



SURFACE[®]
HAIR HEALTH ART

Salon Planner

Jan - June 2024



Surface[®]
HAIR HEALTH ART

SALON SNAPSHOT JAN-JUNE

PROMOTION & SERVICE CALENDAR 2024

JAN - FEB

MAR - APR

MAY - JUNE

NEW LAUNCHES

Awaken Blow-Dry Foam
NEW Scalp Massager Brush (LIMITED EDITION)

Curls Replenish
Leave-In Conditioner

FEATURED PROMOTIONS

- Annual Awaken Salon Intro
- Awaken Mix & Match Promo
- Save On Awaken Therapy Kits
- Awaken Scalp Detox Sale - JAN ONLY

- Annual Blowout Salon Intro Offer
- Blowout Mix & Match Promo
- Surface Arbor Day! Purchase 6 Oils & receive 1 FREE 8oz Bassu Oil

- Annual Curls Salon Intro Offer
- Curls Mix & Match Promo
- Save On Curls Trio Box Sets

OTHER PROMOTIONS

- Annual Liter Sale Savings. Includes ECAS
- Buy 1 get 1 50% OFF Lightener- Pure Blonde & Ultra Lift

- March only - Save On Blowout Primer, Blowout Memory Foam
- April Only- Styling Mix & Match Sale

- FREE 30vol ECA with Pure Blonde Ultra Lift Charcoal Lightening Powder
- Save On Surface Masques
- MAY ONLY- FREE ECA, with purchase of 6 Pure Colors
- Liter Pre-Commitments May 1-30



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HAIR HEALTH ART

1H NEW INNOVATION

JANUARY

Awaken Blow-Dry Foam



MAY

Curls Replenish Leave-in Conditioner





JAN-FEB DISCOVERY ROADMAP

SERVICE:

- Awaken Scalp Facial Service
- Buy 1 get 1 50% OFF Lightener- Pure Blonde & Ultra Lift



RETAIL:

- NEW Awaken Blow Dry Foam
- NEW Scalp Massager Brush - LIMITED EDITION
- Annual Awaken Salon Intro
- Awaken Mix & Match Promo
- Save On Awaken Therapy Kits
- Scalp Detox Savings JAN ONLY
- Annual Liter Sale Savings. Includes ECAS



STYLIST DEVELOPMENT:

[Click Here to learn
Awaken Scalp Facial Treatment](#)



[Click Here to learn
Awaken Blow Dry Foam](#)



[CLICK HERE
to Learn Awaken Scalp Detox](#)



 [CLICK HERE
to become certified in Awaken](#)



 [CLICK HERE
to become certified in Pure Color](#)



BUSINESS DEVELOPMENT:

VIRTUAL CLASSROOM:

1.8 & 2.5 - Awaken Your Scalp, Rejuvenate Your Hair

1.15 & 2.12

10am Naturally Surface Product Knowledge
12pm Intro To Pure Color

1.22 & 2.19 - Creating with Pure Color

2.26 - Advocate Program 'Live' Mar/Apr planning





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AWAKEN BLOW-DRY FOAM

NEW INNOVATION JAN 2024

THICKEN. CONTROL. SHAPE.

WHY?

From fine to luxurious hair with protective, thickening botanicals



KEY DISCOVERY POINTS:

- Lightweight & flexible hold blow-dry foam
- Double the diameter of each hair strand with thickening botanical fibers
- Maximum heat protection & conditioning for fine fragile hair
- Plastic and propylene glycol FREE

DOWNLOAD



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in-salon sign](#)

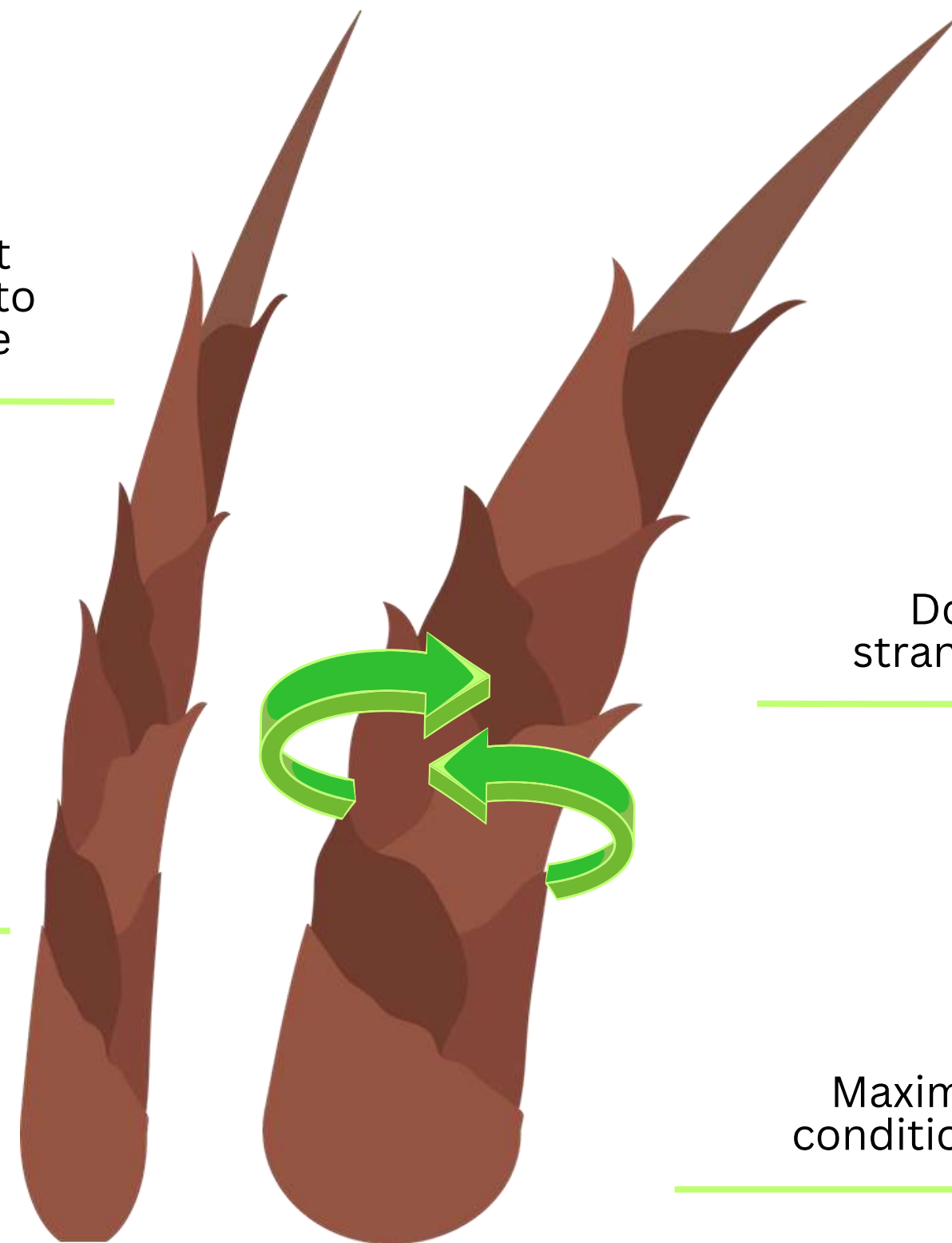




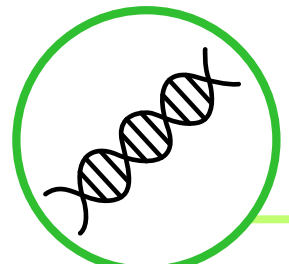
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AWAKEN BLOW-DRY FOAM

NEW INNOVATION JAN 2024



Pro- vitamin B-5 adds extra heat protection, conditioning & shine to the cuticle and seals in moisture

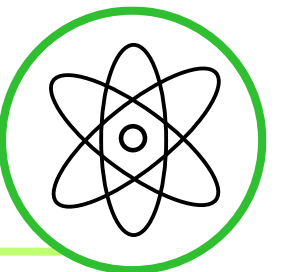


Amaranth Protein strengthens fine fragile hair and provides color protection

Lightweight & flexible hold



Double the diameter of each hair strand with thickening botanical fibers



Maximum heat protection & conditioning for fine fragile hair





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AWAKEN BLOW-DRY FOAM

NEW INNOVATION JAN 2024

Before & After



Before & After



THICKEN. CONTROL. SHAPE.

WHAT IT IS? Light weight blow-dry foam.

WHAT IT DOES? Thicken and protect fine and fragile hair while blow drying with flexible medium hold.

HOW IT WORKS? Light to the touch, yet rich in thickening and protective botanicals. This botanical blend of Amaranth Protein, Pro- vitamin B-5 and Ceramide NP interlock together and wrap around the hair strand. This blend creates a thicker hair strand with flexible styling control and specialized protection from heat and environmental damage.

HOW TO USE IT? Pump Awaken Blow-dry Foam into your hands and spread from root to ends on damp hair and blow-dry style.

WHO IS IT FOR? Who is it for? Fine/Fragile hair types wanting light weight, flexible hold with thicker, fuller hair and maximum protection and condition while blow-drying.

PROBLEM IT SOLVES? Traditional foams use plastics which add weight and are drying to the hair. Awaken Blow-Dry Foam thickens and protects hair naturally for healthy, thicker looking hair.



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AWAKEN BLOW-DRY FOAM

NEW INNOVATION JAN 2024

Styling perfectly designed for fine fragile hair.

1

Wash & Condition hair with
Awaken Shampoo,
Conditioner/and or Masque



2

Apply
Awaken Mist
Leave-in Conditioner



3

Apply
Awaken Blow-Dry Foam
& Blowdry



4

Finish as desired





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REJUVENATE, EXFOLIATE & DETOX

JAN-FEB

MIX & MATCH

CHOOSE FROM:

- NEW! Awaken Blow Dry Foam
- CBD Soothing Salve
- Awaken Scalp Detox (Feb ONLY)
- Awaken Shampoo
- Awaken Conditioner
- Awaken Masque
- Awaken Elixir
- Awaken Therapeutic Treatment
- Awaken Mist
- Awaken Thickening Spray
- Awaken Styling Mousse
- Awaken Finishing Spray
- Awaken Texture Spray



Mix & Match any 6 Awaken products,
receive 1 Scalp Massager Brush FREE!



Awaken Therapy Kits

Save 20%



Includes:

- Awaken Shampoo
- Awaken Conditioner
- Awaken Elixir
- Awaken Treatment



[Click Here to learn
Awaken Scalp Facial Treatment](#)



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in-salon sign](#)





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AWAKEN SCALP DETOX

JAN ONLY

AWAKEN SCALP DETOX
25% OFF
JAN ONLY



(INCLUDED IN AWAKEN MIX & MATCH
OFFER FEB ONLY.)

SERVICE IDEA:

Complimentary Awaken Detox Treatment with any service
JAN ONLY + 25% OFF Detox take home product.

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WATCH NOW

[Click Here to learn
Awaken Scalp Detox](#)





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LITER SALE JAN-FEB

SAVE on all open stock liters – includes ECA's



Mix & Match Any 12 Liters

Receive 6 Surface Recycle Totes FREE!



SAVE UP TO 25%

- Awaken Shampoo
- Awaken Conditioner
- Bassu Shampoo
- Bassu Conditioner
- Bassu Masque
- Blowout shampoo
- Blowout Conditioner
- Curls Shampoo
- Curls Conditioner

- Purify Shampoo
- Trinity Shampoo
- Trinity Conditioner
- Trinity Repair Tonic
- Trinity Protein Cream
- Violet Shampoo
- Violet Conditioner

- 7vol Enzyme Cream Activator
- 20vol Enzyme Cream Activator
- 30vol Enzyme Cream Activator
- 40vol Enzyme Cream Activator

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BOGO LIGHTENER

FEB ONLY



Buy 1 Ultra Lift Charcoal Lightening Powder
GET 1 50% OFF

[CLICK 'HERE' TO LEARN
ULTRA LIFT](#)



Buy 1 Pure Blonde Lightening Powder
GET 1 50% OFF

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MAR-APR ROADMAP

SERVICE:

- Blowout High Gloss Rinse



RETAIL:

- Annual Blowout Salon Intro Offer
- Blowout Mix & Match Promo
- Surface Arbor Day Promos
- March only - Save On Blowout Primer, Blowout Memory Foam
- April Only- Styling Mix & Match Sale



STYLIST DEVELOPMENT:

[Click Here to learn Surface Blowout](#)



[CLICK 'HERE' TO LEARN BLOWOUT HIGH GLOSS RINSE](#)



BUSINESS DEVELOPMENT:

VIRTUAL CLASSROOM:

- 3.4 & 4.8** - Love Your Blowout Longer
- 3.11 & 4.15** -
10am Naturally Surface Product Knowledge
12pm Intro To Pure Color
- 3.19 & 4.22** - Creating with Pure Color
- 4.29** - Advocate Program 'Live' May/June planning





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BLOWOUT MIX & MATCH

MAR-APR

MIX & MATCH

CHOOSE FROM:

- Blowout Shampoo
- Blowout Conditioner
- Blowout Oil
- Blowout Primer
- Blowout Memory Foam
- Blowout Dry Shampoo Foam
- Blowout Gel Mousse
- Blowout Smoothing Balm
- Blowout Texture Spray
- Blowout Dry Oil Spray
- Blowout Hairspray
- Blowout Firm Hairspray



IN-SALON PROMOTION IDEAS

CREATE YOUR OWN BLOWOUT BUNDLE!
2 FOR _X_ PROMO
4 FOR _X_ PROMO

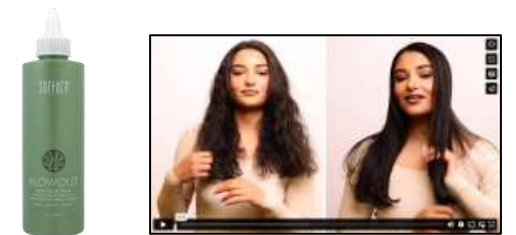
BLOWOUT HIGH GLOSS RINSE
TREATMENTS WITH ANY SERVICE \$__.



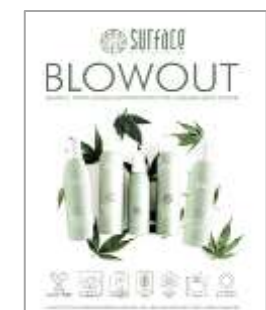
[Click Here to learn Surface Blowout](#)



[CLICK 'HERE' TO LEARN BLOWOUT HIGH GLOSS RINSE](#)



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Arbor Day Foundation



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ARBOR DAY MAR & APR

FOR EVERY BOTTLE OF BASSU OIL, BASSU GOLD & BLOWOUT PROTECTIVE OIL SOLD, SURFACE WILL PLANT 1 TREE FOR THE ARBOR DAY FOUNDATION

77,000 TREES PLANTED SINCE 2016

[ARBOR DAY VIDEO 2023 on Vimeo](#)



MIX & MATCH OFFER
Buy 1 Oil, get 1 Oil 50% OFF

BONUS OFFER:
BUY 8 MIX & MATCH OILS
GET 1 8oz BASSU OIL FREE

Choose from:

- Bassu Hydrating Oil
- Bassu Gold Oil
- Blowout Protective Hair & Body Oil



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ARBOR DAY MAR & APR OIL LEARNING GUIDE



BASSU HYDRATING OIL



- FINE TO MEDIUM HAIR
- WEIGHTLESS OIL
- ❖ BABASSU OIL BASED
 - Ultimate Free Radical Fighter
 - Following Hair Color
 - Treat Skin Irritations
 - Shine & Condition
 - Use Wet & Dry

BLOWOUT PROTECTIVE HAIR & BODY OIL



- HEAT PROTECT ALL HAIR TYPES TO 450°
- LIGHTWEIGHT OIL
- ❖ HEMP SEED OIL BASED
 - Style Memory & Heat Protection
 - Protect Skin & Hair
 - Deep Moisturize Hair & Skin
 - Shine & Condition
 - Use Wet & Dry

BASSU GOLD HYDRATING OIL



- MEDIUM TO COARSE HAIR
- MEDIUM WEIGHT OIL
- ❖ ARGON & CARROT SEED OIL
 - Soften Hair
 - Deep Shine
 - Condition
 - Protect
 - Use Wet & Dry

WHAT'S THE DIFFERENCE? BASSU GOLD & BASSU OIL



Bassu Oil and Bassu Gold

WHAT IS BLOWOUT PROTECTIVE OIL?





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THERMAL STYLING SALE

30% OFF - MARCH ONLY

CHOOSE FROM:

- Blowout Primer
- Blowout Memory Foam
- Violet Blow Dry Cream



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PRIMER

- Style Memory
- Heat Protect
- Light Weight
- Fast Drying

[CLICK 'HERE' TO LEARN BLOWOUT PRIMER](#)



MEMORY FOAM

- Volume
- Control
- Shine

[CLICK 'HERE' TO LEARN BLOWOUT MEMORY FOAM](#)



BLOW DRY CREAM

- Brighten
- Smooth
- Protect



SPRING STYLING SALE

MIX & MATCH - APRIL ONLY



MIX & MATCH CHOOSE ANY 2

- Crave Styling Paste
- Taffy Spray Wax
- Awaken Texture Spray
- Curls Frizz Free Spray Gel



MIX & MATCH CHOOSE ANY 2

- Theory Finishing Spray
- Texture Paste
- Push Powder
- Taffy Whip 4oz

CREATE YOUR OWN STYLE BUNDLE!
2 FOR _X_ PROMO
4 FOR _X_ PROMO

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MAY-JUNE ROADMAP

SERVICE:

- Curls Bake Treatments
- Color Clarity Shine Treatments
- FREE 30vol ECA with Pure Blonde Ultra Lift Charcoal Lightening Powder
- FREE 7vol or 20vol ECA with 6 Pure Colors - MAY ONLY



RETAIL:

- **NEW** Curls Replenish Leave-In Conditioner
- Annual Curls Salon Intro Offer
- Curls Mix & Match Promo
- Save On Curls Trio Box Sets
- Save On Surface Masques
- Liter Pre-Commitments May 1-30



STYLIST DEVELOPMENT:

CLICK HERE TO LEARN
New Curls Replenish
Leave-In Conditioner
(VIDEO RELEASE APRIL 2024)



[Click Here to learn
Surface Curls Bake Treatment](#)



[CLICK HERE
to become certified in
Surface Curls](#)



BUSINESS DEVELOPMENT:

VIRTUAL CLASSROOM:

5.6 & 6.3 - Love Your Curls Longer

5.13 & 6.10 -
10am Naturally Surface Product Knowledge
12pm Intro To Pure Color

5.20 & 6.17 - Creating with Pure Color

6.24 - Advocate Program 'Live' May/June planning





CURLS REPLENISH LEAVE-IN CONDITIONER

NEW INNOVATION MAY 2024

Before & After



Before & After



WHY?

Beyond conditioning
for all curl types

MOISTURIZE. DETANGLE. PROTECT.

KEY DISCOVERY POINTS:

- Replenish Curls with the ultimate fatty acids, antioxidants & amino acid blend of Cocoa Butter, Babassu Seed Oil and Glycoprotein.
- Multitasking leave-in conditioner for all curly & textured hair types! Moisturize, detangle, heat protect, de-frizz, shine, strengthen, and soothe!
- Plastic and propylene glycol FREE.





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CURLS REPLENISH LEAVE-IN CONDITIONER

NEW INNOVATION MAY 2024



WHY?

Beyond conditioning
for all curl types

MOISTURIZE. DETANGLE. PROTECT.

WHAT IT IS? A multitasking leave-in conditioner for curly and textured hair types.

WHAT IT DOES? Moisturize, detangle, heat protect, de-frizz, shine, strengthen, and soothe curly and textured hair types.

HOW IT WORKS? Cocoa Butter, Babassu Seed Oil and Glycoprotein replenish curls with the ultimate, fatty acid, antioxidant, and amino acid blend. Babassu Oil carries moisture rich fatty acids and strengthening amino acids into and onto curls while sealing hair with the ultimate antioxidant protection.

HOW TO USE IT: Mist into damp hair prior to detangling. Use with every wash.

WHO IS IT FOR? All curly, and textured hair types who desire daily moisturized, detangled, and healthy hair.

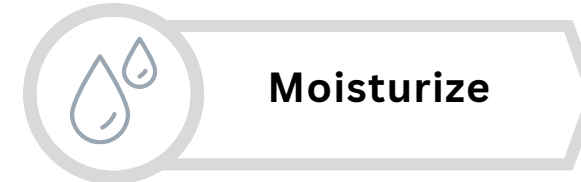
PROBLEM SOLVED? Many leave-in conditioners use plastics and propylene glycol to make hair smooth and shiny, however these ingredients are drying to curls and over time creating more damage. Curls Replenish Leave-in Conditioner is the answer for healthy curls naturally.



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CURLS REPLENISH LEAVE-IN CONDITIONER

NEW INNOVATION MAY 2024



Moisturize



Detangle



Heat Protect



De-Frizz



Strengthen



Soothe



Shine



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CURLS REPLENISH LEAVE-IN CONDITIONER

NEW INNOVATION MAY 2024

1

Wash hair with
Curls Shampoo
OR Cleansing Cream



2

Apply Curls Conditioner or
Masque, leave on 60
seconds & rinse



3

Apply
Curls Replenish
Leave-In Conditioner



4

Style as desired





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SPRING INTO CURLS MAR-APR

MIX & MATCH

CHOOSE FROM:

- NEW - Curls Leave-In Conditioner
- Curls Oil Gel 6oz
- Curls Cleansing Cream 9oz
- Curls Shampoo 10oz
- Curls Conditioner 6oz
- Curls Serum 1.7oz
- Curl Whip Mousse 5.5oz
- Curls Firm Mousse 8oz
- Curls Cream Wax 4oz
- Curls Frizz Free Spray Gel 4oz
- Curls Smoothing Cream 7oz
- Curls Finishing Spray 10oz
- *Curls Masque (not included. Refer to Masque Sale)*



CURLS TRIO BOX SET SAVE 20%



INCLUDES:
Curls Shampoo 10oz
Curls Conditioner 6oz
Curl Whip Mousse 5.5oz



[Click Here to learn
Surface Curls Bake Treatment](#)



[CLICK HERE
to become certified in
Surface Curls](#)



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SURFACE MASQUES

SAVE 25% MAY/JUNE



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ALL PROMOTIONS ARE SUBJECT TO CHANGE AT ANY TIME. PLEASE REFER TO DISTRIBUTOR MONTHLY PROMOTIONAL SHEET FOR PRICING AND CONFIRMATION.



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SUMMER BLONDING & TONING

MAY ONLY

Free 7vol or 20vol ECA
with 6 Pure Colors



MAY & JUNE

ULTRA LIFT + 30VOL

FREE 30VOL ECA WITH PURCHASE OF 1 TUB PURE
BLONDE ULTRA LIFT CHARCOAL LIGHTENING POWDER



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LITER SALE PRE-COMMITMENTS

MAY 1 - 30

Mix & Match 30 Liter Duos or 60 Singles, receive 1 Surface Shear Of Choice!

Choose from: 5.75" Swivel, 6" Contour Swivel, 7" Swivel, 7" Diamond Contour, RZ Fine Texturizing Swivel Blender, RZ Texturizing Swivel Blender, Notch 16 Swivel

DUOS 25% OFF



- AWAKEN
- BASSU
- BLOWOUT
- CURLS
- TRINITY
- VIOLET

DUOS 20% OFF



- Trinity Shampoo
- Trinity Conditioner
- Trinity Repair Tonic
- Trinity Protein Cream
- Bassu Shampoo
- Bassu Conditioner
- Bassu Masque
- Awaken Shampoo
- Awaken Conditioner
- Curls Shampoo
- Curls Conditioner
- Violet Shampoo
- Violet Conditioner
- Purify Shampoo
- Blowout Shampoo
- Blowout Conditioner

DOWNLOAD



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Mix & Match 30 Liter Duos or 60 Singles, receive 1 Surface Shear Of Choice!

CHOOSE FROM:

5.75" Swivel, 6" Contour Swivel, 7" Swivel, 7" Diamond Contour, RZ Fine Texturizing Swivel Blender, RZ Texturizing Swivel Blender, Notch 16 Swivel



NOTCH 16 SWIVEL SHEAR

- Oval Swivel Thumb for perfect fi & control
- Ergonomic Control & balance
- 16 Deep Groves for easy hair release
- Ultimate Texture



RZ FINE SWIVEL BLENDER

- Oval Swivel Thumb for perfect fi & control
- Ergonomic Control & balance
- Soft Blunt Texture
- Great for Fringe & Short Hair Blending on Fine Hair



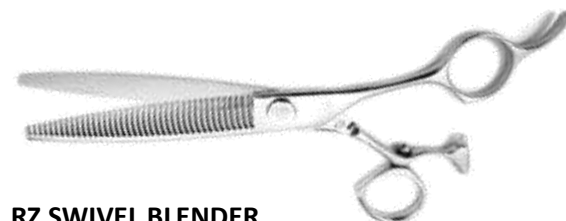
5.75" SWIVEL SHEAR

- Oval Swivel Thumb for perfect fi & control
- 5.75" Provides Perfect Length for Creativity
- Easy Touch Pivot Control for Stylist Cutting Preference



DIAMOND CONTOUR SHEAR 6.75"

- Contour Grip Provides Ergonomic Control
- 6.75" Provides Perfect Length for Creativity
- Easy Touch Pivot Control for Stylist Cutting Preference



RZ SWIVEL BLENDER

- Razors Edge with curved shaped separation teeth.
- Cuts a tapered 'Razored' edge
- Blends to a soft blended look
- Oval Swivel Thumb for perfect fi & control
- Ergonomic Control & balance



CONTOUR SHEAR 6"

- Contour Grip Provides Ergonomic Control
- 6.75" Provides Perfect Length for Creativity
- Easy Touch Pivot Control for Stylist Cutting Preference



7" SWIVEL SHEAR

- Oval Swivel Thumb for perfect fi & control
- 7" Provides Perfect Length for Creativity
- Easy Touch Pivot Control for Stylist Cutting Preference