



SALON NAME: _____
 DATE: _____

CALURA PERMANENT
ALL 2 oz: \$8.15

SHADE	QTY
NEUTRAL	
1 NEUTRAL	
2 NEUTRAL	
3 NEUTRAL	
4 NEUTRAL	
5 NEUTRAL	
6 NEUTRAL	
7 NEUTRAL	
8 NEUTRAL	
9 NEUTRAL	
10 NEUTRAL	
INTENSE NEUTRAL	
3 INTENSE NEUTRAL	
4 INTENSE NEUTRAL	
5 INTENSE NEUTRAL	
6 INTENSE NEUTRAL	
7 INTENSE NEUTRAL	
8 INTENSE NEUTRAL	
9 INTENSE NEUTRAL	
ASH	
1-1 / 1A	
4-1 / 4A	
5-1 / 5A	
6-1 / 6A	
7-1 / 7A	
8-1 / 8A	
9-1 / 9A	
10-1 / 10A	
INTENSE ASH	
4-11 / 4AA	
5-11 / 5AA	
6-11 / 6AA	
7-11 / 7AA	
8-11 / 8AA	
ASH BROWN	
3-18 / 3AB	
5-18 / 5AB	
6-18 / 6AB	
7-18 / 7AB	
8-18 / 8AB	
MATTE	
4-13 / AG	
5-13 / AG	
6-13 / AG	
7-13 / AG	
8-13 / AG	
IRIDESCENT	
7-2 / 7I	
8-2 / 8I	
9-2 / 9I	
10-2 / 10I	
GOLD	
5-3 / 5G	
6-3 / 6G	
7-3 / 7G	
8-3 / 8G	
9-3 / 9G	

CALURA PERMANENT
ALL 2 oz: \$8.15

SHADE	QTY
COOL BEIGE	
3-31 / 3GA	
4-31 / 4GA	
5-31 / 5GA	
6-31 / 6GA	
7-31 / 7GA	
8-31 / 8GA	
9-31 / 9GA	
10-31 / 10GA	
COOL BROWN	
4-318 / 4GAB	
5-318 / 5GAB	
6-318 / 6GAB	
7-318 / 7GAB	
8-318 / 8GAB	
9-318 / 9GAB	
BEIGE	
8-32 / 8GI	
9-32 / 9GI	
10-32 / 10GI	
GOLD COPPER	
5-34 / 5GK	
6-34 / 6GK	
7-34 / 7GK	
8-34 / 8GK	
9-34 / 9GK	
GOLDEN BEIGE	
7-36 / 7GV	
8-36 / 8GV	
9-36 / 9GV	
10-36 / 10GV	
COPPER	
5-4 / 5K	
6-4 / 6K	
7-4 / 7K	
INTENSE COPPER	
5-44 / 5KK	
6-44 / 6KK	
7-44 / 7KK	
COPPER RED	
6-45 / 6KR	
7-45 / 7KR	
RED COPPER	
5-54 / 5RK	
6-54 / 6RK	
7-54 / 7RK	
INTENSE RED	
5-55 / 5RR	
6-55 / 6RR	
7-55 / 7RR	
RED VIOLET	
4-56 / 4RV	
5-56 / 5RV	
6-56 / 6RV	
VIOLET	
4-6 / 4V	
5-6 / 5V	
6-6 / 6V	

CALURA PERMANENT
ALL 2 oz: \$8.15

SHADE	QTY
MAHOGANY	
4-7 / 4M	
5-7 / 5M	
6-7 / 6M	
LUXURIANT COPPER	
5-444 / 5K3	
6-444 / 6K3	
7-444 / 7K3	
LUXURIANT RED-VIOLET	
4-556 / 4RRV	
5-556 / 5RRV	
6-556 / 6RRV	
LUXURIANT VIOLET	
1-66 / 1VV	
3-66 / 3VV	
4-66 / 4VV	
5-66 / 5VV	
BROWN	
4-8 / 4B	
5-8 / 5B	
6-8 / 6B	
7-8 / 7B	
8-8 / 8B	
9-8 / 9B	
10-8 / 10B	
PURE BLONDES	
12-1 / 12A	
12-2 / 12I	
12-16 / 12AV	
12-6 / 12V	
12-31 / 12GA	
8 ULTRA	
8U NEUTRAL	
8U-12 / AI	
8U-36 / GV	
8U-3 / G	
BLONDING CREAM	
BC	
PASTEL	
P-1	
P-12	
P-32	
P-82	
NEUTRALIZERS	
0-16 / OAV	
0-11 / OAA	
INTENSIFIERS	
0-33 / OGG	
0-44 / OKK	
0-55 / ORR	
0-66 / OVV	
CLEAR	
DEVELOPERS	
10 VOL. \$8.75	
20 VOL. \$8.75	
30 VOL. \$8.75	
40 VOL. \$8.75	
DEMI EFFECT \$14.00	



SALON NAME: _____
 DATE: _____

CALURA GLOSS
ALL 2 oz: \$6.75

SHADE	QTY
NEUTRAL	
3 NEUTRAL	
4 NEUTRAL	
5 NEUTRAL	
6 NEUTRAL	
7 NEUTRAL	
8 NEUTRAL	
9 NEUTRAL	
10 NEUTRAL	
INTENSE NEUTRAL	
3 INTENSE NEUTRAL	
4 INTENSE NEUTRAL	
5 INTENSE NEUTRAL	
6 INTENSE NEUTRAL	
7 INTENSE NEUTRAL	
8 INTENSE NEUTRAL	
NEUTRAL BROWN	
3 NEUTRAL BROWN	
4 NEUTRAL BROWN	
5 NEUTRAL BROWN	
6 NEUTRAL BROWN	
7 NEUTRAL BROWN	
8 NEUTRAL BROWN	
9 NEUTRAL BROWN	
10 NEUTRAL BROWN	
ASH	
1-1 / 1A	
6-1 / 6A	
7-1 / 7A	
8-1 / 8A	
9-1 / 9A	
INTENSE ASH	
6-11 / 6AA	
7-11 / 7AA	
8-11 / 8AA	
9-11 / 9AA	
PEARL	
7-12 / 7AI	
8-12 / 8AI	
9-12 / 9AI	
10-12 / 10AI	
MATTE	
4-13 / AG	
5-13 / AG	
6-13 / AG	
7-13 / AG	
8-13 / AG	

CALURA GLOSS
ALL 2 oz: \$6.75

SHADE	QTY
GOLD	
3-3 / 3G	
5-3 / 5G	
7-3 / 7G	
9-3 / 9G	
GOLD IRIDESCENT	
6-32 / 6GI	
7-32 / 7GI	
8-32 / 8GI	
9-32 / 9GI	
GOLD COPPER	
4-34 / 4GK	
6-34 / 6GK	
8-34 / 8GK	
BEIGE	
7-36 / 7GV	
8-36 / 8GV	
9-36 / 9GV	
10-36 / 10GV	
COPPER	
5-4 / 5K	
7-4 / 7K	
8-4 / 8K	
COPPER GOLD	
6-43 / 6KG	
8-43 / 8KG	
RED	
3-5 / 3R	
6-5 / 6R	
7-5 / 7R	
VIOLET	
3-6 / 3V	
5-6 / 5V	
7-6 / 7V	
9-6 / 9V	
10-6 / 10V	
INTENSE VIOLET	
7-66 / 7VV	
9-66 / 9VV	
MIXERS	
0-11 / 0AA	
0-13 / AG	
0-16 / 0AV	
0-33 / 0GG	
0-44 / 0KK	
0-55 / 0RR	
0-66 / 0VV	
CLEAR	
2 OZ / 60 ML	
32 OZ / 1 L \$27.75	
DEVELOPERS	
LOTION 7 VOL. \$8.75	
CREAM 7 VOL. \$8.75	
CREAM 13 VOL \$8.75	

CALURA GLOSS MEN
ALL 2 oz: \$6.75

SHADE	QTY
SHADES	
LEVEL 3	
LEVEL 5	
LEVEL 7	
DEVELOPER	
20 VOLUME (6%) \$8.75	
CO-WASH	
DARK BROWN \$14.00	
LIGHT BROWN \$14.00	
MEDIUM BLONDE \$14.00	



SALON NAME: _____
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PRODUCT	SIZE	PRICE	QTY
CARE AND STYLING			
Moisture Balance Cleanser	8.5 oz	\$14.00	
Moisture Balance Cleanser	32 oz	\$36.25	
Moisture Balance Cleanser	2 oz	\$6.00	
Moisture Balance Conditioner	8.5 oz	\$15.00	
Moisture Balance Conditioner	32 oz	\$38.50	
Moisture Balance Conditioner	2 oz	\$6.00	
Colour Lock	32 oz	\$38.00	
Volume Powder	0.32 fl.oz	\$14.00	
Styling Crème	8.5 oz	\$17.00	
Styling Crème	2 oz	\$6.00	
Recovery Mask	5 fl.oz	\$17.00	
Recovery Mask	32 oz	\$84.00	
Curl Balm	8.5 oz	\$16.00	
Styling Oil Elixir	3.04fl.oz	\$17.50	
Perfecting Primer	8.5 oz	\$16.00	
Express Blowout Mist	8.5 oz	\$16.00	
Express Blowout Mist	2 oz	\$6.00	
Express Dry Finishing Hairspray	14 oz	\$16.50	
Flex Finish Shaping Spray	14 fl.oz	\$16.50	
Dry Texture Spray	7 fl.oz	\$15.00	
Amplifying Mousse	7.6 fl.oz	\$16.00	
Sculpting Paste	3.4 fl.oz	\$15.50	
FUNKHUE			
Violet	3.4 fl.oz	\$8.50	
Pink	3.4 fl.oz	\$8.50	
Yellow	3.4 fl.oz	\$8.50	
Fuchsia	3.4 fl.oz	\$8.50	
Green	3.4 fl.oz	\$8.50	
Blue	3.4 fl.oz	\$8.50	
Red	3.4 fl.oz	\$8.50	
Lilac	3.4 fl.oz	\$8.50	
Azure	3.4 fl.oz	\$8.50	
Bonbon	3.4 fl.oz	\$8.50	
Steel	3.4 fl.oz	\$8.50	
Black	3.4 fl.oz	\$8.50	
Orange	3.4 fl.oz	\$8.50	
Lime	3.4 fl.oz	\$8.50	
Turquoise	3.4 fl.oz	\$8.50	
Brown	3.4 fl.oz	\$8.50	
Royal	3.4 fl.oz	\$8.50	
Wine	3.4 fl.oz	\$8.50	
Clear	3.4 fl.oz	\$8.50	
WAVES AND TEXTURIZERS			
Alka		\$8.50	
Exo		\$8.50	
Tecno		\$8.50	
OH7		\$9.00	
OH6		\$9.00	
SUPPORT TOOLS			
Stain Remover	8 oz.	\$8.95	
Stain Protector	8 oz.	\$8.95	
Porosity Equalizer	8 oz.	\$8.95	
Scalp Protector	5.3 oz.	\$15.00	
Clarifying Shampoo	1 L	\$19.95	
ACCESSORIES			
Colour Brush		\$3.50	
Colour Bowl		\$4.50	
Applicator Bottle		\$5.25	
Digital Scale		\$35.00	
Apron		\$35.00	
Cape		\$35.00	
Kimono		\$35.00	
Foam Mirror		\$18.00	
Tube Squeezer		\$15.00	
Calura Gloss Display		\$27.00	
Calura Shade Selector		\$85.00	
Calura Gloss Shade Selector		\$60.00	
Retail Bags (20)		\$22.00	

PRODUCT	SIZE	PRICE	QTY
BLACKLIGHT			
Extra Blonde	2 lbs	\$46.95	
Extra Blonde	1 lb	\$24.95	
Extra Blonde	1.6 oz	\$3.95	
Cool Toned Blonde	2 lbs	\$55.95	
Cool Toned Blonde	1 lb	\$29.95	
Cool Toned Blonde	1.6 oz	\$3.95	
Balayage Clay Lightener	0.55 lb	\$30.95	
Original Cream	35 oz	\$47.95	
Original Cream	14 oz	\$22.95	
PowerShade PS-C	2 oz	\$8.50	
PowerShade PS-12	2 oz	\$8.50	
PowerShade PS-32	2 oz	\$8.50	
PowerShade PS-43	2 oz	\$8.50	
PowerShade PS-55	2 oz	\$8.50	
Smart Developer 10 volume	32 oz	\$12.75	
Smart Developer 20 volume	32 oz	\$12.75	
Smart Developer 30 volume	32 oz	\$12.75	
Smart Developer 40 volume	32 oz	\$12.75	
Nourishing Shampoo	8.5 oz	\$13.00	
Nourishing Shampoo	32 oz	\$34.50	
Nourishing Conditioner	8.5 oz	\$14.00	
Nourishing Conditioner	32 oz	\$38.50	
Blue Shampoo	8.5 oz	\$14.50	
Blue Shampoo - PRO	32 oz	\$38.50	
Blue Conditioner	8.5 oz	\$15.50	
Blue Conditioner - PRO	32 oz	\$45.50	
Violet Shampoo	8.5 oz	\$14.50	
Violet Shampoo - PRO	32 oz	\$38.50	
Violet Conditioner	8.5 oz	\$15.50	
Violet Conditioner - PRO	32 oz	\$45.50	
Volumizing Shampoo	7.75 fl.oz	\$13.50	
Volumizing Shampoo	32 oz	\$37.00	
Volumizing Conditioner	7.75 fl.oz	\$14.50	
Volumizing Conditioner	32 oz	\$44.00	
Thickening Spray	8.5 oz	\$15.00	
Volumizing Shine Hairspray	8.5 oz	\$15.00	
Volumizing Styling Balm	8.5 oz	\$15.00	
Volumizing Fibre Mousse	7 oz.	\$15.00	
Intensive Replenishing Mask	1.7 oz.	\$6.50	
Intensive Replenishing Mask	6.8 oz.	\$17.50	
Intensive Replenishing Mask	32 oz	\$61.50	
Intensive Replenishing Mask 10 pc	0.27 oz.	\$21.00	
Blue Intensive Replenishing Mask	7 oz.	\$18.50	
Violet Intensive Replenishing Mask	7 oz.	\$18.50	
18 in 1 Hair Beautifier	8.5 oz	\$14.50	
18 in 1 Hair Beautifier	2 oz	\$6.50	
18 in 1 Hair Beautifier 10 pc	0.17 oz.	\$21.00	
18 in 1 Blue Hair Beautifier	8.5 oz	\$15.50	
18 in 1 Violet Hair Beautifier	8.5 oz	\$15.50	
Shine Drops	3.4 oz.	\$17.50	
Dry Shampoo	7 oz.	\$16.00	
Dry Shampoo	1.5 oz	\$6.50	
BLACKLIGHT SMART			
Bond Protection and Strengthening Concentrate	3.4 oz	\$35.00	
Bond Protection and Strengthening Concentrate	16.5 oz	\$150.00	
Bond Builder and Repair Treatment	0.5 oz	\$4.00	
Bond Builder and Repair Treatment	5 oz	\$20.00	
Bond Builder and Repair Treatment	16.5 oz	\$60.00	
Purifying Shampoo	8.5 oz	\$17.00	
Purifying Shampoo - PRO	16.5 oz	\$30.00	
Repair Conditioner	8.5 oz	\$18.00	
Repair Conditioner	16.5 oz	\$32.00	