# with behindthechair.com's 8-time award-winner

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

Best Chemical Smoothing Product/System 2017.

STYLIST CHOICE AWARDS

017 Favorite Chemical Smoothing Product/System eratin Complex Smoothing Therapy

SMOOTHING THERAPY

KERATINCOMPLEX

NATURAL KERATIN SMOOTHING TREATMENT FOR ALL HAIR TYPES

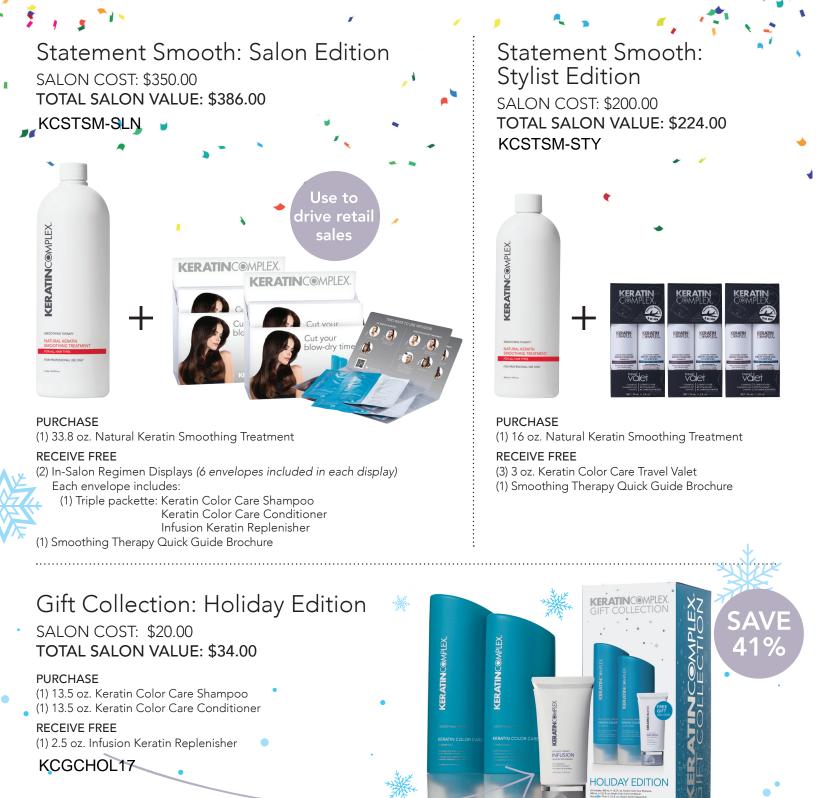
FOR PROFESSIONAL USE ONLY

1 Liter / 33.8 fl. oz.

PROMOTIONS SEPTEMBER – OCTOBER 2017

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





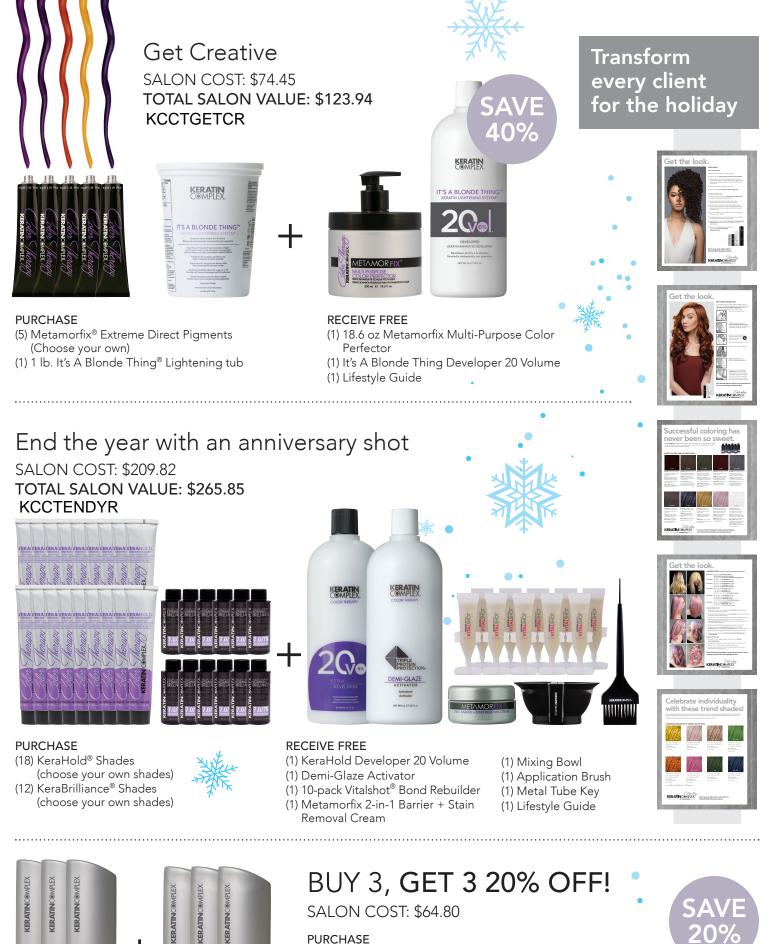


# BUY 5, GET 1 FREE!

SALON COST: \$60.00

PURCHASE (5) 7 oz. Vanilla Bean Deep Conditioner RECEIVE FREE (1) 7oz. Vanilla Bean Deep Conditioner KCHYPRTY





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

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# 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

# NFW

### Platinum Intro

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

#### 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<sup>™</sup> Bond Sealing Masque



#### **RECEIVE FREE**

#### Backbar

- (1) 4 oz. Personalized Blow Out<sup>™</sup> 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
- Accessories & Collateral (1) Mixing bowl
  - (1) Keratin Complex® chemical cape

(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

- (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<sup>™</sup> mirror clings
- (1) Certified Salon window cling

#### 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.



<u>47%</u> savings

