GET STARTED

SPRING 2019

JOHN PAUL MITCHELL SYSTEMS®



Success doesn't happen overnight or on its own. John Paul Mitchell Systems® is a testament to the great people who work to bring the brand's vision to life, from stylists in the salon to the platform artists and educators who inspire them. Built on expertise, creativity and dedication, we're more than just a company—we're a talented family, changing the hair care game in more ways than one.

Connect With Us

PaulMitchellHairCareUS

@PaulMitchellUS

PaulMitchellChannel
& PaulMitchellPros

@PaulMitchellUS

@PaulMitchellUS
@PaulMitchellPro

Dear Salon Professional,

As a product company, we put innovation at the heart of everything we do. But we don't just focus on making the best products for your salon—we want to provide the education and business-building tools to help salons thrive, now and into the future.

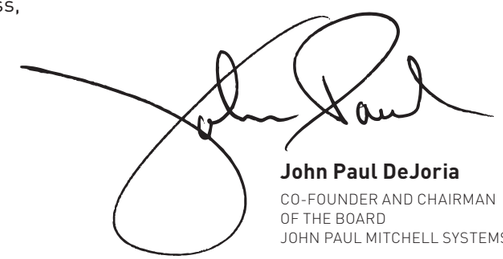
Of course, as the industry changes and people's buying habits shift, we continue to adapt to meet those needs. But our commitment to stylists and salons will always come first. The cornerstones of our company—the people, products, programs, passion and promise behind our bottle (we call them the five Ps)—guide the culture and independent spirit that make JPMS™ so unique.

To better serve our loyal salon and school partners, we recently updated the John Paul Mitchell Systems® Perks Program, which rewards members with valuable points and many other benefits. Now we can provide even more points for purchases on ecommerce platforms, ensuring that these online sales benefit hairdressers and salons.

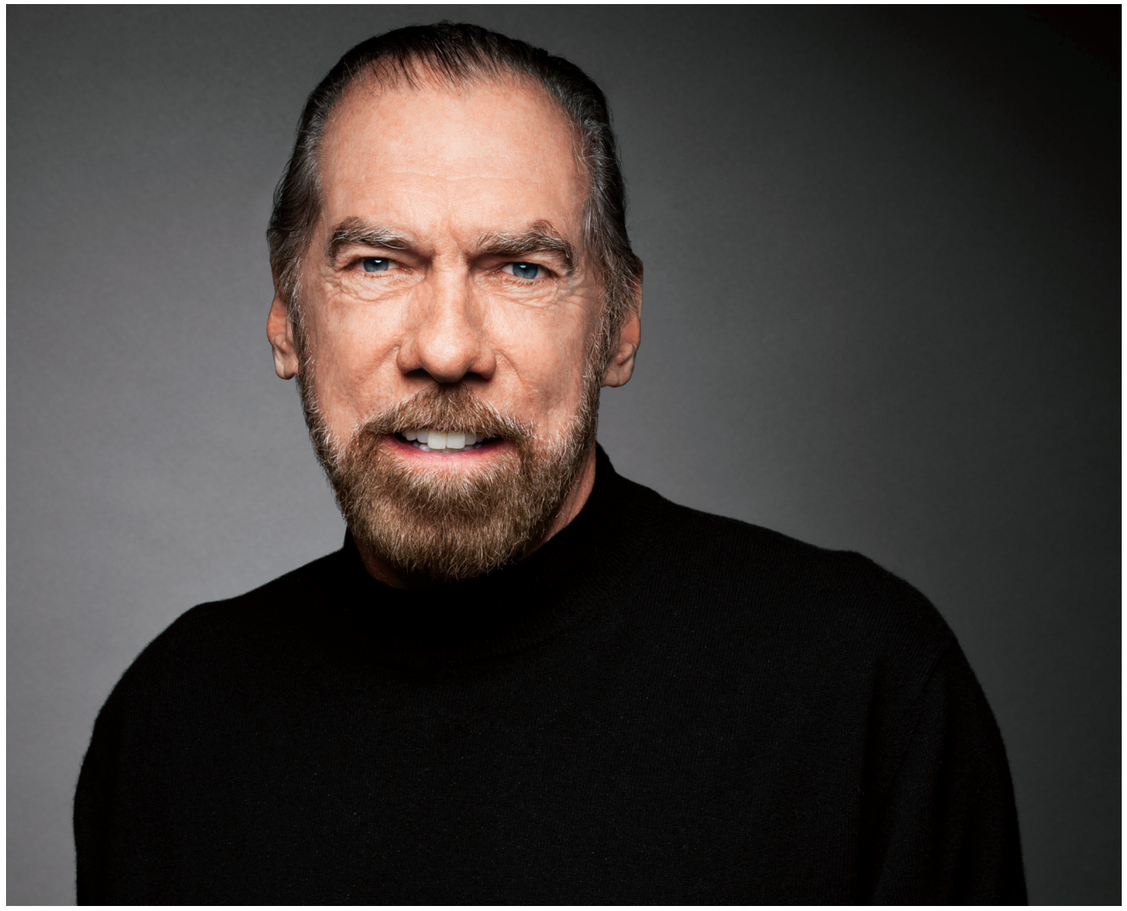
As always, we continue to uphold our promise to keep John Paul Mitchell Systems® an independent and family-owned company. We will remain within the professional beauty industry for generations to come, thanks to a 360-year trust that ensures this.

It's an exciting time in our company and in our industry. And we're so happy to be part of it with you, our global family.

Peace, love and happiness,



John Paul DeJoria
CO-FOUNDER AND CHAIRMAN
OF THE BOARD
JOHN PAUL MITCHELL SYSTEMS®



JOHN PAUL DEJORIA

CO-FOUNDER AND CHAIRMAN OF THE BOARD

John Paul DeJoria's inspirational rags-to-riches success story exemplifies the American Dream. He has struggled against the odds not only to achieve success, but to share his success with others.

After high school and service with honors in the U.S. Navy, John Paul did whatever it took to make ends meet—from selling encyclopedias and working as a janitor to pumping gasoline. He was even homeless at one time. Eventually, John Paul took his talents to several hair care and cosmetic companies before becoming an independent consultant. That's when he teamed up with his friend Paul Mitchell to launch John Paul Mitchell Systems®.

In 1980, with just $700 in their pockets, the two friends created a company for hairdressers, salons and the beauty industry as a whole. Instead of selling to a public corporation, John Paul vowed to keep the company family-owned and privately held, ensuring that John Paul Mitchell Systems® products are sold to benefit the professional beauty industry.

As a businessman, environmentalist and philanthropist, John Paul has donated his time, money and expertise to helping others, always on behalf of hairdressers and the professional beauty industry. John Paul, along with Brad Pitt, Richard Branson and the late Nelson Mandela, was a patron of Mineseeker, a nonprofit organization dedicated to seeking solutions to the worldwide problem of landmines. John Paul was honored with the Sustainability Award at Fashion Group International's 25th Annual Night of Stars event and was also inducted as a lifetime member into the Horatio Alger Association of Distinguished Americans. In 2010, he founded Grow Appalachia, a non-profit initiative that teaches families in need how to grow, prepare and preserve organic fruits and vegetables in a region with little access to fresh, nutritious food. John Paul was a featured panel member on ABC's hit television show *Shark Tank*, where he served as a mentor and potential investor for aspiring entrepreneurs.

ANGUS MITCHELL

CO-OWNER AND ARTISTIC DIRECTOR OF EDUCATION

Angus Mitchell was born into the legacy of late, legendary hairstylist Paul Mitchell. As the son of the hair fashion icon, Angus' unique upbringing in the hair industry exposed him to the same passion that inspired his father, leading him to eventually fulfill his destiny in the first family of hair. Educated at Vidal Sassoon, Angus has been able to combine their legendary precision technique with the free creative expression John Paul Mitchell Systems® encourages to craft his own signature style.

Angus currently travels the world for hair events on behalf of John Paul Mitchell Systems®. He makes his home in Los Angeles, where he has forged his own professional identity as a platform artist and educator. Angus is also the model and spokesperson for the men's line MITCH®.

The loss of his father inspires Angus' philanthropic work with PanCAN, a foundation dedicated to advancing research, supporting patients and creating hope for anyone affected by pancreatic cancer.

Angus is also an advocate for environmental research and preservation. In 2007, Angus generously donated a historic coastal property in Hawaii, valued at $6.5 million, to the Nature Conservancy, in hopes that Hawaiians will see it as a place of serenity where they can also walk in history.





MICHAELINE DEJORIA

VICE CHAIRMAN

Michaeline DeJoria, daughter of John Paul Mitchell Systems® co-founder John Paul DeJoria, has fond memories of growing up in Los Angeles and visiting her dad's office as a young girl. Now she's the Vice Chairman of John Paul Mitchell Systems®, where she directs the company's future development for all brands. Michaeline started out working in various departments before arriving at her current position; it was important to her that she immersed herself in all aspects of the business before taking on a leadership role. This experience informs her managerial style to this day—making processes and departments streamlined and organized, with an emphasis on finding new opportunities for improvement.

Michaeline studied product development at the Fashion Institute of Design & Merchandising, as well as Organizational Communications and Industrial Psychology at Pepperdine University. She is an avid traveler, enjoying an appreciation and understanding of many cultures throughout the world. Philanthropy also plays a big part in her life—she makes substantial contributions to local children's shelters, Los Angeles public schools, and various health and research causes.



ROBERT CROMEANS

GLOBAL ARTISTIC + BUSINESS DIRECTOR

Hairdresser, salon owner, platform artist and industry legend—John Paul Mitchell Systems® Global Artistic Director Robert Cromeans' charming wit, innovative artistry and proven business strategies inspire hairdressers around the globe. Few have achieved such international acclaim, and fewer still have worked so hard to share the keys to success with others. As proud owner of the mega-successful A Robert Cromeans Salons and Walk In Salons by Robert Cromeans, located in San Diego, Las Vegas and Tulsa, Robert shares tried-and-true techniques that are backed by the Robert Cromeans name. This charismatic Scotsman always wraps his message of artistic innovation and contagious entrepreneurship in a package of encouragement: "If I can do it, you can too!"

What is your favorite product mix and why?
Sculpting Foam™ + The Conditioner™ = no frizz, no crunch, total control.



ANTONY WHITAKER

BUSINESS COACH AND BESTSELLING AUTHOR

John Paul Mitchell Systems® is excited to announce our exclusive partnership with business coach and bestselling author Antony Whitaker.

With more than 30 years of experience in the hair industry, Antony Whitaker is the ultimate stylist-turned-educator. A former creative director of Sassoon Salons and Academies in the United Kingdom, Antony has also owned multiple salons and schools in Sydney and twice earned the title of Australian Hairdresser of the Year. Today, the New Zealand native is internationally acclaimed as one of the industry's leading motivational speakers, having taken his message on management, money, marketing, team building and retailing to hairstylists in over 50 countries. His *GROW* series, featuring four inspirational business books for salon owners and managers, raises the benchmark for business excellence in the industry.

What are you looking forward to in working with John Paul Mitchell Systems®?
I am really excited about this new partnership—it's the perfect fit! I can't wait to immerse myself in the culture and to meet the people who use and work with this amazing brand. Exciting times are ahead!



LUCIE DOUGHTY

CREATIVE DIRECTOR

Lucie has been with John Paul Mitchell Systems® for 16 years as an educator, a platform artist and, most notably, in her role as Creative Director. Her responsibilities include leading the creative vision for the entire portfolio of professional hair care brands, including photo shoots, design and media. As a creative leader styling hair for photo shoots and events, Lucie has spent her career dedicated to uplifting other hairdressers and empowering their creativity and success—many of her former protégés have gone on to build successful careers in photo shoots and celebrity styling. Lucie has received numerous industry awards, including Educator of the Year from Paul Mitchell®, NAHA Haircolorist of the Year in 2003, NAHA Texture Hairstylist of the Year in 2004, and NAHA Editorial Stylist of the Year in 2016. She was also a finalist in NAHA's Fashion Forward category in 2007, 2008 and 2009, and was a finalist in the 2010 Mirror Awards International Hairstylist of the Year.

What inspires you when creating fresh campaigns?
I am very interested in art and I love the creative process. I get inspired by fashion, a quiet mind and observing the world around me.



COLIN CARUSO

ARTISTIC DIRECTOR OF PROFESSIONAL HAIR COLOR

In 2017, John Paul Mitchell Systems® proudly introduced Colin Caruso as Artistic Director for Professional Hair Color. Colin began coloring hair at only 12 years old as a way to express himself. The former teen skateboarder colored his friends' hair in his parents' basement, and later turned his passion into a career. As a member of the John Paul Mitchell Systems® family for more than 15 years, Colin has traveled the world as an international platform artist and educator, and built the wildly successful Salon CARU, located in Hoboken, New Jersey.

What's your philosophy on salon service?
We are not in the business of being right or wrong, we are in the business of making people happy. And the only way to make people happy is to be an expert at your craft.



HEATHER KAANOI

ARTISTIC DIRECTOR

Heather Kaanoi began her career with John Paul Mitchell Systems® in 2006, when she received a once-in-a-lifetime scholarship opportunity from Angus Mitchell to attend a Paul Mitchell School. She became a stylist at a brand-new Paul Mitchell® Signature Salon before joining the education team at the Paul Mitchell School in Costa Mesa, where she currently serves as an International Educator. Traveling around the world alongside her mentors, industry legends and Art Directors for John Paul Mitchell Systems®, has given Heather an advanced education in artistry, innovation and business strategy. She is now the proud owner of Dead Endz Hair Salon in Costa Mesa, California.

What advice would you give your younger self starting in the industry?
I would tell myself to become well-rounded throughout the industry. Attend all classes, shows, business seminars and enter competitions.

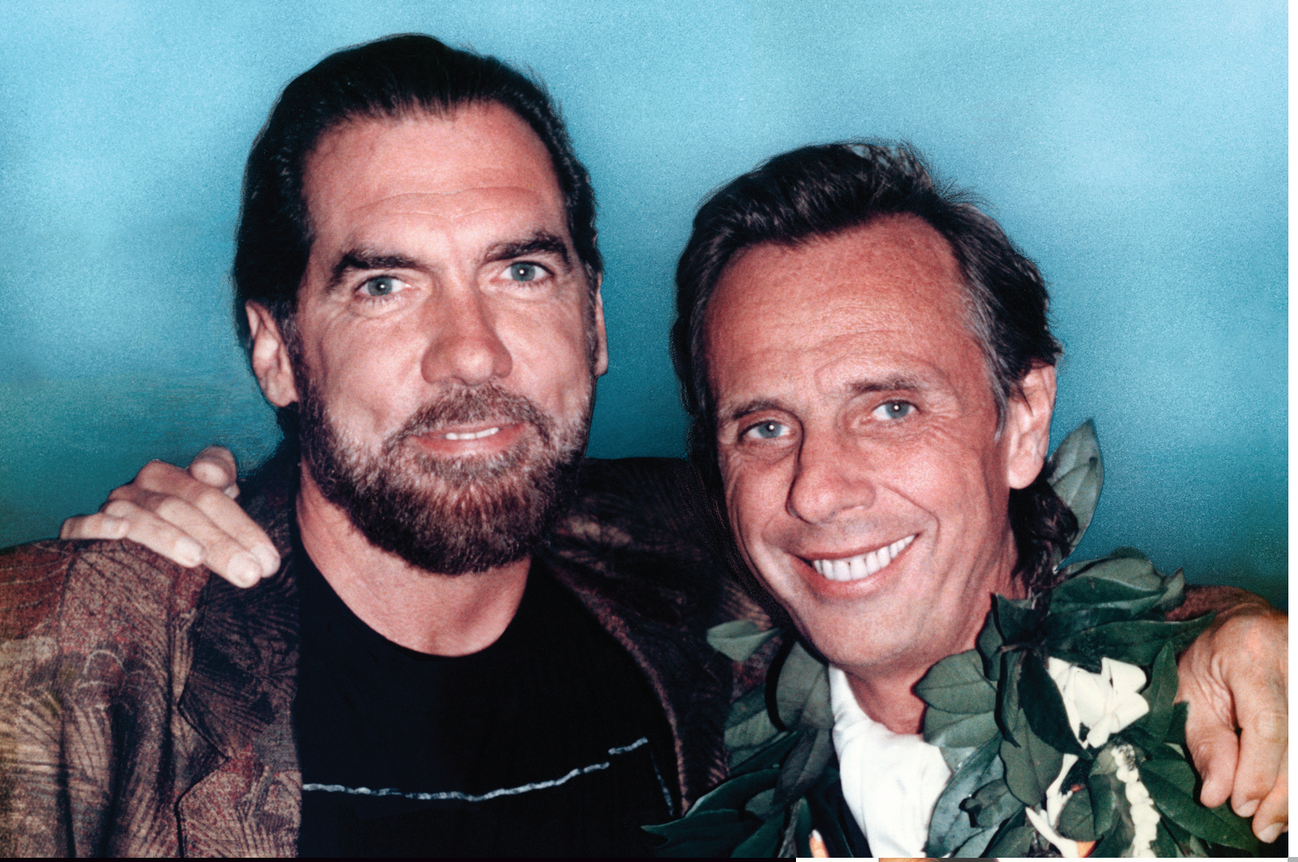


NOOGIE THAI

EDITORIAL DIRECTOR

Growing up in a traditional Chinese family, education was a top priority for Noogie Thai. After studying Social Ecology and managing education programs at his university, Noogie was looking for something more. He followed his passion for hair to a Paul Mitchell School and he hasn't looked back. With specialties focused on long hairstyling, editorial work and television, the International Educator has earned two Emmy nominations and a People's Choice Award.

What's your favorite John Paul Mitchell Systems® product?
Extra-Body Firm Finishing Spray®. It's strong, firm and holds tough for any style and occasion, yet it's adaptable, reshapeable and capable of change when needed—just like me!



THE JPMS™ COMMITMENT TO EDUCATION

When John Paul DeJoria and Paul Mitchell founded John Paul Mitchell Systems® in 1980, their goal was to provide high-quality, top-performing professional products, along with ever-evolving creative and business-building support to help hairdressers succeed. Now more than ever, education is still at the heart of our company and culture, ensuring that salons and stylists have the knowledge and tools to thrive.

INSPIRATION

Our family culture and passionate artistic leadership are inclusive, inspiring and welcoming.

ARTISTRY

Rooted in the fundamentals of design, our artistic classes, workshops, shows and events share the latest trends and techniques in haircutting, barbering, hair color and style.

BUSINESS-BUILDING

The salon experience drives guest loyalty and repeat visits. Our leadership, management and service marketing strategies offer salons numerous opportunities to get growing.

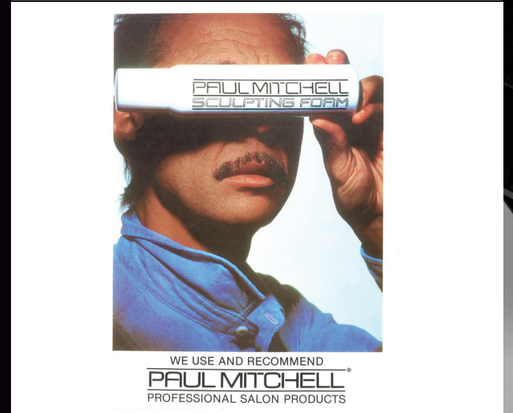


Angus Mitchell at The Gathering, 2018



Heather Kaanoi at The Gathering, 2018





From Left to right:
Colin Caruso, Artistic Director of Professional Hair Color /**Lucie Doughty**, Creative Director / **Heather Kaanoi**, Artistic Director / **Noogie Thai**, Editorial Director / **Robert Cromeans**, Global Artistic Director + Business Director / **Antony Whitaker**, Business Coach and Bestselling Author





PAUL MITCHELL
schools

Our commitment to education begins with Paul Mitchell Schools, which has over 100+ locations throughout the United States. We prepare our students (or, as we call them, Future Professionals) for successful careers as skilled and licensed cosmetologists, barbers and estheticians to help our partner salons continue to grow and evolve.

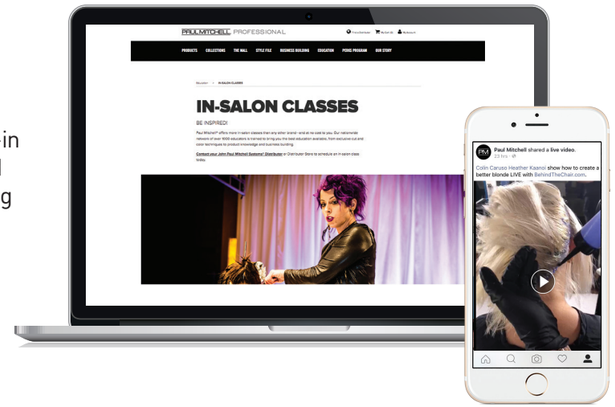
Future Professionals are guided through the Cosmetology program's three levels—Core, Adaptive and Creative—taking on more advanced techniques and building real-world skills and confidence. Upon graduation, they become the most sought-after new salon professionals in the professional beauty industry.





DIGITAL ACCESS

From engaging on-demand videos via our digital channels and websites, to in-salon classes, hands-in workshops and exclusive events and shows around the world, inspiration, artistry and business building are available whenever you need it.



UNPARALLELED LEARNING OPPORTUNITIES

At Paul Mitchell® Education, we begin every educational journey with the end in mind. This outcome-based approach allows our highly skilled artists and educators to personalize and customize programming, from fundamental to advanced, to the meet the specific needs and interests of the salons and hairdressers we serve.

Connect With Us

PaulMitchellHairCareUS
@PaulMitchellUS
PaulMitchellChannel & PaulMitchellPros
@PaulMitchellUS
@PaulMitchellUS & @PaulMitchellPro

Visit paulmitchellpro.com to learn more and access the education YOU want today!



JOHN PAUL MITCHELL SYSTEMS®

PERKS PROGRAM

BENEFITS AND SUPPORT FOR YOUR SALON

Discover the rewards of the John Paul Mitchell Systems® Perks Program. Whether you're an independent stylist or high-volume salon, there's a Perks Program level that's right for you.

THE JOHN PAUL MITCHELL SYSTEMS® PERKS PROGRAM IS DESIGNED WITH YOUR NEEDS IN MIND. CHOOSE WHICH LEVEL WORKS BEST FOR YOU. ENROLL NOW

BASICS:
Carry John Paul Mitchell Systems® and other manufacturers / $300+ purchases per quarter.

YEARLY BONUS:
Purchase $6,000 of Paul Mitchell® Professional Hair Color in a calendar year and receive 50% of the value back in points.

Plus you can qualify for Platinum Select Level!

BASICS:**
Exclusively sell John Paul Mitchell Systems® products / $300+ purchases per quarter.

Must agree to use and retail only John Paul Mitchell Systems® products and Paul Mitchell® Professional Hair Color.*

BASICS:**
Exclusively sell John Paul Mitchell Systems® products / $1,500+ purchases per quarter.

Must agree to use and retail only John Paul Mitchell Systems® products and Paul Mitchell® Professional Hair Color.*

BASICS:
Carry John Paul Mitchell Systems® and other manufacturers / $24,000+ minimum annual purchase requirement of JPMS products which includes $4,800 in Paul Mitchell® Professional Hair Color.

"As part of our commitment to the professional beauty industry, we have updated the John Paul Mitchell Systems Perks Program to offer even more benefits and support. We welcome you to join our network of outstanding salons and stylists."

JOHN PAUL DEJORIA / Co-founder and Chairman of the Board

ENROLL TODAY!

TO LEARN MORE ABOUT JOINING THE JOHN PAUL MITCHELL SYSTEMS® PERKS PROGRAM, CONTACT YOUR AUTHORIZED LOCAL DISTRIBUTOR OR LOG ON TO THE PAUL MITCHELL® PROFESSIONAL WEBSITE AT **PAULMITCHELLPRO.COM.**

*Except for products not manufactured by John Paul Mitchell Systems® such as makeup, nail care, etc.
**Stylists at this level of the program who are at independent salon locations only qualify if all stylists at this location use and recommend only John Paul Mitchell Systems® products.

BENEFITS	DESCRIPTION	FOCUS+	FOCUS	SELECT/ PLATINUM SELECT
To Qualify		John Paul Mitchell Systems® exclusive salons/$1,500+ purchases per quarter	John Paul Mitchell Systems® exclusive salons/$300+ purchases per quarter	$300+ purchases per quarter
Paul Mitchell® Professional Hair Color Points	For every **$1** spent on Paul Mitchell® Professional Hair Color you are on the fast track to big rewards.	3 points	3 points	2 points
John Paul Mitchell Systems® Hair Care Points	For every **$1** spent on hair care products you are on the fast track to big rewards.	2 points	2 points	1 point
Program Welcome Points	By joining you will receive one-time welcome points that can be redeemed on our online mall for products, gear and so much more.	Bonus: **5,000** welcome points	Bonus: **1,000** welcome points	Bonus: **500** welcome points
Exclusive Focus Level Concierge	**Experience the personal touch** with a Focus Salon Concierge, your individual contact at John Paul Mitchell Systems®. See the difference personal service makes for your salon.	■	■	
Seasonal Business Development Kits	**Grow your business.** These kits are packed with valuable business-building tools, product sampling, educational materials, merchandising and much more!	**3 times** a year		**1 time** a year at Platinum Level
Sneak Previews of New Products	**Get advance notice** on new products from John Paul Mitchell Systems® before they hit the shelves, delivered right to your email inbox.	■	■	**Only at Platinum Level**
Advance Invitation to The Gathering	**Early access** to registration for our biennial event featuring award-winning platform artists, business building and inspiration.	■	■	**Only at Platinum Level**
Complimentary In-Salon Education	**The latest and greatest education**, artistic collections and color coaching for your salon team. *Please contact your distributor for specific guidelines	■	■	■
Interactive Salon Locator Listing on our Consumer Website	**Get noticed** by potential new guests through our interactive salon locator.	**Premium placement**	■	■
Co-op Advertising	**Download ad slicks** on the Paul Mitchell® Professional website featuring the latest photo shoots and collections.	■	■	■
Bi-monthly Salon PM Planner	**Maximize your profits and sell-through** with expert coaching on merchandising and promotions.	■	■	■
24/7 Access to Custom Rewards	**Redeem your points anywhere and anytime** for backbar products, samples, gear, educational DVDs and so much more on paulmitchellpro.com.	■	■	■
Point Redemption	Points will be added to your salon account on a monthly basis.	■	■	■
Online Sales	Ability to sell John Paul Mitchell Systems® products online.	■	■	**Only at Platinum Level**
John Paul Mitchell Systems® Online Sales	Qualifies to receive 20% commission on John Paul Mitchell Systems® online sales.	■	■	**Only at Platinum Level**
Amazon Online Sales Commission*	Eligible salons and schools will receive an average of **20% of the profits from Amazon sales converted into equivalent "Amazon Perks Points,"** redeemable on the John Paul Mitchell Systems® online mall. Points can be redeemed for backbar, stylist station products, samples, gear, education and more.	■	■	**Only at Platinum Level**

REQUIREMENTS FOR ALL PURCHASE LEVELS:

1. Salon acknowledges that it has signed a salon agreement with John Paul Mitchell Systems® and its distributor and agrees to comply with each and every requirement thereof. Salon authorizes its distributor to submit sales to John Paul Mitchell Systems® on its behalf.
2. Salons must agree to use John Paul Mitchell Systems® products at the backbar and at the stylist stations.
3. Multiple locations cannot be combined. Each location must have a unique account number and qualify on its own. Only chain and franchise salons that independently meet requirements can qualify.
4. Cosmetology Schools and Beauty Supplies are NOT eligible for the Paul Mitchell® Perks Program.
5. Salons may not retail any Paul Mitchell® Professional Hair Color or Paul Mitchell® Texture products to the general public.
6. Members who do not qualify for four consecutive quarters will be changed to General User status.
7. Members are welcome to re-enroll when they qualify again in accordance with the requirements listed above.
8. John Paul Mitchell Systems® reserves the right to cancel or change this program at any time with or without prior notice. A salon can choose to terminate its participation in the program by giving notice to its authorized John Paul Mitchell Systems® distributor.

ADDITIONAL REQUIREMENTS FOR FOCUS+ AND FOCUS LEVELS:
In addition to the terms and conditions listed above Focus accounts must meet the following requirements:

1. Salons must agree to use and retail only John Paul Mitchell Systems® products (except for products not manufactured by John Paul Mitchell Systems® such as makeup, nail care, etc.).
2. Independent contractor salons: All stylists at each location must use and recommend only John Paul Mitchell Systems® products.
3. If a Focus level salon changes locations or ownership, a new application approved by a Paul Mitchell® team member is required.

*Qualifiers and % subject to change.



PAUL MITCHELL®
PROFESSIONAL HAIR COLOR

Wide selection of shades

Versatile products to support color services

Committed to keeping color in the salon

Featured model formula on left:

PHASE 1

Formula 1: **the color XG**® 4AA (4/11) 1 oz. (30 g/ml) + 10 volume Paul Mitchell® Cream Developer 1oz. (30 g/ml)

Formula 2: Paul Mitchell® Skylight® 1 scoop + 40 volume Paul Mitchell® Cream Developer 1.5 oz. (45 g/ml)

Formula 3: **the color XG**® 6MT (6/2) 1 oz. (30 g/ml) + **the color XG**® 6V (6/6) 1 oz. (30 g/ml) + Blue Intensifier (0/88) 1" + 30 volume Paul Mitchell® Cream Developer 2 oz. (60 g/ml)

Formula 4: **the color XG**® 5A (5/1) 1 oz. (30 g/ml) + **the color XG**® 5G (5/3) 1 oz. (30 g/ml) + Green Intensifier (0/22) 1"+ 30 volume Paul Mitchell® Cream Developer 2 oz. (60 g/ml)

PHASE 2

Formula 1: **the color XG**® 4AA (4/11) 1 oz. (30 g/ml) + 10 volume Paul Mitchell® Cream Developer 1 oz. (30 g/ml)

Formula 2: **POP XG**™ Teal, Equal parts + **POP XG**™ Steel, Equal parts + Paul Mitchell® Super-Charged Treatment 2 parts

Formula 3: **POP XG**™ Green 3 parts + **POP XG**™ Midnight 1 part + Paul Mitchell® Super-Charged Treatment 2 parts

Formula 4: **POP XG**™ Bordeaux 2 parts + **POP XG**™ Steel 1 part + Paul Mitchell® Super-Charged Treatment 2 parts

THE COLOR XG® SALON KIT

(JPMS item code: XGTSL19)



PURCHASE:

84 Tubes of **the color XG®**,
3 oz./90 ml (stylist's choice)

SALON SPECIAL
$693.00

SALON VALUE
$1,084.40

SAVE 36%

RECEIVE FREE (OVER $350.00 VALUE):

FOR THE COLOR BAR™



2 – 10 volume Paul Mitchell® Cream Developer, 33.8 oz.
2 – 20 volume Paul Mitchell® Cream Developer, 33.8 oz.
2 – 30 volume Paul Mitchell® Cream Developer, 33.8 oz.
1 – 40 volume Paul Mitchell® Cream Developer, 33.8 oz.



1 – **POP XG**™ Bordeaux, 6 oz.
1 – **POP XG**™ Steel, 6 oz.
1 – **POP XG**™ Blue, 6 oz.
1 – **POP XG**™ Royal Purple, 6 oz.



1 – SynchroLift® Ultra-Quick Blue Powder Lightener, 28.2 oz.
1 – Skylight® Hand-Painting Clay Lightener, 8 oz.

1 – **The Demi** 9PA, 2 oz.
1 – **The Demi** 10PA, 2 oz.
1 – **The Demi** 9A, 2 oz.
1 – **The Demi** Clear, 2 oz.



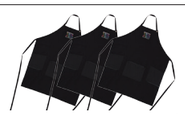
1 – Blue Oil Lightener System



4 – Mixing Bowls
4 – Paul Mitchell® Color Brushes



4 – Sweet Shot Measuring Units
2 – Processing Liquid, 4 oz.



3 – Paul Mitchell® **the color XG®** Apron



2 – POP XG™ Reducer Foil Packs, 20 ml

FOR EDUCATION



1 – **the color XG®** Deluxe Swatch Book





2 – **the color XG®** Paper Chart
3 – **POP XG™** Paper Chart



1 – **the color XG® and the Demi**
Technique Guide

FOR SALON SERVICE SUPPORT



1 – Paul Mitchell® Display Easel
(High quality acrylic holds 8.5 x 11" insert)



1 – **the color XG** Easel Insert
(W8.5" x H11")



1 – Salon Decal

FOR THE BACKBAR AND TAKE HOME™



1 – Ultimate Color Repair® Shampoo, 33.8 oz.
1 – Ultimate Color Repair® Conditioner, 33.8 oz.
1 – Platinum Blonde Shampoo, 33.8 oz.
1 – Platinum Blonde Conditioner, 33.8 oz.

THE COLOR XG® TRIAL KIT

(JPMS item code: XGTC19)



PURCHASE:

24 Tubes of **the color XG®**,
3 oz./90 ml (stylist's choice)

SALON SPECIAL
$198.00

SALON VALUE
$297.35

SAVE 33%

RECEIVE FREE (OVER $100.00 VALUE):

FOR THE COLOR BAR™



1 – 20 volume Paul Mitchell® Cream Developer, 33.8 oz.



1 – 30 volume Paul Mitchell® Cream Developer, 33.8 oz.



1 – Color Brush



1 – Mixing Bowl



1 – Sweet Shot Measuring Unit



1 – Paul Mitchell® **the color XG®** Apron



1 – SynchroLift® Ultra-Quick Blue Powder Lightener Foil Pack, 1.5 oz.



1 – Skylight® Hand-Painting Clay Lightener Foil Pack, 1.5 oz.

FOR EDUCATION



1 – Mini **XG** Swatch Book



1 – **the color XG® and the Demi**
Technique Guide

FOR THE BACKBAR AND TAKE HOME™



1 – Ultimate Color Repair® Shampoo, 8.5 oz.
1 – Ultimate Color Repair® Conditioner, 6.8 oz.



1 – **the color XG®** Paper Chart

THE DEMI SALON KIT

(JPMS item code: TDSLN19)



PURCHASE:

60 Bottles of The Demi,
Demi-permanent hair color, 2 oz./60 ml (stylist's choice)

RECEIVE FREE (FOR THE COLOR BAR℠):

- **3** Paul Mitchell® Processing Liquid, 33.8 oz./1 L
- **1** SynchroLift® Ultra-Quick Blue Powder Lightener, 14.1 oz./400 g
- **2** Skylight® Hand-Painting Clay Lightener Foil Pack, 1.5 oz.
- **1** Color Protect® Post Color Shampoo, 33.8 oz./1 L
- **2** Color Apron
- **2** Color Mixing Bowls
- **2** Color Brushes
- **2** Applicator Bottles
- **2** Sweet Shot Measuring Units

RECEIVE FREE (FOR EDUCATION):

- **1** The Demi Swatch Books
- **1** The Demi Paper Chart
- **1** The Demi and the color XG® Technique Guide

RECEIVE FREE (FOR MERCHANDISING):

- **1** Paul Mitchell® Acrylic Display Easel
- **1** The Demi Acrylic Display Easel Insert



Acrylic Display with Insert

SALON SPECIAL
$324.00

SALON VALUE
$489.66

SAVE 34%

THE DEMI TRIAL KIT

(JPMS item code: TDSTY19)



PURCHASE:

24 Bottles of The Demi,
Demi-permanent hair color, 2 oz./60 ml (stylist's choice)

RECEIVE FREE:

- **2** Paul Mitchell® Processing Liquid, 33.8 oz./1 L
- **1** Color Mixing Bowl
- **1** Color Brush
- **1** Applicator Bottle
- **1** Sweet Shot Measuring Unit
- **1** Color Apron
- **1** Skylight® Hand-Painting Clay Lightener Foil Pack, 1.5 oz.
- **1** SynchroLift® Ultra-Quick Blue Powder Lightener 1.5 oz.
- **1** The Demi Paper Chart
- **1** The Demi and the color XG® Technique Guide

SALON SPECIAL
$129.60

SALON VALUE
$176.43

SAVE 27%

PAUL MITCHELL® BLONDE COLOR BAR℠ KIT

(JPMS item code: PBSLN18)



SAVE ON THE PURCHASE OF:

- **3** Blue Oil Lightener System, 4 foil packs and 2 oz. bottle of activator
- **2** SynchroLift® Ultra-Quick Blue Powder Lightener, 28.2 oz./800 g
- **2** Skylight® Hand-Painting Clay Lightener, 14.1 oz./400 g
- **2** Dual-Purpose Lightener, 2 Lb./900 g
- **2** Lighten Up® Blonding Paste, 7.1 oz./200 g

RECEIVE FREE:

- **2** The Demi 9PA, 2 oz./60 ml
- **2** The Demi 9BV, 2 oz./60 ml
- **2** PM SHINES® 9BV Iced Latte, 2 oz./60 ml
- **2** PM SHINES® 9V Titanium, 2 oz./60 ml
- **2** Flash Finish® Ultra Violet, 2 oz./60 ml
- **2** Flash Finish® Icy Blue-Violet, 2 oz./60 ml
- **1** Paul Mitchell® Processing Liquid, 33.8 oz./1 L
- **1** Paul Mitchell® 5 Volume Cream Developer, 33.8 oz./1 L
- **3** Color Mixing Bowls
- **3** Color Brushes
- **1** Paul Mitchell® Blonde Salon Brochure
- **2** Paul Mitchell® Blonde Professional Usage Guides

SALON SPECIAL
$225.00

SALON VALUE
$330.80

SAVE 32%

PAUL MITCHELL® BLONDE COMPLETE KIT

(JPMS item code: BCK17)



PURCHASE:

- **1** Skylight® Hand-Painting Clay Lightener, 14.1 oz./400 g
- **1** Dual-Purpose Lightener, 2 lb./907 g
- **1** SynchroLift® Ultra-Quick Blue Powder Lightener, 28.2 oz./799 g
- **1** Lighten Up® Blonding Paste, 7.1 oz./200 g



Featured model formula on pre-lightened hair:
Formula 1: 1 full scoop Skylight® + 1½ oz. (45 ml) 20 volume Paul Mitchell® Cream Developer
Formula 2: 1 full scoop Skylight® + 1½ oz. (45 ml) 30 volume Paul Mitchell® Cream Developer

RECEIVE FREE:

- **1** 20 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **1** 30 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **1** 40 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **2** Paul Mitchell® Lightener Paddle
- **2** Feather-Tip Color Brush, 1.75"
- **2** Angled Feather-Tip Color Brush, 1"
- **2** Paul Mitchell® Blonde Professional Usage Guide

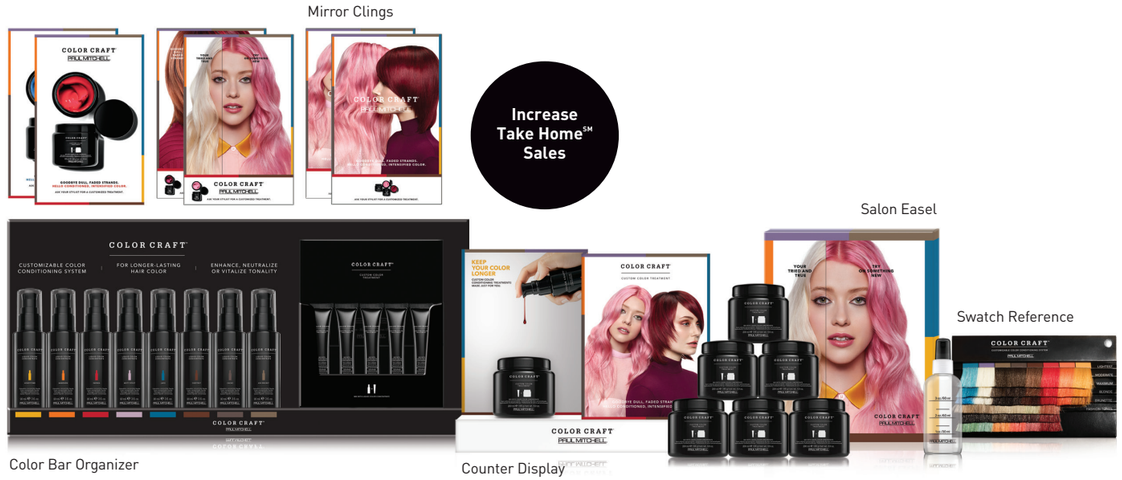
SALON SPECIAL
$99.00

SALON VALUE
$140.50

SAVE 30%

COLOR CRAFT® SALON KIT

(JPMS item code: CCSL18)



SAVE ON THE PURCHASE OF:

- **4** Liquid Color Concentrate - Paprika, 90 ml
- **4** Liquid Color Concentrate - Chestnut, 90 ml
- **4** Liquid Color Concentrate - Ash Walnut, 90 ml
- **4** Liquid Color Concentrate - Misty Violet, 90 ml
- **3** Liquid Color Concentrate - Cacao, 90 ml
- **3** Liquid Color Concentrate - Mandarin, 90 ml
- **3** Liquid Color Concentrate - Honeycomb, 90 ml
- **3** Liquid Color Concentrate - Lapis, 90 ml
- **20** Color Craft® Custom Color Treatment, 20 ml

RECEIVE FREE (FOR TAKE HOME℠):

- **12** Color Craft® Custom Color Treatment, 200 ml

RECEIVE FREE (FOR THE COLOR BAR℠):

- **1** Color Craft® Swatch Reference
- **1** Liquid Color Concentrate Color Bar Organizer
- **2** Paul Mitchell® Repigmentation Bottles
- **3** Mixing Bowls
- **3** Color Brushes
- **2** Color Craft® Brochure and Usage Guides

RECEIVE FREE (FOR MERCHANDISING):

- **1** Color Craft® Custom Color Treatment Counter Display
- **1** Color Craft® Double-Sided Salon Easel
- **1** Color Craft® Mirror Clings (Set of 5)

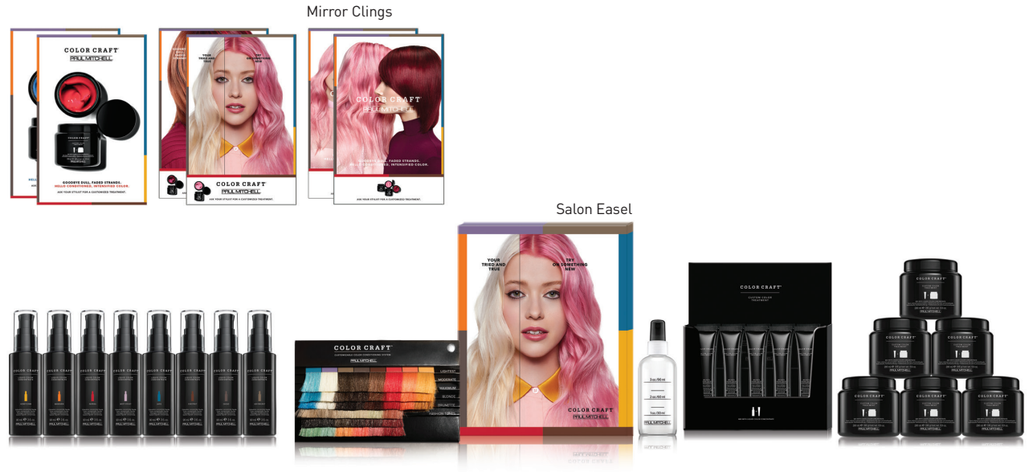
SALON SPECIAL **$440.00**

SALON VALUE **$739.06**

SAVE $299

COLOR CRAFT® TRIAL KIT

(JPMS item code: CCTK18)



PURCHASE:

- **2** Color Craft® - Paprika, 90 ml
- **2** Color Craft® - Chestnut, 90 ml
- **2** Color Craft® - Ash Walnut, 90 ml
- **2** Color Craft® - Misty Violet, 90 ml
- **2** Color Craft® - Lapis, 90 ml
- **1** Color Craft® - Cacao, 90 ml
- **1** Color Craft® - Mandarin, 90 ml
- **1** Color Craft® - Honeycomb, 90 ml

RECEIVE FREE (FOR TAKE HOME℠):

- **6** Color Craft® Custom Color Treatment, 200 ml

RECEIVE FREE (FOR THE COLOR BAR℠):

- **10** Color Craft® Custom Color Treatment, 20 ml, for in-salon service treatments
- **1** Color Craft® Swatch Reference
- **1** Paul Mitchell® Repigmentation Bottle
- **2** Mixing Bowls
- **2** Color Brushes
- **1** Color Craft® Brochure and Usage Guide

RECEIVE FREE (FOR MERCHANDISING):

- **1** Color Craft® Double-Sided Salon Easel
- **1** Color Craft® Mirror Clings (Set of 5)

SALON SPECIAL **$199.00**

SALON VALUE **$341.58**

SAVE $142

PAUL MITCHELL® THE COLOR KIT

(JPMS item code: CCK19)

SAVE ON THE PURCHASE OF:

85 Tubes of Paul Mitchell® **the color,**
Permanent cream hair color, 3 oz./90 ml (designated shades)

1 – 4N+	1 – 1N	1 – 5NB	1 – 2NN	1 – 5PN	1 – 5CB	1 – 3VR	1 – 4RB	1 – 6WB
3 – 5N+	2 – 2N	2 – 6NB	1 – 4NN	1 – 6PN	1 – 6CB	1 – 5VR	2 – 5RB	1 – 10WB
2 – 6N+	1 – 4N	1 – 7NB	2 – 5NN	1 – 7PN	1 – 7CB		1 – 6RB	
1 – 7N+	1 – 5N	1 – 8NB	2 – 6NN	2 – 8PN	1 – 8CB	1 – 4CM	1 – 7RB	1 – 4G
1 – 8N+	2 – 6N	1 – 9NB			1 – 9CB	1 – 5CM		1 – 6G
1 – 9N+	1 – 7N	1 – 10NB	1 – 5NA	1 – 6A	1 – 10CB		1 – 6WM	1 – 8G
	1 – 8N	1 – UTNB	1 – 7NA	1 – 7A		1 – 4RV		1 – 10G
	1 – 9N	1 – HLNB		1 – 9A	1 – 7P	2 – 5RV		
	1 – 10N			1 – 10A	1 – 9P	1 – 6RV		
	1 – HLN			1 – HLA	1 – HLP			
	1 – UTN			1 – UTA	1 – UTP	1 – 4RR		
						1 – 5RR		
						1 – 6RR		
						1 – 4R		
						1 – 5R		

RECEIVE FREE (OVER $245.00 SALON VALUE) FOR THE COLOR BAR℠:

- **1** 10 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **2** 20 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **2** 30 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **1** 40 volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
- **1** SynchroLift® Ultra-Quick Blue Powder Lightener, 14.1 oz./400 g
- **2** Blue Oil Lightener System, containing:
  4 – Blue Powder Activator Foil Packs, 0.44 oz.
  1 – Activator, 2 oz.
- **2** Paul Mitchell® Stylist Aprons
- **3** Color Brushes
- **3** Mixing Bowls
- **3** Sweet Shot Measuring Units
- **2** Paul Mitchell® Tube Keys
- **2** Mixing Whisks
- **1** Paul Mitchell® Acrylic Display Easel
- **1** Paul Mitchell® **the color** Acrylic Display Easel Insert

FOR THE WASH HOUSE℠ AND CLIENT SAMPLING:

- **4** Ultimate Color Repair® Shampoo, 8.5 oz./250 ml
- **4** Ultimate Color Repair® Conditioner, 6.8 oz./200 ml
- **1** Ultimate Color Repair® Conditioner, 33.8 oz./1 L
- **1** Color Protect® Post Color Shampoo, 33.8 oz./1 L

FOR EDUCATION:

- **1** Paul Mitchell® **the color** Swatch Book
- **1** Paul Mitchell® **the color** Paper Chart



SALON SPECIAL **$525.00**

SALON VALUE **$876.49**

SAVE 40%

PAUL MITCHELL® THE COLOR TRIAL KIT

(JPMS item code: TCTK19)



PURCHASE:

15 Tubes of Paul Mitchell® **the color,**
Permanent cream hair color, 3 oz./90 ml

Includes one of each:

4N+	4N	5NN	7CB	5R
6N+	5N	6NN	9P	6RB
7N+	7N	9A		
8N+	9N			

RECEIVE FREE FOR THE COLOR BAR℠:

- **1** 20 volume Paul Mitchell® Cream Developer, 33.8 fl. oz./1 L
- **1** SynchroLift® Ultra-Quick Blue Powder Lightener Foil Pack, 1.5 oz./42.5 g
- **1** Skylight® Hand-Painting Clay Lightener Foil Pack, 1.5 oz./ 42.5 g
- **2** Paul Mitchell® Professional Color Brush
- **2** Color Mixing Bowls
- **1** Sweet Shot Measuring Unit
- **1** Paul Mitchell® Tube Keys

FOR STYLIST TRIAL:

- **1** Ultimate Color Repair® Shampoo 8.5 oz./250 ml
- **1** Ultimate Color Repair® Conditioner 6.8 oz./200 ml

FOR EDUCATION:

- **1** Paul Mitchell® **the color** Paper Chart

SALON SPECIAL **$95.00**

SALON VALUE **$146.20**

SAVE 35%

PM SHINES® SALON KIT

(JPMS item code: PCK19)



PURCHASE:

60 Bottles of PM SHINES®,
Demi-permanent translucent hydrating color,
2 oz./60 ml (stylist's choice)

RECEIVE FREE (OVER $130.00 SALON VALUE) FOR THE COLOR BAR℠:

- **3** Paul Mitchell® Processing Liquid, 33.8 oz./1 L
- **1** PM SHINES® Clear Shine, 16.9 oz./500 ml
- **1** Mixing Bowl
- **1** Sweet Shot Measuring Unit
- **1** Color Brush
- **1** Applicator Bottle
- **2** Paul Mitchell® Color Aprons

FOR EDUCATION:

- **1** **PM SHINES®** Swatch Book
- **1** **PM SHINES®** Paper Chart

FOR THE WASH HOUSE℠:

- **1** Color Protect® Post Color Shampoo, 33.8 fl. oz./1 L

*See a complete shade list on the inside back cover.

SALON SPECIAL
$299.40

SALON VALUE
$418.22

SAVE 28%

PM SHINES® TRIAL KIT

(JPMS item code: PCSK19)



PURCHASE:

24 Bottles of PM SHINES®,
Demi-permanent translucent hydrating color,
2 oz./60 ml (stylist's choice)

RECEIVE FREE:

- **1** Paul Mitchell® Processing Liquid, 33.8 oz./1 L
- **1** Applicator Bottle
- **1** Sweet Shot Measuring Unit
- **1** PM SHINES® Paper Chart
- **1** Paul Mitchell® Color Apron
- **1** Color Brush
- **1** Color Mixing Bowl

SALON SPECIAL
$119.76

SALON VALUE
$151.60

SAVE 21%

PERMANENT CREAM HAIR COLOR

PAUL MITCHELL the color permanent cream hair color

PAUL MITCHELL the color XG

COMPLETE COLOR LIST PLEASE MARK YOUR QUANTITIES TO THE LEFT OF EACH COLOR.

GRAY COVERAGE
- 3N+
- 4N+
- 5N+
- 6N+
- 7N+
- 8N+
- 9N+

CHOCOLATE+
- 4CH+
- 5CH+
- 6CH+
- 7CH+
- 8CH+
- 9CH+

THE NATURALS
- 1N
- 2N
- 3N
- 4N
- 5N
- 6N
- 7N
- 8N
- 9N
- 10N
- HLN
- UTN

THE NEUTRAL NEUTRALS
- 2NN
- 3NN
- 4NN
- 5NN
- 6NN

THE NATURAL ASHES
- 3NA
- 5NA
- 7NA

THE ASHES
- 1A
- 3A
- 4A
- 5A
- 6A
- 7A
- 8A
- 9A
- 10A
- HLA
- UTA

THE PEARL NATURALS
- 5PN
- 6PN
- 7PN
- 8PN

THE COOLS
- 5CB
- 6CB
- 7CB
- 8CB
- 9CB
- 10CB
- 7P
- 9P
- HLP
- UTP

THE GOLDS
- 4G
- 5G
- 6G
- 7G
- 8G
- 9G
- 10G
- UTG

THE WARM BEIGES
- 5WB
- 6WB
- 7WB
- 8WB
- 9WB
- 10WB

THE NEUTRAL BEIGES
- 5NB
- 6NB
- 7NB
- 8NB
- 9NB
- 10NB
- HLNB
- UTNB

THE REDS
- 4R
- 5R
- 6R
- 8R
- 5RO
- 6RO
- 8RO
- 7OR
- 4RV
- 5RV
- 6RV
- 8RV
- 4RR
- 5RR
- 6RR
- 3VR
- 4VR
- 5VR
- 4RB
- 5RB
- 6RB
- 7RB
- 4WM
- 5WM
- 6WM
- 4CM
- 5CM
- 6CM
- 5CC
- 6CC
- 7CC
- 5WC
- 6WC
- 7WC
- 8WC

NATURAL
- 1N 1/0
- 2N 2/0
- 3N 3/0
- 4N 4/0
- 5N 5/0
- 6N 6/0
- 7N 7/0
- 8N 8/0
- 9N 9/0
- 10N 10/0
- HLN
- UTN

NATURAL NATURAL
- 4NN 4/00
- 5NN 5/00
- 6NN 6/00
- 7NN 7/00
- 8NN 8/00
- 9NN 9/00

NATURAL BROWN
- 4NB 4/07
- 5NB 5/07
- 6NB 6/07
- 7NB 7/07
- 8NB 8/07
- 9NB 9/07
- 10NB 10/07

GOLD
- 4G 4/3
- 5G 5/3
- 6G 6/3
- 7G 7/3
- 8G 8/3
- 9G 9/3
- 10G 10/3

MATTE
- 5MT 5/2
- 6MT 6/2
- 7MT 7/2
- 8MT 8/2

WARM BEIGE
- 6WB 6/03
- 8WB 8/03
- 10WB 10/03

COPPER
- 4C 4/34
- 6C 6/34
- 7C 7/34
- 8C 8/34

RED ORANGE
- 5RO 5/43
- 6RO 6/43
- 7RO 7/43

RED
- 5R 5/4
- 6R 6/4
- 7R 7/4

RED BROWN
- 4RB 4/47
- 5RB 5/47
- 6RB 6/47
- 7RB 7/47

RED VIOLET
- 4RV 4/46
- 5RV 5/46
- 6RV 6/46
- 7RV 7/46

VIOLET RED
- 3VR 3/64
- 5VR 5/64

VIOLET
- 4V 4/6
- 6V 6/6
- UTV

PLATINUM
- 10P 10/86
- HLP

PEARL NATURAL
- 6PN 6/80
- 7PN 7/80
- 8PN 8/80
- 9PN 9/80
- 10PN 10/80
- HLPN
- UTPN

ASH
- 4A 4/1
- 5A 5/1
- 6A 6/1
- 7A 7/1
- 8A 8/1
- 9A 9/1
- 10A 10/1
- HLA
- UTA

ASH ASH
- 1AA 1/11
- 4AA 4/11
- 6AA 6/11

INTENSIFIERS
- GOLD 0/33
- ORANGE 0/34
- RED 0/44
- GREEN 0/22
- BLUE 0/88
- VIOLET 0/66

- CLEAR BOOSTER

DEMI-PERMANENT HAIR COLOR

PM SHINES demi-permanent translucent hydrating color PAUL MITCHELL

the demi demi-permanent hair color PAUL MITCHELL

COMPLETE COLOR LIST PLEASE MARK YOUR QUANTITIES TO THE LEFT OF EACH COLOR.

YELLOW
- 3Y
- 6Y
- 9Y

NATURAL GOLD
- 3NG
- 6NG
- 9NG

RED ORANGE
- 3RO
- 6RO
- 9RO

RED BROWN
- 3RB
- 6RB
- 9RB

RED
- 3R
- 6R

RED VIOLET
- 3RV
- 6RV

VIOLET
- 3V
- 9V

BLUE VIOLET
- 3BV
- 6BV
- 9BV

BLUE
- 1B

NEUTRAL
- 3N
- 4N
- 5N
- 6N
- 7N
- 8N
- 9N

NATURAL BROWN
- 3NB
- 6NB
- 9NB

ASH
- 3A
- 6A
- 9A

NATURAL
- 1N (1/0)
- 3N (3/0)
- 4N (4/0)
- 5N (5/0)
- 6N (6/0)
- 7N (7/0)
- 8N (8/0)
- 9N (9/0)

RED
- 3R (3/4)
- 6R (6/4)
- 9R (9/4)

VIOLET RED
- 3VR (3/64)
- 6VR (6/64)

VIOLET
- 9V (9/6)
- 10V (10/6)

ASH
- 3A (3/1)
- 6A (6/1)
- 9A (9/1)
- 10A (10/1)

BLUE VIOLET
- 3BV (3/08)
- 6BV (6/08)
- 9BV (9/08)
- 10BV (10/08)

MATTE
- 6MT (6/2)
- 8MT (8/2)
- 9MT (9/2)

PEARL ASH
- 7PA (7/81)
- 8PA (8/81)
- 9PA (9/81)
- 10PA (10/81)

GOLD
- 3G (3/03)
- 6G (6/03)
- 9G (9/03)

ORANGE RED
- 3OR (3/34)
- 6OR (6/34)
- 9OR (9/34)

- CLEAR

[Muted Metallics Coming Spring 2019]
- Rose Gold
- Lavender
- Silver

SEMI-PERMANENT HAIR COLOR



PAUL MITCHELL pop XG VIBRANT SEMI-PERMANENT CREAM COLOR

- Blue
- Bordeaux
- Diluter
- Green
- Midnight
- Opalescent
- Orange
- Pink
- Purple
- Royal Purple*
- Red
- Steel
- Teal
- Yellow
- Peachy Keen
- Mint Condition
- Tropical Blue
- Purple Quartz
- Pink Flamingo

Featured model formula on Strawberry Swirl on pre-lightened hair:
Formula 1: POP XG™ Steel
Formula 2: POP XG™ Orange + 1 dot **POP XG™** Pink + 3 parts Super-Charged Treatment
Formula 3: POP XG™ Pink + 3 parts Super-Charged Treatment

*Royal Purple is only available in the U.S.



global brand recognition

a legacy of charitable giving

unsurpassed education and business-building support

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PAUL MITCHELL®

INVISIBLEWEAR® STARTER KIT

(JPMS item code: IWSLN18)



PURCHASE:

3	Invisiblewear® Shampoo, 10.14 oz./300 ml
2	Invisiblewear® Conditioner, 10.14 oz./300 ml
2	Invisiblewear® Boomerang Restyling Mist®, 8.5 oz./250 ml
2	Invisiblewear® Memory Shaper™, 8.5 oz./250 ml
2	Invisiblewear® Blonde Dry Shampoo, 4.7 oz./224 ml
2	Invisiblewear® Brunette Dry Shampoo, 4.7 oz./224 ml
2	Invisiblewear® Undone Texture Hairspray, 6.3 oz./228 ml
2	Invisiblewear® Orbit™ Hairspray, 9.5 oz./314 ml
2	Invisiblewear® Volume Whip®, 6.8 oz./200 ml
2	Invisiblewear® Pump Me Up, 0.35 oz./10 g

RECEIVE FREE:

1	Invisiblewear® Shampoo, 33.8 oz./1 L
1	Invisiblewear® Conditioner, 33.8 oz./1 L
1	Invisiblewear® Boomerang Restyling Mist®, 8.5 oz./250 ml
1	Invisiblewear® Memory Shaper™, 8.5 oz./250 ml
1	Invisiblewear® Undone Texture Hairspray, 6.3 oz./228 ml
1	Invisiblewear® Orbit™ Hairspray, 9.5 oz./314 ml
1	Invisiblewear® Volume Whip®, 6.8 oz./200 ml
1	Invisiblewear® Pump Me Up, 0.35 oz./10 g

SALON SPECIAL
$175.00

SALON VALUE
$255.75

SAVE 32%

While supplies last

INVISIBLEWEAR® SALON KIT

(JPMS item code: IWSSK19)



PURCHASE:

3	Invisiblewear® Air Gel, 4.0 oz./113 ml
3	Invisiblewear® Cloud Whip, 4.0 oz./113 ml
3	Invisiblewear® Velvet Cream, 3.4 oz./100 ml

RECEIVE FREE:

1	Invisiblewear® Air Gel, 4.0 oz./113 ml
1	Invisiblewear® Cloud Whip, 4.0 oz./113 ml
1	Invisiblewear® Velvet Cream, 3.4 oz./100 ml
1	Salon Education Card

SALON SPECIAL
$99.00

SALON VALUE
$132.00

SAVE 25%

INVISIBLEWEAR® STYLIST KIT

(JPMS item code: IWSTY19)



SAVE ON THE PURCHASE OF:

1	Invisiblewear® Air Gel, 4.0 oz./113 ml
1	Invisiblewear® Cloud Whip, 4.0 oz./113 ml
1	Invisiblewear® Velvet Cream, 3.4 oz./100 ml

SALON SPECIAL
$24.99

SALON VALUE
$33.00

SAVE 24%

While supplies last.

INVISIBLEWEAR® COLLECTION KIT

(JPMS item code: IWSK19)



SAVE ON THE PURCHASE OF:

1	Invisiblewear® Shampoo, 10.14 oz./300 ml
1	Invisiblewear® Conditioner, 10.14 oz./300 ml
1	Invisiblewear® Boomerang Restyling Mist®, 8.5 oz./250 ml
1	Invisiblewear® Memory Shaper™, 8.5 oz./250 ml
1	Invisiblewear® Undone Texture Hairspray, 6.3 oz./228 ml
1	Invisiblewear® Orbit™ Hairspray, 9.5 oz./314 ml
1	Invisiblewear® Volume Whip®, 6.8 oz./200 ml
1	Invisiblewear® Pump Me Up, 0.35 oz./10 g

SALON SPECIAL
$49.99

SALON VALUE
$67.25

SAVE 26%

While supplies last

INVISIBLEWEAR® MINI KIT

(JPMS item code: IWTK19)



SAVE ON THE PURCHASE OF:

1	Invisiblewear® Air Gel, 0.35 oz./10 ml
1	Invisiblewear® Cloud Whip, 0.35 oz./10 ml
1	Invisiblewear® Velvet Cream, 0.50 oz./15 ml

SALON SPECIAL
$9.99

SALON VALUE
$14.40

SAVE 31%

While supplies last.

ORIGINAL SALON STARTER KIT

80% (JPMS item code: OSK16) 55% (JPMS item code: OSKV16)



SALON SPECIAL **$99.00**

SALON VALUE **$153.50**

SAVE **36%**

SAVE ON THE PURCHASE OF:

- **4** Awapuhi Shampoo™ (Original), 10.14 oz./300 ml
- **4** The Detangler®, 10.14 oz./300 ml
- **3** Hot Off The Press®, 6 oz./170 ml
- **3** Sculpting Foam™, 6.7 oz./190 g
- **3** Freeze and Shine Super Spray®, 8.5 oz./250 ml

RECEIVE FREE:

- **1** Awapuhi Shampoo™ (Original), 33.8 oz./1 L
- **1** The Detangler®, 33.8 oz./1 L
- **1** Hot Off The Press® Tester, 6 oz./170 ml
- **1** Sculpting Foam™ Tester, 6.7 oz./190 g
- **1** Freeze and Shine Super Spray® Tester, 8.5 oz./250 ml

SMOOTHING SALON STARTER KIT

(JPMS item code: SMSLN16)



SALON SPECIAL **$99.00**

SALON VALUE **$160.75**

SAVE **38%**

SAVE ON THE PURCHASE OF:

- **3** Super Skinny® Shampoo, 10.14 oz./300 ml
- **3** Super Skinny® Conditioner, 10.14 oz./300 ml
- **3** Super Skinny® Serum, 5.1 oz./150 ml
- **2** Gloss Drops®, 3.4 oz./100 ml
- **2** Super Skinny® Relaxing Balm™, 6.8 oz./200 ml

RECEIVE FREE:

- **1** Super Skinny® Shampoo, 33.8 oz./1 L
- **1** Super Skinny® Conditioner, 33.8 oz./1 L
- **1** Super Skinny® Serum, 8.5 oz./250 ml
- **1** Gloss Drops® Tester, 3.4 oz./100 ml

COLOR PROTECT® SALON STARTER KIT

(JPMS item code: CCSLN17)



SALON SPECIAL **$99.00**

SALON VALUE **$149.75**

SAVE **34%**

SAVE ON THE PURCHASE OF:

- **4** Color Protect® Shampoo, 10.14 oz./300 ml
- **4** Color Protect® Conditioner, 10.14 oz./300 ml
- **4** Color Protect® Treatment, 5.1 oz./150 ml
- **4** Color Protect® Locking Spray, 8.5 oz./250 ml

RECEIVE FREE:

- **1** Color Protect® Shampoo, 33.8 oz./1 L
- **1** Color Protect® Conditioner, 33.8 oz./1 L
- **1** Color Protect® Post Color Shampoo, 33.8 oz./1 L
- **1** Color Protect® Locking Spray, 8.5 oz./250 ml

EXTRA-BODY SALON STARTER KIT

(JPMS item code: XBSLN16)



SALON SPECIAL **$99.00**

SALON VALUE **$161.45**

SAVE **39%**

SAVE ON THE PURCHASE OF:

- **3** Extra-Body Shampoo, 10.14 oz./300 ml
- **3** Extra-Body Conditioner, 10.14 oz./300 ml
- **3** Thicken Up®, 6.8 oz./200 ml
- **2** Extra-Body Boost, 8.5 oz./250 ml
- **2** Extra-Body Sculpting Foam®, 6.7 oz./190 g
- **2** Extra-Body Finishing Spray®, 9.5 oz./315 ml

RECEIVE FREE:

- **1** Extra-Body Shampoo, 33.8 oz./1 L
- **1** Extra-Body Conditioner, 33.8 oz./1 L
- **1** Extra-Body Sculpting Foam®, 16.9 oz./479 g
- **1** Extra-Body Boost, 16.9 oz./479 g
- **1** Extra-Body Finishing Spray® Tester, 9.5 oz./315 ml

Product design may vary pending ongoing packaging update.

BLONDE SALON STARTER KIT

(JPMS item code: FBSLN19)



SAVE ON THE PURCHASE OF:

- **2** Forever Blonde® Shampoo, 8.5 oz./250 ml
- **2** Forever Blonde® Conditioner, 6.8 oz./200 ml
- **2** Forever Blonde® Dramatic Repair®, 5.1 oz./150 ml
- **2** Platinum Blonde Shampoo™, 10.14 oz./300 ml
- **2** Platinum Blonde Conditioner, 6.8 oz./200 ml
- **2** Platinum Blonde Toning Spray, 5.1 oz./150 ml

RECEIVE FREE:

- **1** Forever Blonde® Shampoo, 24 oz./710 ml
- **1** Forever Blonde® Conditioner, 24 oz./710 ml
- **1** Platinum Blonde Shampoo™, 33.8 oz./1 L

SALON SPECIAL
$99.00

SALON VALUE
$156.50

SAVE 37%

While supplies last.

CURLS SALON STARTER KIT

(JPMS item code: CSLN19)

SAVE ON THE PURCHASE OF:

- **3** Spring Loaded® Frizz-Fighting Shampoo, 8.5 oz./250 ml
- **2** Spring Loaded® Frizz-Fighting Conditioner, 6.8 oz./200 ml
- **2** Full Circle Leave-In Treatment®, 6.8 oz./200 ml
- **2** Twirl Around®, 5.1 fl. oz./150 ml
- **2** Ultimate Wave®, 5.1 oz./150 ml

RECEIVE FREE:

- **1** Spring Loaded® Frizz-Fighting Shampoo, 24 oz./710 ml
- **1** Spring Loaded® Frizz-Fighting Conditioner, 24 oz./710 ml
- **1** Twirl Around®, 5.1 oz./150 ml

SALON SPECIAL
$99.00

SALON VALUE
$148.49

SAVE 33%



ULTIMATE COLOR REPAIR® DELUXE SALON KIT

(JPMS item code: UCMSLN16)



PURCHASE:

- **4** Ultimate Color Repair® Shampoo, 8.5 oz./250 ml
- **4** Ultimate Color Repair® Conditioner, 6.8 oz./200 ml
- **4** Ultimate Color Repair® Triple Rescue®, 5.1 oz./150 ml
- **4** Ultimate Color Repair® Mask, 5.1 oz./150 ml

RECEIVE FREE:

- **1** Ultimate Color Repair® Shampoo, 33.8 oz./1 L
- **1** Ultimate Color Repair® Conditioner, 33.8 oz./1 L
- **1** Ultimate Color Repair® Mask, 16.9 oz./500 ml
- **1** Ultimate Color Repair® Glorifier

SALON SPECIAL
$175.00

SALON VALUE
$244.25

SAVE 28%

NEON™ ONGOING SALON KIT

(JPMS item code: NSDSL18)



SAVE ON THE PURCHASE OF:

- **2** Sugar Cleanse, 10.14 oz./300 ml
- **2** Sugar Rinse, 10.14 oz./300 ml
- **2** Sugar Confection®, 8.5 oz./250 ml
- **2** Sugar Spray, 8.5 oz./250 ml
- **2** Sugar Twist™, 6.8 oz./200 ml
- **2** Sugar Cream, 6.8 oz./200 ml
- **2** Sugar Dry Cleanse, 4.7 oz./224 ml
- **2** Sugar Dry Conditioner, 4.7 oz./224 ml
- **2** Sugar Tease, 6.7 oz./229 ml

RECEIVE FREE:

- **1** Sugar Cleanse, 33.8 oz./1 L
- **1** Sugar Rinse, 33.8 oz./1 L
- **1** Sugar Twist™, 6.8 oz./200 ml
- **1** Sugar Cream, 6.8 oz./200 ml
- **1** Sugar Dry Cleanse, 4.7 oz./224 ml
- **1** Sugar Dry Conditioner, 4.7 oz./224 ml
- **1** Sugar Tease, 6.7 oz./229 ml
- **1** Merchandising POP

SALON SPECIAL
$99.00

SALON VALUE
$167.00

SAVE 41%

PAUL MITCHELL protools

Advanced ionic technology

Fast, gentle styling

Great retail opportunity

EXPRESS ION TURBOLIGHT®+

(JPMS item code: D50NA)



- Weighs only 1.1 lbs.
- Auto-adjusting dual voltage for worldwide use
- Digital LCD display
- Magnetic back filter cover



SALON PRICE **$99.99**

SUGG. RETAIL **$150.00**

EXPRESS ION DRY®+

(JPMS item code: D15NA)

- Digital LCD display
- Lightweight and ergonomic
- Easy-snap removable filter



SALON PRICE **$89.99**

SUGG. RETAIL **$135.00**

EXPRESS ION UNCLIPPED 3-IN-1

(JPMS item code: 31INA)

- 3-in-1 interchangeable ceramic barrels
- Digital temperature control with LCD display
- Heats up to 410°F



SALON PRICE **$69.99**

SUGG. RETAIL **$105.00**

EXPRESS ION STYLE®+

(JPMS item code: PS10NA)

- Ceramic plates with beveled edges for styling versatility
- Digital temperature control with LCD display
- Quickly heats up to 410°F in 60 seconds
- Dual voltage for worldwide use



SALON PRICE **$83.99**

SUGG. RETAIL **$125.00**

EXPRESS ION SMOOTH®+

(JPMS item code: PS12NA)

- Ceramic plates with beveled edges for styling versatility
- Digital temperature control with LCD display
- Heats up to 410°F in 60 seconds
- Dual voltage for worldwide use



SALON PRICE **$83.99**

SUGG. RETAIL **$125.00**

EXPRESS ION UNCLIPPED A LA CARTE ROD DISPLAY

(JPMS item code: 31IRD17)



STYLE SMARTER, NOT HARDER WITH OUR EXCLUSIVE EXPRESS ION COMPLEX™.

PURCHASE:

3	1.5"-0.75" Cone
3	0.75"-1.1" Oval Rod
3	1" Bubble Rod
3	0.75"-1.25" Reverse Cone
3	1.25" Rod
3	1.5" Rod



RECEIVE FREE:

1	Permanent Counter Display Fixture, Display holds 2 of each rod
1	1.5"-0.75" Cone
1	0.75"-1.1" Oval Rod
1	1" Bubble Rod
1	0.75"-1.25" Reverse Cone
1	1.25" Rod
1	1.5" Rod

SALON SPECIAL **$359.82**

SALON VALUE **$539.76**

SAVE 33%

A LA CARTE RODS

A. **Express Ion Unclipped 1.5"-0.75" Cone**
for loose curls that transition to natural curls (JPMS item code: 31IC15)

B. **Express Ion Unclipped 0.75"-1.1" Oval Rod**
for soft, undone waves (JPMS item code: 31IO12)

C. **Express Ion Unclipped 1" Bubble Rod**
for tousled waves and texture (JPMS item code: 31IB10)

D. **Express Ion Unclipped 0.75"-1.25" Reverse Cone**
for tight curls that transition to loose curls (JPMS item code: 31IRC12)

E. **Express Ion Unclipped 1.25" Rod**
for loose curls and beach waves (JPMS item code: 31IR12)

F. **Express Ion Unclipped 1.5" Rod**
for chic, loose waves (JPMS item code: 31IRC15)



SALON PRICE **$19.99**

SUGG. RETAIL **$30.00**

EXPRESS GOLD® CURL

CREATE SMOOTH, HYDRATED CURLS WITH INCREDIBLE SHINE AND STAYING POWER WITH THE EXPRESS GOLD® CURL. THE GOLD SURFACE DISTRIBUTES HEAT EVENLY FOR CONSISTENT, LONG-LASTING CURLS.

- Adjustable temperature control; quickly heats up to 430°F
- Extra-long cool tip and insulated thumb grip ensure comfort and total control
- Locking temperature dial for safe operation
- Includes a free, easy-to-replace spring for tool longevity
- Dual voltage for worldwide use

0.75" BARREL

(JPMS item code: GI75NA)

.75"



SALON PRICE $39.99

SUGG. RETAIL $60.00

1" BARREL

(JPMS item code: GI10NA)

1"



SALON PRICE $39.99

SUGG. RETAIL $60.00

1.25" BARREL

(JPMS item code: GI12NA)

1.25"



SALON PRICE $44.99

SUGG. RETAIL $68.00

1.5" BARREL

(JPMS item code: GI15NA)

1.5"



SALON PRICE $44.99

SUGG. RETAIL $68.00

EXPRESS GOLD® CURL MARCEL

- Ergonomic locking and rotating handle
- Gold surface distributes heat evenly for consistent, long-lasting curls
- Adjustable temperature control; quickly heats up to 430°F
- Locking temperature dial for safe operation
- 9-foot professional-length swivel cord
- Durable safety stand
- Dual voltage for worldwide use

0.75" BARREL

(JPMS item code: GM75NA)

.75"



SALON PRICE $44.99

SUGG. RETAIL $68.00

1" BARREL

(JPMS item code: GM10NA)

1"



SALON PRICE $49.99

SUGG. RETAIL $75.00

1.25" BARREL

(JPMS item code: GM12NA)

1.25"



SALON PRICE $49.99

SUGG. RETAIL $75.00

STYLING ESSENTIALS

SERVICE MARKETING QUICK TIP:

The Tool Bar℠ experience is equal parts play and display. It's an interactive merchandising area that entices guests to touch, try and play with Paul Mitchell® Pro Tools™. Plug into the Tool Bar℠ and you'll see results with this integrated, proven system for the sell-through of tools.

STRAIGHTEN, SCULPT AND STYLE WITH THESE STYLIST ESSENTIALS.



A.



B.



C.



D.



E.

F.



G.



H.



I.



J.

	SALON PRICE		SALON PRICE
A. EXPRESS ION ROUND® BRUSHES	**$9.60 - $11.40**	F. DETANGLER COMB	**$2.40**
B. 427 PADDLE BRUSH	**$7.60**	G. PROCLIPS (SET OF 4)	**$6.60**
C. 407 STYLING BRUSH	**$4.80**	H. SECTIONING CLIPS (SET OF 6)	**$5.40**
D. 413 SCULPTING BRUSH	**$4.20**	I. SLIM WATER SPRAYER	**$6.00**
E. TEASING BRUSH	**$4.20**	J. PROSTIX (SET OF 6)	**$6.60**

teatree

DISCOVER THE NATURAL MAGIC OF TEA TREE

10 product awards

Commitment to plant 750K trees by 2019

4 experiential categories for a sensory experience

SALON INTRO KIT

(JPMS item code: TTESLN19)



SAVE ON THE PURCHASE OF:

- **6** Tea Tree Special Shampoo®, 10.14 oz./300 ml
- **6** Tea Tree Special Conditioner®, 10.14 oz./300 ml
- **6** Tea Tree Hair and Body Moisturizer®, 10.14 oz./300 ml
- **6** Tea Tree Shaping Cream™, 3 oz./90 ml
- **4** Tea Tree Special Color Shampoo®, 10.14 oz./300 ml
- **4** Tea Tree Special Color Conditioner®, 10.14 oz./300 ml
- **3** Lavender Mint Moisturizing Shampoo™, 10.14 oz./300 ml
- **3** Lavender Mint Moisturizing Conditioner™, 10.14 oz./300 ml
- **3** Lemon Sage Thickening Shampoo®, 10.14 oz./300 ml
- **3** Lemon Sage Thickening Conditioner®, 10.14 oz./300 ml
- **3** Tea Tree Firm Hold Gel®, 6.8 oz./200ml
- **3** Tea Tree Wave Refresher Spray, 4.2 oz./125 ml
- **3** Tea Tree Body Bar®, 5.3 oz./150 g
- **2** Lavender Mint Conditioning Leave-In Spray, 6.8oz./200 ml
- **2** Lavender Mint Deep Conditioning Mineral Hair Mask At-Home Kit, 6 pack/0.68 oz. each
- **2** Lemon Sage Thickening Spray®, 6.8 oz./200 ml

RECEIVE FREE:

- **1** Tea Tree Special Shampoo®, 33.8 oz./1 L
- **1** Tea Tree Special Conditioner®, 33.8 oz./1 L
- **1** Tea Tree Special Color Shampoo®, 33.8 oz./1 L
- **1** Tea Tree Special Color Conditioner®, 33.8 oz./1 L
- **24** Tea Tree Special Shampoo® Foil Packs with FREE Merchandising Dispenser 0.25 oz. each
- **1** Tea Tree Bamboo Counter Display
- **4** Tea Tree Shelftalkers NEW
- **2** Tea Tree POP Bamboo Bases
- **1** Tea Tree Wash House℠ Menu
- **1** Tea Tree Indulgence of Water POP
- **1** Tea Tree Rooted in Green POP



Tea Tree Bamboo Counter Display



Tea Tree Shelftalkers

SALON SPECIAL $399.00

SALON VALUE $610.49

SAVE 35%



SCALP CARE SALON INTRO KIT

(JPMS item code: TATSL19)



SAVE ON THE PURCHASE OF:

- **3** Scalp Care Anti-Thinning Shampoo, 10.14 oz./300 ml
- **3** Scalp Care Anti-Thinning Conditioner, 10.14 oz./300 ml
- **3** Scalp Care Anti-Thinning Tonic, 3.4 oz./100 ml
- **3** Scalp Care Anti-Thinning Root Lift Foam, 6.8 oz./200 ml
- **4** Scalp Care Anti-Thinning Take Home℠ Kit, containing:
  1 - Scalp Care Anti-Thinning Shampoo, 3.4 oz./100 ml
  1 - Scalp Care Anti-Thinning Conditioner, 3.4 oz./100 ml
  1 - Scalp Care Anti-Thinning Tonic, 1.7 oz./50 ml

RECEIVE FREE:

- **1** Scalp Care Anti-Thinning Shampoo, 33.8 oz./1 L
- **1** Scalp Care Anti-Thinning Conditioner, 33.8 oz./1 L
- **1** Scalp Care Anti-Thinning Tonic, 3.4 oz./100 ml
- **1** Scalp Care Anti-Thinning Root Lift Foam, 6.8 oz./200 ml
- **1** Scalp Care Anti-Thinning Doctor Endorsed Bamboo Glorifier
- **5** Scalp Care Anti-Thinning Deluxe Sampler*

SALON SPECIAL
$199.00

SALON VALUE
$306.50

SAVE 35%

*While supplies last.

SCALP CARE REGIMEN KIT

(JPMS item code: TATRKG16)



SAVE ON THE PURCHASE OF:

- **1** Scalp Care Anti-Thinning Shampoo, 10.14 oz./300 ml
- **1** Scalp Care Anti-Thinning Conditioner, 10.14 oz./300 ml
- **1** Scalp Care Anti-Thinning Tonic, 3.4 oz./100 ml

SALON SPECIAL
$29.99

SALON VALUE
$40.50

SAVE 26%

SCALP CARE TAKE HOME℠ KIT

(JPMS item code: TAD17)



SAVE ON THE PURCHASE OF:

- **1** Scalp Care Anti-Thinning Shampoo, 3.4 oz./100 ml
- **1** Scalp Care Anti-Thinning Conditioner, 3.4 oz./100 ml
- **1** Scalp Care Anti-Thinning Tonic, 1.7 oz./50 ml

SALON SPECIAL
$16.50

SALON VALUE
$19.60

SAVE 16%

NEURO®

INTELLIGENT STYLING

SmartSense and HeatCTRL® technologies

Performance engineered products

Two-year warranty on tools*

*With tool registration at neurohair.com/register

STYLE STARTS WITH WHAT'S INSIDE. NEURO® TOOLS ARE PRECISION INSTRUMENTS FOR PROFESSIONAL STYLISTS. THAT'S INTELLIGENT STYLING.

- **SMARTSENSE TECHNOLOGY**
  An ultra-sensitive microchip regulates temperature 50x per second and responds in 1/4 of a second for perfect, even heat.
- **ISOTHERM TITANIUM**
  Titanium transfers heat faster than ceramic and glides through hair in one effortless pass.
- **IRONS REACH 450°F IN SECONDS**

2-YEAR WARRANTY*

Rigorous quality assurance testing includes:

- Drop testing
- Humidity testing
- Cord and hinge stress tests
- Microchip responsiveness
- Temperature dial tests

SERVICE MARKETING QUICK TIP:

Master these three key elements to a successful Tool Bar℠:

EDUCATE
Conduct a one-on-one styling consultation with your guests at your Tool Bar℠. This individualized attention can help increase your sales and service dollars.

ADD ON
Create add-on styling services with your team to perform at the Tool Bar℠ and recommend them to guests. Styling hair at your Tool Bar℠ can quickly increase revenue—especially if you include a Take Home℠ recommendation.

DIALOGUE
Remember, the Tool Bar℠ is not just a piece of furniture or location in your salon—it's a conversation starter that can lead to sales. Maximize the opportunity by creating a dialogue your entire team can use with guests.

ONGOING IN-TOOL SAMPLING

FREE SAMPLE OF NEURO™ PRIME, PROTECT OR RESHAPE INSIDE YOUR PURCHASE OF SELECT NEURO® TOOLS

FREE SAMPLING WITH DRYERS:

Purchase (any one):
1 – Neuro® Light
1 – Neuro® Motion
1 – Neuro® Dry
1 – Neuro® Grip
1 – Neuro® Halo Touchscreen Dryer

Receive Free (included in box):
1 – Neuro™ Prime, 0.85 oz.

FREE SAMPLING WITH SELECT IRONS AND RODS:

Purchase (any one):
1 – Neuro® Smooth
1 – Neuro® Style
1 – Neuro® Unclipped Styling Cone
1 – Neuro® Unclipped Styling Rod
1 – Neuro® Angle Rod
1 – Neuro® Angle Cone
1 – Neuro® Halo 1" Styling Iron
1 – Neuro® Guide
1 – Neuro® Smooth XL
1 – Neuro® Curl XL

Receive Free (included in box):
1 – Neuro™ Protect, 1.5 oz.
1 – Neuro™ Reshape, 0.85 oz.



*With tool registration at www.neurohair.com/register

IRONS

NEURO® SMOOTH XL* (JPMS item code: NS15NAS)



1.5" SMOOTHING IRON FOR LONG, THICK OR COARSE HAIR

- Heats up to 450°F in 45 seconds
- 1.5" premium IsoTherm titanium plates
- Dual voltage for worldwide use

SALON PRICE $113.99
SUGG. RETAIL $170.00

NEURO® CURL XL* (JPMS item code: NC17NAS)



VOLUME, SMOOTHING, WAVES AND CURLS

- 1.75" IsoTherm titanium barrel
- State-of-the-art heater reaches 450°F in seconds
- Extra-long barrel ideal for long hair
- Dual voltage for worldwide use

SALON PRICE $84.99
SUGG. RETAIL $125.00

NEURO® GUIDE* (JPMS item code: NGRNAS)



1.25" STYLING ROD FOR BEACH WAVES

- A fully integrated retractable comb in the IsoTherm titanium barrel grips hair and evenly distributes it onto the surface to create effortless waves and curls
- Heats up to 450°F in seconds
- Dual voltage for worldwide use

SALON PRICE $99.99
SUGG. RETAIL $150.00

*New tools available to ship 1/15.



IRONS

NEURO® SMOOTH

(JPMS item code: NS12NAS)



PERFECT FOR SMOOTHING, WAVES AND CURLS

- Heats up to 450°F in 30 seconds
- 1.25" premium IsoTherm titanium plates
- Dual voltage for worldwide use

SALON PRICE $89.99

SUGG. RETAIL $134.99

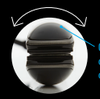
NEURO® STYLE

(JPMS item code: NS10NAS)



VOLUME, SMOOTHING, WAVES AND CURLS

- 1" premium IsoTherm titanium plates outperform ceramic by providing fast, even heat
- State-of-the-art heater reaches 450°F in 30 seconds
- Dual voltage for worldwide use



Contoured shape creates perfect volume, curls and waves.

SALON PRICE $89.99

SUGG. RETAIL $134.99

NEURO® UNCLIPPED STYLING CONE TAPERED 1.25"–.75"

(JPMS item code: NSCNAS)



PERFECT FOR NATURAL-LOOKING CURLS

- Heats up to 450°F in seconds
- Dual voltage for worldwide use
- SmartSense microchip regulates temperature 50 times per second

SALON PRICE $59.99

SUGG. RETAIL $89.99

NEURO® UNCLIPPED STYLING ROD

(JPMS item code: NSRNAS)



PERFECT FOR BEACH WAVES AND LOOSE CURLS

- 1" clipless premium IsoTherm titanium barrel
- Heats up to 450°F in seconds
- Dual voltage for worldwide use
- SmartSense microchip regulates temperature 50 times per second

SALON PRICE $59.99

SUGG. RETAIL $89.99

NEURO® ANGLE ROD

(JPMS item code: NARNAS)



1" ROD FOR LOOSE CURLS AND BEACH WAVES

- Patent-pending design with four adjustable positions
- Style without straining your shoulders and wrists
- Premium IsoTherm titanium barrel
- Heats up to 450˚F in seconds, with dual voltage for worldwide use

SALON PRICE $89.99

SUGG. RETAIL $134.99

NEURO® ANGLE CONE

(JPMS item code: NACNAS)



1.25" CONE FOR NATURAL-LOOKING CURLS

- Patent-pending design with four adjustable positions
- Style without straining your shoulders and wrists
- Premium IsoTherm titanium barrel
- Heats up to 450˚F in seconds, with dual voltage for worldwide use

SALON PRICE $89.99

SUGG. RETAIL $134.99

DRYERS

NEURO® LIGHT

(JPMS item code: NDLNAS)





A LIGHTWEIGHT, PROFESSIONAL AND LONG-LASTING DC MOTOR

- Weighs only 1.12 pounds
- 1875 watts of power
- SmartSense filter with world's first "Clean Filter" indicator light
- Four heat settings and a cool shot button

SALON PRICE $114.99

SUGG. RETAIL $169.99

NEURO® MOTION

(JPMS item code: NDMNAS)



FREE NEURO™ NOZZLE AND DIFFUSER



A LIGHTWEIGHT DRYER POWERED BY TOUCH

- Touch-activated MotionZone technology powers dryer on and off
- Lightweight 1875-watt DC motor
- SmartSense microchip activates "Clean Filter" function
- Four heat settings and a cool shot button

SALON PRICE $124.99

SUGG. RETAIL $184.99

NEURO® DRY

(JPMS item code: NDNAS)





A SMARTER DRYER BUILT FOR SPEED, ENDURANCE AND PERFORMANCE

- Four heat settings and a cool shot button
- Professional, long-lasting AC motor
- 1875 watts of power
- SmartSense microchip activates "Clean Filter" function

SALON PRICE $114.99

SUGG. RETAIL $169.99

NEURO® GRIP

(JPMS item code: NDGNAS)



A HANDLE-FREE AND ERGONOMIC DRYER PROVIDES ULTIMATE COMFORT AND CONTROL

- Lightweight and compact – weighs only one pound
- Powerful 1875-watt DC motor
- Controls heat and airflow separately
- Three heat/three airflow settings plus cool shot setting

SALON PRICE $94.99

SUGG. RETAIL $140.00

NEURO® HALO Designed by Kardashian

NEURO® HALO TOUCHSCREEN DRYER

(JPMS item code: NHDNAS)



SOFT, FULL BODY AND VOLUME

- Touchscreen display to precisely control heat, airflow and ion settings
- Lightweight 1875-watt DC motor with tourmaline ions
- SmartSense filter alert and magnetic filter cover
- Ion On/Off feature
  - Turn it on to reduce frizz and add shine to thick, unruly hair
  - Turn it off to volumize thin, fine hair

SALON PRICE $170.00

SUGG. RETAIL $255.00

NEURO® HALO 1" STYLING IRON

(JPMS item code: NHS10NAS)



SMOOTHING, WAVES AND CURLS

- 1" premium gunmetal IsoTherm titanium plates
- Interior backlit touchscreen display
- Heats up to 450°F in 25 seconds
- SmartSense microchip regulates temperature 50 times per second
- Extended plate length for faster styling

SALON PRICE $120.00

SUGG. RETAIL $180.00

BRUSHES

NEURO® ROUND

TITANIUM THERMAL BRUSH

- Bristles are heat-resistant up to 500°F (260°C)
- Premium IsoTherm titanium outperforms ceramic by retaining heat and reducing drying time
- Nylon anti-static corkscrew bristles create a smooth finish and add shine
- No-slip soft-touch handle for easy grip
- Magnetic handle cap sits brush upright



Magnetic handle cap

SMALL 1.29" (33 MM)

(JPMS item code: NRBS)

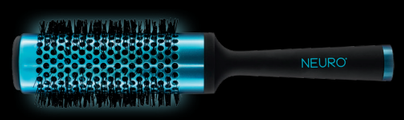


SALON PRICE $11.39

SUGG. RETAIL 19.00

MEDIUM 1.67" (43 MM)

(JPMS item code: NRBM)



SALON PRICE $11.99

SUGG. RETAIL $20.00

LARGE 2" (53 MM)

(JPMS item code: NRBL)



SALON PRICE $12.59

SUGG. RETAIL $21.00

NEURO® SMART STYLE PROFESSIONAL KIT

(JPMS item code: NUSS19)



SALON SPECIAL $275.00

SALON VALUE $364.44

SAVE 25%

SAVE ON THE PURCHASE OF:

1	Neuro® Style
1	Neuro® Grip Dryer
1	Neuro® Angle 1" Styling Rod
1	Neuro® Round Brush - Medium

RECEIVE FREE:

1	Neuro® Thermal Stylist Bag
1	Neuro® Clips, set of 4
1	Neuro™ Prime - HeatCTRL® Blowout Primer, 4.7 oz./139 ml
1	Neuro™ Finish - HeatCTRL® Style Spray, 1.5 oz./45 ml
1	Neuro™ Protect - HeatCTRL® Iron Hairspray, 6 oz./200 ml
6	Neuro™ Foil Pack Trios
1	USB with Neuro® Smart Style Video Series

NEURO™ LIQUID SALON KIT

(JPMS item code: NUSLN18)



SALON SPECIAL $199.99

SALON VALUE $290.50

SAVE 31%

SAVE ON THE PURCHASE OF:

2	Neuro™ Lather - HeatCTRL® Shampoo, 9.2 oz./272 ml
2	Neuro™ Rinse - HeatCTRL® Conditioner, 9.2 oz./272 ml
2	Neuro™ Repair - HeatCTRL® Treatment, 5.1 oz./150 ml
4	Neuro™ Prime - HeatCTRL® Blowout Primer, 4.7 oz./139 ml
4	Neuro™ Lift - HeatCTRL® Volume Foam, 6.7 oz./200 ml
2	Neuro™ Finish - HeatCTRL® Style Spray, 6 oz./200 ml
4	Neuro™ Protect - HeatCTRL® Iron Hairspray, 6 oz./200 ml

RECEIVE FREE:

1	Neuro™ Lather - HeatCTRL® Shampoo, 33.8 oz./ 1 L
1	Neuro™ Rinse - HeatCTRL® Conditioner, 33.8 oz./ 1 L
1	Neuro™ Repair - HeatCTRL® Treatment, 5.1 oz./150 ml

NEURO® HALO COMPLETE BLOWOUT KIT

(JPMS item code: NHCK18)



PURCHASE:

1	Neuro® Halo Touchscreen Dryer
1	Neuro® Halo 1" Styling Iron

RECEIVE FREE:

1	Neuro™ Prime - HeatCTRL® Blowout Primer, 4.7 oz./139 ml
1	Neuro™ Lift - HeatCTRL® Volume Foam, 6.7 oz./200 ml
1	Neuro™ Repair - HeatCTRL® Treatment, 5.1 oz./150 ml
1	Neuro™ Protect - HeatCTRL® Iron Hairspray, 6.0 oz./200 ml
1	Neuro® Brochure
1	Neuro® Clips Set of 4
6	Neuro™ Care Foil Sampler
1	Neuro® Blowout Event, Merchandising, and Business-Building Guide
20	Neuro® Blowout Event Invitations
3	Neuro® Blowout Event POP

SALON SPECIAL $290.00

SALON VALUE $357.44

SAVE 19%

NEURO™ LIQUID STYLIST KIT

(JPMS item code: NUSTY17)



SAVE ON THE PURCHASE OF:

1	Neuro™ Prime - HeatCTRL® Blowout Primer, 4.7 oz./139 ml
1	Neuro™ Lift - HeatCTRL® Volume Foam, 6.7 oz./200 ml
1	Neuro™ Protect - HeatCTRL® Iron Hairspray, 6.0 oz./200 ml
1	Neuro® Round Brush - Medium
1	Neuro® Clips, set of 4

SALON SPECIAL $39.99

SALON VALUE $51.48

SAVE 22%

NEURO™ LIQUID TAKE HOME℠ KIT

(JPMS item code: NUSTK18)



SAVE ON THE PURCHASE OF:

1	Neuro™ Prime - HeatCTRL® Blowout Primer, 0.85 oz./25 ml
1	Neuro™ Lift - HeatCTRL® Volume Foam, 1.5 oz./50 ml
1	Neuro™ Protect - HeatCTRL® Iron Hairspray, 1.5 oz./50 ml

SALON SPECIAL $13.99

SALON VALUE $17.98

SUGG. RETAIL $23.50

SAVE 22%



awapuhi
wild ginger

Awapuhi sourced
from our organic,
solar-powered farm

Professional treatments
with proven results

Exclusive KeraReflect®
and KeraTriplex®
technologies



$399 SALON KIT

(JPMS item code: AGSLN19)



SAVE ON THE PURCHASE OF:

- **30** KeraTriplex® Treatment, 0.33 oz./10 ml
- **10** HydraTriplex™ Treatment, 0.33 oz./10 ml
- **3** Moisturizing Lather Shampoo®, 8.5 oz./250 ml
- **3** Keratin Cream Rinse®, 8.5 oz./250 ml
- **3** Keratin Intensive Treatment®, 5.1 oz./150 ml
- **2** MirrorSmooth® Shampoo, 8.5 oz./250 ml
- **2** MirrorSmooth® Conditioner, 6.8 oz./200 ml
- **2** Dry Shampoo Foam, 5.6 oz./195 ml
- **2** Anti-Frizz Hairspray, 9.1 oz./313 ml
- **2** No Blowout HydroCream, 5.1 oz./150 ml
- **2** HydroCream Whip®, 6.7 oz./200 ml
- **2** Styling Treatment Oil®, 3.4 oz./100 ml
- **2** Finishing Spray™, 9.1 oz./300 ml
- **1** Texturizing Sea Spray®, 5.1 oz./150 ml
- **1** HydroMist Blow-Out Spray®, 5.1 oz./150 ml
- **1** Shine Spray™, 3.3 oz./125 ml
- **1** MirrorSmooth® High Gloss Primer, 3.4 oz./100 ml

RECEIVE FREE:

- **1** Moisturizing Lather Shampoo®, 33.8 oz./1 L
- **1** Keratin Cream Rinse®, 33.8 oz./1 L
- **1** Keratin Intensive Treatment®, 16.9 oz./500 ml
- **1** MirrorSmooth® Shampoo, 33.8 oz./1 L
- **1** MirrorSmooth® Conditioner, 33.8 oz./1 L
- **1** MirrorSmooth® Merchandising Foil Dispenser
- **1** Tri-Sided Elliptical Merchandiser - Smooth & Soften
- **1** Tri-Sided Elliptical Merchandiser - Repair & Replenish
- **1** Tri-Sided Elliptical Merchandiser - Hydrating Style
- **2** Awapuhi Wild Ginger® Brochure
- **1** Service Upgrade Mirror Clings, set of 2

SALON SPECIAL
$399.00

SALON VALUE
$664.00

SAVE 40%



MITCH

POWERED BY STYLE

Premier men's grooming line

Award-winning products for men

Unmatched education support

MITCH® SALON INTRO KIT POWERED BY STYLE

(JPMS item code: MSLN19)



SAVE ON THE PURCHASE OF:

4	Reformer®, 3 oz./90 ml
4	Clean Cut®, 3 oz./90 ml
4	Matterial™, 3 oz./90 ml
3	Barber's Classic®, 3 oz./90 ml
3	Construction Paste®, 2.5 oz./75 ml
2	Double Hitter®, 8.5 oz./250 ml
2	Heavy Hitter®, 8.5 oz./250 ml
2	Hardwired®, 2.5 oz./75 ml
2	Steady Grip®, 5.1 oz./150 ml

RECEIVE FREE:

1	Double Hitter®, 33.8 oz./1 L
1	Reformer®, 3 oz./90 ml
1	MITCH® Puck Cube Merchandiser*
1	MITCH® Counter Display*
1	MITCH® 2-in-1 Brochure with POPs*, Comes with 8 MITCH® POPs and Style How-To's

SALON SPECIAL $199.00

SALON VALUE $293.50

SAVE 32%

*While supplies last.

MITCH

POWERED BY STYLE

MVRCK
by MITCH
LOS ANGELES, CA

Uncommon Barbering

Made by barbers,
for barbers

10 shave, beard and
hair products for men

Made in
Los Angeles, CA

MVRCK™ BARBERSHOP INTRO KIT

(JPMS item code: MVBI18)



SAVE ON THE PURCHASE OF:

6	Original Pomade, 4 oz./113 ml	NEW
6	Dry Paste, 4 oz./113 ml	NEW
4	Grooming Cream, 5.1 oz./150 ml	NEW
4	Skin + Beard Lotion, 2.5 oz./75 ml	NEW
4	Beard Oil, 1 oz./30 ml	NEW
4	Shave Cream, 5.1 oz./150 ml	NEW
4	Cooling Aftershave, 2.5 oz./75 ml	NEW
3	Blade Slip, 7.3 oz./215 ml	NEW
3	Skin Tonic, 7.3 oz./215 ml	NEW
3	Grooming Spray, 7.3 oz./215 ml	NEW

RECEIVE FREE*:

5	Beard Oil, .24 oz./7 ml	NEW
5	Original Pomade, .35 oz./7 ml	NEW
1	MVRCK™ Barber's Book	NEW
1	MVRCK™ Straight Razor	NEW
1	MVRCK™ Corrugate Display	NEW
1	MVRCK™ Poster	NEW



MVRCK™ Poster



MVRCK™ Straight Razor

SALON SPECIAL
$299.00

SALON VALUE
$439.50

SAVE 32%

*While supplies last.

MVRCK™ SALON INTRO KIT

(JPMS item code: MVSLN18)



SAVE ON THE PURCHASE OF:

4	Original Pomade, 4 oz./113 ml
4	Dry Paste, 4 oz./113 ml
3	Grooming Cream, 5.1 oz./150 ml
3	Grooming Spray, 7.3 oz./215 ml
3	Shave Cream, 5.1 oz./150 ml
3	Cooling Aftershave, 2.5 oz./75 ml
3	Skin + Beard Lotion, 2.5 oz./75 ml
3	Beard Oil, 1 oz./ 30 ml

RECEIVE FREE:

1	Original Pomade, 4 oz./113 ml
5	Beard Oil*, .24 oz./7 ml
5	Shave Cream*, .85 oz./25 ml
1	MVRCK™ Barber's Book*
1	MVRCK™ Corrugate Display*
1	MVRCK™ Poster*



MVRCK™ Barber's Book



MVRCK™ Display

SALON SPECIAL
$199.00

SALON VALUE
$302.75

SAVE 34%

*While supplies last.

MARULAOIL

Skincare-inspired
hair care

Made with
cold-pressed
marula oil

$429 MARULAOIL SALON KIT

(JPMS item code: MSKSLS19)



SAVE ON THE PURCHASE OF:

- 1 Rare Oil Treatment, 1.7 oz./50 ml
- 1 Rare Oil Treatment Light, 1.7 oz./50 ml
- 3 Rare Oil Replenishing Shampoo, 7.5 oz./222 ml
- 3 Rare Oil Replenishing Conditioner, 7.5 oz./222 ml
- 3 Rare Oil Volumizing Shampoo, 7.5 oz./222 ml
- 3 Rare Oil Volumizing Conditioner, 7.5 oz./222 ml
- 3 Rare Oil Intensive Hair Masque, 6.8 oz./200 ml
- 3 Rare Oil Perfecting Hairspray, 9.1 oz./300 ml
- 3 Rare Oil Dry Mist, 2.3 oz./81 ml
- 3 Rare Oil Style Perfecting Serum, 3.4 oz./100 ml
- 2 Rare Oil 3-in-1 Styling Cream, 5.1 oz./150 ml
- 2 Rare Oil Style Extending Primer, 4.7 oz./139 ml

RECEIVE COMPLIMENTARY ($275.00 SALON VALUE) FOR THE WASH HOUSE℠:

- 1 Rare Oil Replenishing Shampoo, 24 oz./710 ml
- 1 Rare Oil Replenishing Conditioner, 24 oz./710 ml
- 1 Rare Oil Volumizing Shampoo, 24 oz./710 ml
- 1 Rare Oil Volumizing Conditioner, 24 oz./710 ml
- 1 Rare Oil Intensive Hair Masque, 16.9 oz./500 ml

FOR GUEST SAMPLING:

- 30 Foil Packs, Rare Oil Intensive Hair Masque
- 15 Foil Packs, MarulaOil Weightless Volume Trio

FOR IN-SALON SERVICE:

- 1 MarulaOil Luxury Service Cape
- 2 MarulaOil Service Menus
- 2 MarulaOil Guest Recommendation Cards, set of 25
- 1 Recommendation Card Holder

FOR EDUCATION:

- 1 MarulaOil Usage Pamphlet

FOR IN-SALON MERCHANDISING:

- 1 MarulaOil Salon Window Mirror Cling, 8 x10
- 1 MarulaOil Stylist Station Mirror Clings, set of 4
- 1 MarulaOil White Acrylic Display



SALON SPECIAL
$429.00

SALON VALUE
$723.00

SAVE 41%

While supplies last. Not available in Canada or Eurasia.

$159 INDEPENDENT STYLIST KIT

(JPMS item code: MSTY19)

SAVE ON THE PURCHASE OF:

- 1 Rare Oil Treatment, 1.7 oz./50 ml
- 1 Rare Oil Treatment Light, 1.7 oz./50 ml
- 1 Rare Oil Replenishing Shampoo, 7.5 oz./222 ml
- 1 Rare Oil Replenishing Conditioner, 7.5 oz./222 ml
- 1 Rare Oil Volumizing Shampoo, 7.5 oz./222 ml
- 1 Rare Oil Volumizing Conditioner, 7.5 oz./222 ml
- 1 Rare Oil Intensive Hair Masque, 6.8 oz./200 ml
- 1 Rare Oil Style Extending Primer, 4.7 oz./139 ml
- 1 Rare Oil 3-in-1 Styling Cream, 5.1 oz./150 ml
- 1 Rare Oil Perfecting Hairspray, 9.1 oz./300 ml
- 1 Rare Oil Dry Mist, 2.3 oz./81 ml
- 1 Rare Oil Style Perfecting Serum, 3.4 oz./100 ml

RECEIVE COMPLIMENTARY:

- 1 MarulaOil Elegant Acrylic Display
- 1 MarulaOil Usage Pamphlet
- 20 Foil Packs, Rare Oil Intensive Hair Masque
- 10 Foil Packs, MarulaOil Weightless Volume Trio

SALON SPECIAL
$159.00

SALON VALUE
$252.00

SAVE 37%

MARULAOIL BRUSH

CLASSIC DRESSING BRUSH

(JPMS item code: MCB)



- Crafted from 100% premium-quality beechwood.
- Dual-level, boar-like vegan bristles provide optimal tension for smoothing and dressing hair.
- Ideal for coarse, unruly hair.
- Helps minimize breakage.
- Packaged in a premium outer box.

SALON PRICE
$30.00

SUGG. RETAIL
$50.00

#CULTUREOFGIVING

LIVE BEAUTIFULLY

CHANGE, CREATE, INSPIRE - DREAMS REALLY DO WORK

GOT A PROBLEM? SEE YOUR HAIRDRESSER.



DO THE GREATEST GOOD FOR THE GREATEST NUMBER

FOCUS ON THE VITAL DETAILS, IGNORE THE TRIVIAL MANY

LOOK BEHIND OUR BOTTLE

PEACE, LOVE HAPPINESS

SUCCESSFUL PEOPLE
DO ALL THE THINGS
UNSUCCESSFUL PEOPLE
DON'T WANT TO DO

PEOPLE SUPPORT WHAT THEY HELP TO CREATE

WE CAN CHANGE OUR PLANET FOR THE BETTER
IF WE TAKE ACTION NOW

SUCCESS UNSHARED IS FAILURE

DON'T GIVE UP. IT'S ALL A PART OF YOUR STORY



LEAD BY THE POWER OF EXAMPLE

I'M POSSIBLE

NO ANIMAL TESTING
NEVER HAVE, NEVER WILL

WE PUT —THE STYLE— IN LIFESTYLE

CHANGE THE WORLD, ONE GOOD DEED AT A TIME



COLOR OUTSIDE THE LINES

LOVING HAIRDRESSERS SINCE 1980

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