

A trailblazer in the world of luxury haircare and styling, Alterna has always been about purity and innovation inspired by skincare science. With an unwavering commitment to creating products that transform hair after one use, every detail is uncompromised. No more choosing between natural ingredients and high-performance results. Exquisite formulas with clinically proven results made with pure, sustainable ingredients like caviar, sea silk, bamboo and kandi oil.





Purity plus power, transformation without trade-offs. It's the alternative approach to high-performance haircare and styling, and the brand embraced by uncompromising consumers and professionals around the world.

1997. An alternative vision born in salons: premium hair products free of additives or harsh ingredients. And a revolution in haircare was born...Alterna.

about alterna

PRICE LIST

2017

CATEGORY	FEATURES & BENEFITS	MSRP	SALON	ITEM NO.	UPC	SIZE (OZ.)
BAMBOO - Because great hair should be sustainable.®						
Every product in the eco-chic BAMBOO Collection contains pure, eco-certified Bamboo Extract to immediately boost hair's intrinsic strength and flexibility. Each collection is additionally formulated with a key natural ingredient such as Kendi Oil, Indian Gooseberry, Maca Root, Kalahari Melon or Blue Yucca Root to give you unbeatable results.						
BAMBOO SMOOTH® WITH KENDI OIL For Sleek, Frizz-Free Hair 	Anti-Frizz Shampoo: Leaves hair immediately smoother.	\$9.00 \$22.00 -	\$4.50 \$11.00 \$21.00	44020 44010 48593	873509015383 873509014676 873509025092	1.35 oz. 8.5 oz. 33.8 oz.
	Anti-Frizz Conditioner: Provides intense hydration.	\$9.00 \$22.00 -	\$4.50 \$11.00 \$21.00	44120 44110 48594	873509015390 873509014683 873509025108	1.35 oz. 8.5 oz. 33.8 oz.
	Kendi Intense Moisture Masque: Deeply penetrating treatment nurtures frazzled strands. Transforms rough, unruly hair into smooth, sleek strands.	\$26.00	\$13.00	44810	873509014928	4.7 oz.
	Anti-Breakage Thermal Protectant: Instantly repairs, strengthens and smooths strands. Provides thermal protection up to 428°F. Prevents breakage up to 87%.*	\$25.00	\$12.50	44150	873509016113	4.2 oz.
	Kendi Pure Treatment Oil: Instantly absorbing Kendi Oil banishes frizz, imparts intense shine & protects color while providing vital nutrients. 85% of women saw smoother hair & less frizz after one use.** Best for thick & coarse hair types.	\$25.00	\$12.50	44210	873509014690	1.7 oz.
	Kendi Dry Oil Mist: This lightweight, instantly absorbing mist eliminates frizz, shields hair from heat styling tools and enhances shine. Best for medium hair types.	\$25.00	\$12.50	44310	873509014706	4.2 oz.
	Kendi Dry Oil Micromist: This ultra-lightweight, instantly absorbing micromist provides a weightless, satin finish for silky sleek hair. For all hair types. Ideal for fine & thin hair.	\$25.00	\$12.50	44811	873509020608	5.0 oz.
	Anti-Humidity Hair Spray: Ultra-dry hair spray with flexible hold acts as a barrier to humid conditions by locking out frizz.	\$8.00 \$18.00	\$4.00 \$9.00	44720 44710	873509015338 873509014911	1.5 oz. 7.5 oz.
	Anti-Frizz Curl-Defining Cream: Lightweight conditioning formula separates and smooths curls for frizz control and definition.	\$25.00	\$12.50	48567	873509022800	4.5 oz.
	Anti-Frizz Curl Re-Activating Spray: Lightweight mist re-activates, enhances and tames frizzy curls without weighing them down.	\$25.00	\$12.50	48566	873509022794	4.2 oz.
	Anti-Frizz AM Daytime Smoothing Blowout Balm: A heat-activated blowout balm that tames frizzy, unruly hair. The 2nd step of the AM/PM Anti-Frizz system that works synergistically to help hair resist frizz and humidity for longer-lasting, sleek blowouts.	\$25.00	\$12.50	48598	873509025368	5.0 oz.
	Anti-Frizz PM Overnight Smoothing Treatment: A restorative overnight hair treatment that smooths & conditions while you sleep. The 1st step of the AM/PM Anti-Frizz system that works synergistically to help hair resist frizz & humidity for longer-lasting, sleek blowouts.	\$25.00	\$12.50	48599	873509025375	5.0 oz.
	BAMBOO Smooth On-the-Go Kit: A portable 4-piece set that includes: Anti-Frizz Shampoo & Conditioner, Kendi Dry Oil Mist & Anti-Humidity Hair Spray, all in an eco-chic travel bag.	\$26.00	\$13.00	54354	873509024637	N/A
	BAMBOO VOLUME® WITH MACA ROOT For Thick, Voluminous Hair 	Abundant Volume Shampoo: Energizes & invigorates hair for a full-bodied look.	\$9.00 \$22.00 -	\$4.50 \$11.00 \$21.00	45011 45010 48595	873509018797 873509014812 873509025115
Abundant Volume Conditioner: Provides weightless moisture & amplifies hair volume.		\$9.00 \$22.00 -	\$4.50 \$11.00 \$21.00	45111 45110 48596	873509018803 873509014829 873509025122	1.35 oz. 8.5 oz. 33.8 oz.
Weightless Whipped Mousse: Featherlight mousse builds in thickness, lift and long-lasting volume. Never stiff or crunchy.		\$22.00	\$11.00	45310	873509014843	6.0 oz.
48-Hour Sustainable Volume Spray: Weightless spray immediately increases fullness by 105%, amplifying volume for up to 48 hours.*		\$25.00	\$12.50	45755	873509017172	4.2 oz.
Uplifting Hair Spray: Boosts fullness & lift at the roots where you need it most. Strong hold formula is never stiff or sticky.		\$12.50 \$25.00	\$6.25 \$12.50	45411 45410	873509016137 873509014850	2.2 oz. 6.0 oz.
2-in-1 Volumizer: This lightweight, non-sticky volumizer can be used on damp or dry hair to add body, definition and lift for all hair types.		\$25.00	\$12.50	48563	873509022664	3.5 oz.
Bamboo Volume On-the-Go Kit: A portable 4-piece set that includes: Abundant Volume Shampoo & Conditioner, 48-Hour Sustainable Volume Spray & Uplifting Hair Spray, all in an eco-chic travel bag.		\$26.00	\$13.00	55756	873509017301	N/A
BAMBOO SHINE® WITH INDIAN GOOSEBERRY For Brilliantly Glossy Hair 		Luminous Shine Shampoo: Restores strength and healthy radiance.	\$22.00 -	\$11.00 \$21.00	46010 48600	873509014867 873509025801
	Luminous Shine Conditioner: Infuses moisture for silky and dramatically shinier hair.	\$22.00 -	\$11.00 \$21.00	46110 48601	873509014874 873509025818	8.5 oz. 33.8 oz.
	Silk-Sleek Brilliance Cream: Nourishing cream glosses hair with healthy-looking shine and radiance while taming frizz and flyaways.	\$24.00	\$12.00	46210	873509014881	4.2 oz.
	Luminous Shine Mist: Weightless finishing mist polishes any hair type with sheer, mirror-like shine.	\$24.00	\$12.00	46310	873509014898	4.0 oz.
BAMBOO COLOR HOLD+® WITH KALAHARI MELON For Vibrant, Color-Protected Hair 	Vibrant Color Shampoo: Gently cleanses while maintaining healthy, vibrant color.	\$22.00	\$11.00	47010	873509015673	8.5 oz.
	Vibrant Color Conditioner: Keeps hair strong & healthy with beautifully vibrant color.	\$22.00	\$11.00	47110	873509015680	8.5 oz.
	Rehab Deep Hydration Masque: Intensely nourishes severely damaged hair, leaving it soft & incredibly silky.	\$26.00	\$13.00	47210	873509015697	5.0 oz.

CATEGORY	FEATURES & BENEFITS	MSRP	SALON	ITEM NO.	UPC	SIZE (OZ.)
BAMBOO STYLE® WITH BLUE YUCCA ROOT For Sustainable Style 	Cleanse Extend Translucent Dry Shampoo – Bamboo Leaf: A virtually translucent dry shampoo with a fresh, light scent that absorbs oil, product build-up & impurities to extend the life of your blowout without leaving a powdery residue.	\$12.00 \$22.00	\$6.00 \$11.00	41708 40708	873509017714 873509016199	1.25 oz. 4.75 oz.
	Cleanse Extend Translucent Dry Shampoo – Mango Coconut: A virtually translucent dry shampoo with an exotic, fruity scent.	\$12.00 \$22.00	\$6.00 \$11.00	48580 48537	873509024217 873509021247	1.25 oz. 4.75 oz.
	Cleanse Extend Translucent Dry Shampoo – Sugar Lemon: A virtually translucent dry shampoo with a sweet, sugar lemon scent.	\$22.00	\$11.00	48574	873509023821	4.75 oz.
CAVIAR Anti-Aging - The Science of Skincare for Hair Turn back the hands of time with CAVIAR Anti-Aging. Provides moisture, vibrancy, shine and elasticity for healthier, more youthful looking hair. Caviar Extract , a rich source of Omega-3 Fatty Acids, delivers moisture, shine and elasticity. Age-Control Complex® addresses chemical, environmental & natural aging. Seasilk® , a blend of powerful marine botanicals, provides exceptional moisture.						
CAVIAR INFINITE COLOR HOLD For Lasting Vibrant Color & Youthful Shine 	The new luxury collection clinically proven to deliver lasting vibrant color & shine, our proprietary Dual Capture Complex replenishes moisture while prolonging color retention. This is the essential anti-aging collection to keep longer-lasting "day one" color magnificence.					
	NEW! Infinite Color Hold Shampoo: Gentle sulfate-free cleanser restores moisture to color-treated hair, while minimizing color fade & rinse out.	\$12.00 \$34.00 –	\$6.00 \$17.00 \$37.00	67232 67265 67269	873509025641 873509026136 873509026174	1.35 oz. 8.5 oz. 33.8 oz.
	NEW! Infinite Color Hold Conditioner: Hydrating, color-preserving conditioner helps to protect from UV damage and other color aggressors, minimizing color fade while replenishing moisture.	\$12.00 \$34.00 –	\$6.00 \$17.00 \$37.00	67233 67266 67270	873509025658 873509026143 873509026181	1.35 oz. 8.5 oz. 33.8 oz.
	NEW! Infinite Color Hold Vibrancy Serum: A dual-use serum that provides color rejuvenation, UV protection and intense shine. Use as a radiance boosting leave-in treatment or mix with any Alterna conditioner to transform into a color recharging masque.	\$34.00 –	\$17.00 \$65.00	67267 67271	873509026150 873509026198	1.7 oz. 16.5 oz.
	NEW! Infinite Color Hold Topcoat Shine Spray: Ultra-lightweight spray that seals the cuticle to lock in color pigments and provides UV protection for long-lasting, gloriously vibrant color and shine.	\$32.00	\$16.00	67268	873509026167	4.2 oz.
CAVIAR MOISTURE Hydrate & Nourish Dry, Brittle Hair 	100% of women saw improvements in shine, texture, softness & manageability after just one use of Caviar Moisture Shampoo & Conditioner.** BEST FOR: Normal to Dry hair					
	Replenishing Moisture Shampoo: Hydrates moisture-starved hair.	\$11.00 \$32.00 \$49.00 – –	\$5.50 \$16.00 \$24.50 \$35.00 \$47.50	60218 60515 67196 67210 60441	873509012771 873509015130 873509024651 873509025016 873509014577	1.35 oz. 8.5 oz. 16.5 oz. 33.8 oz. 67.6 oz.
	Replenishing Moisture Conditioner: Nourishes and hydrates while protecting from damage.	\$11.00 \$32.00 \$49.00 – –	\$5.50 \$16.00 \$24.50 \$35.00 \$47.50	60318 60615 67197 67211 60661	873509012788 873509015147 873509024668 873509025023 873509014584	1.35 oz. 8.5 oz. 16.5 oz. 33.8 oz. 67.6 oz.
	Replenishing Moisture Masque: Intensive moisturizing treatment replenishes moisture-starved strands, leaving hair smooth, silky and youthfully restored.	\$42.00	\$21.00	67607	873509017233	5.7 oz.
	Soothing Hydra-Gelée: A lightweight surge of hydration conditions hair, smoothing unwanted frizz and provides light definition with high shine.	\$28.00	\$14.00	67249	873509025931	3.4 oz.
	Replenishing Moisture Milk: An ultra-hydrating leave-in conditioner for dry, brittle, aging hair.	\$30.00	\$15.00	67165	873509022787	5.1 oz.
	Caviar Moisture Transformation Kit: A portable 4-piece set that includes: Replenishing Moisture Shampoo & Conditioner, Overnight Hair Rescue & Working Hair Spray, all in a chic reversible clutch.	\$28.00	\$14.00	60654	873509014010	N/A
	PROVEN to reduce breakage by 95%.* After just one use, 90% of women felt their hair was repaired, with instant improvements in: Strength, Frizz Control, Softness and Shine.** Infused with Strand-Building Proteins that target damage at the microscopic level, restoring hair to its healthy, pre-damaged state.					
	Instant Recovery Shampoo: Restructures and repairs strands to improve softness, texture and manageability.	\$11.00 \$32.00 \$49.00 – –	\$5.50 \$16.00 \$24.50 \$35.00 \$47.50	67175 67000 67253 67212 67010	873509023197 873503018759 873509025955 873509025030 873509019770	1.35 oz. 8.5 oz. 16.5 oz. 33.8 oz. 67.6 oz.
	Instant Recovery Conditioner: Transforms damaged hair and protects against breakage and future damage.	\$11.00 \$32.00 \$49.00 – –	\$5.50 \$16.00 \$24.50 \$35.00 \$47.50	67176 67100 67254 67213 67110	873509023203 873509018766 873509025962 873509025047 873509019787	1.35 oz. 8.5 oz. 16.5 oz. 33.8 oz. 67.6 oz.
Fill & Fix Treatment Masque: Deeply reparative treatment fills in gaps and tears in strands, smoothing the cuticle to restore hair.	\$14.00 \$42.00	\$7.00 \$21.00	67188 67161	873509024231 873509022251	1.4 oz. 5.7 oz.	
Re-Texturizing Protein Cream: Deeply restorative leave-in treatment transforms the texture of coarse, porous, severely damaged hair while protecting from breakage and future damage.	\$11.00 \$35.00	\$5.50 \$17.50	67179 60448	873509023487 873509019749	1.35 oz. 5.1 oz.	
Lengthening Hair & Scalp Elixir: Conditions & strengthens hair while nourishing the scalp, helping to maximize hair's potential length.	\$38.00	\$19.00	67166	873509022817	1.7 oz.	
Multi-Vitamin Heat Protection Spray: Instantly helps repair weak, distressed strands while boosting hair's immunity to damage without added weight.	\$30.00	\$15.00	67187	873509024224	4.2 oz.	
Caviar Repair Transformation Kit: A portable 4-piece set that includes: Instant Recovery Shampoo & Conditioner, Fill & Fix Treatment Masque & Re-Texturizing Protein Cream, all in a chic reversible clutch.	\$32.00	\$16.00	57806	873509024798	N/A	
CAVIAR VOLUME Thicken & Lift Fine, Thin Hair 	Bodybuilding Volume Shampoo: Gently cleanses and thickens hair from root to tip.	\$32.00 –	\$16.00 \$35.00	60516 67214	873509015154 873509025054	8.5 oz. 33.8 oz.
	Bodybuilding Volume Conditioner: Volumizes hair and infuses fine strands with weightless moisture.	\$32.00 –	\$16.00 \$35.00	60616 67215	873509015161 873509025061	8.5 oz. 33.8 oz.
	Thick & Full Volume Mousse: A lightweight treatment styling mousse that is clinically proven to thicken and strengthen hair, and increase the diameter of each strand.	\$28.00	\$14.00	67204	873509024897	8.2 oz.
	Miracle Multiplying Volume Mist: A multi-tasking treatment styler that nourishes and replenishes each strand while delivering 2x volume.	\$28.00	\$14.00	67205	873509024903	4.8 oz.
CAVIAR MOISTURE INTENSE Revitalize Very Dry, Coarse Hair 	The ultimate transformation for dry to extremely dry hair. Abyssinian Oil & Anti-Aging Crème work synergistically to help seal in hydration & reduce daily moisture loss. BEST FOR: Dry to Very Dry, Thick & Coarse Hair					
	Oil Crème Pre-Shampoo Treatment: A luxurious pre-shampoo treatment that deeply moisturizes to revitalize dehydrated strands, leaving hair cashmere soft and shiny.	\$30.00 –	\$15.00 \$35.00	67190 67219	873509024521 873509025139	4.2 oz. 16.5 oz.
	Oil Crème Shampoo: A low lather, oil-based cleanser that gently cleanses impurities, smooths raised cuticles on dry hair strands and transforms dry hair to supremely soft and smooth.	\$32.00 –	\$16.00 \$35.00	67191 67217	873509024545 873509025078	8.5 oz. 33.8 oz.
	Oil Crème Deep Conditioner: An intense deep conditioner that penetrates and hydrates even the driest hair types to transform coarse hair to soft and smooth.	\$32.00 –	\$16.00 \$35.00	67198 57877	873509024859 873509025559	7.0 oz. 15.5 oz. x 2
CAVIAR STYLE Style Without Compromise 	Perfect by Alterna's Global House of Experts... a collection that inspires boundless creativity. The most exquisite, effective ingredients strengthen and protect hair from heat and extreme styling, so stylists can create any shape and style while preserving the health of their clients' hair.					
	INVISIBLE ROLLER Contour Setting Spray: A weightless setting spray that lifts from root to tip and molds hair into lush shapes, while providing heat protection.	\$28.00	\$14.00	67237	873509025696	5.0 oz.
	SATIN Rapid Blowout Balm: The ultimate blowout balm with heat protection that smooths the hair with invisible slip, speeding up styling time.	\$28.00	\$14.00	67239	873509025719	5.0 oz.
	LUXE SHAPE Versatile Crème Gel: A medium hold crème gel that shapes and transforms the hair effortlessly.	\$28.00	\$14.00	67238	873509025702	5.0 oz.
	GRIT Flexible Texturizing Paste: A medium hold styling paste that creates hi-definition silhouettes, separating layers and providing just the right amount of hold.	\$28.00	\$14.00	67236	873509025689	1.85 oz.
CONCRETE Extreme Definition Clay: An ultra-hold styling clay that provides texture and separation with a matte finish. Creates firm, long-lasting hold.	\$28.00	\$14.00	67235	873509025672	1.85 oz.	
CAVIAR TREATMENTS Restore Hair To Its Youthful State 	CC Cream: A miracle leave-in product that delivers 10 benefits in one easy step, leaving hair perfectly polished. Provides complete: Moisture, Shine, Smoothness, Softness, UV Protection, Manageability, Strength, Anti-Breakage, Heat Protection & Light Hold.	\$25.00 \$39.00	\$12.50 \$19.50	67132 67184	873509021001 873509024187	2.5 oz. 5.1 oz.
	CC Cream Extra Hold: All of the benefits of our best-selling CC Cream, now with medium level of hold for women with thick hair or those seeking more control and definition.	\$25.00	\$12.50	67225	873509025191	2.5 oz.
	Overnight Hair Rescue: Instantly penetrates deeply to repair & revitalize dry, damaged hair while you sleep.	\$15.00 \$38.00	\$7.50 \$19.00	60541 60540	873509014126 873509014003	1.0 oz. 3.4 oz.
CAVIAR STYLERS & FINISHERS For All Hair Types 	NEW! Sheer Dry Shampoo: A revolutionary PerfectDose powder spray that delivers targeted, customizable and mess-free application, leaving hair looking and feeling freshly cleansed.	\$25.00	\$12.50	67257	873509026044	1.2 oz.
	Perfect Iron Spray: A heat-activated iron spray that protects hair from heat styling up to 450°F while reducing styling time. Provides light hold for longer-lasting styles.	\$28.00	\$14.00	67550	873509017196	4.1 oz.
	Rapid Repair Spray®: Vitamin-packed spray adds instant shine & elasticity.	\$30.00	\$15.00	61008	873509017844	4.2 oz.
	Working Hair Spray: Provides humidity resistance with a flexible, brushable hold while adding fullness and shine.	\$8.00 \$20.00 \$28.00	\$4.00 \$10.00 \$14.00	60030 60454 60009	873509013181 873509014201 873509000723	1.5 oz. 7.4 oz. 15.5 oz.
	Extra Hold Hair Spray: Fast-drying, ultra-firm control without stiffness or flaking.	\$28.00	\$14.00	60060	873509013624	12.0 oz.
	Perfect Texture Finishing Spray: A dry multi-tasking spray that provides texture & light hold.	\$12.00 \$28.00	\$6.00 \$14.00	67183 67162	873509023937 873509022268	2.0 oz. 6.5 oz.
CAVIAR CLINICAL For Fuller, Denser-Looking Hair 	8 out of 10 people said their hair felt thicker and fuller, and would recommend this system to a friend with thinning hair or hair loss.** Formulated with Red Clover Densifying Complex to combat the causes of thinning hair and protect the hair and scalp.					
	Daily Detoxifying Shampoo: A daily cleansing treatment that thickens hair while purifying & protecting the scalp.	\$32.00	\$16.00	66001	873509016311	8.5 oz.
	Daily Root & Scalp Stimulator: A daily leave-in treatment that helps stimulate the scalp. Defends against excess sebum & other residues known to clog follicles. Helps soothe dry, tight scalp without weighing hair down.	\$36.00	\$18.00	66002	873509016328	4.0 oz.
	Weekly Intensive Boosting Treatment: An ultra-powerful weekly scalp treatment designed to provide an intensive stimulating boost to the hair and scalp, reinforcing the energizing and protective effects of Caviar Clinical Daily Root & Scalp Stimulator.	\$50.00	\$25.00	66003	873509016335	0.20 oz. x 6
Daily Densifying Foam: A lightweight densifying mousse that thickens and strengthens hair while helping to prevent breakage.	\$36.00	\$18.00	67169	873509022961	5.1 oz.	
The Science of TEN™ Infused with the perfect blend of 10 of the world's most effective ingredients to help take your hair to the height of perfection. Champagne Grape Seed Oil, Arabian Frankincense, African Cacao Extract, Color Hold®, Caviar Age-Control Complex®, Bulgarian Primrose, Moroccan Quillaia, White Truffle Oil, Hyaluronic Acid & Arnica Flower.						
	Perfect Blend Shampoo: Sweeps away impurities and deeply nourishes hair.	\$60.00 –	\$30.00 \$80.00	48558 48560	873509022459 873509022473	8.5 oz. 31.0 oz.
	Perfect Blend Conditioner: Exceptionally rich conditioner provides instant moisture to dehydrated hair.	\$60.00 –	\$30.00 \$80.00	48559 48561	873509022466 873509022480	8.5 oz. 31.0 oz.
	Perfect Blend Masque: Ultra-concentrated treatment penetrates quickly to renew and repair hair.	\$55.00	\$27.50	48562	873509022497	5.1 oz.

* Based on an outside clinical study vs. untreated hair.

** Based on an outside consumer study vs. untreated hair. Results after 1 use. Individual results may vary.