

# CHIC & SUNNY

JULY-AUGUST 2025  
PROMOTIONS



# CHOOSE YOUR BAG

Offer back-to-school essentials to your salon guest with a reusable canvas bag filled with must-have haircare! This convenient kit includes a shampoo, conditioner, and travel-size styling product, making it perfect for freshening up between classes, after activities, or before social events.

## BLACKLIGHT BAG

### KIT INCLUDES:

- 1 X NOURISHING SHAMPOO, 8.5 OZ
- 1 X NOURISHING CONDITIONER, 8.5 OZ
- 1 X DRY SHAMPOO, 1.5 OZ

## CALURA BAG

### KIT INCLUDES:

- 1 X MOISTURE BALANCE CLEANSER, 8.5 OZ
- 1 X MOISTURE BALANCE CONDITIONER, 8.5 OZ
- 1 X EXPRESS BLOWOUT MIST, 2 OZ



**US: \$30.00**  
**MSRP: \$60.00**  
**VALUE: \$36.00**  
**SALON SAVINGS: 17%**

**US: \$30.00**  
**MSRP: \$60.00**  
**VALUE: \$37.45**  
**SALON SAVINGS: 20%**





# CAPE WITH CALURA PERMANENT

One thing you will always need in your salon: a cape! Take advantage of this promotion to stock up on Calura Permanent and keep an extra cape in your inventory.

**BUY 24 CALURA PERMANENT SHADES AND  
RECEIVE 1 FREE OLIGO CAPE\***



**US: \$210.00**

**VALUE: \$247.50**

**SALON SAVINGS: 15%**

**\*Limit 1 per salon**

# ALL ABOUT DUOS

## 20% OFF SELECTED SHAMPOO AND CONDITIONER DUOS

Blacklight Volume Shampoo, 33.81 oz  
Blacklight Volume Conditioner, 33.81 oz  
**\$69.20**

Blacklight Blue Shampoo, 33.81 oz  
Blacklight Blue Conditioner, 33.81 oz  
**\$71.20**

Blacklight SMART Purifying Shampoo, 16.5 oz  
Blacklight SMART Repair Conditioner, 16.5 oz  
**\$53.00**



Blacklight Violet Shampoo, 33.81 oz  
Blacklight Violet Conditioner, 33.81 oz  
**\$71.20**

Calura Moisture Balance Cleanser, 32 oz  
Calura Moisture Balance Conditioner, 32 oz  
**\$64.00**

Blacklight Nourishing Shampoo, 33.81 oz  
Blacklight Nourishing Conditioner, 33.81 oz  
**\$62.80**

N.B prices shown already include promotion.

# TIME TO RECHARGE

Have empty shampoo and conditioner bottles? Save them and refill with our refill pouches.

## 20% OFF SELECTED SHAMPOO AND CONDITIONER REFILL POUCHES

CALURA MOISTURE BALANCE CLEANSER, 33.81 OZ - **\$31.00**  
 CALURA MOISTURE BALANCE CONDITIONER, 33.81 OZ - **\$33.00**  
 BLACKLIGHT NOURISHING SHAMPOO, 33.81 OZ - **\$29.60**  
 BLACKLIGHT NOURISHING CONDITIONER, 33.81 OZ - **\$33.20**

BLACKLIGHT BLUE SHAMPOO, 33.81 OZ - **\$32.80**  
 BLACKLIGHT BLUE CONDITIONER, 33.81 OZ - **\$38.40**  
 BLACKLIGHT VIOLET SHAMPOO, 33.81 OZ - **\$32.80**  
 BLACKLIGHT VIOLET CONDITIONER, 33.81 OZ - **\$38.40**



N.B prices shown already include promotion.



# LIGHTEN AND TONE ESSENTIALS

The Blacklight Lightening Cream offers up to 7 levels of lift for on and off scalp techniques. Custom colour with Calura Gloss for a shiny, seamless, natural finish. This pair is top choice for an efficient and gentle blonding service.

**BUY 24 CALURA GLOSS SHADES AND  
RECEIVE 1 FREE CREAM LIGHTENER (14 OZ)\***



**US:** \$176.40

**VALUE:** \$199.35

**SALON SAVINGS:** 12%

**\*Limit 1 per salon**

# MUST-HAVE COLOUR DEPOSITING MASKS

The perfect way to keep blonde hair cool and vibrant. These pigmented masks tone and nourish, neutralizing brassiness for a flawless, fresh blonde look.

## 30% OFF BLACKLIGHT BLUE AND VIOLET MASKS

BLUE INTENSIVE REPLENISHING MASK, 6.8 OZ

VIOLET INTENSIVE REPLENISHING MASK, 6.8 OZ



US: \$13.65

VALUE: \$19.50

**SALON SAVINGS: 30%**



|                                           |            | Salon price | MSRP     |
|-------------------------------------------|------------|-------------|----------|
| <b>CALURA PERMANENT SHINE HAIR COLOUR</b> |            |             |          |
| SHADES                                    | 2 oz       | \$8.75      |          |
| DEVELOPERS 10, 20, 30, 40 VOL.            | 32 oz      | \$9.50      |          |
| DEMI EFFECT LOTION DEVELOPER              | 32 oz      | \$15.00     |          |
| <b>CALURA GLOSS</b>                       |            |             |          |
| SHADES                                    | 2 oz       | \$7.35      |          |
| CLEAR                                     | 32 oz      | \$34.00     |          |
| LOTION DEVELOPER 7 VOL.                   | 32 oz      | \$9.50      |          |
| CREAM DEVELOPER 7 VOL.                    | 32 oz      | \$9.50      |          |
| CREAM DEVELOPER 13 VOL.                   | 32 oz      | \$9.50      |          |
| <b>CALURA GLOSS MEN</b>                   |            |             |          |
| GLOSS MEN SHADES                          | 2 oz       | \$7.35      |          |
| LOTION DEVELOPER 20 VOL.                  | 32 oz      | \$9.50      |          |
| <b>CALURATEN</b>                          |            |             |          |
| SHADES                                    | 2 oz       | \$8.75      |          |
| <b>CALURA CARE &amp; STYLING</b>          |            |             |          |
|                                           | 2 oz       | \$6.45      | \$12.90  |
| MOISTURE BALANCE CLEANSER                 | 8.5 oz     | \$15.00     | \$30.00  |
|                                           | 32 oz      | \$38.75     | \$77.50  |
|                                           | 2 oz       | \$6.45      | \$12.90  |
| MOISTURE BALANCE CONDITIONER              | 8.5 oz     | \$16.00     | \$32.00  |
|                                           | 32 oz      | \$41.25     | \$82.50  |
| COLOUR LOCK                               | 32 oz      | \$41.00     |          |
| STYLING CRÈME                             | 2 oz       | \$6.45      | \$12.90  |
|                                           | 8.5 oz     | \$18.00     | \$36.00  |
| RECOVERY MASQUE                           | 5 oz       | \$18.00     | \$36.00  |
|                                           | 32 oz      | \$89.00     | \$178.00 |
| STYLING OIL ELIXIR                        | 3.04 oz    | \$18.50     | \$37.00  |
| PERFECTING PRIMER                         | 8.5 oz     | \$17.00     | \$34.00  |
|                                           | 2 oz       | \$6.45      | \$12.90  |
| EXPRESS BLOWOUT MIST                      | 8.5 oz     | \$17.00     | \$34.00  |
| CURL BALM                                 | 8.5 oz     | \$17.00     | \$34.00  |
| SCULPTING PASTE                           | 3.4 oz     | \$16.50     | \$33.00  |
| FINISHING SPRAY                           | 14 oz      | \$17.50     | \$35.00  |
| SHAPING SPRAY                             | 14 oz      | \$17.50     | \$35.00  |
| DRY TEXTURE SPRAY                         | 7 oz       | \$16.00     | \$32.00  |
| VOLUME POWDER                             | 0.32 oz    | \$15.00     | \$30.00  |
| AMPLIFYING MOUSSE                         | 7.1 oz     | \$17.00     | \$34.00  |
| SHELFALKER HOLDER                         | pack of 14 | \$36.00     |          |
| <b>FUNKHUE</b>                            |            |             |          |
| VIOLET                                    | 3.4 oz     | \$9.35      |          |
| PINK                                      | 3.4 oz     | \$9.35      |          |
| YELLOW                                    | 3.4 oz     | \$9.35      |          |
| FUSHIA                                    | 3.4 oz     | \$9.35      |          |
| GREEN                                     | 3.4 oz     | \$9.35      |          |
| BLUE                                      | 3.4 oz     | \$9.35      |          |
| RED                                       | 3.4 oz     | \$9.35      |          |
| LILAC                                     | 3.4 oz     | \$9.35      |          |
| STEEL                                     | 3.4 oz     | \$9.35      |          |
| BONBON                                    | 3.4 oz     | \$9.35      |          |
| AZURE                                     | 3.4 oz     | \$9.35      |          |
| BLACK                                     | 3.4 oz     | \$9.35      |          |
| ORANGE                                    | 3.4 oz     | \$9.35      |          |
| LIME                                      | 3.4 oz     | \$9.35      |          |
| TUROUOISE                                 | 3.4 oz     | \$9.35      |          |
| BROWN                                     | 3.4 oz     | \$9.35      |          |
| ROYAL                                     | 3.4 oz     | \$9.35      |          |
| WINE                                      | 3.4 oz     | \$9.35      |          |
| CLEAR                                     | 3.4 oz     | \$9.35      |          |
| <b>SUPPORT TOOLS</b>                      |            |             |          |
| POROSITY EQUALIZER                        | 8 oz       | \$9.80      |          |
| STAIN PROTECTOR                           | 8 oz       | \$9.80      |          |
| STAIN REMOVER                             | 8 oz       | \$9.80      |          |
| SCALP PROTECTOR                           | 6.8 oz     | \$16.25     |          |
| CLARIFYING SHAMPOO                        | 32 oz      | \$21.50     |          |
| <b>ACCESSORIES</b>                        |            |             |          |
| COLOUR BRUSH                              |            | \$3.75      |          |
| COLOUR BOWL                               |            | \$4.75      |          |
| CALURA GLOSS APPLICATOR BOTTLE            |            | \$5.75      |          |
| DIGITAL COLOUR SCALE                      |            | \$37.50     |          |
| TECHNICAL APRON                           |            | \$37.50     |          |
| KIMONO                                    |            | \$37.50     |          |
| CAPE                                      |            | \$37.50     |          |
| TUBE SQUEEZER                             |            | \$16.00     |          |
| TIMER                                     |            | \$16.00     |          |
| FOAM MIRROR                               |            | \$19.00     |          |
| RETAIL BAGS                               | pack of 20 | \$23.00     |          |
| FUNKHUE SWATCH RING                       |            | \$26.00     |          |
| CALURA SHADE SELECTOR                     |            | \$91.00     |          |
| CALURATEN SHADE SELECTOR                  |            | \$65.00     |          |
| CALURA GLOSS SHADE SELECTOR               |            | \$65.00     |          |
| CALURA GLOSS SHADE DISPLAY                |            | \$29.00     |          |

|                                               |               | Salon price | MSRP     |
|-----------------------------------------------|---------------|-------------|----------|
| <b>BLACKLIGHT</b>                             |               |             |          |
| POWERSHADE                                    | 2 oz          | \$8.95      |          |
| SMART DEVELOPERS 10, 20, 30, 40 VOL.          | 32 oz         | \$12.95     |          |
|                                               | 1.6 oz        | \$3.95      |          |
| EXTRA BLONDE                                  | 1 lb          | \$24.95     |          |
|                                               | 2 lb          | \$46.95     |          |
|                                               | 1 lb          | \$29.95     |          |
| COOL TONED BLONDE                             | 2 lb          | \$55.95     |          |
| BALAYAGE CLAY LIGHTENER                       | 0.55 lb       | \$30.95     |          |
|                                               | 14 oz         | \$22.95     |          |
| CREAM LIGHTENER                               | 35 oz         | \$47.95     |          |
| <b>BLACKLIGHT RETAIL</b>                      |               |             |          |
|                                               | 8.5 oz        | \$14.00     | \$28.00  |
| NOURISHING SHAMPOO                            | 33.81 oz      | \$37.00     | \$74.00  |
|                                               | 8.5 oz        | \$15.00     | \$30.00  |
| NOURISHING CONDITIONER                        | 33.81 oz      | \$41.50     | \$83.00  |
|                                               | 8.5 oz        | \$15.50     | \$31.00  |
| BLUE SHAMPOO                                  | 33.81 oz      | \$41.00     | -        |
| BLUE SHAMPOO PROFESSIONAL FORMULA             | 8.5 oz        | \$16.50     | \$33.00  |
| BLUE CONDITIONER                              | 33.81 oz      | \$48.00     |          |
| BLUE CONDITIONER PROFESSIONAL FORMULA         | 8.5 oz        | \$15.50     | \$31.00  |
| VIOLET SHAMPOO                                | 33.81 oz      | \$41.00     | -        |
| VIOLET SHAMPOO PROFESSIONAL FORMULA           | 8.5 oz        | \$16.50     | \$33.00  |
| VIOLET CONDITIONER                            | 33.81 oz      | \$48.00     |          |
| VIOLET CONDITIONER PROFESSIONAL FORMULA       | 1.5 oz        | \$7.00      | \$14.00  |
| DRY SHAMPOO                                   | 7 oz          | \$16.50     | \$33.00  |
|                                               | 1.7 oz        | \$7.00      | \$14.00  |
| INTENSIVE REPLENISHING MASK                   | 6.8 oz        | \$18.75     | \$37.50  |
|                                               | 32 oz         | \$66.00     | \$132.00 |
| BLUE INTENSIVE REPLENISH MASK                 | 6.8 oz        | \$19.50     | \$39.00  |
| VIOLET INTENSIVE REPLENISH MASK               | 6.8 oz        | \$19.50     | \$39.00  |
| 18 IN 1 HAIR BEAUTIFIER                       | 2 fl.oz       | \$7.00      | \$14.00  |
|                                               | 8.5 oz        | \$15.50     | \$31.00  |
| 18 IN 1 BLUE HAIR BEAUTIFIER                  | 8.5 oz        | \$16.50     | \$33.00  |
| 18 IN 1 VIOLET HAIR BEAUTIFIER                | 8.5 oz        | \$16.50     | \$33.00  |
| SHINE DROPS                                   | 3.4 oz        | \$18.50     | \$37.00  |
|                                               | 7.75 oz       | \$14.50     | \$29.00  |
| VOLUMIZING SHAMPOO                            | 33.81 oz      | \$39.50     | \$79.00  |
|                                               | 7.75 oz       | \$15.50     | \$31.00  |
| VOLUMIZING CONDITIONER                        | 33.81 oz      | \$47.00     | \$94.00  |
|                                               | 8.5 oz        | \$16.00     | \$32.00  |
| THICKENING SPRAY                              | 8.5 oz        | \$16.00     | \$32.00  |
| VOLUMIZING SHINE SPRAY                        | 8.5 oz        | \$16.00     | \$32.00  |
| VOLUMIZING STYLING BALM                       | 8.5 oz        | \$16.00     | \$32.00  |
| VOLUMIZING FIBER MOUSSE                       | 7 oz          | \$16.00     | \$32.00  |
| <b>BLACKLIGHT SMART</b>                       |               |             |          |
|                                               | 3.4 oz        | \$37.50     |          |
| BOND PROTECTION AND STRENGTHENING CONCENTRATE | 16.5 oz       | \$160.00    |          |
|                                               | 0.5 oz        | \$4.25      | \$8.50   |
| BOND BUILDER AND REPAIR TREATMENT             | 5 oz          | \$21.00     | \$42.00  |
|                                               | 16.5 oz       | \$64.00     | \$128.00 |
| PURIFYING SHAMPOO                             | 8.5 oz        | \$18.00     | \$36.00  |
| PURIFYING SHAMPOO PRO                         | 16.5 oz       | \$32.00     |          |
|                                               | 8.5 oz        | \$19.00     | \$38.00  |
| REPAIR CONDITIONER                            | 16.5 oz       | \$34.25     |          |
| HAIR AND SCALP CARE OIL                       | 2.7 oz        | \$20.50     | \$41.00  |
| THERMAL SHIELD SPRAY                          | 8 oz          | \$17.00     | \$34.00  |
| <b>WAVES &amp; TEXTURIZERS</b>                |               |             |          |
| ALKA - ALKALINE                               |               | \$9.65      |          |
| EXO - EXOTHERMIC                              |               | \$9.65      |          |
| TECNO - ACIDIC                                |               | \$9.65      |          |
| OH7 - NEUTRAL                                 |               | \$9.65      |          |
| OH6 - PURE ACID                               |               | \$9.65      |          |
| <b>INTRODUCTION OFFERS</b>                    |               |             |          |
| OLIGO PROFESSIONNEL                           | THE OLIGO     | \$2,499.99  |          |
|                                               | INTRO 1       | \$799.99    |          |
| CALURA PERMANENT SHINE HAIR COLOUR            | INTRO 2       | \$499.99    |          |
|                                               | INTRO 3       | \$299.99    |          |
|                                               | TRY ME        | \$99.99     |          |
|                                               | INTRO 1       | \$599.99    |          |
| CALURA GLOSS                                  | INTRO 2       | \$399.99    |          |
|                                               | TRY ME        | \$79.99     |          |
|                                               | INTRO 1       | \$399.99    |          |
| CALURATEN                                     | INTRO 2       | \$249.99    |          |
|                                               | DISCOVERY KIT | \$89.99     |          |
| CALURA CARE AND STYLING                       | INTRO 1       | \$499.99    |          |
|                                               | TRY ME        | \$149.99    |          |
|                                               | INTRO 1       | \$449.99    |          |
| BLACKLIGHT LIGHTENING SYSTEM                  | INTRO 2       | \$199.99    |          |
|                                               | TRY ME        | \$79.99     |          |
| BLACKLIGHT CARE AND STYLING                   | INTRO 1       | \$499.99    |          |
|                                               | INTRO 2       | \$109.99    |          |
| BLACKLIGHT SMART                              | INTRO 1       | \$299.99    |          |
|                                               | TRY ME        | \$99.99     |          |
| FUNKHUE                                       | INTRO 1       | \$249.99    |          |
|                                               | INTRO 2       | \$149.99    |          |
| WAVES & TEXTURIZERS                           |               | \$109.99    |          |
| SUPPORT TOOLS                                 |               | \$49.99     |          |