



## COLOR WOW PRICE LIST

PRODUCT	SIZE	RETAIL PRICE	SALON PRICE
DREAM FILTER	200ml/6.7 oz	\$24.00	\$12.00
	470ml/16 oz	\$51.00	\$25.50
	50ml/1.7 oz	\$10.00	\$5.00
COLOR SECURITY SHAMPOO	250ml/8.4 oz	\$24.00	\$12.00
	946ml/32 oz	\$72.00	\$36.00
	75ml/2.5 oz	\$11.00	\$5.50
COLOR SECURITY CONDITIONER Available in Fine to Normal and Normal to Thick	250ml/8.4 oz	\$24.00	\$12.00
	1L/33.8 oz	\$72.00	\$36.00
	75ml/2.5 oz	\$11.00	\$5.50
LITER PUMP	N/A	\$3.00	\$1.50
DREAM COCKTAIL Available in Coconut, Carb and Kale-Infused	200ml/6.7 oz	\$26.00	\$13.00
	50ml/1.6 oz	\$12.00	\$6.00
POP & LOCK HIGH GLOSS SHELLAC	55ml/1.8 oz	\$20.00	\$10.00
	12ml/0.4 oz	\$8.00	\$4.00
COLOR CONTROL TONING + STYLING FOAMS Available in purple for blonde hair and blue for dark hair	193g/6.8 oz	\$24.00	\$12.00
DREAM COAT SUPERNATURAL SEALANT	200ml/6.7 oz	\$28.00	\$14.00
	500ml/ 16.9 oz	\$58.00	\$29.00
DREAM COAT FOR CURLY HAIR	50ml/1.7 oz	\$12.00	\$6.00
	200ml/6.7 oz	\$24.00	\$12.00
	500ml/16.9 oz	\$51.00	\$25.50
	50 ml/1.7 oz	\$12.00	\$6.00
<b>NEW!</b> XTRA LARGE BOMBSHELL VOLUMIZER	200ml/6.7 oz	\$26.00	\$13.00
RAISE THE ROOT	150ml/5 oz	\$24.00	\$12.00
	75ml/2.5 oz	\$15.00	\$7.50
STYLE ON STEROIDS	262ml/7 oz	\$26.00	\$13.00
	50ml/1.5 oz	\$12.00	\$6.00
ONE-MINUTE TRANSFORMATION	120ml/4 oz	\$24.00	\$12.00
	30ml/1 oz	\$10.00	\$5.00
SPEED DRY BLOW DRY SPRAY	150ml/5 oz	\$24.00	\$12.00
CULT FAVORITE HAIRSPRAY	295ml/10 oz	\$26.00	\$13.00
	50ml/1.5 oz	\$12.00	\$6.00
EXTRA MIST-ICAL SHINE SPRAY	162ml/5 oz	\$29.00	\$14.50
	75ml/2.5 oz	\$16.00	\$8.00
ROOT COVER UP Available in Platinum, Blonde, Dark Blonde, Light Brown, Medium Brown, Dark Brown, Black and Red	2.1g/.07 oz	\$34.50	\$17.25
ROOT COVER UP - TESTERS Includes all 8 shades	1 lb 3 oz	N/A	\$70.00

📍 To add your salon to Color Wow's Salon Locator, go to [colorwowhair.com/addmysalon](https://colorwowhair.com/addmysalon)

Follow us @colorwowhair     

CWL295c

# COLOR WOW



**INTRO DEALS**

September 2021-December 2021

# THE POWER OF WOW

## How is Color Wow totally different from other hair care brands?

When it comes to hair color, Color Wow is fanatical about the ingredients that go into our products – the first to ban “color corrupters” found in most hair care and styling products.

- Color Wow has identified and banned over 60 ingredients commonly found in other hair care formulas that can darken or distort hair color.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow Lab.
- Every formula solves an unmet problem for stylists and their clients.
- Color Wow does not bring a product to market unless it’s a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers “you have to see it to believe it” results.
  - Not tested on animals
  - No parabens
  - No sulfates
  - No toxic ingredients
  - No phthalates
  - Gluten-free
  - Cruelty-free

## ROOT COVER UP

Complete Root Cover Up Intro Kit

CW766

SAVE  
34%

### #1 AWARD-WINNING ROOT COVER UP 8X ALLURE “BEST IN BEAUTY” WINNER

The overwhelming favorite and go-to root cover up for the world’s top salons and celebrity stylists.

Elevate your artistry with the ultimate finishing tool. Cover grey roots, extend highlights, fill in hairlines and sparse spots for instantly thicker hair...

#### PURCHASE:

##### (15) Root Cover Ups:

- (1) Platinum
- (2) Blonde
- (2) Dark Blonde
- (2) Light Brown
- (3) Medium Brown
- (3) Dark Brown
- (1) Black
- (1) Red

#### RECEIVE FREE:

##### (8) Root Cover Up Testers

- (1) Platinum
- (1) Blonde
- (1) Dark Blonde
- (1) Light Brown
- (1) Medium Brown
- (1) Dark Brown
- (1) Black
- (1) Red

#### PLUS MERCHANDISING

- (1) Root Cover Up Display



9x Allure Winner  
"Best of Beauty" 2013-2021



For in-depth product information, tutorials and trends, go to [youtube.com](https://www.youtube.com) and type color wow professional

**SALON PRICE: \$392.35 \$258.75**

# NEW! \$99 INDIE STYLIST TRIAL KIT

CW872

Features Color Wow's award-winning, best-selling products!

SAVE  
21%

## INCLUDES:

- (1) Dream Filter, 6.7 oz
- (1) Shampoo, 8.4 oz
- (1) Conditioner F/N, 8.4 oz
- (1) Dream Cocktail  
Coconut Infused, 6.7 oz
- (1) Dream Coat, 6.7 oz
- (1) Dream Coat for Curly Hair, 6.7 oz
- (1) Raise the Root, 5 oz
- (1) Style on Steroids, 7 oz
- (1) Extra Shine Spray, 2.5 oz Travel Size
- (1) Root Cover Up, Light Brown Up, .07 oz



DETOX

COME  
CLEAN

HYDRATE +  
DETANGLE

TREAT AND  
TRANSFORM TEXTURE

ULTIMATE  
FINISHING TOOLS

**SALON PRICE: ~~\$125.25~~ \$99.00**

# NEW! \$275 INDIE RETAIL STARTER KIT

CW873

Refuel your retail and set your sales on fire.

SAVE  
21%

## INCLUDES:

- (2) Dream Filter, 6.7 oz
- (4) Shampoo, 8.4 oz
- (2) Conditioner F/N, 8.4 oz
- (2) Conditioner N/T, 8.4 oz
- (4) Dream Cocktails, 6.7 oz  
2 each of Coconut, Kale
- (2) Dream Coat, 6.7 oz
- (2) Dream Coat for Curly Hair, 6.7 oz
- (2) Raise the Root, 5 oz
- (2) Style on Steroids, 7 oz.

## RECEIVE FREE:

- (1) Shampoo, 32 oz w/pump
- (1) Conditioner F-N, 32 oz w/pump



**SALON PRICE: ~~\$346.75~~ \$275.00**

# POWER OF WOW

CW874

SAVE  
40%

**BEST VALUE** – Includes the complete Color Wow Collection with back bar & station products, merchandising and education!

## INCLUDES:

- (6) Dream Filter, 6.7 oz
- (6) Shampoo, 8.4 oz
- (3) Conditioner-F/N, 8.4 oz
- (3) Conditioner-N/T, 8.4 oz
- (18) Dream Cocktails, 6.7 oz  
6 of each Kale, Coconut, Carb
- (6) Dream Coat, 6.7 oz
- (3) Dream Coat for Curly Hair, 6.7 oz
- (2) Speed Dry, 5 oz
- (3) Raise the Root, 5 oz
- (3) Pop & Lock, 1.8 oz
- (4) Color Control Styling Foam, 6.8 oz  
2 of each Purple, Blue
- (2) One-Minute Transformation, 4 oz
- (3) Style on Steroids, 7 oz
- (3) Cult Favorite, 10 oz
- (2) Extra Mist-ical Shine Spray, 5 oz
- (2) **NEW! Xtra Large Bombshell Volumizer**, 6.7 oz
- (16) Root Cover Ups – 4 each top selling shades (Dark Blonde, Light Brown, Medium Brown, Dark Brown)

## PLUS:

### FREE BACK BAR + STATION:

- (1) Dream Filter, 16 oz
- (1) Shampoo, 32 oz w/pump
- (1) Conditioner-F/N, 32 oz w/pump
- (1) Dream Coat, 16.9 oz
- (3) Dream Cocktails –  
1 each, Kale, Coconut, Carb
- (12) Shampoo/Conditioner Duo Packettes

### FREE MERCH + EDUCATION:

- (2) Dream Regime Shelf Display
- Power of Wow Class

**SALON PRICE: ~~\$1,664.75~~ \$999.00**



# COLOR WOW COLLECTION

CW875



Retail the Dream Regime and top stylers!

## PURCHASE:

- (6) Dream Filter, 6.7 oz
- (6) Shampoo, 8.4 oz
- (3) Conditioner-F/N, 8.4 oz
- (3) Conditioner-N/T, 8.4 oz
- (6) Dream Cocktails, 6.7 oz –  
2 of each Kale, Coconut, Carb
- (4) Dream Coat, 6.7 oz
- (2) Dream Coat for Curly Hair, 6.7 oz
- (3) Raise the Root, 5 oz
- (2) Pop & Lock, 1.8 oz
- (2) One-Minute Transformation, 4 oz
- (2) Style on Steroids, 7 oz
- (2) **NEW!** Xtra Large Bombshell Volumizer, 6.7 oz

## RECEIVE FREE:

### BACK BAR + STATION:

- (1) Dream Filter, 16 oz
- (1) Shampoo, 32 oz w/pump
- (1) Conditioner-F/N, 32 oz w/pump

### MERCH + EDUCATION:

- (1) Dream Regime Shelf Display



**SALON PRICE: \$632.25 \$499.00**

# ONGOING VALUE DEALS

\*No previous purchase required. Must be in same transaction.



**FREE Dream Filter  
16 oz**  
when you buy (8) 6.7 oz



**FREE Shampoo or  
Conditioner 32 oz**  
when you buy (8) 8.4 oz  
(no mix and match)



**FREE Dream Cocktail  
6.7 oz**  
when you buy (5) 6.7 oz



**FREE Dream Coat or Dream  
Coat for Curly Hair 16.9 oz**  
when you buy (12) 6.7 oz  
(no mix and match)