



SURFACE[®]
HAIR HEALTH ART

MAY/JUNE SALON GAME PLAN

- ✓ **PRODUCT KNOWLEDGE** Surface Curls
- ✓ **DISCOVER NEW!** Curls Replenish
- ✓ **PROMOTIONAL PLANNING** Spring Into Curls Promotion & Mother's Day Masque Sale



[CLICK HERE OR SCAN TO LEARN New Curls Replenish Leave-In Conditioner](#)
(VIDEO RELEASE APRIL 2024)

SURFACE CURLS *Love Your Frizz Free Hair*

KEY INGREDIENTS



CLEANSE & CONDITION



Curls Shampoo

- Cleanse
- Sulfate Free
- Moisturize



Curls Conditioner

- Moisturize
- Detangle
- Soften



Curls Whip Leave-In Conditioner

- Moisture
- Anti-Frizz
- Natural Control



Curls Masque

- Deep Moisture
- Repair
- Shine



Curls Cleansing Cream

- Condition
- Nourish
- Cleanse

STYLE SMOOTH OR CURLY



Curls Serum

- Shine
- Moisture
- Repair



Frizz Free Spray Gel

- Curly Or Smooth
- Use alone or Layer
- Humidity Resistant



Smoothing Cream

- Smooth Finish
- Shine
- Moisture



Oil Gel

- Define
- Shine
- Hold



Cream Wax

- Define
- Shine
- Texture



Firm Mousse

- Define
- Hold
- Shine



Curls Finishing Spray

- Define
- Hold
- Thermal Styling

NEW!

CURLS REPLENISH Leave-In Conditioner



Unlock the power of Cocoa Butter for healthy curls!

This luxurious formula moisturizes, detangles, and protects, embracing the power of botanical ingredients for healthy and beautiful curls.



- Moisturize
- Detangle
- Heat Protect
- De-frizz
- Shine
- Strengthen
- Smooth

CURLS Replenish

Key Ingredients



Cocoa Butter

Rich in Vitamin K,
hair's elasticity is
strengthened and
deeply
moisturized with
omega 3,6,9



Glycoproteins

AKA: Sugar Protein
Strengthens bonds,
smooths and repairs the
cuticle



Amaranth Protein

Flexible flower
protein safely rebuilds
and strengthens curls
from the inside out



Babassu Oil

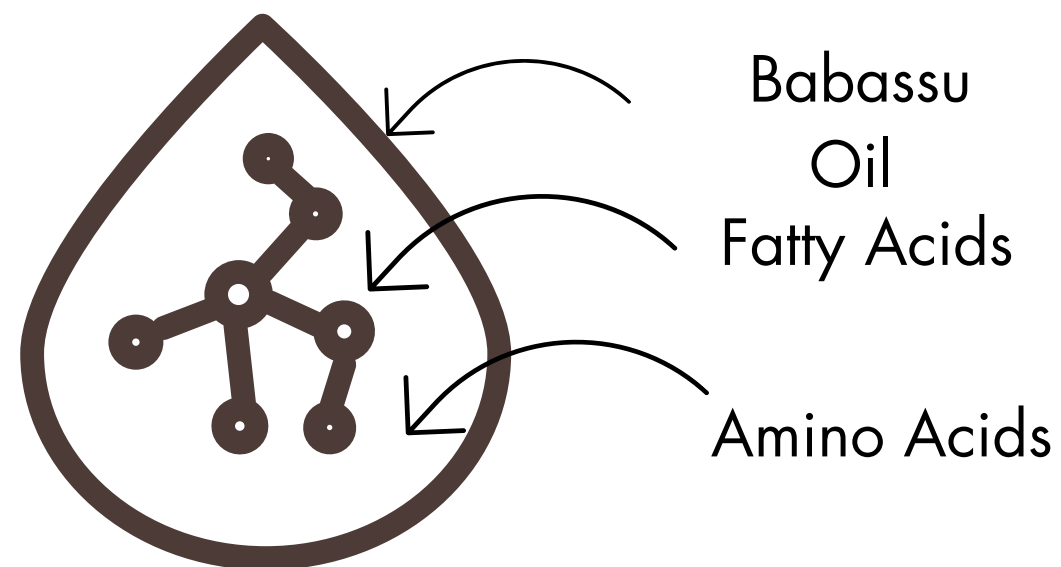
Light weight
penetrating oil with
an abundance of
antioxidants
delivers all nutrients
into and onto the hair

CURLS Replenish

HOW IT WORKS



Babassu Oil carries moisture rich **fatty acids** and **strengthening amino acids** of **Cocoa Butter, Glycoproteins,** and **Amaranth Protein** into and onto curls while sealing hair with the **ultimate antioxidant protection.**



Cocoa Butter contains high levels of Vitamin K
Delivering more stretch with less stress = bouncy, strong, healthy curls

CURLS Replenish



- LEAVE-IN CONDITIONER
- **Cream Spray Application**
- Rich Conditioning
- **Multitasks all conditioning needs for curls**
- Cutting lotion for curls
- **Does not give curls hold**

CURLS Whip Mousse



- LEAVE-IN CONDITIONER
- **Foam Mousse Application**
- Light weight conditioning
- **Detangles & Moisturizes**
- Forms curls for detail cutting
- **Gives curls natural hold**

Use either leave-in conditioner alone or pair together

Pro Tip:

Use Replenish first as your curly cutting lotion for luxurious detangle, condition and slip.

When detailing and finishing cut, apply Whip Mousse to form curl pattern.

THREE KEY TYPES OF PROMOTIONS

Surface Keys to Success #4:
Help Guests Look Great at Home!



1. PRIMARY PROMOTION

CURLS MIX & MATCH



2. PRODUCT OF THE MONTH

CURLS REPLENISH & CURLS BOX SETS



3. AWARENESS PROMOTION

MOTHER'S DAY MASQUE PROMOTION



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 TRIO BOX SET SAVE 20%

INCLUDES:

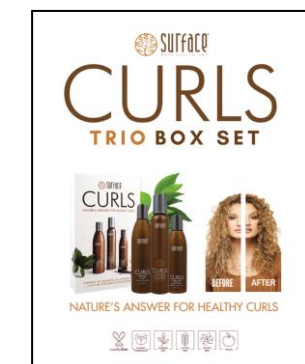
- Curls Shampoo 10oz
- Curls Conditioner 6oz
- Curl Whip Mousse 5.5oz



[Click Here to learn
the Curls Bake](#)

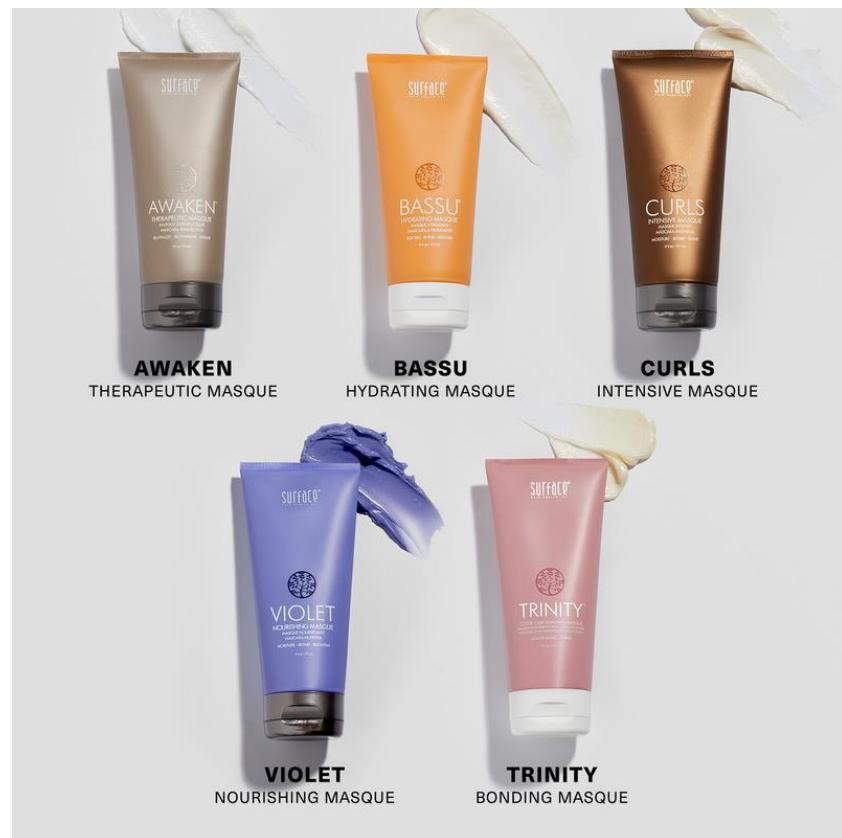


[Click Here to download
in-salon sign](#)



'PROMOS OF THE MONTH'

MAY ONLY - MASQUE SALE



20% off! CHOOSE FROM:
Awaken Therapeutic Masque
Bassu Hydrating Masque
Curls Intensive Masque
Violet Nourishing Masque
Trinity Bonding Masque

Perfect Feature for
Mother's Day!



Download Your Monthly Signage at
Surfacehair.com/professional-dashboard



PURE COLOR



MAY ONLY

Free 7vol or 20vol ECA w/
purchase of 6 Pure Colors



MAY & JUNE

Ultra Lift + 30vol ECA

Free 30vol ECA w/ purchase
of 1 tub Pure Blonde Ultra Lift
Charcoal Lightening Powder



MAY/JUNE ROADMAP: FULL-CIRCLE PROMOTION



SERVICE



- CURLS BAKE
- COLOR CLARITY SHINE TREATMENTS



[Click Here to learn the Curls Bake](#)

RETAIL

1. PRIMARY PROMOTION - Curls Mix & Match
2. PRODUCT OF THE MONTH - New Curls Replenish & Curls Trio Box Set
3. MASQUE SALE

 Download Your Monthly Signage at Surfacehair.com/professional-dashboard OR SCAN QR CODE BELOW!



STYLIST EDUCATION

VIRTUAL CLASSROOM:

5.6 & 6.3 - Love Your Curls

5.13 & 6.10

11am Naturally Surface Product Knowledge

12pm Intro To Pure Color

5.20 & 6.17 - Creating with Pure Color

6.24 - Advocate Program 'Live' July/August Planning

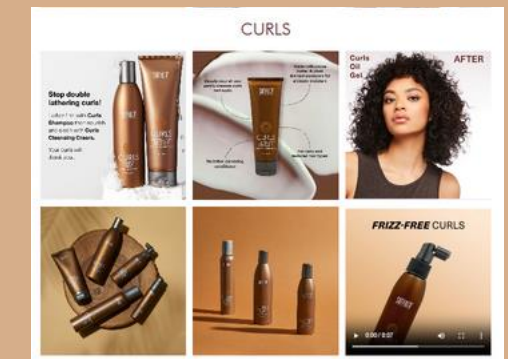
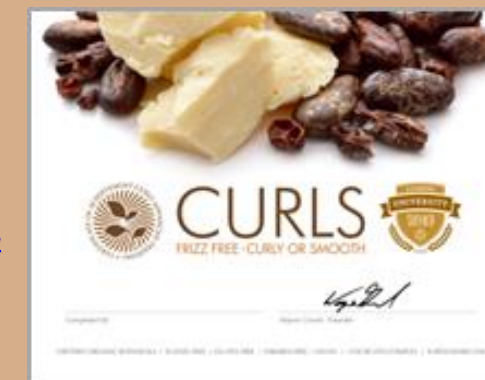


BUSINESS DEVELOPMENT

Brand Your Salon As a Curls Specialist!

Download the Digital Media Tool Kit for Social Media!

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



 [Surfacehair.com Digital Assets](https://Surfacehair.com/DigitalAssets)