

EVOLUTION MEETS INNOVATION

*Spring 2024*



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This season rejuvenates the past inviting new beginnings and enhanced beauty.

**This spring, Eufora is stepping up!**

We're advancing our packaging evolution and introducing stylish and vibrant innovations to support and enhance your business!

## BEAUTIFYING ELIXIRS

### New Packaging

Inner Strength, Creates Outer Beauty. Real repair for damaged, overworked, color treated and stressed out hair. Eufora proprietary complexes proven to repair hair from the inside out, and protect and extend vibrancy of hair color.

Introducing, the next phase of the Eufora NEW packaging roll-out.

#### PURCHASE

4 BEAUTIFYING ELIXIRS bodifying shampoo	<b>9.5 fl oz 280 ml</b>
4 BEAUTIFYING ELIXIRS bodifying conditioner	<b>9.5 fl oz 280 ml</b>
4 BEAUTIFYING ELIXIRS moisture intense shampoo	<b>9.5 fl oz 280 ml</b>
4 BEAUTIFYING ELIXIRS moisture intense conditioner	<b>9.5 fl oz 280 ml</b>
4 BEAUTIFYING ELIXIRS moisture masque	<b>5 fl oz 148 ml</b>
4 BEAUTIFYING ELIXIRS leave-in repair treatment	<b>6.8 fl oz 200 ml</b>
4 BEAUTIFYING ELIXIRS elixirONE	<b>4.2 fl oz 125 ml</b>

#### RECEIVE FREE

1 BEAUTIFYING ELIXIRS bodifying shampoo	<b>36 fl oz 1064 ml</b>
1 BEAUTIFYING ELIXIRS bodifying conditioner	<b>36 fl oz 1064 ml</b>
1 BEAUTIFYING ELIXIRS UPC artwork chart	
50 GUEST CONSULTATION home care recommendation flyers	
20 RETAIL BAGS	

Salon Price \$ | Salon Value | Salon Savings 18%

Scheduled for a mid-April launch in salons.



**Note** BEAUTIFYING ELIXIRS moisture masque 5 fl oz 148 ml is now in a new size and tube.

All new packaging is represented in this package. All sizes of each product are not included in this package. Please contact your Eufora representative for a new price list to see all of the sizing available. All sizes are available for retail sale except for the 16 fl oz BEAUTIFYING ELIXIRS moisture masque, which is available for back bar use only.

ALL shampoo and conditioners offered are now available in 36 fl oz for back bar and retail sales.

Salon Pre-Pack Package product mix and savings are available in this package only. No substitutions or exchanges.

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## REFINE

### Introducing a NEW versatile styling cream – REFINE

It's not often we have a new styling tool but we just couldn't keep this one to ourselves.

#### Weightless Control / Clean Finish / Soft Definition

Ideal for ALL hair types. Refine any style with this versatile dual-purpose cream! Use on dry hair for soft definition, frizz control, and UV protection. Blow dry into unruly hair for light hold with taming benefits. No icky, sticky feel. Packed with Eufora standard Organic Aloe Vera, Neem Oil, and a blend of Chamomile, Horsetail, Nettle, and Henna - this product performs at the level you can only expect from us.

**Plus** there's new technology in the style world. We've created a blend of Bacillus Lysate, and Ethylhexyl Salicylate that provide incredible support for the scalps' natural microbiome while providing unsurpassed UV absorption to block fading.

Scheduled for a May launch in salons. We've put together a simple package to make it easy for you to integrate this innovative new styling cream into your retail offerings.

#### PURCHASE

5 REFINE versatile styling cream      **3 fl oz 90 ml**

#### RECEIVE FREE

1 REFINE versatile styling cream      **3 fl oz 90 ml**  
*For station use.*

1 Consumer Display Card  
*Introduce this versatile new option to your salon guests.*

**Salon Price**      | **Salon Value**      | **Salon Savings 17%**  
**Open Stock Salon Price**      | **MSRP**

**Note** Salon pre-packaged product mix and savings are available in this launch kit only. No substitutions or exchanges. REFINE versatile styling cream is also available in open stock.



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## NEW INNOVATION

This is a **NEW industry innovation** that will instantly take a color service from great to **MILLION DOLLAR RESULTS!**

eufora color

### COLOR CONTROL universal color drops

**Simple. Reliable. Predictable.**

**COLOR CONTROL BLUE** banishes brassy copper tones  
**COLOR CONTROL PURPLE** combats yellow gold tones  
The **GAME CHANGER** for blonding perfection!

#### EASY TO USE

Simply add a few drops to any color mix – no extra steps needed!

#### EXTREMELY VERSATILE

Works with any lightening, high-lift tint, oxidative color, toner, or conditioning masque service.

#### SAVES TIME

Fights warmth in one step, giving colorists the choice to tone if they want (or not). Often cuts a double process to just one application.

#### AMAZING CONTROL

Boosts predictability for cleaner, longer-lasting results with color. Can be added to any masque for a micro-tone service at the shampoo bowl. Achieve lasting control of unwanted warmth between color services for a durable solution, not just a quick fix.

#### AFFORDABLE

Over 200 services per bottle, costing less than \$0.20 per application in the average formula.

#### LIMITED-TIME INTRODUCTORY OFFER

Combined in ONE launch duo kit. Not just for any colorist – COLOR CONTROL universal color drops are for EVERY colorist! Discover why they're a must-have for every professional in the industry.

**Launch Duo Kit Salon Price \$70.40 | Salon Value \$88.00 | Salon Savings 20%  
Open Stock Salon Price \$44.00 each.**

Scheduled for a June launch in salons. This exciting launch duo kit saves 20% off the regular open stock price. Open Stock will be available to salons starting mid-July, 2024.

**Note** Salon pre-packaged product mix and savings are available in this launch kit only.



## BLONDING PERFECTION

Discover the ultimate solution for achieving stunning blondes with EuforaColor! Whether you're aiming for Strawberry, Butter Beige, Honey, Bronde, or even Platinum tones, we offer everything you need to perfect your blonde look. Get ready to elevate your blonde game with EuforaColor – it's time to GET YOUR BLONDE RIGHT!

Experience this exclusive opportunity to explore our limited-time offer featuring essential tools for creating a comprehensive blanding portfolio. This specially curated kit provides an ideal introduction to the captivating realm of EuforaColor, designed for colorists eager to achieve flawless blanding results.

### PURCHASE

one each of the following items at 20% off regular salon prices:

#### EuforaColor Low Ammonia Shades

9.01/9NA Very Light Natural Ash Blonde	3.4 Fl. Oz. 100 mL
9.32/9GV Very Light Beige Blonde	3.4 Fl. Oz. 100 mL
12.12/12AV Ultra Light Ash Violet Blonde	3.4 Fl. Oz. 100 mL
Clear Booster Lift	3.4 Fl. Oz. 100 mL

#### EuforaColor No Ammonia Shades

8.3/8G Light Golden Blonde	3.4 Fl. Oz. 100 mL
8.32/8GV Light Beige Blonde	3.4 Fl. Oz. 100 mL
8.4/8C Light Copper Blonde	3.4 Fl. Oz. 100 mL
10.12/10AV Lightest Ash Violet Blonde	3.4 Fl. Oz. 100 mL
10.3/10G Lightest Golden Blonde	3.4 Fl. Oz. 100 mL
10.32/10GV Lightest Beige Blonde	3.4 Fl. Oz. 100 mL
Clear Shine Dilute	3.4 Fl. Oz. 100 mL

#### AloeLITE Lightener

Cream Lightener	8.81 Oz. 250 g
Blue Bleaching Powder	17.6 Oz. 500 g
9 Level Blue Lightener	17.6 Oz. 500 g

#### COLOR CONTROL

BLUE universal color drops	1.69 fl oz 50 ml
PURPLE universal color drops	1.69 fl oz 50 ml

### RECEIVE FREE

one each:

Toning Solution Developer Volume 5 - 1.5%	33.8 Fl. Oz. 1L
Universal Cream Developer Volume 10 - 3%	33.8 Fl. Oz. 1L
Universal Cream Developer Volume 20 - 6%	33.8 Fl. Oz. 1L
Universal Cream Developer Volume 30 - 9%	33.8 Fl. Oz. 1L
Plus a comprehensive Blanding formula guide.	

**Salon Price** | **Salon Value** | **Salon Savings 30%**

Scheduled for a June launch in salons.



**Note** Salon pre-packaged product mix and savings are available in this launch kit only.