



**SURFACE**<sup>®</sup>  
HAIR HEALTH ART

# Salon Planner

July - Dec, 2023



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# SALON SNAPSHOT JULY-DEC

## PROMOTION & SERVICE CALENDAR 2023

	JULY & AUGUST	SEPTEMBER & OCTOBER	NOVEMBER & DECEMBER
NEW LAUNCHES			BLOWOUT HIGH GLOSS RINSE
FEATURED PROMOTIONS	LITER SALE SALON PRE-COMMITMENTS HOLIDAY	TRINITY MIX & MATCH HOLIDAY	BASSU MIX & MATCH HOLIDAY
OTHER PROMOTIONS	VIOLET BOGO SUMMER GO-TO'S JULY ONLY AWAKEN BOGO- AUG ONLY TEXTURE LEGENDS PURE COLOR PROMO	TOOL SALE - SEPT ONLY THERMAL STYLER SALE- SEPT ONLY SMOOTH & HEALTHY BOGO PURE COLOR	BLOWOUT HIGH GLOSS RINSE LAUNCH PROMO NATURAL STYLING

\*all pricing & promotions are subject to change at anytime





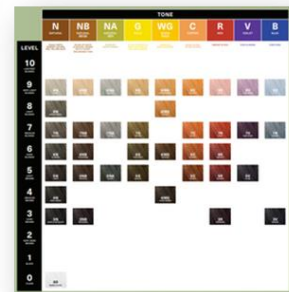
# JULY-AUG DISCOVERY ROADMAP

\*all pricing & promotions are subject to change at anytime

## SERVICE:

- Summer Shine 'Express' Gloss & Tone Treatments
- Buy any 4 Pure Colors, Get 1 Pure Color FREE - Aug ONLY

['CLICK HERE' TO DOWNLOAD PURE COLOR BOOKLET](#)



## RETAIL:

- Annual Liter Sale
- Violet & Rose Mix & Match
- Texture Legends
- Hair Loss Awareness Month - FREE Scalp Detox - Aug ONLY
- Summer Go-To's - July ONLY
- **HOLIDAY PRE-SALE - AUGUST 1-31**



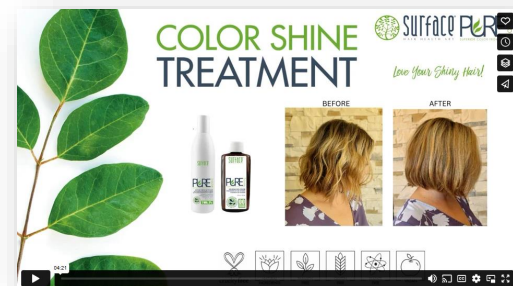
## STYLIST DEVELOPMENT:



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

['CLICK HERE' TO LEARN MORE - VIOLET & ROSE](#)

['CLICK HERE' TO LEARN HOW-TO COLOR SHINE TREATMENT](#)



## BUSINESS DEVELOPMENT:

### VIRTUAL CLASSROOM:

7.10 Pure Color Blending & Toning  
7.17 & 8.14 Naturally Surface Product Knowledge

7.24 & 8.21  
10am Intro To Pure  
12pm Grey Coverage  
Blending & Toning  
2pm Creating with Pure Color

8.7 Awaken Your Scalp-Rejuvenate Your Hair

8.28.23 Advocate "Live" September & October



HOSTED BY Dawn McKea & Surface Art Team



10.21-23 Orlando

['CLICK HERE' TO REGISTER](#)





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# LITER PRICING

JULY & AUGUST 2023



## DUO'S

- Awaken
- Bassu
- Blowout
- Curls
- Violet
- Trinity

## LITER SINGLE

- Awaken Shampoo
- Awaken Conditioner
- Bassu Shampoo
- Bassu Conditioner
- Bassu Masque
- Blowout Shampoo
- Blowout Conditioner
- Curls Shampoo
- Curls Conditioner
- CHAR Shampoo (Canada only)
- CHAR Conditioner (Canada only)

## LITER SINGLE

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





# MIX & MATCH

30 Duo's or 60 Singles and receive a 6" Contour Shear!



**\*SHEAR AVAILABLE ON PRE-ORDERS ONLY - MAY 1 - 31, 2023**



- All liters must be on 1 single invoice to receive shear. Multiple orders/shears allowed.
- Shear is shipped directly from Surface Hair with proof of Invoice.
- Invoice must be sent to [admin@surfacehair.com](mailto:admin@surfacehair.com) within 30 days of liter order placed to receive shear.
- Shears are while supplies last.



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# VIOLET + ROSE MIX & MATCH

## VIOLET & ROSE MIX & MATCH

### CHOOSE FROM:

- Violet Shampoo 9oz
- Rose Shampoo 9oz
- Violet Conditioner 7oz
- Rose Conditioner 7oz
- Violet Masque 6oz
- Violet Blow Dry Cream 4oz
- Violet Toning Spray 4oz



## TEXTURE LEGENDS

### CHOOSE FROM:

- Awaken Texture Spray
- Blowout Texture Spray
- Swirl
- Push Powder
- Texture Paste
- Curls Cream Wax
- Curls Oil Gel



['CLICK HERE' TO LEARN MORE - VIOLET & ROSE](#)



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







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# SUMMER PROMOS

## MONTH LONG ONLY'S

### JULY ONLY SUMMER GO-TO'S

- Purify Clarifying Shampoo
- Curls Frizz Free Spray Gel
- Trinity Protein Repair Tonic
- Curls Cleansing Cream
- Bassu Masque



DOWNLOAD



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



### AUGUST ONLY

## FREE Awaken Detox

with purchase of Awaken Shampoo & Conditioner



DOWNLOAD



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





# SUMMER PURE COLOR BOGO

## AUGUST ONLY

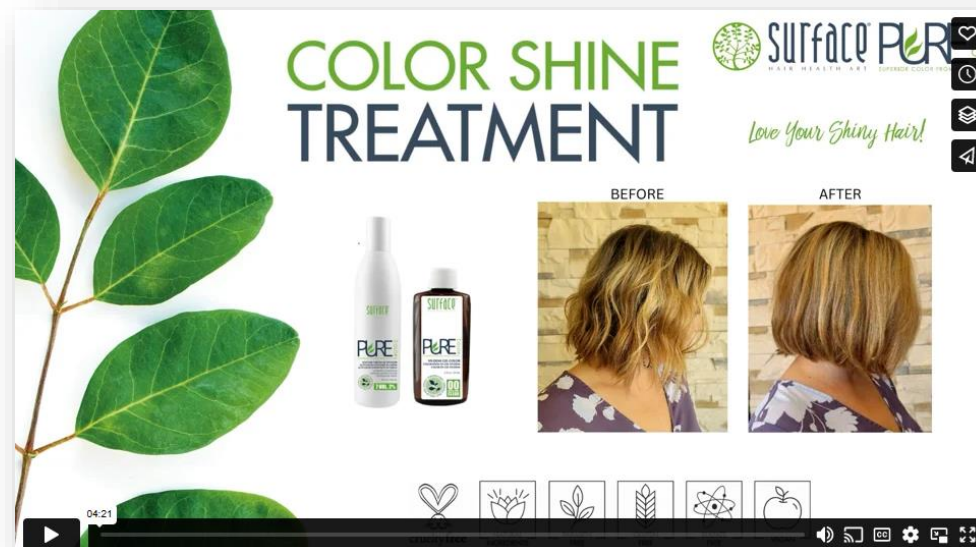
Buy ANY 4 Pure Colors,  
Get 1 Pure Color FREE



## IN-SALON SERVICE PROMOTION

### Express Gloss & Tone Service

['CLICK HERE' TO LEARN HOW-TO  
COLOR SHINE TREATMENT](#)



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



DOWNLOAD

['CLICK HERE' TO DOWNLOAD  
PURE COLOR BOOKLET](#)







# SEPT-OCT DISCOVERY ROADMAP

\*all pricing & promotions are subject to change at anytime

## SERVICE:

- Trinity Color Bonding At-Home Treatment
- Tool Sale - Stylists Shears & Essentials - Sept ONLY
- Smooth & Healthy - Oct ONLY
- Buy 1 Pure Color, Get 1 Pure Color 50% OFF



## RETAIL:

- Trinity Mix & Match
- Thermal Protectant Sale - Sept ONLY
- Holiday Box Sets
- Holiday Minis



## STYLIST DEVELOPMENT:

['CLICK HERE' TO LEARN MORE TRINITY COLOR CARE](#)



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



['CLICK HERE' TO LEARN HOW-TO SMOOTHING BATH](#)



[CLICK HERE to become certified in Smooth & Healthy](#)

## BUSINESS DEVELOPMENT:

### 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 + Blending & Toning
  - 2pm Creating with Pure Color



10.21-23 Orlando

['CLICK HERE' TO REGISTER](#)



HOSTED BY  
*Dawn McKee*  
&  
Surface Art Team





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# LOVE YOUR COLOR LONGER!

## SEPT-OCT

### TRINITY COLOR CARE MIX & MATCH

#### CHOOSE FROM:

- Trinity Shampoo 10oz
- Trinity Conditioner 8oz
- Trinity Color Bonding Masque 6oz
- Trinity Protein Tonic 6oz
- Trinity Protein Cream 4oz
- Trinity Dry Shampoo 5oz



### BUY 1 PURE COLOR, GET 1 PURE COLOR 50% OFF



### IN-SALON PROMOTION IDEAS



Complimentary Trinity Color Bonding Treatment with purchase of any 2 Trinity retail products



[TRINITY COLOR CARE on Vimeo](#)



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



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







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# TOOLS & ESSENTIALS SALE

## SEPTEMBER ONLY

### THERMAL PROTECTANTS SALE

Blowout Memory Foam

Blowout Gel Mousse

Blowout Smoothing Balm



### SEPT ONLY TOOL SALE!

25% OFF TOOLS & ESSENTIALS.

Contact your local Surface distributor for more information.





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# SMOOTH & HEALTHY OCT ONLY

## SMOOTH & HEALTHY KIT



### WHY SMOOTH & HEALTHY TREATMENT?

- Smooth & Reduce Curl
- Defrizz with Smoothing Bath service
- Can use Pure Color same day as Smoothing Bath
- Quick & easy to use



['CLICK HERE' TO LEARN HOW-TO SMOOTHING BATH](#)



[CLICK HERE to become certified in Smooth & Healthy](#)







# NOV-DEC DISCOVERY ROADMAP

## SERVICE:

- NEW Blowout High Gloss Rinse In-Salon or at home treatment service



## RETAIL:

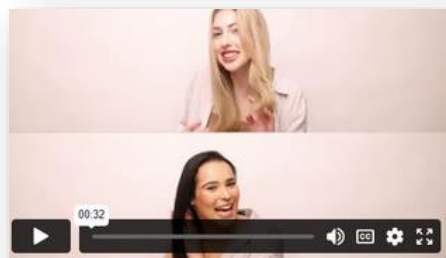
- NEW Blowout High Gloss Rinse (*check slides for launch promo*)
- Bassu 2 for \$32
- Natural Styling Bogo
- Holiday Box Sets
- Holiday Minis
- Winter Blowout Sale
- After Thanksgiving Day Sale! 20% OFF Lightener, Gallons & ECAs
- Cyber Monday Sale! Online Only



## STYLIST DEVELOPMENT:

[Bassu Product Knowledge Videos](#)

[Natural Styling Videos](#)



## BUSINESS DEVELOPMENT:

### VIRTUAL CLASSROOM:

- 11.6 Bassu - Love Your Moisture Longer
- 11.13 & 12.4 Naturally Surface Product Knowledge
- 11.27
  - 10am Intro To Pure
  - 12pm Grey Coverage Blending & Toning
  - 2pm Creating with Pure Color
- 12.11 Advocate "Live 2024 Preview"



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 &  
 Surface Art Team





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# BLOWOUT HIGH GLOSS RINSE

NEW INNOVATION 2023



**50% OFF LAUNCH PROMO**

**Save 50% on Blowout High Gloss Rinse  
with purchase of Blowout Shampoo**



## 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



\*pricing & saving are based on Omni Channel SalonCentric pricing





# BLOWOUT HIGH GLOSS RINSE

NEW INNOVATION 2023

SHINE. SMOOTH. PROTECT.

## KEY DISCOVERY POINTS:

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# BLOWOUT HIGH GLOSS RINSE

NEW INNOVATION NOV 2023

## SHINE. SMOOTH. PROTECT.

### WHAT IT IS?

Instant shine and glossing rinse.

### WHAT IT DOES?

Instantly smooth, soften and gloss the cuticle for a glass like blowout.

### HOW IT WORKS?

Sugar Crystals and Rice Protein wrap the hair while Babassu and Hemp Seed Oil provide heat resistant moisture and style memory.

**USE:** Shampoo and condition with Blowout Shampoo and Conditioner. Squeeze out excess moisture. Drench hair root to end with Blowout High Gloss, let sit for 30 seconds and rinse. Style as desired.

### WHO IS IT FOR?

All hair types. Stylists and their guests desiring the ultimate glossy blowout.

### PROBLEM IT SOLVES?

Many gloss treatments use Propylene Glycol to give hair shine, however this ingredient may be a concerning allergen and can become drying to the hair and scalp. Blowout High Gloss Rinse is Propylene Glycol Free, formulated naturally delivering extreme shine and gloss.







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# BLOWOUT HIGH GLOSS RINSE

NEW INNOVATION NOV 2023

SHINE. SMOOTH. PROTECT.

## IN-SALON OR AT HOME TREATMENT



**BEFORE & AFTER BLOWOUT HIGH GLOSS TREATMENT**



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# BLOWOUT HIGH GLOSS RINSE

NEW INNOVATION NOV 2023

SHINE. SMOOTH. PROTECT.

## IN-SALON OR AT HOME TREATMENT

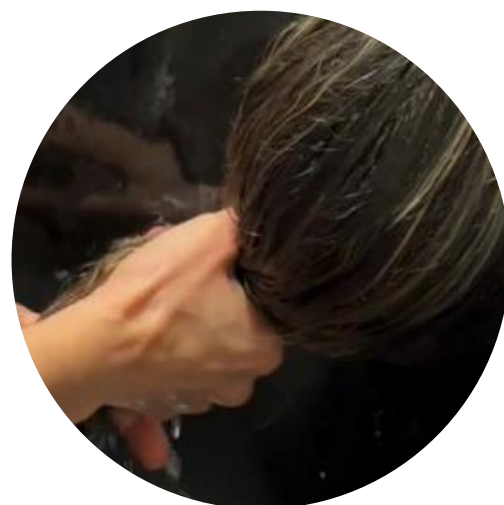
1

Shampoo & Condition with Blowout



2

Squeeze out excess moisture



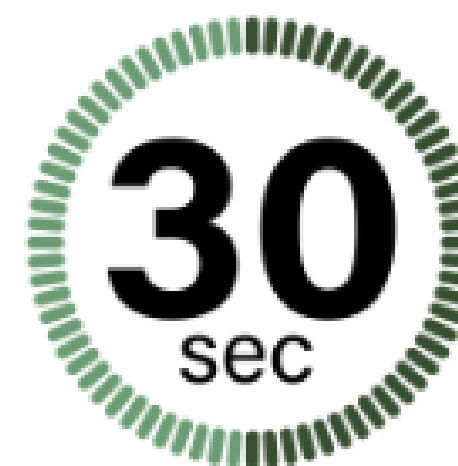
3

Drench Hair with HIGH GLOSS RINSE



4

Leave 30 seconds and rinse



5

Style as desired







# holiday salon pre-commitment bonus offer

AUGUST 1 - 30, 2023

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**

TBA ON HOLIDAY BOX SET IMAGES

OCT - DEC 2023

merry



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holiday

Mix & Match any 24  
Surface Holiday sets  
receive  
12 Blowout Gel Mousse 2oz FREE!



**Trinity Color Care**  
Trinity Shampoo  
Trinity Protein Tonic  
FREE Color Bonding Masque



**Surface Curls**  
Curls Shampoo  
Curls Conditioner  
FREE Curls Oil Gel



**Bassu Moisture**  
Bassu Shampoo  
Bassu Hydrating Masque  
FREE Bassu Moisture Bond



**Surface Blowout**  
Blowout Protective Oil  
Blowout Smoothing Balm



**Awaken Therapeutic**  
Awaken Shampoo  
Awaken Conditioner  
FREE Awaken Scalp Detox



**Surface Violet**  
Violet Shampoo  
Violet Conditioner



OCT - DEC 2023

# holiday SURFACE® HAIR HEALTH ART mini bar

## holiday mini's stock up & save

### CHOOSE FROM:

- Taffy Whip 2oz
- Theory Spray 3oz
- Awaken Shampoo 2oz
- Awaken Conditioner 2oz
- Curls Shampoo 2oz
- Curls Conditioner 2oz







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# WINTER PROMOTIONS

## NOV-DEC

### BASSU MIX & MATCH

#### CHOOSE FROM:

- Bassu Shampoo 10oz
- Bassu Conditioner 8oz
- Bassu Masque 6oz
- Bassu Moisture Bond 2.3oz
- Bassu Oil 2oz
- Bassu Gold 2oz
- Bassu Moisture Mist
- Bassu Shine Spray



### STYLING BOGO

#### Buy 1 get 1 50% Off

#### CHOOSE FROM:

- Jump Mousse
- Theory Spray
- Theory Firm
- Taffy Whip
- Push Powder
- Air Lift
- Crave Styling Paste
- Impulse Styling Spray
- Shaping Wax
- Shine Wax
- Texture Paste
- Bliss Cream
- Reflect Gel
- Taffy Spray Wax
- Swirl Sea Salt Spray



**IN-SALON  
PROMOTION IDEAS**  
MIX & MATCH BASSU & STYLING

"Purchase any 3 for "\$".  
Mix & Match Bassu & Natural Styling.



[Natural Styling  
Videos](#)



[Bassu Product  
Knowledge Videos](#)



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# VIRTUAL LIVE CLASSROOM

## JULY-DEC, 2023



HOSTED BY  
*Dawn McKee &*  
**Surface**  
**Art Team**

**\*\*\*All Classes Begin At 10AM CST**

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>7.3.23 No Class</p> <p>7.10.23 Pure Color Blonding &amp; Toning</p>	<p>8.7.23 Awaken Your Scalp Rejuvenate Your Hair</p>	<p>9.4.23 No Class</p>	<p>10.2.23 10am Intro to Pure Color 12pm Trinity Color Care 2pm Surface Color additives</p>	<p>11.6.23 Bassu - Love Your Moisture Longer</p>	<p>12.4.23 Naturally Surface Product Knowledge</p>
<p>7.17.23 Naturally Surface Product Knowledge</p>	<p>8.14.23 Naturally Surface Product Knowledge</p>	<p>9.11.23 Trinity - Love Your Color Longer</p>	<p>10.9.23 No Class</p>	<p>11.13.23 Naturally Surface Product Knowledge</p>	<p>12.11.23 10am Advocate "Live" 2024 Preview</p>
<p>7.24.23 10am Intro To Pure 12pm Grey Coverage Blonding &amp; Toning 2pm Creating with Pure Color</p>	<p>8.21.23 10am Intro To Pure 12pm Grey Coverage Blonding &amp; Toning 2pm Creating with Pure Color</p>	<p>9.18.23 Naturally Surface Product Knowledge</p>	<p>10.21-23.23 Global Forum Orlando</p>	<p>11.20.23 No Class</p>	<p>12.18.23 No Class</p>
<p>7.31.23 Class TBD</p>	<p>8.28.23 Advocate "Live" September &amp; October</p>	<p>9.25.23 10am Intro To Pure 12pm Grey Coverage Blonding &amp; Toning 2pm Creating with Pure Color</p>	<p>10.29.23 No Class</p>	<p>11.27.23 10am Intro To Pure 12pm Grey Coverage Blonding &amp; Toning 2pm Creating with Pure Color</p>	<p>12.25.23 No Class</p>

Join us Online  
**REGISTER NOW**











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# CATCH US ONLINE



**TikTok**

@surfacehairhealth



**Pinterest**

@surfacehairhealth



**Facebook**

@surfacehair



**Instagram**

@surfacehairhealth



**Website**

www.surfacehair.com



## DIGITAL TOOLBOX

**GO TO:** [HTTPS://SURFACEHAIR.COM/PROFESSIONAL-LOGIN/](https://surfacehair.com/professional-login/)

**CLICK ON** "SALON SIGN'S FOLDER TO DOWNLOAD MONTHLY PROMOTIONAL SIGNAGE, TREATMENT CARDS AND SOCIAL MEDIA ASSETS.

PROFESSIONAL LOGIN
PROFESSIONAL REGISTRATION
MIND & BUSINESS FORUM
AFFILIATE SALON
TOOLS
SURFACE BOUTIQUE
BUSINESS SUPPORT
> MONTHLY GAME PLAN
> QUARTERLY PROMOTIONS
> GOALS & PLANNING
> SELF ASSESSMENT
> QUARTERLY ADVOCATE
> SALON SIGNS
> SURFACE CARES