



2018 BUSINESS BUILDER

**PROMO**

GUIDE



# LOVE

IS IN THE HAIR

**NEW! HEALTHY SEXY HAIR**

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Moisturizing Shampoo 10.1 fl oz
- 3 – Moisturizing Conditioner 10.1 fl oz
- 3 – So You Want It All Leave-In Treatment 5.1 oz
- 3 – Tri-Wheat Leave In Conditioner 8.5 fl oz
- 3 – Styling Paste 1.8 oz
- 3 – Love Oil 3.4 fl oz
- 3 – Fresh Hair Air Dry Styling Mousse 5.1 fl oz
- 3 – Surf Rider Dry Texture Spray 6.8 fl oz
- 3 – So Touchable Weightless Hairspray 9 oz

**RECEIVE FREE:**

- 1 – Each of the above products except for the Moisturizing Shampoo & Conditioner 10.1 fl oz
- 1 – Moisturizing Shampoo 33.8 fl oz
- 1 – Moisturizing Conditioner 33.8 fl oz
- 6 – Tri-Wheat Leave In Conditioner 1.7 oz
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$ 275.00**  
**SALON VALUE: \$ 407.50**

**33%**  
**SALON**  
**SAVINGS**



# EVERYONE WANTS HAIR THAT IS STRIKINGLY HEALTHY & SEXY

Finding the time and caring for ourselves can be challenging. Healthy Sexy Hair cares for your hair & helps your mind, your heart and your soul feel just as beautiful. Now with Mimosa flower extract and moonstones, these formulations are composed to stimulate the elastin and collagen to moisturize & nourish skin and hair. On the heart level, moonstones inspire love, nurturing yourself and others. Healthy Sexy Hair is everything you need for your hair to be healthy from the inside out. Great for all hair types.





# THE BEST THINGS IN LIFE ARE **BIG!**

**Give your clients that WOW FACTOR with Big Sexy Hair!**

Sexy Hair is notorious for its big red cans, and you can get noticed too with big, beautiful hair. This versatile product line is designed to provide volume and moisture, while adding strength to hair. Get volume from roots to ends to accomplish your desired voluminous look. Go ahead and dare to be Sexy!

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Volumizing Shampoo 10.1 fl oz
- 3 – Volumizing Conditioner 10.1 fl oz
- 3 – Volumizing Dry Shampoo 3.4 oz
- 3 – Blow Dry Volumizing Gel 8.5 oz
- 3 – Root Pump Humidity Resistant Volumizing Spray Mousse 10 oz
- 3 – Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10 oz
- 3 – Powder Play Volumizing & Texturizing Powder .53 oz
- 3 – Powder Play Lite Soft Volumizing & Texturizing Powder .4 oz
- 3 – Spray & Stay Intense Hold Hairspray 9 oz
- 3 – Full Bloom Long-Lasting Thickening & Refreshing Spray 6.8 oz
- 3 – Spray & Play Volumizing Hairspray 10 oz
- 3 – Spray & Play Harder Firm Volumizing Hairspray 10 oz

**RECEIVE FREE:**

- 1 – Each of the above products except for the Shampoo & Conditioner 10.1 fl oz
- 1 – Volumizing Shampoo 33.8 fl oz
- 1 – Volumizing Conditioner 33.8 fl oz
- 6 – Spray & Play Volumizing Hairspray 1.5 oz
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$ 300.00**  
**SALON VALUE: \$ 465.30**

**36%**  
**SALON SAVINGS**



# CONTROL YOUR CURLS!

Rediscover Curly Sexy Hair with its new key ingredients of Sea Algae and Cacay Oil.

Keep moisture in and protect curl's bounce without any frizz! Get the best out of your curls! Great for all Curly Types!

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Curl Enhancing Shampoo 10.1 fl oz
- 3 – Curl Enhancing Conditioner 10.1 fl oz
- 3 – Curling Crème 5.1 oz
- 3 – Curl Power 8.5 oz
- 3 – Curl Control 5.1 fl oz
- 3 – Ultra Curl 5.1oz

**SALON PRICE: \$160.00**

**SALON VALUE: \$254.90**

**33%**  
SALON  
SAVINGS

**RECEIVE FREE:**

- 1 – Each of the above products except for the Shampoo & Conditioner 10.1 fl oz
- 1 – Curl Enhancing Shampoo 33.8 fl oz
- 1 – Curl Enhancing Conditioner 33.8 fl oz
- 1 – Sexy Hair Merchandising Kit







# RENEW YOUR STRENGTH!

**Reduce breakage UP TO 80%\* with Strong Sexy Hair.**

Keep your hair strong with Sexy Hair's latest hair strengthening product line. This ultra-strengthening regimen brings out the best in your hair, by delivering extreme strength & flexibility to damaged hair.

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Strengthening Shampoo 10.1 fl oz
- 3 – Strengthening Conditioner 10.1 fl oz
- 3 – Core Flex Anti-Breakage Leave-In Reconstructor 8.5 fl oz
- 3 – Core Strength Nourishing Anti-Breakage Masque 6.8 oz
- 3 – Seal the Deal Split End Mender 3.4 fl oz

**RECEIVE FREE:**

- 1 – Each of the above products except for the Strengthening Shampoo & Conditioner 10.1 fl oz
- 1 – Strengthening Shampoo 33.8 fl oz
- 1 – Strengthening Conditioner 33.8 oz
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$135.00**  
**SALON VALUE: \$205.00**

**34%**  
**SALON**  
**SAVINGS**



\*When using the Strong Shampoo, Conditioner and Core Flex



# PROTECT THE VIBRANCE IN YOUR HAIR!

When you think of Color, Vibrant is what it should be! Discover Vibrant Sexy Hair, a collection created with Rose & Almond Oil which is proven to keep strands looking vibrant for up to 10 weeks.\* Vibrant Sexy Hair works in synergy to retain hair color vibrancy and leaving the hair smooth, velvety and having feeling of luxury from roots to tips. Vibrant seals in your hair color, repair and hydrate, while protecting it against environmental stresses.

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Color Lock Shampoo 10.1 fl oz
- 3 – Color Lock Conditioner 10.1 fl oz
- 3 – Color Guard Post Color Sealer 5.1 fl oz
- 3 – CC Hair Perfector Leave-In Treatment for Distressed hair 5.1 fl oz
- 3 – Rose Elixir & Body Dry Oil Mist 5.1 oz
- 3 – Color Lock Hair Spray 8 oz

**RECEIVE FREE:**

- 1 – Each of the above products except for the Color Lock Shampoo & Conditioner 10.1 fl oz
- 1 – Color Lock Shampoo 33.8 fl oz
- 1 – Color Lock Conditioner 33.8 fl oz
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$165.00**  
**SALON VALUE: \$246.00**

**33%**  
**SALON SAVINGS**

\*When using the Vibrant Shampoo, Conditioner and Color Guard system.



# ARE YOU BLONDE & BRIGHT?

Created with its very own Perfect-Balance Technology composed of Chamomile, Honey and Quinoa, the Blonde Sexy Hair line was designed to fulfill the needs of the most challenging and delicate blonde hair - color tone, dryness and breakage. Blonde Sexy Hair allows your hair to keep bright, stay hydrated and be strong.

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Bombshell Blonde Daily Shampoo 10.1 fl oz
- 3 – Bombshell Blonde Daily Conditioner 10.1 fl oz
- 3 – Bright Blonde Violet Shampoo 10.1 fl oz

**RECEIVE FREE:**

- 1 – Each of the above expect for the Bright Blonde Violet Shampoo 10.1 fl oz
- 1 – Bright Blonde Violet Shampoo 33.8 fl oz

**SALON PRICE: \$75.00**    **SALON VALUE: \$115.20**

**35%**  
**SALON SAVINGS**







# CREATE, CUSTOMIZE, AND EXPRESS YOURSELF!

Style Sexy Hair is the go-to-line of products that is workable for all types of hairstyles.

Get control, add texture or definition, or give it volume, this line achieves and style you can dream up. The products can also be used on their own or cocktail to achieve your custom look.

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Detox Shampoo 10.1 fl oz
- 3 – Blow It Up Volumizing Gel Foam 5 oz
- 3 – Hard Up Hard Holding Gel 5.1 fl oz
- 3 – Not So Hard Up Hard Holding Gel 5.1 fl oz
- 3 – Play Dirty Dry Wax Spray 4.8 oz
- 3 – Control Maniac Styling Wax 1.8 oz
- 3 – Frenzy Flexible Texturizing Paste 1.8 oz
- 3 – Slept-In Texture Crème 5.1 fl oz
- 3 – Matte Clay 1.8 oz

**RECEIVE FREE:**

- 1 – Each of the above products except the Detox Shampoo 10.1 fl oz
- 1 – Detox Shampoo 33.8 fl oz
- 6 – Hard Up Gel 1.7 oz
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$235.00**  
**SALON VALUE: \$355.60**

**28%**  
**SALON SAVINGS**







GIVE THE BEST  
**DETANGLING**  
AND **MOISTURE** TO  
**LONG HAIR**  
& **EXTENSIONS!**

The #1 concern for long hair and extensions is **detangling**. Infused with **Moringa Oil & Biotin**, Long Sexy Hair helps provide better **detangling**, **moisture** and **shine** preventing hair from excessive dryness, dullness & damage.

**36%**  
SALON  
SAVINGS

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Luxurious Shampoo 10.1 fl oz
- 3 – Luxurious Conditioner 10.1 fl oz
- 3 – Luxe Detangler Nourishing Leave-In Detangler 5.1 oz
- 3 – Luxe Dry Shampoo Soft & Gentle Dry Shampoo 5.1 oz
- 3 – Luxe Blow Out Soft & Gentle Blow Dry Spray 4.2 fl oz

**RECEIVE FREE:**

- 1 – Each of the above products
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$135.00**  
**SALON VALUE: \$209.50**





★ **sexyhair.**

## A SMOOTH COURSE TO **A SMOOTH LOOK**

**Smooth Sexy Hair is a line made with high activated Coconut Oil.**

These products instantly transform unruly hair to smooth, sleek, shiny and frizz-free hair. This formula is safe to use on normal and chemically straightened hair.

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Smoothing Shampoo 10.1 fl oz
- 3 – Smoothing Conditioner 10.1 fl oz
- 3 – Smooth & Seal Anti-Frizz & Shine Spray 6 oz
- 3 – Smooth Encounter Blow Dry Extender Crème 3.4 fl oz

**RECEIVE FREE:**

- 1 – Each of the above products except for the Smoothing Shampoo & Conditioner 10.1 fl oz
- 1 – Smoothing Shampoo 33.8 fl oz
- 1 – Smoothing Conditioner 33.8 fl oz
- 1 – Sexy Hair Merchandising Kit

**31%**  
SALON  
SAVINGS

**SALON PRICE: \$107.50**

**SALON VALUE: \$156.10**





# NEED PROTECTION AGAINST HEAT?

Formulated to protect hair at up to 450°

This new collection of products protect against heat damage caused by styling. Each product is formulated with an ingredient that protects strands, resulting in softer, shinier, healthier looking hair. Say goodbye to dry, brittle, lack-luster locks and **HELLO to HOT SEXY HAIR!**

**PURCHASE AT A SPECIAL PRICE:**

- 3 – Protect Me 450°F Hot Tool Protection Hairspray 4.2 oz
- 3 – Prep Me 450°F Heat Protection Blow Dry Primer 5.1 fl oz
- 3 – Support Me 450°F Heat Protection Setting Hairspray 8.5 fl oz

**RECEIVE FREE:**

- 1 – Each of the above products
- 1 – Sexy Hair Merchandising Kit

**SALON PRICE: \$85.00**  
**SALON VALUE: \$113.70**

**25%**  
**SALON**  
**SAVINGS**



# SEXY HAIR RETAIL PRICE LIST



sexyhair.com

<b>BIG SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Volumizing Shampoo (10.1 fl oz)	\$15.95
Volumizing Shampoo (33.8 fl oz)	\$26.95
Volumizing Shampoo (128 fl oz)	\$32.95 Salon
Extra Volumizing Shampoo (10.1 fl oz)	\$15.95
Extra Volumizing Shampoo (33.8 fl oz)	\$26.95
Volumizing Dry Shampoo (3.4 oz)	\$17.95
Volumizing Conditioner (10.1 fl oz)	\$16.95
Volumizing Conditioner (33.8 fl oz)	\$28.95
Volumizing Conditioner (128 fl oz)	\$32.95 Salon
Root Pump® (10 oz)	\$18.95
Root Pump Plus (10 oz)	\$18.95
Spray & Play® (10 oz)	\$18.95
Spray & Play Harder™ (10 oz)	\$18.95
Spray & Stay® (9 oz)	\$18.95
Spritz & Stay® (8.5 fl oz)	\$16.95
Big Altitude™ Bodifying Blow Dry Mousse (6.8 oz)	\$18.95
Weather Proof™ (5.0 oz)	\$18.95
Volumizing Blow Dry Gel (8.5 fl oz)	\$17.95
Powder Play® (.53 oz)	\$16.95
Powder Play Lite (.4 oz)	\$17.95
What A Tease® (4.2 oz)	\$19.95
Get Layered™ (8 oz)	\$18.95
Full Bloom (6.8 fl oz)	\$19.95
Push Up (4.4 fl oz)	\$18.95
Silk Finish Serum (2.5 fl oz)	\$12.00
Silk Finish Serum (5.1 fl oz)	\$19.95

<b>CURLY SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Curl Enhancing Shampoo (10.1 fl oz)	\$16.95
Curl Enhancing Shampoo (33.8 fl oz)	\$39.95
Curl Enhancing Conditioner (10.1 fl oz)	\$17.95
Curl Enhancing Conditioner (33.8 fl oz)	\$41.95
Curling Crème (5.1 fl oz)	\$17.95
Curl Power® (8.4 oz)	\$17.95
Curl Control (5.1 fl oz)	\$17.95
Ultra Curl (5.1 fl oz)	\$17.95

<b>STYLE SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Blow It Up Volumizing Gel Foam (5 oz)	\$17.95
Control Maniac Styling Wax (1.8 oz)	\$17.95
Frenzy® Flexible Texturizing Paste (1.8 oz)	\$17.95

Hard Up® Hard Holding Gel (5.1 fl oz)	\$17.95
Hard Up® Hard Holding Gel (16.9 fl oz)	\$30.95
Play Dirty® Dry Wax Spray (4.8 oz)	\$18.95
Shaping Crème® Pliable Shaping Crème (3.4 fl oz)	\$17.95
Slept-In™ Texture Crème (5.1 fl oz)	\$17.95
Spray Clay Texturizing Spray Clay (4.4 oz)	\$18.95
H <sub>2</sub> NO 3 Day Style Saver Dry Shampoo (5.1 oz)	\$18.95
Matte Clay Matte Texturizing Clay (1.8 oz)	\$17.95
Rough & Ready Dimension with Hold (4.4 oz)	\$17.95
Not So Hard Up Medium Holding Gel (5.1 fl oz)	\$17.95
Detox Shampoo (10.1 fl oz)	\$16.95
Detox Shampoo (33.8 fl oz)	\$39.95

<b>SMOOTH SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Smoothing Shampoo (10.1 fl oz)	\$16.95
Smoothing Shampoo (33.8 fl oz)	\$28.95
Smoothing Conditioner (10.1 fl oz)	\$17.95
Smoothing Conditioner (33.8 fl oz)	\$30.95
Smooth Encounter Blow Dry Extender Crème (3.4 fl oz)	\$17.95
Smooth & Seal Anti-Frizz & Shine Spray (6 oz)	\$18.95

<b>NEW! HEALTHY SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
<b>NEW!</b> So You Want It All (5.1 fl oz)	\$19.95
<b>NEW!</b> Moisturizing Conditioner (10.1 fl oz)	\$16.95
<b>NEW!</b> Moisturizing Conditioner (128 fl oz)	\$32.95 Salon
<b>NEW!</b> Moisturizing Conditioner (33 fl oz)	\$28.95
<b>NEW!</b> Fresh Hair (5.1 fl oz)	\$17.95
<b>NEW!</b> Hair Laundry (1.2 oz)	\$22.95
<b>NEW!</b> Love Oil (3.4 fl oz)	\$22.95
<b>NEW!</b> Styling Paste (1.8 oz)	\$17.95
<b>NEW!</b> Moisturizing Shampoo (10 fl oz)	\$15.95
<b>NEW!</b> Moisturizing Shampoo (128 fl oz)	\$32.95 Salon
<b>NEW!</b> Moisturizing Shampoo (33 fl oz)	\$26.95
<b>NEW!</b> Surfriider (6.8 fl oz)	\$18.95
<b>NEW!</b> So Touchable (9 fl oz)	\$18.95
<b>NEW!</b> Tri-Wheat Leave-In (8.5 fl oz)	\$17.95
<b>NEW!</b> Tri Wheat Leave In (33 fl oz)	\$35.95

<b>BLONDE SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Bright Blonde Shampoo (10.1 fl oz)	\$16.95
Bright Blonde Shampoo (33.8 fl oz)	\$39.95
Bombshell Blonde Shampoo (10.1 fl oz)	\$16.95

Bombshell Blonde Shampoo (33.8 fl oz)	\$39.95
Bombshell Blonde Conditioner (10.1 fl oz)	\$17.95
Bombshell Blonde Conditioner (33.8 fl oz)	\$41.95

<b>VIBRANT SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Color Lock Shampoo (10.1 fl oz)	\$16.95
Color Lock Shampoo (33.8 fl oz)	\$39.95
Color Lock Conditioner (10.1 fl oz)	\$17.95
Color Lock Conditioner (33.8 fl oz)	\$41.95
Color Guard (5.1 fl oz)	\$17.95
CC Hair Perfector (5.1 fl oz)	\$17.95
Rose Elixir (5.1 oz)	\$21.95
Color Lock Hairspray (8 oz)	\$18.95

<b>STRONG SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Strengthening Shampoo (10.1 fl oz)	\$16.95
Strengthening Shampoo (33.8 fl oz)	\$39.95
Strengthening Conditioner (10.1 fl oz)	\$17.95
Strengthening Conditioner (33.8 fl oz)	\$41.95
Core Strength Nourishing Anti-Breakage Masque (6.8 oz)	\$19.95
Core Flex Anti Breakage Leave-In Reconstructor (8.5 oz)	\$17.95
Seal The Deal (3.4 fl oz)	\$17.95

<b>LONG SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Luxurious Shampoo (10.1 fl oz)	\$16.95
Luxurious Conditioner (10.1 fl oz)	\$17.95
Luxe Blow Dry Spray (4.2 fl oz)	\$18.95
Luxe Dry Shampoo (5.1 oz)	\$18.95
Luxe Detangler (5.1 oz)	\$19.95

<b>HOT SEXY HAIR</b>	<b>U.S. SUGG. RETAIL</b>
Protect Me (4.2 oz)	\$18.95
Prep Me (5.1 fl oz)	\$18.95
Support Me (8.5 oz)	\$18.95

<b>SEXY HAIR HOT TOOLS*</b>	<b>U.S. SUGG. RETAIL</b>
Curl Lock Pro Curling Iron	\$165.00
Smooth Lock Pro Flat Iron	\$185.00
Style Lock Pro Hair Dryer	\$185.00
Texture Lock Pro Crimping Iron	\$165.00

\*Only available at select distributors

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