

COSMO PROF[®]

SPRING EDITION

MARCH - MAY 2026

NEW see inside
pages 4 & 5
K18
BIOMIMETIC
HAIRSCIENCE

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Find something inside you love?
**Schedule an appointment
with your Salon Business
Consultant today!**

DEAR STYLIST COMMUNITY

As winter transitions into spring, we know what happens next - books fill up, clients crave change, and creativity comes alive behind the chair. This is your season to refresh, transform, and lead the trends your clients are seeing across social media.

Beginning in March, Cosmo Prof will spotlight fresh spring color trends, techniques, and service inspiration to help you maximize the surge in appointments.

In April, we'll continue celebrating color while focusing on care and styling, supporting you through prom, wedding, and event season.

By May, we'll see the annual rise in blonding services, as clients choose brighter, lighter looks for the warmer months ahead.

For you: More bookings, elevated color services, event styling, and lightening opportunities.

For your clients: A season of transformation, celebration, and brightened confidence.

We are proud to support you with the education, inspiration, and professional products to make this your strongest spring yet.

With appreciation,

Jennifer Masie

Group Vice President
Cosmo Prof Full-Service



THE END OF ORDINARY.
THE BEGINNING OF ARTISTRY.

Epilogue is a luxurious full-range, permanent hair color line, offering 84 vibrant, intermixable shades. It's permanent color built for today.

Simplicity is the real innovation.
Reliability is the luxury.

- 100% grey coverage
- PPD & resorcinol free
- Vegan bonder inside

Try for \$7 USD

Limited offer available April 1-15

EPILOGUE

permanent color by **DANGER JONES**

the K18REPAIR™ service

healthier hair through
every transformation

K18
BIOMIMETIC
HAIRSCIENCE



sunset gold color service by
Kendra Alia @iamkendraalia
with K18REPAIR™

step **1**

pre-service

PRO mist
fortifies hair
+ restores
up to 99%
elasticity*



**17%
savings**

K18REPAIR™ service kit
PRO mist 10 oz + PRO mask 5 oz
040407
\$129.79



step **2**

post-service

PRO mask
reverses
damage in
4 minutes*

maximize your service
profit with K18REPAIR™



scan to calculate
your potential profit

K18
BIOMIMETIC
HAIRSCIENCE

calculate your
K18REPAIR™ profit

potential weekly profit	\$552.75
potential yearly profit	\$28,743

select currency

\$ USD

cost of K18REPAIR™ products

help clients
find you



Get K18REPAIR™ certified
to join the K18 Global
Salon + Stylist Locator



scan to
get started

*k18hairpro.com/disclaimers

All products & quantities may not be available in all locations. Prices subject to change. While supplies last. See Salon Consultant for details.

new
wash care size
now in 16 oz bottles



peptide prep™ detox shampoo 16 oz
damage shield pH protective shampoo 16 oz
damage shield protective conditioner 16 oz
046661, 046662, 046663
\$29.50 each

K18
BIOMIMETIC
HAIRSCIENCE

salon blowout at home kit

1 - leave-in molecular repair hair mask 1.7 oz
1 - HeatBounce conditioning heat protectant 1.6 oz
1 - AstroLift™ reparative volume spray 1.6 oz
046656
\$49

K18 biotech toolkit

1 - peptide prep™ detox shampoo 8.5 oz
1 - leave-in molecular repair hair mask 1.7 oz
1 - HeatBounce conditioning heat protectant 4 oz
1 - AirWash™ dry shampoo 4 oz
1 - professional molecular repair hair mist 5 oz
1 - K18 stylist station mirror cling
1 - K18 canvas bag
046754
\$129



meet the K18 lineup

color-safe wash care



peptide prep™
detox shampoo 32 oz
Removes 99% buildup* +
preps for K18REPAIR™
040035
\$51.50



damage shield
pH protective shampoo 32 oz
Smoothing cleanse for
multi-wash services
040296
\$51.50



damage shield
protective conditioner 32 oz
Conditioning protection against
damage for up to 3 days*
040302
\$51.50

molecular repair



PRO molecular repair hair
mask 5 oz
Reverse lightener + color, chemical
services, and heat damage
040292
\$57.68



PRO molecular repair
hair mist 10 oz
Fortify + restore up to 99%
elasticity* pre-service
040285
\$97.86



molecular repair
hair oil 1 oz
Instant + lasting frizz
control
040289
\$33.48

biotech-powered styling



HeatBounce conditioning
heat protectant 8 oz
Deeper heat protection than ever
before* protects up to 450°F
041368
\$40.09



AirWash™
dry shampoo 4 oz
Absorbs oil + eliminates odor
for up to 3 days*
040290
\$24.72



AstroLift™
reparative volume spray 4 oz
Delivers 2.5x more
all-over volume*
040381
\$23.69

*k18hairpro.com/disclaimers

KERATINCOMPLEX®

Beautiful hair every day

AVAILABLE NOW AT
COSMO PROF®

Each of the **Keratin Complex®** keratin smoothing treatments and at-home products is enhanced with proprietary **Signature Keratin**—an essential hair protein that **eliminates frizz**, **repairs damage**, and **strengthens** for undeniably healthy hair.

PROFITABLE SERVICES FOR ALL HAIR TYPES!

NKST

Award-Winning Treatment
Results last up to 5 months



4 oz. \$150
045824

Available sizes: 33.8 oz. \$450 - 045826 | 16 oz. \$250 - 045825

EARN \$8,050 WITH JUST ONE LITER

HERE'S HOW: 23 applications x \$350 service price = \$8,050



Before



After

- Blocks humidity, fights frizz & adds luminous shine.
- Powered by Signature Keratin for stronger, healthier hair.
- Instantly repairs damage, reduces breakage & provides long-lasting protection.
- Increases manageability & reduces daily styling time.

KCEXPRESS®

15-minute Color-Locking,
Anti-Frizz Treatment

Results last up to 6 weeks



Available sizes: 33.8 oz. \$400 - 045693 | 16 oz. \$220 - 045700

+\$1,125/WEEK | +\$4,500/MONTH | +\$58,500/YEAR

HERE'S HOW: *Example based on 3 add-ons per day at \$75 each (KCEXPRESS suggested price), with the salon open 5 days per week.



Before



After

- The perfect pairing to every color service! Every color. Any brand. Any time. In just 15 minutes.
- Powered by Signature Keratin for stronger, healthier hair.
- Eliminates frizz, enhances color vibrancy & delivers radiant shine.
- Cuts daily styling time & makes blow-dry time faster & easier.

KCRIO®

NEW!

Sleek and Strong

Results last up to 3 months



16 oz. \$230
045815

EARN \$3,025 WITH JUST ONE SYSTEM KIT!

HERE'S HOW: 11 applications x \$275 service price = \$3,025



Before



After

- Unmatched straightening power & maximum shine.
- Powered by Signature Keratin, Creatine & Murumuru Butter for stronger, healthier hair.
- Formulated without formaldehyde.
- Anti-Aging Benefits: Revives dull, frizzy hair & reenergizes strands.
- Live your lifestyle: Clients enjoy same-day style & zero downtime.



PRO TIP: Align service to retail and extend the longevity of every treatment by providing your clients with a keratin-enhanced regimen.

PAUL
MITCHELL
BLONDE

BRIGHTER,
Faster,
STRONGER

NEW



PRE-BONDED LIGHTENER

- Accelerated lift up to 9 levels
- Blue powder neutralizes warmth
- No dedicated developer required
- **AminoBond Protect** for durable defense against breakage

65%
LESS
BREAKAGE*



046753 - Pre-Bonded
\$39.00



DUAL-PURPOSE LIGHTENER NEW LOOK! SAME GREAT PERFORMANCE

046812 - Dual-Purpose
\$33.00



**UNLOCK THE BASICS
BLONDE VIDEO**

*Based on third-party instrumental tress testing. Compared to JPMS lightener without AminoBond Protect + 20 Volume developer.

COMING SOON PRE-BONDED 5-MINUTE TONERS

ALWAYS ON TREND.
ALWAYS ON TONE.

MORE IMPACT IN LESS TIME

Maximum toning, neutralization and color enhancement on levels 8-10 in just five minutes.

MORE PIGMENTED TONING

Superpowered with **AminoBond 10 Complex** to help protect fragile lightened strands with no need for a bonding additive. Achieve perfect tonality and soft, healthy hair faster than ever!

PAUL MITCHELL **the demi**
Demi-Permanent Hair Color



NEURO DRY+

by PAUL MITCHELL

Now with dual voltage for use anywhere in the world.*

- Ultralight foldable design
- Powerful brushless motor for fast drying
- NeutraHeat technology for shine + frizz control
- SmartSense microchip for even, controlled heat
- Auto Pause for convenient styling

Available in black and white colorways; attachments included may vary by color.

037381
\$175.00

*Plug adaptor not included.



AUTOMATIC
DUAL VOLTAGE
120V-240V*

PAUL MITCHELL

STYLE EXTEND

Make Great Hair Days Last

Get fresh hair between washes and smell irresistible with the Paul Mitchell Style Extend Collection.

Multitasking Dry Shampoo

Layerable Oil Absorption + Refreshes + Neutralizes Odor + Adds Body and Shine

Intense Dry Shampoo

Eliminates Oil + Deep Cleans + Neutralizes Odor + Adds Texture

Dry Conditioner Spray

Softens + Conditions + Protects From Heat + Neutralizes Odor + Smooths Split Ends

Texturizing Spray

Second-Day Texture + Volume + Buildable Hold + Natural Finish

Fragrance Notes:
**COCOA, VANILLA
+ MUSK**

Fragrance Notes:
**FLORAL WITH A HINT
OF WARM AMBER**



041637

041636

041635

041638

PAUL MITCHELL

CLARIFY

DANDRUFF SHAMPOO

No One Likes A Flake

Eliminates up to 100% visible flakes*

FEATURES AND BENEFITS

- Uses 1% zinc pyrithione to fight dandruff at the source
- Helps eliminate flakes, itching and irritation while fighting recurrence
- Salon-quality shampoo leaves hair looking and feeling soft, healthy and manageable
- Fresh, sophisticated Bergamot Tea fragrance

DANDRUFF FAQ



*Visible flake analysis; after first application with regular use. Results may vary.

NEW!



300 mL / 10.14 fl. oz.

046574
\$9.09



TEA TREE HEAD SPA STARTER KIT

Your Guests Will Be Obsessed!

Meet a comprehensive system of Tea Tree products, education and support designed to help you offer premium, revenue-building scalp care services in your salon.

WHY HEAD SPA?

- Boost revenue with high-margin services
- Attract new guests with a unique experience in a competitive market
- Drive retail sales with recommended Take Home regimens

INCLUDES:

6 Full-Size Tea Tree Products

RECEIVE FREE:

- 2 Exclusive Travel Size Tea Tree Special Detox Foaming Salt Scrubs
- 1 Exclusive Tea Tree Scalp Massager Brush
- 1 Limited Edition Tea Tree Tote Bag
- Scalp Wellness Online Course + Customizable Marketing Tools
Become a scalp wellness expert and build salon revenue

**20%
SAVINGS**
plus free items



FREE
EXCLUSIVE TOTE BAG,
SCALP MASSAGER,
AND TRAVEL SIZES



JPMS PRO REWARDS



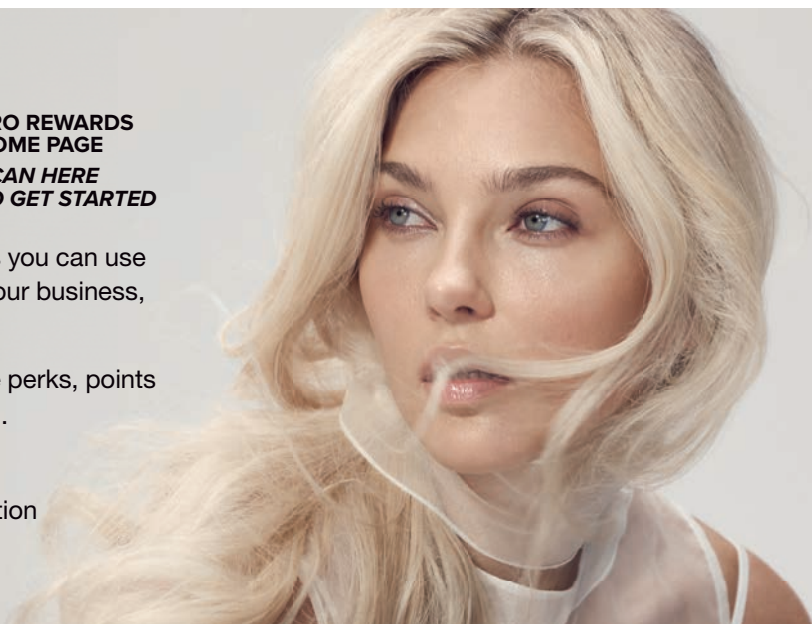
**PRO REWARDS
HOME PAGE
SCAN HERE
TO GET STARTED**

With Pro Rewards, every professional purchase earns points you can use toward what matters most to you—whether that's growing your business, elevating your craft or treating yourself.

Are you a Paul Mitchell The School Alum? Unlock even more perks, points and exclusive opportunities inside the Pro Rewards Program.

Use your points on:

- Gift cards
- Backbar + samples
- Paul Mitchell education
- Travel
- Branded merchandise
- And more!





NO.1
SALON COLOR
BRAND IN
THE WORLD

“
Our mission has always been
to empower salons. This pricing update
is about standing by our partners
and ensuring they can continue to deliver
exceptional results without raising prices
for their clients.
”

– Wella Professionals Team



KOLESTON PERFECT ^{ME+}

NEW PRICE

when you buy 6 or more

\$9.95 EACH

REG. \$12.26

**THE SAME TRUSTED COLOR.
UNCOMPROMISED PERFORMANCE.
BUILT FOR YOUR SUCCESS.
WELLA PROFESSIONALS – YOUR NO.1 PARTNER**

NEW

SMOOTHFILLER™ SERVICE

**SMOOTHER HAIR. REDUCED FRIZZ.
EASIER & FASTER STYLING.
LASTS UP TO 3 MONTHS.**



HAIR **BEFORE**
SMOOTHFILLER

IMMEDIATELY **AFTER**
SMOOTHFILLER IN SALON

AFTER BLOW DRY
WITH BRUSH AT HOME

WHAT SMOOTHFILLER™ CAN DO FOR A SALON'S BUSINESS



“SmoothFiller has been such a win for us! Like many salons, we’ve noticed things slowing down a bit — clients pushing appointments out or skipping a service here and there. So we ran a special offering SmoothFiller for \$100 for one month, and we honored that price for anyone who wanted it. It worked better than we expected! It filled those strange schedule gaps and ended up giving us our best month in years — over \$3k higher — just from adding SmoothFiller whenever it was a good fit.

Clients are loving it, too. Because the product goes such a long way and Wella priced it so well, we’re planning a slight price increase next month while still keeping it very budget-friendly. I honestly think keeping it accessible is what will help us continue to sell a lot of it.”

A|H
Salon

Heather Porter
Owner Apothecary
Haus Salon
Houston, TX

A REVOLUTION IN SMOOTHING



Faster, under 2hr
salon exclusive
service

No post service
restrictions



Pleasant and
fast** salon
experience

Clean
formula

Low fumes

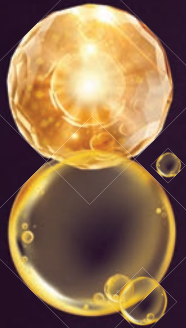
041872 - 6.7 oz.
041865 - 16.9 oz.
041871 - 33.8 oz.
\$55.00 - \$165.00

*Based on Wella Master Brand USD sales on the 2024 Salon Hair Care Study for the hair coloring products category published by Kline.

**Pleasant and fast: precise application, quick development time, fragrance free, low fume at heat activation. No additional rinsing after heat activation. ©2026 Wella Operations US LLC.

ULTIMATE COLOR

COLOR VIBRANCY FOR UP TO 10 WEEKS** REVITALIZED HAIR FROM 1ST WASH



GLYCINE & METAL PURIFIER

Act as a shield helping to protect from damage due to free radicals.

B5

Locks in moisture from scalp to ends, for hair that looks & feels revitalized.



**DISCOVER
ULTIMATE COLOR
TECHNOLOGY**



*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline.
**With regular use of ULTIMATE COLOR regimen from salon to home.
©2026 Wella Operations US LLC.



ULTIMATE COLOR LARGE SALON OPENER

\$307.50
SALON PRICE

30%
DISCOUNT

GET FREE



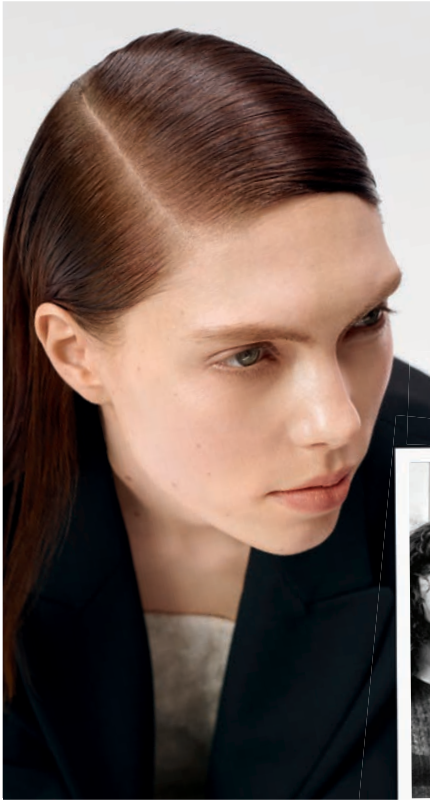
Set of 50
ULTIMATE COLOR Miracle
Leave-In Masks 5ml



GLORIFIER

046710

MEET THE NEW SEBASTIAN PROFESSIONAL



Created with
stylists for all.

Express



“Part of Sebastian’s DNA, to me, is they always create Products that allow the Hairdresser the creative freedom to Bring The Magic, cocktail or layering to transform or refabricate the Hair.”

**SHAY
DEMPSEY**
Sebastian Professional
Global Artistic Director



**New look.
Same loved formula.**



NEW

Dark Oil Lite
Styling Oil
045511
\$25.09



Penetraitt
Shampoo
045561
\$11.49



Penetraitt
Conditioner
045546
\$11.49



Mousse Forte
Volumizing Mousse
046493
\$11.50



NEW

Shaper ShineSpritz
Non-Aerosol Spray
045485
\$12.50



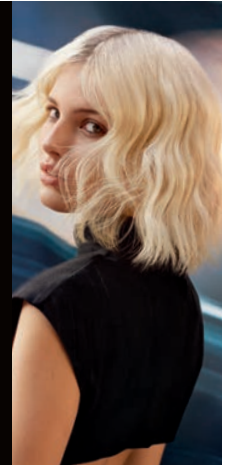
Shaper Plus
Hairspray
045484
\$15.00

PRO Cocktailing Guide

**Unbreakable
style.**



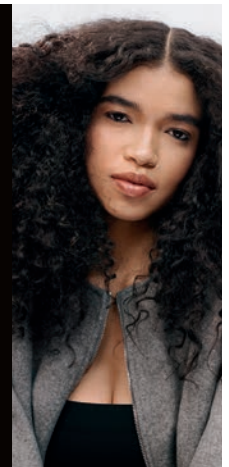
GET
THE LOOK



**Dream
curls.**



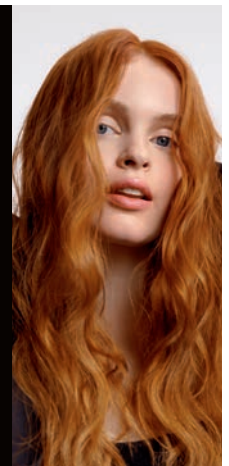
GET
THE LOOK



**Volume
amplified.**



GET
THE LOOK



**Large Salon
Opener**

\$823.14

SALON PRICE

\$1,097.50
VALUE

**25%
DISCOUNT**



GET GLORIFIERS
FREE



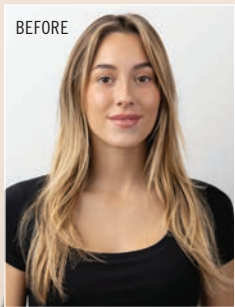
046841

BLONDME®

**FOILS
ARE BACK
SO IS THE
MONEY!**

**SOFT
FINISH
GIVE THE ESSENCE
OF CASHMERE**

**ENHANCE
DIMENSION
CREATE
SOPHISTICATED
MODERN BLONDE**



NOW TRENDING

FOILED CASHMERE

'90s blonde inspired by Carolyn Bessette-Kennedy

FOILED CASHMERE CERTIFICATION

featuring Celebrity Colorist Kari Hill



The next era of blonding is here with FOILED CASHMERE, a '90s inspired technique reimagined for today's client.

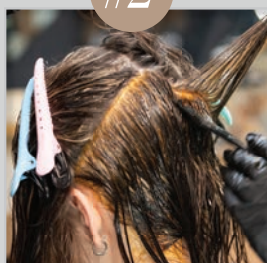
Certification includes 3 courses with full step-by-steps:

#1



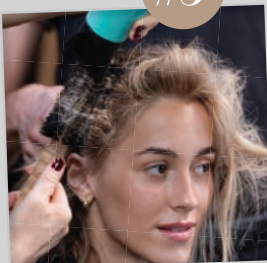
4x4 Foiling Method

#2



Bespoke Layering & Gradient Toning Techniques

#3



'90s Blowout

GET
CERTIFIED
FOR FREE



— *plus* —



20% OFF

LIGHTENERS

BLONDME® & IGORA® VARIO BLOND

april - may

BLONDME
008692, 010596, 034140, 486642

VARIO
013500, 486764, 486765

NEW ALPHANUMERIC COLOR SYSTEM

**SAME SHADES YOU KNOW AND LOVE.
JUST EASIER TO FIND.**

We know that for new users, numbering systems can take time getting used to. We hear you: color should be easy to explore! That's why we created the Alphanumeric System, **a clean, modern way to read shades** that helps you discover, mix, and create with confidence.



Each number is now complemented by a letter that shows the shade's tonal direction:

Numeric → **10-91**
10VCe ← Alphanumeric

Level of depth

- 1** black
- 3** dark brown
- 4** medium brown
- 5** light brown
- 6** dark blonde
- 7** medium blonde
- 8** light blonde
- 9** extra light blonde
- 10** ultra blonde

Number Alphabet Tone Direction

-0	N	natural (neutral)
-00	NN	natural extra
-1	Ce	cendré (blue/violet)
-2	A	ash (blue)
-3	M	matte (green)
-4	B	beige (muted gold)
-5	G	gold (gold)
-6	Ch	chocolate (warm brown)
-7	C	copper (orange)
-8	R	red (red)
-9	V	violet (violet)

LOVE THE NUMBERING SYSTEM? PREFER ALPHANUMERIC LETTERS? WE'VE GOT YOU COVERED.

Both will begin appearing on our new packaging starting in March 2026, rolling out gradually.

MEET YOUR BLONDE TONING DREAM TEAM



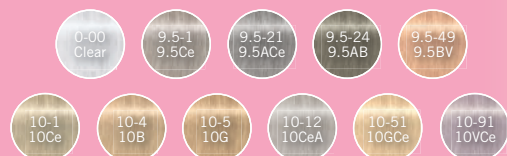
Schwarzkopf
PROFESSIONAL



IGORA VIBRANCE®

Delivers **multi-tonal** results
and beautiful vibrant shine.

TRENDING SHADES



BLONDME® GLOW TONERS

Gently enhance tone richness
and provide a smooth, glossy
finish with **zero lift**.



amika:

2 for \$25 styling faves



mix + match, choose from:

brooklyn bombshell blowout spray 6.7oz | 033225

fluxus touchable hairspray 8.2oz | 033416

headstrong intense hold hairspray 8.2oz | 033418

rising star volumizing finishing spray 5.3oz | 037491

top gloss shine spray 4.8oz | 033408

30% off heat protectants (up to 450° F!)*



superfruit star lightweight
hair styling oil

1.7oz | \$13.67
039221



water sign hydrating
hair oil

1.7oz | \$14.04
033232



the shield
anti-humidity spray

5.3oz | \$12.24
033413



velveteen dream
smoothing balm

6.7oz | \$11.52
033234



frizz-me-not
anti-frizz treatment

6.7oz | \$12.43
040684



plus size perfect
body mousse

8.5oz | \$12.95
033420



brooklyn bombshell
blowout spray

6.7oz | \$12.24
033225

*CLINICALLY PROVEN.

amika:

april only - 20% off hot tools

\$56.00



blowout babe thermal brush
033399

\$55.60



hair blow dryer brush
033402

25% off salon essentials



shower cap
033237

\$9.00



hand wash 13.5oz
041659

\$12.19

NEW

STYLE LIKE A PRO

20% SAVINGS + FREE MERCHANDISING DISPLAY

STYLE COLLECTION SALON INTRO

MOROCCANOIL

5 x SCULPTING POMADE 2.6 OZ.,

5 x TEXTURE CLAY 2.6 OZ.,

5 x MOLDING CREAM 2.6 OZ.,

SALON DISPLAY. | COMING SOON | \$180.00



NEW! SCULPTING POMADE

MOROCCANOIL

2.6 OZ. | SKU 046932 | \$15.00

Delivers strong hold, high shine, and ultimate control.



TEXTURE CLAY

MOROCCANOIL

2.6 OZ. | SKU 046931 | \$15.00

Workable clay defines and sculpts with a matte finish.



MOLDING CREAM

MOROCCANOIL

2.6 OZ. | SKU 046933 | \$15.00

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

TRAVEL SETS

Take Moroccanoil on the go with these must-have beauty essentials in a **NEW** cosmetic bag!



FREE BAG!

HYDRATION TRAVEL SET

MOROCCANOIL

MOROCCANOIL TREATMENT MIST 0.85 FL.OZ.,

HYDRATING SHAMPOO & CONDITIONER 2.4 FL.OZ.,

HAND CREAM 1.35 FL.OZ., COSMETIC BAG. | SKU 046585

\$30.00

REPAIR TRAVEL SET

MOROCCANOIL

MOROCCANOIL TREATMENT 0.85 FL.OZ.,

MOISTURE REPAIR SHAMPOO & CONDITIONER 2.4 FL.OZ.,

HAND CREAM 1.35 FL.OZ., COSMETIC BAG. | SKU 046582

\$30.00

FRIZZ TRAVEL SET

MOROCCANOIL

MOROCCANOIL TREATMENT 0.85 FL.OZ.,

FRIZZ CONTROL SHAMPOO & CONDITIONER 2.4 FL.OZ.,

HAND CREAM 1.35 FL.OZ., COSMETIC BAG. | SKU 046579

\$30.00

BODY TRAVEL SET

MOROCCANOIL

MOROCCANOIL TREATMENT 0.85 FL.OZ.,

BRUMES DU MAROC FRAGRANCE MIST 1 FL.OZ.,

HAND CREAM 1.35 FL.OZ., SHOWER GEL 1 FL.OZ.,

COSMETIC BAG. | SKU 046580

\$30.00



BUY ONE, GET ONE FREE

Blonde Voyage

Powered by **BondCare + ArganID®**
to help maintain the hair's integrity.

BLONDE VOYAGE POWDER LIGHTENER

MOROCCANOIL

32 OZ. | SKU 033771 | \$42.00

17.6 OZ. | SKU 027021 | \$26.00

High-performing, multi-purpose lightener delivers
up to 9 levels of controlled and reliable lift.

BLONDE VOYAGE CREAM LIGHTENER

MOROCCANOIL

8.8 OZ. | SKU 035947 | \$19.00

Gentle cream formula ideal for damaged
hair or sensitive scalp. Up to 8 levels of lift.

BLONDE VOYAGE CLAY LIGHTENER

MOROCCANOIL

14.1 OZ. | SKU 026819 | \$26.00

Easy-to-use clay formula delivers precision application
for all freehand techniques. Up to 8 levels of lift.



SPRING GIFT SETS

It's Mom's time to shine! Featuring Moroccanoil haircare essentials,
our Spring Gift Sets are the perfect way for clients to treat Mom on her special day.

HYDRATION GIFT SET

MOROCCANOIL

HYDRATING SHAMPOO & CONDITIONER 8.5 FL.OZ.,
ALL IN ONE LEAVE-IN CONDITIONER 1.7 FL.OZ.,
LARGE COSMETIC BAG. | SKU 046581 | \$30.00

REPAIR GIFT SET

MOROCCANOIL

MOISTURE REPAIR SHAMPOO & CONDITIONER 8.5 FL.OZ.,
ALL IN ONE LEAVE-IN CONDITIONER 1.7 FL.OZ.,
LARGE COSMETIC BAG. | SKU 046578 | \$30.00

FRIZZ GIFT SET

MOROCCANOIL

FRIZZ CONTROL SHAMPOO & CONDITIONER 8.5 FL.OZ.,
FRIZZ SHIELD SPRAY 1.7 FL.OZ.,
LARGE COSMETIC BAG. | SKU 046584 | \$30.00

VOLUME GIFT SET

MOROCCANOIL

EXTRA VOLUME SHAMPOO & CONDITIONER 8.5 FL.OZ.,
ALL IN ONE LEAVE-IN CONDITIONER 1.7 FL.OZ.,
LARGE COSMETIC BAG. | SKU 046573 | \$30.00



20% SAVINGS + FREE BAG!

JOICO
the joi of healthy hair



YOUR COLOR
LINE CALLED.
IT'S JEALOUS
OF LUMISHINE.



the color switch
challenge

Larisa Love

Joico Global Brand Ambassador
& Artistic Director

PRO
PICK | MAR



\$10

020129

HEAT HERO®

GLOSSING
THERMAL PROTECTOR

PROTECTS UP TO 450°F

MENDS SPLIT ENDS*

BOOSTS SHINE

*With each use

©2026 Henkel Corporation, Culver City, CA 90230 USA 800.44.JOICO J71077

PRO
PICK | APR



\$10

018720

JOICO COLOR SYSTEM MEGA OPENER



salon price
\$449.95

045223

**44 shades, 4 developers, 2 Blonde Life lighteners,
1 FREE Defy Damage KBOND20 Power Masque,
1 swatchbook & more**

Receive FREE with a color exchange of equal or greater value.
Save over 27%

**DEFY DAMAGE®
INVINCIBLE**
FRIZZ-FIGHTING BOND PROTECTOR

24HR FRIZZ PROTECTION*

INSTANT SOFTNESS & SHINE

THERMAL PROTECTION UP TO 450°F

*vs. untreated hair (85% relative humidity; 24 hours)

PRO | MAY
PICK



\$10

014707

**K-PAK® COLOR THERAPY
LUSTER LOCK®
MULTI-PERFECTOR**
DAILY SHINE & PROTECT SPRAY

**HELPS PROTECT AGAINST
FADING AND DAMAGE**

2X STRONGER HAIR*

HEAT STYLING PROTECTION

*Against combing breakage on damaged hair vs. a non-conditioning shampoo

Kenra Platinum®
New Shampoos
& Conditioners



25% Off

Promotion Valid: 05.01.26 - 05.31.26



Hairspray & Stylers Promotions



Kenra Platinum® *CosmoprofExclusive*

\$10.00

Includes:

Pearl Detangler	5.4 fl. oz.
Dry Texture Spray 6	5.3 oz.
Silkening Gloss	2.0 fl. oz.
Texturizing Taffy 13	2.0 oz.
Voluminous Touch Memory Spray 12	8.0 oz.
Hot Spray 20	8.0 fl. oz.
Finishing Spray 26	10.0 oz.
Dry Shampoo	5.0 oz.
Boosting Spray-Foam 17	8.0 oz.
Blow-Dry Mist	3.4 fl. oz.

Promotion Valid: 03.01.26 - 03.31.26



Kenra® *CosmoprofExclusive*

\$7.50 Select Products

Includes:

Color Maintenance Thermal Spray 11	8.0 oz.
Perfect Medium Spray 13	10.0 oz.
Volume Mousse Extra 17	8.0 oz.
Thermal Styling Spray 19	10.1 fl. oz.
Style Control Stick 22	1.8 oz.
Nitro Memory Crème 18	8.0 oz.
Shaping Spray 21	8.0 oz.
Dry Volume Burst 3	7.5 oz.
Smoothing Blowout Lotion 14	10.1 fl. oz.
Styling Gel 17	6.0 fl. oz.
Working Spray 14	10.0 oz.

Promotion Valid: 03.01.26 - 03.31.26

Simply Blonde® Creme Lightener

“ I am *obsessed* with our Creme Lightener. The even lift alongside the creamy consistency with marula and argan oils makes this my top choice for most, if not all, of my blinding services. ”

Wesley Boyce,
Sr. Education Manager | Kenra Professional | #HenkelEmployee



Kenra Color® Promotions



Buy One, Get One 50% Off
Simply Blonde® Lighteners

Promotion Valid: 5.01.26 - 05.31.26

Cosmoprof Exclusive

Purchase a Simply Blonde®
Lightener & receive a free
20 Volume Developer Liter

Includes:

Permanent Developer 20 Volume	33.8 fl. oz.
Simply Blonde Beyond Bond Lightener	16.0 oz.
Simply Blonde No Ammonia Lightener	16.0 oz.
Simply Blonde Blue Powder Lightener	16.0 oz.
Simply Blonde Creme Lightener	10.5 oz.
Simply Blonde Blue Powder Lightener 2lb	31.6 oz.

Promotion Valid: 03.01.26 - 04.30.26

2026 Artistic Collection Sands of the Earth

A bold exploration of tone, depth, and identity. Inspired by nature's most breathtaking elements—sunlit dunes, molten sunsets, marbled stone—this collection channels the earth's raw beauty into radiant, dimensional color. Each look is layered with intention, crafted to reflect individuality in every strand. From smoldering ambers to sun-washed blondes, these tones aren't just beautiful—they're transformative.



Kenra Professional® is dedicated to supporting you, the salon professional, through virtual and live education. Scan the QR Code to view our free virtual class schedule, YouTube Tutorials, request an in-salon class, and more!





Glow to Go

Unleash your artistry and achieve true color excellence with an expanded Colorance Gloss Tones palette. Now with 37 shades in levels 4 to 10, including **17 new reds and browns**.

SUPER SPEED

Supershine in half the time.¹
Processes in just 10 minutes with brilliant, glossy results.

VISIBLY REPAIRS

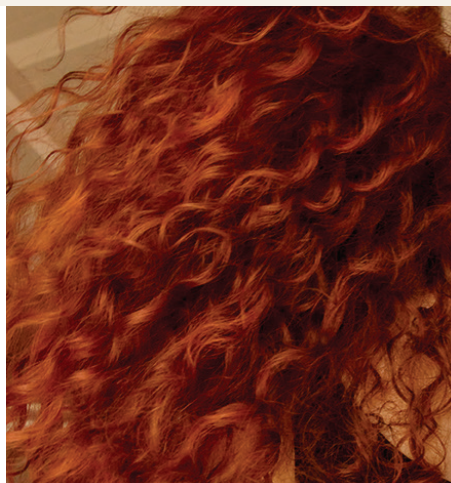
Up to 5x better detangling and combability on damaged hair.²

TRUE DURABILITY

True-to-tone colors that last up to 50% longer.³

SHOWSTOPPING SHINE

Expect luminous color results that clients will love and up to 3x more shine.⁴



¹Super Speed: Next-level shine and brilliant color results in just 10 minutes. ²Combability test on wet hair vs. one of the leading competitors. ³Compared to one of the leading competitors. ⁴Vs. untreated hair.

GOLDWELL

COLOR THE FUTURE



THE KERASILK SCALP CARE ASSORTMENT

PERSONALIZE EVERY CLIENT EXPERIENCE
WITH TARGETED, DERMATOLOGIST APPROVED,
MICROBIOME-FRIENDLY PRODUCTS.

KERASILK SCALP CARE OFFERS SCIENCE-BACKED SCALP
SOLUTIONS YOUR CLIENTS WILL LOVE AND HELP YOUR
BUSINESS GROW:

Strengthen client loyalty with multi-step experiences
and visible improvements in scalp and hair health

Create new revenue streams through exciting service
offerings and premium retail sales

Elevate your salon as a leader in holistic hair wellness
and luxury hair care

Visible results. Luxurious experiences. Repeat bookings.



KERASILK

KERASILK **SCALP CARE**





PATENTED OLAPLEX
BOND TECHNOLOGY

OLAPLEX^{PRO}

NEW & IMPROVED

**3 Minutes.
3 Bonds.
3X Stronger.
3X Softer.**

**N°3PLUS
COMPLETE REPAIR
TREATMENT**



Sized for at-home repair
or express treatments with
cuts and blowouts.

**N°3PLUS
Complete Repair Treatment**

Professional Size 375 mL | SKU 045858 | \$48.09

Retail Size 100 mL | SKU 045860 | \$17.09

3-Minute Hair Transformation



WAVY



STRAIGHT



CURLY



COILY

UNRETOUCHED IMAGES*

*Results may vary. Results achieved by treating hair with N°3PLUS Complete Repair Treatment, then cleansing with N°4 Shampoo, and conditioning with N°5 Conditioner.

UNITE®

Spring Into A Brighter Blonde

Stock your stations and retail shelves with our highly effective system for toning and maintaining blonde, gray, and highlighted hair. Featuring ultra-violet formulas and daily essentials for keeping hair bright and light in the salon and between appointments.



Ultimate Lineup *for* Lighter Locks

BLONDA Toning Shampoo

An ultra-violet toning shampoo that cleanses, brightens, and tones brass in 60 seconds.

041472 - \$19.75



BLONDA Daily Conditioner

A purple conditioner that hydrates, repairs, and protects lighter locks on both tone and no-tone days.

045177 - \$20.25



BLONDA Fix

An ultra-violet toning treatment that repairs, strengthens, and tones brass in one use.

045125 - \$21.25



BLONDA Oil

A clear argan-infused oil that hydrates, smooths, adds shine, and protects both damp and dry hair.

041471 - \$27.75



AG | CARE

EXCLUSIVE TO
COSMO PROF

EVERY STYLIST NEEDS RE:COIL

From mini size to refill pouch, Re:coil Curl Activator has got your curly clients covered.

DEFINE CURLS | SEAL IN MOISTURE | SILICONE-FREE

marie claire
HAIR
AWARDS
2024

BEFORE



AFTER



045951 - 2.5 oz. | 031215 - 6 oz.
031207 - 12 oz. | 036109 - 24 oz.
\$7.00 - \$35.65

SPRING BACKBAR SAVINGS

BUY ONE, GET ONE FREE

Purchase any AG 1.5L backbar bottle and receive the matching 1L refill pouch **FREE**.

REFILL. REUSE. SAVE.

Offer available March 1 - June 30, 2026.



Goddess

MAINTENANCE CO.

THE PERFECT POST-COLOR SERVICE.

The **BIOPROTECTION™** System

STOP FIXING. START PROTECTING.

STEP 1: BIOTECH BLOWOUT™ SHAMPOO

Cleans with intention, removing buildup while preserving the natural oils the hair and scalp need to stay soft and manageable.

- 🌀 **Protects and strengthens** hair at its most vulnerable moment: when it's wet.
- 🌀 **Color-safe care** that restores and replenishes hair's essential lipids through a pH-optimized formula.
- 🌀 **Removes buildup while protecting** natural oils essential to hair and scalp health.



BIOTECH BLOWOUT™
SHAMPOO
750ML
045396
\$50



BIOTECH BLOWOUT™
SHAMPOO
240ML
045397
\$18

STEP 2: BIOTECH BLOWOUT™ CONDITIONER

Smooths and detangles hair with precise pH management and delivers balanced hydration without weight.

- 🌀 **Leaves hair softer, stronger, and protected** by restoring essential lipids like triglycerides and fatty alcohols that support barrier function.
- 🌀 Supports a healthy scalp biome through a **pH-balanced formula** without build-up.
- 🌀 Improves hair strength and structural integrity by **binding with keratin**.



BIOTECH BLOWOUT™
CONDITIONER
750ML
045398
\$50



BIOTECH BLOWOUT™
CONDITIONER
200ML
045399
\$18

STEP 3: BIOTECH BLOWOUT™ LEAVE-IN MASK

Strengthens hair, protects against damage, detangles, reduces blow-dry time, and restores long-lasting smoothness without weight.

- 🌀 **Protect from frizz, pollution & heat** up to 450°F/232°C utilizing stronger peptide-based heat protection vs. oil.
- 🌀 **Enhance curl retention 38%** and protect your style for 8+ hours while reducing blow-dry time.
- 🌀 **Increase hair strength 173%** by protecting from breakage.



BIOTECH BLOWOUT™
LEAVE-IN RESTORATIVE
TREATMENT MASK
300ML
040694
\$99



BIOTECH BLOWOUT™
LEAVE-IN RESTORATIVE
TREATMENT MASK
50ML
040695
\$20

EVERY STACK BEGINS WITH CARE.

INTRODUCING HYDRO SHAMPOO + SHAVE PRODUCTS

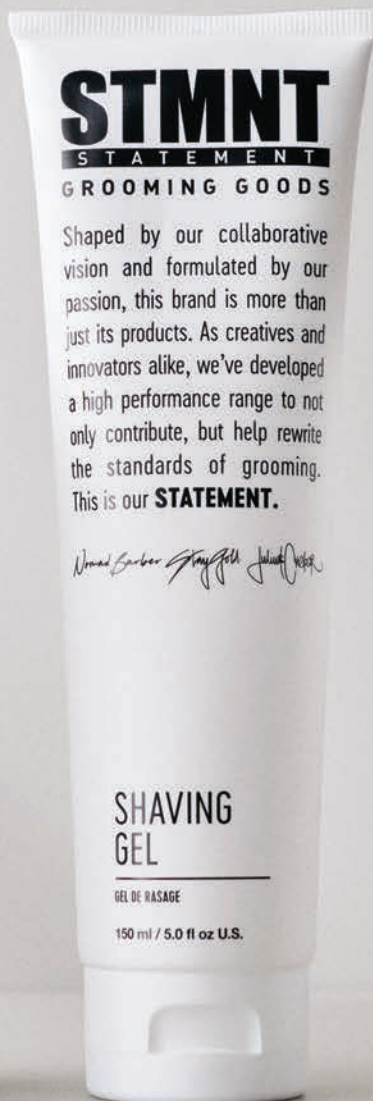
STMNT
STATEMENT
GROOMING GOODS



NEW!
HYDRO SHAMPOO 10.1 fl oz

STMNT GROOMING GOODS
\$10.98

- Gently, but effectively cleanses dry or stressed hair and beard
- Soothes and balances the scalp



NEW!
SHAVING GEL 5.0 fl oz

STMNT GROOMING GOODS
\$10.98

- Prepares skin for an irritation-free shave
- Doubles as a beard styling gel to shape and hydrate



NEW!
AFTERSHAVE LOTION 3.3 fl oz

STMNT GROOMING GOODS
\$10.98

- Instantly soothes and hydrates skin post-shave
- Multi-functional: perfect for both skin and beard care

STYLECRAFT®

BLACK GOLD CERAMIC

STAY-TEMP PROFESSIONAL SPRING CURLING IRONS



STAY-TEMP PROFESSION
INSTANT HEAT. EVEN HEAT.
STAY-TEMP TECHNOLOGY

Stay-Temp Black
Gold Curling Irons
042990, 045219, 043901,
042981 - Regular
042984, 042999 - XL
\$39.95 - \$49.95

REIGN

PROFESSIONAL CLIPPER / TRIMMER FEATURING
EON™ DIGITAL BRUSHLESS MOTOR TECHNOLOGY



Reign
Professional
Clipper
045373
\$219.95

Reign
Professional
Trimmer
045371
\$184.95

BaBylissPRO®

NANO TITANIUM™

HIGH SPEED RAPIDO 2.0 DRYER
Professional High-Performance Ionic Dryer
\$189.99 | 042950



WAHL®

PROFESSIONAL



Lightweight, powerful, and built for convenience, the Launch™ Combo is ergonomically designed for both cutting and detailing, ensuring precision and comfort with every use.

Cordless
Launch Combo
Wahl
045295
\$189.99

COSMO PROF[®] HAIRSTYLIST APPRECIATION MONTH



CELEBRATE ALL MONTH LONG IN APRIL



FREE ONLINE CLASSES

Learn from all the brands that you love.



CONTINUING EDUCATION

Opportunity to earn CE hours in select states



SPECIAL GIVEAWAYS

Surprise giveaways during live events.**

SCAN HERE
FOR MORE



*CE hours available for select states only. To receive CE hours, you must opt in for CE in registration, select your state of license and input your license number (exactly as it appears on your license).

To qualify for credit, you must view individual CE eligible classes and remain actively logged in for the full session. Digital library is not eligible for credit. Only classes during the live event are available for credit.

**Not all classes will feature a surprise giveaway.