

Goldwell NY

news & events

@goldwellny · facebook.com/goldwellny · goldwellny.com · PP2 March-April 2019



GOLDWELL NEW YORK

PRODUCTS. EDUCATION. BUSINESS SOLUTIONS.

focus:

The Goldwell New York one-word objective

Have you decided what your one-word objective is for 2019? As we shared in January, the 2019 one-word objective for Goldwell New York is FOCUS.

We chose the word FOCUS to remind ourselves the importance of focusing in on what is best for your business, one salon at a time.

Each of you have your own needs and our goal is to FOCUS on offering the best solutions to you. Whether your needs are to grow service dollars, retail dollars, average ticket, etc. We can provide support or help you find solutions.

Let us know if you would like to set up a FOCUS Meeting in 2019.

An example of a FOCUS Meeting could be:

- Make an appointment with us to review your 2018 salon business
- Brainstorm or share your 2019 Goals
- Prioritize your FOCUS items for 1st half 2019

SUPPORTING OUR LOCAL ORGANIZATIONS

ONYA Ontario Yates Fund for Women and Girls

Introducing Hairdooz 2019 and ONYA.

We were recently introduced to a unique organization, ONYA. The Ontario Yates Fund for Women and Girls is a non-profit that funds programs that foster personal and economic self-sufficiency among women and girls throughout Ontario and Yates Counties.

Their Mission

The mission of ONYA is to inspire and advance philanthropy that funds non-profit programs to foster personal growth and economic self-sufficiency among women and girls throughout Ontario and Yates Counties.



They will be doing their first fund-raising runway hair show titled Hairdooz 2019.

Goldwell New York will be sponsoring this exciting event taking place on September 22 in Geneva, NY.

We are proud to do our part to support this great organization.

NEW



MOISTURIZING
SHAMPOO 14.5 OZ.
code: 10506

MOISTURIZING
CONDITIONER 14.5 OZ.
code: 2018



LIQUID MOUSSE
STYLING SPRAY 8 OZ.
code: 2060



DEEP REPAIR
MASQUE 8 OZ.
code: 2026



STRENGTHENING
SERUM 4 OZ.
code: 10550



GLOSS SPRAY
TREATMENT 4 OZ.
code: 10548



HAIRSPRAY
FIRM HOLD 10.5 OZ.
code: 10570

HEMP & RED WINE

Triple strength formula merging the science of FiberHance™
Strengthening Technology with natural phytonutrients
of Hemp Seed Oil & Wine Extract Resveratrol to bring you
the ultimate reparative, strengthening and nourishing
professional hair care line.

SALON INTRO BAG



SALON INTRO BAG INCLUDES:

SHAMPOO & CONDITIONER 14.5 OZ. & .33/.33 FOIL PACK
DEEP REPAIR MASQUE 8 OZ. & 1.75 OZ. FOIL PACK
STRENGTHENING SERUM 4 OZ. & 0.2 OZ. FOIL PACK
GLOSS SPRAY TREATMENT 4 OZ.
LIQUID MOUSSE 8 OZ. & 2 OZ.
HAIRSPRAY 10.5 OZ.

#styledwithagadir



SALON SAMPLER
BAG



INCLUDES:

STRENGTHENING SERUM 4 OZ.
LIQUID MOUSSE 2 OZ.
DEEP REPAIR MASQUE FOIL PACK 1.75 OZ.
SH/CD TANDEM FOIL PACK .33/.33

code: HEMP500P

kms

THE TREND

EFFORTLESS *style*

CLIENTS WANT EFFORTLESS-LOOKING STYLE, but these styles often require a lot of work because of the hair structure. **NEW KMS Style Primers** allow the stylist & the client to better control the style creation process. It's a quick service that improves hair structure to build a lasting style-foundation, with results that last up to 7 washes*.

ABOUT THE PRIMERS

- **CORE RESET SPRAY: Repairs Damage**
The First step in all 3 service options. Internal reconstruction from inside out.
- **MOISTREPAIR: Ultimate Repair**
Repairs the hair surface, making dry, damaged hair look and feel healthier.
- **ADDOVOLUME: Next Level Volume**
Makes fine, limp hair look and feel thicker from root to tip.
- **TAMEFRIZZ: Intense Smoothing**
Deeply nourishes and smooths unruly, frizzy hair.

BENEFITS:

- Easy 10-minute service
- Restructures hair both inside & outside
- Lasts up to 7 washes*
- Customizable & intuitive
- Streamlines client routine
- Retail products to extend the service at home



REPAIRS DAMAGE



Core Reset 200ml

*When used with the Core Reset Spray

NEXT LEVEL VOLUME



INTENSE SMOOTHING



ULTIMATE REPAIR



SALON INTRODUCTORY OFFER This is an amazing introductory offer for a salon to try the new KMS STYLE PRIMERS. It has everything you need to perform the backbar service and sell your client the accompanying retail products. The salon purchases the retail products and receives the backbar service products for free.

PURCHASE:

- 3 STYLE PRIMER ADDVOLUME 75ml
- 3 STYLE PRIMER MOISTREPAIR 75ml
- 3 STYLE PRIMER TAMEFRIZZ 75ml

RECEIVE FREE PREPACK:

- 1 STYLE PRIMER ADDVOLUME 150ml
- 1 STYLE PRIMER MOISTREPAIR 150ml
- 1 STYLE PRIMER TAMEFRIZZ 150ml
- 1 CORE RESET SPRAY 200ml
- STYLE PRIMER Launch Brochure
- STYLE PRIMER Shelf Talkers
- STYLE PRIMER Mirror Clings



STYLIST TRIAL KIT This is the perfect opportunity for a salon or stylist to try the powerful styling effects of KMS STYLE PRIMERS. This trial kit allows a stylist to perform services of each STYLE PRIMER flavor to fully experience the whole assortment. Get effortless style today!

PURCHASE PROFESSIONAL PREPACK:

- 1 STYLE PRIMER ADDVOLUME 75ml
- 1 STYLE PRIMER MOISTREPAIR 75ml
- 1 STYLE PRIMER TAMEFRIZZ 75ml
- 1 CORE RESET SPRAY 200ml





SHAKE. SPRAY. LOVE

Essential sprays from StyleSign and KMS are available for 25% off!

Visit the Salon Alliance Resource Library to download one of our ready-to-use flyers to help promote this in your salon.

Purchase Choice Goldwell StyleSign:

Big Finish Volume Hairspray 300mL
Magic Finish Non-Aerocol Hairspray 200mL
Sprayer Hair Lacquer 300mL
Magic Finish Lushious Hairspray 300mL
Naturally Full Bodifying Blow Dry & Finishing Spray 200mL

Purchase Choice KMS:

HAIRSTAY Anti-Humidity Seal 150mL
HAIRSTAY Working Hairspray 300mL
HAIRSTAY Firm Finishing Hairspray 300mL
THERMASHAPE 2-in-1 Spray 200mL
HAIRPLAY Playable Texture 200mL





NEW DUALSENSES INTENSIVE CONDITIONING SERUMS

Upgraded technologies for each segment
with improved benefits and instant results.

BENEFITS:

- Instant results formulated for specific hair needs.
- Lightweight leave-in formulation.
- Quick and easy application – perfect for a treatment menu.

WHAT'S NEW:

- After a color service, finish with any serum. All segments now neutralize pH and peroxide residues and give color protection, shine and color brilliance.
- New amplifying ingredients boost the effects of the serums and maximize the results on the hair.
- Higher longevity of the service.
- Optimized ergonomic handling and segment colored packaging for quick and easy dispensing.



DUALSENSES SALON SERUM INTRO OFFER

Purchase:

- 1 box Dualsenses Color Serum 12 x 18mL
- 1 box Dualsenses Color Extra Rich Serum 12 x 18mL
- 1 box Dualsenses Blondes & Highlights Serum 12 x 18mL
- 1 box Dualsenses Rich Repair Serum 12 x 18mL
- 1 box Dualsenses Just Smooth Serum 12 x 18mL
- 1 box Dualsenses Ultra Volume Serum 12 x 18mL
- 1 box Dualsenses Curly Twist Serum 12 x 18mL

Receive Free:

- 1 Dualsenses Serum Pack & Insert Set
- 1 Dualsenses Activation Guide & Assortment Chart



DUALSENSES SERUM SAMPLE PACK

Purchase:

- 1 bottle of each
Dualsenses
Serum Segment



KERASILK CONSUMER GIFT

Drive retail sales and increase salon revenue with this offer. Receive a set of 12 Kerasilk Consumer gift sets complimentary with your choice of \$350 in Kerasilk products.

Purchase:

\$350 Choice of Kerasilk products

Receive Free:

- 12 Kerasilk Consumer Gift sets each containing:
- 1 Kerasilk Style On The Go Cosmetic Bag
- 1 Kerasilk Color Intensive Mask 25mL
- 1 Kerasilk Control Humidity Barrier Spray 30mL
- 1 Kerasilk Style Texturizing Finishing Spray 75mL



VARIS CURLS TO THE RESCUE

Our stylist-designed VARIS curling irons will help spring curls to life with Hydroionic Crystals that are infused into the ceramic barrel to hydrate and condition hair.

With choice of either digital 1" curling iron, stylists will receive a FREE Kerasilk Forming Shape Spray to create luxurious styles with weightless movement – plus heat protection.

Purchase Choice:

- 1 VARIS 1" Marcel
- Or
- 1 VARIS 1" Spring

Receive Free:

Kerasilk Style Forming Shape Spray 125mL



ENTER A COMPLETE **COLOR WORLD**

Dedicated to color creativity, the Goldwell System products now offer you everything you need to customize, enrich and perfect each color service in one toolbox. Discover Goldwell System with its three segments:

CREATIVITY, SOLUTIONS AND BALANCE.

CREATIVITY Unlimited customization of your color services with innovative additives.

@PURE PIGMENTS

- High-definition direct dye additives.
- Long-lasting and multi-dimensional color results.
- Extraordinary shine with a 3D effect that creates unique light reflections.

THICKENER

- A concentrated Thickening Fluid that empowers you to control and customize the consistency of your color & lightener products.
- Works with Topchic, Nestaya, Colorance, SilkLit, SilkLit Control, Daycur and New Blonde.
- Whatever consistency you choose, all colors stay true to tone while the processing time remains the same.



SOLUTIONS Tool to perfect your color services.

COLOR REMOVER SKIN 150mL

- Gently yet efficiently removes color stains from the skin.
- Convenient and easy-to-use.
- Dermatologically-tested & mild enough to be used on most clients.
- Same great performance, with new fragrance and packaging.



BALANCE High-performing products to optimize the hair structure and prevent hair damage.

STRUCTURE EQUALIZER

- Instantly equalizes structural differences.
- Optimizes the color deposit on hair.
- For more even color results.
- Same great performance, with new fragrance and packaging.

BONDPRO+* For exceptional hair quality during and after lightening and coloring.

- * Prevents breakage by strengthening the hair fiber.
- * No visible dilution of the color performance.



@PURE PIGMENTS COLOR WASHING KIT

new!

Elluminate lighter tones by adding @Pure Pigments drop by drop to toners, blonde shades, & high lift control shades to create subtle cool tones and dimensional pastels. By adding in a small amount of @Pure Pigments, you can create soft pastels, for a Color Washing effect. With this combination of pigments, this kit will be sure to show you color in a whole new light.

PrePack Includes:

- 1 System @Pure Pigments Green 50mL
- 1 System @Pure Pigments Violet 50mL
- 1 System @Pure Pigments Orange 50mL
- 1 Goldwell System Activation Guide



COMING IN MAY 2019

@Elluminated Metallics Collection



4 NEW StyleSign Products



Color Questions?

Help is just a
phone call away...
1.800.333.2442



amika:

3D Volume + Thickening Shampoo + Conditioner

NEW



3D Volume and Thickening Shampoo + Conditioner, formulated with Redensyl®, is designed to provide instant fullness + lift while promoting long term hair health.

10 oz/300ml

33.8 oz/7l

salon launch stylist promotion

1 3D volume + thickening shampoo 10oz
1 3D volume + thickening conditioner 10oz

choose 1 of:

1 brooklyn bombshell blowout spray 6.7oz
1 plus size perfect body mousse 8.5oz
1 voodoo volume powder spray 4.5g

salon launch salon promotion

6 3D volume + thickening shampoo 10oz
6 3D volume + thickening conditioner 10oz

receive free:

1 3D volume + thickening shampoo 1l
1 3D volume + thickening conditioner 1l
moch kit

spring fling kit

limited edition



prepacked kit includes:

polished perfection straightening brush in pink signature print
the shield anti-humidity spray 1 oz
fusus touchable hairspray 1.5oz
signature print wrist scarf

april only

supernova moisture + shine cream

NEW



A luxe reinvention of one of our first and bestselling formulas, this next generation leave-in cream satisfies the thirstiest hair, calming frizz, elevating shine and restoring hair to its supernatural softness.

salon launch promotion

buy three: supernova moisture & shine cream 3.4oz

receive free: supernova moisture & shine cream 3.4oz

desert trip festival kit

limited edition



Take a wild head trip, regret-free. Experiment with a trio of vibrant temporary colors that wash out in one shampoo.

- purple haze: smoky, silvery purple
- rose glow: radiant pinky-gold
- galactic rodeo: shade-shifting holographic violet pin

amika:

tool sale!

special prices on armory + retail friendly tools



the antidote
silk wrapped styler



the confident
moisture lock styler



the chameleon 5 barrel
interchangeable curling kit



le marcel
professional 2-in-1 swivel curler



the mastermind
valera x amika dryer



the immortal
power-life dryer



the accomplice
compact dryer



blowout babe
thermal brush



blowout babe
interchangeable thermal brush



strand perfect
ceramic styler



silk glide
titanium styler

hairspray sale

flexus touchable
hairspray 8oz



headstrong intense
hold hairspray 8oz





WAVY TRANSFORMATION KIT

Low-Poo Delight®	8oz
One Condition Delight™	8oz
Wave Maker™	3oz
Light Defining Gel	1.5oz



SUPER CURLY TRANSFORMATION KIT

No-Poo Decadence®	8oz
One Condition Decadence®	8oz
Super Cream™	3oz
Leave-in Decadence®	1.5oz

DevaCurl

NEW HIGH SHINE™ Multi-Benefit Oil

Shine • Frizz Control • Curl Enhancement • Moisture



100%
SULFATE
PARABEN
SILICONE
FREE

AVAILABLE
APRIL 2019

SALON OFFER

STYLIST OFFER



BUY:
6 | High Shine™ 1.7oz

RECEIVE:
2 | High Shine™ 1.7oz
5 | High Shine™ Sample
Free Merchandising Kit



BUY:
1 | SuperCream™ 5.1oz
1 | High Shine™ 1.7oz

RECEIVE:
1 | Styling Cream 5.1oz

LEARN ALL ABOUT DEVA EDUCATION, HOW-TO'S, AND GAIN PRODUCT KNOWLEDGE AT DEVACURL.COM/PROFESSIONAL

ALTERNATIVES

The Fun, Short History of Dry Shampoo

Dry shampoos have been around for a while. Minipoo Dry Shampoo was produced from the early 1940s through the late 1960s. The National Museum of American History actually has a display of Minipoo that mainly targeted women. Advertisements claimed that it could be used while sick in bed. Known as the 10-minute dry shampoo that was convenient for "surprise dates," Minipoo was also safe for kids because no soap would get in their eyes. Their slogan was

"When you can't shampoo
Minipoo"

...source Google



FINE TO MEDIUM HAIR:



Dualsenses
Ultra Volume
Dry Shampoo
5.7 oz

- Instantly refreshes and cleanses hair by absorbing oils
- Reduces build-up between washes
- Ideal for fine to limp hair



Kerasilk Repower
Volume Dry
Shampoo 4.2 oz

- Freshness and cleanses down to the roots.
- Absorbs oil and residue
- Leaving hair looking good and volumized



Kerasilk Color
Dry Shampoo
4.2 oz

- Cleanses and refreshes without the need of water
- Protects color from premature fade-out while maintaining shine



Simply Smooth
extend between
Dry Shampoo
7oz

- Rids hair of oils and environmental impurities
- Adds body and volume. Leaves hair feeling clean
- Sodium chloride-free.



Surface Air Lift
Volumizing Powder
.7 oz

- Creates volume
- Root lift
- Maximizes texture



ims Hair Play
Makeover Spray
6.7oz

- Builds bulk into fine hair
- Dry Cleansing and style renewal
- Absorbs oils to refresh limp or day-old styles

HAIR FRAGRANCES



Kerasilk Hair
Perfumes 1.7 oz

- Keep the beautiful scent of your hair all day long
- No matter what the day holds

amika: Hair Fragrance 1.oz

- Wear it in your hair, feel it everywhere
- A blend of warm vanilla, fresh citrus and spicy sweet clover



MEDIUM TO COARSE:



Surface Push Styling Powder
.35oz

- Volume
- Root Lift
- Thicken Fine Hair

DID YOU KNOW?

The old adage about "Too much of a good thing" applies to dry shampoo. "After you've used it three times, it's probably time to really wash your hair."

source: Today on Fox

TO SHAMPOO

ALL HAIR TYPES:



amika Perk Up Dry Shampoo 5.3oz

- Talk-free, true dry cleanser that absorbs oil
- Refreshes hair with natural rice starch
- Leaves no white residue, ever



amika Phantom Dry Shampoo Foam 5.3oz

- Gentle cleansing foam absorbs dirt and oil
- Hydrates the scalp
- Great for all hair types



Surface Trinity Dry Shampoo 5oz

- Cleanse, refresh
- Enhance color and shine
- 100% residue free

"Surface Trinity dry shampoo is my favorite dry shampoo. It's completely invisible! I like to think of it as an invisible spray that absorbs all dirt and odor while conditioning the hair too!"
Dan Sahr - GNY Salon Consultant

CLEANSING CONDITIONERS:



amika Nice Cream Cleansing Conditioner 8.45oz

- A one-step, no-lather co-wash that gently cleanses
- Weightlessly hydrates curls, coils and waves



amika Silken Up Dry Conditioner 5.1oz

- Soften and smooth hair between washes
- Weightless
- Anti-static dry spray



Kerastase Color Cleansing Conditioner 8.4oz

- With Keratin and Tamanu Oil
- Gentle cleansing and care



Kits Moist Repair Cleansing Conditioner 8.5oz

- Gently cleanses and detangles damaged, coarse, color-treated or curly hair
- Gently cleanses, conditions and moisturizes stressed hair

"Moist repair cleansing conditioner is my favorite. It's the perfect balance of cleansing with just the right amount of conditioning! The key is to use full saturation, start with 2-3 good pumps. Working when you're clean or low and need to cleanse and condition!"
Dan Sahr - GNY Salon Consultant

WHAT YOU NEED TO KNOW ABOUT CLEANSING CONDITIONERS

Cleansing Conditioners are a new kind of hybrid. The old two-in-one shampoo-and-conditioner formulas had detergents in them to wash your hair. These are conditioners spiked with mild cleansing agents and no detergents or chemicals. Also no sulfates.

It's not a replacement. Use it as a supplement, once a week, to give your hair a break from shampooing.

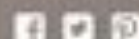
www.amika.com

FUN FACT

Cleansing Conditioners came into the market in 2014

March 10th, 2019 will be...

Dry Shampoo Day





SURFACE

HAIR HEALTH ART

MARCH/APRIL 2019



CHAR™

NEW

STYLERS

- Volume with texture
- Firm, flexible hold
- Thermal and color protection

CHAR FINISHING SPRAY

Activated Charcoal Powder expands creating tremendous volume while Seaweed Extract creates texture. It's a fix yet flexible hair spray. Provides thermal protection during heat styling.

10 oz. _____

2 oz. _____

CHAR GEL MOUSSE

Applies 'light' as a cream then holds like a gel. Activated Charcoal Powder expands creating volume while Seaweed Extract textures.

8 oz. _____

2 oz. _____

CHAR BLOW DRY PASTE

Activated Charcoal Powder expands creating tremendous volume while Seaweed Extract creates texture. For all hair lengths, use wet or dry.

3 oz. _____

STYLING KIT

INCLUDES

- 1 Char Finishing Spray 10 oz.
- 1 Char Gel Mousse 8 oz.
- 1 Char Blow Dry Paste 3 oz.

SALON KIT

PURCHASE

- 3 Char Finishing Spray 10 oz.
- 3 Char Gel Mousse 8 oz.
- 3 Char Blow Dry Paste 3 oz.

RECEIVE FREE

- 1 Char Finishing Spray 10 oz.
- 1 Char Gel Mousse 8 oz.
- 1 Char Blow Dry Paste 3 oz.



SAVE 20%
THEORY
FIRM
STYLING
SPRAY
10 OZ.

- Firm Hold
- Shine • Fast Dry
- Humidity Resistant

FREE
FINISHING SPRAY

PURCHASE

- 1 Pure Blonde Violet Shampoo 9 oz.
- 1 Pure Blonde Violet Conditioner 7 oz.

RECEIVE FREE

- 1 Pure Blonde Violet Finishing Spray 6 oz.

SALON VALUE \$45.42



FREE

NEW!
PURE COLOR
"GO FOR GOLD"
COLLECTION

- Brilliant Gold Reflection
- Performs as Demi & Permanent
- No Ammonia or PPD

CHOOSE FROM
 RWG Chardonnay Warm Gold
 SG Maple Gold
 TG Toffee Gold

PURE COLOR
 NATURALS



Chardonnay Warm Gold Maple Gold Toffee Gold

LAUNCH PROMO

FREE

PURCHASE

- 1 each of the 3 NEW shades (RWG, SG, TG)

RECEIVE FREE

- 1 7-oz. Enzyme Cream Activator 8 oz.

SALON VALUE \$29.56



COLOR YOUR SPRING PURE

PURCHASE

- 24 Pure Color (mix & match)

RECEIVE FREE

- 1 each of the 3 NEW shades (RWG, SG, TG)
- 1 Color Thickener 4 oz.
- 1 20-oz. Enzyme Cream Activator 32 oz.
- 1 7-oz. Enzyme Cream Activator 8 oz.

SALON VALUE \$234.60



FREE

FREE ACTIVATOR

PURCHASE

- 1 Pure Blonde Lightener 16 oz.

RECEIVE FREE

- 1 40-oz. Enzyme Cream Activator 32 oz.

SALON VALUE \$41.99



FREE



FREE BASSU OIL

Bassu oil is known for its healing powers throughout the world; it is easy to see why the tree is known as the "Tree of Life". Bassu oil is a non-drying penetrating oil that is considered a superior emollient beneficial for either dry or oily skin and hair; it gently moisturizes without leaving an oily sheen or weight.

- Intensity Shine
- Use Wet & Dry
- Seals Color
- Soften
- Define Style

PURCHASE

- 5 Bassu Oil 2 oz.

RECEIVE FREE

- 1 Bassu Oil 8 oz.

SALON VALUE \$129.80

FREE



- Highly Purified Cryo Steel
- Click Lock Tension System
- Precision Milled Screw Holes
- Hand-Master Convex Edges
- Arch of Blades are Ground in to Maintain Shear Alignment

Two of the most respected names in the industry, **Product Club** and **KARG**, have joined forces. Mike Karg, an internationally renowned cutter and educator, created this line of shears and accessories exclusively for Product Club. Utilizing the **KARG Cutting System** and PCK shears, stylists can create salon-relatable, fashion-forward haircuts.

8" Cutting Shear

- Ideal length for both in hand and free-hand cutting techniques



15 Tooth Texturizing Shear

- 15 curved, soft texture teeth
- Razor sharp convex straight blades
- Minimizes cutting lines
- Provides natural looking separation and texture



30 Tooth Blending Shear

- 30 dual step curved thinning teeth
- Razor sharp convex straight blades
- Minimizes cutting lines
- Greater stylist control over blending



product
club
CUTTING SYSTEM
by KARG®



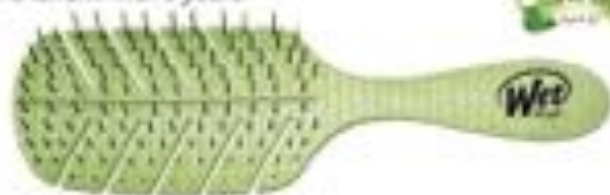
THE BEST OF FLEX KIT

Flex your detangling skills with best selling, stylist favorite brushes featuring two types of bristles to fight tangles and boost shine, plus a detangling primer spray that conditions and protects.



Go Green for Earth Day

The Go-Green Detangler is made from an all natural plant starch that naturally breaks down in a landfill with 5 years.



productclub.

Balayage Paint Brushes

- Much higher density and thickness of bristles than traditional color brushes, which speeds up application
- Synthetic bristles are durable and will keep their firmness through many color services



Narrow



Eyeglass Guards

- Protects eyeglass arms against stains during color application
- 300 guards per pack



NEW **FROMM**
SHEAR ARTISTRY

Japanese steel, razor sharp cutting edges for all techniques, sophisticated finishes and patented ergonomic handles.

SAVE 20%



Dolly I-Piece Shear 5.75"



Dora I-Piece Shear 5.75"



Dora Shear 5.75"



Invent Thinner 28-Tooth Thinner 5.75"



Invent Shears 5.75"



Invent Barber Shear 7.25"



Transform Thinner 28-Tooth Thinner 5.75"



Transform Left-Handed Shear 5.75"



Transform Shears 5.25" Shear, 5.75" Shear

BaByliss PRO

POWER MEETS TECHNOLOGY.

- This powerful 2000-watt dryer features ceramic technology
- A professional lightweight motor and extra-high wattage deliver the superb performance



Spring

size:
3/4"
1"
1 1/4"
1 1/2"



Marcel

size:
3/4"
1"
1 1/4"

Create stunning hairstyles

BaByliss Nano Titanium Curling Irons

- Nano Titanium is an exceptional conductor of and maintains stability in ultra-high temperatures.
- Adjustable with 50 heat settings up to 450° F.





Size: 1.7oz

Unicorn Mist

- A magical blend of pure rose extracts and soothing emollients leaves skin refreshed, hydrated and awakened.
- A precision mist applicator delivers a concentrated aromatic spitz, perfect for setting makeup and refreshing the skin throughout the day.
- A gentle, non-irritating formula suitable for all skin types and conditions.
- Hold 6-10 inches from your face and lightly mist. Spray on skin as primer before applying foundation for better blending and longer lasting results.

Now Available!

PARIS HILTON
SKINCARE



NEW DERMACEUTICAL EXPERIENCE HYDRATED, RADIANT SKIN LIKE NEVER BEFORE. INTRODUCING... C Defense Serum with Poly-Pore® Technology



Meet the newest member of the Control Corrective family.

Experience hydrated radiant skin with C Defense Serum with Poly-Pore® Technology. An ultra-potent formula, this powerful serum brightens and nourishes skin with a substantial release of Hyaluronic Acid, offering results long after each application.

Features

Ascorbic Acid 12%

Hyaluronic Acid
(Poly-Pore® HA)

Ferulic Acid

Propylene Glycol

Benefits

- Brightens skin
- Supports the synthesis and stability of collagen
- Helps minimize the appearance of wrinkles
- Enhance moisture content
- Multifunctional, microparticle delivery system
- Sustained release into skin
- Powerful antioxidant helps stabilize Vitamin C
- Protects and defends against photo aging
- Anhydrous, oil free formulation

Q&A

- Q. Can this be used on sensitive skin?
A. Yes, but the 12% Ascorbic Acid can cause initial irritation. It is recommended to start slow.
- Q. Is it good for dry or dehydrated skin?
A. Yes
- Q. Can it be used with the TCA peel?
A. Yes, with proper training
- Q. Can it be used on the body?
A. Yes, but its primary intention is for face.



Size: 1oz./30ml, airless bottle

MARCH DEALS

Transformational Pedicures with a FREE Professional File

Buy one Backbar Kit and get a Professional Stainless Steel File FREE



We've Got You Covered... Day & Night!

Save when you buy:
1- 4.2oz/125ml DD Cream
1- 4.2oz/125ml Daily Maintenance Cream



footlogix
PROFESSIONALS

"What nail techs love!"

Two Plus Two: Callus Softener & File Combo

Save when you buy both:

- 1- 6.1oz/150ml Callus Softener
- 1- 3.2oz/94g Callus Softener
- 2- Professional Stainless Steel Files



Farewell Fungus & Bacteria!

Save when you buy:
1- 4.2oz/125ml Rough Skin Formula
1- 4.2oz/125ml Shoe Deodorant



AVAILABLE APRIL, MAY, & JUNE

Earthly Body

Earthly Body Essentials is a line of pure essential oils chosen for their soothing, purifying, and therapeutic benefits. Essential Oils can be used on their own or blended together for a variety of uses:

- Relaxation
- Meditation
- Household cleaning
- Air freshener
- Bath additive
- And more!



patchouli
peppermint
lemongrass
eucalyptus
lavender
tea tree



FUSION
POLY-ACRYL GEL



STRONGER THAN GEL
MORE FLEXIBLE THAN ACRYLIC

The NEW Fusion Poly-Acrylic from LCN, combines the advantages of both systems



DUAL FORM TIP BOX



TEST SET

CBD DAILY

NEW

INTENSIVE CREAM TRIPLE STRENGTH



- 3x more powerful than the original formula
- Helps relieve muscle soreness and inflammation
- Soothes tension with a blend of natural oils and extracts
- Targets pain points with greater concentration of CBD
- Moisturizes skin wherever applied
- 1.7oz/ 48g



KEY INGREDIENTS



PEPPERMINT
Helps relieve tension and pain



LAVENDER
Eases the feeling of pain and anti-inflammatory and analgesic properties



LEMONBalm
Helps alleviate stress and reduce pain from muscle ache



VITAMIN E
Promotes healthy skin appearance



AVOCADO
Moisturizes and nourishes skin, while helping to relieve inflammation

Cirépil
By Fernan Pajal



Happy Wax Heater

CIRÉPIL
BY FERNAN PAJAL

An exclusive application method that will make your clients waxing experience a "Happy" one! Clients love the remarkable results and their ultra smooth and soft skin.

- **Less Painful:** Cirépil adheres to the hair rather than the skin.
- **Less Redness:** With its ingredients and gentle hair removal, Cirépil ensures less inflammation and redness.
- **Long Lasting:** Client results can last 2-4 weeks. Up to 4-6 with regular waxing.

20% OFF
PURCHASE OF
CIRÉPIL
HAPPY HEATER



PROFESSIONALS
CHOICE AWARDS

New

bodyography®

Fabric Texture Lipstick

You know that t-shirt you absolutely love? The one that you wear under your favorite blazer for important meetings or with your best jeans & heels for a night out? Imagine that soft, perfected fit in lipstick form. **Fabric Texture** is just that—a perfectly paired lipstick formula that is one with your lips & embodies a comfortable confidence you can't find anywhere else.

Fabric Texture Lipstick is a complex blend of silicones featuring our unique 'Fabric function technology' that wraps lips in a one-of-a-kind blanketed kiss. Our powerful pigments coat lips in a blurred matte veil that never feels or looks dry.

AVAILABLE IN 6 WEIGHTLESS DEMI-MATTE SHADES:



bodyography®

save the date

BEAUTY BOOTCAMP

Monday, June 10th 10:00am-4:00pm
Radisson Hotel 175 Jefferson Rd.
Rochester, NY 14623

More details to come...

Grande Cosmetics

LASH DUO —

Amazing natural lashes,
100% all your own!

Give your lashes a longer, thicker, healthier-looking appearance with our cult favorite lash enhancing serum, GrandelASH-MD, and our rich-black conditioning mascara, GrandelMASCARA.

Lash Duo includes:
1- 2mL GrandelASH-MD
1- 2mL GrandelMASCARA



3 month supply



*Get Real -
No Falsies,
Fillers or
Fillers Needed!*

Enhance your natural features with serums for your lashes, lips, and brows with the Transformation Trio Set.

Transformation Kit includes:
1- 2mL GrandelASH-MD
1- 3mL GrandelBROW
1- 2.48mL Lips Clear

COLORANCE

Creative Formulas

Rose Gold Colorance Formulas:

Existing level 9-10

- 40 mls Colorance Lotion
- 1. Pastel Rose 17 mls, 6R 3 mls
- 2. Pastel Rose 10 mls, 8G 10 mls
- 3. 9WG 17 mls, 6VV 3 mls
- 4. 15 mls 10P, 5 mls Pastel Rose 1drop Red @Pure Pigments

Rose Brown Colorance Formulas:

Existing Level 7-9

- 40 mls Colorance Lotion
- 1. 10 mls 5BG, 10 mls 7PK
- 2. 10 mls 5B@8K, 10 mls 7PK
- 3. 15 mls 4RB, 5 mls 6R

Soft Pink Colorance Formulas:

Existing Level 10

- 40 mls Colorance Lotion
- 15 mls 10P, 5 mls Pastel Rose, 1drop Red @Pure Pigments

Icy Cool Blonde Colorance Formulas:

Existing Level Warm 10

- 40 mls Colorance Lotion
- 1. 20 mls 10BS, 2-3 drops Pearl Blue @Pure Pigments
- 2. 18 mls 10P, 2 mls Pmix
- 3. 10 mls 10BS, 10 mls 10P
- 4. 10 mls 10V, 10 mls 10BS, 2 drops Pearl Blue @Pure Pigments

Cool Blondes Colorance Formulas:

Existing level Warm 9

- 40 mls Colorance Lotion
- 1. 12 mls 10BS, 6 mls BCA, 2 mls Pmix, 2 drops Pearl Blue @ Pure Pigments
- 2. 10 mls 10P, 7 mls 8SB, 3 mls Pmix

Denim Blue Colorance Formula:

Existing Level 9-10

- 40 mls Colorance Lotion
- 18 mls 8SB, 2 mls 2A, 2 drops Pearl Blue @Pure Pigments

Perfectly colors and repairs in one step:

The pH balanced formula with integrated IntraLipid effectively repairs the hair structure by regenerating up to 70% lost lipids.

Brilliant Shine: Up to 90% more shine on virgin hair

Provides fresh and lively color results for a healthy look.



Creamy Beige Colorance Formula:

Existing Level 9-10

- 40 mls Colorance Lotion
- 10 mls 9NA, 10 mls 9GB

Sugar Cookie Colorance Formula:

- 40 mls Colorance Lotion
- 15 mls 10BS, 5 mls 7BG

Lavendar Colorance Formulas:

Existing Level 10

- 40 mls Colorance Lotion
- 1. 15 mls 10V, 5mls Lavendar
- 2. 20 mls 10BS, 1 drop Matte Green @Pure Pigments, 3 drops Violet @Pure Pigments
- 3. 18 mls 10P, 2 mls 5VA, 1 drop Violet @Pure Pigments

Purple Colorance Formula:

Existing Level 9-10

- 15 mls 10P, 5 mls 5VA, 5 drops Violet @Pure Pigments

Silver/Grey Formulas:

Existing Level Warm 9

- 40 mls Colorance Lotion
- 1. 10 mls BCA, 8 mls 10BS, 2 mls Pmix, 3 drops Pearl Blue @Pure Pigments
- 2. 19 mls 10BS, 1 ml 2A, 2 drops Pearl Blue @Pure Pigments
- 3. 12 mls 8SB, 6 mls 10BS, 2 mls Pmix, 3 drops Pearl Blue @Pure Pigments

Silver/Grey Formulas:

Existing Level Warm 10

- 40 mls Colorance Lotion
- 1. 10 mls 10BS, 5 mls BCA, 5 mls Pastel Indigo, 3 drops Pearl Blue @Pure Pigments
- 2. 19 mls 10N, 1 ml 2N, 2 drops Pearl Blue @Pure Pigments

EDUCATION SCHEDULE

GOLDWELL HAIRCOLOR	TYPE	TIME	ROCH	BUF	ALB	SYR	BING	POUGH
Color 100- Colorance		9:30-12:30	4/15	4/29	3/25	3/25		4/22
Color 101- Topoch		1:30-4:30	4/22		3/25	3/25		4/22
Color 102 - Blonde & Highlights		9:30-12:30 1:30-4:30		3/4			4/1	3/18
®Pure Pigments		9:30-12:30 1:30-4:30	4/15	3/4	3/4			3/18
Advanced Hair Painting Base Shadowing & Toning	Hands-On	9:30-4:30	4/1	4/1	4/29	4/15		
Color Intense- 2 Day Program		9:30-4:30	3/25 & 3/26				3/18 & 3/19	
Color Zoom 2019 REMIX Collection	Hands-On	9:30-4:30	3/11					
Surface Color Utopia- Pory Belayl & Cris Cris		9:30-12:30	4/22	4/22			3/25	
CUTTING & STYLING								
amika- Advanced Finishing	Hands-On	9:30-12:30						3/25
KMS Upstyling Foundations	Hands-On	9:30-12:30						4/8
KMS Foundations of Cutting	Hands-On	1:30-4:30						4/8
PUN-da-MEN-tals - Men's Haircutting with Jee Sutton	Hands-On	9:30-4:30		4/8				
SKIN CARE								
Spring Fever Feet with Donal Green		9:30-12:30	3/11	3/18				
Full Body Waxing	Hands-On	10:00-4:30	3/25					
Bodyography Retail Refresh		1:30-3:30		3/18				
SOCIAL MEDIA								
The Age Gap- Ryan Temming		9:30-12:30	3/19	4/16	3/26	3/11		

SPECIAL EVENTS

Monday March 25th	<p>BE INSPIRED with Patrick Higgins Location: Terry Hills Golf Club 5122 Clinton St. Rd., Rte 33 Batavia, NY 14020</p>	<p>Morning Inspiration: (Demo) 10:00am - 12:30pm \$25.00</p>
Sunday April 14th and Monday April 15th	<p>Wayne Grund UNPLUGGED "Up Close and Personal" Location: The Desmond Hotel 660 Albany Shaker Rd Albany, NY 12211</p>	<p>Sunday April 14th 1:30pm - 5:00pm Monday, April 15th 9:00am - 4:00 pm Hands-On Cutting Monday, April 15th 9:00am - 12:00pm The One Thing</p>
Monday May 13th	<p>BE INSPIRED with Patrick Higgins Location: The Hampton Inn 1442 Western Ave, Albany, NY 12203</p>	<p>Morning Inspiration: 10:00am - 12:30pm (Demo) \$25.00 Full Day of Inspiration: 10:00am - 4:30pm (Demo & Hands-On) \$150.00</p>

2019 Holidays and More...

Celebrate these special days in your salon this year...

MARCH

March 3 Dry Shampoo Day
March 16 Lip Appreciation Day



APRIL

April 4 Vitamin C Day
April 18 Get to know your Customer Day
April 22 Earth Day
April 26 No Make Up Day
April 26 Manicure & Pedicure Day



MAY

May 2 Curly Hair Day
May 6 National Melanoma Day



JUNE

June 1 National Barefoot Day
June 1 Nail Polish Day
June 5 Running Day
June 21 Flip Flop Day
June 23 Hydration Day



JULY

July 2 Kiss a Brunette Day
July 5 Bikini Day
July 9 Charity Day
July 28 Blow Out Day
July 29 Lipstick Day
July 29 Mascara Day



AUGUST

August 4 Makeup Day
August 8 CBD Day
August 15 Relaxation Day
August 21 Donate Your Hair Day



SEPTEMBER

September 7 Beard Day



OCTOBER

October 1 National Hair Day
October 12 Straight Hair Day
October 14 Treat Yourself Day
October 20 Shampoo Day



NOVEMBER

November 5 Love Your Red Hair Day
November 19 International Men's Day
November 30 Small Business Saturday



DECEMBER

December 2 Cyber Monday
December 13 National Salesperson Day
December 20 Ugly Sweater Day



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