

VOLUME 3

MAY | JUNE 2024

# VANTAGE



THE LATEST PROMOTIONAL ISSUE

VANTAGEDISTRIBUTION.COM

MODEL IMAGE CREDIT : SURFACE HAIR HEALTH

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**



# 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



## EDUCATION & CERTIFICATIONS



**PURE COLOR**



**CURLS**



**LONG HAIR & STYLING**



**NATURALLY SURFACE**



**AWAKEN**



**SMOOTH & HEALTHY**



**CUTTING**

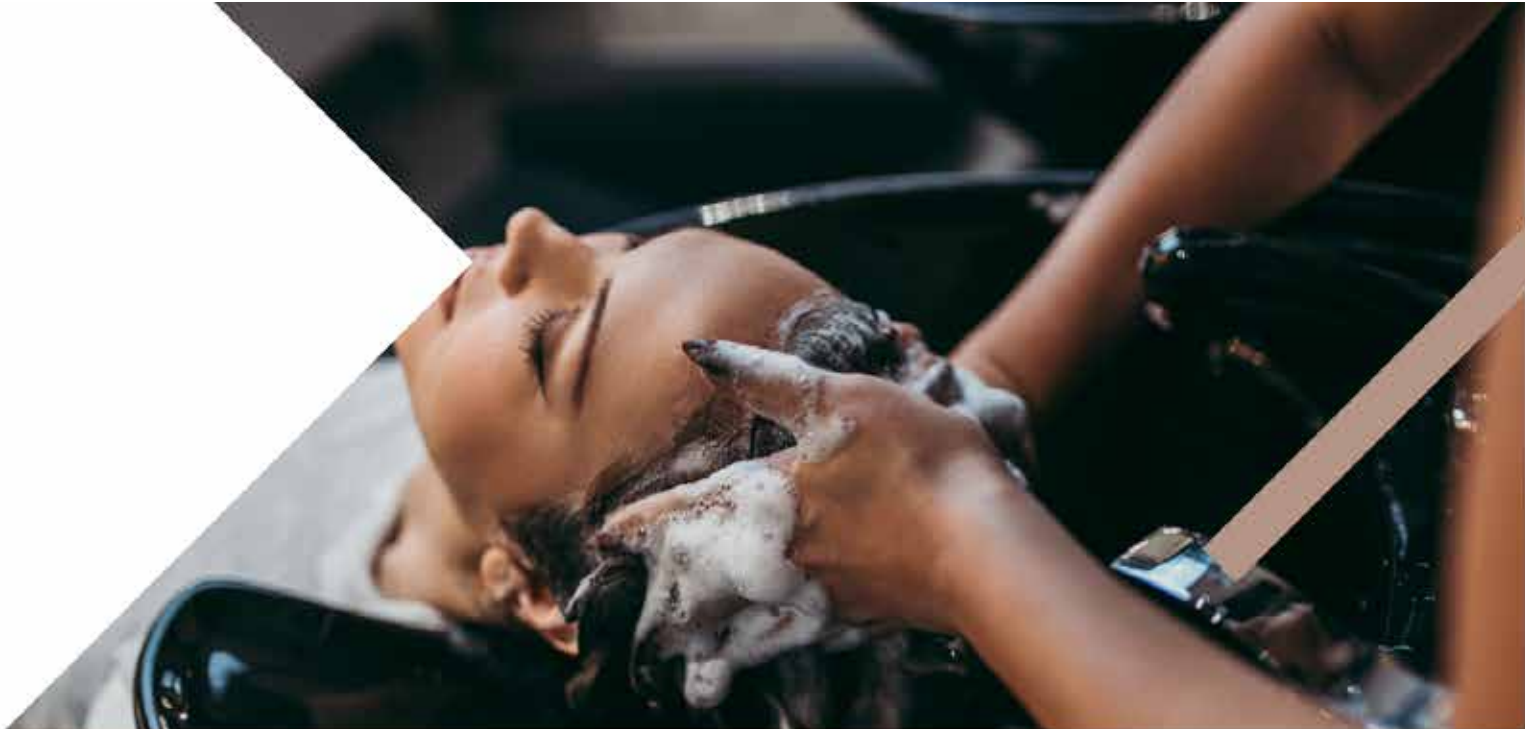
**EDUCATION**  
*your way*

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



**REGISTRATION**





# VIRTUAL ACADEMY

## **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

## **JULY**

**NATURALLY SURFACE**

JULY 22

**INTRO TO PURE COLOR**

JULY 22

**CREATING WITH PURE**

JULY 29

## **AUGUST**

**NATURALLY SURFACE**

AUGUST 12

**INTRO TO PURE COLOR**

AUGUST 12

**CREATING WITH PURE**

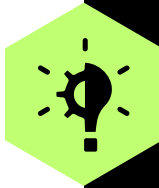
AUGUST 19

# NEW BEGINNINGS SYMPOSIUM

Surrey, BC- Sept 22 & 23, 2024



## DAY 1 | ARTISTIC INSPIRATION



Experience & Learn From the Expertise of the Internationally Renowned Surface Art Team as They Demonstrate Cut, Color, Finish & 'Express Treatments' While You Experience the Organics Of 'WHY SURFACE'! Pure Color & Ultra Lift Charcoal Lightening and living the life of a Surface Day Maker with '5 Keys To Success Business Inspiration' coaching.

## DAY 2 | HANDS ON CUTTING



Join Surface's Internationally Renowned Art Team as they walk you through transformative hair cutting mastery with the use of both shears & the razor. Learn Surface's core cutting techniques to immediately enhance your skills. In this all-inclusive workshop you will be supplied with all required tools: Shears, razor, mannequin, tripod, curriculum & working product.

## TICKETS



- **EARLY BIRD TICKETS:** Purchase ticket(s) by June 15th & receive a \$50 product credit.
- Day 1: 9:30am - 4:30pm | Ticket \$149
- Day 2: 9:00am - 3:00pm | Ticket \$275
- Day 1 & 2 ticket \$348

### Rewards Points

- Day 1: 10,000 pts / Day 2: 20,000 pts

### Complimentary tickets with purchase of intros - DAY 1:

- Culture 4 tickets, Core 2 tickets, Origins 1 ticket, Pure Color Salon 1 ticket.

 **REGISTER TODAY!**

CONTACT YOUR VANTAGE SALES CONSULTANT  
OR HEAD OFFICE AT 604.256.6759

\*SEATING IS LIMITED ON DAY 2 HANDS ON WORKSHOP & WILL SELL  
OUT. TICKETS ARE FIRST COME FIRST SERVE.



VANTAGE  
DISTRIBUTION



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



## GUEST ARTISTS



**JOSH CLOUD**  
SURFACE CULTURE ARTIST  
@HAIRBYJOSHCLLOUD



**CANDICE BANDA**  
SURFACE CULTURE ARTIST  
@CANDICEBANDAHAIR



**DAWN MCKEE**  
SURFACE EDUCATION DIRECTOR  
@DAWNSURFACEHAIR



**SEAN CARLSON**  
GLOBAL AMBASSADOR  
SURFACE KEYNOTE SPEAKER  
@SURFACE\_WITH\_SEAN

### FOR BEAUTY PROFESSIONALS WHO WANT TO EXPAND THEIR CLIENTELE

- Build Service & Retail Revenue
- Increase Salon Profitability
- Gain More Time & Peace Of Mind
- Turn Obstacles into Opportunities

## NEW BEGINNINGS SYMPOSIUM

Surrey, BC  
Sept 22 & 23, 2024



#### LOCATION:

**ELEMENTS CASINO SURREY**  
17755 60 AVE  
SURREY, BC V3S 1V3



#### REGISTER TODAY!

CONTACT YOUR VANTAGE SALES CONSULTANT  
OR HEAD OFFICE AT 604.256.6759

\*SEATING IS LIMITED ON DAY 2 HANDS ON WORKSHOP & WILL SELL  
OUT. TICKETS ARE FIRST COME FIRST SERVE.



**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



New!

**CURLS**

REPLENISH LEAVE-IN  
CONDITIONER 6 OZ.



- MOISTURIZE
- DETANGLE
- HEAT PROTECT
- DE-FRIZZ
- STRENGTHEN



**CURLS  
MIX & MATCH\***

CHOOSE FROM

- Curls Shampoo 10 oz.
- Curls Conditioner 6 oz.
- Curls Whip Mousse 5.5 oz.
- Curls Smoothing Cream 7 oz.
- Curls Finishing Spray 10 oz.
- Curls Firm Mousse 8 oz.
- Curls Masque 6 oz.
- Curls Serum 1.7 oz.
- Curls Frizz Free Spray Gel 4 oz.
- Curls Cream Wax 4 oz.
- Curls Cleansing Cream 9 oz.
- Curls Oil Gel 6 oz.
- Curls Replenish 6 oz.



**SAVE 15%  
CURLS  
ANNUAL PROMO**

INCLUDES

- 2 Curls Shampoo 10 oz.
- 2 Curls Shampoo 33.8 oz.
- 2 Curls Conditioner 6 oz.
- 2 Curls Conditioner 33.8 oz.
- 2 Curls Masque 6 oz.
- 2 Curls Cleansing Cream 9 oz.
- 2 Curls Whip Mousse 5.5 oz.
- 2 Curls Smoothing Cream 7 oz.
- 2 Curls Frizz Free Spray Gel 4 oz.
- 2 Curls Oil Gel 6 oz.
- 1 Curls Finishing Spray 2 oz.
- 2 Curls Finishing Spray 10 oz.
- 1 Curls Firm Mousse 2 oz.
- 2 Curls Firm Mousse 8.8 oz.
- 2 Curls Serum 1.7 oz.
- 2 Curls Cream Wax 4 oz.
- 1 Curls Trio Box Set
- 2 Curls Replenish 6 oz.
- 15 Curls Duo Foil 0.5 oz.
- 2 Liter Pumps
- 15 Retail Bags
- 1 Curls Merch Kit

\*RETAIL SIZES ONLY





**Surface**  
HAIR HEALTH ART

**SAVE 25%  
ALL MASQUES**

**CHOOSE FROM**

- Awaken Therapeutic Masque 6 oz. ....
- Bassu Hydrating Masque 6 oz. ....
- Curls Intensive Masque 6 oz. ....
- Violet Nourishing Masque 6 oz. ....
- Trinity Bonding Masque 6 oz. ....



**SAVE 20%  
CURLS BOX SET**

**INCLUDES**

- 1 Curls Shampoo 10 oz.
- 1 Curls Conditioner 6 oz.
- 1 Curls Whip Mousse 8 oz.



**ULTRA LIFT  
LIGHTENER  
WITH**

**PURCHASE**

- 1 Ultra Lift Charcoal Lightener 450g

**RECEIVE FREE**

- 1 7-Vol. Enzyme Cream Activator 33.8 oz.



**MAY ONLY!**

**COLOR AUTHORITY MONTH**

**PURE COLOR  
WITH ECA FREE!**

**PURCHASE**

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

**RECEIVE FREE**

- 1 7-Vol. Enzyme Cream Activator 33.8 oz.
- OR**
- 1 20-Vol. Enzyme Cream Activator 33.8 oz.



**SAVE 30%**

**CHOOSE FROM**

- Violet Toning Spray 4 oz. ....
- Rose Shampoo 9 oz. ....
- Rose Conditioner 7 oz. ....
- Trinity One Shot 0.75 oz. ....
- Color Thickener 4 oz. ....
- Color Duo Brush Set.....
- Pure Color Bowl.....
- Pure Color Cape.....
- Pure Color Apron.....
- Pure Color Bottle.....



**PURE** COLOR





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

## WHY SURFACE?

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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**



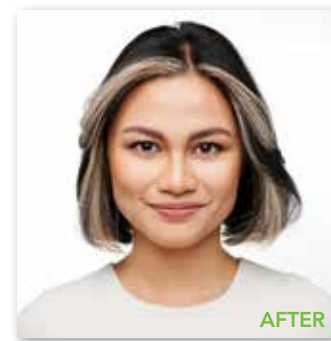
BEFORE

**LIGHTER • BRIGHTER • FASTER**

**450g -**



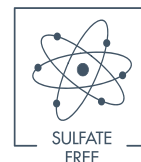
LEARN MORE



AFTER



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



## NEW! PURE COLOR LEVEL 10 TONERS

PURE COLOR

**CHOOSE FROM**

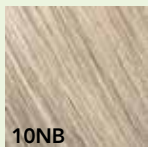
- Pure Color 10N Ivory 2 oz.
- Pure Color 10NA Ice 2 oz.
- Pure Color 10NB Pearl 2 oz.
- Pure Color 10V Lilac 2 oz.



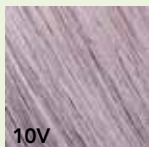
10N



10NA



10NB



10V



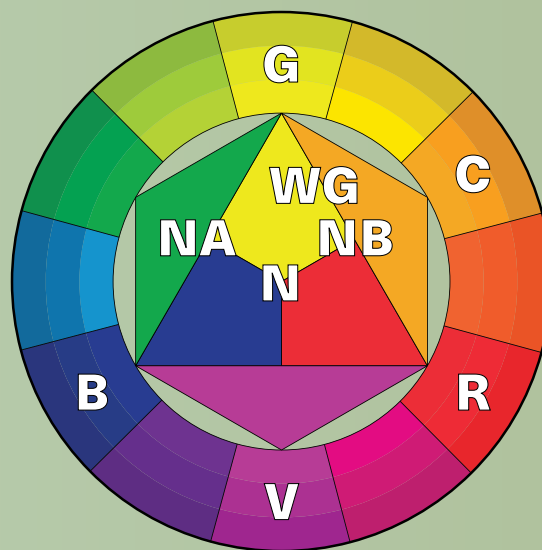


# Color Chart

## 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	Lightest Blonde	Pale Yellow	9V + 00
9	Very Light Blonde	Yellow	9V
8	Light Blonde	Yellow/Orange	2:1 9NA : 7NA
7	Medium Blonde	Orange	7B
6	Dark Blonde	Red/Orange	2:1 7NA : 5NA
5	Light Brown	Red	5NA
4	Medium Brown	Red/Violet	2:1 5NA : 3N
3	Dark Brown	Violet	N/A
2	Very Dark Brown	Blue/Violet	N/A
1	Black	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  
100 ML**

**DEVELOPER  
1000 ML**



## 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

**SAVE 33%**

**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



**SAVE 41%**





# 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

*Up to*

**99%**

organic  
natural ingredients



**Organic Vitis Vinifera**  
Antioxidant, Nourishing  
Strengthening

*3 ways of beauty*



**FULL**

PERMANENT COLOR



**Organic Olive Oil**  
Illuminating, Emollient  
Restructuring



**DEMI PLUS**

DEMI-PERMANENT COLOR



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



**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  
**100 ML**

# 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



# SAVE UP TO 30% ON KASHO SHEARS

## BALANCED PRECISION SERIES

Introduce yourself to the beauty of KASHO professional hair shears with these do-it-all Balanced Precision shears. Like the name says, these shears are perfectly balanced so they're easy to handle and give you ideal control of each cut. The semi-convex blade provides a highly precise cut and ensures a durable edge. The offset handle is extra comfortable, even on a day when you're fully booked.



## GREEN SERIES

The Green Series is forged from high carbon VG-10W steel with convex hollow ground blades honed to a fine mirror polish. The Green Series is designed with a ball bearing tension system which reduces friction and allows you to power through a large section or thick hair, while reducing any fatigue on the fingers and thumb. The Green series texturizer's teeth are tapered towards the inside of the blade which prevents tugging of the hair thus creating a more comfortable experience for your client.

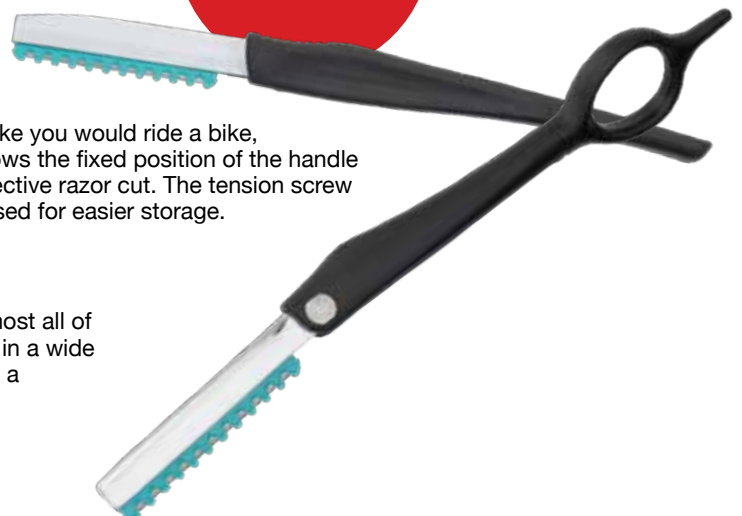


SAVE  
30%

SAVE  
25%

## DESIGNING FOLDING RAZOR

This razor is ergonomically designed and meant to facilitate the most accurate entry of the blade into the hair. Designed to hold like you would ride a bike, where the ring finger comes in from the rear of the razor. This allows the fixed position of the handle to be in the 45 degree position, which is needed for the most effective razor cut. The tension screw allows you to adjust the tension of the folding motion, which is used for easier storage.



## DESIGNING RAZOR STRAIGHT

The Design Straight Razor is the perfect lightweight tool to suit most all of your razor cutting needs. The straight handle design can be held in a wide variety of ways, giving you maximum control and comfort. This is a must-have for any stylist.

**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 >>>>>>>>>>





KASHMIR KERATIN

# NEW

## FORMALDEHYDE FREE SMOOTHING SYSTEM



1000 ML

- 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

# 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**

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.

MSRP \$22.00

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.

MSRP \$22.50

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

MSRP \$22.00

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

MSRP \$22.00



# 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

MSRP \$22.00



### 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

MSRP \$22.00

# 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.

MSRP \$22.00

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.

MSRP \$22.00

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.

MSRP \$22.00

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.

MSRP \$22.00

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.

MSRP \$18.45

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.

MSRP \$22.00

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

MSRP \$22.00



# 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

MSRP \$22.00

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

MSRP \$22.00

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

MSRP \$22.00

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

MSRP \$22.00

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

MSRP \$22.00

250g/ 8.8 fl.oz



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



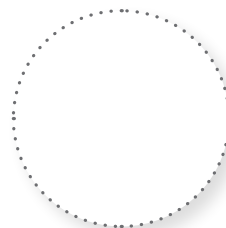
## ONE STEP FILL & DEPOSIT COLOUR SYSTEM



## 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.

# INFRARED THERMAL BRUSH



 Tourmaline  
Infused Bristles

 Tourmaline Infused  
Ceramic Barrel

 Far Infrared  
Technology

## 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



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

MSRP  
\$129.00

Price Does Not Include Base

## 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"

MSRP  
\$129.00

Price Does Not Include Base

## THE BASE

Interchangeable base

Works with all Sutra Rose Gold Tourmaline Infused Ceramic attachments

9 foot 360° swivel cord

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

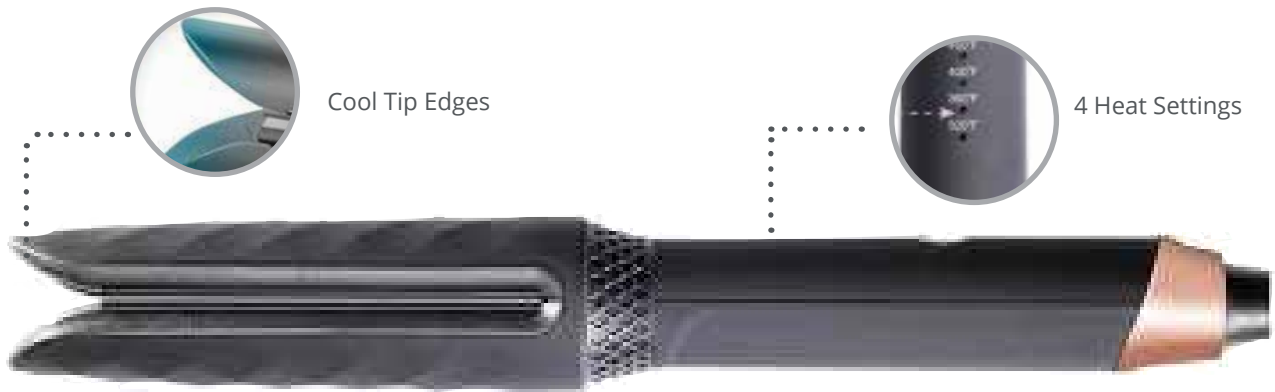
MSRP \$199.95



### 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

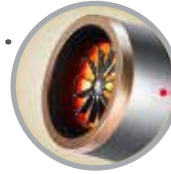
Smoother Curls

Engineered to deliver more defined and long-lasting curls

MSRP Reg. \$159.95



SUTRA<sup>®</sup>  
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

MSRP \$299.95

## 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



# CURLS *New!* REPLENISH LEAVE-IN CONDITIONER

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

- Moisturize
- Detangle
- Heat Protect
- De-Frizz
- Strengthen
- Soothe
- Shine



**BEAUTY + BUSINESS**

DISCOVER  
**BEAUTY  
BRANDS**  
*you love*



*Discover Brands That Are:*



VEGAN



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OWNED




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FREE



SULFATE  
FREE



PARABEN  
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