Sullivan BEAUTY

NOV / DEC 2024



FREE SHIPPING

On first order on our NEW website

Curls get some love this holiday

4 NEW Japanese Head Spa

12 DAYS OF FRAMAR™

Treat someone, to 12 holiday printed foils

24 BOXED Holiday Giftsets remain

SAVE on Babe Extensions

SAVE 25% on Babe at SullivanBeauty.com for Black Friday

FRAMAR X K18 Collaboration

FRAMAR X K18 foils FREE with K18 purchase- while supplies last

Keratin Complex tools on SALE

Buy one get one half off on Keratin Complex KC Iron and HYDRADRY dryer

LAST CALL HOLIDAY

With only 27 days between Thanksgiving and Christmas this year, now is the time for salons to stock up on holiday goods to meet the seasonal rush and maximize sales during the condensed shopping period.

OUR WEBSITE HAS A NEW LOOK!

Enjoy a fresh look and enhanced shopping features.

VISIT US AT SULLIVANBEAUTY.COM



REGISTER TO START SHOPPING

01. Click “LOG IN” at the top right of the sullivanbeauty.com homepage.

02. Under “Existing Customers”, add your account number and billing address zip code. (Your account number can be found on any previous invoice in the upper right corner.)

03. Verify your email address, create your own unique username and password, and then verify your password.

04. Click “Continue”.

05. You’re ready to shop online!





SPECIAL OFFER!

FREE SHIPPING

on your first $99+ online order*

USE CODE: WELCOME$99

Sullivan BEAUTY

SCAN QR CODE OR GO TO
SULLIVANBEAUTY.COM

*Offer valid for first-time web purchasers only. One-time use per customer. Code WELCOME$99 must be entered at checkout. Cannot be combined with other offers.

STEEL APPLICATOR 2PK

SAVE $6.06

Nufree

• Choose body or brow



$15.93/PPK
REG $21.99
NF-33006 / 33007

COTTON 3LB SELF DISPENSING BOX

Graham



$31.25/BOX
GR-44045

DISINFECTANT GALLON

Mar-V-cide



$39.95/EA
MV-SNMVC128

THE COLOR ACCELERATOR

DENNIS BERNARD



$21.95/1.25 OZ
$57.95/4 OZ
OG-DBTCA / DBTCA4

BACKWARDS BIBS 50PK

SAVE $5

FRAMAR



$9.99/box
REG $14.99
FR-BB-CLR

BLEACH SAFE TOWELS 12PK

Soft Style

• Choose white or black
• 16" X 27"
• 3 lb weight



$48/each
BX-TOW7-BK / WH

SWIVEL TWIST

SAVE $8.19

DSNYC



$32.76/ea
REG $40.95
PT-DS203-CCF

FINE TOOTH CARVING COMB

SAVE $8.19

DSNYC



$32.76/ea
REG $40.95
PT-DS203-CCF

PST 2PLY TOWELS 50PK

Graham



$4.50/50 pk
GR-159EA-1

FRAMAR™ Plaid Hair Day



5x11 Switch Pop Up Foil
Limited Edition · Embossed texture
PU-500PHD
$21.99



Embossed Roll
Limited Edition · Embossed texture
R-EMB-MPHD
$16.99



Big Daddy Color Brushes
3 Pack · Accusoft Bristles
HB-BDS-PHD
$11.99



Detangle Brushes
Rory · Charlotte · Blair
FB-DT-PHDR, FB-DT-PHDC, FB-DT-PHDB
$9.99



Detangle Brush Display
3 Rory · 3 Charlotte · 3 Blair
FB-DT-D9PHD
$89.99

New!



12 Days of Framar Advent Calendar
100ct Pop Up Foils · 12 holiday themed patterns
KIT-ADV24
$69.99

COMFORT CLIENT GOWN
Betty Dain



- Black

$22.95/each
SAVE $2.55
REG $25.50
BD-230999BLK

POP-UP FOIL 500CT
Product Club

SAVE $6.19



$10.79/each
REGULAR $16.98
OG-PHF-500

THE HIPSTER APRON
FRAMAR

SAVE $6

- Large pockets
- Fits every body
- Easy to clean



$23.99/ea
REG $29.99
FR-EQP-TBBLK

COLOR STAIN REMOVER 10OZ
Dennis Bernard



$11.95/ea
OG-TCS

CLAW CLIPS 4 pk
Framar

SAVE $3

CHOOSE FROM:
- Neutral 4 pk
- Pastel 4 pk



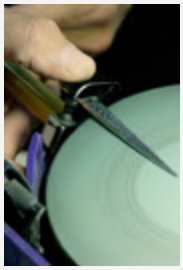
$11.99/4 PK
FR-CCNEUT, FR-CCPSTL

NYLON CAPE CHEMICAL / WATERPROOF
Betty Dain



$15.95/each
BD-959BLKNOLOGO

SHEAR SHARPENING
SERVICE



Available in our store on two select Fridays in November & Dec

$30/service

90CT DISPOSABLE GLOVES
Product Club

LOW PRICE



$12.99/each
REGULAR $18.99
OG-BVGPF-100S / 100M / 100L / 100XL

BLEACH BLENDERS
FRAMAR

SAVE $5



$9.99/each
REG $14.99
FR-GLVBB2PK

nufree nudesse Sale

All Jar Packs BUY 3 GET 1 FREE



16 oz Nufree Jars

Includes:
4 - 16 oz Nufree Jar Packs

~~$334.36~~
$250.77



8 oz Nufree Jars

Includes:
4 - 8 oz Nufree Jar Packs

~~$175.96~~
$131.97



6 oz Nufree Jars

Includes:
4 - 6 oz Nufree Jar Packs

~~$167.16~~
$125.37

K18 BIOMIMETIC HAIRSCIENCE

Free Framar Foil with $100 any K18 Purchase

Promo: Buy $100 of K18, receive FREE foils

While Supplies Last



Next Level Hair Repair Kit



what's included

1- 250ml PEPTIDE PREP™ detox shampoo
1- 50ml molecular repair hair mask

what's FREE

1- 10ml mini molecular repair hair oil

$56.50/box

Regularly $57.40
Ret val $113.00

K18

Future of Hair Fest

REGISTER

K18 INTROS

Bring Your Services Into the Future With Top Stylist Education

More than an event, K18 Future of Hair Fest is a movement to inspire fearless innovation, creativity, and community building. Unlock your creative potential through educational sessions and meet-and-greets with disruptive industry leaders. Grow personally and professionally while discovering new service + revenue opportunities.

K18 is revolutionizing the industry with biology-first haircare and we believe education is key to elevating your artistry. We're committed to helping you build thriving businesses, connect with a community of innovators ready to redefine the possibilities of hair, and foster deep connections between you and your clients.

You'll walk away with:

- Industry connections
- Mastery of K18REPAIR™
- New techniques + skills
- FREE K18 products + swag
- Professional development insights
- A community of like-minded stylists

where

ACL LIVE
Moody Theater
Austin, TX

when

Monday Feb 10, 2025
with events on
Tuesday Feb 11, 2025



FRAMAR™

presents...

Twelve Days of Framar

advent calendar



'Tis the season for the 12 Days of Framar advent calendar, perfect for treating yourself or the stylist in your life to the holiday foils of their dreams! Unwrap a dazzling holiday foil each day with the stylist gift that keeps on giving. This never-been-done-before advent calendar includes twelve 5x11 Pop Up foils with 100 seasonal sheets in each. Deck the halls with fabulous foils to carry you through this season's holiday appointments and share the joy at your station!



Includes:
· Twelve 5x11 100ct. Pop Up Foil in 12 different unique holiday patterns.

KIT-ADV24
$69.99



BLACK FRIDAY

sale 15% OFF 11/1 - 17/1

sale 25% OFF 11/24 - 12/1

SITEWIDE

WEB ONLY

BUILD YOUR BUSINESS & BOOST INCOME

with Babe by your side.

Our biggest sale of the year

- ☑ Stock up on core colors
- ☑ Revamp your station with new tools
- ☑ Grow your craft at one of our in-person or online events
- ☑ Upgrade your service menu with new extensions - Ideal Hybrid Weft & Curly

There's no better time than now!





Holiday Sets That *Sleigh*

Care for hair this holiday season with special deals on our top system sets and shine essentials. Plus, save on select travel cases for high quality haircare, anywhere.



7SECONDS Blowout Kit

For All Hair Types

7SECONDS Shampoo (10oz/300ml)
7SECONDS Conditioner (8oz/236ml)
7SECONDS BlowOut Crème (7oz/207ml)

Salon Price: $38.25 **Salon Value:** $51.00

PR-UN-7SHOL24



BOOSTA Thickening Kit

For Fine + Lifeless Hair

BOOSTA Shampoo (10oz/300ml)
BOOSTA Conditioner (8oz/236ml)
BOOSTA Thickening Crème (4oz/118ml)

Salon Price: $38.25 **Salon Value:** $51.00

PR-UN-BTHOL24



BLONDA Toning Kit

For Blonde Hair + Highlights

BLONDA Toning Shampoo (8oz/236ml)
BLONDA Conditioner (8oz/236ml)
BLONDA Fix (4oz/118ml)

Salon Price: $40.75 **Salon Value:** $54.50

PR-UN-BLHOL24



U Oil Clean & Shine Kit

For All Hair Types

U Oil (4oz/118ml)
7SECONDS Shampoo (2oz/59ml)
7SECONDS Conditioner (2oz/59ml)

Salon Price: $27.75 **Salon Value:** $37.25

PR-UN-UOILHOL24



BLONDA Oil Tone & Shine Kit

For Blonde Hair + Highlights

BLONDA Oil (4.23oz/125ml)
BLONDA Toning Shampoo (2oz/59ml)
BLONDA Conditioner (2oz/59ml)

Salon Price: $27.75 **Salon Value:** $37.25

PR-UN-BLOHOL24

Merry & Mini

Buy 2 Cases, Get 1 Case **FREE**!

Non-Aerosols (2oz/59ml)

Salon Price: $150.00 **Salon Value:** $225.00



7SECONDS Shampoo, Conditioner & Detangler / **BOING** Curl Shampoo, Conditioner, Leave-In & Defining Curl Cream / **BOOSTA** Shampoo, Conditioner & Volumizing Spray / **BLONDA** Toning Shampoo & Daily Conditioner / **LAZER** Straight Shampoo, Conditioner & Relaxing Fluid / **RE:UNITE** Shampoo & Conditioner / **BLOW&SET** Lotion



STAINO by evo fab pro

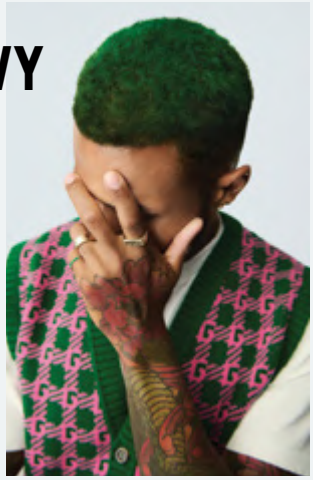
3 new shades. infinite possibilities. you bring the skills. we've delivered the goods. go ahead, leave your mark.

TANGERINE · FLAMINGO · IVY

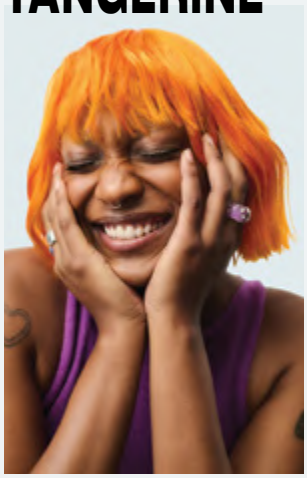
STAINO by evo fab pro

IVY

it's green... without seeing a hint of blue. a stronger yellow-based green that lasts, and lasts, and lasts. the ev-er-colour to your life.

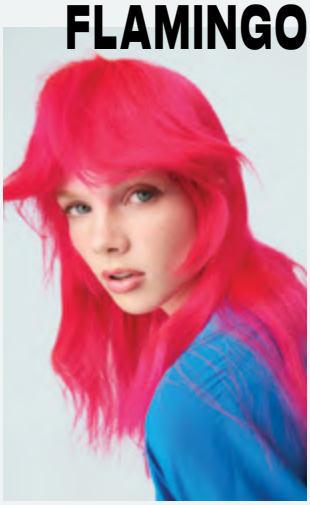


TANGERINE



orange? no. apricot? no. bring forth the forgotten fruit destined to give you the glow you've only dared to dream of.

FLAMINGO



the bold, the bright, the feather in your proverbial cap. flamingo is here, and here to leave you blushing with pride.

vegan / gluten-free / gimmick-free / tested on humans
evohair.com — /evohair — @evohair — @evopro — #staino

staino new shades

intro offer 1

buy
2 x staino intense direct dye (flamingo) 120ml
2 x staino intense direct dye (tangerine) 120ml
2 x staino intense direct dye (ivy) 120ml

get free
1 x staino swatch fan extension kit
1 x staino new shades flyer

salon price
$63.00

value: $17.96
save: 12%

buy



get free





3 x staino fan screw in swatches

intro offer 2

buy
3 x staino intense direct dye (flamingo) 120ml
3 x staino intense direct dye (tangerine) 120ml
3 x staino intense direct dye (ivy) 120ml
3 x fab pro conditioner 200ml

get free
3 x fab pro conditioner 200ml
1 x mixologist menu extension kit
1 x staino new shades flyer

salon price
$147.00

value: $217.21
save: 32%

buy



get free





3 x mixologist menu clip in swatches

evo HUEVERSE color intros

the balancer

buy
2 x hue-verse porosity equaliser 350ml

get free
1 x hue-verse porosity equaliser 350ml

$45.00

value: $67.50
save: 33%



a leave-in spray designed to be used prior to colour application to balance moisture levels, equalise hair porosity and ensure even colour results.

hue-verse porosity equaliser
2+1 deal

kit out

buy
18 x hue-verse permanent colour 100ml
12 x hue-verse demi-permanent gloss 60ml

get free
pre-packed tool kit includes:

1 x thermal bag
2 x cape
1 x detangling comb
1 x water spray bottle
3 x colour brush
2 x colour whisk
3 x colour bowl
1 x applicator bottle

$322.50

value: $422.50
save: 24%



stylist essentials

colour chameleon

buy
24 x hue-verse demi-permanent gloss 60ml

get free
pre-packed tool kit includes:

1 x thermal bag
2 x cape
1 x detangling comb
1 x water spray bottle
3 x colour brush
2 x colour whisk
3 x colour bowl
1 x applicator bottle

$214.80

value: $314.55
save: 32%



stylist essentials

evo™

under control

buy
1 x mane tamer smoothing shampoo 300ml
1 x mane tamer smoothing conditioner 300ml

get free
1 x icon welder heat protection spray 200ml

$36.80
value: $53.60
save: 31%



unchartered territory

buy
1 x gluttony volumising shampoo 300ml
1 x bride of gluttony volumising conditioner 300ml

get free
1 x root canal volumising spray 200ml

$33.40
value: $50.40
save: 34%



hydrated and happy

buy
1 x happy campers wearable treatment 200ml
1 x head mistress cuticle sealer 150ml

get free
1 x liquid rollers curl balm treatment 200ml

$34.00
value: $51.00
save: 33%



icons only

buy
1 x icon welder heat protection 200ml
1 x haze styling powder spray 50ml

get free
1 x salty dog salt spray 200ml

$34.00
value: $51.00
save: 33%



mr clean

buy
1 x normal persons daily shampoo 300ml
1 x box o' bollox texture paste 90g

get free
1 x winners face balm 150ml
1 x soap dodger body wash 30ml

$32.70
value: $52.70
save: 38%



untamed flame

buy*
1 x shampoo 300ml
1 x conditioner 300ml
1 x evo unlimited candle

$41.50
value: $57.40
save: 28%

share the gift of good times, good hair and good scents with... evo's special edition unlimited candle, conditioner and <u>FREE</u> shampoo*



<u>choose from</u>

199915 hydrate pack:
the therapist hydrating shampoo 300ml
the therapist hydrating conditioner 300ml
evo unlimited candle



199913 repair pack:
ritual salvation repairing shampoo 300ml
ritual salvation repairing conditioner 300ml
evo unlimited candle

surface®
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.



BASSU MOISTURE MIX & MATCH*

CHOOSE FROM
Bassu Moisture Shampoo 10 oz.
Bassu Moisture Conditioner 8 oz.
Bassu Masque 6 oz.
Bassu Hydrating Oil 2 oz.
Bassu Gold Hydrating Oil 2 oz.
Bassu Shine Spray 4 oz.
Bassu Moisture Mist 5.5 oz.
Bassu Moisture Bond Leave-in 2.3 oz.

2 FOR $33.00
***RETAIL SIZES ONLY**



PURE COLOR

AMMONIA FREE • FREE OF PPD • VEGAN • PARABEN FREE

SAVE 30% HOLIDAY LIGHTENER

CHOOSE FROM
Charcoal Ultra Lift Lightening Powder 450g..... **$25.18**
Pure Blonde Lightening Powder 454g..... **$25.04**
Salon Value $35.77 to $35.98
PRICING AUTOMATIC







PURE COLOR HOLIDAY SHINE

PURCHASE ANY 3
Pure Color 2 oz.
RECEIVE FREE
7 Vol. Enzyme Cream Activator 8 oz.
OR
20 Vol. Enzyme Cream Activator 8 oz.

$26.70
Salon Value $34.80
OVERRIDE ACTIVATOR

crueltyfree · NATURAL INGREDIENTS · PARABEN FREE

SURFACEHAIR.COM

GLUTEN FREE · SULFATE FREE · VEGAN

PRICES MAY VARY BY MARKET



surface
HAIR HEALTH ART

FINISHING BOGO
BUY 1, GET 1 50% OFF*

CHOOSE FROM

Theory Styling Spray 12 oz.	$14.72
Theory Firm Styling Spray 10 oz.	$14.30
Impulse Thermal Spray 8 oz.	$11.49
Awaken Finishing Spray 10 oz.	$14.30
Curls Finishing Spray 10 oz.	$16.18
Blowout Finishing Spray 4 oz.	$12.45
Blowout Firm Finishing Spray 8.8 oz.	$14.02

Salon Value $15.32 to $21.58
**PRICE IS PER UNIT*

OVERRIDE 50% OFF LESSER VALUE



HOLIDAY **GIFT SETS**



AWAKEN
PURCHASE
1 Awaken Shampoo 10 oz.
1 Awaken Conditioner 6 oz.
RECEIVE FREE
1 Awaken Blow-Dry Foam 5 oz.

$36.63
Salon Value $56.12



BASSU
PURCHASE
1 Bassu Shampoo 10 oz.
1 Bassu Conditioner 6 oz.
RECEIVE FREE
1 Bassu Moisture Mist 5.5 oz.

$39.40
Salon Value $58.09



BLOWOUT
PURCHASE
Blowout Primer 4 oz.
Blowout Gel Mousse 5.5 oz.
CEIVE FREE
Blowout Finishing Spray 4 oz.

$34.60
Salon Value $51.20

CURLS
PURCHASE
1 Curls Shampoo 10 oz.
1 Curls Conditioner 6 oz.
RECEIVE FREE
1 Curls Frizz-Free Spray Gel 4 oz.

$36.91
Salon Value $53.88



TRINITY
PURCHASE
1 Trinity Shampoo 10 oz.
1 Trinity Conditioner 6 oz.
RECEIVE FREE
1 Trinity Protein Cream 4 oz.

$38.88
Salon Value $57.07



VIOLET
INCLUDES
1 Violet Shampoo 9 oz.
1 Violet Conditioner 7 oz.

$29.17
Salon Value $37.76





NOTE: FREE (6) TRINITY DRY SHAMPOO 1.8 OZ. WITH PURCHASE OF 12 MIX & MATCH BOX SETS.

STOCKING STUFFERS



CHOOSE FROM
Awaken Shampoo 2 oz.
Awaken Conditioner 2 oz.
Curls Shampoo 2 oz.
Curls Conditioner 2 oz.
Curls Firm Styling Mousse 2 oz.
Curls Finishing Spray 2 oz.
Taffy Whip 2 oz.

$5.00 ea
Salon Value $7.57 to $11.36

PRICES MAY VARY BY MARKET



Buy 5, Get 1 Free.

SAVE $15

Perfect hair Day™
Dry Shampoo full size



$75.00 USD
Salon Value: $90.00 USD
KIT-LP-03150N024

SAVE $8

Perfect hair Day™
Dry Shampoo travel size



$40.00 USD
Salon Value: $48.00 USD
KIT-LP-03153ND24

SAVE $16.50

Perfect hair Day™
Advanced Clean Dry Shampoo full size



$82.50 USD
Salon Value: $99.00 USD
KIT-LP-02943ND24

SAVE $9

Perfect hair Day™
Advanced Clean Dry Shampoo travel size



$45.00 USD
Salon Value: $54.00 USD
KIT-LP-02944ND24

dry volume & texture spray

Buy 3, Get 1 Free.

SAVE $18

Full Dry Volume & Texture Spray full size



$54.00 USD
Salon Value: $72.00 USD
KIT-LP-02971ND24

SAVE $9.50

Full Dry Volume & Texture Spray travel size



$28.50 USD
Salon Value: $38.00 USD
KIT-LP-02972ND24

Reveal Your Holiday Hair Wishes

Manifest your hair goals with our sets fit (and formulated) for celebrating the season.

Reveal Smoother Hair

Includes:
1 - No Frizz Sh. 8 oz
1 - No Frizz Co. 8 oz
1 - No Frizz Spr. 6.7 oz

$35/box
PR-LP-NFHOL24
Retail value $101



Reveal Volume

Includes:
1 - Full Shampoo 8 oz
1 - Full Conditioner 8 oz
1 - Full DV&T Spr. 7.5 oz

$35/box
PR-LP-FHOL24
Retail value $104



Reveal Hydration

Includes:
1 - PHD Shampoo 8 oz
1 - PHD Conditioner 8 oz
1 - PHD 5-in-1 4 oz

$35/box
PR-LP-PHDHOL24
Retail value $101



Reveal Strength

Includes:
1 - Restore Shampoo 8 oz
1 - Restore Conditioner 8 oz
1 - Restore Perfecting 8 oz

$35/box
PR-LP-RHOL24
Retail value $101



Reveal Clean Hair

Includes:
2 - PHD Advanced Clean Dry Shampoo 5.5 oz

$W25.20/box
PR-LP-ADVHOL24
Retail value $66



Brilliant Stylers

Includes:
1 - Dry volume & text. 3 oz
1 - Dry shampoo 2.4 oz
1 - Flex hairspray 3 oz

$25.20/box
PR-LP-TRVHOL24
Retail value $53





Best Selling Dry Shampoo

Limited Edition can

$10.80/ea
Sugg Retail $18
PR-LP-PHDM24



OLAPLEX

Coming November 2024

THE BE-ALL, MEND-ALL

Up to 88% split end-sealing after one use*

NEW!

WHY YOU'LL LOVE IT
- Leaves hair more manageable*
- Weightless hydration*
- Hair feels instantly healthier*
- Split-ends look immediately healthier*

* Based on a consumer perception study of 74 participants after 1 use

HOW TO USE IT
- Apply 1-2 pumps to clean, damp hair. ü Add more as needed.
- Follow with stylers.

* Fine hair: Start with 1 pump.
* Medium to coarse hair: Start with 2 pumps.

WHEN TO USE IT
Apply to clean, damp hair prior to styling. Can be used on dry ends in between washes to maintain healthy ends.

KEY INGREDIENTS

HYDRAMINO REPLENISHING BLEND
- Provides hydration, conditioning, detangling, and shine.

FUTURE DAMAGE SHIELD
- Repairs and helps prevent damage from styling, everyday aggressors, and heat up to 450oF (232oC).

HIGH-ADHESION SEALING COMPLEX
- Immediately and continuously mends split ends.

BOND BUILDING TECHNOLOGY™
- Re-links the disulfide bonds deep within the hair that give hair its strength and structure.



$16.00/each
0P-20143285

*As tested in a clinical facility using curly tresses.

BLACK FRIDAY STYLIST EVENT

20% OFF BRAND-WIDE*

November 18 - 22

ONE WEEK ONLY!
Nov. 18-22



November 2024

FREE CHELATING TREATMENT + 4-IN-1 MOISTURE MASK

When you purchase a Salon Intro Kit.
Prep your backbar for party season.



FREE Nº·4C CLARIFYING SHAMPOO 250 ML

When you purchase
a Traveling Stylist Kit.



JAPANESE HEAD SPAS

Warranty & Technical support • NCLuxHeadSpaEquipment@gmail.com

Our Japanese Head Spa sinks are exactly what you need to provide a tranquil and rejuvenating experience for your customers. This acrylic shampoo basin combines ergonomic design and environmental sustainability. The head retainer is designed specifically to relieve spinal pressure. The advanced 7-colored phototherapy repair system enhances its appeal for treating scalp and hair concerns. Additionally, the kit's rotatable golden arch serves as a targeted water stream for effective therapy, providing 21 outlets for a targeted flow of water around the head. The standard heating range is 84 degrees. The unit holds 40L of water with adjustable heat settings. Just add water to the basic, wait a few minutes for it to heat up, then give your clients a relaxing LED spa experience.

Each shampoo basin set **includes**:

- **60 day warranty on parts**
- **Adjustable heat settings**
- **7 color LED Lighting**
- **Rotating waterfall dome**
- **Durable and wear-resistant**
- **Waterway maintenance door**
- **Rust-resistant water switch**
- **Fumigation machine**
- **Fumigation cap**
- **Ergonomic head rest**
- **A mounted neck barrier**
- **Anti-skid design**
- **Easy-glide wheels**



INCREASES REPEAT SERVICES



Scalp Analysis Machine

This machine combines high frequency, oxygen spray, hot therapy, hair analyzer, and microcurrent technology. It can accelerate blood circulation, promote metabolism & cell regeneration, eliminate inflammation, repair hair roots, promote hair growth, black hair, & fundamental changes in hair loss.

5 Diagnosis Hair Tools
Detection head, spray gun, brain comb, high frequency, meridian brush convenient for beauty professionals to use, and can be used with a variety of products.

Stimulate Hair Follicles
Micro-electric massage scalp tissue, dredge blocked hair follicles, promote scalp tissue, blood circulation, balance scalp secretion, stimulate hair follicle cells to produce new hair.

High-Definition Detection Head
The detection head adopts high-definition microscopic image synthesis technology, which can freeze and clear the picture.

Scalp Detector
Deeply purifies the scalp, removes impurities from hair follicles, and unclogs hair follicle passages.

Spray Gun Design
The whole body is made of stainless steel alloy, which is comfortable to hold. The switch is a non-slip button, which is ergonomically designed.

Price **$1,198**
HS-SAM1



BEST SELLER

Beige Japanese Head Spa

(Plumbing required)

When providing multiple head spa services, it is highly recommended to have plumbing option in order to ensure convenient access to water. This will facilitate seamless execution of the treatments with minimal clean up time.

Price **$2,305**
HS-PJHS2



NO PLUMBING NEEDED

Beige Japanese Head Spa

(No plumbing required)

No plumbing is required! A water heater running at maximum capacity ensures that stored water is maintained at the optimal temperature, ensuring a steady flow of water throughout the day. Wheel attachment makes for easy maneuvering.

Price **$2,265**
HS-PJHS2



FIT TO ANY EXISTING BOWL

Waterfall Dome

This portable head spa unit provides a gentle scalp massage with 21 outlets of adjustable water flow as well as fumigation. The premium matte finish offers durability and resistance to scratches, water, and rust. The lightweight, portable design is simple to set up with all necessary components included.

Price **$629**
HS-WD1



MOST DURABLE

White Japanese Head Spa

(Plumbing Required)

Durable Hard Plastic to keep sink light weight, on wheels for easy maneuvering. New sleek design, easy to use clean mode. Updated computer components

Price **$2,465**
HS-JHS1W

NOV DEC 2024



FOR DREAMY HAIR

WOND HAIR FUL

SAVE 35%

WONDHAIRFUL		
Repair Shampoo	~~$11.50~~	$7.50
Repair Mask	~~$11.50~~	$7.50
Hydra Shampoo	~~$11.50~~	$7.50
Hydra Mask	~~$11.50~~	$7.50
Volume Shampoo	~~$11.50~~	$7.50
Volume Mask	~~$11.50~~	$7.50
Crystal Oil	~~$17.35~~	$11.25
Defendo-Heat Protect	~~$14.70~~	$9.50

DECOLORIZERS SAVE OVER 25%



Iconic Blonde is an extraordinary, ultra-performance decolorizer that provides 9+ levels of lift. Enriched with E-PLEX Bond Repair for added protection.



Silky Blonde Multi-service decolorizing cream ideal for stressed hair, enriched with the exclusive E-PLEX Bond Repair for on the scalp lightening.



Blonde Sealer is a conditioning treatment which helps restore the pH of the scalp and hair. Blonde Sealer is ideal to use after all bleaching services and is enriched with the exclusive E-PLEX Bond Repair.



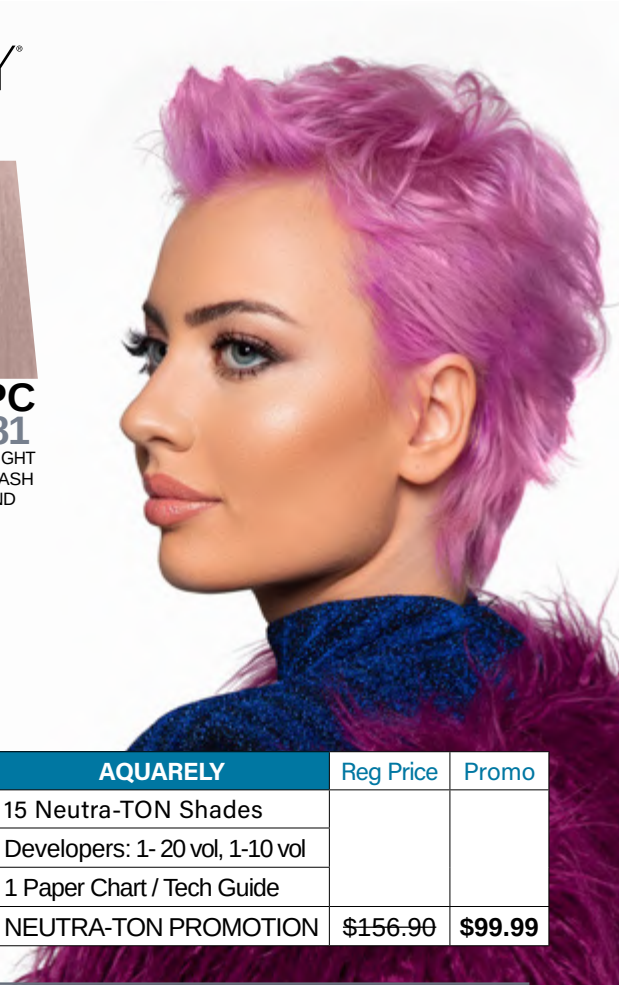
Sun Light Oil lightens up to 2-3 tones for a natural and balanced sun-kissed effect.

DECOLORIZER	Reg Price	Promo
Iconic Blonde	~~$35.15~~	$25.99
Silky Blonde	~~$32.00~~	$21.75
Blonde Sealer	~~$17.35~~	$11.75
Sun Light Oil	~~$26.25~~	$17.99

ALL PROMOTIONS SUBJECT TO AVAILABILITY. ITELY HAIRFASHION RESERVES RIGHT TO MODIFY / EDIT / END ANY PROMOTION AT ANY TIME. PROMOTIONS EXPIRE DECEMBER 31, 2024



NOV DEC 2024 AQUAR&LY





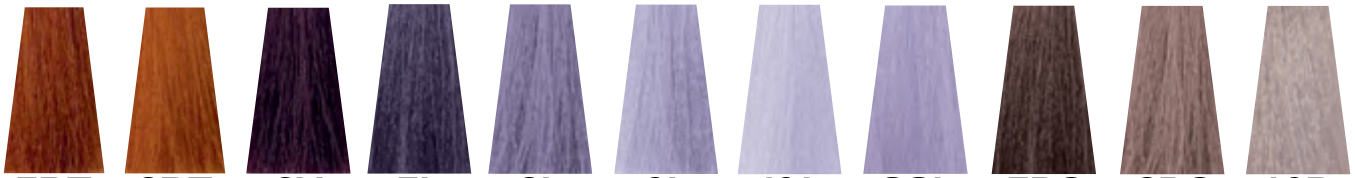
7L 7.86 MEDIUM LAVENDER BLOND
8L 8.86 LIGHT LAVENDER BLOND
9L 9.86 LIGHTEST LAVENDER BLOND
10 L 10.86 ULTRALIGHT LAVENDER BLOND
7PC 7.81 MEDIUM PEARL ASH BLOND
8PC 8.81 LIGHT PEARL ASH BLOND
9PC 9.81 LIGHTEST PEARL ASH BLOND
10PC 10.81 ULTRALIGHT PEARL ASH BLOND

7CV 7.16 MEDIUM BLOND ASH VIOLET
8CV 8.16 LIGHT BLOND ASH VIOLET
9CV 9.16 LIGHTEST BLOND ASH VIOLET
10 CV 10.16 ULTRALIGHT BLOND ASH VIOLET
8PD 8.83 LIGHT PEARL GOLD BLOND
9PD 9.83 LIGHTEST PEARL GOLD BLOND
10PD 10.83 ULTRALIGHT PEARL GOLD BLOND

AQUARELY	Reg Price	Promo
15 Neutra-TON Shades		
Developers: 1- 20 vol, 1-10 vol		
1 Paper Chart / Tech Guide		
NEUTRA-TON PROMOTION	~~$156.90~~	**$99.99**



4CS 4.17 CHESTNUT BROWN
5CS 5.17 LIGHT CHESTNUT BROWN
6CS 6.17 DARK CHESTNUT BLONDE
7CS 7.17 CHESTNUT BLONDE
7CV 7.16 BLONDE ASH VIOLET
8CV 8.16 LIGHT BLONDE ASH VIOLET
9CV 9.16 LIGHTEST BLONDE ASH VIOLET
10 CV 10.16 ULTRA BLONDE ASH VIOLET
5RF 5.55 LIGHT BROWN FLAMING RED
6RF 6.55 DARK BLONDE FLAMING RED



7RT 7.44 COPPER BLONDE TITIAN
8RT 8.44 LIGHT BLONDE ORANGE COPPER
3V 3.6 VIOLET DARK BROWN
7L 7.86 LAVENDER BLONDE
8L 8.86 LAVENDER LIGHT BLONDE
9L 9.86 LAVENDER LIGHTEST BLONDE
10 L 10.86 LAVENDER ULTRALIGHT BLONDE
SSL 12.86 LAVENDER SUPERLIGHT
7PC 7.81 BLONDE PEARL ASH
8PC 8.81 LIGHT BLONDE PEARL ASH
10B 10.31 ULTRALIGHT BEIGE BLONDE

COLORLY OPTIMUS	Reg Price	Promo
21 New Shades		
2 OXILY 20 vol Developer		
1 Paper Chart / Tech Guide		
NEW SHADE PROMOTION	~~$195.30~~	**$129.99**

COLORLY® OPTIMUS

IT&LY HAIRFASHION NORTH AMERICA

ALL PROMOTIONS SUBJECT TO AVAILABILITY. ITELY HAIRFASHION RESERVES RIGHT TO MODIFY / EDIT / END ANY PROMOTION AT ANY TIME. PROMOTIONS EXPIRE DECEMBER 31, 2024

LIMITED EDITION: BEST-EVER BLOWOUT KIT

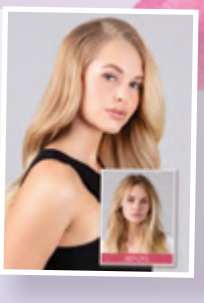
Get your salon holiday-ready with the all-new **Best-Ever Blowout Kit**. Featuring our keratin-enhanced bestsellers, this travel-friendly regimen also includes a limited-edition double bristle detangling brush—perfect for on-the-go!



KIT INCLUDES:

(1) 3 oz. Keratin Care Smoothing Shampoo
(1) 3 oz. Keratin Care Smoothing Conditioner
(1) 1.7 oz. KeraBalm 3-in-1 Hair Balm
(1) **FREE** Double Bristle Detangling Brush

$27.00 / MSRP: $54.00



Holiday Sparkle Pro Tip:

Place the Best Ever Blowout at the counter or spotlight on your station to grab attention! Use festive decoration highlight as the ultimate holiday gift and encourage every stylist to mention the healthy hair benefits!

HOLIDAY HUES

Sweeten up your holiday color business with two color techniques for every client!

PURCHASE

(6) 3.4 oz. KeraLuminous™ Permanent Hair Color

RECEIVE FREE

(1) 33.8 oz. Developer of Choice!

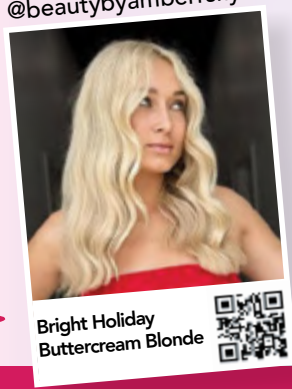
$54.00

Scan for suggested techniques & shade:



Featuring #*KCEXPRESSIVES*
Inspired color techniques!

@beautybyamberrskye



@chelsearaeschmitt





Continued Inspiration: Visit our resource center...

- Marketing Materials
- Social Media Content
- Educational Guides
- Education Videos

...and more!

KERATINCOMPLEX®
Beautiful hair every day

NOV - DEC 2024 PROMO DEALS

THE GIFTS OF A SMOOTH HOLIDAY SEASON!

EFFORTLESS HOLIDAY HAIR

Got 15 Minutes? Achieve holiday smooth for all hair types in no time!

PURCHASE

(1) 16 oz. KCEXPRESS™ Banded Duo

INCLUDES

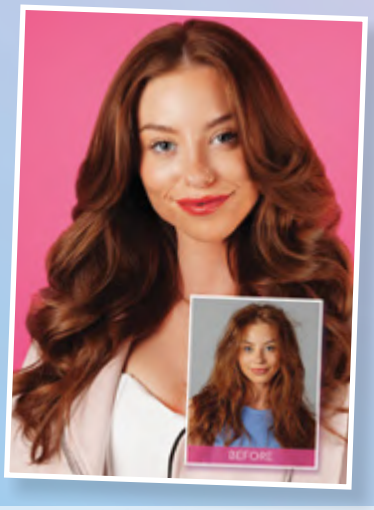
(1) 16 oz. KC PRIMER Keratin Pre-Treatment Shampoo

(1) 16 oz. KCEXPRESS Smoothing Treatment

RECEIVE FREE

(3) 2.5 oz. Infusion Keratin Replenisher

$210.00 / Salon Value: $258.00



Download KCEXPRESS One Sheet.

Scan to calculate your raise!

SAVE $48



Holiday Sparkle Pro Tip:

Maximize your profits with these quick add-ons during the busy holiday season:

- 15 MINS: Add KCEXPRESS to every color service to lock in vibrant color and smoothness for up to 6 weeks.
- 10 MINS: Offer festive blowouts using Infusion Keratin Replenisher for a perfect holiday look.

HOT TOOLS WITH HAUTE SAVINGS!

Elevate your styling game with our premium hot tools designed to work seamlessly with our treatments and products. Enjoy fast, easy and smooth styling all year long!

BUY 1 GET 1 50% OFF

- KC IRON Professional Smoothing Iron
- HYDRADRY Professional Smoothing Dryer



KC IRON *Why it shines:*

- 1.25-Inch non-stick TOURTANIUM™ plates
- Advanced ionic technology for ultra-smooth, glossy hair
- 360-degree swivel cord
- Lightweight, ergonomic design
- Temperature memory and auto-shutoff feature

HydraDry *Why it shines:*

- Ceramic & tourmaline far-infrared technology dries hair up to 50% faster
- Positive ion generator (blue light) opens the cuticle for optimal treatment absorption; negative ion generator (green light) to seals the cuticle for a shiny, smooth finish
- Two speeds, three temperatures, & a cold-shot button allow for complete control
- Three attachments
- Unique locking system

SHOWSTOPPING STYLE

Dazzle at every party with stunning holiday styles and updos.

KERATIN-ENHANCED STYLERS **FOR $10 EACH**

- 9 oz. Firm Hold Hairspray
- 9 oz. Flex Hold Hairspray
- 5 oz. Molding Paste
- 3 oz. Shine Spray
- 5 oz. Strong Hold Gel
- 8 oz. Styling Gel
- 5 oz. Styling Lotion

Hairsprays Regular Price: $13.00

All other stylers Regular Price: $12.00

#keratincomplex #beautifulhaireveryday





SUNLIGHTS®

SAVE 20%

ON THE INDUSTRY'S BEST LIFTING CLAY LIGHTENERS



ONLY $24 ea!

Salon Value: $30.00



SUNLIGHTS®

Kaolin Based Balayage Lightener

SKU: SL-SUN0012

- Formulated for open air processing
- The original clay balayage lightener
- Up to 8+ levels of lift!
- Backed by the industry's best education
- Pairs perfectly with Suncrème 40+50v

MOONLIGHTS®

Kaolin Based Foil Lightener

SKU: SL-SBMOONL

- Industry's first clay based foil lightener
- Mixed at a 1:1 ratio for best results
- Lifts like lightning - up to 9 levels!
- Velvety consistency for better highlighting
- Blue tinted for brightness

OVER $2,500 IN SERVICE REVENUE PER JAR AND LESS THAN $1 PER APPLICATION!


Holly
Jolly
Sale
Save on Color
Nov 25 - Dec 6 2024
SAVE ON COLOR, BEST SELLERS & STOCKING STUFFERS