

SURFACE™

H A I R H E A L T H A R T

NOV/DEC SALON GAME PLAN

- ✓ INNOVATION New! Blowout High Gloss Rinse
- ✓ DISCOVER Winter Hair Hydration & Shine
- ✓ PROMOTIONAL PLANNING Maximize this Holiday Season



Visit Surface U and learn about our newest innovation
Blowout High Gloss Rinse



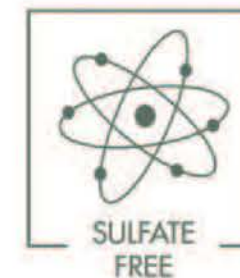
HOW MANY OF YOUR GUESTS DESIRE SOFTER, SHINIER HAIR?



New!

BLOWOUT HIGH GLOSS RINSE

- ◆ GLASS LIKE BLOWOUT
IN 30 SECONDS
- ◆ HEAT PROTECTION UP
TO 450°
- ◆ SOFTEN & SMOOTH





SURFACE
HAIR HEALTH ART

BLOWOUT HIGH GLOSS RINSE IN-SALON OR AT HOME TREATMENT

KEY DISCOVERY POINTS:

- Wraps hair with Sugar Crystals for a glass like blowout
- Instantly shine, smooth & soften with Rice Protein
- 30 second in-salon or at home treatment
- Provides heat protection, moisture and style memory
- FREE OF Propylene Glycol
- For all hair types



LEARN MORE ▲

1



Wash hair with Blowout Shampoo & Conditioner.

2

Squeeze out excess moisture.

3



Drench hair with High Gloss Rinse.

4

Leave 30 seconds and rinse.

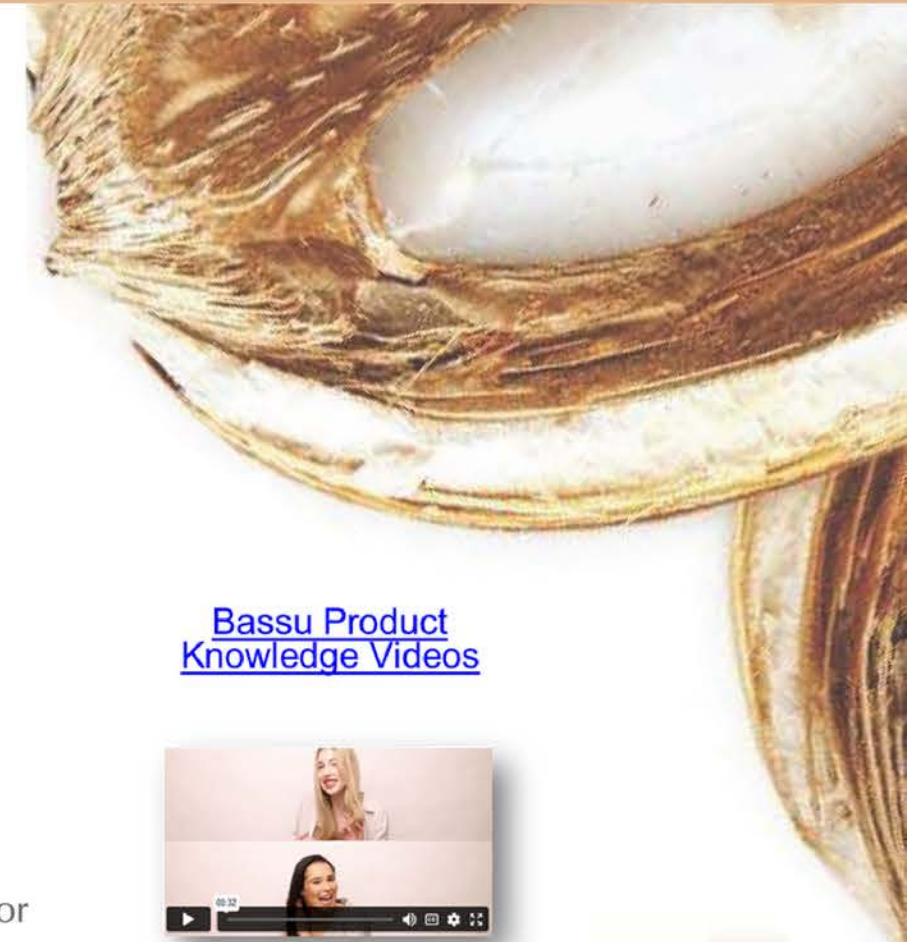
5

Style as desired.



BEFORE

BASSU[®] ORGANIC MOISTURE AND SHINE



MOISTURE SHAMPOO

- Cleanse
- Sulfate Free
- Repair
- Shine
- Control
- Protects Color
- Luxurious Lather



MOISTURE CONDITIONER

- Soften
- Shine
- Detangle
- Control
- Protects Color
- Humidity Resistant



MOISTURE MASQUE

- Life for Dry Hair
- Maximum Moisture
- Use Post Color & Lightening
- Protects Color
- Sun & Environment Protection



SHINE SPRAY

- Shine
- Detangle
- Finish
- Protects Color
- Use Wet/Dry

[Bassu Product Knowledge Videos](#)



MOISTURE MIST

- Moisturize
- Detangle
- Soothe
- Protect



MOISTURIZING OIL

- Intensify Shine
- Use Wet/Dry
- Leave-In After Color
- Protects Color
- Soften
- Define Style



MOISTURIZING GOLD OIL

- Normal to Coarse Hair
- Intensify Shine
- Protects Color
- Soften
- Define Style
- Free of Artificial Color



STAR PRODUCT

BASSU MOISTURE BOND LEAVE IN TREATMENT



- INSTANT BONDING
- CREAM TO OIL TECHNOLOGY
- RICE PROTEIN SMOOTHS HAIR
- FOR BLEACHED, DRY AND DAMAGED HAIR



RICE PROTEIN



BABASSU

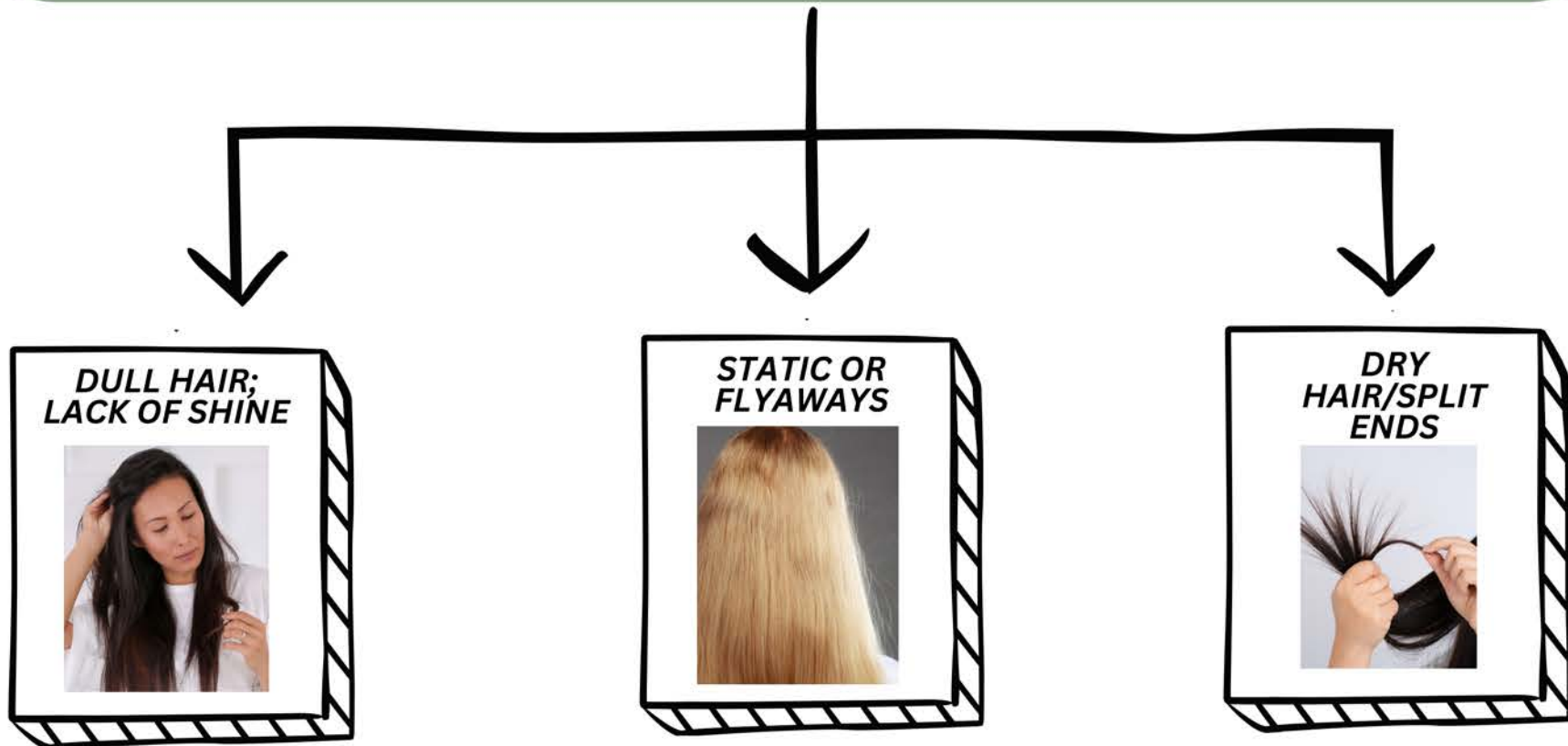


MORINGA

SURFACE 5 KEYS TO SUCCESS: #4 Guests Look Great at Home



What hair challenges are most common for your guests in Fall/Winter?



SURFACE SOLUTION

BLOWOUT
HIGH GLOSS RINSE

SURFACE SOLUTION

BASSU
MOISTURE MIST AEROSOL LEAVE-IN CONDITIONER

SURFACE SOLUTION

BASSU
MOISTURE BOND
LEAVE-IN TREATMENT

PRIMARY PROMOTION - Winter Hair Hydration.
Bassu 2 for \$62 USA/ \$64 CAD



SERVICE PROMOTION - Complimentary Blowout High Gloss Rinse Services with all hair services.
Awareness display - take-home opportunity at front desk.



FULL-CIRCLE PROMOTION



Download Your Monthly Signage at Surfacehair.com/professionals

RETAIL

1. AWARENESS CAMPAIGN - New Blowout High Gloss Rinse!
2. BASSU MIX & MATCH
3. HOLIDAY BOX SETS & MINI BAR



SERVICE

BLOWOUT HIGH GLOSS RINSE 'SERVICE GIFTING'



SURFACE BLOWOUT HIGH GLOSS RINSE
IN-SALON OR AT HOME TREATMENT

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LEARN MORE ▲

1 Wash hair with Blowout Shampoo & Conditioner. 2 Squeeze out excess moisture. 3 Drench hair with High Gloss Rinse. 4 Leave 30 seconds and rinse. 5 Style as desired.

'CLICK HERE' TO LEARN HOW-TO Blowout High Gloss Rinse



BUSINESS DEVELOPMENT

YEAR-END ASSESSMENTS & 2024 GOAL SETTING
How was your 2023? What will your focus be going in to 2024?
[Join us for a Preview Event on Monday Dec 11th 2023!](#)



STYLIST EDUCATION

VIRTUAL CLASSROOM:

- 11.6 Bassu - Love Your Moisture Longer
- 11.13 & 12.4 - Naturally Surface Product Knowledge
- 11.27 - Learn About Surface Hair Color
- 10am Intro To Pure Color
- 12pm Grey Coverage + Blending & Toning
- 2pm Creating with Pure Color

REGISTER NOW
CLICK HERE
<https://surface-education.ticketleap.com>



[Bassu Product Knowledge Videos](#)



OCT - DEC 2023

merry



surface®

HAIR HEALTH ART

holiday



Awaken Therapeutic

Awaken Shampoo
Awaken Conditioner
FREE Awaken Scalp Detox



Surface Blowout

Blowout Protective Oil
Blowout Smoothing Balm



Bassu Moisture

Bassu Shampoo
Bassu Hydrating Masque
FREE Bassu Moisture Bond



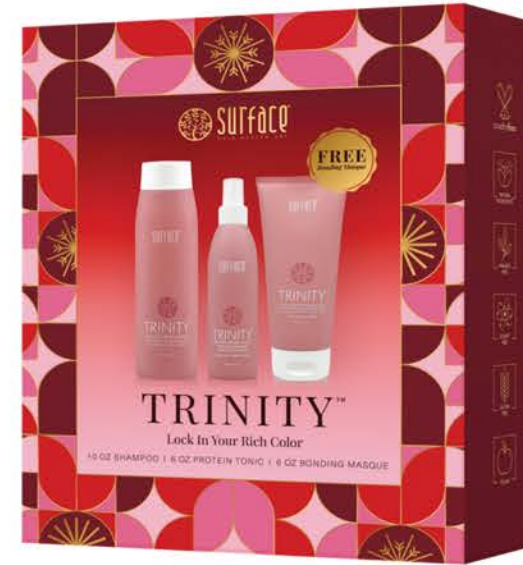
Surface Violet

Violet Shampoo
Violet Conditioner



Surface Curls

Curls Shampoo
Curls Conditioner
FREE Curls Oil Gel



Trinity Color Care

Trinity Shampoo
Trinity Protein Tonic
FREE Color Bonding Masque

Mix & Match any 24
Surface Holiday sets

Get 12 FREE
Blowout Gel Mousse 1.8oz



FREE BLOWOUT GEL MOUSSE MINIS MUST BE
ADDED TO INVOICE WITH HOLIDAY BOX SETS



holiday surface® mini bar

HAIR HEALTH ART

CHOOSE FROM:

- Taffy Whip 2oz
- Awaken Shampoo 2oz
- Awaken Conditioner 2oz
- Curls Shampoo 2oz
- Curls Conditioner 2oz

