



# SURFACE™

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

## SEPT/OCT SALON GAME PLAN

- ✓ DISCOVER Trinity for Trending Fall Color
- ✓ PROMOTIONAL PLANNING Love Your Color Longer Promotion
- ✓ MAXIMIZE Your Surface Holiday NOW!!!



Visit Surface U to watch the Sept/Oct Planning Video from the Surface Advocate Program - available AUGUST 28th 2023

# FALL CAMPAIGN: *Love Your Color Longer*

## What color trends do you see transitioning guests' hair from Summer to Fall?



10V+10NA+9N  
@artistry.by.nicole

6C Base, 8C Overlay  
@alisha.meraki

4N +5R+5G+5C  
@hairbyjammie904

*Excite your guests for Fall with themed names for your color overlays and toners*



Share your favorite Fall Pure Color formulas with us  
@surfacehairhealth



Scan or click here for  
videos on Pure Color!

## Full Circle Promotion

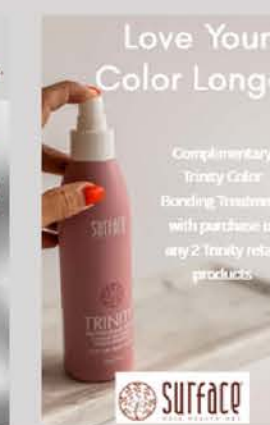
### SERVICE

Trinity Color Bonding Treatment with all Color services



### RETAIL

1. Trinity Mix & Match
2. Complimentary in-salon Color Bonding Treatment with purchase of 2 Trinity products



Download Your Monthly Signage at [Surfacehair.com/professionals](http://Surfacehair.com/professionals)

### STYLIST EDUCATION

#### VIRTUAL CLASSROOM:

- 9.11 Trinity - Love Your Color Longer
- 9.18 Naturally Surface Product Knowledge
- 9.25 & 10.2
- 10am Intro To Pure
- 12pm Grey Coverage + Blonding & Toning
- 2pm Creating with Pure Color

['CLICK HERE' TO LEARN HOW-TO Trinity Color Bonding IN-SALON Treatment](#)



### BUSINESS DEVELOPMENT

Certify your staff and promote your salon as Pure Color Certified!

['CLICK HERE' TO BECOME CERTIFIED IN PURE COLOR](#)



# TRINITY Product Knowledge + In-Salon Service



## SHAMPOO

- Cleanse
- Locks In Color
- Sulfate Free
- Repair
- Shine



## CONDITIONER

- Locks In Color
- Repair
- Detangle
- Shine



## DRY SHAMPOO

- Cleanse
- Condition
- Refresh
- Shine
- Residue Free



## PROTEIN CREAM

- Smooth
- Strengthen
- Shine
- Detangle
- Soften
- Protect



## REPAIR TONIC

- Repair
- Protect
- Seals Color
- Style Control



## COLOR BONDING MASQUE

- Color Bond
- Color Retention
- Repair
- Shine
- Condition



## ONE SHOT

- Reconstruct
- Repair
- Bond Build
- Strengthen

# TRINITY COLOR-BONDING TREATMENT

Before



After



### Step 1. Trinity Shampoo



Apply 2 Lathers Trinity Shampoo, Rinse

### Step 2. Trinity Color Bonding Masque



Apply Trinity Color Bonding Masque Leave 60 seconds, rinse.

### Step 3. Trinity Repair Tonic



Mist Trinity Repair Tonic 15-20 Sprays

### Step 4. Trinity One Shot



Apply 1/3 Tube Trinity One Shot

### Step 5. Bassu Oil



Stream In Bassu Oil

### Step 6. Trinity Color Bonding Masque



Apply a pea size of Trinity Color Bonding Masque Leave In Do Not Rinse Blow dry into the hair





# TRINITY<sup>™</sup>

LOVE & KEEP YOUR COLOR LONGER

MIX & MATCH



## At-Home Color Treatment



**STEP 1**  
PRE-SHAMPOO  
Mist Trinity Tonic  
throughout hair.



**STEP 2**  
Apply Trinity Bonding  
Masque all over.  
Leave 5+ min. Shampoo &  
Condition with Trinity.



**STEP 3**  
Apply Protein Cream or  
Tonic. Style as desired.

## SEPTEMBER ONLY

### THERMAL PROTECTANTS 30% OFF

Blowout Memory Foam

Blowout Gel Mousse

Blowout Smoothing Balm

### 'PRODUCT OF THE MONTH' DISPLAY

Thermal Protecting Stylers



- Style Memory
- Ultimate Smoothing
- Great for Thick to Coarse Hair



- Flexible Volume
- Light Hold
- Great for Fine to Medium Hair



- Maximum Volume
- Firm Flexible Hold
- Great for Bouncy Blowouts on All Textures

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 2oz



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





**SURFACE**  
**GLOBAL FORUM**  
ORLANDO 2023

*education. innovation. inspiration.*

**21-23 | Oct**

HILTON BUENA VISTA PALACE  
1900 E Buena Vista Drive  
Lake Buena Vista, FL

**REGISTER NOW!**



# NEW CLASS ADDED!!!



## *Business & Balayage*

**NEW CLASS ADDED! Monday October 23rd 1-3pm**

### **EXPERIENCE A NEW WORLD OF ULTIMATE BLONDING, TONING & LIVED IN COLOR**

Join us for an exciting and interactive hands-on session where you can learn the best of both worlds.... 'Business & Balayage'.

Our session covers various topics including Surface treatments, new innovation products, and toning formulas to achieve maximum shine and condition along with tips for elevating service and retail sales with guest home hair care.

Experience the new ULTRA LIFT Lightner, Pure Color, and Level 10 Pearlescent Toners. Our experts will guide you through the process of using these products to achieve stunning hair colors. But our session is not just about learning the technical aspects of coloring hair. We also focus on 'Mastering Your Mindset' and learning the tools you need to succeed in building your balay business behind the chair.

Our ultimate goal is to help you achieve success in your career. With our expert guidance, you will gain the confidence to create beautiful hair colors and build a successful business. Join us for a hands-on experience that will take your skills to the next level.



**Register Here**

<https://surface-education.ticketleap.com/global-forum-2023/>