

COLOR WOW

NOVEMBER - DECEMBER 2021

IT'S A HOLIDAY MIRACLE

NEW! MONEY MASQUE Deep Hydrating Hair Treatment

We apologize for the delay + thank you so much for your patience as we worked to bring our most-coveted launch to all our Color Wow Salons. We can't wait for you + your clients to try it!



“MONEY” OPPORTUNITIES

Upsell to clients as a 20-minute reparative treatment or an at-home essential for maintaining healthy, glossy, expensive-looking hair.

The key to Chris Appleton's signature sexy, iconic, expensive-looking styles...

- New delivery system infuses potent marine actives (blue sea kale, Mediterranean algae) deep inside strands to hydrate, strengthen sulfur bonds + renew elasticity
- NO heavy emollients or waxes (found in typical masks) that weigh hair down + leave it dull

PURCHASE: 6 Money Masque Deep Hydrating Treatment, 7.5 oz

RECEIVE FREE: 6 Color Wow Security Shampoo Trial Size, 1fl. oz.



PRICE: \$147.00 \$135.00



“I like hair to look super luxe, expensive and sexy. It requires proper prepping, and that's exactly what this mask delivers... perfect 'on-the-money' texture.”

CHRIS APPLETON

FRIZZ-FREE FOR THE HOLIDAYS

Give your clients the gift of holi-dazzling hair! Stock up on this #1 stylist station essential for perfectly smooth, glassy, frizz-free results that last for days.



PURCHASE:

6 Dream Coat, 6.7 fl. oz.

RECEIVE FREE:

3 Dream Coat Travel Size 1.7 fl. oz.

SALON PRICE: \$102.00 \$84.00

BIG IT UP FOR THE HOLIDAYS

Help your fine, flat + thin-hair clients achieve super-thick, super-full, super-luxe holiday hair with the first-ever non-drying, non-dulling volumizer.



PURCHASE:

6 Xtra Large Bombshell Volumizer, 6.7 fl. oz.

RECEIVE FREE:

3 Style on Steroids Travel Size, 1.5 oz

SALON PRICE: \$96.00 \$78.00

COLOR WOW

LET'S GET THIS PARTY STARTED! 
Best gifts for the holidays

Set your holiday sales on fire with Color Wow's holiday kits!



**SAVE
20%**

SMOOTH & SEXY PARTY HAIR

CW816

Award-winning trio keeps hair glam, glossy + frizz-free for days thanks to the most advanced anti-frizz technology on the planet ... Dream Coat!

KIT CONTAINS:

- (1) Color Security Shampoo, 8.4 oz.
- (1) Color Security Conditioner, F/N – 8.4 oz.
- (1) Dream Coat, 6.7 oz.

SALON PRICE: ~~\$38.00~~ \$30.40



**SAVE
20%**

BIG BOMBSHELL PARTY HAIR

CW815

Introduce your clients to hair that's fab, full + flop-proof all holiday season thanks to this mega volumizing set featuring the first ever non-drying, non-dulling thickener... Xtra Large Bombshell Volumizer!

KIT CONTAINS:

- (1) Color Security Shampoo, 8.4 fl. oz.
- (1) Color Security Conditioner, F/N – 8.4 fl. oz.
- (1) Xtra Large Bombshell Volumizer, 6.7 fl. oz.

SALON PRICE: ~~\$37.00~~ \$29.60

MUST-HAVE STOCKING STUFFERS

Treat your clients to the gift of healthy, glossy, hydrated hair on-the-go with samples of these award-winning wash day essentials. Perfect for taking on their Holiday trips!

CHOOSE FROM:

- Color Security Shampoo, 2.5 fl. oz.
- Color Security Conditioner, F/N, 2.5 fl. oz.



**SAVE
20%**

SALON PRICE: ~~\$5.50~~ \$4.40

#1 AWARD-WINNING ROOT COVER UP



No need to hide root regrowth under a Santa hat! This no-mess mineral powder will seamlessly cover your clients' grays + dark roots, extend their highlights, plus thicken + perfect their hairlines between appointments.

Available in Platinum, Blonde, Dark Blonde, Red, Light Brown, Medium Brown, Dark Brown + Black shades.

INCLUDES:

- (3) Root Cover Up, your choice of shade
- (3) FREE Extra Shine Spray trial size, 2.6 oz



**SAVE
32%**

SALON PRICE: ~~\$75.75~~ \$51.75