

NEW! The Perfect Color Service

FAST COLOR. FASTER PROFITS.

PERMANENT COLOR & SMOOTHING
In Less Time Than a Single Process Color.

10 min
EXPRESS
PERMANENT
COLOR

+

15 min
COLOR-LOCKING,
ANTI-FRIZZ
TREATMENT



- ✓ More clients in **less time** = **More \$\$**
- ✓ Up to **100% gray coverage**
- ✓ **Stronger, healthier, more vibrant** hair
- ✓ **Locks in color & eliminates frizz**
- ✓ Results last up to **6 weeks**

The KeraLuminous 10

SHADE COLLECTION

KeraLuminous 10 combines Signature Keratin, Vitamin C, and **KC FASTLOCK™ Technology** — a color-accelerating system that **drives color deeper and faster** into the hair for consistent, reliable results and up to **100% gray coverage** in just **10 minutes**.



Larger Tubes, More Applications:

3.4 oz tube = more uses per tube,
plus a 1:1.5 mixing ratio means using less color per client.



BEFORE: Natural Level 6
30% Gray



FORMULA: 1/2 oz. 6R + 1/2 oz. 5MM
+ 1 1/2 oz. 20 vol.



BEFORE: Natural Level 7
75% Gray



FORMULA: 1/4 oz. 6N
+ 3/4 oz. 7N + 1 1/2 oz. 20 Vol.



We dare you to try it—

because once you see it, you can't unsee it.

Express Color & Smoothing System Kit

INCLUDES:

- (3) 3.4 oz. KeraLuminous10 10-Minute Express Permanent Shades - 5N, 6N, 7N
- (1) 8 oz. 20 Vol. Developer
- (1) 4 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 4 oz. KCEXPRESS® Smoothing Treatment
- (1) Mixing Bowl
- (1) Applicator Brush

\$99.00 / Salon Value: \$112.00



Perfect Color Service Intro Kit

INCLUDES:

- (1) 33.8 oz. KCEXPRESS® Smoothing System
- (24) 3.4 oz. KeraLuminous10 Express Permanent Shades
- 4N, 5N, 6N, 7N, 8N, 4CH, 6CH, 6A, 7A, 8A, 5MM, 6C, 5RR, 6R, 6G (Choose Your Own)
- (1) 1 lb tub It's a Blonde Thing® Keratin Lightening System
- (1) 33.8 oz. Color Care Smoothing Shampoo
- (1) 33.8 oz. Color Care Smoothing Conditioner
- (2) 20 Vol. Developer

\$517.50 / Salon Value: \$690.00



BEFORE



AFTER

FORMULA: $\frac{3}{4}$ oz. 5N + $\frac{1}{4}$ oz. 4CH
+ 1 $\frac{1}{2}$ oz. 20 vol.

25% OFF



BEFORE: Natural Level 5
50% Gray

*Only available while supplies last.

Express Color "Try Me" Deal

PURCHASE:

(24) 3.4 oz. KeraLuminous10 Express Permanent Color Shades
- 4N, 5N, 6N, 7N, 8N, 4CH, 6CH, 6A, 7A, 8A, 5MM, 6C, 5RR, 6R, 6G (Choose Your Own)

RECEIVE FREE:

(2) Liter 20 vol. Developer
(1) KeraLuminous10 Swatchbook

\$192.00 / Salon Value: \$224.00



BEFORE



AFTER

BEFORE: Natural Level 7
60% Gray

FORMULA: $\frac{3}{4}$ oz. 7N + $\frac{1}{4}$ oz. 7A
+ 1 $\frac{1}{2}$ oz. 20 vol.



BEFORE



AFTER

BEFORE: Natural Level 6
80% Gray

FORMULA: $\frac{1}{4}$ oz. 5N + $\frac{3}{4}$ oz. 6N
+ 1 $\frac{1}{2}$ oz. 20 vol.



Tabatha Coffey Joins Us to Empower Stylists with The Perfect Color Service



"Two high-performance services in the time it usually takes for one? That's smart business for stylists and added value for clients."

Tabatha Coffey



We've partnered with Tabatha Coffey to empower stylists to work smarter, earn more, and elevate every service behind the chair.

FEBRUARY ONLY PROMO:

20% OFF THE PERFECT PAIRING TO EVERY COLOR SERVICE

Add KCEXPRESS® to Any brand. Any time. In just 15 minutes.

KCEXPRESS

INCLUDES:

- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. KCEXPRESS Smoothing Treatment

\$320.00 / Salon Value: \$400.00



KCEXPRESS

INCLUDES:

- (1) 16 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 16 oz. KCEXPRESS Smoothing Treatment

\$176.00 / Salon Value: \$220.00



REVENUE POTENTIAL:

+ **\$1,125**
WEEK
+ **\$4,500**
MONTH
+ **\$58,500**
YEAR

HERE'S HOW:

*Example based on 3 add-ons per day at \$75 each (KCEXPRESS suggested price), with the salon open 5 days per week.

STOCK THE BACKBAR:

25% OFF LITER SHAMPOO & CONDITIONER!

\$18.75 ea / Salon Value: \$25.00

Color-Safe.

Add Shine & Control Frizz.
For color-treated hair.



Smooth & Fight Frizz.
For All Hair Types.



Color Protect & Fight Against Fading.
For color-treated hair.



Hydrate & Replenish Dry Hair.
For dry, damaged hair.



Add Volume & Create Body.
For Flat or Fine Hair.

*Vanilla Bean Deep Conditioner is not included in the promotion.

*Only available while supplies last.