

GOLDEN HOUR

MARCH-APRIL 2025
PROMOTIONS

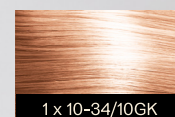


NEW CALURA GLOSS SHADES: NECTAR COLLECTION

Discover new Calura Gloss shades in gold and copper series! Time to warm it up with the perfect sun-kissed glow that will leave your salon guests speechless.

KIT INCLUDES:

- 1 X CALURA GLOSS 8-3/8G, 2 OZ
- 1 X CALURA GLOSS 10-3/10G, 2 OZ
- 1 X CALURA GLOSS 9-34/9GK, 2 OZ
- 1 X CALURA GLOSS 10-34/10GK, 2 OZ
- 1 X CALURA GLOSS 9-4/9K, 2 OZ
- 1 X CALURA GLOSS 10-43/10KG, 2 OZ
- 1 X CALURA GLOSS CREAM DEVELOPER, 8 OZ (SALON VALUE \$4)
- 1 X CALURA GLOSS LOTION DEVELOPER, 8 OZ (SALON VALUE \$4)
- 1 X SHADE SELECTOR SHEET



DISCOVER HAIR
TRANSFORMATIONS
BY JLDNER AND
ALI ROMANO



US: \$39.00

VALUE: \$52.10

SALON SAVINGS: 25%

BRAND NEW OLIGO MERCH!

Our apparel is designed for comfort and style, perfect for long days in the salon. Whether you're with clients or taking a break, our apparel will keep you looking and feeling great.

BE THE FIRST TO GET YOUR HANDS ON OUR

LIMITED COLLECTION WITH 20% OFF*

**Price already includes the discount. Until quantities last.*

Regular prices: Crewneck \$60 / Sweatpants \$60 / T-shirt \$40 / Cap \$30



Cap - \$24

Crewneck - \$48

Sweatpants - \$48

T-shirt - \$32

TONE AND BOND STARTER KITS

Perfect as a travel kit or starter kit, experience toning and repairing your hair with 3 essentials Blacklight products. The Blue edition is tailored for brunettes and dark blondes looking to neutralize orange tones, while the Violet edition is ideal for blondes aiming to counteract yellow tones.

TONE AND BOND KIT BLUE EDITION

KIT INCLUDES:

- 1 X BLACKLIGHT 18 IN 1 HAIR BEAUTIFIER, 2 OZ
- 1 X BLACKLIGHT BLUE SHAMPOO, 2 OZ
- 1 X BLACKLIGHT SMART BOND BUILDER AND REPAIR TREATMENT, 1.86 OZ

US: \$17.00

MSRP: \$34.00

VALUE: \$22.00

SALON SAVINGS: 23%



TONE AND BOND KIT VIOLET EDITION

KIT INCLUDES:

- 1 X BLACKLIGHT 18 IN 1 HAIR BEAUTIFIER, 2 OZ
- 1 X BLACKLIGHT VIOLET SHAMPOO, 2 OZ
- 1 X BLACKLIGHT SMART BOND BUILDER AND REPAIR TREATMENT, 1.86 OZ

US: \$17.00

MSRP: \$34.00

VALUE: \$22.00

SALON SAVINGS: 23%



STAY BLONDER-FUL

Stay blonder-ful with our newest kits featuring Blacklight products to keep lightened and coloured hair as fresh as it can be. Let your salon guests go home with an anti-yellow or anti-brass kit to maintain your hard work.



BLUE KIT

KIT INCLUDES:

- 1 X BLACKLIGHT BLUE SHAMPOO, 8.5 OZ
- 1 X BLACKLIGHT INTENSIVE REPLENISHING MASK, 6.8 OZ



VIOLET KIT

KIT INCLUDES:

- 1 X BLACKLIGHT VIOLET SHAMPOO, 8.5 OZ
- 1 X BLACKLIGHT INTENSIVE REPLENISHING MASK, 6.8 OZ



US: \$25.00/ KIT

MSRP: \$50.00

VALUE: \$34.25

SALON SAVINGS: 27%

IT'S A HAIRMERGENCY

No need to panic! Let your salon guests refresh their hair on the go in case of a hairmergency, they'll thank you later.

KIT INCLUDES:

1 X BLACKLIGHT DRY SHAMPOO, 7 OZ
1 X BLACKLIGHT SHINE DROP, 3.4 OZ



US: \$25.00

MSRP: \$50.00

VALUE: \$35.00

SALON SAVINGS: 29%

YOUR SIGN TO STOCK UP ON YOUR FAVOURITES

25% OFF SELECTED BLACKLIGHT LIGHTENERS*

Stock up on must-have intermixable lighteners.

EXTRA BLONDE, 2 LB - \$35.21

COOL TONED BLONDE, 2 LB - \$41.96

CREAM LIGHTENER, 35 OZ - \$35.96

BALAYAGE CLAY LIGHTENER, 0.55 LB - \$23.21



NEED THE
PERFECT
LIGHTENER
COMBO?



*Price already includes the discount



	Salon price	MSRP
CALURA PERMANENT SHINE HAIR COLOUR		
SHADES	2 oz	\$8.75
DEVELOPERS 10, 20, 30, 40 VOL.	32 oz	\$9.50
DEMI EFFECT LOTION DEVELOPER	32 oz	\$15.00
CALURA GLOSS		
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
CALURA GLOSS MEN		
GLOSS MEN SHADES	2 oz	\$7.35
LOTION DEVELOPER 20 VOL.	32 oz	\$9.50
CALURATEN		
SHADES	2 oz	\$8.75
CALURA CARE & STYLING		
	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 \$82.00
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
EXPRESS BLOWOUT MIST	2 oz	\$6.45 \$12.90
	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
SHELF TALKER HOLDER	pack of 14	\$36.00
FUNKHUE		
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
TURQUOISE	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
SUPPORT TOOLS		
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
ACCESSORIES		
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
BLACKLIGHT		
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
COOL TONED BLONDE	1 lb	\$29.95
	2 lb	\$55.95
BALAYAGE CLAY LIGHTENER	0.55 lb	\$30.95
CREAM LIGHTENER	14 oz	\$22.95
	35 oz	\$47.95
BLACKLIGHT RETAIL		
NOURISHING SHAMPOO	8.5 oz	\$14.00 \$28.00
	32 oz	\$37.00 \$74.00
NOURISHING CONDITIONER	8.5 oz	\$15.00 \$30.00
	32 oz	\$41.50 \$83.00
BLUE SHAMPOO	8.5 oz	\$15.50 \$31.00
BLUE SHAMPOO PROFESSIONAL FORMULA	32 oz	\$41.00 -
BLUE CONDITIONER	8.5 oz	\$16.50 \$33.00
BLUE CONDITIONER PROFESSIONAL FORMULA	32 oz	\$48.00 -
VIOLET SHAMPOO	8.5 oz	\$15.50 \$31.00
VIOLET SHAMPOO PROFESSIONAL FORMULA	32 oz	\$41.00 -
VIOLET CONDITIONER	8.5 oz	\$16.50 \$33.00
VIOLET CONDITIONER PROFESSIONAL FORMULA	32 oz	\$48.00 -
DRY SHAMPOO	1.5 oz	\$7.00 \$14.00
	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	32 oz	\$39.50 \$79.00
	7.75 oz	\$15.50 \$31.00
VOLUMIZING CONDITIONER	32 oz	\$47.00 \$94.00
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
BLACKLIGHT SMART		
BOND PROTECTION AND STRENGTHENING CONCENTRATE	3.4 oz	\$37.50
	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
REPAIR CONDITIONER	8.5 oz	\$19.00 \$38.00
	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
WAVES & TEXTURIZERS		
ALKA - ALKALINE		\$9.65
EXO - EXOTHERMIC		\$9.65
TECNO - ACIDIC		\$9.65
OH7 - NEUTRAL		\$9.65
OH6 - PURE ACID		\$9.65
INTRODUCTION OFFERS		
OLIGO PROFESSIONNEL	THE OLIGO	\$2,499.99
	INTRO 1	\$799.99
	INTRO 2	\$499.99
	INTRO 3	\$299.99
	TRY ME	\$99.99
CALURA GLOSS	INTRO 1	\$599.99
	INTRO 2	\$399.99
	TRY ME	\$79.99
CALURATEN	INTRO 1	\$399.99
	INTRO 2	\$249.99
	DISCOVERY KIT	\$89.99
CALURA CARE AND STYLING	INTRO 1	\$499.99
	TRY ME	\$149.99
BLACKLIGHT LIGHTENING SYSTEM	INTRO 1	\$449.99
	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