



COLOR DEFENCE

List Price 100% Markup | June 2023

color maintenance system

PRODUCT CODE	PRODUCT DESCRIPTION	SIZE	WHOLESALE (ex GST)	WHOLESALE (inc GST)	ESIT. RP (inc GST)
COLOR DEFENCE VIVIDS COLOUR SHAMPOO					
	Absolute Violet Shampoo	250ml	23.86	26.50	53.00 RRP
	Electric Blue Shampoo	250ml	23.86	26.50	53.00 RRP
	Emerald Green Shampoo	250ml	23.86	26.50	53.00 RRP
	Flashy Fuschia Shampoo	250ml	23.86	26.50	53.00 RRP
	Juicy Orange Shampoo	250ml	23.86	26.50	53.00 RRP
	Lemon Yellow Shampoo	250ml	23.86	26.50	53.00 RRP
	Ruby Red Shampoo	250ml	23.86	26.50	53.00 RRP
	Prescription Vivid Fill*	200ml	18.65	20.52	47.50 RRP
COLOR DEFENCE VIVIDS COLOUR SHAMPOO SALON					
	Absolute Violet Shampoo	1000ml	81.82	90.00	
	Electric Blue Shampoo	1000ml	81.82	90.00	
	Emerald Green Shampoo	1000ml	81.82	90.00	
	Flashy Fuschia Shampoo	1000ml	81.82	90.00	
	Juicy Orange Shampoo	1000ml	81.82	90.00	
	Lemon Yellow Shampoo	1000ml	81.82	90.00	
	Ruby Red Shampoo	1000ml	81.82	90.00	
COLOR DEFENCE VIVIDS COLOUR RE-HYDRATOR					
	Absolute Violet Rehydrator	250ml	26.82	29.50	59.00 RRP
	Electric Blue Rehydrator	250ml	26.82	29.50	59.00 RRP
	Emerald Green Rehydrator	250ml	26.82	29.50	59.00 RRP
	Flashy Fuschia Rehydrator	250ml	26.82	29.50	59.00 RRP
	Juicy Orange Rehydrator	250ml	26.82	29.50	59.00 RRP
	Lemon Yellow Rehydrator	250ml	26.82	29.50	59.00 RRP
	Ruby Red Rehydrator	250ml	26.82	29.50	59.00 RRP
	Prescription Vivid Re-hydrator Fill*	200ml	26.55	29.50	49.50 RRP
COLOR DEFENCE VIVIDS COLOUR RE-HYDRATOR SALON					
	Absolute Violet Rehydrator	1000ml	87.27	96.00	
	Electric Blue Rehydrator	1000ml	87.27	96.00	
	Emerald Green Rehydrator	1000ml	87.27	96.00	
	Flashy Fuschia Rehydrator	1000ml	87.27	96.00	
	Juicy Orange Rehydrator	1000ml	87.27	96.00	
	Lemon Yellow Rehydrator	1000ml	87.27	96.00	
	Ruby Red Rehydrator	1000ml	87.27	96.00	

* Note mark up's on prescription shampoo and re-hydrators

Prescription shampoo and rehydrator 200ml markup 127%, including prescription bottle

Prescription shampoo and rehydrator 200ml refill markup 165%