

MARCH / APRIL 2019



COLORDESIGN
GET INSPIRED

pages 2-3

KERATIN COMPLEX
NEW! KERATIN
OBSESSED

pages 6-7

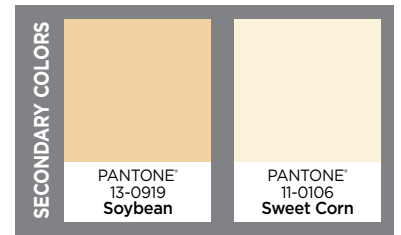
INSPIRATION

... is all around us. As artists, we see color through art, through architecture, in fabrics, textiles, design, and through the world around us. We wanted to challenge our ColorDesign® Artistic Team in a way we never have before. Our 2019 Collection is based on one of the world's most iconic color leaders...Pantone®.



GRANITE

On the cover, ColorDesign® Artist Jackie Heredia was inspired by the cool crisp transition from summer to fall. Cold foggy mornings on the countryside driving through roads full of fall foliage that had just fallen off the trees with granite tone hues and just that hint of warmth blending through wherever the sun had shined upon it. The never ending fields and the aged cabins that reflect the slight hints of mahogany.



For more information on Pantone® and their INSPIRATION, visit www.studica.com/history-of-pantone-color-of-the-year and www.pantone.com

Every year Pantone® sets the color tone for the following year. The hair in this year's collection uses the colors forecasted by Pantone® from the fall runways for Spring/Summer 2019 color trends. The teams were encouraged to create a color placement technique and/or innovate new hair color palettes using ColorDesign® Permanent, Ammonia Free and/or Fun & Glam colors.

PANTONE's Color Forecast for Spring & Summer 2019



PANTONE 17-1584
Fiesta



PANTONE 19-1862
Jester Red



PANTONE 15-128 4
Turmeric



PANTONE 16-1546
Living Coral



PANTONE 18-2045
Pink Peacock



PANTONE 17-0542
Pepper Stem



PANTONE 13-0850
Aspen Gold



PANTONE 19-4150
Princess Blue



PANTONE 18-1031
Toffee



PANTONE 15-0960
Mango Mojito



PANTONE 18-0416
Terrarium Moss



PANTONE 142808
Sweet Lilac



PANTONE 13-0919
Soybean



PANTONE 19-3610
Eclipse



PANTONE 11-0106
Sweet Corn



PANTONE 19-0605
Brown Granite

OLORDESIGN

Professional Italian Color 



2019 SWATCH RING INTRO

INCLUDES

- 20 Tubes Permanent Color (stylists choice)
- 20 Tubes Ammonia-Free Color (stylists choice)
- 11 Tubes Fun & Glam (stylists choice)
- 5 **FREE NEW** Permanent Color Series .11 (one of each color)
- 10 **FREE NEW** Direct Dyes (one of each color)
- 1 **FREE NEW** 5 Volume Developer
- 1 **FREE NEW** Swatch Ring CDHSRI19

**SAVE
26%**



INSPIRED

BY THE COLORS OF THE SEASON

www.ColorDesignHair.com

mop®

lemongrass

mop®
modern original products

SAVE 25%* LEMONGRASS



For a limited time, salons will SAVE 25% off their favorite MOP Lemongrass Products.

**LEMONGRASS
VOLUME SHAMPOO 8.45 OZ.**

**LEMONGRASS
VOLUME CONDITIONER 8.45 OZ.**

LEMONGRASS VOLUME WHIP 8 OZ.

LEMONGRASS LIFT 8.45 OZ.

[#showyourmop](#)

*Regular Size Products Only - Liters Not Included in Promotion.

BUY 6, GET 6 FREE!

PURCHASE

6 Any Full Size Abba Styling Product

RECEIVE FREE

6 Complete Leave-In Spray 1.7 oz.

SAVE
UP TO
31%

COMPLETE ALL-IN-ONE LEAVE-IN SPRAY

Abyssinian, Coconut and Watermelon Seed Oils take this leave-in conditioner to a new level of performance. Created with superior comb-ability, this lightweight conditioner improves elasticity, moisturizes and strengthens hair while reducing breakage. Formulated with enhanced thermal protection and our exclusive ProQuinoa Complex™.

- Improves comb-ability and elasticity
- Provides extensive thermal protection
- Moisturizes & strengthens while reducing breakage
- Contains ABBA's ProQuinoa Complex



*Price depends on full size product cost. Minimum purchase quantity required. Offer good while supplies last.

NEW PRODUCTS

100% VEGAN
GLUTEN FREE

IMPROVED
FORMULAS

SODIUM CHLORIDE
FREE

NEW
PACKAGING

PARABEN FREE
SULFATE FREE

TRUE SHAPES BUY 3, GET 1 FREE!



PURCHASE

3 True Shapes Acid Waves

RECEIVE FREE

1 True Shapes Acid Wave
ABBB3G1PERMS

SAVE
25%

TRUE SHAPES HERBAL THERAPY ACID WAVE

NEW
PACKAGING

Your favorite perm just got a facelift! Same great product strengthens and conditions hair like no other wave on the market - all while processing with very little odor. This low ammonia wave strengthens & conditions with true-to-rod size results while enhancing elasticity. The result is a natural looking, resilient texture with a soft, silky shine.

- For normal, tinted and highlighted hair (up to 40%)
- Improved conditioning
- A low odor & low ammonia formula
- True-to-rod size results
- Enhanced elasticity with soft, shiny results

NOT AVAILABLE IN UTAH



KERATIN COMPLEX[®]

*Introducing Keratin Obsessed™ —
The Ultimate Keratin Treatment Spray.*

COLORADO, UTAH, NEW MEXICO AND ARIZONA SALES ONLY



NEW! *Keratin Obsessed™*

Keratin Complex®, the leader in the smoothing industry, has unveiled its latest transformative innovation — Keratin Obsessed. This lightweight, all-in-one spray is bursting with keratin and is packed with 30 nourishing benefits that deliver healthier, stronger, more vibrant hair, instantly! One try. That's all it takes to be Keratin Obsessed.

Why we love it:

- Eliminates frizz
- Strengthens and repairs damage
- Formulated with keratin, hydrolyzed silk amino acids and coconut oil to nourish and moisturize
- Softens the hair and leaves it feeling like silk
- Increases manageability and dramatically cuts down blow-dry time
- Intensifies color vibrancy
- Fights against color fade
- Adds luminous shine and luster
- Helps prevent breakage from brushing and combing
- Lightweight results
- Paraben-free and safe for color-treated hair
- And so much more...

Buy 5, Get 1 free!

Keratin Obsessed Multi-Benefit Treatment Spray 5 oz.
KCXOBS19

INCLUDES
IN-SALON
SIGNAGE!

Also available in a travel-friendly size!

Keratin Obsessed Multi-Benefit Treatment Spray 1.7 oz.

#keratinobsessed

COLORADO, UTAH, NEW MEXICO AND ARIZONA SALES ONLY

NEW PACKAGING! SAME GREAT FORMULA!

**Keratin Complex unveils a whole new look
for your favorite products!**



SMOOTH CULTURE

PURCHASE

- 1 Natural Keratin Smoothing Treatment 16 oz.

RECEIVE FREE

- 3 Infusion Keratin Replenisher 2.5 oz.
- 5 Consumer Brochures

KCXKCSMCLTR

**SAVE
18%**



+



**SAVE
26%**

CUSTOMIZABLE KERATIN

PURCHASE

- 1 Personalized Blow Out® Same Day Keratin Treatment 16 oz.

RECEIVE FREE

- 1 PicturePerfect Hair® Bond Sealing Masque 16 oz.
- 1 Clarifying Shampoo 16 oz.
- 1 Smoothing Therapy Quick Guide Brochure

KCXKCCSTMKRTN



**SAVE
28%**

PICTUREPERFECT SPRING

PURCHASE

- 1 Personalized Blow Out® Same Day Keratin Treatment 33.8 oz.

RECEIVE FREE

- 1 PicturePerfect Hair® Bond Sealing Masque 33.8 oz.
- 1 Clarifying Shampoo 33.8 oz.
- 1 Lifestyle Guide
- 1 Smoothing Therapy Quick Guide Brochure

KCXKCPPSPRING

Grow your retail business
with some of our top sellers!

KERATIN COMPLEX®

**BUY 3 SHAMPOOS,
GET 50% OFF
3 CONDITIONERS**

CHOOSE FROM

- KCXKCCDUO Care 13.5 oz.
- KCXKCCDUO Color Care 13.5 oz.



+

**20% OFF
VANILLA BEAN
DEEP
CONDITIONER
7 OZ.**



**SAVE
48%**

+



**WHOLE LOTTA
BLONDE**

PURCHASE

- 2 It's a Blonde Thing® Keratin Lightening System® 1 lb. tub

RECEIVE FREE

- 1 Blondeshell® Debrass & Brighten Shampoo 33.8 oz.
 - 1 Blondeshell® Debrass & Brighten Conditioner 33.8 oz.
- KCXKCVHLBLND

**VITAL FOR
SALONS**

PURCHASE

- 3 Vitalshot® Bond Rebuilder 10-packs

RECEIVE FREE

- 1 Vitalshot® Bond Rebuilder 10-pack
- KCXKCVTLSLNS



+

**SAVE
25%**

**KERALUMINOUS®
MUST-HAVES***

PURCHASE

- 18 KeraLuminous Permanent Hair Color 3.4 oz.
(choose your own shades)

RECEIVE FREE

- 1 Keratin Complex Color Backpack
- KCXKCKLMMST

*While supplies last.



**SAVE
30%**

+



GET DIGITAL WITH US!

Share your before and after transformations for a chance to be featured on our social pages. #keratincomplex

COLORADO, UTAH, NEW MEXICO AND ARIZONA SALES ONLY

NEW DUALSENSES INTENSIVE CONDITIONING SERUMS

The NEW INTENSIVE CONDITIONING SERUMS include upgraded technologies for each segment with improved benefits and instant results.

BENEFITS:

- Instant results formulated for specific hair needs.
- Lightweight leave-in formulation.
- Quick & easy application — perfect for an upgrade menu.

WHAT'S NEW:

- After a color service, finish with any serum. All segments now neutralize pH and peroxide residues and give color protection, shine and color brilliance.
- New amplifying ingredients boost the effects of the serums and maximize the results on the hair.
- Higher longevity of the service.
- Optimized ergonomic handling and segment colored packaging for quick and easy dispensing.



DUALSENSES SALON SERUM INTRO OFFER

The NEW Dualsenses Intensive Conditioning Serums are quick and easy to use and make a great addition to any salon's upgrade menu. This introductory special offer includes one box of 12 serums from each segment and a premium acrylic display to showcase them in the salon.

PURCHASE

- 12 Color Serum 18mL
- 12 Color Extra Rich Serum 18mL
- 12 Blondes & Highlights Serum 18mL
- 12 Rich Repair Serum 18mL
- 12 Just Smooth Serum 18mL
- 12 Ultra Volume Serum 18mL
- 12 Curly Twist Serum 18mL

RECEIVE FREE

- 1 Serum Rack and Insert Set
 - 1 Activation Guide and Assortment Chart
- GOLDFSRM19**



DUALSENSES SERUM SAMPLE PACK

The perfect way to try all seven serums! This offer includes one bottle from each segment, with incredible savings!

INCLUDES

- 1 Color Serum 18mL
- 1 Color Extra Rich Serum 18mL
- 1 Blondes & Highlights Serum 18mL
- 1 Rich Repair Serum 18mL
- 1 Just Smooth Serum 18mL
- 1 Ultra Volume Serum 18mL
- 1 Curly Twist Serum 18mL

GOL206203



ENTER A COMPLETE COLOR WORLD

Dedicated to color creativity, the Goldwell System products now offer you everything you need to customize, enrich and perfect each color service in one toolbox.

Discover Goldwell System with its three segments: CREATIVITY, SOLUTIONS AND BALANCE.

CREATIVITY

Unlimited customization of your color services with innovative additives.

@PURE PIGMENTS

- High-definition direct dye additives.
- Long-lasting and multi-dimensional color results.
- Extraordinary shine with a 3D effect that creates unique light reflections.



THICKENER

- A concentrated Thickening Fluid that empowers you to control and customize the consistency of your color and lightener products.
- Works with Topchic, Nectaya, Colorance, SilkLift, SilkLift Control, Oxycur and New Blonde.
- Whatever consistency you choose, all colors stay true to tone while the processing time remains the same.



SOLUTIONS

Tool to perfect your color services.

COLOR REMOVER SKIN

- Gently yet efficiently removes color stains from the skin.
- Convenient and easy-to-use.
- Dermatologically-tested and mild enough to be used on most clients.
- Same great performance, with new fragrance and packaging.



BALANCE

High-performing products to optimize the hair structure and prevent hair damage.

STRUCTURE EQUALIZER

- Instantly equalizes structural differences.
- Optimizes the color deposit on hair.
- For more even color results.
- Same great performance, with new fragrance and packaging.



BONDPRO+

- For exceptional hair quality during and after lightening and coloring.
- Prevents breakage by strengthening the hair fiber.
- No visible dilution of the color performance.



@PURE PIGMENTS COLOR WASHING KIT

Eluminate lighter tones by adding @Pure Pigments drop by drop to toners, blonde shades, and highlift control shades to create subtle cool tones and dimensional pastels. By adding in a small amount of @Pure Pigments, you can create soft pastels, for a Color Washing effect. With this combination of pigments, this kit will be sure to show you color in a whole new light.

INCLUDES

- 1 System @Pure Pigments Green 50mL
- 1 System @Pure Pigments Violet 50mL
- 1 System @Pure Pigments Orange 50mL
- 1 Goldwell System Activation Guide



GOLDWELL.

KERASILK CONSUMER GIFT

Drive retail sales and increase salon revenue with this offer. Receive a set of 12 Kerasilk Consumer gift sets complimentary with your choice of \$350 in Kerasilk products. This promotion will highlight the Kerasilk product samples in a stylish cosmetic bag that your clients will love.

PURCHASE

\$350 Choice of Kerasilk products

RECEIVE FREE

- 12 Kerasilk Consumer Gift sets each containing:
 - 1 Kerasilk Style On The Go Cosmetic Bag
 - 1 Kerasilk Color Intensive Mask 25mL
 - 1 Kerasilk Control Humidity Barrier Spray 30mL
 - 1 Kerasilk Style Texturizing Finishing Spray 75mL



SHAKE. SPRAY. LOVE

Essential sprays from StyleSign and KMS are available for 25% off!

Visit the Salon Alliance Resource Library to download one of our ready-to-use flyers to help promote this in your salon.



GOLDWELL STYLESIGN

CHOOSE FROM

- GOL227540 Magic Finish Non-Aerosol Hairspray 200mL
- GOL227506 Big Finish Volume Hairspray 300mL
- GOL227534 Sprayer Hair Lacquer 300mL
- GOL227514 Magic Finish Lustrous Hairspray 300mL
- GOL227511 Naturally Full Bodifying Blow Dry & Finishing Spray 200mL

KMS

CHOOSE FROM

- KMS142025 HAIRSTAY Anti-Humidity Seal 150mL
- KMS142062 HAIRSTAY Working Hairspray 300mL
- KMS142071 HAIRSTAY Firm Finishing Hairspray 300mL
- KMS137055 HAIRPLAY Playable Texture 200mL

VARIS CURLS TO THE RESCUE

Our stylist-designed VARIS curling irons will help spring curls to life with Hydroionic Crystals that are infused into the ceramic barrel to hydrate and condition hair. With choice of either digital 1" curling iron, stylists will receive a FREE Kerasilk Forming Shape Spray to create luxurious styles with weightless movement — plus heat protection.

CHOOSE FROM

VARIS 1" Marcel

OR

VARIS 1" Curler

RECEIVE FREE

- 1 Kerasilk Style Forming Shape Spray 125mL



ARIZONA AND SOUTHERN NEVADA SALES ONLY

THE TREND

EFFORTLESS *style*

CLIENTS WANT EFFORTLESS-LOOKING STYLE, but these styles often require a lot of work because of the hair structure. NEW KMS Style Primers allow the stylist and the client to better control the style creation process. It's a quick service that improves hair structure to build a lasting style-foundation, with results that last up to 7 washes*.

ABOUT THE PRIMERS

- **CORE RESET SPRAY: Repairs Damage** —
The First step in all 3 service options. Internal reconstruction from inside out.
- **MOISTREPAIR: Ultimate Repair** —
Repairs the hair surface, making dry, damaged hair look and feel healthier.
- **ADDVOLUME: Next Level Volume** —
Makes fine, limp hair look and feel thicker from root to tip.
- **TAMEFRIZZ: Intense Smoothing** —
Deeply nourishes and smooths unruly, frizzy hair

BENEFITS:

- Easy 10 minute service
- Restructures hair both inside and outside
- Lasts up to 7 washes*
- Customizable and intuitive
- Streamlines client routine
- Retail products to extend the service at home

**When used with the Core Reset Spray.*



RETAIL PRIMERS WORK GREAT TO EXTEND THE SERVICE OR IF USED ALONE.

SALON INTRODUCTORY OFFER

This is an amazing introductory offer for a salon to try the new KMS STYLE PRIMERS. It has everything you need to perform the backbar service and sell your client the accompanying retail products. The salon purchases the retail products and receives the backbar service products for free.

PURCHASE

- 3 STYLE PRIMER ADDVOLUME 75mL
- 3 STYLE PRIMER MOISTREPAIR 75mL
- 3 STYLE PRIMER TAMEFRIZZ 75mL

RECEIVE FREE

- 1 STYLE PRIMER ADDVOLUME 150mL
- 1 STYLE PRIMER MOISTREPAIR 150mL
- 1 STYLE PRIMER TAMEFRIZZ 150mL
- 1 CORE RESET SPRAY 200mL
- STYLE PRIMER Launch Brochure
- STYLE PRIMER Shelf Talkers
- STYLE PRIMER Mirror Clings
- KMSPRINTRO



STYLIST TRIAL KIT

This is the perfect opportunity for a salon or stylist to trial the powerful styling effects of KMS STYLE PRIMERS. This trial kit allows a stylist to perform services of each STYLE PRIMER flavor to fully experience the whole assortment. Get effortless style today!

PURCHASE

- 1 STYLE PRIMER ADDVOLUME 75mL
- 1 STYLE PRIMER MOISTREPAIR 75mL
- 1 STYLE PRIMER TAMEFRIZZ 75mL
- 1 CORE RESET SPRAY 200mL
- KMS184308



GETAWAY GLAM

Celebrate all of life's getaways!

Whether you're hitting the gym or globe trotting, these travel-ready essentials provide beautiful hair anywhere you go.



COLOR COMPLETE

INCLUDES

Moroccanoil Treatment .85 oz.
Color Continue Shampoo and Conditioner 2.4 oz.
Protect & Prevent Spray 1.7 oz.
MORPRO1915US

HYDRATION

INCLUDES

Moroccanoil Treatment .85 oz.
Hydrating Shampoo and Conditioner 2.4 oz.
Hydrating Styling Cream 2.53 oz.
MORPRO1914US

STYLE

INCLUDES

Moroccanoil Treatment .85 oz.
Smoothing Lotion 2.53 oz.
Luminous Hairspray Strong 2.3 oz.
Curl Defining Cream 2.53 oz.
MORPRO1916US

VOLUME

INCLUDES

Moroccanoil Treatment Light .85 oz.
Extra Volume Shampoo and Conditioner 2.4 oz.
Root Boost 2.55 oz.
MORPRO1917US

BEAUTY IN BLOOM

Beauty blossoms this season with limited-edition sets featuring fan favorite Moroccan oil shampoo and conditioner duos and a complimentary travel-size styling product. Presented in a keepsake cosmetic pouch.

COLOR COMPLETE

INCLUDES

Color Continue Shampoo and Conditioner 8.5 oz.
Protect & Prevent Spray 1.7 oz.
MORPRO19SPR01US

REPAIR

INCLUDES

Moisture Repair Shampoo and Conditioner 8.5 oz.
Mending Infusion .67 oz.
MORPRO19SPR03US

VOLUME

INCLUDES

Extra Volume Shampoo and Conditioner 8.5 oz.
Root Boost 2.55 oz.
MORPRO10SPR02US



COLORADO AND NEW MEXICO SALES ONLY

STYLIST PROMO

SPRING 2019 EDITION

Moroccanoil is celebrating the passion and dedication of hairstylists with two new stylist exclusive deals! Get your limited edition bag and bundle while supplies last.

SAVE
36%
+FREE BAG



HEAD-TO-TOE STYLE

INCLUDES

- Root Boost 8.5 oz.
- Perfect Defense 6 oz.
- Protect & Prevent Spray 5.4 oz.
- Luminous Hairspray Medium 10 oz.
- Titanium Ceramic Hairstyling Iron

RECEIVE FREE

- Moroccanoil Treatment 6.8 oz.
 - Blow-Dry Concentrate 3.4 oz.
 - Curl Cleansing Conditioner 8.1 oz.
 - Dry Body Oil 1.7 oz.
 - Carryall Stylist Bag (in blue)
- MORPRO1906US**

SAVE
37%
+FREE BAG



GLOW ON-THE-GO

INCLUDES

- Moroccanoil Treatment 3.4 oz.
- Hydrating Styling Cream 10.2 oz.
- Protect & Prevent Spray 5.4 oz.
- Luminous Hairspray Strong 10 oz.

RECEIVE FREE

- Curl Cleansing Conditioner 8.1 oz.
 - Dry Body Oil 1.7 oz.
 - Moroccanoil Continuous Spray Bottle
 - Carryall Stylist Bag (in brown)
- MORPRO1907US**

BUY 5, GET 1 FREE MASK PROMO

Repair damaged hair with Moroccanoil hair masks with rich and creamy formulas that improve texture, shine and manageability.

For a limited time, purchase five masks of the same variety and receive a sixth mask **FREE!**

CHOOSE FROM

- MORIH8 6 Intense Hydrating Mask 8.5 oz.
- MORIH16 6 Intense Hydrating Mask 16.9 oz.
- MORRH8 6 Restorative Hair Mask 8.5 oz.
- MORRH16 6 Restorative Hair Mask 16.9 oz.
- MORWHM8 6 Weightless Hydrating Mask 8.5 oz.
- MORWHM16 6 Weightless Hydrating Mask 16.9 oz.
- MORSM8 6 Smoothing Mask 8.5 oz.
- MORSM16 6 Smoothing Mask 16.9 oz.

SAVE
OVER
16%



COLORADO AND NEW MEXICO SALES ONLY

davines
beauty + sustainability



NEW! VIEW DEMI-PERMANENT COLOUR

EXPLORE LIMITLESS POSSIBILITIES WITH VIEW

At long last, we are so excited to unveil View, our demi-permanent color line done the Davines way. From its sustainable packaging made from recycled PET bottles to the unique formula created with natural polyglycerols extracted from olive oil for extreme shine, moisture and softness, View offers a strong toning effect with gentle, non-irritating ingredients.

True to our values, View's liquid-gel and ammonia-free formulation contains no parabens, silicones, sulfates or PPD. Forty shades strong, it will take colorists' creative possibilities to the next level, and thanks to its acidic pH, will protect the hair from breakage and damage.

With your regular color clients or even those who are new to color, View is the perfect way to explore, or introduce, the many possibilities of hair coloring.



USE & BENEFITS

- Toning effect that's rich in color
- Ideal for a variety of clients; as it's non-permanent, invites playful experimentation with color
- Convenient 1:1 mixing ratio
- Short 5-10 minute processing time
- Delicate color with a natural gel formulation
- Sustainable Packaging
- Ammonia-free & without parabens, silicones & sulfates
- Made with gentle, renewable & biodegradable emulsifiers derived from olive oil
- Provides extreme shine, moisture and softness to the hair
- Its acidic pH helps to provide extra care to the hair by preventing breakage
- 40 shades + 1 gloss

SPECIALITIES

Gloss: Can be used on its own with the 10 volume Activator to give extreme shine to hair, or used in combination to intensify any of the other shades.

Special shades (Charcoal, Steel, Amethyst and Quartz): Can be used on pre-lightened hair for creative color or combined with other shades to increase color depth.



COLORADO AND NEW MEXICO SALES ONLY



davines
beauty + sustainability

64 SHADE LAUNCH PROMO

PURCHASE

- 64 Your Choice of View Colour Shades 60ml
- 2 View Clear Gloss 500ml

RECEIVE FREE

- 6 Activator 10 Vol. 900ml
- 1 Century of Light Progress 800g
- 2 View Applicator Bottles
- 1 View Technical Dossier
- 1 View Service Card + Tips
- 1 View Color Chart
- 1 In-Salon Communication Set

DAV64DL

96 SHADE LAUNCH PROMO

PURCHASE

- 96 Your Choice of View Colour Shades 60ml
- 4 View Clear Gloss 500ml

RECEIVE FREE

- 8 Activator 10 Vol. 900ml
- 2 Century of Light Progress 800g
- 3 View Applicator Bottles
- 1 View Technical Dossier
- 1 View Service Card + Tips
- 1 View Color Chart
- 1 View Wall Set Kit
- 1 View Lenticular Poster

DAV96DL



COLORADO AND NEW MEXICO SALES ONLY

INTRODUCING THE LATEST MASK WITH VIBRACHROM™ SHADE



Mask with Vibrachrom™ is our tribute to hairdressers' deep creativity, and we are very pleased to present our latest Intensifier shade, 0,66 Red. Use it alone or in combination with existing color shades to enhance or modify reflects, providing exceptional dimension and even more creative possibilities!

PURCHASE

4 Mask with Vibrachrom
0,66 Red Intensifier 100ml

RECEIVE FREE

1 Activator 20 Volume 900ml
DAVJANFEB119

PURCHASE

8 Mask with Vibrachrom
0,66 Red Intensifier 100ml

RECEIVE FREE

1 Activator 20 Volume 900ml
1 Activator 30 Volume 900ml
DAVJANFEB219

MORE ABOUT THE MASK WITH VIBRACHROM RED INTENSIFIER 0,66

Just like our other Mask with Vibrachrom Intensifiers, Red 0,66 is designed to enhance or modify reflects. It can be used alone or mixed with any Mask with Vibrachrom shade, depending on the desired chromatic reflect.

TO USE ALONE

1 part Intensifier + 1.5 part Activator 10 Volume

TO MODIFY REFLECTS

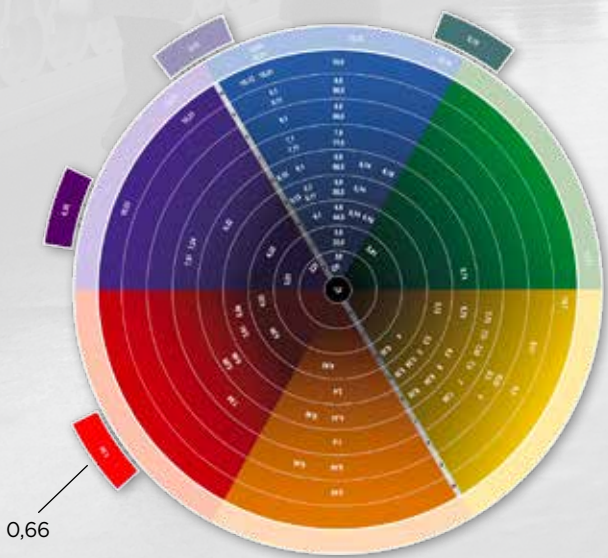
(1 part Mask with Vibrachrom shade + 1/2 part Intensifier) +
1.5 part Activator

Eg: (40g color + 20g Intensifier) + 90g Activator

TO ENHANCE REFLECTS

(1 part Mask with Vibrachrom shade + 1/4 part Intensifier) +
1.5 part Activator

Eg: (40g color + 10g Intensifier) + 75g Activator



0,66

WASH + GO KITS

HYDRATE WASH + GO: FOR LIGHT TONES

INCLUDES

Mini Hydrating Shampoo 2.3 oz.
Mini Hydrating Conditioner 2.3 oz.
Dry Shampoo Light 4.5 oz.
VBPRO1917US



HYDRATE WASH + GO: FOR DARK TONES

INCLUDES

Mini Hydrating Shampoo 2.3 oz.
Mini Hydrating Conditioner 2.3 oz.
Dry Shampoo Dark 4.5 oz.
VBPRO1918US



GHOST WASH + GO: FOR LIGHT TONES

INCLUDES

Mini Ghost Shampoo 2.3 oz.
Mini Ghost Conditioner 2.3 oz.
Dry Shampoo Light 4.5 oz.
VBPRO1919US



GHOST WASH + GO: FOR DARK TONES

INCLUDES

Mini Ghost Shampoo 2.3 oz.
Mini Ghost Conditioner 2.3 oz.
Dry Shampoo Dark 4.5 oz.
VBPRO1920US



VERB® ONLY GOOD STUFF.



FESTIVAL KIT TEXTURE + SHINE

INCLUDES

1 Ghost Oil 2 oz.
1 Dry Shampoo 2 oz.
1 Sea Texture Spray 1.4 oz.
1 Sea Texture Cream .25 oz.
VBPRO1921US



FESTIVAL KIT TEXTURE + PROTECT

INCLUDES

1 Leave-In Mist 2.1 oz.
1 Dry Shampoo 2 oz.
1 Sea Texture Spray 1.4 oz.
1 Sea Texture Cream .25 oz.
VBPRO1922US

COLORADO, NEW MEXICO AND ARIZONA SALES ONLY

BLONDERFUL™

NEW!

BLONDE UP

- Achieve up to 8 levels of lift in 45 minutes
- Versatile usage including all-over lightening, highlights, color sweeps or color stripping
- Neutralizes unwanted brassy tones
- Provides excellent adherence due to its 100% non-volatile texture

SOFT LIGHTENER

- Lightens from 1/2 to 1 level
- For levels 5-9
- 5 minute service
- Ammonia-Free
- Softens the contrast between the highlights and the natural base
- Helps to obtain a more uniform and luminous hair
- Mixing ratio 1:2
- Energizer specially formulated to go with Soft Lightener

SOFT TONER

- Tones and neutralizes highlights without altering the natural or colored base
- 5 minute service
- Ammonia-Free
- 4 shades: 9.01/9.02/10.01/10.02
- Mixing ratio 1:2
- Energizer specially formulated to go with Soft Toners



SAVE
21%



BUY 1 OF EACH NEW
BLONDERFUL™
PRODUCT & RECEIVE
ENERGIZERS FREE!

PURCHASE

- 1 Blonde Up 500g
- 1 Soft Lightener Lightening Cream 1.6 oz.
- 1 Soft Toner 9.01 1.6 oz.
- 1 Soft Toner 9.02 1.6 oz.
- 1 Soft Toner 10.01 1.6 oz.
- 1 Soft Toner 10.02 1.6 oz.

RECEIVE FREE

- 1 Soft Lightener Energizer 30.4 oz.
- 1 Soft Toner Energizer 30.4 oz.

REVLBDINTRO19

FREE





**RED-
VOLU
TION**

REDVOLUTION. ACTION. REACTION. REVOLUTION.

Join the Redvolution! From inspiration to technologically advanced product, Revlon Professional has what you need to create bold reds and coppers that bring out your client's bold side!

FREE REDVOLUTION SALON SUPPORT KIT

PURCHASE

18 Revlonissimo shades of choice
(excludes Color Sublime)

RECEIVE FREE

Redvolution
Salon Support Kit
• Salon Poster
• Salon Easel Display
• Brochure
REVRED19



REVLON
PROFESSIONAL®



Color Sublime by Revlonissimo introduces NEW REDS and COPPERS.

Free your hair color experience with Color Sublime by Revlonissimo Ammonia Free Permanent Color. Color Sublime not only provides beautiful long lasting results, it also allows you to take your color service one step further with an exclusive selection of fragrance additives!

Now colorists can enjoy 3 new reds and coppers with specific C5 colorants for intense vibrancy along and their clients can enjoy a new fragrance choice, Rising Bloom, a blend of lively red fruits and lush floral notes.



TRY 3 NEW COLOR SUBLIME SHADES + RISING BLOOM FRAGRANCE FREE

PURCHASE

18 Color Sublime shades of choice

RECEIVE FREE

1 NEW Color Sublime 5.64
1 NEW Color Sublime 6.64
1 NEW Color Sublime 8.04
1 NEW Rising Bloom Fragrance (24 vials)
1 Color Sublime Swatch Book Insert Page
REVCSUB19

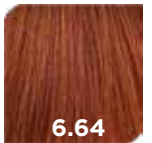
Available April 2019

**SAVE
29%**



5.64

Coppery
Dark Red



6.64

Coppery Red



8.04

Light Pale
Copper Blonde

SAVE 25% NUTRI COLOR CREME

Help clients keep their reds shiny and vibrant in between services with Nutri Color Creme.

CHOOSE FROM

Nutri Color Creme 500 9.1 oz.
Nutri Color Creme 740 9.1 oz.



SAVE 25% ON LIGHTENER

Lift up to 8 levels in 45 minutes for a wide range of services, including all-over lightening, highlights, balayage or color stripping.

Blonderful Blonde Up
Lightening Powder 500g



PHYTO

BOTANICAL POWER



**TIME TO SAY GOODBYE
TO DRY HAIR!**

COMING SOON! PHYTO JOBA

**LEGENDARY MOISTURIZING RANGE,
NOW WITH 3 KEY GESTURES.**

PHYTO reinvents its legendary range for dry hair by creating a moisturizing routine with 3 key gestures:

- 1 Shampoo 8.45 oz.**
- 2 Mask 5.29 oz.**
- 3 Care Gel 5.07 oz.**

Jojoba, a real desert treasure, is selected for its beautifying benefits and integrated in all its forms - milk, oil - for a hydrating infusion. The hair regains an incomparable softness and shine, while feeling incredibly light.





subtil

/INFINITE
AMMONIA-FREE
PERMANENT HAIR COLOR

Includes natural shades for 100% gray coverage and ultimate shine.
 Formulated with 7 pigments minimum per shade and 3 precious oils (JOJOBA, MONOI, and EPALINE) to protect the hair fiber and provide maximum scalp comfort.

RECEIVE 2 SUBTIL OXYDANTS FREE FOR EVERY 10 DIFFERENT SHADES OF SUBTIL INFINITE PURCHASED

There is no minimum on the amount of units per color. Variety must be purchased.



BUY 6 FULL SIZE PHYTO SPECIFIC THERMOPERFECT 8 GET 1 FREE!

FREE



Powered by the biomimetic technology of the Jericho Rose, Thermopert 8 is a light-weight smoothing serum that safeguards hair and delivers heat protection up to 430-degrees when using hot tools. This non-greasy formula smoothes without the build-up of silicones and mineral oils while instantly calming flyaways.

2.5 oz.
 PHYTHP8

/XRESCUE

KERATRIX™ 3D-TECHNOLOGY

ANTI-BREAKAGE SOLUTION FOR /XPERT COLORISTS

STEP 1: BOND RESCUER 16.9 oz.

- Reduce breakage during color services
- Maintains hair's natural elasticity

STEP 2: BOND OPTIMIZER 16.9 oz. RESTRUCTURING SHAMPOO

- Gently washes away bleach or coloring residue
- Restores hair's natural pH after an alkaline process
- Prolongs the anti-breakage effect and helps maintain the hair's natural elasticity
- Instantly detangles and leaves hair silky soft and shiny
- Gentle foaming action, producing a mild, creamy lather



BUY 1, GET 1 FREE!
 PHYXRESC2

subtil

Ouidad

THE CURL EXPERTS®

KINKY CURLS

Bold, beautiful, and naturally voluminous, the kinky curl is made up of thousands of z-shaped strands.

Defined by a close-knit curl pattern and luxurious volume, kinky curls wind up and out. Yet the tighter the curl, the more difficult it is for oil from the scalp to travel the length of the strand and moisturize.

Kinky curly hair struggles to absorb moisture, leaving it prone to breakage. Ouidad's Curl Immersion™ formulas use monounsaturated oils and fatty acids capable of permeating the strand and infusing the hair with nourishment. Moisture glides on and through each strand, keeping curls healthy, luscious, and defined.

KINKY CURLS NEED CAREFUL CARE



SAVE
20%

20% OFF THE ULTRA-HYDRATION COLLECTION AND CURL IMMERSION FOR KINKY CURLS COLLECTION

CHOOSE FROM

- OUI95608 Ultra-Nourishing Cleansing Oil 8.5 oz.
- OUI95632 Ultra-Nourishing Cleansing Oil 33.8 oz.
- OUI95508 Ultra-Nourishing Intense Hydrating Mask 7.8 oz.
- OUI96516 Curl Immersion Co-Wash Cleansing Conditioner 16 oz.
- OUI97416 Curl Immersion No-Lather Coconut Cream Cleansing Conditioner 16 oz.
- OUI97512 Curl Immersion Triple Treat Deep Conditioner 12 oz.
- OUI97608 Curl Immersion Hi-Defining Custard 8 oz.
- OUI97708 Curl Immersion Silky Souffle Setting Creme 8 oz.
- OUI97816 Curl Immersion Low-Lather Coconut Cleansing Conditioner 16 oz.
- OUI97432 Curl Immersion No-Lather Coconut Cream Cleansing Conditioner 33.8 oz.
- OUI97832 Curl Immersion Low-Lather Coconut Cleansing Conditioner 33.8 oz.



THE SIMPLE ANSWER IS THAT EVEN A QUESTION?

You've loved your hair, loved it good, with shampoo and conditioner... enjoy it, double tap it, great hair is at hand... tenderness is essential. We believe in you. It's a brave new world.

BUY
shampoo & conditioner 300ml

GET FREE
rad bag + product 200ml

CHOOSE FROM

- EVO199162** hydrate - therapist shampoo, therapist conditioner, icon welder
- EVO199163** repair - ritual salvation shampoo, ritual salvation conditioner, icon welder
- EVO199164** volume - gluttony shampoo, bride of gluttony conditioner, shape vixen

SAVE 58%



BRUSH IT OFF

BUY
Shampoo & Conditioner 300ml

GET FREE
pete paddle brush
 • natural rubber, soft cushion pad for gentle styling
 • ball-tipped, high heat-resistant, ionic pins help reduce frizz*
 • made with wood from well-managed forests

- CHOOSE FROM**
- EVO199639** hydrate therapist shampoo, the therapist conditioner & pete paddle brush
 - EVO199638** repair ritual salvation shampoo, ritual salvation conditioner & pete paddle brush
 - EVO199637** volume gluttony shampoo, bride of gluttony conditioner & pete paddle brush

**The antistatic properties of the ionic nylon pins generate negative ions, helping to leave your hair feeling more smooth, healthy and manageable.*

COLORADO AND NEW MEXICO SALES ONLY

OLAPLEX®

OLAPLEX IS THE ORIGINAL AND ONLY BOND BUILDING PRODUCT THAT REPAIRS HAIR.

NOW IS YOUR CHANCE TO GET EVERY CLIENT HOOKED ON OLAPLEX FOR **FREE**.



PURCHASE OUR LARGE PROFESSIONAL SALON KIT AND YOUR CHOICE OF BACKBAR SHAMPOO **OR** CONDITIONER 2 LITER (67.62 OZ.), RECEIVE N°2 BOND PERFECTOR 2 LITER (67.62 OZ.) **FREE!**
OLAPROMOTRACK

N°2 BOND PERFECTOR

Dramatically improve hair health, texture, and strength with this unique and patented bond-building treatment.

N°4 BOND MAINTENANCE™ SHAMPOO

Formulated with OLAPLEX bond-building chemistry. Restores internal strength and moisture levels to add incredible shine and manageability. For all hair types.

N°5 BOND MAINTENANCE™ CONDITIONER

Formulated with OLAPLEX bond-building chemistry. Restores, repairs and hydrates without adding excess weight. Eliminates damage and frizz for strong, healthy, shiny hair. For all hair types.

UP TO 200 MINI TREATMENTS IN EACH 2 LITER (67.62 OZ.) WHICH TURNS INTO \$1000 PURE PROFIT AND WILL HAVE ALL OF YOUR CLIENTS ASKING FOR MORE SERVICES USING OLAPLEX.

GENERATE MORE REVENUE. HERE'S HOW:

GIVE EVERY CLIENT THAT SITS IN YOUR CHAIR AN OLAPLEX MINI TREATMENT FOR ONLY \$5.00 AND THEY WILL SEE AND FEEL THE POWER OF OLAPLEX. Tell them if they don't like it, they don't have to pay for it!

OLAPLEX Mini Treatment

Apply a generous amount to Towel dried hair. Leave on for a minimum of 5 minutes. Shampoo and condition! Your client's hair will be noticeably stronger.

USE AS A CUTTING LOTION. Apply to dry or wet hair and cut, the results are amazing!

FREE! COCONUT ALL IN ONE HAIR TREATMENT SAMPLES

PURCHASE (Any of the following)

- 12 Original All In One Hair Treatment 5.1 oz.
- 12 Coconut All In One Hair Treatment 5.1 oz.
- 12 Lotus Flower All In One Hair Treatment 5.1 oz.
- 12 Green Tea All In One Hair Treatment 5.1 oz.

RECEIVE FREE

- 12 Coconut All In One Hair Treatment .3 oz.

PURCHASE

- 12 Super10r Hair Mask 10.1 oz.

RECEIVE FREE

- 12 Coconut All In One Hair Treatment .3 oz.

PURCHASE (One of the following)

- 6 Original Conditioning Shampoo 10.1 oz.
- 6 Coconut Conditioning Shampoo 10.1 oz.

RECEIVE FREE

- 12 Coconut All In One Hair Treatment .3 oz.

PURCHASE

- 6 Dry Shampoo 10.1 oz.

RECEIVE FREE

- 12 Coconut All In One Hair Treatment .3 oz.



**RECEIVE
12 FREE**



uniq one™

Sample your clients with Coconut All In One Hair Treatment, a multi-benefit leave-in spray mask that will transport you to the tropics and inspire a sense of well being while providing 10 real benefits for all hair types!

This innovative daily-use treatment spray can be used on wet hair as part of a care and styling routine or on dry hair to refresh!

10 REAL BENEFITS IN 1 PRODUCT

- 1 Repair For Dry & Damaged Hair
- 2 Shine & Frizz Control
- 3 Heat Protection
- 4 Silkiness & Smoothness
- 5 Hair Color Protection/
with UVA & UVB Filters
- 6 Easier Brushing & Ironing
- 7 Incredible Detangling
- 8 Long-Lasting Hairstyle
- 9 Split Ends Prevention
- 10 Adds Body

The result is silky shiny hair that is well protected and manageable without being weighed down!



MODEL: KMS

Mountain Star Salon Services Personal Solutions for Professional Stylists

The mission of the company is to help our salon partners grow through offering quality products that provide education, value and a point of difference in the marketplace. Combined with our “White Glove” customer service and strategic sales philosophy we are the “best choice” distributor in Colorado, New Mexico, Wyoming, Nevada, Utah and Arizona.

Mountain Star pledges our commitment to you, honoring our motto

“WHATEVER IT TAKES”

OUR BRANDS

mop® (COLOR)DESIGN Professional Salon Color **evo™** **KERATIN**COMPLEX. MOROCCANOIL®

GOLDWELL. **KMS** Ouidad THE CURL EXPERTS® **BROCATO** **davines** **REVLON** PROFESSIONAL®

VERB **PHYTO** BOTANICAL POWER **abba**® pure performance hair care™ **uniq one™** **OLAPLEX.** **SCALFIX** **ANTIDOTPRO**® by Scalfix

Mountain Star is committed to sell only to licensed cosmetologists, professional salons and students of cosmetology. We have a firm commitment to the beauty industry.



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MountainStar

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