCS33)

(ADMC33)

(ADMS33)

(ADSH33)

## SAVE 25%



## BUY 2, GET 1 FREE!



Deluxe Pomade 100g

- High shine
- Strong hold
- Smooth coconut scent

(USDP03)



Deluxe Matte Pomade 100g

- No shine
- Medium hold
- Creme brule scent

(UMMP03)



Deluxe Easy Hold Cream 90g

- Natural matte finish
- Light control
- Earthy woods scent

(ULEH03)



Deluxe 3-in 1 Wash 240ml

- Hair, Face and Body
- Won't irritate eyes
- Ideal for the gym bag
- Bay rum fragrance

(UD3W08)



Deluxe Control Cream 120ml

- Low shine
- Light hold
- Frizz and curl control

(UDCC04)





Cosmetics Inc.

celebrate 2025 with SST Cosmetics' **NEW PRODUCTS**  
**IMMERSE YOURSELF IN LUXURY THIS YEAR**  
**WE KNOW YOU'VE BEEN WAITING...**



**CLEANSE, TONE & GLOW SET**  
**Rose Hip Seed Cleanser**

ANTI-AGING  
NORM-DRY & SENSITIVE

SST's SKIN Rose Hip Seed Cleanser removes dirt and impurities while boosting collagen with vitamins. Its revitalizing formula strengthens the skin barrier and reduces inflammation, resulting in fresh, supple, glowing skin—ideal for everyday use.

**COQ10 Toning Mist**

ANTI-AGING  
NORM-DRY & SENSITIVE

SST's SKIN COQ10 Toner infuses cells with COQ10 coenzymes, offering powerful antioxidants and skin protection. This formula, enriched with botanical extracts, promotes a natural pH balance, moisturizes, tightens skin, and enhances radiance.

SSTSKINCTG



**No Rinse**  
**Micellar Water**  
**Makeup**  
**Remover 8oz.**

If you've ever longed for a cleanser or makeup remover that removes all traces of the day, but doesn't leave your skin feeling tight or squeaky, then micellar cleansing water is the product for you. Micellar (pronounced my-sell-er) water is gentle, alcohol-free & made up of micelle molecules which attract dirt, oil, sweat & other debris your skin collects during the day.

20011



**10% Niacinamide**  
**& ZINC Serum 2oz.**

COMBINES THE POWERHOUSE  
INGREDIENT OF NIACINAMIDE WITH ZINC

These powerhouse components improve the appearance of enlarged pores, uneven skin tone, & dullness while reducing the appearance of fine lines and wrinkles. Zinc works to regulate oil production, making it suitable for acne-prone skin by reducing breakouts & calming inflammation. Together, they create a balanced serum that promotes clearer, smoother, & more radiant skin... Get ready!

20081



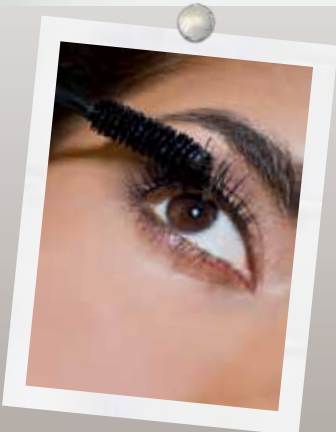
**SLOUGH IT OFF**  
**JOJOBA CLEANSING**  
**&**  
**POLISHING SCRUB 4OZ.**

Shea Butter. Hemp Seed Oil. Chamomile .Jojoba Beads. Aloe. Glycerin

This magical formulation transforms from a scrub to a spa-worthy cleanser, simply by adding water. This gentle polish buffs away dead skin, smooths away fine lines, shrinks pores, calms acne & works to combat dry, dull skin. Enjoy a brighter more even complexion. Get ready for a glow-up!.

**Say goodbye to dull skin!**

20025

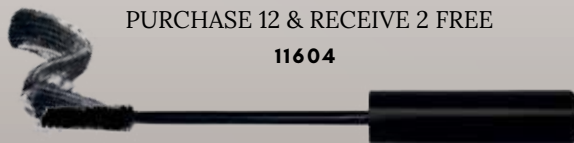


SST Cosmetics Inc.  
Lash Rebel® Mascara

The best-selling sensation is returning in its authentic form, complete with the original wand, washer, and packaging!

PURCHASE 12 & RECEIVE 2 FREE

11604



Looking for more info on the New SKIN Products? Scan QR Code or visit our website to learn more!

[sstcosmetics.ca](http://sstcosmetics.ca)



# NEW TO THE FAMILY!

*Enriched with Peptide + Amino Acids*



**BRAZILIAN BERRY**  
Herbal Moisturizer

17oz  
2.25oz

Available sizes: 17oz / 2.25oz

(HBBM17) (HBBM02)

**Did You Know?**  
Cherries are rich in antioxidants, vitamins, & minerals



**DARK RED CHERRIES**  
Herbal Moisturizer

17oz  
2.25oz

Available sizes: 17oz / 2.25oz

(HDCM17) (HDCM02)

## BERRY BLISS COUNTER DISPLAY

Includes:

- 4 Brazilian Berry Body Moisturizer 17oz
- 6 Brazilian Berry Body Moisturizer 2.25oz
- FREE Counter Display!

(HBB DPR)



## CHERRY DELIGHT COUNTER DISPLAY

Includes:

- 4 Dark Red Cherries Body Moisturizer 17oz
- 6 Dark Red Cherries Body Moisturizer 2.25oz
- FREE Counter Display!

(HCDDPR)



## BEAUTY BOOSTERS

Includes 2.25oz:

- 1 Brazilian Berry Body Moisturizer
- 1 Vanilla Lux Body Moisturizer
- 1 Ocean Breeze Body Moisturizer

(HBBPRO)



# LIP SLEEPING MASK



## MINI HYDRATION

Includes 2.25oz:

- 1 Whipped Vanilla Coconut Cream
- 1 Sweet Pineapple & Honey Melon
- 1 Triple Moisture
- 1 Original

(HCMHKT)



## MINI MOMENTS

Includes 2.25oz:

- 1 Whipped Vanilla Coconut Cream
- 1 Sweet Jasmine & Rose
- 1 Dark Red Cherries
- 1 Original

(HMMKIT)



## MINI ESCAPE KIT

**Limited Edition!**

Includes 2.25oz:

- 1 Mountain Air Body Moisturizer
- 1 Beach Breeze Body Moisturizer
- 1 Desert Calm Body Moisturizer
- 1 Forest Rain Body Moisturizer

(HMEKIT)



Available Feb 1st

## LITTLE BEARIES

**Limited Edition!**

Includes 2oz:

- 1 StrawBeary Herbal Body Moisturizer
- 1 AcaiBeary Herbal Body Moisturizer
- 1 BlueBeary Herbal Body Moisturizer

(HLBPRO)



Images and packaging may vary

*"Whoever said orange was the new pink was seriously disturbed!"*

Here's a fun tutorial with the Fuzion 2025 Valentine's Collection inspired by Legally Blonde!

*Step 1:*

Apply your favourite Fuzion pink colour or Fortify gel polish and cure.

Apply Fortify Matte Topcoat and cure.



*Step 2:*

Using the new FX Art Gel (Releases January 13th) outline a heart with a detail brush. Don't cure.



*Step 3:*

Using a Fuzion ombre brush, feather out the gel to create texture around the heart. Cure 30s.

*Step 4:*

Rub in chrome powder and dust off excess. We used Fuzion "Pinkalicious" Chrome here. Apply topcoat and cure.



*The finished look!*

Stay tuned for the Fuzion 2025 Valentine's Collection inspired by Legally Blonde, releasing January 13th!

JANUARY PROMO

FEBRUARY PROMO



15% Off Cleanser & Dehydrate



15% Off EZ Gel

*Don't miss FORTIFY February!*



**15% OFF**

Jars of Construct  
Refill sized Construct  
Colour Construct  
Gel Polish  
Bond & Gloss  
Fortify Tool

# FULL BROW TINTING PEN

by RefectoCil®

# TWO GO®

Lili-Paul Roncalli

FULL BROW TINTING PEN  
by RefectoCil®

**TWO GO**

**GEL 1** Back Brow Tinting Pen  
**GEL 2** Activator

FOR BROWS

Vegan

LONG-LASTING TINTING PENS FOR EYEBROWS

**BLACK BROWN**

FULL BROWS IN JUST **3 MINUTES**  
SMEAR- & WATERPROOF

LASTS UP TO 4 WEEKS\*  
**20 APPLICATIONS**

PATENTED TINTING SYSTEM

**RefectoCil**  
MADE IN AUSTRIA

Gel 1 net wt. 0.07 oz. / 2.2 g  
Gel 2 net wt. 0.07 oz. / 2.2 g



LONG LASTING TINTING PENS FOR EYEBROWS

## FULL BROWS IN JUST 3 MINUTES

SMEAR & WATERPROOF

LASTS UP TO 4 WEEKS\*

**20 APPLICATIONS**



SCAN HERE TO SEE HOW IT WORKS!



  
GW COSMETICS®  
SINCE 1930

**RefectoCil**®  
MADE IN AUSTRIA



Available in **Black Brown** and **Natural Brown**  
RTGPENBBRN RTGPENNB RN

\*Depends on individual skin and hair type as well as daily skincare routine.



# Footlogix Favourites: Retail Display

Where Medi meets Pedi®

Enjoy 20% off the Footlogix Retail Counter Display and step into ultimate foot care comfort today!



(FLCDKT)

**SALON SAVINGS**  
**20%**

ITEM	PRODUCT NAME	SIZE	QTY
1	Footlogix DD Cream Mousse	125 ml / 4.2 oz	5
3+	Footlogix Cracked Heel Formula	125 ml / 4.2 oz	5
7+	Footlogix Rough Skin Formula	125 ml / 4.2 oz	5
7T	Footlogix Nail Tincture Spray	50 ml / 1.7 fl oz	9
9	Footlogix Foot Deodorant Spray	125 ml / 4.2 fl oz	3
10	Footlogix Shoe Deodorant Spray	125 ml / 4.2 fl oz	3

[www.FOOTLOGIX.com](http://www.FOOTLOGIX.com) | 1-888-442-4408

Footlogix®, Footlogix Pediceuticals® and Where Medi Meets Pedi® are registered trademarks of KvG Group Inc.

# FRAMAR™

## Quilted

New!



Quilted 5x11 Pop Up Foil

Embossed texture 500 sheets  
 Limited Edition Pattern  
 PU-500QLT



Collection



Quilted Embossed Roll

Embossed texture 320ft.  
 Limited Edition Pattern  
 R-EMB-MQLT



Dreamweaver Combs

Small  
 Medium  
 Large  
 CMB-DW-QLT



Triple Threat Color Brushes

3 Pack  
 Accusoft Bristles  
 Limited Edition Patterns  
 HB-TTS-QLT



Gator Grips

4 Pack  
 Rubberized texture  
 Limited Edition Patterns  
 CL-GG-QLT



Silver 5x11 Pop Up Foil

Embossed texture 500 sheets  
 Non-Slip  
 PU-500SIL



Pink Paws Nitrile Gloves

Small  
 Medium  
 Large  
 GLV-PP-SML,  
 GLV-PP-MED,  
 GLV-PP-LRG



Kolor Killer Wipes

Color Removers 100 Wipes  
 Fresh Scent  
 KKW-WHITE



Detangle Brushes

Black  
 Champagne  
 Pink  
 Purple  
 FB-DT-BLK, FB-DT-CHA,  
 FB-DT-PNK, FB-DT-PRP



M I N T

New

### MIZU PADDLE BRUSH

MZ-PAD

- **Compact & Waterproof:** Perfectly sized for easy handling and travel
- **Anti-Slip Rubberized Finish:** Ensures a secure grip, even in the shower
- **Premium Boar Bristles:** Provide ideal tension, evenly distributing the scalp's natural oils from root to tip for naturally conditioned, healthy hair
- **Shower Friendly:** Brush through conditioner effortlessly
- **Versatile Application:** Perfect for toning or brushing through color
- **Detangle with Ease:** Suitable for wet or dry hair, even after backcombing
- **Natural Self-Conditioner:** Boar bristles capture and distribute oils down the hair shaft
- **Scalp Health:** Brush in a circular motion to exfoliate, unclog follicles, boost circulation, and promote healthy hair growth



### MIRA TITANIUM FLAT

MVK14

- Rose Gold Titanium Plates offer superior performance and ultra-durability
- 1.25" wide plates straighten hair extremely fast and can also be used to create larger curls or waves
- True Ceramic Heater for healthy, shiny, and smooth finish
- 15 seconds heat up with instant heat recovery
- Professional variable temperature from 180 to 450°F, perfect for all hair types
- Worldwide dual voltage / 60 minutes auto shut-off



MVK34

### DRAGONFLY IONIC DRYER

- Light & Ergonomic Design – only 299g
- Quiet – low noise 80 dB
- Smarter – memorizes last heat setting
- Long Life BLDC Motor – powerful airflow
- 2 Speed & 3 Heat Settings
- Eco-Friendly – low energy consumption and low EMF emissions
- Powerful 1500 Watts



### BLOW DRYER BRUSH

MVK42

- Blow dryer and ceramic round brush combined for one step styling
- Oval Barrel size for extra versatility (1.5" x 2.5" barrel size)
- Tourmaline ceramic barrel generates negative ions and infrared heat to smooth hair and minimize frizz
- Mixed long ball tip bristles for easy detangling while short bristles smooth and creates shine
- 3 Heat Settings, 1100 Watts of drying power
- **BONUS velvet pouch**



### S-WAVER

MVK44

- **Effortless Waves:** Double tourmaline ceramic barrels (1.6 inches) create large, gorgeous waves that are both luxurious and natural-looking
- **Adjustable Heat Settings 230 - 430°F**
- **Healthy Styling:** Negative ion technology reduces frizz and enhances shine
- **Versatile for All Hair Types:** Perfect for fine, medium or coarse hair textures
- **Worldwide dual voltage** for styling on the go
- **60 Minute Auto Shut Off:** Automatic shut-off for safety and peace of mind
- **Heat Glove Included:** For safe and comfortable styling





### X-LONG CURLING WAND

Ø 3/8" MVK22-37, 3/4" MVK22-75, 1" MVK22-100, 1.25" MVK22-125

MVK22



### X-LONG CURLING IRON

Ø 1" MVK20-100, 1.25" MVK20-125, 1.5" MVK20-150

MVK20



### STELLAR FLAT IRON 1.25"

MVK08



### COSMO FLAT IRON 1"

MVK12



### TEXTURE CRIMPER

MVK41

### SCISSORS



6" SCISSOR (M6)

6" THINNING/  
TEXTURIZING  
SCISSOR (MT6)



### BLACK BIRD IONIC DRYER

MVK31



### X-LONG CURLING IRON BRUSH

Ø 1.33" MVK43-133, 1.6" MVK43-160

MVK43



### KAZE PADDLE BRUSH

KZ-PAD



### KAZE PREMIUM MIXED BRISTLE ROUND BRUSH

Ø 20 mm – KZ-20S, 30 mm – KZ-30M, 40 mm – KZ-40L

KZ-ROUND



### HYDRATING SMOOTHING CREAM 235ML

HSC

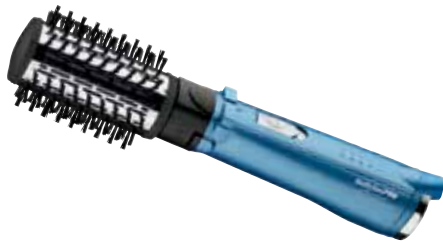


**minttools**

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**BaBylissPRO**  
NANO TITANIUM™



**Rotating ionic hot air brush**

- Nano-titanium technology
- Built-in ion generator
- Anti-static boar & nylon bristles
- Temperature control with 3 settings (High/Low/Cool)
- Multi-direction 2" rotating barrel

**BABNT178C**



**Advanced automatic curler**

- 3 curl directions
- 5 temperatures up to 430 °F for all hair types
- 3 time settings for 3 curl types

**BNTMCS75C**



**1-1/4" stainless steel flat iron**

- Warp-resistant housing
- Dual Ceramic Heating System
- 360° quad cushion floating plates
- Dual voltage

**BABSSMB3000TC**



**Ionic deep waver**

- So-Gel Nano Titanium™ technology
- Built-in ion generator
- 5 digital temperature settings, up to 430 °F
- Dual voltage

**BNTDW01C**



**1" ceramic flat irons with dual voltage**

**BAB9555BC ●**  
**BAB9555RC ●**



**1" tourmaline & ceramic flat iron with dual voltage**

**AFRSTYLE171C**



**Ceramic XL curling irons**

- Spring handle
- Extended 8" barrel
- Dual voltage

**BABC100XLSC 1"    BABC125XLSC 1-1/4"**



**Ceramic hot air stylers**

- 3-position switch (H/L/O-OFF)
- Nylon bristles

**BAB21001NC 1"    BAB21000NC 1-1/4"**

**5" lefty shears with offset handles**  
**L-50NC**



**5.5" thinners with 24 teeth and offset handles**  
**BLEND-55NC**



**BaBylissPRO**

**FXONE**



**Metal interchangeable battery foil shavers**

- N1 brushless motor of 10,000 RPM
- Interchangeable lithium-ion battery pack (up to 4 hrs runtime)
- Pivoting foil head with locking feature
- Hypoallergenic gold titanium foils
- Magnetic foil cap

**FX79FSG ●**  
**FX79FSMB ●**



**Metal interchangeable battery trimmer**

- N1 brushless motor of 7,200 RPM
- Interchangeable lithium-ion battery pack (up to 3 hrs runtime)
- Gold ultra-thin DLC/Titanium T-blade
  - Hypoallergenic
  - High strength
  - Lower blade temperature

**FX799MB**

**Metal lithium trimmers**

- Cord / cordless operation
- All-metal housing
- Lithium ion battery
- Dual voltage



Graphite deep-tooth T-Blade (2-hour runtime)  
**FX787BN**



DLC/titanium T-Blade (5-hour runtime)  
**FX787NG**

**N1 brushless motor**  
**Higher capacity lithium ion battery**  
**Standard and USB-C charging ports**

**Trimmer Blades**

**FX707BD2**  
Deep tooth T-blade black DLC



**FX707B2**  
Deep tooth T-blade black graphite



**FX707Z**  
Standard tooth gold T-blade





**BRIGHTENING** Lemon + Lily with Kojic Acid BCL  
16 oz 4 step manicure pedicure

**DEAD SEA SALT SOAK**  
SPA56911

**SUGAR SCRUB**  
SPA56912

**MOISTURE MASK**  
SPA56910

**MASSAGE CREAM**  
SPA56916



Extra-large, waterproof  
all-purpose vinyl cape  
(48" X 58")  
**BESVCAPEBKUCC**



**Thermal circular brush 17 mm**  
• Ionized Italian nylon fibers  
• Diamond-shaped vents  
• Non-stick Teflon tube  
**EVO-5002BP**



Opaque film pre-cut strips  
12" x 3-3/4" strips  
**LUMIOPAQ12WT**  
**LUMIOPAQ12SL**  
**LUMIOPAQ12BL**  
150/box

Opaque film pre-cut strips  
8" x 3-3/4" blue strips  
**LUMIOPAQ8BFM** 200/box



Clear film pre-cut strips  
12" x 3-3/4" - 150/box  
**LUMICLEAR12**

Clear film roll dispenser box  
150'  
**LUMICLEAR150**

Reusable latex  
black gloves (10/box)  
**BES33710SMUCC** S  
**BES33710MDUCC** M  
**BES33710LGUCC** L



**NEW!**

**BaBylissPRO**  
NANO TITANIUM™



**OUR LIGHTEST, SMALLEST  
HIGH-SPEED HAIRDRYER.**

Perfectly balanced T-shaped design  
Engineered airflow for faster drying  
Weighs less than 1 lb.

\* Compared to the full-size BaBylissPRO hairdryer BNT9100C.



**High-speed nano light hairdryers**

- Nano titanium™ technology
- High-performance brushless motor
- True ion generator reduces frizz
- 3 speed and 3 heat digital settings
- Cool shot button
- Memory function
- Automatic dual voltage

**BNTC9200C (blue)**  
**BNTC9200MBC (matte black)**

Concentrator nozzle, straightening pic,  
and extra-deep contoured diffuser



**LITHIUMFX+**

**BaBylissPRO**



**LithiumFX ergonomic clipper**  
• Cord / cordless operation  
• Blue Titanium tri-blade  
• Lithium-ion battery  
(2-hour run time)  
• 5-detent taper control  
• Includes standard  
power cord (FXCORD)  
**FX673NSMB**

- **NEW** Long-life ball bearing  
6,800 RPM DC motor
- **NEW** Redesigned On/Off  
switch location



**LithiumFX ergonomic trimmer**  
• Cord / cordless operation  
• Blue ultra-thin  
DLC/Titanium T-blade  
• Lithium-ion battery  
(over 4-hour runtime)  
• Includes standard  
power cord (FXCORD)  
**FX773NMBN**

- **NEW** Long-life ball bearing  
6,800 RPM DC motor
- **NEW** Redesigned On/Off  
switch location



**Mobile tray**

- Made of aluminum
- Stain-resistant
- Chemical-resistant
- Corrosion/rust-resistant
- ABS knobs
- Wheels rotate 360°
- Adjustable height
- Tray size: 13" x 18"

**BESY10BC**



**Professional salon trolley**

- Made of strong plastic
- Smudge proof, fingerprint  
proof and scratch proof
- 4 sliding removable trays
- 2 removable side pockets
- Removable hairdryer holder
- Hair proof wheels rotate 360°

**BES872C**



**Deluxe hard storage case**

- Fits all BaBylissPRO® clippers, trimmers,  
shavers, chargers, blades, and guards
- Zippered mesh pockets
- Multiple compartments with elastic bands

**BARBERCASES**



**Comb duo**

- PEG211C (8.5" /po)  
Styling comb  
PEG123C  
Metal pin tail comb  
**PEGCOMBO1C**



**Professional barber accessories kit**

- The essential professional kit includes:
- Black BaBylissPRO® cape
  - Black comb
  - Black fade brush
  - 2 Black hair clips
  - 2 Black hair holders

**BPROKIT**



**High-Speed Digital Motor**  
Delivers exceptional air speed for quick drying results

**SAVE 20%**  
**Vanquish Digital Motor Hair Dryer**

(W56969)



**SAVE 13%**  
**5 Star Barber Combo Black**  
1- Magic Clip Cordless Clipper  
1- Detailer Li Cordless Trimmer

(W56458)



**SAVE 10%**  
**5 Star Cordless Magic Clip Clipper**

(W56390)



**SAVE 17%**  
**5 Star Legend Clipper**

(W56350)



**SAVE 17%**  
**5 Star Magic Clip Clipper**

(WA6166)



**Lithium-Ion Battery**  
100 minute run time & 60 minute charge time.

**SAVE \$20**  
**5 Star Detailer Li Cord/Cordless Trimmer**

(W56435)

# TRIBAL

龍 SCISSOR COMPANY

Scissor-Molded Finger Rest stabilizes hold

Semi-Convex Blade  
made of 440C steel to ensure a clean cut



**SAVE 50%**  
**Rose Gold Kit**  
Choose from 5.5" & 6"  
1- Rose Gold Shears  
1- Rose Gold 30 Tooth Thinner

5.5" (TRGKIT5.5)  
6" (TRGKIT6)



**SAVE 45%**  
**ST-5 Kit**  
Choose from 5", 5.5" & 6"  
1- ST-5 Shears  
1- ST-5 35 Tooth Thinner

5" (TST5KT5.OS)  
5.5" (TST5KT5.5S)  
6" (TST5KT6.OS)



# GREEN SASA SERIES BUY 1 - GET 1 FREE

Buy the Green Sasa 6.0" shear (\$1,500) and get your choice of the Green Sasa single comb or double comb texturizer **FREE**

JAN - FEB 2025

SUBJECT TO SPECIAL ORDER

## GREEN SERIES - SASA

"Sasa" is Japanese for bamboo leaf and these shears feature wider blades with a more rounded profile". The shears are designed for exquisitely smooth wet or dry cutting. With the texturizing shears, available in both single comb and double comb options, the teeth are designed in such way that they all meet the cutting blade at the same angle and are specially tapered so there will be no pulling or snagging when you slide these shears through the clients hair.

BUY 1  
**GET 1**  
FREE



6" (KGSSHR6.0SOS)



SINGLE  
(KGSBLD38T)



DOUBLE  
(KGSBLD38TW)

## GREEN SERIES

The Green Series features powerful, mirror polished convex edged blades as well as an adjustable ball bearing system which lets you fine-tune the shears tension for ultimate precision. The Green texturizers, available in 15 and 30 tooth options are sharpened with an erosion technique wherein in each tooth meets the cutting blade at the same angle and the tapering of the teeth ensures there is no pulling or snagging as they slide through the hair.



5" (KGSSHR5.00S)

5.5" (KGSSHR5.50S)

6" (KGSSHR6.00S)

7" (KGSSHR7.00S)

40%  
OFF

15 Tooth (KGSTHN15T)

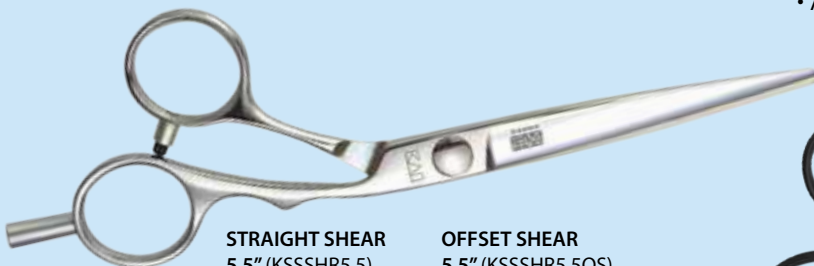
30 Tooth (KGSTHN30T)

30 Tooth B-Type (KGSTHN30TB)

## SILVER SERIES

Silver's lines are modern, clean and ergonomic – displaying the full beauty of Kasho's traditional hand polishing to full effect. The ratchet flat screw system sits at the very heart of silver, giving the stylist precise adjustment of the shears' tension. Thanks to its meticulously constructed mechanism, the system is exceptionally thin, giving exceptional sightlines while cutting.

35%  
OFF



STRAIGHT SHEAR  
5.5" (KSSSHR5.5)  
6" (KSSSHR6.0)

OFFSET SHEAR  
5.5" (KSSSHR5.50S)  
6" (KSSSHR6.00S)  
6.5" (KSSSHR6.50S)  
7" (KSSSHR7.00S)

## SILVER SERIES DLC

This incredible shear features all of the benefits of the Silver series and then adds the benefits of the Diamond Like Carbon coating (DLC), including hardness, wear resistance and reduced friction.

35%  
OFF

- Shears last longer between sharpenings
- Feel less strain on your hand while cutting
- Protection from chemical compounds affecting the shear
- Hypoallergenic for those with nickel allergies
- Available in 6.0" offset only



(KSSSHR6.00SD)





# EDUCATION TO FIT YOUR LIFESTYLE



## IN-STORE EDUCATION

ATTEND AN IN-PERSON  
SEMINAR AT ONE OF  
OUR CLASSROOMS



## VIRTUAL ACADEMY

EDUCATION AT YOUR FINGER  
TIPS! TUNE IN LIVE FROM YOUR  
SALON OR LIVING ROOM!



## IN-SALON EXPERIENCE

LET US COME TO YOUR SALON!  
ASK YOUR SALES CONSULTANT  
FOR MORE INFO & PRICING

*All classes are subject to applicable taxes. Dates & Classes are subject to change.*

### NAIL CLASSES

\*\* Not Business Driver Eligible

DATE	SEMINAR	LOCATION	TICKETS
March 3rd	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Kelowna	
March 3rd	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Red Deer	
March 31st	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Winnipeg	
April 7th	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Saskatoon	
April 7th	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Calgary	
May 5th	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Edmonton	
May 5th	Intro To Fuzion -AM / Spring Nail Art Designs -PM **	Regina	

### MAKE-UP CLASSES

DATE	SEMINAR	LOCATION	TICKETS
April 14th	SST Cosmetics: Bridal Trends Certification	Saskatoon	
April 28th	SST Cosmetics: Bridal Trends Certification	Edmonton	
May 5th	SST Cosmetics: Bridal Trends Certification	Winnipeg	

### BARBERING CLASSES

\*\* Not Business Driver Eligible

DATE	SEMINAR	LOCATION	TICKETS
March 10th	Reuzel: Barbering I	Kelowna	
March 24th	Dannyco: Barberology Trends Look n' Learn **	Winnipeg	
April 28th	Reuzel: Barbering II	Calgary	
May 12th	Reuzel: Barbering I	Saskatoon	
May 26th	Dannyco: Barberology Trends Look n' Learn **	Regina	
June 16th	Dannyco: Barberology Trends Look n' Learn **	Edmonton	



CAN'T MAKE IT TO THE CLASSROOM?

# VIRTUAL ACADEMY

*Education at your finger tips!*



## COLOR CLASSES

\*\* Not Business Driver Eligible

DATE	SEMINAR	LOCATION	TICKETS
Jan 27th	J Beverly Hills: Cutting The Color	Regina	
Feb 10th	J Beverly Hills: Cutting The Color	Edmonton	
March 10th	J Beverly Hills: Cutting The Color	Saskatoon	
March 17th	Oligo: Get Air Touched	Calgary	
April 7th	SKP: Creative Reds + Coppers	Regina	
April 7th	Oligo: High Impact Blondes	Winnipeg	
April 14th	SKP: Corrective Color	Winnipeg	
April 14th	SKP: Toning To Perfection	Kelowna	
April 14th	Oligo: High Impact Blondes	Edmonton	
April 28th	SKP: Corrective Color	Saskatoon	
May 5th	SKP: Lived In Blondes	Calgary	
May 5th	Oligo: The Blonde Universe of Blacklight -AM **	Saskatoon	<i>Redeemable in product the day of your class!</i>
May 5th	Oligo: Get Air Touched -PM	Saskatoon	
May 26th	SKP: Lived In Blondes	Brandon	
June 2nd	SKP: Lived In Blondes Look n' Learn -AM**	Edmonton	
June 2nd	SKP: Toning To Perfection -PM	Edmonton	
June 2nd	Oligo: Calura Ecosystem -AM**	Red Deer	<i>Redeemable in product the day of your class!</i>
June 2nd	Oligo: Bespoke Blonde -PM	Red Deer	
June 16th	Oligo: High Impact Blondes	Regina	

## CUTTING & STYLING CLASSES

\*\* Not Business Driver Eligible

DATE	SEMINAR	LOCATION	TICKETS
March 3rd	Surface: Intro To Core Cutting	Saskatoon	
April 7th	Surface: Flawless Finishing	Edmonton	
May 12th	Surface: Flawless Finishing	Winnipeg	
May 26th	Surface: Curls Experience Certification	Saskatoon	
June 2nd	Surface: Curls Experience Certification Look n' Learn **	Winnipeg	
June 9th	Surface: Intro To Core Cutting	Edmonton	

### HOW TO REGISTER

1. Scan QR Code
2. Select Seminar you would like to attend
3. Click 'Register Here'
4. Fill out your information & click 'submit'
5. Availability will be confirmed with the ESP store location selected; you will be contacted to confirm your registration and method of payment.

SCAN  
ME



Education fees are final sale and due in full upon registration to reserve your seat. No shows will result in full loss of tuition

fee. Registration deadline is 2 weeks prior to the class. Dates and classes are subject to change.  
 BUSINESS DRIVER: All hands-on classes are BD eligible unless otherwise specified as \*\* All classes are subject to applicable taxes.

# BIG

SEMI-ANNUAL

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IS BACK

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SALON SALES

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**ALBERTA**

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Calgary • 5915 3rd Street S.E. (403) 253-8556

Edmonton • 10616 170th Street N.W. (780) 481-6497

**SASKATCHEWAN**

Saskatoon • 210 44th Street East (306) 975-0486

Regina • 1428 Broad Street (306) 525-9944

**MANITOBA**

Winnipeg • 5 - 1680 Ellice Avenue (204) 774-6685

**ONTARIO**

Thunder Bay • 6 - 946 Cobalt Drive (807) 345-6203

January 1<sup>st</sup> - February 28<sup>th</sup>, 2025

To place an order:  
PHONE: 1-800-667-2566  
FAX: 1-800-223-5311  
www.espsalonsales.com

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