

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	
	2 oz	\$6.45	\$12.90
STYLING CRÈME	8.5 oz	\$18.00	\$36.00
	5 oz	\$18.00	\$36.00
RECOVERY MASQUE	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
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	
CAP		\$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	

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	
	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	
BLACKLIGHT RETAIL			
NOURISHING SHAMPOO	8.5 oz	\$14.00	\$28.00
	33.81 oz	\$37.00	\$74.00
NOURISHING CONDITIONER	8.5 oz	\$15.00	\$30.00
	33.81 oz	\$41.50	\$83.00
BLUE SHAMPOO	8.5 oz	\$15.50	\$31.00
BLUE SHAMPOO PROFESSIONAL FORMULA	33.81 oz	\$41.00	-
BLUE CONDITIONER	8.5 oz	\$16.50	\$33.00
BLUE CONDITIONER PROFESSIONAL FORMULA	33.81 oz	\$48.00	-
VIOLET SHAMPOO	8.5 oz	\$15.50	\$31.00
VIOLET SHAMPOO PROFESSIONAL FORMULA	33.81 oz	\$41.00	-
VIOLET CONDITIONER	8.5 oz	\$16.50	\$33.00
VIOLET CONDITIONER PROFESSIONAL FORMULA	33.81 oz	\$48.00	-
	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
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	
	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	
	TRY ME	\$99.99	
FUNKHUE	INTRO 1	\$249.99	
	INTRO 2	\$149.99	
WAVES & TEXTURIZERS		\$109.99	
SUPPORT TOOLS		\$49.99	

TO GIVE WITH CARE

SEPTEMBER-OCTOBER 2025
PROMOTIONS



LAUNCHING OCTOBER 1ST

NEW! CALURATEN SHADES

We are excited to announce the launch of new 8-10 level shades in CaluraTEN! With Blonde Express, you will be able to achieve flawless results with a quick 10-minute processing time.

KIT INCLUDES:

- 1 X CALURATEN 8-34 /8GK, 2 OZ
- 1 X CALURATEN 10-34 /10GK, 2 OZ
- 1 X CALURATEN 9-18 /9AB, 2 OZ
- 1 X CALURATEN 10-18 /10AB, 2 OZ
- 1 X CALURATEN 10 NEUTRAL, 2 OZ
- 1 X CALURATEN 10-1/10A, 2 OZ
- 1 X CALURATEN 10-318 /10GAB, 2 OZ
- 2 X CALURA PERMANENT DEVELOPER, 20 VOL. (6%), 8 OZ (VALUE \$4)
- 1 X FREE SWATCH SHEET



RATIO 1:1

Processing Time

Tone on tone or darker

10 minutes

20 VOL. (6%)

BLONDE EXPRESS

CALURATEN



US: \$52.00

VALUE: \$69.25

SALON SAVINGS: 25%

8 ULTRA

Experience the power of 8 ULTRA where full coverage meets luminous blondes.

FLAWLESS COVERAGE

100% white hair coverage from 30% to 100% white hair, delivering effortlessly soft, radiant blondes.

MIX & CREATE

Intermixable with all Calura Permanent Shine shades (excluding Pure Blonde) for ultimate customization.

Free of PPD
and Ammonia

Exothermic
Technology

Shiny
result

No animal derived
ingredients



KIT INCLUDES:

- 2 X CALURA PERMANENT 8U NEUTRAL, 2 OZ
- 2 X CALURA PERMANENT 8U-12/8U-AI, 2 OZ
- 2 X CALURA PERMANENT 8U-36/8U-GV, 2 OZ
- 2 X CALURA PERMANENT 8U-3/8U-G, 2 OZ
- 1 X CALURA PERMANENT DEVELOPER 30 VOL. (9%), 8 OZ (VALUE \$4)
- 1 X CALURA PERMANENT DEVELOPER 40 VOL. (12%), 8 OZ (VALUE \$4)



8U NEUTRAL



8U-12/8U-AI



8U-36/8U-GV



8U-3/8U-G

US: \$54.00

VALUE: \$78.00

SALON SAVINGS: 31%



HOLIDAY CURATED ESSENTIALS

These carefully selected kits offer the best haircare to your salon guests. Each trio offers hydration, repair and easy at-home styling.

CALURA HYDRATION ESSENTIALS

MOISTURE BALANCE CLEANSER, 8.5 OZ

RECOVERY MASQUE, 5 OZ

PERFECTING PRIMER, 8.5 OZ

CALURA CURL ESSENTIALS

MOISTURE BALANCE CLEANSER, 8.5 OZ

RECOVERY MASQUE, 5 OZ

CURL BALM, 8.5 OZ



US: \$37.50 / kit

VALUE: \$50.00

SALON SAVINGS: 25%

HOLIDAY RETAIL DUOS

ENJOY 20% OFF

Calura Moisture Balance Cleanser and Conditioner, 8.5 oz - **\$24.80**

Blacklight Blue Shampoo and Conditioner, 8.5 oz - **\$25.60**

Blacklight Volumizing Shampoo and Conditioner, 7.75 oz - **\$24.00**

Blacklight SMART Purifying Shampoo and Repair Conditioner, 8.5 oz - **\$29.60**

Blacklight Nourishing Shampoo and Conditioner, 8.5 oz - **\$23.20**

Blacklight Violet Shampoo and Conditioner, 8.5 oz - **\$25.60**





CALURA ORNAMENTS

Suitable for every hair type, these ornaments are a thoughtful gift for salon guests.

MOISTURE BALANCE CLEANSER, 2 OZ

EXPRESS BLOWOUT MIST, 2 OZ

US: \$5.50 / ornament
VALUE: \$6.45
SALON SAVINGS: 15%

TURN UP THE VOLUME

It's party time! Perfect for a bouncy blowout that your salon guest can achieve at home, this kit offers volume and hold.

KIT INCLUDES:

- 1 X BLACKLIGHT VOLUMIZING FIBER MOUSSE, 7 OZ
- 1 X BLACKLIGHT VOLUMIZING SHINE HAIRSPRAY, 8.5 OZ

US: \$25.00

VALUE: \$32.00

SALON SAVINGS: 22%



SMART TRIO

Stock up on Blacklight SMART must-haves to offer a clean scalp, repaired ends and added bond protection to your colour and lightening services.

BUY:

- 1 X PURIFYING SHAMPOO PRO, 16.5 OZ
- 1 X REPAIR CONDITIONER, 16.5 OZ

FREE:

- 1 X BOND PROTECTION AND STRENGTHENING CONCENTRATE, 3.4 OZ (VALUE \$37.50)

US: \$66.25

VALUE: \$103.75

SALON SAVINGS: 36%

