FALL '21

JOHN PAUL MITCHELL SYSTEMS®



GET STARTED



John Paul DeJoria and Michaeline DeJoria

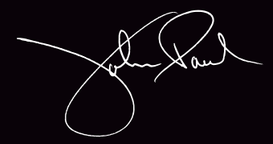
Dear Salon Professional,

Long before sustainability became a mainstream movement, John Paul Mitchell Systems® prioritized making eco-friendly choices. From day one, we promised to be cruelty-free and implemented green ideas like establishing an organic, solar-powered farm in Hawaii to grow awapuhi for our products. Through the years, we have continued to strengthen our commitment to sustainability, and today our focus remains on four main areas of the business: reducing virgin plastic, decreasing our carbon footprint, ensuring sustainable and ethical sourcing, and minimizing waste to the landfill. Our goal is to make the planet better in whatever small and big ways we can.

As always, our commitment to your success is at the forefront of everything we do. We have much on the horizon to make 2021 an exciting and successful year—from new salon services and products that will strengthen our robust hair color portfolio to the recent promotion of my daughter, Michaeline DeJoria, to CEO. I am proud to say that she did not inherit this position—she earned it through hard work and capability, and the proof is in the incredible results her actions have achieved. Be on the lookout for a new era of innovation under her direction.

The last year has challenged our industry in a number of ways, but it has also opened the door to opportunities that will make us all even stronger. There are great things to come for your business and our growing industry. We are so happy to be part of it with you.

Peace, love and happiness,



John Paul DeJoria
Co-founder and Chairman of the Board

JPMS™ Proudly Announces Two Leadership PROMOTIONS

Michaeline DeJoria Is Named Chief Executive Officer

As the daughter of John Paul DeJoria, Michaeline has fond memories of growing up in Los Angeles and visiting her father's office. She began working at JPMS™ in 2007, starting on the production plant floor and following in nearly every department of the business. Ultimately, this led to her role as Vice Chairman, where she has directed the company's future development for all brands.

Michaeline has spearheaded several initiatives recently, including:

- **COVID-19 relief efforts with a $4M salon jumpstart stimulus package**
- **A global sustainability pledge across all brands and areas of the organization**
- **The launch of Paul Mitchell® Clean Beauty**
- **A game-changing venture into AI technology with Hair AI™ powered by Fitskin™**
- **Partnering with the brand's first-ever Global Ambassador, style icon Winnie Harlow**

In her new elevated role as CEO, Michaeline will drive and direct overarching brand strategies across key channels including product, marketing and digital. Her history with the company, as well as her extensive experience, expertise and a dynamic approach as one of the youngest CEOs in the industry, will take JPMS™ to new heights.

Jason Yates Is Named President

We are also pleased to announce the promotion of Jason Yates from Chief Operating Officer to President of JPMS™. Jason began his career more than 30 years ago as a hairdresser in the UK, working his way up from salon apprentice to manager and eventually managing director for a group of 22 salons. In 2012, he joined JPMS™ as Vice President of Marketing and later expanded his leadership role to add the sales department. In 2018, he was promoted to COO where he oversaw all the daily operations of our company. As President, Jason will continue the work of operational efficiencies worldwide.



> *As a hairdresser first, my focus will be to continue to build upon the great legacy JPMS started more than 40 years ago by helping salons and stylists become more successful behind the chair.*

JASON YATES



> *This is a tremendous honor and a lifelong dream of mine.*

MICHAELINE DEJORIA

Sustainable Legacy

40 YEARS & COUNTING

A PIONEER IN CRUELTY-FREE HAIR CARE

1st to Pioneer *No Animal Testing* Since 1980

#1 RECOGNIZED BRAND

#1 Care & Style Master Brand in the US

GOOD FOR THE PLANET TIMELINE

1980 — No Animal Testing

1983 — Awapuhi Farm

1987 — Creation of Solar-Powered Race Car

2000 — Tea Tree Brand Launch

2011 — Launch of Color XG®, Our First Vegan Color Line

2016 — Solar-Powered Global Distribution Facility in Santa Clarita, CA

2018 — Carbon-Neutral Events & Photo Shoots

2020 — Launch of Paul Mitchell® Clean Beauty

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Paul Mitchell®
Hair AI™
Pro Tools™
Tea Tree
Neuro®
Awapuhi Wild Ginger®
MITCH®
MVRCK®



ON THE COVER

Click below to go behind the scenes with our first-ever Global Ambassador, Winnie Harlow.

Click here

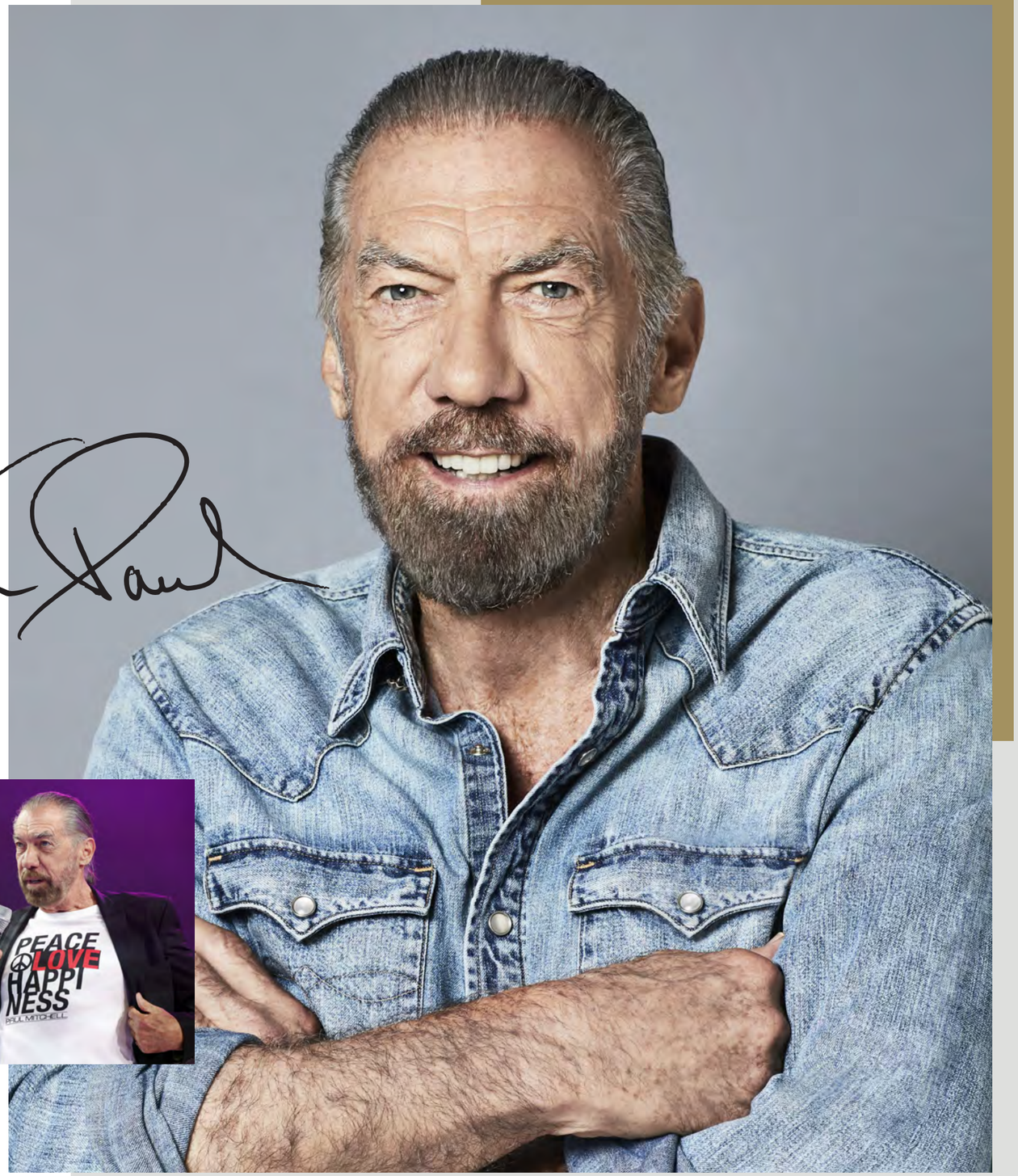
PaulMitchellHairCareUS · @PaulMitchellUS · @PaulMitchellUS · @PaulMitchellUS · @PaulMitchellPro

JOHN PAUL DEJORIA

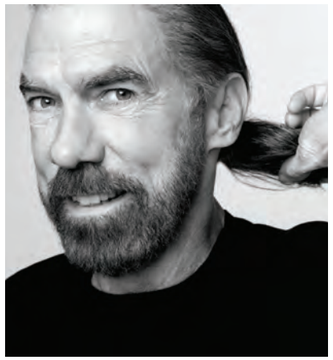
CO-FOUNDER AND CHAIRMAN OF THE BOARD

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. In 1980, with just $700 in their pockets, John Paul and Paul Mitchell created a company for hairdressers, salons and the beauty industry as a whole.

Read more













MICHAELINE DEJORIA

CHIEF EXECUTIVE OFFICER

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 Chief Executive Officer of John Paul Mitchell Systems®, where she directs the company's future development and strategy for all brands.

Read more

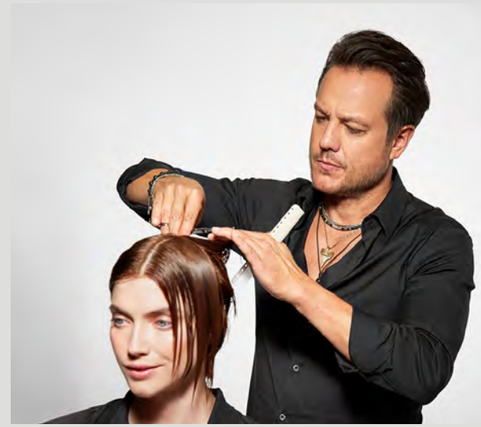
ANGUS MITCHELL

CO-OWNER AND ARTISTIC DIRECTOR OF EDUCATION

@angusmitchell_

Angus Mitchell, Co-owner of John Paul Mitchell Systems®, has demonstrated with style and grace what it takes to be a true leader in the beauty industry. His father was 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.

Read more







ROBERT CROMEANS

GLOBAL ARTISTIC & BUSINESS DIRECTOR

@robertcromeans

Hairdresser, salon owner, platform artist and industry legend—John Paul Mitchell Systems® Global Artistic & Business 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.

Read more



COLIN CARUSO

ARTISTIC DIRECTOR OF PROFESSIONAL HAIR COLOR

@colincaruso

Colin Caruso, Artistic Director of Professional Hair Color, 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.

Read more



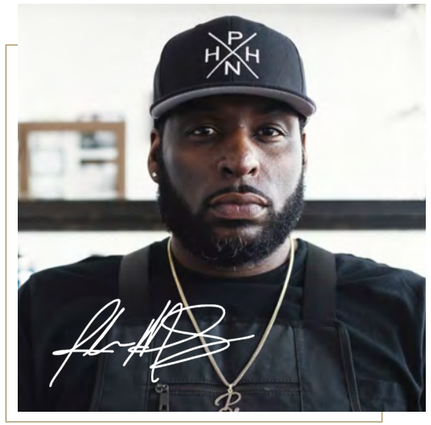
NOOGIE THAI

EDITORIAL DIRECTOR

@noogiethai

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 including long hairstyling, editorial work and television, the Editorial Director has earned an Emmy Award, a Guild Award and the John Paul Mitchell Systems® Educator People's Choice Award.

Read more



JOHN MOSLEY

ARTISTIC DIRECTOR

@popular_nobody

With his impressive celebrity clientele, exceptional talent, knack for artistic leadership and passion for inspiring the next generation of young barbers, John Mosley is a true icon within the barbering world. Named Barbercon Educator of the Year in 2019, John is a master of branding with an incredible tenacity for the business surrounding his craft. His finger is always on the pulse of the hairdressing industry, and his insatiable drive to seek out the next big thing keeps his technical and business skills a cut above the rest.

Read more



PAULA PERALTA

ARTISTIC DIRECTOR

@hairbypaulaperalta

Self-titled "Los Angeles Curly Hairstylist" Paula Peralta has long been a member of the JPMS™ family. A graduate from Paul Mitchell The School Costa Mesa, Paula is a successful salon owner and craft hairdresser who travels the world sharing her successes and educating hairdressers about the wide possibilities available to them. She's a people-person through and through, so whether she's behind the chair, on social media or on stage, Paula is always finding ways to educate and create connection. With a passion for hair color and styling, she combines artistry and practicality to translate the latest trends into beautiful looks that work for the realistic needs of everyday consumers.

Read more



LUCIE DOUGHTY

MULTIMEDIA CREATIVE DIRECTOR

@luciedoughty

Lucie Doughty has been with John Paul Mitchell Systems® since 2004 as an educator, platform artist, Creative Director and, most notably, in her role as Multimedia Creative Director. Her responsibilities include working closely with the marketing, media and creative departments, helping them take ideas from inception to completion, while enhancing and conveying the hairstylist's point of view in multimedia. Lucie has received numerous industry awards, including NAHA Haircolorist of the Year in 2003, NAHA Texture Hairstylist of the Year in 2004, NAHA Editorial Stylist of the Year in 2016 and Editorial Stylist of the Year in 2019.

Read more

ANTONY WHITAKER

BUSINESS COACH

@growmysalonbusiness

John Paul Mitchell Systems® is excited to have an exclusive partnership with business coach, seminar presenter 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.

Read more





A PIONEER IN CRUELTY-FREE HAIR CARE SINCE 1980

PAUL MITCHELL®

MEET THE FAMILY OF BRANDS

PAUL MITCHELL®

PROFESSIONAL HAIR COLOR: CREATE EVERY SHADE OF GORGEOUS

PROFESSIONAL HAIR CARE: #1 CARE AND STYLING BRAND IN THE U.S.

PROFESSIONAL TOOLS: STYLE SMARTER, NOT HARDER

We know great products and tools are essential to supporting great talent, and that's why Paul Mitchell® has dedicated our business to developing the best in professional hair color, hair care and tools. Using the highest-quality ingredients and the latest technologies, every one of our innovations is made with both the hairdresser and client in mind, working to best support their needs.

@paulmitchell / #PaulMitchell



PAUL MITCHELL®
PROFESSIONAL HAIR COLOR

CREATE EVERY SHADE OF *GORGEOUS*

COLOR PORTFOLIO WITH MORE THAN 300 SHADES

VERSATILE PRODUCTS TO SUPPORT COLOR SERVICES

EXCEPTIONAL CONDITION, BRILLIANCE & SHINE

UNMATCHED EDUCATION TO INSPIRE

COMMITTED TO KEEPING COLOR IN THE SALON

Paul Mitchell® Professional Hair Color offers one of the most robust color portfolios in the industry, with semi-, demi- and permanent options, plus a comprehensive blonding system. As the heart of every salon business, color increases guest loyalty and keeps them coming back for the beautiful, reliable results they expect and love.

Learn more

INTERESTED IN PURCHASING?

@paulmitchellpro / #PaulMitchellPro

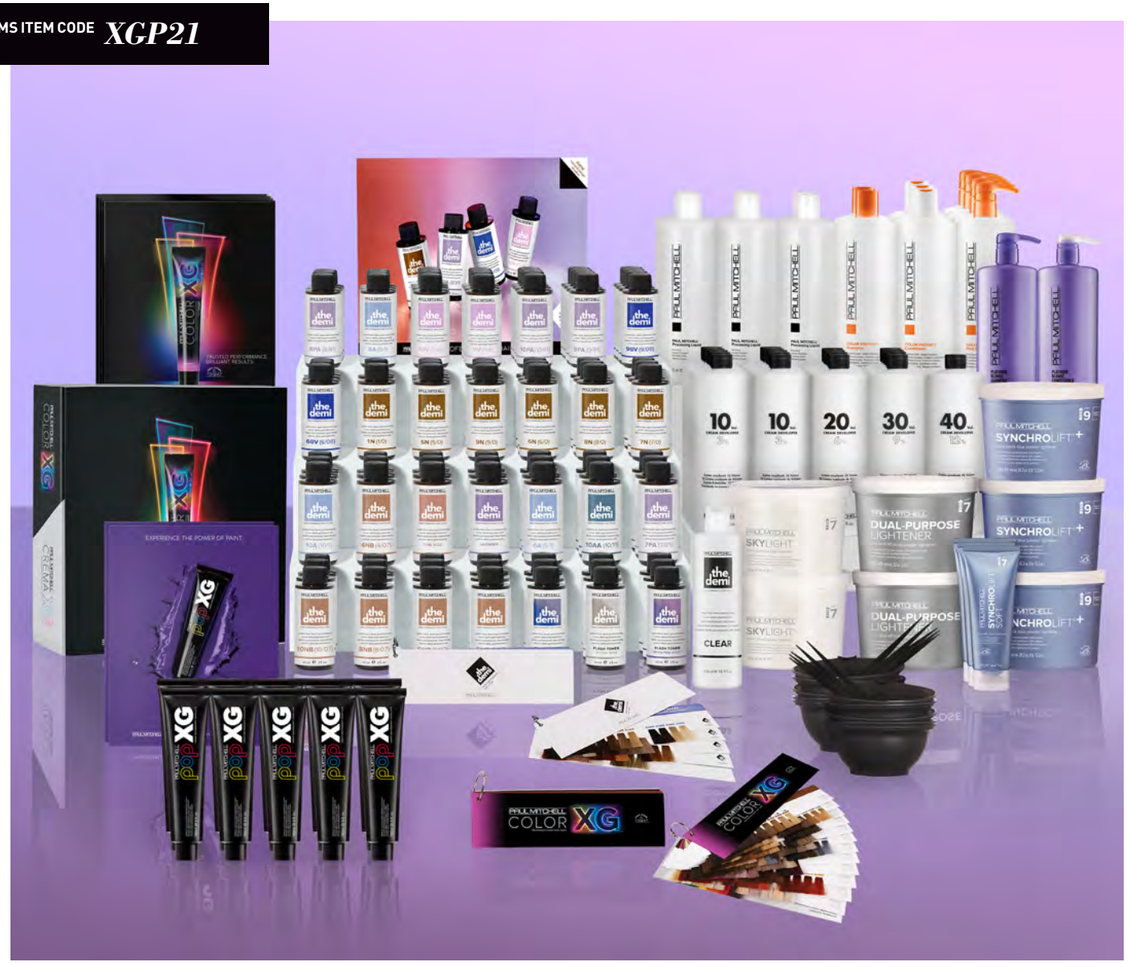
NEW

COLOR KIT

XG Premier Kit

Everything you need in one robust kit. Treat your guests to Italian-made, 100% vegan color with trusted performance and brilliant results. Now at a great savings with free products and support!

JPMS ITEM CODE *XGP21*



SALON SPECIAL
$1,860.00

SALON VALUE
$3,406.45

Save 45%

PURCHASE:

120 Color XG®, 3 oz./90 ml (stylist's choice)
108 Crema XG®, 3 oz./90 ml (stylist's choice)

RECEIVE FREE FOR COLOR SERVICES:

10 10 Volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
4 20 Volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
4 30 Volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
1 40 Volume Paul Mitchell® Cream Developer, 33.8 oz./1 L
2 Dual-Purpose Lightener, 2 lb./907 g
3 SynchroLift®+ Powder Lightener, 28.2 oz./800 g
3 SynchroLift® Soft Gentle Cream Lightener, 7.1 oz./200 g
2 Skylight® Hand-Painting Lightener, 14.1 oz./400 g
2 Pop XG™ Pink, Blue, Steel, Red, Bordeaux, 6 oz./180 ml each
1 The Demi Clear Shine, 16.9 oz./500 ml
6 Paul Mitchell® Processing Liquid, 33.8 oz./1 L
10 Color Mixing Bowl
10 Paul Mitchell® Professional Color Brush
10 Paul Mitchell® Applicator Bottle
10 Sweet Shot Color Measuring Unit Beaker
6 Paul Mitchell® Professional Color Apron
4 Paul Mitchell® Cape

88 BOTTLES OF THE DEMI AS FOLLOWS:

3 6BV, 7PA, 8PA, 5N, 6N, 7N, 8N, 9N, 6A, 9A, 10A, 10AA, 4NB, 5NB, 6NB, 8NB, 10NB, Lavender, Rose Gold, 2 oz./60 ml each
4 9BV, 9PA, 10PA, 9V, 10V, 2 oz./60 ml each
2 1N, 2 oz./60 ml
3 The Demi Flash Toner Brass-Free Blue, 2 oz./60 ml
3 The Demi Flash Toner Neutral Beige, 2 oz./60 ml
3 The Demi Flash Toner Brass-Free Violet, 2 oz./60 ml

FOR SALON EDUCATION:

2 Complete XG Swatch Ring
1 Complete XG Deluxe Swatch Book
2 The Demi Swatch Ring
4 Color XG® Paper Chart
4 The Demi Paper Chart
2 POP XG™ Paper Chart

FOR THE WASH HOUSE:

4 Color Protect® Post Color Shampoo, 33.8 oz./1 L
2 Color Protect® Shampoo, 33.8 oz./1 L
3 Color Protect® Conditioner, 33.8 oz./1 L
1 Platinum Blonde Shampoo, 33.8 oz./1 L
1 Platinum Blonde Conditioner, 33.8 oz./1 L

FOR MERCHANDISING:

1 Salon Strong Floor Cling

CHOOSE YOUR OWN GIFT:

1 2,500 Paul Mitchell® Mall Points*

CLICK HERE
to explore all the fabulous shades on pmcolorhq.com

*Points will be automatically deposited into your account within 45 days of purchase

COLOR KIT

Color XG® Salon Kit

JPMS ITEM CODE *XGTSL21*



Save **40%**

PURCHASE:

90 **Color XG® shades,** 3 oz./90 ml (stylist's choice)

RECEIVE FREE:

2 **10 Volume Cream Developer,** 33.8 oz./1 L
2 **20 Volume Cream Developer,** 33.8 oz./1 L
2 **30 Volume Cream Developer,** 33.8 oz./1 L
1 **40 Volume Cream Developer,** 33.8 oz./1 L
1 **Skylight® Hand Painting Lightener,** 14.1 oz./400 g
2 **SynchroLift®+ Blue Powder Lightener,** 28.2 oz./800 g
1 **SynchroLift® Soft Cream Lightener,** 7.1 oz./200 g
4 **Blue Oil Lightener Powder Activator,** 0.44 oz./12.5 g
1 **Blue Oil Lightener Oil Booster,** 2 oz./60 ml
1 **POP XG™ Steel,** 6 oz./180 ml
1 **POP XG™ Blue,** 6 oz./180 ml

SALON SPECIAL
$787.50
SALON VALUE
$1,304.55

RECEIVE FREE:

2 **The Demi 10PA,** 2 oz./60 ml
2 **The Demi 10A,** 2 oz./60 ml
1 **The Demi Rose Gold,** 2 oz./60 ml
1 **The Demi Flash Toner Brass-Free Violet,** 2 oz./60 ml
3 **Paul Mitchell® Processing Liquid,** 4 oz./118 ml
1 **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
2 **Color Protect® Shampoo,** 33.8 oz./1 L
3 **Color Protect® Conditioner,** 33.8 oz./1 L
2 **Platinum Blonde Shampoo,** 33.8 oz./1 L
2 **Platinum Blonde Conditioner,** 33.8 oz./1 L
4 **Paul Mitchell® Apron**
4 **Color Mixing Bowl**
4 **Paul Mitchell® Professional Color Brush**
4 **Sweet Shot Color Measuring Unit Beaker**
4 **Tube Key**
1 **Complete XG Deluxe Swatch Book**
2 **Color XG® Paper Chart**
1 **The Demi Paper Chart**
1 **POP XG™ Paper Chart**
1 **Salon Strong Floor Cling**



Paul Mitchell® Apron



The Demi Paper Chart

COLOR KIT

Color XG® Trial Kit

JPMS ITEM CODE *XGTC20*



Save **36%**

PURCHASE:

28 **Color XG® shades,** 3 oz./90 ml (stylist's choice)

RECEIVE FREE:

1 **20 Volume Cream Developer,** 33.8 oz./1 L
1 **30 Volume Cream Developer,** 33.8 oz./1 L
1 **SynchroLift®+ Blue Powder Lightener,** 14.1 oz./400 g
1 **SynchroLift® Soft Cream Lightener,** 7.1 oz./200 g
1 **The Demi 10PA,** 2 oz./60 ml
1 **The Demi Flash Toner Brass-Free Violet,** 2 oz./60 ml
1 **Paul Mitchell® Processing Liquid,** 4 oz./118 ml
1 **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
1 **Color Protect® Shampoo,** 10.14 oz./300 ml
1 **Color Protect® Conditioner,** 10.14 oz./300 ml
1 **Paul Mitchell® Apron**
1 **Color Mixing Bowl**
1 **Paul Mitchell® Professional Color Brush**
1 **Sweet Shot Color Measuring Unit Beaker**
1 **Tube Key**
1 **Complete XG Swatch Ring**
1 **Color XG® Paper Chart**
1 **The Demi Paper Chart**
1 **Salon Strong Floor Cling**



Paul Mitchell® Apron

Salon Special
$245.00
Salon Value
$385.15

COLOR KIT

Crema XG® Salon Kit

JPMS ITEM CODE *XCSLN21*



PURCHASE:

90 **Crema XG®,** 3 oz./90 ml (any shades)

Save 41%

SALON SPECIAL
$675.00
SALON VALUE
$1,136.40

RECEIVE FREE (A $461 VALUE):

7 **10 Volume Cream Developer,** 33.8 oz./1 L
2 **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
1 **SynchroLift®+ Blue Powder Lightener,** 28.2 oz./800 g
1 **Skylight® Hand-Painting Lightener,** 14.1 oz./400 g
6 **Paul Mitchell® Color Mixing Bowl**
6 **Paul Mitchell® Professional Color Brush**
6 **Color Protect® Shampoo,** 10.14 oz./300 ml
6 **Color Protect® Conditioner,** 10.14 oz./300 ml
3 **Color Protect® Shampoo,** 3.4 oz./100 ml
3 **Color Protect® Conditioner,** 3.4 oz./100 ml
3 **Paul Mitchell® Cape**
3 **Paul Mitchell® Professional Apron**
3 **Tube Key**
1 **Complete XG Deluxe Swatch Book**
2 **Complete XG Swatch Ring**
1 **Crema XG® Paper Chart**
1 **Crema XG® Technique and Tip Guide**
1 **Salon Strong Floor Cling**



Paul Mitchell® Cape



Paul Mitchell® Apron

COLOR KIT

Crema XG® Studio Kit

JPMS ITEM CODE *XCST21*



PURCHASE:

24 **Crema XG®,** 3 oz./90 ml (any shades)



Paul Mitchell® Apron

RECEIVE FREE (A $104 VALUE):

2 **10 Volume Cream Developer,** 33.8 oz./1 L
1 **SynchroLift®+ Powder Lightener,** 14.1 oz./400 g
2 **Paul Mitchell® Color Mixing Bowl**
2 **Paul Mitchell® Professional Color Brush**
1 **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
1 **Tube Key**
1 **Paul Mitchell® Professional Color Apron**
1 **Crema XG® Swatch Ring**
1 **Crema XG® Paper Chart**
1 **Salon Strong Floor Cling**

Save 37%

SALON SPECIAL
$180.00
SALON VALUE
$284.70

COLOR KIT

The Demi Salon Kit

JPMS ITEM CODE ***TDSLN20***



PURCHASE:

72 **The Demi,** 2 oz./90 ml (stylist's choice)



Paul Mitchell® Professional Color Apron

SALONS RECEIVE FREE (FOR COLOR SERVICES):

- ***3*** **Paul Mitchell® Processing Liquid,** 33.8 oz./1 L
- ***1*** **SynchroLift®+ Blue Powder Lightener,** 14.1 oz./400 g
- ***1*** **SynchroLift® Soft Cream Lightener,** 7.1 oz./200 g
- ***3*** **Skylight® Hand-Painting Lightener Foil Pack,** 1.5 oz./42.5 g
- ***1*** **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
- ***2*** **Paul Mitchell® Professional Color Apron**
- ***4*** **Color Mixing Bowl**
- ***4*** **Paul Mitchell® Professional Color Brush**
- ***2*** **Sweet Shot Color Measuring Unit Beaker**
- ***4*** **Paul Mitchell® Applicator Bottle**

RECEIVE FREE (FOR EDUCATION AND SUPPORT):

- ***1*** **The Demi Swatch Book**
- ***1*** **The Demi Paper Chart**
- ***1*** **Salon Strong Floor Decal**

Save **33%**

SALON SPECIAL
$388.80
SALON VALUE
$579.95

COLOR KIT

The Demi Trial Kit

JPMS ITEM CODE ***TDSTY20***



PURCHASE:

24 **The Demi,** 2 oz./90 ml (stylist's choice)

RECEIVE FREE:

- ***1*** **Paul Mitchell® Processing Liquid,** 33.8 oz./1 L
- ***1*** **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
- ***1*** **Color Mixing Bowl**
- ***1*** **Paul Mitchell® Color Brush**
- ***1*** **Sweet Shot Measuring Unit Beaker**
- ***1*** **Paul Mitchell® Applicator Bottle**
- ***1*** **The Demi Swatch Ring**
- ***1*** **The Demi Paper Chart**
- ***1*** **Salon Strong Floor Cling**

Save **29%**

SALON SPECIAL
$129.60
SALON VALUE
$181.45

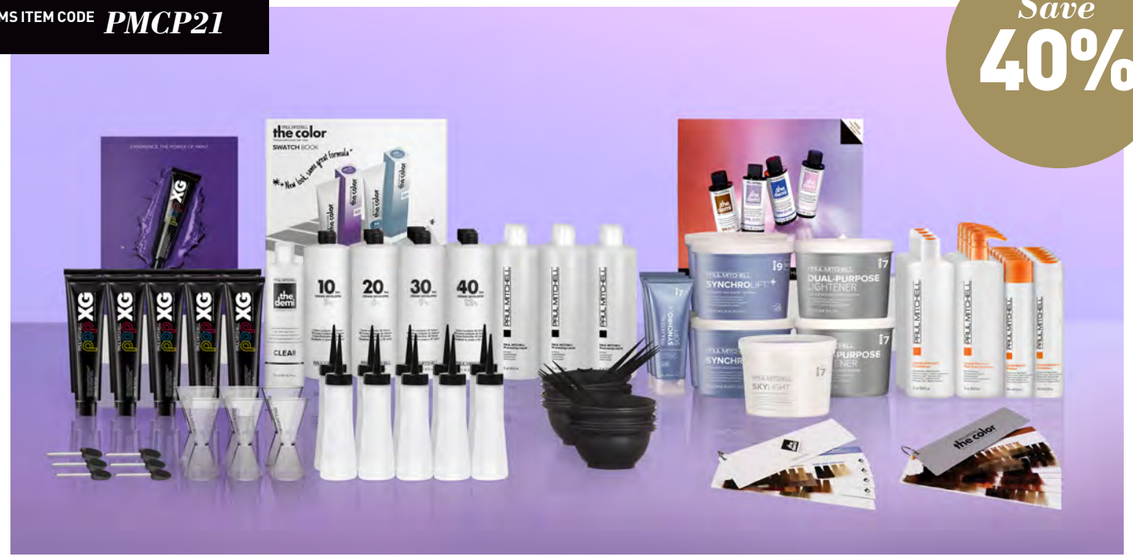
NEW

COLOR KIT

Paul Mitchell® the color Premier Kit

JPMS ITEM CODE *PMCP21*

Save 40%



PURCHASE:

- *140* Paul Mitchell® **the color,** 3 oz./90 ml (stylist's choice)
- *96* **The Demi,** 2 oz./90 ml (stylist's choice)

RECEIVE FREE FOR COLOR SERVICES:

- *3* **10 Volume Cream Developer,** 33.8 oz./1 L
- *5* **20 Volume Cream Developer,** 33.8 oz./1 L
- *3* **30 Volume Cream Developer,** 33.8 oz./1 L
- *2* **40 Volume Cream Developer,** 33.8 oz./1 L
- *2* **Dual-Purpose Lightener,** 2 lb./907 g
- *4* **SynchroLift® + Powder Lightener,** 28.2 oz./800 g
- *3* **SynchroLift® Soft Gentle Cream Lightener,** 7.1 oz./200 g
- *1* **Skylight® Hand-Painting Lightener,** 14.1 oz./400 g

SALON SPECIAL
$1,463.40
SALON VALUE
$2,434.15

FOR COLOR SERVICES:

- *2* **POP XG™ Pink, Blue, Steel, Red, Bordeaux,** 6 oz./180 ml each
- *1* **The Demi Clear Shine,** 16.9 oz./500 ml
- *6* **Paul Mitchell® Processing Liquid,** 33.8 oz./1 L
- *4* **Paul Mitchell® Professional Color Apron**
- *3* **Paul Mitchell® Cape**
- *10* **Paul Mitchell® Applicator Bottle**
- *10* **Color Mixing Bowl**
- *10* **Paul Mitchell® Professional Color Brush**
- *6* **Sweet Shot Color Measuring Unit Beaker**
- *6* **Tube Key**

FOR SALON EDUCATION:

- *1* **Paul Mitchell® the color Swatch Ring**
- *1* **Paul Mitchell® the color Swatch Book**
- *1* **The Demi Swatch Ring**
- *2* **Paul Mitchell® the color Paper Chart**
- *1* **The Demi Paper Chart**
- *1* **POP XG™ Paper Chart**

FOR THE WASH HOUSE:

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

FOR MERCHANDISING:

- *1* **Salon Strong Floor Cling**

CHOOSE YOUR OWN GIFT:

- *1* **2,500 Paul Mitchell® Mall Points***

FOR RETAIL:

- *6* **Color Protect® Shampoo,** 10.14 oz./300 ml
- *6* **Color Protect® Conditioner,** 10.14 oz./300 ml

*Points will be automatically deposited into your account within 45 days of purchase

Shades used on models:
Regal Beige
Paul Mitchell® the color 9CB, 9NB, 8N+
Rich Sable
Paul Mitchell® the color 3NN and 6WB
Gilded Auburn
Paul Mitchell® the color 8RO, 7WB, 6R, and 7OR

COLOR KIT

Paul Mitchell® the color Salon Kit

JPMS ITEM CODE ***PMCS21***



PURCHASE:

90 **Paul Mitchell® the color,** 3 oz./90 ml (stylist's choice)

RECEIVE FREE (A $349 VALUE):

1 **10 Volume Cream Developer,** 33.8 oz./1 L
2 **20 Volume Cream Developer,** 33.8 oz./1 L
2 **30 Volume Cream Developer,** 33.8 oz./1 L
1 **40 Volume Cream Developer,** 33.8 oz./1 L
1 **SynchroLift®+ Powder Lightener,** 28.2 oz./800 g
1 **SynchroLift® Soft Cream Lightener,** 7.1 oz./200 g
4 **Blue Oil Lightener Powder Activator,** 0.44 oz./12.5 g
2 **Blue Oil Lightener Oil Booster,** 2 oz./60 ml

RECEIVE FREE:

1 **The Demi 10PA,** 2 oz./60 ml
1 **The Demi 10A,** 2 oz./60 ml
1 **The Demi Rose Gold,** 2 oz./60 ml
1 **The Demi Flash Toner Brass-Free Violet,** 2 oz./60 ml
1 **Paul Mitchell® Processing Liquid,** 4 oz./118 ml
2 **Color Protect® Post Color Shampoo,** 33.8 oz./1 L
1 **Color Protect® Conditioner,** 33.8 oz./1 L
4 **Color Protect® Shampoo,** 10.14 oz./300 ml
4 **Color Protect® Conditioner,** 10.14 oz./300 ml
3 **Paul Mitchell® Apron**
4 **Color Mixing Bowl**
4 **Paul Mitchell® Professional Color Brush**
4 **Sweet Shot Color Measuring Unit Beaker**
4 **Tube Key**
1 **Paul Mitchell® the color Swatch Book**
2 **Paul Mitchell® the color Paper Chart**
1 **The Demi Paper Chart**
1 **Salon Strong Floor Cling**



Paul Mitchell® Apron

Save
37%

SALON SPECIAL
$607.50
SALON VALUE
$957.00

COLOR KIT

Paul Mitchell® the color Trial Kit

JPMS ITEM CODE ***TCTK20***



PURCHASE:

26 **Paul Mitchell® the color,** 3 oz./90 ml (stylist's choice)

RECEIVE FREE:

1 **20 Volume Cream Developer,** 33.8 oz./1 L
1 **The Demi 10PA,** 2 oz./60 ml
1 **The Demi Flash Toner Brass-Free Violet,** 2 oz./60 ml
1 **Paul Mitchell® Processing Liquid,** 4 oz./118 ml
1 **Color Protect® Shampoo,** 10.14 oz./300 ml
1 **Color Protect® Conditioner,** 10.14 oz./300 ml
2 **Color Mixing Bowl**
2 **Paul Mitchell® Professional Color Brush**
1 **Sweet Shot Color Measuring Unit Beaker**
1 **Tube Key**
1 **Paul Mitchell® the color Swatch Ring**
1 **Paul Mitchell® the color Paper Chart**
1 **The Demi Paper Chart**
1 **Salon Strong Floor Cling**

Save
32%

SALON SPECIAL
$175.50
SALON VALUE
$256.75

NEW

COLOR KIT

Blonde Starter Kit

Everything you need for beautiful blonding services on any texture and tone.

JPMS ITEM CODE ***BSLN21***

PURCHASE:

- ***4*** SynchroLift®+ Blue Powder Lightener, 28.2 oz./800 g
- ***4*** SynchroLift® Soft Cream Lightener, 7.1 oz./200 g
- ***4*** Skylight® Hand-Painting Lightener, 14.1 oz./400 g
- ***4*** Blue Oil Lightener Powder Activator, 0.44 oz./12.5 g
- ***3*** Blue Oil Lightener Oil Booster, 2 oz./60 ml
- ***3*** Dual-Purpose Lightener, 2 lb./907 g

RECEIVE FREE:

- ***1*** 20 Volume Cream Developer, 33.8 oz./1 L
- ***1*** 30 Volume Cream Developer, 33.8 oz./1 L
- ***1*** 40 Volume Cream Developer, 33.8 oz./1 L
- ***1*** Paul Mitchell® Processing Liquid, 33.8 oz./1 L
- ***2*** Forever Blonde® Shampoo, 8.5 oz./250 ml
- ***2*** Forever Blonde® Conditioner, 6.8 oz./200 ml
- ***2*** Platinum Blonde Shampoo, 10.14 oz./300 ml
- ***2*** Platinum Blonde Conditioner, 6.8 oz./200 ml
- ***2*** Color Protect® Post Color Shampoo, 33.8 oz./1 L
- ***2*** The Demi Flash Toner Brass-Free Violet, 2 oz./60 ml
- ***2*** The Demi Flash Toner Brass-Free Blue, 2 oz./60 ml
- ***2*** The Demi Flash Toner Neutral Beige, 2 oz./60 ml
- ***2*** The Demi 9BV, 2 oz./60 ml
- ***2*** The Demi 10PA, 2 oz./60 ml
- ***4*** Color Mixing Bowl
- ***4*** Paul Mitchell® Color Lightener Brush, 2.75"
- ***3*** Paul Mitchell® Lightener Paddle
- ***1*** The Demi Paper Chart
- ***1*** Salon Strong Floor Cling



Save **37%**

SALON SPECIAL
$391.00
SALON VALUE
$617.25



Shades used on model: SynchroLift®+, pre-toned with The Demi Brass-Free Violet, then refined with Crema XG® 8NB (8/07) + 10P (10/86).

PERMANENT CREAM HAIR COLOR

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

PAUL MITCHELL the color permanent cream hair color

GRAY COVERAGE

NEUTRAL+
- 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
- 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
- 4RR
- 5RR
- 6RR
- 3VR
- 4VR
- 5VR
- 4RB
- 5RB
- 6RB
- 7RB
- 4WM
- 5WM
- 6WM
- 4CM
- 5CM
- 6CM
- 5WC
- 6WC
- 7WC
- 8WC

PAUL MITCHELL the color XG

COVER SMART

NATURAL NATURAL
- 33NN 33/00
- 44NN 44/00
- 55NN 55/00
- 66NN 66/00
- 77NN 77/00
- 88NN 88/00
- 99NN 99/00

BROWN ASH
- 44BA 44/71
- 66BA 66/71
- 88BA 88/71

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

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

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

VIOLET
- 4V 4/6
- 6V 6/6
- 7V 7/6
- 9V 9/6
- UTV

VIOLET GOLD
- 5VG 5/63
- 7VG 7/63
- 9VG 9/63

BROWN GOLD
- 6BG 6/73
- 7BG 7/73
- 9BG 9/73

PLATINUM
- 7P 7/86
- 9P 9/86
- 10P 10/86
- HLP
- UTP

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

PEARL ASH
- 4PA 4/81
- 6PA 6/81
- 8PA 8/81
- 10PA 10/81
- HLPA

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
- 8AA 8/11
- 10AA 10/11

BROWN ASH
- 4BA 4/71
- 5BA 5/71
- 6BA 6/71
- 7BA 7/71

INTENSIFIERS
- ORANGE /34
- RED /44
- BLUE /88
- VIOLET /66

- CLEAR BOOSTER

DEMI-PERMANENT HAIR COLOR

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

PAUL MITCHELL CREMA XG Demi-permanent cream hair color

NATURAL
- 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

NATURAL NATURAL
- 5NN 5/00
- 7NN 7/00
- 9NN 9/00

NATURAL BROWN
- 6NB 6/07
- 7NB 8/07
- 8NB 8/07

PEARL NATURAL
- 7PN 7/80
- 8PN 8/80

BROWN ASH
- 4BA 4/71
- 5BA 5/71
- 6BA 6/71
- 7BA 7/71

ASH
- 6A 6/1
- 8A 8/1
- 10A 10/1

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

PEARL ASH
- 7PA 7/81
- 8PA 8/81
- 10PA 10/81

PLATINUM
- 8P 8/86
- 10P 10/86

RED ORANGE
- 7RO 7/43
- 8RO 8/43

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

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

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

VIOLET
- 6V 6/6
- 8V 8/6
- 10V 10/6

ADDITIVE
- CLEAR

the demi demi-permanent hair color PAUL MITCHELL

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
- 3V (3/6)
- 6V (6/6)
- 9V (9/6)
- 10V (10/6)

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)

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

NATURAL BEIGE
- 4NB (4/07)
- 5NB (5/07)
- 6NB (6/07)
- 7NB (7/07)
- 8NB (8/07)
- 9NB (9/07)
- 10NB (10/07)

ASH ASH
- 1AA (1/11)
- 6AA (6/11)
- 10AA (10/11)

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

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

- CLEAR

MUTED METALLICS
- Rose Gold
- Lavender
- Silver

FLASH TONERS
- Brass-Free Violet
- Brass-Free Blue
- Neutral Beige

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
- Tropical Blue
- Purple Quartz
- Pink Flamingo

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



PAUL MITCHELL®

SOMETHING FOR *EVERYONE*

GLOBAL BRAND RECOGNITION

INNOVATIVE PRODUCTS

A LEGACY OF CHARITABLE GIVING

UNSURPASSED EDUCATION AND BUSINESS-BUILDING

#1 IN CARE AND STYLING

An icon of style, Paul Mitchell® is one of the most recognized and respected names in professional hair care. From tried-and-true favorites to modern trendsetters, Paul Mitchell® offers something for every taste and type.

Learn more

INTERESTED IN PURCHASING?

John Paul Mitchell Systems® and our distributors are taking action, in a variety of ways, to stop diverters in their tracks and keep our products in the professional beauty industry, where they belong. [Learn more about diversion]

@paulmitchell / #PaulMitchell

BLONDE KIT

Blonde Salon Kit

JPMS ITEM CODE *FBSLN19*



Save 37%

SALON SPECIAL
$99.00
SALON VALUE
$156.50

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
- 1 Salon Strong Floor Cling

TEXTURE KIT

NEW

Textured Tresses Salon Kit



Save 35%

SAVE ON THE PURCHASE OF:

- 2 Foaming Pommade®, 5.1 oz./150 ml
- 2 Twirl Around®, 5.1 oz./150 ml
- 2 Round Trip®, 6.8 oz./200 ml
- 2 Full Circle Leave-In Treatment®, 6.8 oz./200 ml
- 2 Sculpting Foam™, 6.7 oz./190 g
- 2 Instant Moisture® Shampoo, 10.14 oz./300 ml
- 2 Instant Moisture® Conditioner, 6.8 oz./200 ml

RECEIVE FREE:

- 1 Foaming Pommade®, 5.1 oz./150 ml
- 1 Twirl Around®, 5.1 oz./150 ml
- 1 Sculpting Foam™, 6.7 oz./190 g
- 1 Round Trip®, 6.8 oz./200 ml
- 1 Full Circle Leave-In Treatment®, 6.8 oz./200 ml
- 1 Salon Strong Floor Cling

JPMS ITEM CODE *LTX21*

SALON SPECIAL
$99.00
SALON VALUE
$151.80

Not available in Canada.

COLOR PROTECT KIT

Color Protect® Kit

JPMS ITEM CODE *CCSLN17*



Save 39%

SALON SPECIAL
$99.00
SALON VALUE
$161.50

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./1 L
- 1 Salon Strong Floor Cling

SMOOTHING KIT

Smoothing Salon Kit



Save 37%

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
- 1 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®, 3.4 oz./100 ml
- 1 Salon Strong Floor Cling

JPMS ITEM CODE *SMSLN21*

SALON SPECIAL
$99.00
SALON VALUE
$157.50

*JPMS U.S. Item Code.

INVISIBLEWEAR® KIT

Invisiblewear® Salon Kit

JPMS ITEM CODE *IWSLN19*

SALON SPECIAL
$99.00

SALON VALUE
$159.25

Not available in Canada.



Save
38%

PURCHASE:

- ***2*** **Invisiblewear® Shampoo,** 10.14 oz./300 ml
- ***2*** **Invisiblewear® Conditioner,** 10.14 oz./300 ml
- ***2*** **Invisiblewear® Undone Texture Hairspray,** 6.3 oz./228 ml
- ***2*** **Invisiblewear® Boomerang Restyling Mist®,** 8.5 oz./250 ml
- ***2*** **Invisiblewear® Volume Whip®,** 6.8 oz./200 ml
- ***2*** **Invisiblewear® Cloud Whip,** 4 oz./113 g

RECEIVE FREE:

- ***1*** **Invisiblewear® Shampoo,** 33.8 oz./1 L
- ***1*** **Invisiblewear® Conditioner,** 33.8 oz./1 L
- ***1*** **Invisiblewear® Undone Texture Hairspray,** 6.3 oz./228 ml
- ***1*** **Invisiblewear® Volume Whip®,** 6.8 oz./200 ml
- ***1*** **Invisiblewear® Cloud Whip,** 4 oz./113 g

EXTRA-BODY KIT

Extra-Body Salon Kit

JPMS ITEM CODE *XBSLN16*

SALON SPECIAL
$99.00

SALON VALUE
$168.95

Not available in Canada.



Save
41%

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 Firm Finishing Spray*,** 9.5 oz./270 g

RECEIVE FREE:

- ***1*** **Extra-Body Shampoo,** 33.8 oz./1 L
- ***1*** **Extra-Body Conditioner,** 33.8 oz./1 L
- ***1*** **Extra-Body Boost,** 16.9 oz./500 ml
- ***1*** **Extra-Body Sculpting Foam*,** 16.9 oz./479 g
- ***1*** **Extra-Body Firm Finishing Spray*,** 9.5 oz./270 g
- ***1*** **Salon Strong Floor Cling**

ORIGINAL KIT

Original Salon Kit

JPMS ITEM CODE
80% VOC- *OSK16*
55% VOC- *OSKV16*

SALON SPECIAL
$99.00

SALON VALUE
$164.30

Not available in Canada.



Save
40%

SAVE ON THE PURCHASE OF:

- ***4*** **Awapuhi Shampoo™,** 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™,** 33.8 oz./1 L
- ***1*** **The Detangler™,** 33.8 oz./1 L
- ***1*** **Hot Off The Press®,** 6 oz./170 ml
- ***1*** **Sculpting Foam™,** 6.7 oz./190 g
- ***1*** **Freeze and Shine Super Spray®,** 8.5 oz./250 ml
- ***1*** **Salon Strong Floor Cling**

*JPMS U.S. Item Code.









JOHN PAUL MITCHELL SYSTEMS
HAIR AI
powered by FitSkin

SAY HELLO TO *GREAT HAIR*

FIRST-EVER SALON-ONLY HAIR AND SCALP ANALYSIS DEVICE

ANALYZES HAIR QUICKLY AND EASILY

PAIRS WITH FREE JPMS™ APP TO DRIVE BUSINESS WITH CUSTOMIZED RECOMMENDATIONS

Guide guests to their best hair day ever and **grow revenue** with Hair AI™—the first professional-only hair and scalp analysis tool from JPMS™!

1 ***SCAN***
Powered by artificial intelligence, and with the help of our compact scanner, Hair AI™ turns your iPhone into a professional-grade hair and scalp diagnostic tool.

2 ***ANALYZE***
Using proprietary technology and advanced artificial intelligence, you'll get an in-depth look at your guest's hair health and scalp condition.

3 ***TREAT***
Immediately following analysis, you'll receive personalized professional treatment and Take Home recommendations to share with your guests.

> ***This is truly the future of our industry. We can show guests exactly what is going on with their scalp and hair, and recommend in-salon treatments and how to care for their hair at home.***
>
> NIKKI RAMOS
> *@nikkiramoshair, Everly Hair Collaborative*

> ***This product is going to blow your mind. It is a game-changer for me.***
>
> ORLANDO RODRIGUEZ
> *@theorlandosalon, The Orlando Salon*

Learn more

INTERESTED IN PURCHASING?

@paulmitchellpro / #HairAI

PAUL MITCHELL®

Paul Mitchell® Product Collection + FREE Hair AI™

JPMS ITEM CODE ***PHA21***



PURCHASE:

- **2** **Shampoo Two®,** 10.14 oz./300 ml
- **2** **Shampoo Three®,** 10.14 oz./300 ml
- **2** **Color Protect® Shampoo,** 10.14 oz./300 ml
- **2** **Color Protect® Conditioner,** 10.14 oz./300 ml
- **2** **Color Protect® Treatment,** 5.1 oz./150 ml
- **2** **Instant Moisture® Shampoo,** 10.14 oz./300 ml
- **2** **Instant Moisture® Conditioner,** 6.8 oz./200 ml
- **2** **Super Skinny® Shampoo,** 10.14 oz./300 ml
- **2** **Super Skinny® Conditioner,** 10.14 oz./300 ml
- **2** **Super Skinny® Serum,** 5.1 oz./150 ml
- **2** **Super Strong® Shampoo,** 10.14 oz./300 ml
- **2** **Super Strong® Conditioner,** 10.14 oz./300 ml
- **2** **Super Strong® Liquid Treatment™,** 8.5 oz./250 ml
- **2** **Hot Off The Press®,** 6 oz./200 ml
- **2** **Forever Blonde® Dramatic Repair®,** 5.1 oz./150 ml
- **2** **Forever Blonde® Shampoo,** 8.5 oz./250 ml
- **2** **Forever Blonde® Conditioner,** 6.8 oz./200 ml

RECEIVE FREE:

- **1** JPMS™ Hair AI™ Powered by FitSkin™
- **1** Scalp & Hair Analysis POP Sign

Save **45%**

SALON SPECIAL **$225.00**

SALON VALUE **$407.00**

TEA TREE

Tea Tree Product Collection + FREE Hair AI™

JPMS ITEM CODE ***THA21***



SAVE ON THE PURCHASE OF:

- **2** **Tea Tree Special Shampoo®,** 10.14 oz./300 ml
- **2** **Tea Tree Special Conditioner®,** 10.14 oz./300 ml
- **2** **Tea Tree Hair and Scalp Treatment®,** 6.8 oz./200 ml
- **2** **Tea Tree Special Color Shampoo,** 10.14 oz./300 ml
- **2** **Tea Tree Special Color Conditioner,** 10.14 oz./300 ml
- **2** **Lavender Mint Moisturizing Shampoo™,** 10.14 oz./300 ml
- **2** **Lavender Mint Moisturizing Conditioner™,** 10.14 oz./300 ml
- **2** **Lavender Mint Overnight Moisture Therapy,** 3.4 oz./100 ml
- **2** **Lavender Mint Deep Conditioning Mineral Hair Mask Retail,** (6 - 20 ml Foil Packs)
- **2** **Lavender Mint Taming Cream,** 3.4 oz./100 ml
- **2** **Lavender Mint Moisture Milk,** 3.4 oz./100 ml
- **2** **Scalp Care Anti-Thinning Shampoo,** 10.14 oz./300 ml
- **2** **Scalp Care Anti-Thinning Conditioner,** 10.14 oz./300 ml
- **2** **Scalp Care Anti-Thinning Daily Tonic,** 3.4 oz./100 ml

RECEIVE FREE:

- **1** JPMS™ Hair AI™ Powered by FitSkin™
- **1** Scalp & Hair Analysis POP Sign

Save **48%**

SALON SPECIAL **$225.00**

SALON VALUE **$430.00**

AWAPUHI WILD GINGER®

Awapuhi Wild Ginger® Product Collection + FREE Hair AI™

JPMS ITEM CODE ***AHA21***



SAVE ON THE PURCHASE OF:

- ***10*** KeraTriplex® Treatment, .33 oz./10 ml
- ***10*** HydraTriplex™ Treatment, .33 oz./10 ml
- ***4*** Moisturizing Lather Shampoo®, 8.5 oz./250 ml
- ***4*** Keratin Cream Rinse®, 8.5 oz./250 ml
- ***2*** Keratin Intensive Treatment®, 5.1 oz./150 ml
- ***2*** Styling Treatment Oil®, 3.4 oz./100 ml
- ***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

RECEIVE FREE:

- ***1*** JPMS™ Hair AI™ Powered by FitSkin™
- ***1*** Scalp & Hair Analysis POP Sign

Save **52%**

SALON SPECIAL
$225.00
SALON VALUE
$464.50

NEURO™

Neuro™ Product Collection + FREE Hair AI™

JPMS ITEM CODE ***NHA21***



SAVE ON THE PURCHASE OF:

- ***3*** Neuro™ Lather HeatCTRL® Shampoo, 9.2 oz./272 ml
- ***3*** Neuro™ Rinse HeatCTRL® Conditioner, 9.2 oz./272 ml
- ***3*** Neuro™ Repair HeatCTRL® Treatment, 5.1 oz./150 ml
- ***3*** Neuro™ Restore HeatCTRL® Overnight Repair, 2.5 oz./75 ml
- ***2*** Neuro™ Reshape HeatCTRL® Memory Styler, 4.7 oz./139 ml
- ***2*** Neuro™ Prime HeatCTRL® Blowout Primer, 4.7 oz./139 ml
- ***2*** Neuro™ Lift HeatCTRL® Volume Foam, 6.7 oz./200 ml
- ***2*** Neuro™ Finish HeatCTRL® Style Spray, 6.0 oz./200 ml
- ***2*** Neuro™ Protect HeatCTRL® Iron Spray, 6.0 oz./200 ml

RECEIVE FREE:

- ***1*** JPMS™ Hair AI™ Powered by Fitskin™
- ***1*** Scalp & Hair Analysis POP Sign

Save **46%**

SALON SPECIAL
$225.00
SALON VALUE
$417.00



PAUL MITCHELL protools™

STYLE SMARTER, *NOT HARDER*

ADVANCED IONIC TECHNOLOGY

GENTLE ON HAIR

FAST, EFFORTLESS STYLING

SLEEK DIGITAL FEATURES

GREAT RETAIL OPPORTUNITY

Heat tools are the secret weapon of every good hair day. Paul Mitchell® Pro Tools™ are powerful enough to use in the salon and effortless enough to recreate salon styles at home.

1-year *warranty*

Learn more

INTERESTED IN PURCHASING?

@paulmitchell / #PMProTools

DRYERS

Express Ion Turbolight™+



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

JPMS ITEM CODE **D50NA**

SALON PRICE **$99.99**

SUGG. RETAIL **$150.00**

Express Ion Dry®+



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

JPMS ITEM CODE **D15NA**

SALON PRICE **$90.00**

SUGG. RETAIL **$135.00**

IRONS

Express Ion Smooth®+



- 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

JPMS ITEM CODE **PS12NA**

SALON PRICE **$84.00**

SUGG. RETAIL **$125.00**

Express Ion Smooth®+ XL



- Heats up quickly to 410°F
- Negative ion and infrared technology
- Ceramic plates with beveled edges for styling versatility
- One-hour auto shut-off

JPMS ITEM CODE **PS15NA**

SALON PRICE **$89.99**

SUGG. RETAIL **$135.00**

Express Ion Style®+



- 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

JPMS ITEM CODE **PS10NA**

SALON PRICE **$84.00**

SUGG. RETAIL **$125.00**

IRONS

Express Ion Curl®+ XL



- Heats up quickly to 410°F
- Adjustable temperature control
- Negative ion and infrared technology
- Digital temperature control and one-hour auto shut-off

JPMS ITEM CODE **C17NA**

SALON PRICE **$63.99**

SUGG. RETAIL **$95.00**

Express Ion Unclipped 3-in-1



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

JPMS ITEM CODE **31INA**

SALON PRICE **$70.00**

SUGG. RETAIL **$105.00**

Express Ion Pro Bundle



Save 27%

SAVE ON THE PURCHASE OF:

- 1 Express Ion Smooth®+
- 1 Express Ion Dry®+
- 1 Express Ion Unclipped 3-in-1

RECEIVE FREE:

- 1 Express Ion Round® Brush, Medium
- 1 ProClips (set of 4)
- 1 427 Paddle Brush, Black Wood
- 1 413 Sculpting Brush, Black Wood

JPMS ITEM CODE **PTPB19**

SALON SPECIAL **$199.99**

SALON VALUE **$272.60**

Express Gold® Curl & Marcel

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



JPMS ITEM CODE *GI75NA*

Salon Price **$40.00**

Sugg. Retail **$60.00**



JPMS ITEM CODE *GI10NA*

Salon Price **$40.00**

Sugg. Retail **$60.00**



JPMS ITEM CODE *GI12NA*

Salon Price **$45.00**

Sugg. Retail **$68.00**



JPMS ITEM CODE *GI15NA*

Salon Price **$45.00**

Sugg. Retail **$68.00**

- 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
- Dual voltage for worldwide use



JPMS ITEM CODE *GM75NA*

Salon Price **$45.00**

Sugg. Retail **$68.00**



JPMS ITEM CODE *GM10NA*

Salon Price **$50.00**

Sugg. Retail **$75.00**



JPMS ITEM CODE *GM12NA*

Salon Price **$50.00**

Sugg. Retail **$75.00**

Styling Essentials

Straighten, sculpt and style with these stylist essentials.

Express Ion Round® Brush



JPMS ITEM CODE *RBXL*

Salon Price **$11.40**

Sugg. Retail **$19.00**



JPMS ITEM CODE *RBL*

Salon Price **$10.80**

Sugg. Retail **$18.00**



JPMS ITEM CODE *RBM*

Salon Price **$10.20**

Sugg. Retail **$17.00**



JPMS ITEM CODE *RBS*

Salon Price **$9.60**

Sugg. Retail **$16.00**

427 Paddle Brush



JPMS ITEM CODE *PB-427*

Salon Price **$7.60**

Sugg. Retail **$13.00**

407 Styling Brush



JPMS ITEM CODE *SB-407*

Salon Price **$4.80**

Sugg. Retail **$8.00**

413 Sculpting Brush



JPMS ITEM CODE *SB-413*

Salon Price **$4.20**

Sugg. Retail **$7.00**

Teasing Brush



JPMS ITEM CODE *TB-1016*

Salon Price **$4.20**

Sugg. Retail **$7.00**

Detangler Comb

JPMS ITEM CODE *DC*

Salon Price **$2.40**

Sugg. Retail **$4.00**

ProClips (set of 4)



JPMS ITEM CODE *JCLIP*

Salon Price **$6.60**

Sugg. Retail **$11.00**

Sectioning Clips (set of 6)



JPMS ITEM CODE *CLIP*

Salon Price **$5.40**

Sugg. Retail **$9.00**

Slim Water Sprayer



JPMS ITEM CODE *SW-SP*

Salon Price **$6.00**

Sugg. Retail **$10.00**

ProStix (set of 6)



JPMS ITEM CODE *CHOP6*

Salon Price **$6.60**

Sugg. Retail **$11.00**



teatree®

DISCOVER THE MAGIC OF *TEA TREE*

SIGNATURE TEA TREE TINGLE

5 EXPERIENTIAL CATEGORIES FOR A SENSORY EXPERIENCE

COMMITMENT TO PLANT 1 MILLION TREES BY THE END OF 2022

INFUSED WITH PAMPERING BOTANICALS

12 PRODUCT AWARDS

Tea Tree indulges salon guests from head to toe and transforms an ordinary service into a feast for the senses. Tea Tree offers an experience like no other, creating the wow factor at the backbar and leaving guests wanting more.

TEA TREE SPECIAL
Invigorate, refresh and renew any hair type

TEA TREE LAVENDER MINT
Calm and quench dry hair

TEA TREE SCALP CARE
Strengthen thinning hair

TEA TREE SPECIAL COLOR
Invigorate and preserve color-treated hair

TEA TREE LEMON SAGE
Thicken and energize fine hair

TEA TREE HEMP—COMING SEPTEMBER 2021
Restore hair and skin and balance the senses
(See the S/O 2021 New & Now brochure for launch offers and details.)

Learn more

INTERESTED IN PURCHASING?

@teatreehaircare / #TeaTreeHairCare

TEA TREE

Complete Salon Intro Kit

JPMS ITEM CODE ***TTSLN20***



Save **33%**

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./200 ml
- ***3*** Tea Tree Body Bar®, 5.3 oz./150 g
- ***2*** Lemon Sage Thickening Spray®, 6.8 oz./200 ml
- ***2*** Lavender Mint Deep Conditioning Mineral Hair Mask Retail, (6 – 20 ml Foil Packs)

RECEIVE FREE (OVER $155 VALUE):

- ***1*** Tea Tree Special Shampoo®, 33.8 oz./1 L
- ***1*** Tea Tree Special Conditioner®, 33.8 oz./1 L
- ***1*** Lavender Mint Moisturizing Shampoo™, 33.8 oz./1 L
- ***1*** Lavender Mint Moisturizing Conditioner™, 33.8 oz./1 L
- ***1*** Lavender Mint Nourishing Oil, 1.7 oz./50 ml
- ***24*** Tea Tree Special Shampoo® Foil Packs with Free Merchandising Dispenser
- ***1*** Tea Tree Bamboo Counter Display
- ***1*** Tea Tree Bamboo Backbar Organizer
- ***1*** Tea Tree Brochure
- ***1*** Tea Tree Wash House Menu
- ***1*** Salon Strong Floor Cling

SALON SPECIAL
$399.00
SALON VALUE
$593.75

TEA TREE

Try Me Kit

NEW

JPMS ITEM CODE ***TTI21***



Save **31%**

SAVE ON THE PURCHASE OF:

- ***2*** Tea Tree Special Shampoo®, 10.14 oz./300 ml
- ***2*** Tea Tree Special Conditioner®, 10.14 oz./300 ml
- ***2*** Lavender Mint Moisturizing Shampoo™, 10.14 oz./300 ml
- ***2*** Lavender Mint Moisturizing Conditioner™, 10.14 oz./300 ml
- ***2*** Lemon Sage Thickening Shampoo®, 10.14 oz./300 ml
- ***2*** Lemon Sage Thickening Conditioner®, 10.14 oz./300 ml
- ***2*** Tea Tree Special Color Shampoo, 10.14 oz./300 ml
- ***2*** Tea Tree Special Color Conditioner, 10.14 oz./300 ml
- ***1*** Tea Tree Shaping Cream™, 3 oz./85 g
- ***1*** Tea Tree Firm Hold Gel®, 6.8 oz./200 ml
- ***1*** Lemon Sage Thickening Spray®, 6.8 oz./200 ml

RECEIVE FREE (OVER $50 VALUE):

- ***1*** Tea Tree Special Shampoo®, 33.8 oz./1 L
- ***1*** Tea Tree Special Conditioner®, 33.8 oz./1 L
- ***1*** Tea Tree Shaping Cream™, 3 oz./85 g
- ***3*** Lavender Mint Taming Cream, 1.7 oz./50 ml

SALON SPECIAL
$149.00
SALON VALUE
$214.60

Scalp Care Anti-Thinning Regimen Kit



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

Save **28%**

JPMS ITEM CODE ***TATRKG16***

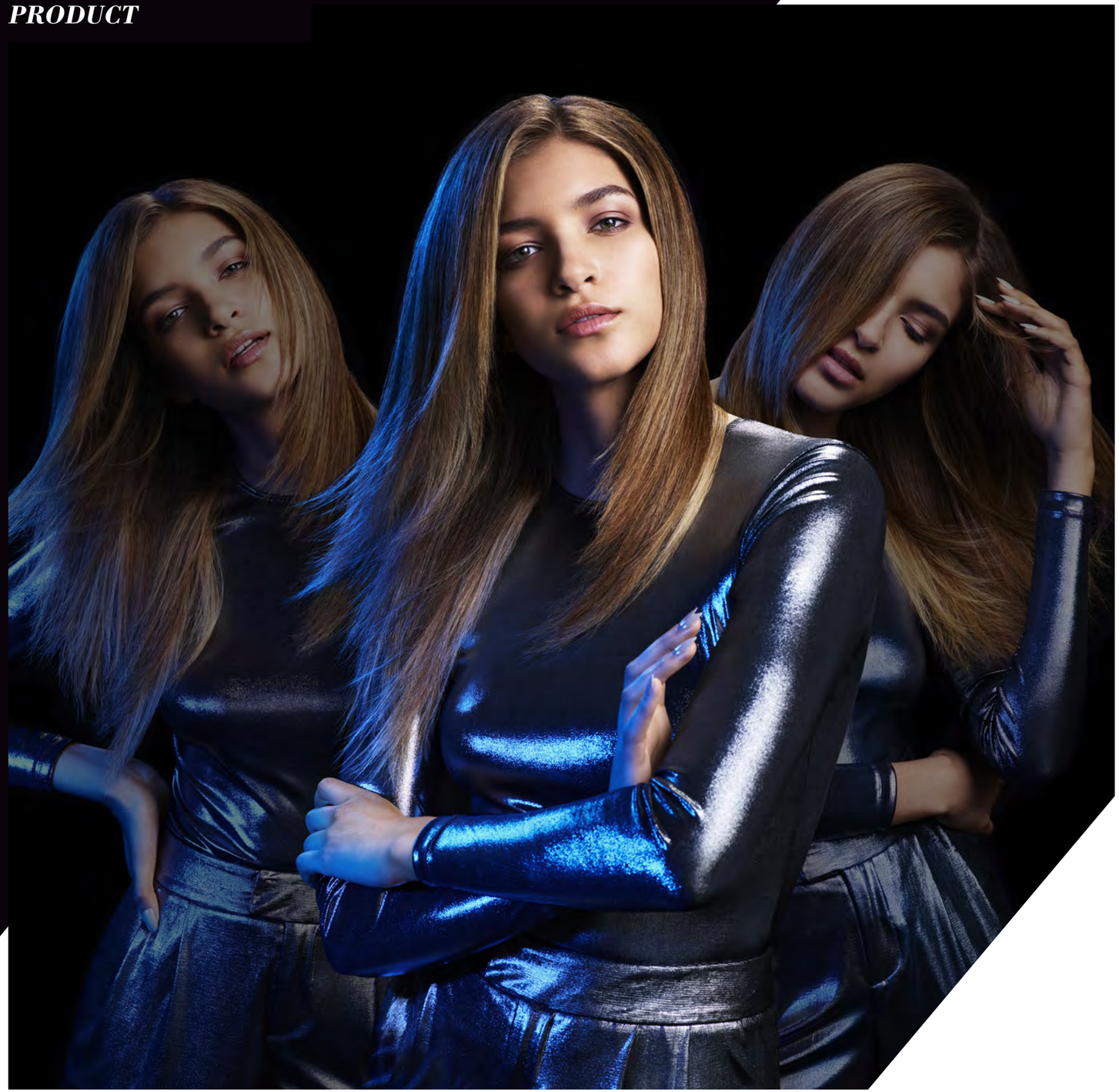
SALON SPECIAL
$29.99
SALON VALUE
$41.50
SUGG. RETAIL
$55.00

WHAT GUESTS ARE SAYING

"Awesome product! Has greatly reduced my hair loss, it looks fuller and healthier. It's my all-time favorite!" -Wendy

"It took 4 months and I actually noticed the difference. The sides of my hairline filled in and the top near the bangs was full again. It was fabulous. I got some for my husband and hope he has as much success as me." -Terry

While supplies last.



NEURO®
INTELLIGENT STYLING

INTELLIGENT *STYLING*

UNIQUE SMARTSENSE TECHNOLOGY

HEATCTRL® THERMAL PROTECTION

PERFORMANCE-ENGINEERED TOOLS

MUST-HAVE FOR BLOW-DRYING, SMOOTHING & HEAT STYLING

TWO-YEAR WARRANTY*

Thermal tools are a hairdresser's greatest asset in the salon. And when you turn up the heat, protection is key. Creative vision, powered by cutting-edge technology: that's intelligent styling.

2-year *warranty*

Learn more

INTERESTED IN PURCHASING?

@neurohair / #NeuroHair

*With tool registration at neurohair.com/register.

Neuro® Smooth



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

JPMS ITEM CODE	NS12NASR
Salon Price	$100.00
Sugg. Retail	$150.00

Neuro® Smooth XL



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

JPMS ITEM CODE	NS15NAS
Salon Price	$114.00
Sugg. Retail	170.00

Neuro® Style



Contoured shape creates perfect volume, curls and waves.



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

JPMS ITEM CODE	NS10NASR
Salon Price	$100.00
Sugg. Retail	$150.00

Neuro® Angle Rod



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
- Dual voltage for worldwide use

JPMS ITEM CODE	NARNASR
Salon Price	$90.00
Sugg. Retail	$135.00

Neuro® Angle Cone



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
- Dual voltage for worldwide use

JPMS ITEM CODE	NACNASR
Salon Price	$90.00
Sugg. Retail	$135.00

Neuro® Guide



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

JPMS ITEM CODE	NGRNAS
Salon Price	$100.00
Sugg. Retail	$150.00

NEURO® IRONS

Neuro® Unclipped Styling Rod



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

JPMS ITEM CODE	NSRNASR
Salon Price	$65.00
Sugg. Retail	$98.00

Neuro® Unclipped Styling Cone



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

JPMS ITEM CODE	NSCNASR
Salon Price	$65.00
Sugg. Retail	$98.00

Neuro® Curl XL



PERFECT FOR POLISH, BODY AND WAVES
- 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

JPMS ITEM CODE	NC17NAS
Salon Price	$85.00
Sugg. Retail	$125.00



MORE STYLE, LESS DAMAGE



FREE Neuro™ Reshape HeatCTRL® Memory Styler with any Neuro® Iron

NEURO® DRYERS

Neuro® Dry

JPMS ITEM CODE NDNAS

SALON SPECIAL
$115.00
SUGG. RETAIL
$170.00



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



Neuro® Light

JPMS ITEM CODE NDLNAS

SALON SPECIAL
$115.00
SUGG. RETAIL
$170.00



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



Neuro® Grip

JPMS ITEM CODE NDGNAS

SALON SPECIAL
$95.00
SUGG. RETAIL
$140.00



A HANDLE-FREE AND ERGONOMIC DRYER PROVIDES ULTIMATE COMFORT AND CONTROL
- Lightweight and compact – weighs only 1 pound
- Powerful 1875-watt DC motor
- Controls heat and airflow separately
- Three heat/three airflow settings plus cool shot setting



NEURO® HALO

Neuro® Halo Touchscreen Dryer

JPMS ITEM CODE NHDNAS

SALON SPECIAL
$170.00
SUGG. RETAIL
$255.00



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 hair
  - Turn it off to volumize thin, fine hair



Neuro® Halo 1" Styling Iron

JPMS ITEM CODE NHS10NASR

SALON SPECIAL
$120.00
SUGG. RETAIL
$180.00



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

FREE NEURO™ RESHAPE MINI WITH PURCHASE



MORE STYLE, LESS DAMAGE



FREE Neuro™ Prime HeatCTRL® Blowout Primer with any Neuro® Dryer

NEURO® BRUSHES

Neuro® Round

TITANIUM THERMAL BRUSH



Magnetic handle cap

- 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

Small 1.29" (33 mm)



JPMS ITEM CODE	*NRBS*
Salon Price	**$11.40**
Sugg. Retail	**$19.00**

Medium 1.67" (43 mm)



JPMS ITEM CODE	*NRBM*
Salon Price	**$12.00**
Sugg. Retail	**$20.00**

Large 2" (53 mm)



JPMS ITEM CODE	*NRBL*
Salon Price	**$12.60**
Sugg. Retail	**$21.00**

NEURO™

Neuro™ Liquid Salon Kit



JPMS ITEM CODE* *NND20*

Save 40%

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
- *2* Neuro™ Lift HeatCTRL® Volume Foam, 6.7 oz./200 ml
- *2* Neuro™ Prime HeatCTRL® Blowout Primer, 4.7 oz./139 ml
- *2* Neuro™ Restore HeatCTRL® Overnight Repair, 2.5 oz./75 ml
- *2* Neuro™ Reshape HeatCTRL® Memory Styler, 4.7 oz./139 ml
- *2* Neuro™ Finish HeatCTRL® Style Spray, 6 oz./200 ml
- *2* 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
- *12* Neuro™ Care Foil Pack Sampler (Lather, Rinse, Repair)
- *1* Neuro™ Restore HeatCTRL® Overnight Repair, 2.5 oz./75 ml
- *1* Neuro™ Reshape HeatCTRL® Memory Styler, 4.7 oz./139 ml
- *1* Neuro® Blow-Out Event POP (set of 3)
- *1* Neuro® Blow-Out Event Invitations (set of 20)
- *1* Neuro® CTRL: The Ultimate Guide to Heat Styling
- *1* Salon Strong Floor Cling

SALON SPECIAL **$199.00**

SALON VALUE **$331.50**

*JPMS U.S. Item Code.



awapuhi *wild ginger*®

BORN IN HAWAII

MADE FOR LUXURY

AWAPUHI SOURCED FROM OUR ORGANIC, SOLAR-POWERED FARM

RICH, LUXURIOUS SHAMPOOS & CONDITIONERS

MODERN, HIGH-PERFORMANCE STYLING PRODUCTS

TWO PROFESSIONAL TREATMENTS WITH PROVEN RESULTS

EXCLUSIVE KERAREFLECT® AND KERATRIPLEX® TECHNOLOGIES

For centuries, Hawaiians have used the fragrant juice of the awapuhi ginger plant to moisturize skin and hair. Today, tradition meets technology with a proven hair care system that uses awapuhi extract and innovative proprietary complexes to transform hair at the deepest levels.

REPAIR
Rebuild dry, damaged hair

SMOOTH
Transform frizzy, lackluster hair

STYLE
Protect hair while locking in style

Learn more

INTERESTED IN PURCHASING?

@paulmitchell / #AwapuhiWildGinger



NEW

AWAPUHI WILD GINGER®

Try Me Kit

JPMS ITEM CODE *AGTM21*



SAVE ON THE PURCHASE OF:

- *1* **Moisturizing Lather Shampoo®,** 8.5 oz./250 ml
- *1* **Keratin Cream Rinse®,** 8.5 oz./250 ml
- *1* **Keratin Intensive Treatment®,** 5.1 oz./150 ml
- *1* **HydroCream Whip®,** 6.7 oz./200 ml
- *1* **Texturizing Sea Spray®,** 5.1 oz./150 ml
- *1* **Styling Treatment Oil®,** 3.4 oz./100 ml
- *1* **HydroMist Blow-Out Spray®,** 5.1 oz./150 ml
- *1* **Anti-Frizz Hairspray,** 9.1 oz./313 ml
- *10* **KeraTriplex® Treatment,** 0.33 oz./10 ml
- *1* **Keratin Intensive Treatment®,** 16.9 oz./500 ml

RECEIVE FREE:

- *1* **Moisturizing Lather Shampoo®,** 33.8 oz./1 L
- *1* **Keratin Cream Rinse®,** 33.8 oz./1 L
- *1* **HydroCream Whip®,** 6.7 oz./200 ml
- *1* **Anti-Frizz Hairspray,** 9.1 oz./313 ml
- *1* **HydroMist Blow-Out Spray®,** 5.1 oz./150 ml
- *1* **Awapuhi Wild Ginger® Brochure**
- *1* **Awapuhi Wild Ginger® Pro Treatment Usage Guide** (2020)
- *1* **Awapuhi Wild Ginger® Mirror Cling/Window Cling Duo** (1 per treatment)

Save **46%**

SALON SPECIAL
$149.00
SALON VALUE
$275.00



MITCH

POWERED BY *STYLE*

PREMIUM MEN'S GROOMING LINE

MULTI-BENEFIT PRODUCTS

WORKABLE, LONG-LASTING STYLES

AWARD-WINNING BRAND

UNMATCHED EDUCATION AND SUPPORT

With products ranging from moderate to maximum hold and ultra-matte to high shine, MITCH® tailors to every guy's personal style. The complete collection features high-performing ingredients and clean scents to make great grooming easy.

Learn more

INTERESTED IN PURCHASING?

@paulmitchell / #MitchMan

MITCH®

MITCH® Salon Intro Kit

JPMS ITEM CODE ***MHND20***



PURCHASE:

- ***4*** **Reformer®,** 3 oz./85 g
- ***4*** **Clean Cut®,** 3 oz./85 g
- ***3*** **Matterial™,** 3 oz./85 g
- ***3*** **Double Hitter®,** 8.5 oz./250 ml
- ***3*** **Construction Paste®,** 2.5 oz./75 ml

RECEIVE FREE:

- ***1*** **Double Hitter®,** 33.8 oz./1 L
- ***1*** **MITCH® Counter Display***
- ***1*** **MITCH® Puck Cube**
- ***1*** **MITCH® Header Card**

***Save* 30%**

SALON SPECIAL
$149.00

SALON VALUE
$214.25

*Expired image





MVRCK
by MITCH
LOS ANGELES, CA

UNCOMMON *BARBERING*

MADE BY BARBERS, FOR BARBERS

COMPLETE LINE OF TRUSTED PRODUCTS

ELEVATED GROOMING EXPERIENCE

ROOTED IN FUNCTIONALITY & AUTHENTICITY

ENERGIZING AGAVE CITRUS SCENT

Designed to elevate the grooming experience in the barbershop and at home, MVRCK® embodies the skill and craftsmanship of barbering while supporting a man's sense of community and unconventional style.

Learn more

INTERESTED IN PURCHASING?

@mvrckbarbering / #MVRCK

MVRCK®

Barbershop Intro Kit

JPMS ITEM CODE ***MVBI18***



SAVE ON THE PURCHASE OF:

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

SALON SPECIAL
$299.00
SALON VALUE
$398.75

RECEIVE FREE:

- ***5*** **MVRCK® Grooming Cream,** 0.85/25 ml
- ***1*** **MVRCK® Straight Razor**
- ***1*** **MVRCK® Poster**
- ***1*** **MVRCK® Barber Book**

Save
25%



MVRCK® Poster



MVRCK® Barber Book*


MVRCK® Straight Razor

*Expired image

MVRCK®

Salon Intro Kit

JPMS ITEM CODE ***MVND20***



SAVE ON THE PURCHASE OF:

- ***4*** **Original Pomade,** 4 oz./113 g
- ***4*** **Dry Paste,** 4 oz./113 g
- ***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:

- ***2*** **Grooming Cream,** 0.85/25 ml
- ***1*** **Shave Cream,** 5.1 oz./150 ml
- ***1*** **Original Pomade,** 4 oz./113 g
- ***1*** **MVRCK® Poster**

Save
21%



MVRCK® Poster

SALON SPECIAL
$199.00
SALON VALUE
$251.30