

spring into

COLOR

COSMO PROF[®]

FULL SERVICE GUIDE

SPRING 2025

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

DEAR STYLIST COMMUNITY

As the new spring season blossoms, I want to take a moment to express my heartfelt appreciation for each and every one of you. Your unwavering passion, dedication, and artistry continue to inspire and elevate our industry, making it an honor to be part of this incredible community.

We all recognize that there are many variables in the world that remain outside of our control. However, one thing that remains steadfast is the drive, commitment, and creativity of our stylist community. Your resilience and enthusiasm serve as the foundation of our industry, and I am continuously inspired by your ability to adapt, create, and bring joy to so many through your work.

Over the past few months, I have had the privilege of visiting salons that exemplify the very best of what we stand for. One such outstanding example is Dolce Lusso Salon and Day Spa, with locations in North Carolina and South Carolina. Their unwavering commitment to excellence, both in customer experience and in fostering a passionate, engaged team, truly sets the bar high. I am incredibly grateful to them for welcoming my team and our partners into their salons, sharing their insights, and collaborating with us to support all salons, spas, and stylists in this vibrant industry.

As we step into this new season, I want to wish you all continued success. May this spring bring you renewed energy, creativity, and exciting opportunities. Thank you for all that you do—we are in this together, and I look forward to what we will accomplish as a community in the months ahead!

With gratitude and excitement,

Jennifer Masie

Group Vice President
Cosmo Prof Full-Service



Welcome to the
**COSMO PROF
INSTITUTE**



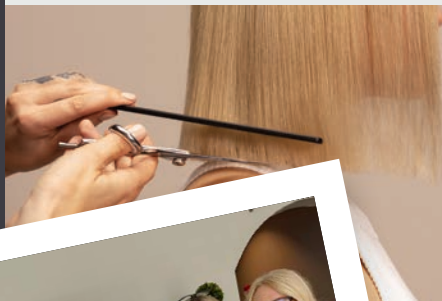
CREATE YOUR OWN SUCCESS

Welcome to Cosmo Prof Institute, an educational platform that serves to elevate your salon service & business knowledge right where you shop. We are here to assist you in empowering yourself and your business as your Ally.

EDUCATE

CREATE

INNOVATE



SCAN HERE FOR MORE INFORMATION



Dolce Lusso Salon & Day Spa
Locations in North Carolina & South Carolina, US



SHARK FIN SHEARS

Right Double
Shark 5.5"
Shears
020716
\$699.95

Right Professional Plus
Non-Swivel 5.5"
Shears
020718
\$399.95



NEW & NOW AT COSMO PROF!

SMOOTHER,
STRONGER, AND
LONGER-LASTING
BLOWOUTS

BIOTECH BLOWOUT™

LEAVE-IN RESTORATIVE HAIR MASK



PROFESSIONAL USE ONLY
040694 — 300ML \$99



AT HOME
040695 — 50ML \$20

Powered by our dual-action proprietary Goddess Molecule to repair, strengthen, and protect hair from the inside out.

- Increase hair strength & reduce breakage by up to 173%
- Improve hair flexibility
- Shields against 450°F heat
- Locks in shape for 8+ hours
- Enhances curl retention by 38%
- Defends against pollution by blocking 90% of buildup

SHIELD, SCULPT, BUILD AND RESTORE FOR HEALTHIER HAIR, LONGER

AVAILABLE IN APRIL!

COLOR RHAPSODY 10 IT'S ABOUT TIME!

Transform your client's look in just 10 minutes with MoroccanOil Color Rhapsody 10! Experience vibrant, true-to-tone color, radiant shine, and flawless grey coverage for clients with up to 60% white hair.

3x
faster than
traditional color

Up to
100%
coverage¹

Up to
2.8x
less damage²

Pre-mixed,
non-progressive
shades

¹On clients with up to 60% white hair. ²Based on clinical test comparing MoroccanOil proprietary ProArginine + ArganID® System and ColorKinetic Booster to alternative alkalinizing agents and untreated hair.

(we mean it!)



NEW! COLOR RHAPSODY 10 PERMANENT CREAM COLOR

MOROCCANOIL

039683, 039685, 039686, 039689, 039690, 039691, 039692, 039693,
039694, 039695, 039696, 039697, 039698, 039699, 039700, 039701.
\$8.50 | 2 OZ.

4.01/4NB	6.01/6NB	8.01/8NB	5.02/5NV	7.02/7NV	4.0/4N	5.0/5N	6.0/6N
7.0/7N	8.0/8N	9.0/9N	5.09/5NCh	6.09/6NCh	8.09/8NCh	6.03/6NG	8.03/8NG

The Shiniest of them all

At-home deep conditioning and intense shine treatment for salon-fresh, touchably soft, radiant hair.

NEW! HIGH SHINE GLOSS MASK

MOROCCANOIL

SKU 040707, SKU 040706

\$15.00 | 6.7 FL.OZ. \$9.00 | 2.5 FL.OZ.

^{*}In a consumer study of women ages 18-65, after one use.



95%
agreed hair has
a gloss-like finish^{*}

96%
said hair feels
healthy and richly
conditioned^{*}

86%
agreed shine
was instantly
boosted^{*}



PAUL MITCHELL

NEW CATEGORY

Glow-Ups



New Enhanced Packaging



LOW-PROFILE CAPS

New low-profile caps reduce the use of virgin plastic*

PCR PACKAGING

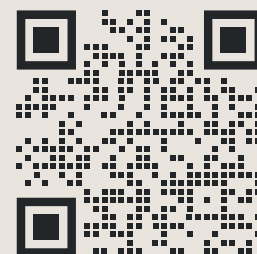
We're transitioning to 25-50% post-consumer recycled (PCR) packaging**

EMBOSSSED S & C

Raised letters near the top of our Shampoo (S) and Conditioner (C) bottles add a new tactile marker for easier product selection

NEW LABEL

Our new labels are designed to help improve recyclability***



SCAN HERE FOR OUR FAQs

*As compared to previous Paul Mitchell bottle caps. **Bottles and jars 30% -50% PCR, tubes 25% PCR by 2026. Excludes gallons, mini sizes, pumps and select caps, which are made from virgin materials. ***Check your local requirements.

PAUL MITCHELL /clear The Hair Care Edit For Sensitive Skin

Paul Mitchell Clear is an innovative hair care collection featuring completely clear formulas that are fragrance and dye free, dermatologist tested for sensitive skin and made with less than 10 ingredients.



NEW



Clear Essential Shampoo
040232
\$10.00

Clear Essential Conditioner
040322
\$10.00

Clear Smoothing Serum
040326
\$15.00

Clear Styling Glaze
040324
\$10.00

SCAN HERE FOR OUR SIZZLE VIDEO



New

CLARIFY

FOAMING ACV RINSE

Removes Buildup + Restores Shine

WHAT IT IS

- Foaming apple cider vinegar rinse formulated with salicylic acid
- Ideal for refreshing hair and scalp
- Great for color-treated hair

WHAT IT DOES

- Gently exfoliates and helps removes buildup
- Helps seal split ends

Foaming ACV Rinse
039985
\$11.25

NEW! PAUL MITCHELL THE COLOR CNB+ SHADES

SUPER COOL COVERAGE

The NEW Cool Natural Blue+ family is designed to create stunning, icy cool brunettes with smoky accents, crisp dimension and complete gray coverage.

040026, 040025, 040024, 040021, 040019



SCAN HERE FOR
OUR SIZZLE VIDEO



SCAN HERE FOR
TIP CARDS



SCAN HERE FOR
SHADE SECRETS



75%
of women color
their hair to
cover gray.*

PAUL MITCHELL
the color
Permanent cream hair color

*BETTER-NOTYOUNGER.COM

NEW! PAUL MITCHELL *Colorways*

VIBRANT SEMI-PERMANENT HAIR COLOR

RED VELVET & VIOLET PLUM

It's time to add some drama to your palette! We've added two new shades to the Colorways range to help create added depth and dimension on guests who crave deeper and richer tones.

040579, 040580



NEURO DRY+

by PAUL MITCHELL

GLOBAL EDITION

OUR BEST-SELLING DRYER IS GOING GLOBAL

The Neuro Dry+ Global Edition packs professional-level power into a lightweight, foldable dryer with automatic dual voltage for use around the world.*

Shiny, frizz-free, voluminous blowouts are now easier than ever—anywhere.



*See manual for Dual Voltage Use & Safety Guidelines.

JPMS[™] PRO REWARDS

JOIN. EARN. *BE REWARDED.*

Treat yourself to travel or merchandise. Invest in your business with resources and education. How you redeem your points is completely up to you.



SCAN HERE FOR
OVERVIEW SHEET



SCAN HERE
TO SIGN UP



BLONDOR No.1 LIGHTENER IN THE USA*

BLONDOR OPENER

\$317.52

MSU 039868

PURCHASE

8 Blondor Multi Lightening Powder, 28.2 oz (800g)

RECEIVE FREE

- 2- 800 g BLONDOR MULTI LIGHTENING POWDER, 28.2 OZ (800G)
- 10- 33.8oz WELLOXON PERF 20V 6,0% 1L
- 2- 1gal WELLOXON PERF 20V 6,0% 1GAL
- 1- 59mL BL LIQ HAIRT ONER PALE QUARTZ 59ML EF
- 1- 59mL BL LIQ HAIRT ONER PALEA METHYST 59ML EF
- 1- 59mL BL LIQ HAIRT ONER MEDIUM BEIGE 59ML EF
- 2- 59mL BL LIQ HAIRT ONER LIGHTEST PEARL 59ML EF
- 2- 59mL BL LIQ HAIRT ONER PALE SILVER 59ML EF
- 3- 59mL BL LIQ HAIRT ONER PALE PLATINUM 59ML EF
- 1- 59mL BL LIQ HAIR TONER LIGHTEST NATRL 59ML EF
- 1- 59mL BL LIQ HAIRT ONER BRASS KICKER 59ML EF



**SAVE
48%**

BLONDOR PLEX™ OPENER

\$333.76

MSU 039866

PURCHASE

8 Blondorplex Multi Blonde Dust-Free Powder Lightener, 28.2 oz (800g)

RECEIVE FREE

- 2- 28.2oz BLONDORPLEX MULTI BLONDE DUST-FREE POWDER LIGHTENER
- 10- 33.8oz WELLOXON PERF 20V 6,0% 1L
- 2- 1gal WELLOXON PERF 20V 6,0% 1GAL
- 2- 57g BLONDORPLEX CREAM TONER ULTRA COOL BOOSTER /86
- 2- 57g BLONDORPLEX CREAM TONER CRYSTAL VANILLA /36
- 4- 57g BLONDORPLEX CREAM TONER LIGHTEST PEARL /16
- 2- 57g BLONDORPLEX CREAM TONER SIENNA BEIGE /96
- 2- 57g BLONDORPLEX CREAM TONER PALE SILVER /81



**SAVE
48%**

*Based on Master Brand USD sales on the 2023 Professional Hair Color Study for the bleach coloring sub-product type category published by Kline

WELLA®
PROFESSIONALS



No.1
SALON
COLOR
BRAND IN THE
WORLD

COLOR TOUCH

ALWAYS LOVED NOW
BETTER THAN EVER



OPPORTUNITY

VIBRANT GLOSS & SOFT MELTED COLORS ARE ON!

“ I like to play with my hair color to express myself, but I don't want to sacrifice vibrancy & hair condition. ”

54% WANT VIBRANCY & LONG-LASTING GLOSS & SHINE*

Demi service is a perfect match as it provides vibrancy and shine allowing more self-expression with less damage and less commitment.

THE CHALLENGE

30% OF DEMI COLORERS HAVE DAMAGED HAIR

If client's hair is damaged, vibrancy can be unreliable and difficult to achieve with a gentle formula...

THE IDEA

Introducing

UPGRADED COLOR TOUCH

UNCOMPROMISED VIBRANCY & SHINE

True-to-tone vibrancy no matter hair condition.

Iconic same results on healthy hair. More true-to-tone on damaged hair.



- Vibrancy & Shine on healthy hair

✓ Uncompromised Vibrancy & Shine
NEW True-to-tone vibrancy no matter the haircondition thanks to built-in Metal Purifier
- Ammonia-free**, silicones-free and mineral oil-free.
Up to 85% naturally derived ingredients

✓ Ammonia-free**, silicones-free and mineral oil-free.
Up to 85% naturally derived ingredients**.
NEW Vegan
- 100% recyclable pack

✓ 100% recyclable pack
NEW Modern & Sustainable Pack design
Harmonized navigation & New 500ml Emulsion
- All Classic Demi services

✓ All Classic Demi services
NEW Color Touch Melt
- 90+ shades

✓ 90+ shades
NEW Bronze collection
- Color Touch Plus has to be used with Color Touch Plus Emulsion 4%

✓ **NEW** Color Touch Plus can be used with Color Touch Emulsion 4%
- Up to 70% grey coverage**

✓ Up to 70% grey coverage**
- 1:2 mixing ratio

✓ 1:2 mixing ratio

*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline
**Habits and Practices 2023, US, UK, BR, IT, DE demi salon client. ** With Color Touch Plus.
*** Includes water and ingredients made from natural ingredients. See www.wella.com/professional/en-US/natural-formula.

No.1
SALON
COLOR
BRAND IN THE
WORLD

KOLESTON PERFECT^{ME+}

**BUY MORE
SAVE MORE**

\$9.95 EACH
WHEN PURCHASING 12 OR MORE

**UP TO 100%
GREY
COVERAGE***

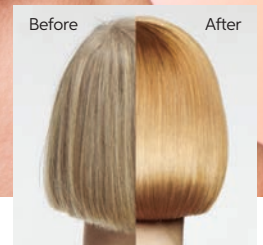
*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline ©2025 Wella Operations US llc.

NEW

**GOLDEN
GLASS HAIR**

In 2025, healthy shine will be a must have. Inspired by Glass Skin in beauty and high shine looks on the catwalk.

GLASS HAIR IS HERE.



**APRICOT
GLASS HAIR**

01. BASE LAYER

Roots & Ends
Formula A:
20g 10/34 + 20g 9/59 + 40g 6%



Ends
Formula B:
30g 10/34 + 30g 9%



02. TOP GLAZE LAYER

Lengths
Formula C:
10g 00/00 + 10g 09/73 + 40g Bottle Activator



03. FINISH LAYER

ColorMotion+



ULTIMATE REPAIR



NEW

NEW

NIGHT SERUM
WELLA PROFESSIONALS
039815
\$31.59

MIRACLE

HAIR RESCUE
WELLA PROFESSIONALS
039830
\$55.98



MIRACLE HAIR RESCUE

LONG-LASTING INSIDE OUT REPAIR

Luxurious leave-in spray to repair hair damage in **90 SECONDS**¹.

After one use:
99% LESS BREAKAGE²
12X SMOOTHER HAIR³



BOTH CONTAIN PATENTED TECHNOLOGY WITH AHA & OMEGA-9



NEW

NIGHT SERUM

REPAIR & PROTECT AGAINST NIGHT STRESSORS

An overnight leave-in serum that provides frizz control and up to **6X SMOOTHER**³.

After one week:
UP TO 78% LESS BREAKAGE³
UP TO 86% LESS SPLIT ENDS³



NEW

ULTIMATE SMOOTH
WELLA PROFESSIONALS
039808, 039810, 039817, 039818,
039833, 039836, 039838, 040337
\$12.73 - \$36.69

NEW

ULTIMATE SMOOTH

NOURISHMENT IN 30 SECONDS, SMOOTHNESS THAT LASTS UP TO 3 DAYS

UP TO 85% SMOOTHER HAIR

96 HOURS OF FRIZZ CONTROL

SILKY SHINE

When using Miracle Oil Serum if unwashed for 3 days, vs untreated when using Miracle Oil Serum vs untreated in 80% humidity



mySKP REWARDS

NEW



Discover a loyalty program designed for you. With mySKP, every purchase brings you closer to fabulous rewards.

HOW IT WORKS

Earn points each month with any Schwarzkopf Professional purchase. It's our way of saying thank you for choosing us for your hair care needs. Points can be used to receive airline tickets, electronics, SKP products and educational offerings, and more!



JOIN FOR FREE TODAY
and start earning points
for every product you love.

**BE PART OF A COMMUNITY
THAT VALUES HAIR AND
REWARDS LOYALTY.**

eAcademy



YouTube



- SchwarzkopfUSA
- SchwarzkopfProfessionalUSA
- SchwarzkopfUSA
- SchwarzkopfProfessionalUSA.com

If you have any questions or need assistance, please call the Hotline 888-371-0252 or email hq@myskpwards.com

IGORA® · MARCH – APRIL



Schwarzkopf
PROFESSIONAL

REMOURE
MORE
REMOURE

BUY 9, GET 3

FREE

IGORA VIBRANCE®
Color Shades

(Open stock, mix & match!)

BUY ANY:

9 IGORA VIBRANCE
Color Shades, 2.02 fl. oz.

RECEIVE FREE:

3 IGORA VIBRANCE
Color Shades, 2.02 fl. oz.



\$63.45

salon value: \$84.60

SAVE 25%





Schwarzkopf®
PROFESSIONAL

20% OFF

BLONDME® LIGHTENERS



BOND
Protection
System

20% OFF

BLONDME LIGHTENERS
SCHWARZKOPF PROFESSIONAL
12.35 oz – 28.2 oz
008692, 010596, 034140, 486642
\$23.65-\$34.34

\$23.65-\$34.34

salon value: \$29.56-\$42.93

FIBRE CLINIX™ · LAUNCHING APRIL



Schwarzkopf®
PROFESSIONAL

NEW FIBRE CLINIX™

DISCOVER OUR NEXT LEVEL OF BONDING HAIR REPAIR



**UPGRADED
BONDING
TECHNOLOGY**

+ NEW BONDFINITY Technology



**UPDATED
DESIGN**

+ More modern, sophisticated design
+ Streamlined assortment



**3 NEW
PRODUCTS**



NEW FIBRE CLINIX
SCHWARZKOPF PROFESSIONAL
NEW FIBRE CLINIX
1.52 oz – 32 oz
Various SKUs
\$23.00-\$33.40

amika:

fighters frizz
for 6-7
weeks*



new

PRO

smooth over frizz-fighting salon-only service



no frizz
reduces frizz on all hair types
for 6-7 weeks*



no fuss
2-part system with a priming shampoo
+ easy-to-use treatment spray



formulated without formaldehyde
no harsh smell or nasty ingredients

2 service instructions for all hair textures



before

after

natural curl service instructions



before

after

straight service instructions



STEP 1
pro smooth over
priming shampoo
liter \$45.50
039914



STEP 2
pro smooth over
frizz-fighting treatment
6.7oz bottle \$52 16.9oz refill \$104
036072 039913



TRIAL OFFER
pro smooth over
salon-only service set
\$65
040305

*BASED ON AN 8-WEEK CONSUMER STUDIES OF 30 PARTICIPANTS.



new
smooth over
 frizz-fighting treatment

6.7oz \$19
 036071



**instantly reduces frizz
 for up to 72 hours***

ideal for clients who want to
 fight frizz at home



new
midnight mender
 overnight strength repair treatment

3.3oz \$25
 040058



**repairs signs of damage for
 9x stronger hair by morning****

ideal for clients with damaged,
 brittle + high porosity hair

*CLINICALLY PROVEN, AFTER ONE USE.
 **CLINICALLY PROVEN

OLAPLEX PRO

**20% Off All
Professional-
Only Treatments***

Valid April 1-15
While Supplies Last

*Includes Salon Intro Kit, Traveling Stylist Kit, N°2 Bond Perfector, Bond Shaper Curl Rebuilding Treatment, Broad Spectrum Chelating Treatment, 4-in-1 Moisture Mask

OLAPLEX PRO

**2 For \$25
Styling Products***

Valid April 16-30
While Supplies Last



*Includes N°6 Bond Smoother®, Olaplex N°7 Bonding Oil™, N°9 Bond Protector Nourishing Hair Serum, N°10 Bond Shaper™ Curl Defining Gel™, Volumizing Blow Dry Mist, N°4D Clean Volume Detox Dry Shampoo.

**NEW!
BLONDE
LIFE
DEMI
GLOSS
TONERS**

MODEL FORMULA:
Lightener: Blonde Life Crème Lightener + 20 Vol. Developer
Toner: Blonde Life Demi Gloss Toner 12V + 5 Vol. Developer



NEW! LEVEL 12 SERIES
For the highest-level, fragile blondes.



MODEL FORMULA:
Lightener: Blonde Life Lightening Powder + 20 Vol. Developer
Toner: Blonde Life Demi Gloss Toner 10G + 5 Vol. Developer



NEW! GOLD SERIES
For sun-kissed, golden blondes.

**BUY 4*,
GET 1 FREE**
(new shades only)

+ Free Swatch Insert



"Level 12s offer just the right amount of tone to correct or enhance the lightest blondes."

Jeannetta Walker-Rodgers
Joico Global Technical Director



"The G toners are like a sunshine treatment for lackluster blondes!"

Olivia Thompson
Joico Brand Storyteller
& Blonding Specialist

*Can mix and match. Swatch insert available while supplies last.

**BOGO 50% OFF SAVINGS
JOICO COLOR**

**MAR-APR
ALL JOICOLOR
PERMANENT COLOR**

Delivers 100% gray coverage + stronger hair in one color service.



GET THE LOOK: #WINTERGLOW @LARISADOLL

Lightener: Blonde Life Lightening Powder + 10 Vol. Developer moving up to 30 Vol.
Balayage: Blonde Life Balayage Lightener + 10 Vol. Developer moving up to 30 Vol.
Shadow Root: LumiShine Demi Liquid Color 8V + 8N + 5 Vol. Developer
Mids-Ends Gloss: LumiShine Demi Liquid Color 10N + 10PV + 5 Vol. Developer
Post Treatment: Defy Damage KBOND20 Power Masque

**MAY ONLY
LUMISHINE
DEMI LIQUID COLOR**

Versatile, ammonia-free shades correct, gloss, refresh color & blend gray.



**STEP 1
LIGHTEN**

Fast-track your blonding goals with high-lift lighteners.

**STEP 2
TONE & ENHANCE**

Customize your blonding service with ammonia-free demi shades.

**STEP 3
CARE**

Protect and nourish newly lightened blonde hair with targeted in-salon and at-home care.



**MAY ONLY
BLONDE LIFE LIGHTENERS & DEMI TONERS**

Your all-in-one blonding system for strong, healthy-looking blondes.

NEW! SCALP VITALITY™



BEFORE



WITH ONE USE



GET SCALP VITALITY CERTIFIED!

\$29.95 SAVE OVER 25%

CLEANSE



NOURISH



Scalp Vitality Refreshing Shampoo

- Leaves scalp feeling clean, refreshed & calm
- Hair feels thick and full

Use daily for gentle cleansing.

OR



Scalp Vitality Exfoliating Foaming Scrub

- Rinses clean, leaving scalp feeling healthy and soothed
- Lush foam helps gently massage scalp and cleanse hair

Use for a deep cleanse to remove excess oil, sebum, product buildup & loose flakes.



Scalp Vitality Replenishing Essence

- Hydrates, nourishes & rebalances dry scalp
- Reduces scalp itchiness & leaves scalp feeling calm
- Preserves the scalp's microbiome balance

Use after cleansing, on the go, or as needed to rebalance and refresh scalp.

DON'T MISS OUR 50% OFF SHAMPOO EVERY MONTH IN 2025!



MAR ONLY HYDRASPLASH HYDRATING SHAMPOO

Leaves fine to medium hair feeling soft & hydrated.
012120



APR ONLY DEFY DAMAGE PROTECTIVE SHAMPOO

Gently washes away dirt and debris without roughing up the cuticle.
014481



MAY ONLY BLONDE LIFE BRIGHTENING SHAMPOO

Keeps blondes bright & shiny. Free of SLS/SLES* Sulfates.

*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate
010853

\$10 ALL JOICO STYLERS MAR-APR SAVE UP TO 35%



GOLDWELL.

NEW! LIGHTDIMENSIONS SILKLIFT CLAY HIGH-PERFORMANCE LIGHTENER FOR FREEHAND TECHNIQUES

Say goodbye to foils and hello to maximum creative freedom. LightDimensions SilkLift Clay is an innovative off-scalp lightener that delivers stunning, customizable blonde results.

Infused with Kaolin Clay and integrated with BondPro+ Technology, this dust-free powder offers powerful yet gentle lift, leaving hair feeling healthy and radiant.



SKU 039843

- » Perfect for **all freehand techniques**
- » Easy to use **soft-to-solid texture**
- » **Transfer-proof formula** for luminous blonde perfection
- » Use to lighten **natural, pre-lightened and pre-colored hair**



Up to 7
levels of lift



97% Stylists agree SilkLift Clay
provides ultimate precision
for freehand lightening¹



Process in 45
minutes or less



KERASILK

INTRODUCING FOUR NEW FINISHERS

FOR STYLES THAT MOVE,
FLOW AND LAST –
EACH WITH UP
TO 72 HOUR HOLD
AND HUMIDITY
PROTECTION.*



SMOOTHING BLOW DRY CREAM

Up to 71% less frizz and 3.2x more shine*

This heat-activated, high-performance formula smooths the hair surface and ensures a long-lasting blow-dry with flexible, natural movement and radiant shine. With heat protection up to 446°F/230°C. Infused with Biomimetic Silk and Shea Oil.

Available in 50mL 040048 | \$7.00 & 150mL 040050 | \$16.50



ULTIMATE HOLD HAIRSPRAY

128% more shine*

This ultra-strong-hold, fast-drying formula is suitable for all hair styles that require extra precision & support. Delivers excellent shape memory and satin shine. Infused with Biomimetic Silk and Blue Lotus Extract.

Available in 75mL 040045 | \$5.00 & 300mL 040046 | \$16.50



TEXTURIZING CREAM

Perfect on short to medium lengths

This reworkable formula creates long-lasting texturized styles. It adds definition, hold and soft shine without a crunchy or greasy feel. Infused with Biomimetic Silk and Rose Clay.

Available in 75mL 040052 | \$16.50



FLYAWAY WAND

With Niacinamide for hair & brows

Effortlessly finish your look with this instant-effect gel formula that gets frizz, baby hair and flyaways under control and provides a quick boost of moisture. Infused with Biomimetic Silk and Niacinamide.

Available in 8mL 040224 | \$10.00



Free from sulfates, silicone¹, mineral oil, ethanol², dyes³, and parabens



Sustainably Sourced



PETA APPROVED

Vegan | Global Animal Test Policy



ClimatePartner
certified product
climate-id.com/ER8IQD

CO₂
Compensated

*Instrumental test - comparison vs. no product. ¹Except Flyaway Wand, ²Except Ultimate Hold Hairspray, ³Except Texturizing Cream.

BUY ONE, GET ONE FREE.

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

CLASSIC BACKBAR

- Colour Savour** colour protecting shampoo SKU 032282
- Colour Savour** colour protecting conditioner SKU 032280
- Curl Revive** curl hydrating shampoo SKU 037248
- Curl Thrive** curl hydrating conditioner SKU 037247
- Renew** clarifying shampoo SKU 032283
- Sterling Silver** toning shampoo SKU 032285
- Sterling Silver** toning conditioner SKU 032284
- Xtramoist** moisturizing shampoo SKU 032287
- Ultraoist** moisturizing conditioner SKU 032286

PLANT-BASED ESSENTIALS BACKBAR

- Balance** apple cider vinegar sulfate-free shampoo SKU 032278
- Boost** apple cider vinegar silicone-free conditioner SKU 032279



FREE WITH BACKBAR PURCHASE

Offer available March 1 - May 31, 2025.

FIREWALL GIVES BACK

Purchase a limited-edition Firewall for \$6 and support gender equality. 100% of the proceeds go directly to One Girl Can, funding education, training, and mentorships for girls in Kenya.

Firewall argan shine & flat iron spray 5 oz SKU 036545



Offer available March 1 - March 31, 2025.

MARCH EXCLUSIVE SPRAY AND SAVE 20%

Elevate your styling routine with AG Care's bestselling sprays and mists.



- Bigwigg** root volumizer 10 oz SKU 031330
- Coco** nut milk conditioning spray 5 oz SKU 031242
- Conditioning Mist** Detangling Spray 12 oz SKU 031214
- Curl Trigger** defining spray 5 oz SKU 031201
- Firewall** argan shine & flat iron spray 5 oz SKU 031204
- Frizzproof** argan anti-humidity finishing spray 8 oz SKU 031331
- Mousse Gel** extra-firm curl retention 10 oz SKU 031202

Offer available March 1 - 31, 2025.

- Deflect** Fast-Dry Heat Protection 5 oz SKU 031193
- Sea Spray** beachy wave finish 4.6 oz SKU 031221
- Simply** dry shampoo for all hair types 4.2 oz SKU 031326
- Spray Body** soft hold volumizer 5 oz SKU 031167
- Spray Gel** thermal setting spray 8 oz SKU 031210
- Tousled Texture** body & shine styling spray 5 oz SKU 031173
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APRIL EXCLUSIVE
**EVERYTHING
YOU LOVE.
20% OFF.**



Stock up and save
on your favourite
AG Care.

Offer available April 1 - 30, 2025. Sale
excludes refill pouches and 1.5L bottles.



MAY EXCLUSIVE
**BUY ONE,
GET ONE FREE.**

Purchase a Re:coil 24 oz refill pouch and
receive a 12 oz Re:coil **FREE**.

Re:coil curl activator 12 oz SKU 031207
Re:coil curl activator 24 oz SKU 036109

Exclusive to Cosmo Prof.

Offer available May 1 - 31, 2025.



MAY EXCLUSIVE
**\$12 HOLY-GRAIL
RE:COIL**

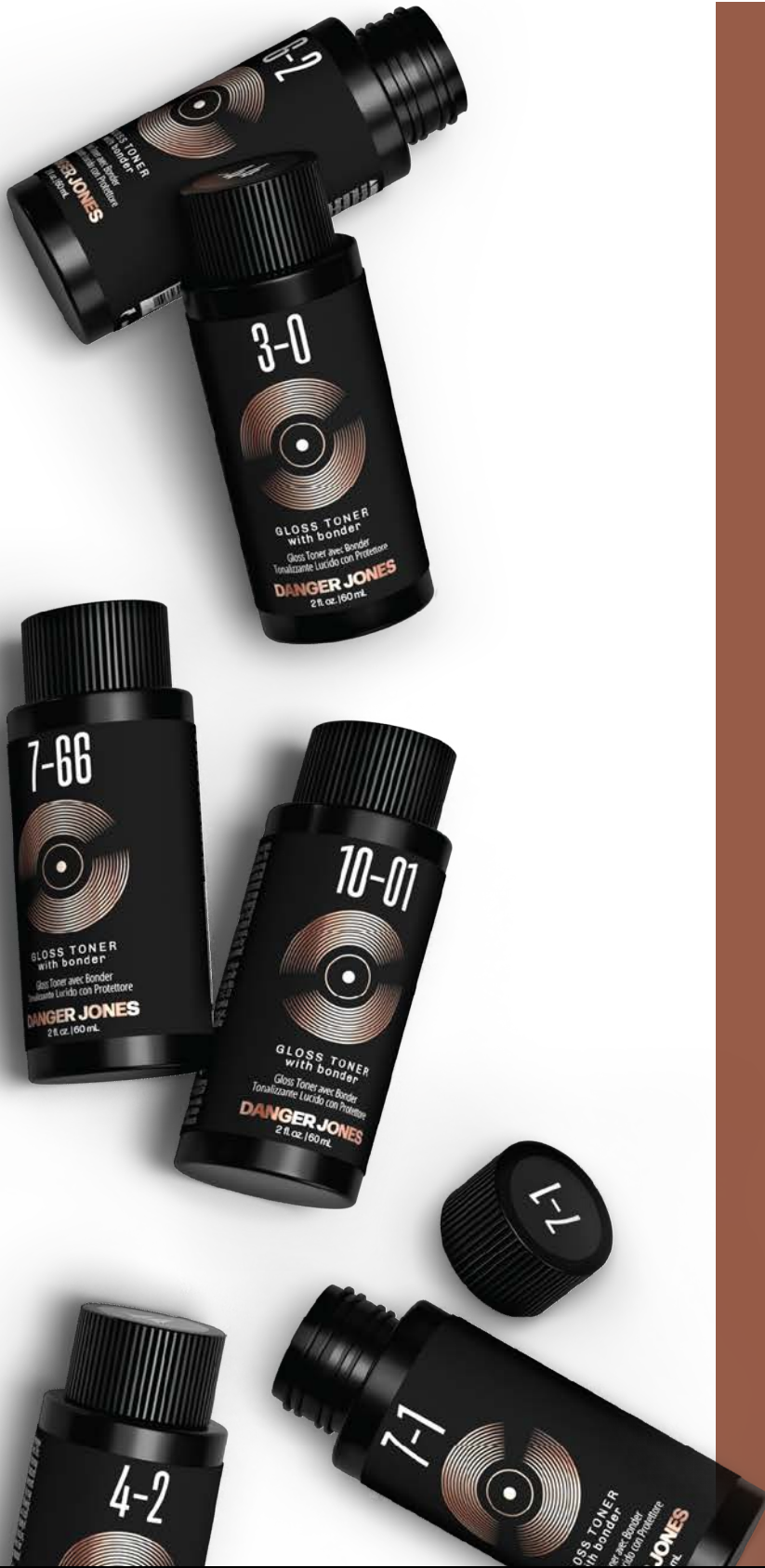
Purchase curl hero,
silicone-free Re:coil
Curl Activator 6 oz
for only **\$12**.

Re:coil curl activator 6 oz SKU 031215

Offer available May 1 - 31, 2025.



Danger Jones



**Non-Progressive
Color** |

**Processes in 10
Minutes or Less** |

**Acidic pH Provides
No-Lift Application** |

**Liquid
Base** |

**Mixed 1:1 with
GT Developer** |

**2 oz
Bottle** |

ZERO-LIFT
GLOSS TONER
WITH BONDER

**20% off Gloss Toners &
Gloss Toner Developer**

**2 Day Sale (04/08/25 - 04/09/25)*

Progressive Color

Processes in 5-20 Minutes

Alkaline pH helps Increase Longevity & Reduces Banding on pre-lightened hair

Cream Base

Mixed 1 : 2 with 5 Volume Deluxe Cream Developer

3 oz Tube

ARTISTIC TONER

Buy 4 Artistic Toners, get 1 Free (Cool Blonde)

Buy 6 Artistic Toners, get a 5V Developer Free

**Valid 04/01/25 - 04/30/25)*

040282, 040283, 040284



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BEAT THE HEAT

WHILE STYLING
with KENRA PROFESSIONAL



No hold spray;
Apply to wet hair



No hold creme;
Apply to dry hair



High hold spray;
Apply to dry hair



High hold finisher;
Apply to dry hair



HOLD INDEX



KENRA®

2 FOR \$15

Kenra Hairspray & Styler Sale

Nitro Memory Crème 18	003724
Root Lifting Spray 13	711141
Perfect Medium Spray 13	7111508
Shaping Spray 21	713213
Thermal Styling Spray 19	711506
Dry Volume Burst 3	713465
Smoothing Blowout Lotion 14	000733
Volume Mousse 12	711455
Kenra Volume Mist 2	032499

Select Products Included
Promotion Valid: 03.01.25 - 03.31.25



KENRA®

25% OFF

Kenra Volume & Texture Stylers

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Curl Glaze Mousse 13	710079
Dry Volume Burst 3	713465
Anti-Humidity Spray 5	028509
Volume Mist 2	032499
Air Dry Crème 6	000734
Volume Mousse Extra 17	711462
Sugar Beach Spray 7	014313

Select Products Included
Promotion Valid: 04.01.25 - 05.31.25



KENRA
platinum

2 FOR \$20

Kenra Platinum Hairspray & Styler Sale

Boosting Spray-Foam 17	711402
Dry Texture Spray 6	712304
Finishing Spray 26	711594
Hot Spray 20	711586
Thickening Mousse 12	710560
Dry Shampoo	710115
Voluminous Touch	011393
Memory Spray 12	

Select Products Included
Promotion Valid: 03.01.25 - 03.31.25



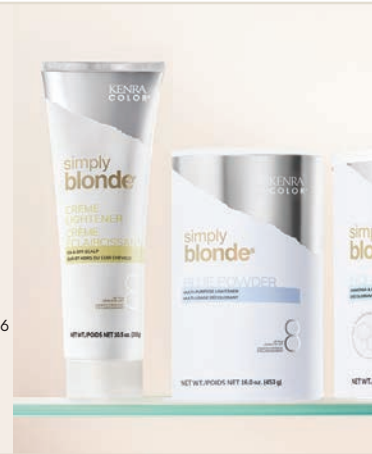
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BUY ONE GET ONE 50% OFF

Simply Blonde Lighteners

- Simply Blonde Beyond Bond Lightener 010436
- Simply Blonde No Ammonia Lightener 027332
- Simply Blonde Clay Lightener 027333
- Simply Blonde Blue Powder Lightener 712640
- 2lb Simply Blonde Blue Powder Lightener 033606
- Simply Blonde Crème Lightener 037649

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BEFORE

AFTER

039443, 039444, 039445



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High Hold – Matte Finish



Volume
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Grip
Texture



GIBS Styling Texture Powder
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Salon \$9

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EXTREME HOLD MATTE POMADE



- Adds Volume & Texture
- Strong Hold
- Low Shine

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- Matte Finish

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- Lightweight Texture
- Medium/Flexible Hold
- Matte Finish

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ITALIAN FALCO IONIC DRYER
Innovative design keeps the barrel cool for **comfort and versatility.**
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PROFESSIONAL NANO LIGHT IONIC DRYER
Engineered airflow for **faster drying.**
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BLACK 039499

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PROFESSIONAL 1 1/4" EXTENDED IONIC FLAT IRON
15% longer plates for faster straightening.
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1" EXTENDED-BARREL CURLING IRON
Creates **loose curls and beachy waves** on longer hair.
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AIR Glam

VOLCANIC LAVA MULTI STYLER

Lava Air Glam
Multi Styler
CHI
038341
\$219.99



CHI LAVA



1.25" AIR CURLING BARRELS
For luxurious curls or beachy waves



ROUND BRUSH
For bouncy styles



OVAL BRUSH
For added volume



DRYER NOZZLE
For swift drying

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SKU 039684 - \$129.99

- Long-lasting ultra Titanium 3D floating plates
- High performance dual-ceramic heaters
- Longer 4 1/4" plates for faster styling
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- Matte black titanium coating for increased durability & smooth, precise cutting



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SuperHP High Performance Dryer

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- Powerful ionic generator
- Super powerful airflow
- 1875-watt
- 3 Airflow speeds
- 3 Heat settings
- Cool shot button
- Available in black & silver blue

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Techniques In Blonding & Bonding

JULY 21,
2025

Lift. Lighten. Tone. Brighten.

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