

Products on Parade

Some products to help you get the perfect results you want or tools to add a pop of color to your salon decor.

1 REDKEN Blonde Idol Base Breaker achieves up to 1 level of lift in 10 minutes in one quick step. There are two shades available: Cool to control warmth, and Clear when warmth is desired. Ideal for root touch ups, express services, and consumers who have too much contrast between their natural base color and highlights. **2 KERATHERAPY** Perfect Match Grey Root Concealer instantly and temporarily conceals gray roots, helping your clients to get the most out of your hair color between salon visits, guaranteeing that salons offer a high performing product that helps clients protect their investment in their hair color services. **3 JOICO** Vero K-Pak Color Demi-Permanent Instant Gloss Toners complement any VeroLight, VeroBlue or Crème Lightener blonding services – neutralizing and enhancing the tone of pre-lightened hair in as little as five minutes. These remarkable demi-liquid toners are also the perfect choice to revitalize faded blonde hues, plus pack a moisturizing punch to newly blonde hair to eliminate concerns about dullness and dryness. **4 FAROUK SYSTEM CHI ARC** Arc Automatic Rotating Curlers are now available in two new sizes: at 1 ¼” and ¾” ceramic barrel. Both versions curls hair at the push of a button. Finally, an electronically advanced curler with even heat distribution to eliminate frizz and leave each curl soft to touch. **5 AVEDA** Color Conserve™ Daily Color Project helps keep color-treated hair from fading. The set includes the Color Conserve™ Shampoo, Conditioner, Leave-In Treatment, and Strengthening Treatment. **6 PUREOLOGY SERIOUS COLOR CARE** Perfect 4 Platinum is the first care system for fragile, colour-treated hair that has been high-lifted or highlighted four levels or more. Organic botanicals like Chamomile and Lemon Extracts and Coriander Oil naturally condition all hair types. **7 AVEDA** Enlightener™ Blonde Finish Protective Toners perfect any shade of blonde in just 5-minutes. Designed for quick and easy bottle application at the shampoo bowl, the gentle gel-creme formula is 96% naturally derived and contains our signature blend of protective plant oils to help improve the condition of pre-lightened hair and infuse it with shine. **8 CRICKET GO** Ultra Smooth line went mini so clients don't have to worry about not getting the shiny, silky, smooth results you're used to at home with your regular sized ones. **9 JOICO** “Go Bold & Gold” K-Pack Deep Penetrating Reconstructor” will be offered along with a sheet of exclusively designed gold metallic, temporary tattoos free with purchase. The bottle design and the free tattoos that come with it, were both exclusive designs by artist Lulu deKwiatkowski, whose company LULU DK is a new partner of Joico. **10 MATRIX** SoColor Ultra Blonde offers reliable and effective lift, true-to-tone results, and refining undertones. And now there are five new blond shades to provide more powerful and diverse options. The formulas contain Cera-Oil Complex to neutralize, lift and condition in one easy step. **11 CHI** Blondest Blond Creme is an exceptional lightener that is fast, contains silk proteins and other ingredients that are gentler on the hair, and works for on or off the scalp applications resulting in multi-dimensional highlights. **12 SCRUPLES** Power Blonde Lightening Powder is an on- and off-the-scalp lightener that de-colorizes natural and artificial haircolor with a pleasant raspberry aroma. **13 UNITE EURO THERAPY** 7 Seconds Condition Leave-In Detangler makes it easier to comb hair while sealing the cuticle and protects it all day long from UV rays and heat styling. Perfect for chemically treated hair. **14 MATRIX** Lightinsider offers the same unique Oil Delivery System (ODS) and ammonia-free formula as Colorinsider, providing up to six levels of lift on or off the scalp. Lightinsider also provides 27% more conditioning than ammoniated lightener formulas for unparalleled hair fiber respect. **15 CHI** Chromashine Conditioning Intense Demi-Permanent Bold Color combines CHI Ceramic with the finest and most revolutionary dyes, plus silk and aloe to ensure the most predictable and vibrant bold colors for maximum deposit, long lasting color and shine. **16 KEUNE** So Pure Color Blonde are 5 new ammonia- and paraben-free shades enriched with phytokeratin. The coconut base rebuilds the natural hair structure from within and protects the hair during the color treatment. **17 KERATIN COMPLEX** Color Therapy Kerabrilliance Demi-Glaze Liquegel Color is an acidic hair color and so is less damaging to hair. Acidic pH helps seal the hair cuticle to create dramatic shine. Quinoa extract also increases moisture retention, creating touchably soft, silky texture The high concentration of KeraBrilliance pigmentation delivers exceptionally long-lasting results. **18 PAUL MITCHELL** Color XG® Permanent Cream Hair Color was developed in Italy by Europe's top color expert to be an easy-to-use and offer the perfect fusion of performance and reliability. With vibrant reds, 100% gray coverage and a collection of 86 beautiful intermixable shades, the Color XG® offers amazing, reliable results. **19 PRAVANA** Nevo Color Enhancer Treatments offer stylists a multitude of easy opportunities to build revenue by retailing the ideal Color Enhancer to every client who gets a color service done, creating an express color boost service in between hair color appointments, or even as an add-on prior to blow-dry services. **20 EUFORA** Color Locking System Sculpture Styling Glaze with Certified Organic Aloe Vera and Illuminate Shine Mist with Squalene, work together to completely and immediately to seal the cuticle and lock-in color. **21 CROC** Baby irons are travel ready with dual voltage capability, a 3/4 inch plate size, and a thermal carrying case which doubles as a heat mat. Available in black, white, lime, fuchsia, pink, or red.

A round-up of the latest innovations for your convenience



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1 KERATHERAPY Keratherapy Color Protect Shampoo and Conditioner are uniquely formulated to extend the life of color-treated and highlighted hair. Cold pressed Red Raspberry Seed Oil, a powerful antioxidant rich in Omega 3 and 6 essential fatty acids, helps preserve hair color and protect against harmful UV rays, while pure Keratin improves elasticity and adds extraordinary shine. **2 ULTRA CHI** Flat Irons are candy-colored treats for the hair, adding a playful touch of color to any fashionista's beauty repertoire. Tourmaline and curved-floating plates ensure a smooth glide and maximize the negative ion output to help close the cuticle layer, thereby eliminating fly-a-ways. **3 MATRIX BIOLAGE ADVANCED** Repairinside Shampoo, when used with Repairinside Conditioner and Intra-Reparative Control Cream, reconstructs hair strength from the inside with a system designed for severely damaged, breaking hair. Created by Brazilian hair experts, formulas with Arginine and Soy help strengthen hair from the inside, while sealing at the surface to restore shine and movement. **4 COLORPHLEX™** ColorStrong™ Complex is a naturally derived vegetable protein molecule that helps reduce damage and breakage by penetrating, protecting and strengthening hair from the inside out during the color and bleach process. Moreover, the two-step process does not affect color formulas, processing times or developer levels. **5 REDKEN** new Limited Edition Color Rebel Naturals temporary hair makeup is now available in five natural shades, ranging from the hottest new blur trends to subtle rose gold tones and providing the same look of permanent color without the commitment in just minutes. Color Rebel deposits a very fine colored micro-coating on the surface of the hair, making it resistant to water and mechanical aggressors, such as brushing, blowdrying or flatironing, yet washes out easily after two to five shampoos. **6 UNITE EUROTHERAPY** After spending so much time and money getting those cool tones and highlights just right, make sure your client's hair doesn't start to dull



New products that optimise & extend the life of your color services and client fidelity

into straw yellow or brassy blonde. **Blonda™** will help her keep color vibrant and cool. Also works great on keeping grey hair brilliant. Free of Parabens and Sodium Chloride, **Blonda™** also protects, strengthens and repairs while adding shine. **7 PRAVANA** Artificial Hair Color Extractor easily removes any oxidative color without ammonia, peroxide, bleach or formaldehyde and without lifting the natural base. It is so simple, quick and efficient that hair can be colored (even lightened) the very same day that the product is used, and can be used up to three times in one day to achieve the desired results. The best part is that throughout the process, Artificial Hair Color Extractor maintains the integrity of the hair fiber so clients walk out with healthy-looking tresses. **8 KEUNE** Tinta Color Ultimate Cover range features 13 natural and fashion shades that provide ultimate grey coverage from a single tube. The formula features ceramides to help soften stubborn grey strands while restoring and conditioning the hair. Extra color pigments penetrate deep into the hair for more intensive color and grey coverage without mixing shades or changing your technique. Plus, silk proteins repair and nourish damaged hair, as Solamer shields the hair from UV damage and color fading. **9 SURETINT TECHNOLOGIES'** patented, innovative salon management and efficiency software benefits everyone from salon owners, to artists and clients. With touch-screen, portable tablets, SureTint allows you to engage with clients chair-side. SureTint Technologies' software system delivers precise color results and custom batch sizing, every time. This guarantees less waste and precision color, time and time again. Touted by salon owners as a game changer, this software system is the only salon software that links business, artistry and clients: elevating the conversation and enhancing business.

