



JANUARY-FEBRUARY 2025

PROMOTIONAL BUYERS GUIDE

JAN-FEB 2025

SCALP & CLINICAL

BOGO 50%



Salon Price: \$14.25 - \$18.00 | Salon Value: \$19.00 - \$24.00

MSRP: \$28.50 - \$36.00 | MSRP Value: \$38.00 - \$48.00

Average Savings: 25%

- Alterna Renewing Scalp Care Hemp Leave-On Treatment 2.5 oz
- Alterna Renewing Scalp Care Peppermint Leave-On Treatment 2.5 oz
- Alterna Renewing Scalp Care Scrub-to-Foam 6 oz
- Caviar Anti-Aging Clinical Densifying Shampoo 8.5 oz
- Caviar Anti-Aging Clinical Densifying Scalp Treatment 4.2 oz
- Caviar Anti-Aging Clinical Densifying Styling Mousse 5.1 oz

TREAT & SAVE (OPEN STOCK)

\$5.00 off masques

JAN-FEB 2025



- Caviar Anti-Aging Moisture Masque 6.2 oz
- Caviar Anti-Aging Restructuring Bond Repair Masque 5.7 oz
- Caviar Anti-Aging Restructuring Bond Repair Intensive Leave-In Treatment Masque 1.7 oz

Salon Price: \$20.00 - \$22.50 | Salon Value: \$25.00 - \$27.50

MSRP: \$40.00 - \$45.00 | MSRP Value: \$50.00 - \$50.00

Total Savings: 20%

CAVIAR LITER DEALS

\$10 off open stock liters



Salon Price: \$30.00 - \$31.00 | Salon Value: \$40.00 - \$41.00
MSRP: \$60.00 - \$62.00 | MSRP Value: \$80.00 - \$82.00
Total Savings: 25%

- Caviar Anti-Aging Replenishing Moisture Shampoo 33.8 oz
- Caviar Anti-Aging Replenishing Moisture Conditioner 33.8 oz
- Caviar Anti-Aging Restructuring Bond Repair Shampoo 33.8 oz
- Caviar Anti-Aging Restructuring Bond Repair Conditioner 33.8 oz
- Caviar Anti-Aging Multiplying Volume Shampoo 33.8 oz
- Caviar Anti-Aging Multiplying Volume Conditioner 33.8 oz
- Caviar Anti-Aging Smoothing Anti-Frizz Shampoo 33.8 oz
- Caviar Anti-Aging Smoothing Anti-Frizz Conditioner 33.8 oz
- Caviar Anti-Aging Infinite Color Hold Shampoo 33.8 oz
- Caviar Anti-Aging Infinite Color Hold Conditioner 33.8 oz