

# creative permanent color



Creative Permanent Color 3.4 oz  
\$8.00

Oxidizing Emulsion 33.8 oz  
\$8.50

MIXING RATIO  
1 : 1.5  
cost per oz \$2.35  
final cost per mixed oz \$1.09



## Stylist Deal

- 12 creative permanent color 3.4 oz \$8.00
- 3 oxidizing emulsion 33.8 oz \$8.50
- 1 medium swatch chart \$50.00
- 1 technical book

Now \$120.00 / Reg. \$171.50

## Salon Deal

- 36 creative permanent color 3.4 oz \$8.00
- 6 oxidizing emulsion 33.8 oz \$8.50

### FREE products

- 1 acid color sealer 6.8 oz \$10.50
- 1 luxury swatch chart \$80.00
- 1 color technical book
- 3 brochures
- 1 kit of 2 posters
- 2 bowls and brushes

Now \$339.00 / Reg. \$429.50



## MEDIUM swatch chart

Purchase 12 Creative Permanent Color shades and get the MEDIUM swatch chart FREE

(Salon Value \$50.00)



## LUXURY swatch chart

/ with pull out swatches

Purchase 28 Creative Permanent Color shades and get the LUXURY swatch chart FREE

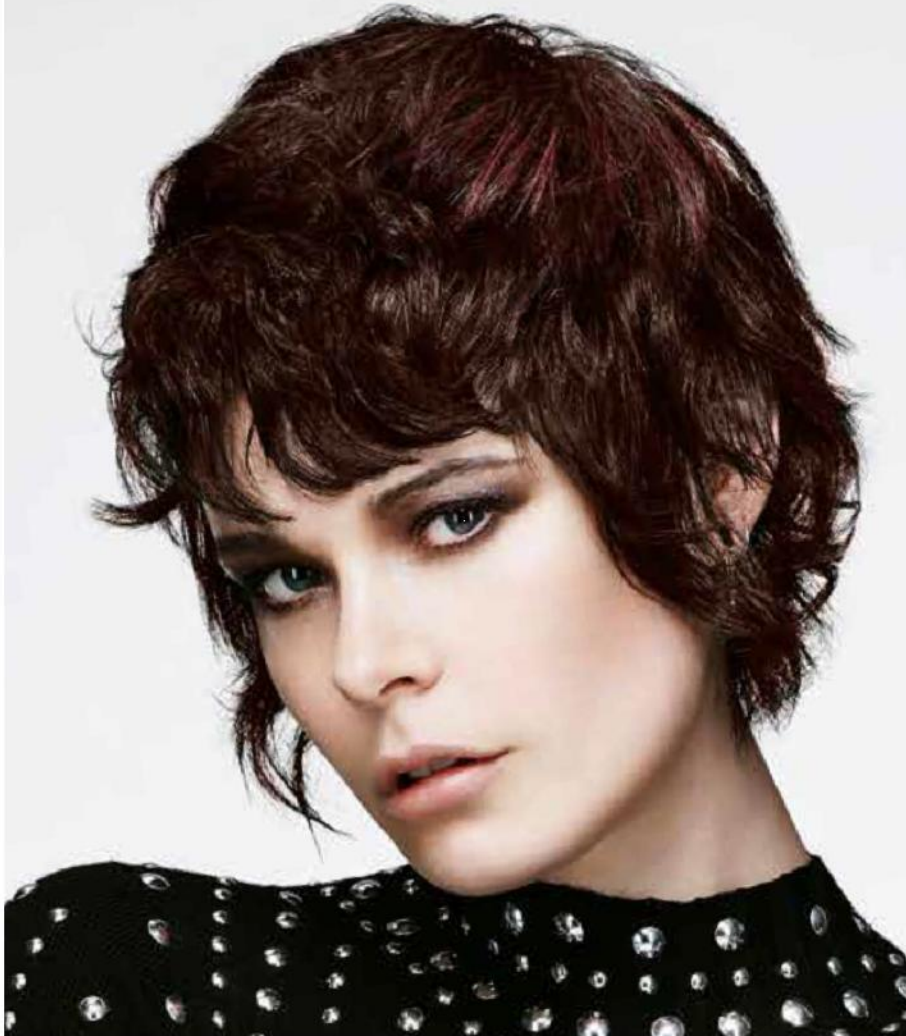
(Salon Value \$80.00)

# 2020



# multicolor

# 2020



## MULTICOLOR \$100 Deal

- 18 no inhibition multicolor 3.4 oz \$4.90
- 2 no inhibition oxidizing emulsion 33.8 oz \$6.50
- 1 medium swatch chart \$50.00
- 1 technical book
- 1 multicolor brochure

Now \$100.00 / Reg. \$151.20

## STYLIST Deal

- 42 no inhibition multicolor 3.4 oz \$4.90
- FREE products**
- 4 no inhibition oxidizing emulsion 33.8 oz \$6.50
- 1 no inhibition kit bowl + brush \$5.00
- 1 medium swatch chart \$50.00
- 1 multicolor brochure
- 1 technical book

Now \$200.00 / Reg. \$286.80

## SALON Deal

- 96 no inhibition multicolor 3.4 oz \$4.90
- FREE products**
- 6 no inhibition oxidizing emulsion 33.8 oz \$6.50
- 1 large swatch chart \$100.00
- 1 no inhibition kit bowl + brush \$5.00
- 1 poster kit of 3
- 1 technical book
- 1 multicolor brochure

Now \$450.00 / Reg. \$609.40



Multicolor  
Permanent  
Color 3.4 oz  
**\$4.90**

Multicolor  
Oxidizing  
Emulsion  
33.8 oz  
**\$6.50**

MIXING RATIO

1 : 1.5

cost per oz \$1.44

final cost per mixed oz \$0.69

# 2020



## TOP 10 BESTSELLERS

- 1 leave in conditioner 11.8 oz      \$10.50
- 1 silver shine shampoo 10.1 oz      \$11.50
- 1 incredible milk 5.1 oz      \$11.50
- 1 whipped cream 6.8 oz      \$10.50
- 1 color maintainer shampoo 10.1 oz      \$10.00
- 1 silver shine conditioner 8.4 oz      \$12.50
- 1 color maintainer conditioner 10.1 oz      \$10.00
- 1 moisture plus shampoo 10.1 oz      \$11.50
- 1 moisture plus conditioner 8.4 oz      \$12.50
- 1 silver shine whipped cream 6.8 oz      \$11.50
- 1 milk\_shake brochure



Now \$79.00 / Reg. \$112.00

## BEST of the BEST

Discover the most loved **milk\_shake®** products in one amazing deal.

- 3 leave in conditioner 11.8 oz      \$10.50
- 3 whipped cream 6.8 oz      \$10.50
- 3 incredible milk 5.1 oz      \$11.50
- 3 silver shine shampoo 10.1 oz      \$11.50
- 3 silver shine conditioner 8.4 oz      \$12.50
- 3 color maintainer shampoo 10.1 oz      \$10.00
- 3 color maintainer conditioner 10.1 oz      \$10.00

### FREE back bar

- 1 color maintainer shampoo 33.8 oz      \$25.00
- 1 color maintainer conditioner 33.8 oz      \$25.00
- 1 silver shine shampoo 33.8 oz      \$26.00
- 1 milk\_shake OPEN/CLOSED sign      \$5.00
- 1 milk\_shake table expo
- 1 milk\_shake easel card
- 1 milk\_shake brochure

Now \$229.00 / Reg. \$310.50



# lifestyling

# 2020

## Lifestyling TRY ME KIT

- 1 Lifestyling strong hold spray 16.8 oz \$12.00
- 1 Lifestyling medium hold spray 16.8 oz \$12.00
- 1 Lifestyling extra strong hairspray 9.15 oz \$11.00
- 1 Lifestyling dry shampoo 4.75 oz \$11.00
- 1 Lifestyling smoothing cream 5.1 oz \$11.00
- 1 Lifestyling liquid styler 8.4 oz \$11.00
- 1 Lifestyling styling potion 5.9 oz \$12.00
- 1 Lifestyling texturizing cream 3.4 oz \$12.00
- 1 Lifestyling freehand paste 3.4 oz \$12.00
- 1 Lifestyling design wax 3.4 oz \$12.00
- 1 Lifestyling thermo protecting spray 6.8 oz \$12.00
- 1 Lifestyling texturizing spritz 5.9 oz \$11.00
- 1 Lifestyling shaping foam 8.4 oz \$12.00
- 1 Lifestyling curl perfectionist 5.1 oz \$11.00
- 1 Lifestyling let it shine 6.8 oz \$12.00
- 1 Lifestyling strong eco hairspray 8.4 oz \$14.00
- 1 Lifestyling easel card
- 1 Lifestyling brochure

Now \$139.00 / Reg. \$188.00

## Lifestyling INTRO DEAL

- 3 Lifestyling strong hold spray 16.8 oz \$12.00
- 3 Lifestyling medium hold spray 16.8 oz \$12.00
- 3 Lifestyling extra strong hairspray 9.15 oz \$11.00
- 3 Lifestyling dry shampoo 4.75 oz \$11.00
- 3 Lifestyling smoothing cream 5.1 oz \$11.00
- 3 Lifestyling liquid styler 8.4 oz \$11.00
- 3 Lifestyling styling potion 5.9 oz \$12.00
- 3 Lifestyling texturizing cream 3.4 oz \$12.00
- 3 Lifestyling freehand paste 3.4 oz \$12.00
- 3 Lifestyling design wax 3.4 oz \$12.00
- 3 Lifestyling thermo protecting spray 6.8 oz \$12.00
- 3 Lifestyling texturizing spritz 5.9 oz \$11.00

### FREE products

- 3 Lifestyling shaping foam 8.4 oz \$12.00
- 3 Lifestyling curl perfectionist 5.1 oz \$11.00
- 3 Lifestyling let it shine 6.8 oz \$12.00
- 3 Lifestyling strong eco hairspray 8.4 oz \$14.00
- 6 Lifestyling smoothing cream foil pack \$0.60
- 6 Lifestyling styling potion foil pack \$0.60
- 6 Lifestyling liquid styler foil pack \$0.60
- 6 Lifestyling curl perfectionist foil pack \$0.60
- 1 milk\_shake stylist apron \$20.00
- 1 Lifestyling easel card
- 1 Lifestyling brochure

Now \$417.00 / Reg. \$598.40

