

# Celebrate the season

with behindthechair.com's 8-time award-winner  
Natural Keratin Smoothing Treatment.

Best Chemical Smoothing Product/System 2017.



## PROMOTIONS

SEPTEMBER – OCTOBER 2017

Give your clients *statement smooth hair* this holiday season and grow your business with our revenue building opportunities.

*Celebrating*  
**KERATINCOMPLEX**<sup>®</sup>

10 YEARS OF HEALTHY HAIR ————— EST. 2007

## Statement Smooth: Salon Edition

SALON COST: \$350.00

TOTAL SALON VALUE: \$386.00

KCSTSM-SLN



Use to  
drive retail  
sales

### PURCHASE

(1) 33.8 oz. Natural Keratin Smoothing Treatment

### RECEIVE FREE

(2) In-Salon Regimen Displays (6 envelopes included in each display)

Each envelope includes:

- (1) Triple packet: Keratin Color Care Shampoo  
Keratin Color Care Conditioner  
Infusion Keratin Replenisher

(1) Smoothing Therapy Quick Guide Brochure

## Statement Smooth: Stylist Edition

SALON COST: \$200.00

TOTAL SALON VALUE: \$224.00

KCSTSM-STY



### PURCHASE

(1) 16 oz. Natural Keratin Smoothing Treatment

### RECEIVE FREE

(3) 3 oz. Keratin Color Care Travel Valet

(1) Smoothing Therapy Quick Guide Brochure

## Gift Collection: Holiday Edition

SALON COST: \$20.00

TOTAL SALON VALUE: \$34.00

### PURCHASE

(1) 13.5 oz. Keratin Color Care Shampoo

(1) 13.5 oz. Keratin Color Care Conditioner

### RECEIVE FREE

(1) 2.5 oz. Infusion Keratin Replenisher

KCGCHOL17



SAVE  
41%



## BUY 5, GET 1 FREE!

SALON COST: \$60.00

### PURCHASE

(5) 7 oz. Vanilla Bean Deep Conditioner

### RECEIVE FREE

(1) 7oz. Vanilla Bean Deep Conditioner

KCHYPRTY

PERFECT  
STOCKING  
STUFFER

## Get Creative

SALON COST: \$74.45  
TOTAL SALON VALUE: \$123.94  
KCCTGETCR



+



SAVE  
40%

Transform  
every client  
for the holiday

### PURCHASE

- (5) Metamorfix® Extreme Direct Pigments  
(Choose your own)
- (1) 1 lb. It's A Blonde Thing® Lightening tub

### RECEIVE FREE

- (1) 18.6 oz Metamorfix Multi-Purpose Color Perfector
- (1) It's A Blonde Thing Developer 20 Volume
- (1) Lifestyle Guide



## End the year with an anniversary shot

SALON COST: \$209.82  
TOTAL SALON VALUE: \$265.85  
KCCTENDYR



+



### PURCHASE

- (18) KeraHold® Shades  
(choose your own shades)
- (12) KeraBrilliance® Shades  
(choose your own shades)



### RECEIVE FREE

- (1) KeraHold Developer 20 Volume
- (1) Demi-Glaze Activator
- (1) 10-pack Vitalshot® Bond Rebuilder
- (1) Metamorfix 2-in-1 Barrier + Stain Removal Cream
- (1) Mixing Bowl
- (1) Application Brush
- (1) Metal Tube Key
- (1) Lifestyle Guide



+



## BUY 3, GET 3 20% OFF!

SALON COST: \$64.80

### PURCHASE

- (3) 13.5 oz. Timeless Color® Fade-Defy Shampoo
- GET 20% OFF
- (3) 13.5 oz. Timeless Color Fade-Defy Conditioner

SAVE  
20%



# Grow your business this holiday season with our same day, customizable treatment, Personalized Blow Out™!



Buy 1 Liter  
Treatment,  
Get 1 Liter  
Masque Free!

SALON COST: \$350.00  
TOTAL SALON VALUE: \$450.00  
KCPBOLTRPR



Buy 1 16oz.  
Treatment,  
Get 1 16oz.  
Masque Free!

SALON COST: \$200.00  
TOTAL SALON VALUE: \$255.00  
KCPBO16PR

**NEW!**

## Platinum Intro

SALON COST: \$524.50 | TOTAL SALON VALUE: \$985.50

47%  
savings

### PURCHASE

- (1) 33.8 oz. Personalized Blow Out™ Same Day Keratin Treatment
- (1) 33.8 oz. Clarifying Shampoo
- (1) 33.8 oz. Keratin Color Care Shampoo
- (1) 33.8 oz. Keratin Color Care Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (5) 4 oz. PicturePerfect Hair™ Bond Sealing Masque

### RECEIVE FREE

- Backbar**
- (1) 4 oz. Personalized Blow Out™ Try-Me Kit  
(includes 4 oz. Personalized Blow Out™, 4 oz. PicturePerfect Hair™ Bond Sealing Masque, 4 oz. Clarifying Shampoo, 3 oz. Keratin Color Care Shampoo, 3 oz. Keratin Color Care Conditioner)
  - (1) 33.8 oz. PicturePerfect Hair™ Bond Sealing Masque
- Retail**
- (1) 4 oz. PicturePerfect Hair™ Bond Sealing Masque
  - (1) 4 oz. Infusion Keratin Replenisher
  - (2) 13.5 oz. Keratin Care Shampoo
  - (2) 13.5 oz. Keratin Care Conditioner
  - (3) 13.5 oz. Keratin Color Care Shampoo
  - (3) 13.5 oz. Keratin Color Care Conditioner
  - (2) 8.5 oz. Vita Volume Boosting Foam

- (2) 3.4 oz. Glowtion Potion Styling Oil
  - (2) 10.2 oz. Flex Flow Flexible Shaping Hairspray
  - (2) 3.4 oz. Thermo-Shine Thermal Protectant Mist
- Accessories & Collateral**
- (1) Mixing bowl
  - (1) Keratin Complex® chemical cape
  - (1) Tint brush
  - (1) Ceramic + Ionic Vent Brush
  - (1) 3-inch Ceramic + Ionic Round Brush
  - (1) Carbon heat-resistant comb
  - (1) Alligator hair clips (6-pack)
  - (5) Consumer brochures
  - (2) Personalized Blow Out™ mirror clings
  - (1) Certified Salon window cling

**EARN \$6,600  
IN TREATMENT REVENUE!**

### LIMITED-EDITION INTRO INCLUDES FREE TRY-ME KIT, BACKBAR AND RETAIL!

\*Revenue based on average service price of \$300 and 20 applications per 33.8 oz. bottle and 2 applications per 4 oz. bottle.

