

VOLUME 2

MARCH | APRIL 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**



STOCKHOLM SWEDEN

REF

RUSK®



KASHMIR KERATIN



FRAMAR™



RefectoCil



IZUTECH®  
in-di-pen-sa-ble [indi sprissab1]



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](mailto: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



**SURFACE**  
HAIR HEALTH ART



## 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

## 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

## MAY

**NATURALLY SURFACE**

MAY 13

**INTRO TO PURE COLOR**

MAY 13

**CREATING WITH PURE**

MAY 20

**LOVE YOUR CURLS LONGER**

MAY 6

## JUNE

**NATURALLY SURFACE**

JUN 10

**INTRO TO PURE COLOR**

JUN 10

**CREATING WITH PURE**

JUNE 17

**LOVE YOUR CURLS LONGER**

JUN 3



**SURFACE**<sup>®</sup>  
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.



SURFACEHAIR.COM



## BLOWOUT MIX & MATCH\*

### CHOOSE FROM

- Blowout Shampoo 10 oz.
- Blowout Conditioner 8 oz.
- Blowout Primer 4 oz.
- Blowout Texture Spray 4 oz.
- Blowout Dry Oil Spray 3.5 oz.
- Blowout Memory Foam 5 oz.
- Blowout Finishing Spray 4 oz.
- Blowout Dry Shampoo Foam 4 oz.
- Blowout Smoothing Balm 4 oz.
- Blowout Protective Oil 2 oz.
- Blowout Firm Finishing Spray 8.8 oz.
- Blowout Gel Mousse 5.5 oz.
- Blow Out High Gloss Rinse 8 oz.



## BLOWOUT SALON INTRO

### INCLUDES

- 2 Blowout Shampoo 10 oz.
- 1 Blowout Shampoo 33.8 oz.
- 2 Blowout Conditioner 8 oz.
- 1 Blowout Conditioner 33.8 oz.
- 2 Blowout High Gloss Rinse 8 oz.
- 2 Blowout Primer 4 oz.
- 2 Blowout Texture Spray 4 oz.
- 2 Blowout Dry Oil 4 oz.
- 2 Blowout Protective Oil 2 oz.
- 2 Blowout Memory Foam 5 oz.
- 2 Blowout Hair Spray 4 oz.
- 2 Blowout Firm Hair Spray 8.8 oz.
- 2 Blowout Dry Shampoo 4 oz.
- 2 Blowout Gel Mousse 5.5 oz.
- 2 Blowout Smoothing Balm 4 oz.
- 2 Liter Pumps
- 1 Blowout Merchandise Kit





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

**MARCH ONLY!**

**SAVE 30%  
THERMAL  
PROTECTANTS**

**CHOOSE FROM**  
Blowout Memory Foam 4 oz.

Blowout Dry Oil Spray 3.5 oz.

Violet Blow Dry Cream 4 oz.



**ARBOR DAY  
BUY 1, GET 1  
50% OFF!**

**MIX & MATCH FROM**  
Bassu Oil 2 oz.  
Bassu Gold 2 oz.  
Blow Out Protective Oil 2 oz.



Arbor Day Foundation

**MIX AND MATCH ANY 8 OILS  
AND RECEIVE A BASSU  
HYDRATING OIL 8 OZ. FREE!**

**NOTE : BASSU OIL TREE PLANTING INITIATIVE  
EACH BOTTLE SOLD SUPPORTS  
ARBOR DAY TO PLANT A TREE.**



**SPRING INTO  
TONING**

**PURCHASE**  
1 Trinity Color Bonding Masque 6 oz.

**RECEIVE FREE**  
1 Pure Color 2 oz.



**APRIL ONLY!**

**SAVE ON STYLING**

**MIX & MATCH FROM**  
Crave Styling Paste 4 oz.  
Taffy Wax Spray 4.7 oz.  
Curls Spray Gel 4 oz.  
Awaken Texture Spray 4 oz.



**MIX & MATCH FROM**  
Theory Finishing Spray 10 oz.  
Texture Paste 2 oz.  
Push Styling Powder 0.35 oz.  
Taffy Whip 4 oz.



**TOOL SALE • SAVE 25%**

**CHOOSE FROM**  
5.75" Swivel Shear  
RZ Blender Shear  
RZ FINE Blender Shear  
Diamond Contour Swivel Shear  
7" Swivel Shear  
6" Contour Swivel Shear  
Notch 16 Swivel Shear  
Cutting Comb  
Curl Comb  
Clips  
Titanium Razor  
Diamond Blades  
Boar Bristle Brush  
3" Round Brush  
2.5" Round Brush  
3" Paddle Brush  
TK2 Contour Brush  
Pick  
Cutting Cape  
Stylist Apron  
Tool Holster





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

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**NEW INNOVATION!**

# PURE BLONDE ULTRA LIFT CHARCOAL LIGHTENING POWDER



**Activated Charcoal Powder**



**Ultimate Natural Bond Builder**



**Antioxidant Protection**



**Rice Protein Seals Cuticle**



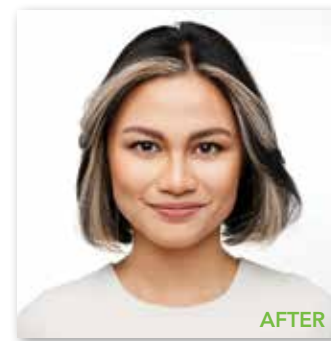
BEFORE

**LIGHTER • BRIGHTER • FASTER**

**450g -**



LEARN MORE



AFTER



cruelty free



NATURAL INGREDIENTS

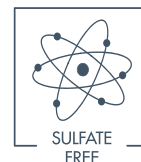


PARABEN FREE

[SURFACEHAIR.COM](http://SURFACEHAIR.COM)



GLUTEN FREE



SULFATE FREE



VEGAN

## NEW! PURE COLOR LEVEL 10 TONERS

PURE COLOR

### 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.



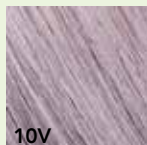
10N



10NA



10NB



10V

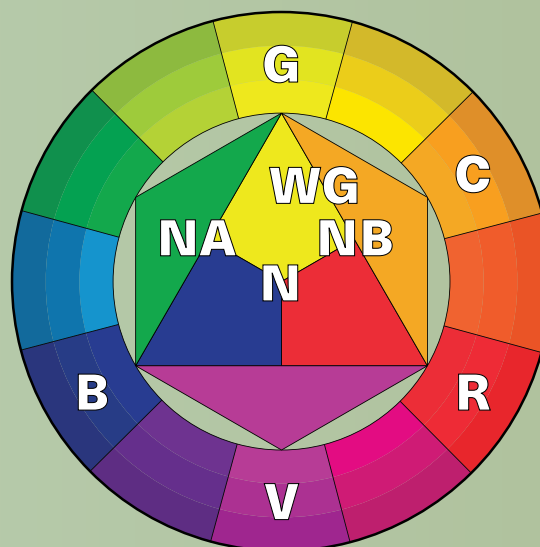


# Color Chart

## 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	9G
9	Yellow	9G
8	Yellow/Gold	8WG
7	Gold	7G & 7C
6	Orange/Gold	6WG & 6C
5	Orange/Red	5G, 5C & 5R
4	Red/Orange	4WG & 5C
3	Red	3R & 4WG
2	Red Brown	3R & 4WG
1	Dark Brown	3R & 4WG

## 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 HAIR 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





# IT'S COLOR

PERMANENT  
HAIR COLOR CREAM

*My Color Passion*

artēxo  
CARE FOR BEAUTY

COMPLETE INTRO UNIT

# it's color

BUY x74

Tubes of It's Color Permanent Color (150mL)



## RECEIVE FREE

- 4 Mix and Match any
- O2 Crème Peroxide 1 Liter
- 2 Lola 200 mL
- 2 Color Glow Shampoo 1 Liter
- 2 Color Glow Conditioner 1 Liter
- 2 Color Glow K-Spray 1 Liter
- 1 Eq Balancing Care 150 mL
- 1 Touch Beauty Primer 200 mL
- 1 Touch Sea Style 250 mL
- 1 Touch Hot Shot 500 mL

\$

SAVE 20%



TOUCH beauty movement

GOOD SOCIETY

LO LA

it's color

# artēxo

CARE FOR BEAUTY

# RAIN DANCE

## NATURE'S TIME

**BUY**



- 3 x Rain Dance **Color Shampoo (1L)**
- 2 x Rain Dance **Hydra Shampoo (1L)**
- 2 x Rain Dance **Volume Shampoo (1L)**
- 3 x Rain Dance **Color Conditioner (1L)**
- 2 x Rain Dance **Hydra Conditioner (1L)**
- 2 x Rain Dance **Hydrating Milk Spray (150mL)**
- 2 x Rain Dance **Flex Mousse (150mL)**
- 2 x Rain Dance **Multi Leave On Spray (150mL)**
- 2 x Rain Dance **Rich Serum Oil (75mL)**
- 2 x Rain Dance **Deep Repair Mask (500mL)**



**GET FREE**

- 3 x Rain Dance **Color Shampoo (250mL)**
- 2 x Rain Dance **Hydra Shampoo (250mL)**
- 2 x Rain Dance **Volume Shampoo (250mL)**
- 3 x Rain Dance **Color Conditioner (250mL)**
- 2 x Rain Dance **Hydra Conditioner (250mL)**
- 2 x Rain Dance **Hydrating Milk Spray (150mL)**

RAIN DANCE symbolizes NATURE'S TIME : in its concept, it has always meant energy, vitality, growth, beauty, reconciliation with our life's pace & intimate harmony.



# TOUCH

beauty movement

SAVE  
19%

## BUY THESE >

- 2 x Touch Beauty Primer 200 ml
- 2 x Touch Sea Style 250 ml
- 2 x Touch No Limits 10 g
- 2 x Touch Curl Must 100 ml
- 2 x Touch Pure Waves 150 ml
- 2 x Touch Forever Smooth 250 ml
- 2 x Touch Be Matt 100 ml
- 2 x Touch Get Shiny 100 ml
- 2 x Touch Control Freak 200 ml
- 2 x Touch Rock Me 200 ml
- 2 x Touch Shine Bright 250 ml
- 1 x Touch Up and Down 400 ml
- 2 x Touch Hot Shot 500 ml
- 2 x Touch Strong Bond 250 ml



## GET FREE >>>

- 1 x Touch Beauty Primer 200 ml
- 1 x Touch Sea Style 250 ml
- 1 x Touch Curl Must 100 ml
- 1 x Touch Be Matt 100 ml
- 1 x Touch Shine Bright 250 ml
- 1 x Touch Up and Down 400 ml
- 1 x Touch Hot Shot 500 ml
- 1 x Touch Strong Bond 250 ml

# BEAUTY FUSION

PHYTO-TECH COLOR



**Organic Radish**  
Anti-Age, Hydrating, UV rays  
and pollution shield



**Organic Vitis Vinifera**  
Antioxidant, Nourishing  
Strengthening



**Organic Olive Oil**  
Illuminating, Emollient  
Restructuring



**Organic Zanthalene\***  
Softening  
Soothing, Relaxing

*Up to*

**99%**

organic  
natural ingredients

*3 ways of beauty*



**FULL**

PERMANENT COLOR



**DEMI PLUS**

DEMI-PERMANENT COLOR



**GLOSS**

TONE ON TONE COLOR

wonderful care and protection  
**COLOR COLLECTION**

**artēxo**  
CARE FOR BEAUTY

# 1 line, 3 Ways of *Beauty*

THE SYMBOLS BEHIND THE 3 BEAUTY JOURNEYS

- **FULL** PERMANENT COLOR, UP TO 100% COVERAGE
- ◐ **DEMI PLUS** DEMI-PERMANENT COLOR
- **GLOSS** TONE ON TONE COLOR

IT'S EASY TO READ THEM ON THE SHADE DESCRIPTION:

- ◐ ○ USE THESE SHADES TO CARRY OUT FULL, DEMI PLUS AND GLOSS SERVICES
- ◐ USE THESE SHADES TO CARRY OUT FULL AND DEMI PLUS SERVICES



1 PASTEL COLOR FAMILY

1 SPECIAL TONE BLONDE FAMILY

**5 PASTEL SHADES**  
mixable among them

**PINK**  
**OCEAN**  
**POWDER**  
**MINT**  
**CLEAR**

**SPECIAL CLEAR SERVICES:**

1. BRILLIANT endless light
2. SOFT LIGHT illuminating highlifting

**5 SPECIAL TONE LEVEL 12 BLONDE SHADES**  
mixable among them

1. to highlift up to 5 levels
2. to make pastel tonalizations

BEAUTY FUSION  
PERMANENT/DEMI/SEMI  
GEL COLOR

# Beauty Fusion Family

*beauty in your hands*

63 oil shades  
*mixable among them*



Size: 1000 ml

5 OXYMILK

VOLUMES 5 - 13 - 20 - 30 - 40

**PLUS**

**Zemea®**, a corn derivative, 100% certified organic rich in vitamins and phytosterols



Size: 100 ml

2 BOOSTER

**AMMONIA CREAMS**

Specific and exclusive for BEAUTY FUSION color service, mixed with OXYMILK

**01 for levels from 1 to 6**  
**02 for levels from 7 to 12**

**DO NOT USE UNMIXED**



Size: 100 ml

15 COLOR FAMILIES

**53 OIL SHADES**

**mixable among them**

**99% certified organic natural ingredients**

**SPECIAL SHADES FOR SPECIAL SERVICES**

SPECIAL MEN 6.11-6B  
SPECIAL ANTI-YELLOW 9.22 - 9V  
SPECIAL ANTI YELLOW-ORANGE 9.11 - 9B  
SPECIAL ANTI-RED 5.8 - 5M  
SPECIAL IRISÈ NEUTRALIZERS 7.23 - 7NVG  
SPECIAL TONE WARM 6.34 - 6WG



# BEAUTY FUSION

PHYTO-TECH COLOR

## COMPLETE INTRO UNIT



Actual product may vary from image shown

## PURCHASE

- 63 Beauty Fusion Colour Shade 100 ml
- 2 Beauty Fusion 01 Booster 100 ml
- 2 Beauty Fusion 02 Booster 100 ml

## RECEIVE FREE

- 10 x Beauty Fusion Color Shade 100 ml
- 1 x Beauty Fusion Oxymilk 5 Vol 1 Liter
- 1 x Beauty Fusion Oxymilk 13 Vol 1 Liter
- 1 x Beauty Fusion Oxymilk 20 Vol 1 Liter
- 1 x Beauty Fusion Oxymilk 30 Vol 1 Liter
- 1 x Beauty Fusion Oxymilk 40 Vol 1 Liter
- 1 x Demi & Plus Colour Chart
- 1 x Raindance Colour Shampoo 1 Liter
- 1 x Raindance Colour Conditioner 1 Liter

\$

UP TO  
**28%**  
OFF

**artēxo**  
CARE FOR BEAUTY



# SAVE UP TO 30% ON KASHO SHEARS

## BLUE SERIES

Available in both offset and straight handle options the Blue series is the longest serving series from Kasho. Forged of high grade VW-10 steel and featuring hollow, mirror polished, fully convex, honed edge blades, the Blue Series shears are ideally for all applications and for slice cutting. The simple adjustable flat-head screws system allows for easy tension adjustments.

**STRAIGHT** KCB-45-S · KCB-50-S · KCB-55-S · KCB-60-S

**OFFSET** KCB-45-OS · KCB-50-OS · KCB-55-OS



## SAGANO SERIES

Our Sagano series has been designed to incorporate the best of all series. The hollow ground mirror-polished fully convex blades are forged from ATS314 carbon steel. The Samurai Sword blade design is taken from the Millennium series, the sophisticated ball bearing patterned disc operating system from the Damascus series, the optimum ergonomics of the Silver series and the blade properties of the Green series. Offered for the first time with a traditionally forged finger notch.

**OFFSET** KSG-55 OS · KSG-60 OS · KSG-65 OS · KSG-70 OS

## BUY A CAPTAIN RAZOR (STRAIGHT OR FOLDING) AND RECEIVE A BOX TITAN REFILL BLADES FREE!

**Captain Folding Razor** - This folding razor is a traditional handle with a balanced weight. The fine tuning screw will give you the freedom to adjust the tension of the handle.

**Captain Straight Razor** - The comfortable grip of this straight handle razor lets this “head heavy” razor move in your hand with minimal effort. Having a straight handle allows the barber to “choke up” while doing detailed design or line up work.

**Captain Titan Blades** - These straight, cut-throat-style blades offer extreme sharpness and extra longevity. Captain Titan Mild Razor Blade refills feature an exquisitely sharp edge for precision performance and durability every time.

## ALL KASHO ITEMS ARE SPECIAL ORDER

MEDIUM INTRO

# GOOD SOCIETY

SAVE 27%



### BUY THESE 1 LITRE PRODUCTS >

- 2 x Color Glow shampoo (1L)
- 2 x Color Glow Milk Conditioner (1L)
- 2 x Color Glow K-Spray (150mL)
- 2 x Every You Gentle Shampoo (1L)
- 2 x Every You Gentle Conditioner (1L)
- 2 x Nourishing Shampoo (1L)
- 2 x Ash Blue Shampoo (1L)
- 2 x Violet Opaline Shampoo (1L)
- 2 x Grey Pearl Shampoo (1L)
- 1 x Green No Red Shampoo (1L)
- 2 x Modelling Mousse (250mL)



- 2 x Color Glow Shampoo (250mL)
- 2 x Color Glow Milk Conditioner (200mL)
- 2 x Every You Gentle Shampoo (250mL)
- 2 x Every You Gentle Conditioner (200mL)
- 1 x Nourishing Shampoo (250mL)
- 1x Ash Blue Shampoo (250mL)
- 1 x Violet Opaline Shampoo (250mL)
- 1 x Grey Pearl Shampoo (250mL)
- 1 x Green No Red Shampoo (250mL)
- 1 x Matte Paste (100mL)
- 1 x Root Volumizing Spray (150mL)
- 1 x Soft Curl Cream (100mL)
- 1 x Smoothing Cream (100mL)
- 1 x Eq Balancing Care (150mL)

GET FREE >>>>>>>>>>



MARCH | APRIL  
**2024**  
SALON DEAL

Purchase Kashmir  
The One and Serum duo  
**Receive 21% off**

Regular Price [REDACTED]  
**Promotional Price** [REDACTED]



### The One 12 in One Leave-in Mask

- Repairs and restores dry & damaged hair
- Prevents Frizz
- Protects against the heat of blow dryers and straighteners
- Provides superior color protection
- Provides UVA/UVB protection
- Strengthens broken and damaged hair
- Detangles Hair
- Helps prevent and treats split ends
- Gives hair body and volume

### Serum Hair Therapy

- Sustains hair with the infusion of keratin and other proteins
- Use it while hair is wet or hair dry
- Helps repair split ends and prevent frizz
- Protects hair against harmful elements
- Enriches hair with keratin
- Sulphate and Paraben Free
- Non-oily formula
- Eliminates frizz



KASHMIR KERATIN





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



**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

**\$32.9**  
1.69 oz / 50 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. Smooths 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<sup>®</sup>

## 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 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<sup>®</sup>

## 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<sup>®</sup>

## 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



### 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



### 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



### 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

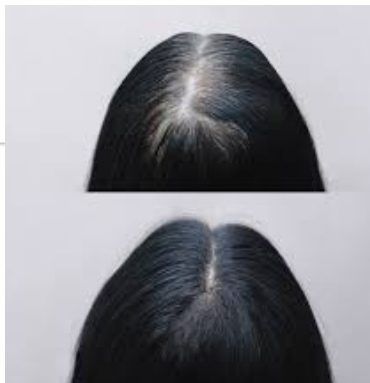


## ROOT CONCEAL

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 contains "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.



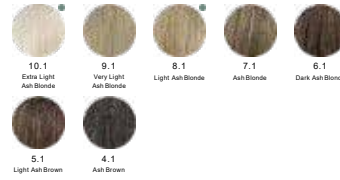
### BAHIAS

The Bahias line is our Naturals/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.



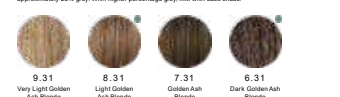
### COOL ASHES

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 glimmering gold. Grey coverage: Used alone, covers up to approximately 25% grey. With higher percentage grey, mix with base shade.



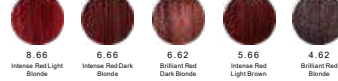
### COPPERS

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



### REDS

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



### WOODS

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



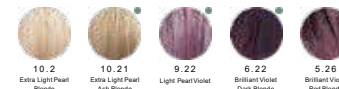
### MAHOGANYS

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

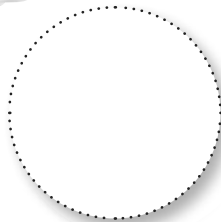
## ONE STEP LIFT & TONE COLOUR SYSTEM



### 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

SAVE  
50%

## 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% Lialil



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



MSRP \$12.00



CRUELTY FREE



PH BALANCED



VEGAN



PLASTIC BAG

# BODY BAR



MSRP \$18.00



MSRP \$18.00

PAPAYA & OAT MILK

PEPPERMINT & GREEN TEA

ALOE VERA

CHARCOAL

Nourishing

Refreshing

For Normal To Dry Skin

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.



MSRP \$17.00

Available in:  
BLONDE  
LIGHT HAIR

BRUNETTE  
DARK HAIR

# INFRARED THERMAL BRUSH



Tourmaline  
Infused Bristles



Tourmaline Infused  
Ceramic Barrel



Far Infrared  
Technology

## INFRARED THERMAL BRUSH



### INFRARED THERMAL BRUSH

**FEATURES:**

- 1 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



SUTRA®  
S U P R E M E

# 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



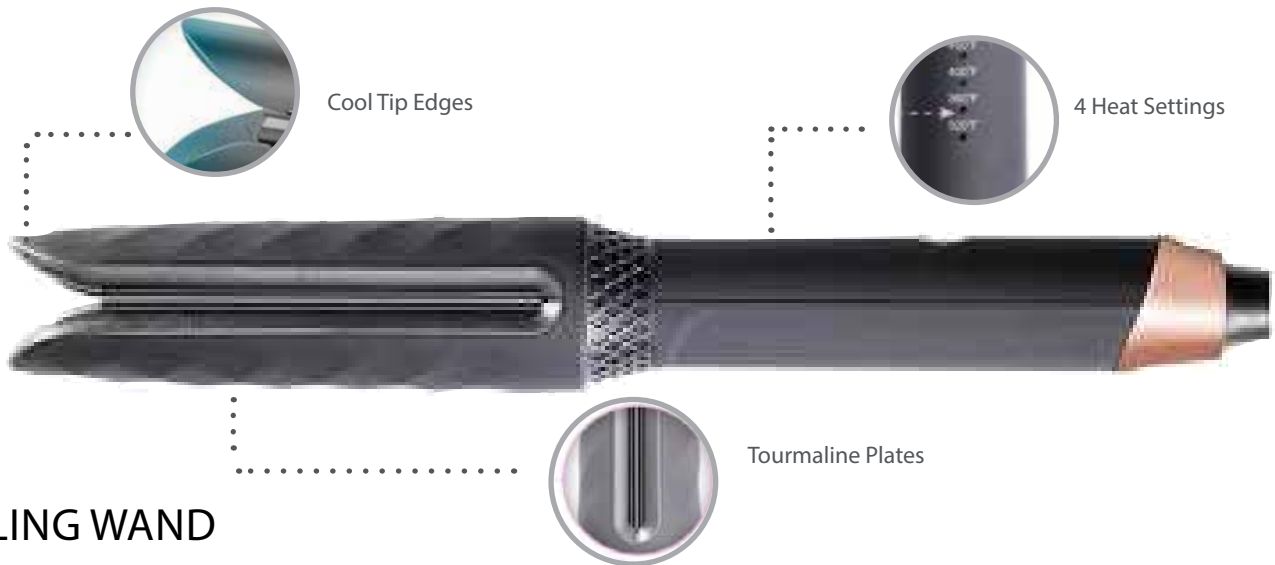
### MAGNO TURBO IRON

- 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



### 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



### 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



**SUTRA**  
SUPREME



Infrared Output



Brushless Motor



2 Speeds  
3 Heat Settings

## 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

## 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



### 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



### 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

# AWAKEN

## BLOW-DRY FOAM

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



BEFORE & AFTER



BEFORE & AFTER



LEARN MORE ▲



BEAUTY + BUSINESS

DISCOVER  
**BEAUTY  
BRANDS**  
*you love*



*Discover Brands That Are:*



VEGAN



CANADIAN  
OWNED



CRUELTY  
FREE



SULFATE  
FREE



PARABEN  
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