

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

YOUTH JUICE COLLAGEN SCALP TREATMENT

(50 ml, 1.7 fl oz)



MSRP: \$46

SALON PRICE: \$23

NEW! PRO SIZE

EXTRA STRENGTH DREAM COAT, PRO SIZE

500ML

Stronger, anti-humidity-resistance + moisture, lasts for days. For dehydrated hair or curly/coily hair



SALON PRICE: ~~\$33.00~~ \$26.40

20% OFF LIMITED TIME

*while supplies last

BESTSELLING

DREAM COAT SUPERNATURAL SPRAY, PRO SIZE

500ML

#1 anti-humidity treatment, lasts for days. For straight, wavy or curly hair



SALON PRICE: ~~\$29.00~~ \$23.20

20% OFF LIMITED TIME

*while supplies last