

KERATINCOMPLEX®

New!

YOUR PASSPORT TO HYDRATION

Moisture Shampoo & Conditioner

**22%
SAVINGS**



SMELLS LIKE SUMMER



- › Replenishes and rehydrates normal to dry hair
- › Powered by quinoa, lentil, and chickpea seed extracts to strengthen, smooth, and soften

- › Hyaluronic acid and borage oil help combat signs of aging hair while adding shine
- › Helps renew, repair and restore hair
- › No added sodium chloride, sulfates or parabens



Purchase

- (6) 13.5 oz. KCHYDRATE Moisture Shampoo
- (6) 13.5 oz. KCHYDRATE Moisture Conditioner

Receive Free

- (1) 33.8 oz. KCHYDRATE Moisture Shampoo
- (1) 33.8 oz. KCHYDRATE Moisture Conditioner

Salon Cost: \$180.00

Total Salon Value: \$230.00

**Only available while supplies last*

KERATINCOMPLEX.

TRANSFORM FRIZZ INTO SMOOTH, MANAGEABLE HAIR WITH KCSMOOTH

30%
OFF

KCSMOOTH 4 OZ. SYSTEM KIT:

- (1) 4 oz. KCSMOOTH Smoothing Treatment
- (4) 5 oz. KCSMOOTH Restorative Leave-in Lotion

\$84.00 / Salon Value: \$120.00



REVENUE
POTENTIAL \$
(LITER)

33
applications
x \$275
service price
= \$9,075

KCSMOOTH LITER SYSTEM KIT:

- (1) 33.8 oz. KCSMOOTH Smoothing Treatment
- (32) 5 oz. KCSMOOTH Restorative Leave-in Lotion

\$486.50 / Salon Value: \$695.00

\$208
SAVINGS

WHY WE LOVE KCSMOOTH:



MAXIMUM
Manageability



FASTER,
Easier **BLOW-DRY**



Heat
PROTECTION



Same Day Style,
ZERO DOWNTIME



Results Last Up To
3 MONTHS

*Only available while supplies last

BOOST YOUR PROFITS IN ONE SHOT.

ONE CONCENTRATED DOSE OF KERATIN
REBUILDS & REPAIRS THE BONDS OF THE HAIR

20%
OFF



KERATINCOMPLEX.

Vitalshot

Bond Rebuilder

This one-step keratin treatment rebuilds and repairs
the bonds of the hair for stronger, healthier hair.

reconstructor con queratina

Includes 10 Vitalshots / 2.7 fl. oz. / 80 ml

VITALSHOT 10-PACK

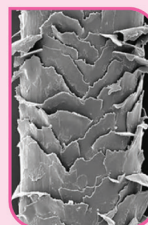
(10) .27 oz. Ampules

\$28.00 / Salon Value: \$35.00

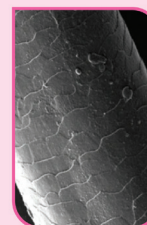
FAST, SIMPLE, EFFECTIVE ADD-ONS:

- One-step process
- Can be used in all color and lightening services
- No interference with lightener
- No need to change color formulations
- No added processing time
- No coating on the hair

HAIR SHAFT
BEFORE
VITALSHOT



HAIR SHAFT
AFTER
VITALSHOT



*Only available while supplies last

BOOST RETAIL SALES WITH OUR PRE-PACKED KITS

BUY 5 GET 1 FREE

RED CARPET BLOW-DRY DUO

Includes:

(1) 2.5 oz. Infusion Keratin Replenisher

(1) 1.5 oz. Intense RX Repair Serum

\$140.00 / Salon Value: \$168.00

HEALTHY HAIR TRIO

Includes:

(1) 3 oz. Keratin Care Smoothing Shampoo

(1) 3 oz. Keratin Care Smoothing Conditioner

(1) 1.7 oz. Keratin Obsessed® Multi-Benefit Treatment Spray

\$70.00 / Salon Value: \$84.00



PRO TIP FOR SALON MERCHANDISING:

Place the Red Carpet Blow Dry Duo & Healthy Hair Trio Kits at the counter or near the entrance to grab attention. Use festive decorations and signs to show it's a great holiday gift.

*Only available while supplies last

*Must buy 5 of the same item to get 1 free.

GET CREATIVE WITH THE SHE'S ON FIRE! COLOR TECHNIQUE

CREATE INTENSE RED RESULTS WITH KERATIN COMPLEX.

This technique delivers a vibrant red that can be tailored and customized for each client.

COLOR TECHNIQUE KIT Includes:

(3) 3.4 oz KeraLuminous® Permanent Color Shades:



5.2/5V



6.5/6Rv



6.6/6R

(1) 3.4 oz KerBrilliance® Demi-Permanent Color Shade:



6.5/6Rv

(1) 32 oz. 20 Volume Developer

(1) 32 oz. 5 Vol. Activator

(1) 16 oz. It's a Blonde Thing® Keratin Lightening System®

\$65.60 / Salon Value: \$82.00

DOWNLOAD THE
COLOR TECHNIQUE:



*Only available while supplies last



KERATINCOMPLEX®