

SUMMER LUSH

MAY-JUNE 2025
PROMOTIONS





LAUNCHING JUNE 1ST

NEW! CALURATEN CLEAR

Want to achieve colour results up to two levels lighter with CaluraTEN?
Meet CaluraTEN Clear: your new go-to for efficient new growth touch-ups behind the chair.

KIT INCLUDES:

2 X CALURATEN CLEAR, 2 OZ
1 X OLIGO XL COLOUR BRUSH
(\$3.75 VALUE)

Learn how to use CaluraTEN Clear on this
upcoming **FREE** online 45-minute class

June 2nd, 2025 - 1PM EST / 10AM PST



REGISTER
HERE!



US: \$17.50

VALUE: \$21.25

SALON SAVINGS: 18%

GLOSSY SUMMER

EMBRACE THE WARM WEATHER WITH A

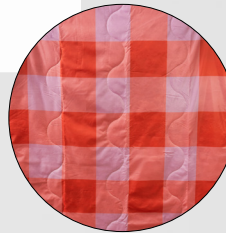
FREE PICNIC MAT

(VALUE OF \$50, 55 X 67 IN)

WHEN YOU PURCHASE

24 CALURA GLOSS SHADES, 2 OZ.

FREE PICNIC MAT!



US: \$176.40

*UNTIL QUANTITIES LAST. LIMIT 1 PER ACCOUNT.

GET READY FOR WEDDING SEASON

Boost your clients' bridal styles this wedding season with our range of volume products!
From elegant updos to flowing curls, create stunning looks that last all day and night.

BUY 2 BLACKLIGHT VOLUME STYLING PRODUCTS, GET 1 FREE!

MIX & MATCH

THICKENING SPRAY, 8.5 OZ

VOLUMIZING SHINE SPRAY, 8.5 OZ

VOLUMIZING STYLING BALM, 8.5 OZ

VOLUMIZING FIBER MOUSSE, 7 OZ



US: \$32.00

VALUE: \$48.00

SALON SAVINGS: 33%

EXTENSIONS CARE KIT

Essential for clients with hair extensions, this kit provides the care they need to keep their extensions healthy, hydrated, and looking flawless. Offering the right products for at-home maintenance ensures long-lasting, beautiful results between salon visits.

KIT INCLUDES:

- 1 X BLACKLIGHT SMART HAIR AND SCALP CARE OIL, 2.7 OZ
- 1 X BLACKLIGHT SMART THERMAL SHIELD SPRAY, 8.5 OZ
- 1 X OLIGO EXTENSION SAFE BRUSH (VALUE OF \$10)



@ali_theartist
@jonnycosmo_



US: \$35.00

MSRP: \$70.00

VALUE: \$47.50

SALON SAVINGS: 26%



BUY 5 18-IN-1 HAIR BEAUTIFIERS, GET 1 FREE

Stock up on a must-have Blacklight product that will leave hair looking right out of a magazine.



US: \$77.50

VALUE: \$93.00

SALON SAVINGS: 17%

PRIDE MONTH WITH FUNKHUE!

BUY 6 FUNKHUE SHADES AND
GET 1 FREE!

DURING THE MONTH OF JUNE, \$1 OF EACH
TUBE SOLD WILL GO TO **RAINBOW RAILROAD**



Rainbow Railroad is a global not-for-profit organization based in the United States and Canada that helps at-risk LGBTQI+ people escape persecution and reach safety worldwide.



US: \$56.10

VALUE: \$65.45

SALON SAVINGS: 14%

NOT YOUR ORDINARY PERM

Save up on our ammonia and thio-free perms to give the most beautiful curls to your salon guests!

6
FOR \$40.00
MIX & MATCH

Explore modern perm techniques that redefine curls and texture on this **FREE** online 45-minute class

June 16th, 2025 - 1PM EST/10AM PST



REGISTER
HERE!



US: \$40.00

VALUE: \$57.90

SALON SAVINGS: 31%



	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	
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	
	INTRO 1	\$499.99	
CALURA CARE AND STYLING	TRY ME	\$149.99	
	INTRO 1	\$449.99	
BLACKLIGHT LIGHTENING SYSTEM	INTRO 2	\$199.99	
	TRY ME	\$79.99	
	INTRO 1	\$499.99	
BLACKLIGHT CARE AND STYLING	INTRO 2	\$109.99	
	INTRO 1	\$299.99	
BLACKLIGHT SMART	TRY ME	\$99.99	
	INTRO 1	\$249.99	
FUNKHUE	INTRO 2	\$149.99	
WAVES & TEXTURIZERS		\$109.99	
SUPPORT TOOLS		\$49.99	