

COLOR WOW

# 2025 RESOLUTION: COMMIT TO GROWTH!

JANUARY - FEBRUARY 2025

## RESOLUTION #1: FOCUS RETAIL ON PRODUCTS CONSUMERS ARE OBSESSING OVER

### #1 ANTI-HUMIDITY, FRIZZ FIGHTER



#### PURCHASE

(6) Extra Strength Dream Coat  
6.7 fl oz

#### RECEIVE FREE

(1) Dream Smooth  
Professional Paddle Brush

Wide-face Pro brush speeds drying time + delivers sleekest, smoothest Dream Coat results

**SALON COST: \$96.00**

Total Value: \$121.00

### VIRAL VOLUMIZERS



#### PURCHASE

(3) Xtra Large Bombshell Volumizer  
6.5 fl oz

(3) Raise the Root  
5.0 fl oz

#### RECEIVE FREE

(1) "This Is How We Roll"  
set of 12 velcro rollers

Clip-free, velcro rollers deliver biggest, bounciest, bombshell blow-outs

**SALON COST: \$75.00**

Total Value: \$85.00

## RESOLUTION #2: MANIFEST MORE MONEY

### RICH TREATMENTS FOR ALL HAIR TYPES



#### PURCHASE

(6) Money Masque  
7.5 oz

#### RECEIVE FREE

(3) Money Mist  
Leave-in Conditioner  
1.6 fl oz

Luxe, light, leave-in conditioner for glossy, expensive-looking hair

**SALON COST: \$135.00**

Total Value: \$156.00

## RESOLUTION #3: CAPITALIZE ON SCALP CARE TREND

### OPTIMAL SCALP CARE ESSENTIALS



#### PURCHASE

(6) Youth Juice Collagen Scalp Treatment 1.7 fl oz

Scalp treatment promotes optimal scalp condition for thicker stronger strands. Youth Juice helps reduce shedding by up to 90%\*

#### RECEIVE FREE

(1) Color Security Shampoo Pro Size 32 fl oz  
Unique sulfate-free, no-residue shampoo

**SALON COST: \$138.00**

Total Value: \$174.00



BEFORE  
YOUTH JUICE

AFTER 30  
DAYS USE\*

\*Invivo clinical study of 30 volunteers over 28 days