

SEPTEMBER - OCTOBER 2024

COLOR WOW

MONEY CHANGES EVERYTHING

And we mean everything... from transforming straw strands to silk, to creating rags to riches glow-ups on every client, to dramatically increasing your retail sales.

THE STOCK UPS YOU'VE BEEN WAITING FOR!

MONEY MASQUE

5-minute deep hydrating treatment for expensive-looking hair

BUY 5 GET 1 FREE MONEY MASQUE



For all hairtypes. Celebrity Stylist Chris Appleton's 1-step-prep for luxe, super healthy hair

BUY FIVE

(5) Money Masque (7.5 oz / 215 ml)

GET ONE FREE

(1) Money Masque (7.5 oz / 215 ml)

SALON PRICE: ~~-\$135.00~~ **\$112.50**

SALON SAVINGS: 17%

NEW! MONEY MIST

The leave-in all hair types can believe in. Sold out in one week!

BUY 5 GET 1 FREE MONEY MIST



Fine strands are plumped, coarse strands are softer, frizzy strands are smoother, dry strands are hydrated, damaged strands are fortified

BUY FIVE

(5) Money Mist (5.0 oz / 150 ml)

GET ONE FREE

(1) Money Mist (5.0 oz / 150 ml)

SALON PRICE: ~~-\$87.00~~ **\$72.50**

SALON SAVINGS: 17%

COLOR WOW

HOLIDAY 2024

Limited-edition VIPs: Very Important Presents they'll love to give (or keep!) at value savings



VOLUMIZING VIPs

(CW7206)

Our Volumizing VIPs kit includes four best-sellers to create ultra-luxe, sexy, voluminous styles that last for DAYS!



BEFORE

AFTER

INCLUDES:

- (1) Color Security Shampoo (2.5 fl oz / 75 ml)
- (1) Money Mist (1.7 fl oz / 50 ml)
- (1) Raise the Root Thicken + Lift Spray (5.0 fl oz / 150 ml)
- (1) Xtra Large Bombshell Volumizer (6.5 fl oz / 195 ml)

SALON PRICE: ~~-\$37.50~~ **\$30.00**

SALON SAVINGS: 20%



SMOOTH + SHINY VIPs

(CW7207)

Iconic frizz-fighters deliver super sleek, glossy strands that stand up to the highest humidity for DAYS!



BEFORE

AFTER

INCLUDES:

- (1) Color Security Shampoo (2.5 fl oz / 75 ml)
- (1) Money Masque (1.7 fl oz / 50 ml)
- (1) Dream Coat Supernatural Spray (6.7 fl oz / 200 ml)

SALON PRICE: ~~-\$27.00~~ **\$21.50**

SALON SAVINGS: 20%

#COLORWOWHAIR