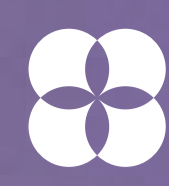


PUREOLOGY®
PROFESSIONAL COLOR CARE

made to feel

April 2024

sensorial self-care. quality colour care. luxurious hair care.



PUREOLOGY
PROFESSIONAL COLOR CARE

limited edition kits

Make an additional \$8,904 this Spring season with our Made to Feel kits!

Let's say you see

6

clients per day

and

1/3

leaves with a Made to Feel kit.

meaning

2

kits sold per day

can generate

\$742

per week
(4 days a week average)
(suggested retail price: \$92.00)

this could mean an incremental

\$8,904

of revenue for your business
(March to May)

hurry, we're almost out!

ENJOY 20% OFF WHILE QUANTITIES LAST



HYDRATE
FOR DRY HAIR



HYDRATE SHEER
FOR FINE, DRY HAIR



STRENGTH CURE
FOR DAMAGED HAIR



STRENGTH CURE BLONDE
FOR BLOND, DAMAGED HAIR



PURE VOLUME
FOR FLAT, FINE HAIR

new addition!



NANOWORKS GOLD
FOR DULL AND DRY HAIR

SALON PRICE
\$55.20

SALON VALUE
\$69.00

SRP
\$92.00

SAVINGS
20%

SALON PRICE
\$60.48

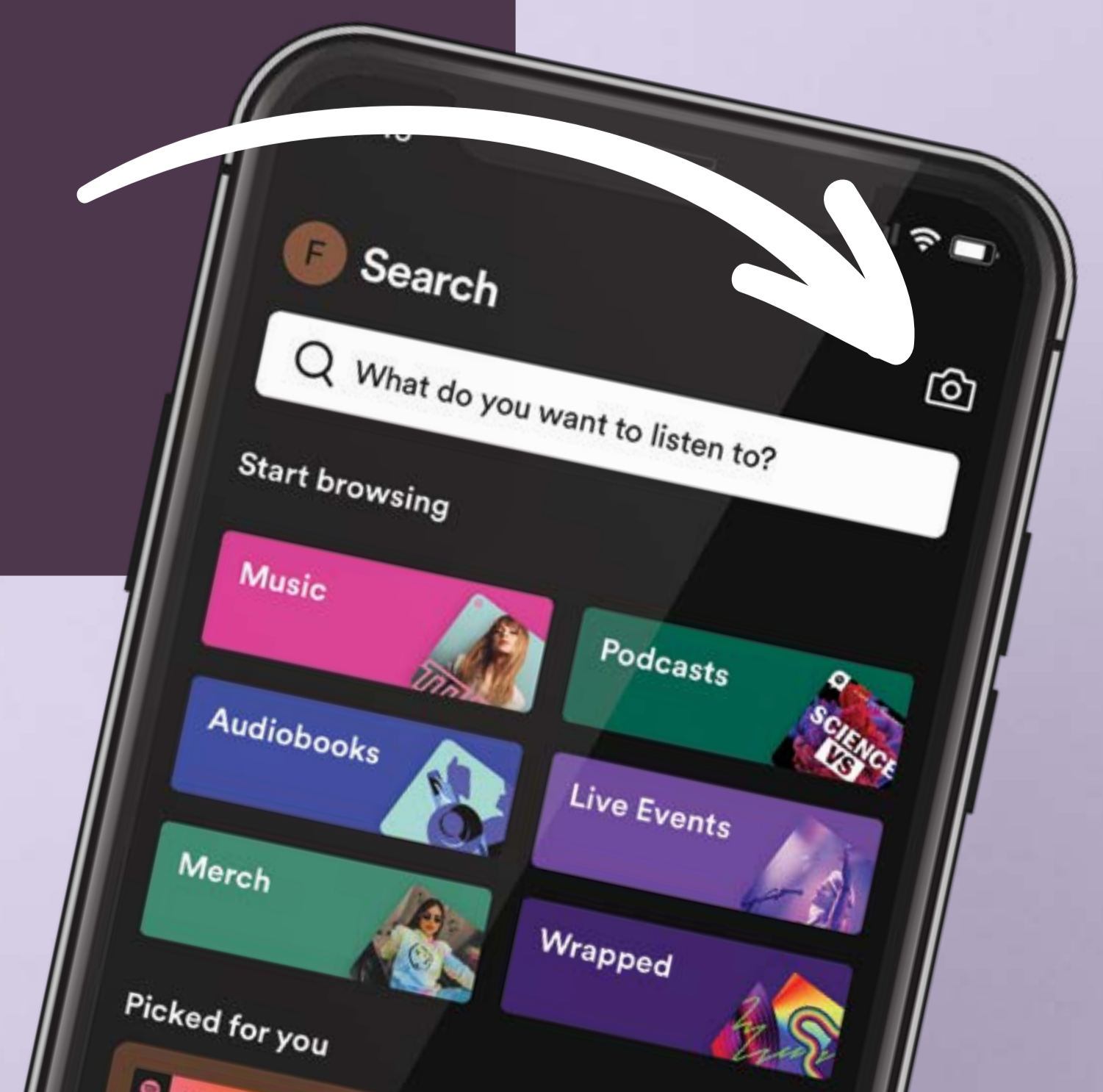
SALON VALUE
\$75.60

SRP
\$100.80

SAVINGS
20%



Scan your hair playlist on the Spotify app



maximise your online impact this spring season


a word from our marketing team!



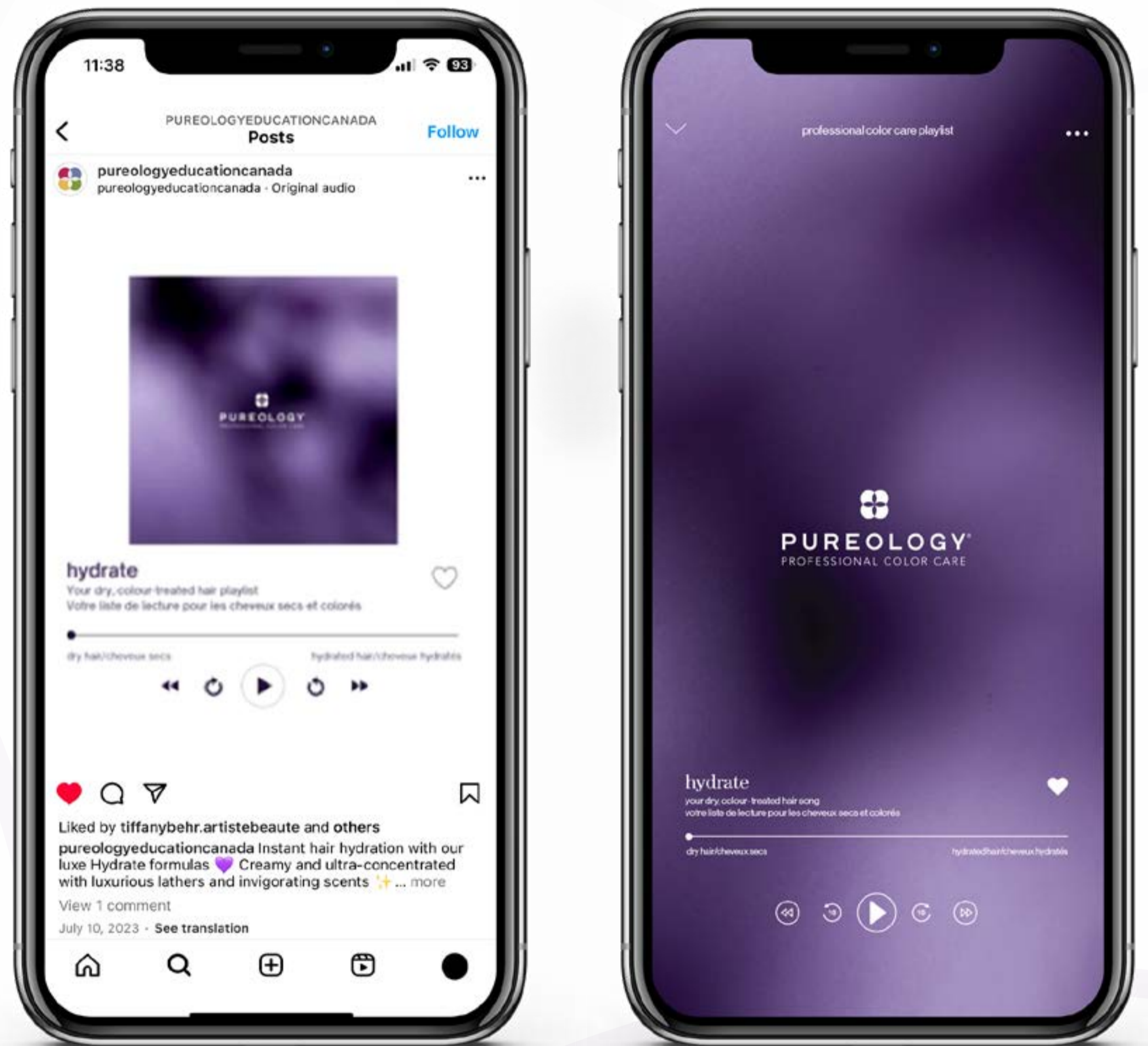
“ 26.3% of people use social media to find products to purchase. ”

Source: Insider Intelligence, 2023

Activate on Social Media

 14.3m active users/
37.4% Canadians

CONTENT BOX



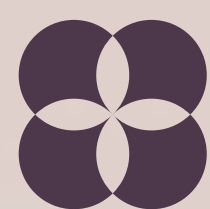
utilize custom images and visuals from
our made to feel kits for maximum impact!

Stories

Carousel



FIND ALL OF THE VISUALS RIGHT HERE!



PUREOLOGY[®]
PROFESSIONAL COLOR CARE

prime, protect and perfect

did you know?

The term “heat protectant spray” has seen a 200% increase in search volume in the last 90 days.

Source: Google Trends, 2024

retail offer

PURCHASE

4 Color Fanatic Multi-Tasking Leave-In Sprays 200 ml

RECEIVE

1 Color Fanatic Multi-Tasking Leave-in Spray 200 ml

SALON PRICE
\$108.00

SALON VALUE
\$135.00

SAVINGS
20%



value offer

PURCHASE

10 Color Fanatic Multi-Tasking
Leave-In Sprays 200 ml

RECEIVE

2 Color Fanatic Multi-Tasking
Leave-In Sprays 400 ml



SALON PRICE
\$270.00

SALON VALUE
\$348.00

SAVINGS
22%

backbar offer

PURCHASE

4 Color Fanatic Multi-Tasking
Leave-In Sprays 400 ml

RECEIVE

1 Color Fanatic Multi-Tasking
Leave-In Sprays 400 ml



SALON PRICE
\$156.00

SALON VALUE
\$195.00

SAVINGS
20%



PUREOLOGY®
PROFESSIONAL COLOR CARE

nanoworks gold

“ Experience 4x smoother strands and 80% easier detangling* with our multi-benefit Nanoworks Gold shampoo and conditioner. ”

*vs. non-conditioning shampoo

profit calculator on our backbar offer

Say your initial investment is **\$532.80** for 8 retail-format routines

Leading to a potential revenue of **\$888.00** with in-salon sales

Meaning your salon will have **\$355.20** of net profit

Representing a **67%** of return on your investment!

+ you receive a **FREE** liter routine to incite trial at the backbar and obtain over 280 uses per bottle!

retail offer

purchase

2x Nanoworks Gold Shampoo 266 ml
2x Nanoworks Gold Conditioner 266 ml

receive

1x Nanoworks Gold Shampoo 266 ml



SALON PRICE
\$133.20

SALON VALUE
\$166.20

SALON SAVINGS
20%

backbar offer

purchase

8x Nanoworks Gold Shampoo 266 ml
8x Nanoworks Gold Conditioner 266 ml

receive

1x Nanoworks Gold Shampoo 1000 ml
1x Nanoworks Gold Conditioner 1000 ml



SALON PRICE
\$532.80


SALON VALUE
\$684.00

SALON SAVINGS
22%


pure experience 2024

Join our passionate Pureology team at the luxurious Vettä Nordic Spa located in beautiful Oro-Medonte, Ontario, for an immersive, sensorial, authentic Finnish Spa experience where you'll learn all about the brand purpose, latest cut and style trends with our Pureology Artists. Discover the unveiling of Pureology's new **UNIQUE & LUXURIOUS** brand image.

Get ready to awaken your senses!

 **date:**
Monday, May 27th 2024

 **time:**
9:00AM - 5:30PM

 **location:**
Vettä Nordic Spa
3210 Line 3 N, Oro-Medonte,
ON L0L 2L0

 **agenda**

- 9:00 AM - 10:00 AM**
Flexible arrival + Spa Check In
- 10:00 AM - 10:30 AM**
Welcome & Brands Presentations
- 10:30 AM - 12:30 PM**
Look & Learn Education Segment
- 12:30 AM - 2:00 PM**
Flexible grazing table - grab & go
- 1:30 PM - 4:45 PM**
Vetta Nordic Spa Hydrotherapy
Circuit Experience
- 5:30 PM - 6:00 PM**
Thank You + Closing Toast

JESSIE JOSEPHSON
BRIDAL/ STYLING TRENDS
@jessiestylist in BC



BC PUREOLOGY ARTIST

MARTIN PLASCENCIA
EDITORIAL CUT/STYLE TRENDS
@mrtnplascencia in NYC



US PUREOLOGY ARTIST

2 ticket options:

Ticket 1*: \$600 (+HST, includes 1 hour massage)

Ticket 2*: \$525 (+HST, massage not included)
*qualifying Excellence points

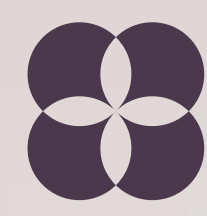
Note: Limited spots available, first come first serve basis.

[Click here to buy your ticket now!](#)

Reach out to your Pureology representative for more details.

We look forward to seeing you. In the meantime, let's stay in touch.

 @pureologyeducationcanada
#pureexperience2024 #madetofeel #pureologylove



PUREOLOGY[®]
PROFESSIONAL COLOR CARE

meet our new pureology pros

Revealing our Pureology Pros for 2024, ready to elevate the brand's radiance and make Pureology shine on social media!



Morgan Tully

📷 @morganlovely
from @thichairco



Virginie Latour

📷 @virginielatourrr
from @salonleconfessionnal



Zoe Warren

📷 @zoewarren22
from @thebeverly.salon



Sophie T-Minier

📷 @_sophietm
from @pinklablondeclub

Get ready to see more of Pureology by keeping up
with their profiles!

Make sure you don't miss a thing by clicking on
their Instagram handles.



BECOME A CERTIFIED SUSTAINABLE SALON TODAY!

EARTH MONTH OFFER



The salon industry sends 877 pounds of waste to landfills **every single minute.***
You can change that.

EARTH MONTH OFFER

use code "H4TF" at checkout

INDEPENDENT ARTIST OFFER

If your salon has **3 stylists or less** (>250 clients per month)

1-time fee: ~~\$75~~ \$50
Price per box: ~~\$125~~ Get your 1st box FREE
\$150 savings

INCLUDES:
• **12" x 30"** boxes to collect your beauty waste.

FULL CIRCLE OFFER

If your salon has **4 or more stylists** (250+ clients per month)

1-time fee: ~~\$200~~ \$50
Price per box: ~~\$170~~ Get your 1st box FREE
\$320 savings

INCLUDES:

- A personalized program and on-boarding with your staff.
- **16" x 36"** boxes to collect your beauty waste.
- Complimentary bio-composite recycling bins.

All programs come with a reporting dashboard where you can:

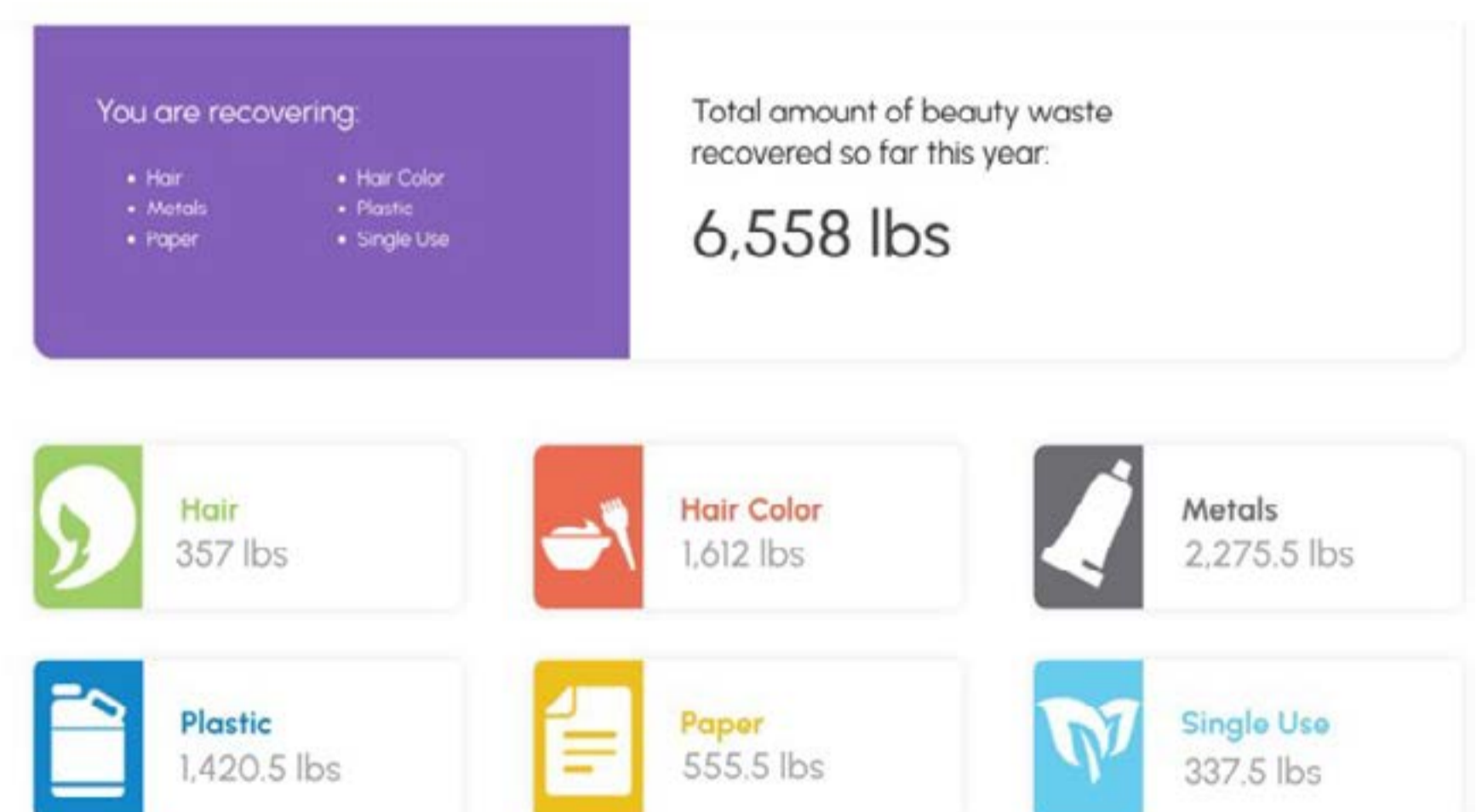
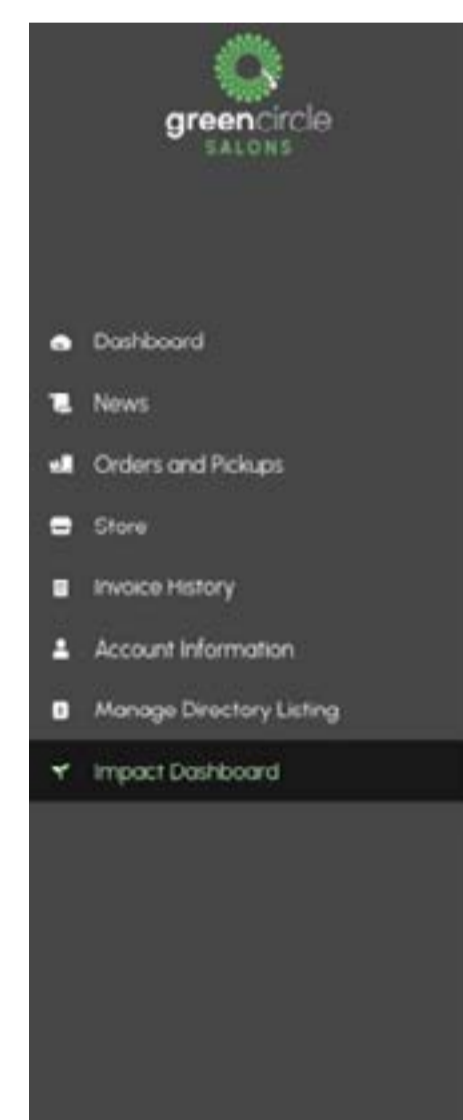
Schedule carbon-neutral next day pickups

Manage your subscription

Get real-time reporting of your year-to-date impact

Download marketing materials

and much more



Recycle up to 6 waste streams.



Hair Clippings



Metals



Excess Colour



Single-use Items



Plastics



Paper and cardboard

LEARN MORE

*Circle of impact report, 2023, Green Circle Salons, <https://greencirclesalons.com/>

resources



brand book



price list



product guide



social media



instagram