

VOLUME 1

JANUARY | FEBRUARY 2024

VANTAGE

THE LATEST PROMOTIONAL ISSUE



VANTAGEDISTRIBUTION.COM

VANTAGEDISTRIBUTION.COM

SHOP
ONLINE



REGISTER ONLINE

UPLOAD A COPY OF YOUR
PROFESSIONAL BEAUTY
LICENSE AND PHOTO ID

WE WILL APPROVE YOU IN
TWO BUSINESS DAYS

BRANDS

We partner with brands offering quality ingredients, current trends, educational support, fair price, cruelty-free and most important...

Are committed to
**SUPPORTING
INDEPENDENT
SALONS**



PRORITUALS™

STOCKHOLM SWEDEN

REF

RUSK®

KARAL
PASSION IS AT THE HEART OF BEAUTY

FOAMIE

footlogix
PERFECTLY

blowpro

KASHMIR KERATIN

BARBER
HARRY
& SONS
EST. 1987

SUTRA
beauty

Goomee
THE MARKLESS HAIR LOOP

FRAMAR™

moody

RefectoCil

RADABEAUTE
LUXURY LASHES

IZUTECH®
in de pen sie ble | ind apressaot

SELFIE
TAN'N GO' SUNLESS

PREempt

BARBICIDE

BRAND INFLUENCER

Share your honest
feedback about our
brands while saving on
your favorite products.



WE'RE LOOKING FOR AMAZING CREATORS TO
JOIN OUR INFLUENCER PROGRAM!

APPLY FOR AN INFLUENCER TERM FOR SELECT BRANDS OR PRODUCTS

TERM DETAILS



THREE MONTH TERM

MINIMUM OF ONE
PURCHASE FROM THE
SELECTED PRODUCTS
DURING YOUR TERM



RECEIVE A 20% DISCOUNT

UNLIMITED AMOUNT
OF ORDERS WITH
DISCOUNT DURING
YOUR TERM FOR
APPROVED PRODUCTS



EARLY ACCESS TO NEW PRODUCTS

WHEN AVAILABLE
EARLY ACCESS TO
NEW PRODUCTS
FROM YOUR
SELECTED BRAND



PROVIDE 5 PHOTOS, REELS OR TUTORIALS

MINIMUM OF
5 CLEAR, WELL-LIT
& UNCLUTTERED
PHOTOS, REELS OR
TUTORIALS

REFER A FRIEND

GIVE a friend a 15% savings off their first order.

RECEIVE a Vantage credit for 15% of the subtotal of their first order .



start earning



REQUEST YOUR REFERRAL CODE

EMAIL
CUSTOMER CARE

info@vantagedistribution.com



SHARE YOUR REFERRAL CODE

SHARE YOUR
CODE WITH YOUR
INDUSTRY FRIENDS

Text. Email. Share Online.
Valid for Industry Professionals
in BC



GIVE A 15% DISCOUNT

YOUR FRIENDS
RECEIVE 15% OFF
THEIR FIRST ORDER

Your referral code gives them
15% off an order of \$50 or
more



EARN A VANTAGE CREDIT

RECEIVE 15% OF
THE VALUE OF
YOUR FRIENDS
FIRST ORDER

Receive a Vantage credit for
15% of the subtotal of your
friends first order



EDUCATION & CERTIFICATIONS



PURE COLOR



CURLS



LONG HAIR & STYLING



NATURALLY SURFACE



AWAKEN



SMOOTH & HEALTHY



CUTTING

EDUCATION
your way

- ✓ **IN-SALON**
- ✓ **EVENTS**
- ✓ **VIRTUAL**
- ✓ **ON-DEMAND**



REGISTRATION



VIRTUAL ACADEMY

JANUARY

AWAKEN YOUR SCALP

JANUARY 8

NATURALLY SURFACE

JANUARY 15

CREATING WITH PURE

JANUARY 22

FEBRUARY

AWAKEN YOUR SCALP

FEBRUARY 5

NATURALLY SURFACE

FEBRUARY 12

CREATING WITH PURE

FEBRUARY 19

MARCH

LOVE YOUR BLOWOUT LONGER

MARCH 4

NATURALLY SURFACE

MARCH 11

CREATING WITH PURE

MARCH 19

APRIL

LOVE YOUR BLOWOUT LONGER

APRIL 8

NATURALLY SURFACE

APRIL 15

CREATING WITH PURE

APRIL 22



WHY SURFACE?

Surface is a family-owned brand committed to giving back to the environment and community. Surface creates high performance products formulated with sustainable and natural ingredients. All Surface Hair products are Sulfate Free, Paraben Free, Gluten Free, Phthalate Free, PETA Certified and PVP/VA Free.

NEW INNOVATION!

AWAKEN BLOW-DRY FOAM



BEFORE & AFTER



BEFORE & AFTER

- Visibly Thicken Fine Hair
- Control, Shape & Volumize
- Flexible Medium Hold
- Heat Protection

5 OZ. -



SURFACEHAIR.COM



ANNUAL AWAKEN PROMO



PURCHASE

- | | | |
|------------------------|--------------------------|-----------------------------|
| 2 Shampoo 10 oz. | 2 Protein Mousse 8.8 oz. | 2 Thickening Spray 4 oz. |
| 1 Shampoo 3.8 oz. | 2 Finishing Spray 10 oz. | 1 Therapy Box Kit |
| 2 Conditioner 6 oz. | 2 Texture Spray 4 oz. | 2 Scalp Therapy Detox 6 oz. |
| 1 Conditioner 33.8 oz. | 2 Thickening Cream 3 oz. | 2 Liter Pumps |
| 2 Treatment 2 oz. | 1 Masque 6 oz. | 12 Foil Packets |
| 2 Mist 4 oz. | 2 Elixir 4 oz. | 1 Merch Signage Kit |

AWAKEN MIX & MATCH*

CHOOSE FROM

- Awaken Shampoo 10 oz.
- Awaken Conditioner 6 oz.
- Awaken Treatment 2 oz.
- Awaken Finishing Spray 10 oz.
- Awaken Protein Mousse 8.8 oz.
- Awaken Mist 4 oz.
- Awaken Masque 6 oz.
- Awaken Elixir 4 oz.
- Awaken Thickening Spray 4 oz.
- Awaken Scalp Detox 6 oz. (FEB ONLY)
- Awaken Texture Spray 4 oz.
- Awaken Blow Dry Foam 6 oz.

2 FOR

*Retail Sizes Only. Excludes Awaken Thickening Cream.

NOTE: PURCHASE 6 AWAKEN
ITEMS AND RECEIVE
SCALP BRUSH FREE!





surface
HAIR HEALTH ART



SAVE 20% AWAKEN THERAPY KIT

INCLUDES

- 1 Awaken Shampoo 10 oz.
- 1 Awaken Conditioner 8 oz.
- 1 Awaken Scalp Elixir 4 oz.
- 1 Awaken Treatment 2 oz.

\$64.31

Salon Value \$80.39



JANUARY ONLY!

SAVE 25% AWAKEN SCALP DETOX 6 OZ.

\$16.64

Salon Value \$22.19

SAVE UP TO 25% OPEN STOCK LITER BLITZ

SAVE 20%

- Purify Shampoo
- Trinity Protein Repair Tonic.....
- Trinity Protein Cream
- Bassu Masque.....
- Trinity Shampoo
- Trinity Conditioner
- Bassu Shampoo.....
- Bassu Conditioner.....
- Awaken Shampoo.....
- Awaken Conditioner
- Curls Shampoo
- Curls Conditioner.....
- 7 VOL Enzyme Cream Activator
- 20 VOL Enzyme Cream Activator
- 30 VOL Enzyme Cream Activator
- 40 VOL Enzyme Cream Activator

Salon Value \$15.71 to \$100.70

SAVE 25%

- Pure Blonde Violet Shampoo
- Pure Blonde Violet Conditioner
- Blowout Shampoo
- Blowout Conditioner

Salon Value \$51.11 to \$55.53



**NOTE: PURCHASE 12 MIX AND MATCH LITERS
AND RECEIVE 6 SURFACE TOTE BAGS FREE!**

PURE COLOR BUY 3, GET 1 FREE!

PURCHASE

- 3 Pure Color shades 2 oz.
(mix and match)

RECEIVE FREE

- 1 Pure Color shade 2 oz.
(your choice)



PURE COLOR



FEBRUARY ONLY!

SAVE 30% SMOOTH & HEALTHY PROTEIN SMOOTHING TREATMENT



FEBRUARY ONLY!



PURE BLONDE LIGHTENING POWDER 16 OZ. BUY 1, GET 1 50% OFF!



PURE BLONDE ULTRA LIFT LIGHTENER 15.8 OZ. BUY 1, GET 1 50% OFF!



surface®
HAIR HEALTH ART

WHY SURFACE?

Surface is a family-owned brand committed to giving back to the environment and community. Surface creates high performance products formulated with sustainable and natural ingredients. All Surface Hair products are Sulfate Free, Paraben Free, Gluten Free, Phthalate Free, PETA Certified and PVP/VA Free.

NEW INNOVATION!

PURE^{BLONDE} ULTRA LIFT CHARCOAL LIGHTENING POWDER



**Activated Charcoal
Powder**



**Ultimate Natural
Bond Builder**



**Antioxidant
Protection**



**Rice Protein
Seals Cuticle**

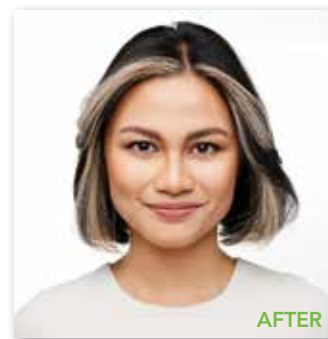


BEFORE

LIGHTER • BRIGHTER • FASTER



LEARN MORE



AFTER



crueltyfree



**NATURAL
INGREDIENTS**

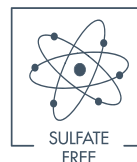


**PARABEN
FREE**

SURFACEHAIR.COM



**GLUTEN
FREE**



**SULFATE
FREE**

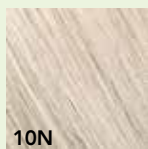


VEGAN

NEW! PURE COLOR LEVEL 10 TONERS

CHOOSE FROM

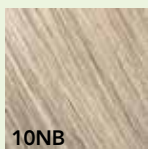
Pure Color 10N Ivory 2 oz.
Pure Color 10NA Ice 2 oz.
Pure Color 10NB Pearl 2 oz.
Pure Color 10V Lilac 2 oz.



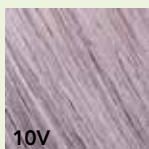
10N



10NA



10NB



10V

PURE^{COLOR}

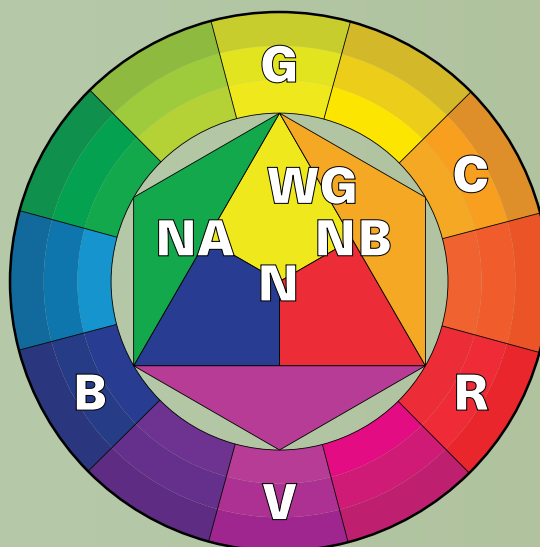


Color Chart

NATURAL BASE 'PURE COLOR'

Surface Pure Color Natural Series is formulated with equal parts of the three primary colors. The equal balance of Red, Yellow and Blue provides rich, natural tones. A true neutral base without additional warm or cool tones enables easy formulations, natural grey coverage and soft tone fading. The natural base allows for easy, complete control.

- **For warmer Pure Color:** formulate N with G series. Example: 3:1 7N : 7G
- **For cooler Pure Color:** formulate with NA series. Example: 3:1 7N : 7NA



LEVEL	UNDERLYING PIGMENT	PURE COLOR TONER
10	Pale Yellow	9V + 00
9	Yellow	9V
8	Yellow/Orange	2:1 9NA : 7NA
7	Orange	7B
6	Red/Orange	2:1 7NA : 5NA
5	Red	5NA
4	Red/Violet	2:1 5NA : 3N
3	Violet	N/A
2	Blue/Violet	N/A
1	Blue	N/A

DESIRED LEVEL	FILLERS
10	Pale Yellow
9	Yellow
8	Yellow/Gold
7	Gold
6	Orange/Gold
5	Orange/Red
4	Red/Orange
3	Red
2	Red Brown
1	Dark Brown

Mixing PURE COLOR

USAGE	MIXING RATIO	ECA	MINUTES
Toning	1:1 ECA : Pure Color Gel	7 Volume	Up to 20
Demi Color	1:1 ECA : Pure Color Gel	7 Volume	20
Permanent Color	1:1 ECA : Pure Color Gel	20 Volume	35
00 Bassu Clear	1:1 ECA : 00 Bassu Clear for Color Shine Treatment	7 Volume	20
Formulate Level 8 Colors	2:1 Level 9 : Level 7	—	—

LEVELS OF LIFT	INSTRUCTIONS
—	Apply to damp or dry hair.
—	Apply to dry hair root to ends.
1-2 on natural hair	Apply to roots first, and then mid length to ends.
—	Use 00 Bassu Clear for Color Shine Treatment and to soften the pigment of any Pure Color. Apply to damp or dry hair. Shampoo and condition with Trinity Color Care.
—	—

\$
2 oz / 59 ml



HIGH PERFORMANCE H COLOR

WITH CHROMAPRISM
TECHNOLOGY

SUPERIOR GREY COVERAGE

LOW AMMONIA

HIGH SHINE



**DEMI & PERMANENT
CONDITIONING CREME COLOR**

DEVELOPER



STARTER INTRO UNIT

INCLUDES:

- 40 PRORITUALS Hair Color Shades 100 ml
- 1 BLUELIGHT Lightening Powder 17.64 oz
- 1 5 VOLUME Developer Liter
- 1 10 VOLUME Developer Liter
- 1 20 VOLUME Developer Liter
- 1 30 VOLUME Developer
- 1 40 VOLUME Developer
- 1 SWATCH Book
- 1 BALAYAGE BOARD
- 1 Tube Key
- 1 Mixing Bowl
- 1 Tint Brush
- 1 Chemical Gown
- 1 Halo Hairbrush
- 1 Paper Color Chart

PRORITUALS®

AIR



PRORITUALS®

COMPLETE INTRO UNIT

INCLUDES:

- 79 PRORITUALS Hair Color Shades 100 ml
- 1 BLUELIGHT Lightening Powder 17.64 oz
- 2 5 VOLUME Developer Liter
- 2 10 VOLUME Developer Liter
- 2 20 VOLUME Developer Liter
- 1 30 VOLUME Developer
- 1 40 VOLUME Developer
- 1 SWATCH Book
- 4 SWATCH RING Sets
- 1 BALAYAGE BOARD
- 1 Tube Key
- 1 Mixing Bowl
- 1 Tint Brush
- 1 Chemical Gown
- 1 Halo Hairbrush
- 1 Paper Color Chart





KASHMIR KERATIN

JAN | FEB
2024
SALON DEAL

Purchase Formaldehyde Free Smoothing system litre and Clarifying Shampoo Liter Duo

This 100% chemical-free Hair Smoothing system, produces
Smooth, Manageable Frizz-free locks for all types of hair.



Benefits

- Kashmir Keratin Formaldehyde Free Treatment removes frizz, curls and adds shine, silkiness, and softness to your hair.
- Contains glycerin wheat protein mineral oil, seed butter and Lanolin.
- Advanced patented keratin polypeptides that are the closest to your own hair amino acids structure; therefore it binds to your hair and re-builds your damaged hair.
- No Methylene Glycol added
- Can be used on all hair types
- Minimizes frizz 98%
- Reduces curl up to 98%



KASHMIR KERATIN

NEW

FORMALDEHYDE FREE SMOOTHING SYSTEM



- 100% chemical free Hair Smoothing system, produces Smooth, Manageable Frizz-free locks for all types of hair.
- 100% Formaldehyde Free formula
- Uses organic botanical formula to produce Smooth, Frizz-Free, Tangle free hair
- Can last up to 6 months



KASHMIR KERATIN

THE ONE

LEAVE-IN MASK



12 IN ONE TREATMENT

1. Repairs dry & damaged hair
2. Prevents frizz
3. Protects against heat
4. Provides superior colour protection
5. Provides UVA/UVB protection
6. Strengthens broken and damaged hair
7. Provides long-lasting style
8. Detangles hair
9. Helps prevent and treat split ends
10. Gives hair body and volume
11. Prolongs straightening service
12. Provides control

\$

8 oz/236 ml

KASHMIR KERATIN

SMOOTHING SYSTEM

SULFATE. PARABEN. CRUELTY. FREE

K RECONSTRUCTS HAIR
DEEP CONDITIONING KERATIN TREATMENT

K ELIMINATES FRIZZ
STRAIGHTER, SMOOTHER, SHINIER HAIR

K RESULTS LAST UP TO 16 WEEKS
FOR ALL HAIR TYPES

OFFER

INCLUDES:

- 1 HAIR BIOTEX LITER
- 1 DEEP Shampoo 473 ml
- 1 DEEP Conditioner 473 ml

\$

VALUE :



**DEEP
Shampoo &
Conditioner**

\$

8 oz / 236 ml

\$

16 oz / 473 ml



**ABSOLUT
RECOVERY
Masque**

\$

8 oz / 236 ml



**ENRICHED
Shampoo &
Conditioner**

\$

8 oz / 236 ml

\$

16 oz / 473 ml



**HAIR SERUM
Leave-In
Treatment**

\$

8 oz / 236 ml



**THE ONE
Leave-In
Masque**

\$

8 oz / 236 ml

NOW AVAILABLE



RUSK

RUSK

W8LESS – BODY & HOLD



W8LESS STRONG HOLD SHAPING AND CONTROL HAIRSPRAY

WHAT IS IT?

A strong hold shaping and control hairspray.

WHO IS IT FOR?

Anyone who wants soft, touchable, strong hold.

WHAT DOES IT DO?

Provides texture and added body when used on wet hair as a styling tool; provides natural, long-lasting, touchable support when used as a finishing spray.

HOW DO YOU USE IT?

Apply to wet hair for blow-dried straight looks. Apply to blow-dried hair for natural, touchable support and maximum shine.

\$

359 ml/ 10 fl.oz



W8LESS PLUS EXTRA STRONG HOLD SHAPING AND CONTROL HAIRSPRAY

WHAT IS IT?

Extra-strong hold shaping and control hairspray.

WHO IS IT FOR?

All hair types requiring extra hold.

WHAT DOES IT DO?

Provides texture, natural shine, and long-lasting, touchable support.

HOW DO YOU USE IT?

Mist on wet hair during thermal styling for added hold and support. Use a brush or your fingers with the heat of a blow-dryer to infuse the hair with texture and body. To finish, mist evenly for extra hold.

\$

359 ml/ 10 fl.oz

12 IN 1

LEAVE-IN TREATMENT

WHAT DOES IT DO?

1. Acts as a superior cutting lotion.
2. Repairs dry, damaged hair.
3. Adds manageability and silky condition.
4. Strengthens.
5. Gives weightless body.
6. Smoothes and detangles.
7. Tames and controls frizz.
8. Conditions and moisturizes.
9. Delivers incredible shine.
10. Provides thermal defense.
11. Equalizes porosity; seals and protects.
12. Extends the life of hair color, straightening and other chemical services.



W8LESS LEAVE-IN TREATMENT

WHAT IS IT?

A multi 12 in 1 miracle leave-in treatment.

WHO IS IT FOR?

All hair types.

HOW DO YOU USE IT?

Apply thoroughly through clean, towel-dried hair. Massage in and comb gently. Do not rinse out. Style as usual

\$

180 ml/ 6 fl.oz

RUSK

THERMAL - TEXTURE & SHINE



STR8 ANTI-FRIZZ

WHAT IS IT?

A light, greaseless styling lotion.

WHO IS IT FOR?

Anyone with frizzy, curly, or unruly hair who desires smooth, straight, obedient hair.

WHAT DOES IT DO?

Temporarily removes curl and eliminates frizz. Blocks humidity for up to 24 hours. Becomes invisible in the hair.

HOW DO YOU USE IT?

Apply a dime-size amount to freshly washed, towel-dried hair. Distribute evenly throughout the hair. Style as desired

150 ml/ 6 fl.oz

\$

RUSK[®]

THERMAL – TEXTURE & SHINE



THERMAL FLAT IRON SPRAY WITH ARGAN OIL

WHAT IS IT?

A micro-fine aerosol styling spray designed to be used prior to thermal styling; enriched with silicones to protect and condition the hair. It is formulated to eliminate any fizziness and leave the hair smooth, straight, sleek and shiny. Now with argan oil, this spray provides great conditioning and incredible shine.

WHO IS IT FOR?

Anyone who uses heat styling appliances.

WHAT DOES IT DO?

A protective, humidity-resistant styling spray, it penetrates the hair, infusing conditioning and controlling agents to seal the cuticle, eliminate any fizziness and provide long-term memory, helping prevent curl reversion and making styles resistant to environmental elements. Conditions and protects the hair internally and externally while imparting smoothing and shine-enhancing benefits.

HOW DO YOU USE IT?

Spray onto clean, dry hair prior to using a flat iron. Can also mist evenly on dry hair for style finishing.

250 g/ 8.8 fl.oz

\$



THERMAL SHINE SPRAY

WHAT IS IT?

A superfine aerosol spray that adds body and shine without buildup while protecting the hair shaft and cuticle. Formulated to eliminate any frizziness and leave the hair in great conditioning and incredible shine.

WHO IS IT FOR?

Anyone who uses heat styling appliances and desiring shiny, healthy-looking hair.

WHAT DOES IT DO?

Eliminates frizz, improves the condition of the cuticle and outer shaft, and protects the hair internally and externally. Imparts smoothing and shine-enhancing benefits.

HOW DO YOU USE IT?

Ideal for use on wet or dry hair. To use before blow-drying, apply a small amount to hair and style as desired. As a finishing tool, mist a small amount evenly on dry hair for instant smooth shine.

142 ml/ 4.4 fl.oz

\$

RUSK[®]

THERMAL – TEXTURE & SHINE

THERMAL SERUM



WHAT IS IT?

A highly concentrated frizz eliminator containing argan oil for great conditioning and incredible shine.

WHO IS IT FOR?

Anyone who desires a smoother look.

WHAT DOES IT DO?

The unique combination of ingredients transforms dry, dull, damaged hair into smooth, silky hair with incredible shine and helps eliminate frizz and dryness. Perfect primer for any thermal styling tool, protecting from heat stress caused by daily use of heat appliances.

HOW DO YOU USE IT?

Ideal for use on wet or dry hair. To use before blow-drying, apply a small amount to hair and style as desired. As a finishing tool, apply a small amount to dry hair and distribute evenly for instant smooth shine.

\$

125 ml/ 4.2 fl.oz

THICK BODY AND TEXTURE AMPLIFIER



WHAT IS IT?

A body and texture amplifier.

WHO IS IT FOR?

Anyone with fine, limp, lazy hair.

WHAT DOES IT DO?

Gives incredible body, volume, and added texture from the inside out. Becomes invisible in the hair.

HOW DO YOU USE IT?

Spray liberally through towel-dried hair. Style with blow-dryer as desired.

\$

150 ml/ 6 fl.oz

SHINING SHEEN MOVEMENT MYST



WHAT IS IT?

A non-aerosol myst to add sheen and movement.

WHO IS IT FOR?

All hair types.

WHAT DOES IT DO?

Provides exterior of hair with a high degree of natural-looking sheen. When activated with the heat of a blow-dryer, Shining adds brilliance, builds an invisible shield to protect the hair and increases ease of movement and softness.

HOW DO YOU USE IT?

Can be used alone as a styling product or spray evenly throughout length and ends of hair and blow-dry for maximum sheen. Can be used as a finishing spray mist lightly and evenly over finished look for maximum sheen and movement.

\$

125 ml/ 4.2 fl.oz

WIRED FLEXIBLE STYLING CREME



WHAT IS IT?

A styling cream unlike any other.

WHO IS IT FOR?

Anyone desiring modern movement and texture.

WHAT DOES IT DO?

Provides pliable style support and flexible body.

HOW DO YOU USE IT?

Apply on its own to wet or dry hair for modern movement and textured look. Apply to dry hair for added separation and support.

\$

150 g/ 6 fl.oz

RUSK[®]

THICKR



THICKR MYST SPRAY

WHAT IS IT?

A leave in styling spray that provides hold, volume added texture and enhanced conditioning benefits

WHO IS IT FOR?

All fine limp hair types that desires more volume, texture and hold.

WHAT DOES IT DO?

Provides hold, volume, added texture and enhanced conditioning benefits.

HOW DO YOU USE IT?

Spray directly onto the roots for lift. Spray through lengths and ends for added volume, body, support.

\$

150 ml/ 6 fl.oz



THICKR MOUSSE

WHAT IS IT?

A unique thickening mousse which give body, texture and hold without buildup

WHO IS IT FOR?

All fine limp hair types that desires more volume, texture and hold.

WHAT DOES IT DO?

Provides hold, volume, added texture and enhanced conditioning benefits.

HOW DO YOU USE IT?

Apply directly onto the roots for lift. Comb through lengths and ends for added volume, body, support.

\$

250 g/ 8.8 fl.oz



THICKR HAIR SPRAY

WHAT IS IT?

A styling and finishing spray which gives touchable hold with body and shine

WHO IS IT FOR?

All fine limp hair types that desires touchable hold with body and shine.

WHAT DOES IT DO?

Provides touchable hold, volume, added shine..

HOW DO YOU USE IT?

Spray directly onto finished style for touchable support and added shine

300 g/ 10.6 fl.oz

\$

RUSK

EXTERNAL BODY & HOLD



JEL FX FIRM HOLD STYLING GEL

WHAT IS IT?

A forming gel with medium to firm hold.

WHO IS IT FOR?

All hair types, but it is particularly good for male clients.

WHAT DOES IT DO?

It holds and controls. Can be used for slicking, molding, or blow-drying without fear of flaking.

HOW DO YOU USE IT?

Use a small amount, work into damp hair, and style as usual

\$

150 g/ 1.5 fl.oz



MOUSSE MAXIMUM VOLUME AND CONTROL

WHAT IS IT?

Firm-hold styling mousse. Original European formula with a resin base.

WHO IS IT FOR?

All hair types.

WHAT DOES IT DO?

Creates maximum volume and body.

HOW DO YOU USE IT?

It's concentrated, so only a small amount is required. Dispense upright, work into hands, and distribute evenly through damp hair

\$

250 g/ 9.2 fl.oz



JELE GLOSS BODY AND SHINE LOTION

WHAT IS IT?

A light-hold styling lotion that refines, shines and gives body to hair.

WHO IS IT FOR?

All hair types.

WHAT DOES IT DO?

Adds hold, control and incredible sheen. Resin for hold and silicone for sheen.

HOW DO YOU USE IT?

Dispense a small amount into palms of hands and emulsify. Distribute evenly through the hair from roots to ends

\$

400 ml/ 13.5 fl.oz



PLUMPING MOUSSE FRIZZ-FREE BODY AND VOLUME

WHAT IS IT?

Firm-hold, non-aerosol bodifying mousse.

WHO IS IT FOR?

Those with fine, limp hair. Also ideal for curly hair.

WHAT DOES IT DO?

Provides long-lasting body, volume and hold with frizz control. Ideal for creating defined and bouncy curls.

HOW DO YOU USE IT?

Apply to clean, damp hair from roots to ends. For maximum fullness, blow-dry with large round brush. To define curls, scrunch after applying product and let air-dry or blow-dry with diffuser

\$

250 ml/ 8.5 fl.oz

RUSK

EXTERNAL BODY & HOLD



BLOFOAM EXTREME TEXTURE AND ROOT LIFTER

WHAT IS IT?

A spray-on texturizing foam with a gel-like consistency. Root lifter and curl amplifier.

WHO IS IT FOR?

All hair types.

WHAT DOES IT DO?

Creates lift, volume, body, and curl separation.

HOW DO YOU USE IT?

Spray directly onto the roots for lift. Spray through lengths and ends for added volume, body, support, and curl separation

\$

250g/ 8.8 fl.oz

STOCKHOLM SWEDEN

REF

ALWAYS

COLOUR PRESERVE SYSTEM

A natural UV-Filter in all products for ultimate protection. The UV-filter is derived from Sunflower Seed Oil. Sunflowers move towards the sun and have therefore developed nature's strongest UV-filter. Combined with an anti-fade polymer, this system provides natural, effective protection against UV-rays and preserves the colour in hair.

STRENGTHENING QUINOA PROTEIN

A strengthening protein for long-lasting repair. The Vegan Keratin of Nature. This protein has among the widest spreads of Amino-acids with a similar structure to Keratin, which is the natural building block of hair. Provides deep, long-lasting repair and buffers each hair strand with proteins for protection.



NATURE + SCIENCE

REF is a natural beauty brand, 100% Vegan, focused on high-performance products for hair, skin and style. With nature and science in perfect symmetry we formulate products of the finest quality and highest efficacy.



STOCKHOLM SWEDEN

REF



GETTING STARTED INTRO OFFER

SAVE
25%

\$

INCLUDES:

HAIRCARE

ILLUMINATE COLOUR

3 COLOUR SHAMPOO 285ml
3 COLOUR CONDITIONER 245ml
3 COLOUR MASQUE 200ml

INTENSE HYDRATE

3 HYDRATE SHAMPOO 285ml
3 HYDRATE CONDITIONER 245ml
3 HYDRATE MASQUE 200ml

STYLING

3 FORMING CREAM 85ml
3 STYLING WAX 85ml
3 ROUGH WAX 85ml
3 SCULPTING GEL 175ml
3 STAY SMOOTH 175ml
3 GET IT STRAIGHT 175ml
3 OCEAN MIST 175ml
3 DRY SHAMPOO 220ML

ULTIMATE REPAIR

3 REPAIR SHAMPOO 285ml
3 REPAIR CONDITIONER 245ml
3 REPAIR MASQUE 200ml

WEIGHTLESS VOLUME

3 VOLUME SHAMPOO 285ml
3 VOLUME CONDITIONER 245ml

SPECIALIZED CARE

3 COOL SILVER SHAMPOO 285ml
3 HAIR & BODY WASH 285ml
3 WONDER OIL 175ml
3 LEAVE IN TREATMENT 125ml
3 LEAVE IN CONDITIONER 175ml

3 EXTREME HOLD HAIRSPRAY 300ml
3 HOLD & SHINE 300ml
3 SHINE SPRAY 150ml
3 SPRAY WAX 175ml
3 FLEXIBLE SPRAY 300ml

EXTRAS:

1 LITER OF EACH SHAMPOO
1 LITER OF EACH CONDITIONER

1 EACH STYLING AID
For Station-Use

1 MERCHANDIZING PACK
VALUED OVER \$200



NEW SIGNATURE COLLECTION



LEAVE-IN SERUM

Heat-protectant styling serum with proteins and botanical extracts. Gives hair extra hydration and a long-lasting detangled result.

Best recommended for:

All hair types, especially dry and damaged hair.

125ml/4.22 fl.oz

\$



DETANGLING SPRAY

Light multifunctional spray with botanical extracts specially chosen to protect, strengthen and detangle all hair types. The product makes it easier for you to brush out your hair without damaging it.

Best recommended for:

All hair types, especially dry and damaged hair.

175ml/5.91 fl.oz

\$



FRIZZ TAMER

Frizz Tamer N°130 keeps the hair smooth with a few strokes in the direction you want your hair to stay. It works wonders for keeping eyebrows in place as well.

Best recommended for:

All hair types.

20ml/0.67 fl.oz

\$



SHINE ELIXIR

Hair oil that provides shine and hydration while strengthening the hair. A cocktail of repairing oils and proteins which makes hair soft, smooth and shiny. Includes natural UV-protection.

Best recommended for:

All hair types, especially fine and thin to normal hair.

80ml/2.70 fl.oz

\$

STOCKHOLM SWEDEN

REF



DRY SHAMPOO PASTE

Reworkable paste that gives hair a fresh lift and second-day texture. Leaves hair with a matte finish and flexible hold that gives your hair a defined style. Perfect to use when it is washing day since it absorbs oils and grease.

Best recommended for:

Suitable for both long and short hair.

85ml/2.87 fl.oz

\$



CURL CREAM

This product will take your curls to the next level of bounce. Whether you like them loose, tight or wavy, our new, lightweight cream enhances all types of curls.

Best recommended for:

Fine and thin to normal curly hair.

150ml/5.07 fl.oz

\$



SHAPER WAX

Medium hold shaping cream that remains pliable and gives enhanced body and texture with natural shine. Easy to re-apply and style throughout the day. Gives your hair a naturally, glossy finish.

Best recommended for:

All hair types.

85ml/2.87 fl.oz

\$



FIBER CREAM

Medium soft hold cream with fibers that gives volume and definition. The wax contains fibers that gives your hair a defined style without leaving any residue.

Best recommended for:

All hair types, especially short hair.

85ml/2.87 fl.oz

\$

WEIGHTLESS VOLUME REFRESHING MOUSSE

A light dry shampoo mousse that refreshes hair in between washes. It easily absorbs oils while boosting hair with volume, leaving the hair weightless yet textured. The product is full of qualitative ingredients from our anti breakage system.

Best recommended for:

All hair types, especially fine to normal.

200ml/6.76 fl.oz

\$

CRUELTY FREE
COLOUR PRESERVE SYSTEM

100% VEGAN
STRENGTHENING QUINOA PROTEIN

STOCKHOLM SWEDEN

REF

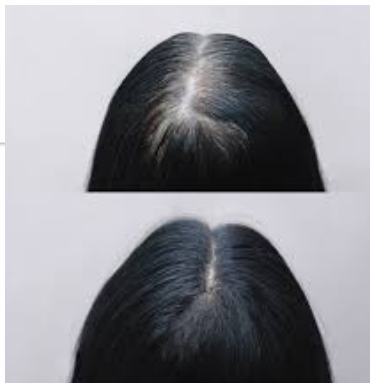


ROOT CONCEAL

EFFECTIVELY AND TEMPORARILY CAMOUFLAGE
HAIR REGROWTH AND UNWANTED GREY ROOTS.

A pigmented spray with 100% vegan ingredients that effectively and temporarily camouflage hair regrowth and unwanted grey roots.

Comes in four different colours: Black, Brown, Light Brown and Dark Blonde.
Dries quickly and stays in place until your next hair wash.



Dark Blonde
Light Brown
Brown
Black

\$



STOCKHOLM SWEDEN

REF

COLOR BOOST MASQUE

HYDRATING ENHANCEMENT THAT BOOST LIFE INTO THE HAIR COLOUR.

The Masques are composed of strong yet gentle pigments that gradually fade over the course of 2-5 washes.

To ensure that hair is cared for, Organic Shea Butter softens hair while a combination of Avocado Oil and Argan Oil hydrate hair while providing incredible lustre.



\$



COLOR BOOST MASQUES 6.76 oz / 200 ml

DARK BLONDE 6.76 oz / 200 ml
COOL CHOCOLATE 6.76 oz / 200 ml
PLATINUM BLONDE 6.76 oz / 200 ml

GOLDEN BLONDE 6.76 oz / 200 ml
BRILLIANT PINK 6.76 oz / 200 ml
VIVID TURQUOISE 6.76 oz / 200 ml

RADIANT RED 6.76 oz / 200 ml
ASH BLONDE 6.76 oz / 200 ml
ASH BROWN 6.76 oz / 200 ml

STOCKHOLM SWEDEN

REF

COLOUR SYSTEMS

100% Vegan
Permanent Colouring
High Coverage
Long-lasting



REF Hair Colour limits the amount of chemicals used in the production of its products adding natural ingredients to enhance condition, shine and durability.

KEY INGREDIENTS

QUINOA PROTEIN

Quinoa Protein has among the widest natural spreads of essential amino acids derived from nature. It assists in the repair, protection, shine and conditioning of hair. This helps to preserve hair's Natural Beauty.

ALOE VERA

Long known for its healing and moisturising properties, Aloe Vera also brings antibacterial and soothing ingredients to the scalp during the process.

LOW AMMONIA

With less than 2% average ammonia content, REF ensures proper lift and deposit ratios at any level of colour choice.

ANTI AGING

Our colours contain "Thermus thermophilus", an effective, heat activated antioxidant that protects the hair and scalp from both UVA and UVB rays.

COLOURING SYSTEM VISIONS

HIGH TECHNOLOGICAL FORMULA

Gentle innovative formulas developed with the best ingredients. REF offers colours that are easy to use and many fantastic shades.



REF PERMANENT COLOURS

- 90 SHADES
- LESS THAN 2% AMMONIA
- 60% DYE LOAD
- 100% VEGAN
- Improved comfort, moisturising properties and soothing ingredients to the scalp.
- This helps to preserve hair's Natural Beauty.
- Affordable – 1part Colour to 1.5 Part Developer

COLOUR CHART PERMANENT & SOFT COLOURS

NATURALS

The Naturals are our base colour range. They have a mixture of pigments that provide a natural looking base. The Naturals provide excellent grey coverage and can be used alone or mixed with other shades.



INTENSE NATURALS

The Intense Naturals are double pigmented and may appear darker due to the increased dye load. These are intended for coarse and highly resistant grey hair and typically mixed with other colours in formulations providing perfect grey coverage.



GOLDENS

The gold range is a deep, warm colour line. Grey coverage: Covers up to approximately 25%. On higher percentages mix with base shade.



BAHIAS

The Bahias line is our Natural/Goldens with a double pigment to cover the most stubborn of grey hair. Excellent grey coverage.



ASHES

These ashes are our cool pigment base. Perfect for ashy blondes and for controlling unwanted underlying warm pigments. Grey coverage: Mix with base shade to cover grey hair.



COOL ASHES

Our colour range with the coolest pigment base. Perfect for ashy blondes and for controlling unwanted underlying warm pigments. Grey coverage: Mix with base shade to cover grey hair.



SAHARAS

A natural sandy colour line with touches of shimmering gold. Grey coverage: Used alone, covers up to approximately 25% grey. With higher percentage grey, mix with base shade.



COPPERS

Fairy coppers with strong, long lasting pigments. Grey coverage: For perfect grey coverage, mix with Bahia range.



REDS

Long lasting vibrant reds. Grey coverage: For perfect grey coverage, mix with Bahia range.



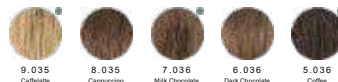
WOODS

A beautiful range of cool brown/beige colours inspired by nature's own nuances. Grey coverage: Mix with a base shade.



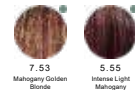
COFFEES

Our Coffees are a mixture of deep, coffee brown and light, creamy caramel. This gives warm, wonderful hues to the hair. Grey coverage: Used alone, covers up to approximately 25% grey. With higher percentage grey, mix with base shade.



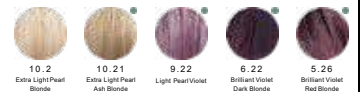
MAHOGANYS

Deep red/browns with a brilliant shine. Grey coverage: For perfect grey coverage, mix with Bahia range.



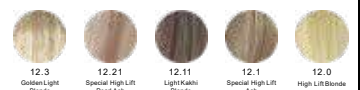
PEARLS

Soft pearly colours with violet/blue pigments. Perfect for cool blonde shades. Does not cover grey.



HIGH LIFTS

Special blonde colours designed to lift up to 5 levels. Mix with Silver or Pearl Booster for best results. Does not cover grey.



PASTELS

Our series of eight pastels gives a mutative vibe to the hair color. Mix desired shade from brilliant depth to a lighter, softer reflex. Perfect for cool blonde shades. Does not cover grey. For best result apply on pre-lightened hair.



Colour available in Soft Colours.

STOCKHOLM SWEDEN

REF

BLONDE.ID BALAYAGE

Balayage Bleach has a flexible texture with a powerful grip, ideal for detailed hair painting. Can be customized according to the desired technique of the colourist.



BLEACH FOR PROFESSIONAL USE TO ACHIEVE
THE PERFECT FREEHAND AND BALAYAGE
RESULT WITH 8 LEVELS OF LIFT.



- 8 LEVELS OF LIFT
- DUST-FREE POWDER
- DOUBLE SHOT OF MINERAL WHITE CLAY
- THICKER FORMULA SUITED FOR FREE-HAND TECHNIQUES
- EASY MIXING
- GUAR GUM HELPS DEFINE THE TEXTURE
- OPTIMAL FOR DETAILED APPLICATION
- MIXING RATION 1:1.5 - 1:2

STOCKHOLM SWEDEN

REF

BLONDE.ID HIGH-LIFT

Blonde.ID High-Lift has a creamy, soft texture that can be customized according to the desired technique of the colourist.



HIGH LEVEL BLEACH FOR PROFESSIONAL USE
TO ACHIEVE THE PERFECT BLONDE RESULT
WITH 9+ LEVELS OF LIFT.



- 9+ LEVELS OF LIFT
- DUST-FREE POWDER
- ANTI-YELLOW MOLECULES
- EASY MIXING
- MIXING RATIO 1:2
- GUARANTEES FAST BLEACHING SERVICE

Scruples®

DEMI & PERMANENT CREME COLOR

LOW AMMONIA

PERMANENT & DEMI-
PERMANENT COLOUR SYSTEM

EXPERT GRAY COVERAGE

BEAUTIFUL , RICH SHADES
OPALESCENT FINISH

ONE STEP LIFT & TONE COLOUR SYSTEM



ILLUSIONIST INTRO UNIT

INCLUDES:

8 ILLUSIONIST Shades 60 ml/2.05 oz
1 Accelerator Powder 680 g/24 oz
4 PURE OXI Creme Developers:
1 Accessory Kit

\$



POWERFUL LIFT + ULTIMATE CONTROL

Say goodbye to two-step highlighting processes for good. These shades lift and deposit in one simple step.

TRUE INTEGRITY

TRUE COLOUR. TRUE CONDITION. TRUE BRILLIANCE.



TRUE INTEGRITY CREAM COLOUR COMPLETE INTRO UNIT

INCLUDES:

- 84 TRUE INTEGRITY Shades 60 ml/2.05 oz
- 4 PURE OXI Creme Developers:
 - 1 PURE OXI Creme Developer Demi Permanent Liter
 - 1 COLOR AWAY Haircolour Stain Remover 250 ml/8.5 oz
 - 1 NO H2O2 No Peroxide with Trigger Sprayer 250 ml/8.5 oz
 - 1 TOTAL INTEGRITY Ultra Rich Shampoo 12 oz/350 ml
 - 1 QUICKSEAL Detangling Conditioner 8.5 oz/250 ml
- 1 Accessory Kit



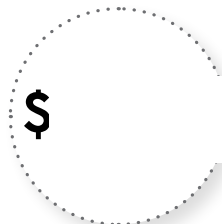
ONE STEP FILL & DEPOSIT COLOUR SYSTEM



HYPNOTIC INTRO UNIT

INCLUDES:

- 10 HYPNOTIC Shades 60 ml/2.05 oz
- 2 PURE OXI Creme Developers:
- 1 Accessory Kit



EXPLORE THE DARK SIDE

Rich, deep shades bring depth and contrast to any style as an all-over tint back. Deposit colour and filler in one step.

FOAMIE®

THINK OUTSIDE THE BOTTLE

1 FOAMIE = 1 BOTTLE OF PLASTIC WASTE LESS

**BUY ANY
2 BARS
AND
SAVE
20%**

SHAMPOO & CONDITIONER BAR

Discover the conscious impact of solid plastic-free hair care products

MSRP \$18.00

- 0% Plastic
- 0% Soap
- 0% Sulphates
- 0% Silicones
- 0% Lialal



**KISS ME
ARGAN**

For Dry,
Frizzy Hair

**SHAKE YOUR
COCONUTS**

For Normal
Hair

**ALOE YOU
VERY MUCH**

For Dry Hair

**YOU'RE
ADORABLE**

For Volume

HIBISKISS

For Damaged
Hair



\$

RETAIL DISPLAY

30 Piece Shampoo & Conditioner Display

- 5 Aloe You Very Much Shampoo
- 5 Hibiskiss Shampoo
- 5 Shake Your Coconuts Shampoo
- 5 Aloe You Very Much Conditioner
- 5 Hibiskiss Conditioner
- 5 Shake Your Coconuts Conditioner

THE TRAVEL BUDDY



CRUELTY FREE



PH BALANCED



VEGAN



PLASTIC BAG

BODY BAR



PAPAYA & OAT MILK

Nourishing



PEPPERMINT & GREEN TEA

Refreshing



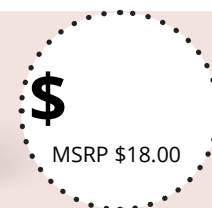
ALOE VERA

For Normal To Dry Skin



CHARCOAL

For Normal To Combination Skin



NEW DRY SHAMPOO



Natural colour particles for invisible results.

Long lasting freshness with raspberry blossom scent.

The quick freshness kick in-between washes.

Extends the time between washes – saves water.

100 % plastic free + natural + biodegradable.

No chemicals, no aerosols, no problem for traveling.

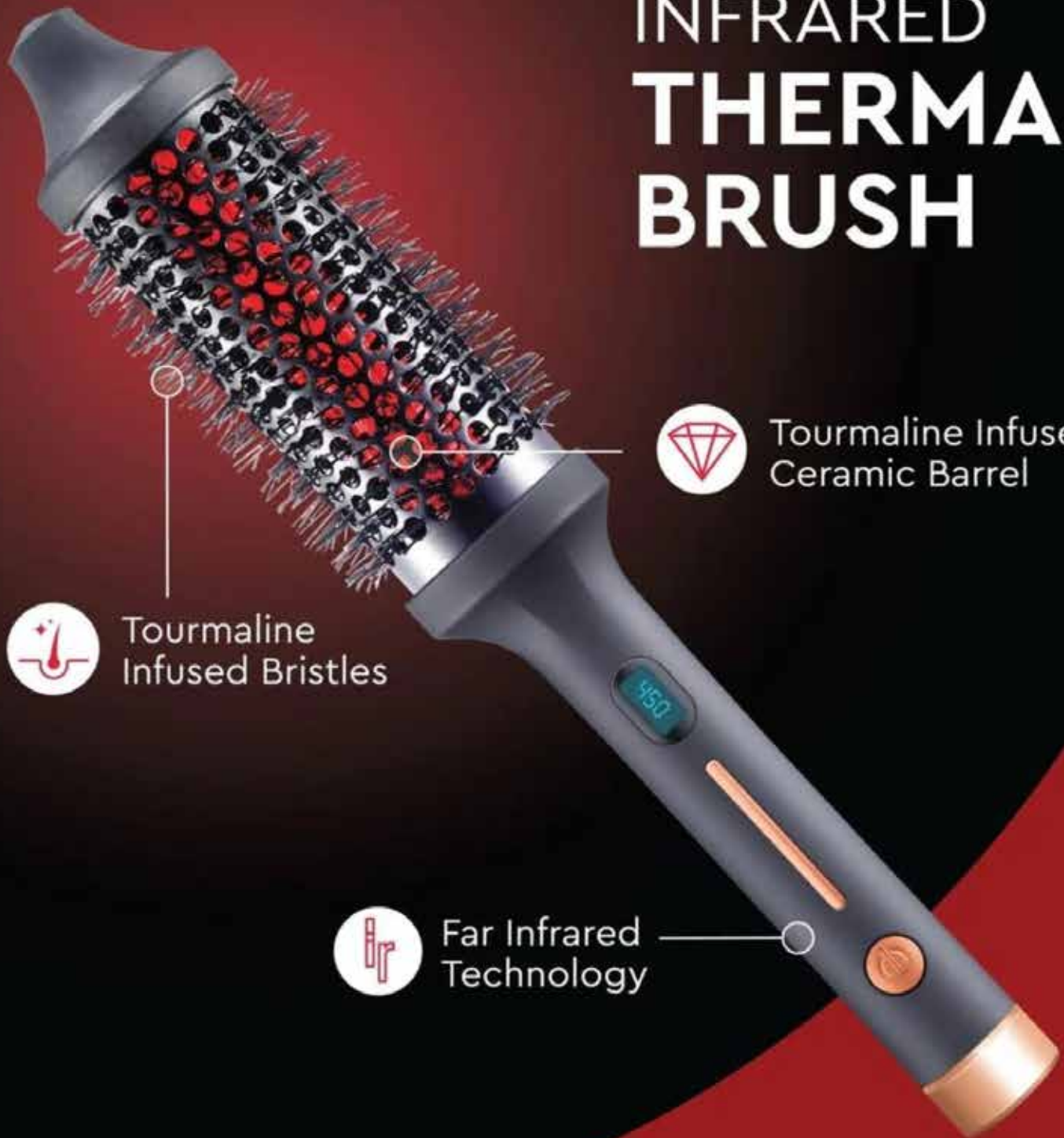
Up to 40 applications.



Available in:
**BLONDE
LIGHT HAIR**

**BRUNETTE
DARK HAIR**

INFRARED THERMAL BRUSH



INFRARED THERMAL BRUSH

\$



INFRARED THERMAL BRUSH

FEATURES:

- 1 $\frac{3}{4}$ " / 43MM Tourmaline Infused Ceramic Barrel
- Tourmaline Infused Ceramic Bristles
- Far-Infrared Technology
- Digital Temperature Control Up To 450°F
- Lightweight Ergonomic Design
- Auto Shut Off
- Safe For All Hair Types

THE INTERCHANGEABLE SYSTEM



THE WAVER

Rose gold tourmaline-infused ceramic jumbo triple barrels

22mm | 7/8"

Far Infrared Ionic Technology

Cool Tip for Styling & for Quick Release While Hot

Safe for All Hair Types

CURLER SET

Rose Gold Tourmaline Infused Ceramic Barrels

Push Button Interchangeable

Quick Release Barrels

Rapid Heating Time up to 430°F

Dual Voltage for Worldwide Use

Heat Resistant Glove

Safe for All Hair Types

Far Infrared Ionic Technology

Cool Tip for Styling

25mm | 1"

32mm | 1.1/4"

38mm | 1.1/2"

THE BASE

Interchangeable base

Works with all Sutra Rose Gold Tourmaline Infused Ceramic attachments

9 foot 360° swivel cord

\$

MSRP
\$129.00

Price Does Not Include Base

\$

MSRP
\$129.00

Price Does Not Include Base

\$

MSRP
\$129.00



MAGNO TURBO IRON

- Turbo Heating Element
- Infused Titanium Plates
- Extended Cool Tip
- Digital Temperature Control
- Rapidly Heats Up To 450°F
- Floating Plates
- 360 Degree Swivel Cord
- Auto Shut Off
- Dual Voltage

\$
MSRP \$199.95



CERAMIC IRON

- Ionic Technology
- 100% Solid Ceramic Plates
- Extended Cool Tip
- Temperature Control
- Rapidly Heats Up To 450°F
- Floating Plates
- 360 Degree Swivel Cord
- Dual Voltage

\$
MSRP \$99.95



STYLING WAND

NO FRIZZ

Innovative technology leaves hair frizz-free

NO FRIZZ

Easy to Use

Our ergonomic design makes hair styling a breeze

STYLING WAND

Smoother Curls

Engineered to deliver more defined and long-lasting curls

\$
MSRP Reg. \$159.95



SUTRA[®]
SUPREME



INFRARED BLOW DRYER

Ultra-powerful blow dryer features a brushless motor and a sleek, lightweight design that makes hairstyling a breeze.

- Honey-Comb Ceramic Coil
- Ultra Powerful Brushless Motor
- Three Adjustable Heat Settings
- Two Speed Settings with Cool Shot Feature
- Light Weight Design
- .95 lbs
- 9ft Cord

\$

MSRP \$299.95

Infrared Output

Brushless Motor

2 Speeds
3 Heat Settings

INFRARED SERIES



FLAT IRON

- Infrared Output
- Rose Gold Titanium Plates
- Extended Cool Tip
- Digital Temperature Control
- Heats Up To 450°F
- Floating Plates
- 360 Degree Swivel Cord
- Auto Shut Off
- Dual Voltage

\$

MSRP \$250.00



CURLING IRON

- Infrared Output
- Rose Gold Titanium
- Rubberized Cool Tip
- Extra Long Barrel
- Five Heat Settings
- Heats Up To 450°F
- 360 Degree Swivel Cord
- Auto Shut Off
- Dual Voltage

\$

MSRP \$219.95



THERMAL BRUSH

- Digital Temperature Control
- Tourmaline Ceramic Barrel 1-3/4" (43mm)
- Tourmaline + Ionic Infused
- Lightweight Ergonomic Design
- Safe For All Hair Types
- 60-minute Automatic Shut-Off

\$

MSRP \$159.95

JAN/FEB 2024 PROMO

STOCK UP ON CANADA'S #1 MANICURE & PEDICURE IMPLEMENT STERILIZER.

— AND GET —

10% OFF

PREemptDisinfectants.ca



Contact CBON to put
in your order now.

877-283-7546



Your Clients will Love this Enhanced Natural Lash Look!

Now Perform Lash Curl & Lash Lift Services
with One Convenient Kit



RC-55011PADSBON

Lash Curl Kit

With Bonus:

1 pair of small lift pads &
1 pair of medium lift pads

**EYELASH
CURL EFFECT**



**EYELASH
LIFT EFFECT**

**JAN/FEB
PROMO**

RefectoCil

RefectoCilEducation.com



AWAKEN BLOW-DRY FOAM

🌿 Visibly Thicken Fine Hair 🌿 Control, Shape & Volumize
🌿 Flexible Medium Hold 🌿 Heat Protection



LEARN MORE ▲



BEAUTY + BUSINESS

DISCOVER
**BEAUTY
BRANDS**
you love



Discover Brands That Are:



VEGAN



CANADIAN
OWNED



CRUELTY
FREE



SULFATE
FREE



PARABEN
FREE



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