

## BUILD YOUR MOST PROFITABLE SERVICE MENU

The strongest service menus are built on three pillars:  
**Transformation, Enhancement, and Efficiency.**

### TRANSFORMATION

NEW!

# KCRIO<sup>®</sup>

## Restorative Keratin System

**STRAIGHTER. SLEEKER. SMOOTHER.**

- Stronger straightening & glass-like shine
- Innovative Spray Formula
- Formulated without formaldehyde
- Results last up to 3 months

#### PURCHASE:

**KCRIO<sup>®</sup> Restorative Keratin System**

#### INCLUDES:

- (1) 16 oz. KCRIO Pre-Treatment Shampoo
- (2) 8 oz. KCRIO Restorative Keratin Treatment
- (1) 16 oz. KCRIO Reconstruction Masque

#### RECEIVE FREE:

- (3) 3 oz. Color Care Smoothing Shampoo Travel Duo

**\$230.00 / Salon Value: \$266.00**



#### RECEIVE FREE:



#### GET CERTIFIED TODAY, IT'S ON US!



1. Watch a quick video
2. Take a short quiz
3. Receive your Free Certificate



BEFORE



AFTER

**EXPANSION**

**20% OFF** **KCEXPRESS®**  
**THE PERFECT PAIRING TO EVERY COLOR SERVICE**  
Add KCEXPRESS to Every Color. Any Brand. Any Time.



- Stronger, healthier, more vibrant hair
- Locks in color & eliminates frizz
- Results last up to 6 weeks



**KCEXPRESS® LITER DUO**

**INCLUDES:**

- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. KCEXPRESS Smoothing Treatment

**\$320.00 / Salon Value: \$400.00**

**POTENTIAL EARNINGS**

**+\$1,125**  
WEEK

**+\$4,500**  
MONTH

**+\$58,500**  
YEAR

**HERE'S HOW:**

\*Example based on 3 add-ons per day at \$75 each (KCEXPRESS suggested price), with the salon open 5 days per week.



**EFFICIENCY**

**FAST COLOR. FASTER PROFITS.**

**PERMANENT COLOR & SMOOTHING**  
In Less Time Than a Single Process Color.

**10 min**  
**EXPRESS PERMANENT COLOR**



**15 min**  
**COLOR-LOCKING, ANTI-FRIZZ TREATMENT**



**Express Color & Smoothing System Kit**

**INCLUDES:**

- (3) 3.4 oz. KeraLuminous10 10-Minute Express Permanent Shades - 5N, 6N, 7N
- (1) 8 oz. 20 Vol. Developer
- (1) 4 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 4 oz. KCEXPRESS® Smoothing Treatment
- (1) Mixing Bowl (1) Applicator Brush

**\$99.00 / Salon Value: \$112.00**



**KeraLuminous10 10-Minute Express Permanent Color**

**BUY 3 GET 1**

- Up to 100% gray coverage in 10 minutes.
- Keratin-enhanced for stronger, healthier & more vibrant hair.
- Larger 3.4 oz tube means more applications.
- 1:1.5 MIX RATIO means less color per client.

**Shades: 4N, 5N, 6N, 7N, 8N, 4CH, 6CH, 6A, 7A, 8A, 5MM, 6C, 5RR, 6R, 6G \*Choose Your Own.**

**\$24.00 / Salon Value: \$32.00**

**BUILT FOR BLONDES, BACKED BY KERATIN**

**25% OFF**

**It's a Blonde Thing® Keratin Lightening System®**

- Powered by Triple Protein Protection—a blend of Signature Keratin, collagen, and silk amino acids
- Helps strengthen, restore, and protect every strand during the lightening process
- Dust-free formula that turns from blue to white during processing



**\$22.50** / Salon Value: \$30.00

**SUMMER HYDRATION**  
**Buy 3 Get 1 FREE!**

**PicturePerfect Hair™**  
Bond Sealing Masque



**Strengthens Hair Bonds, Hydrates, & Adds Shine**

**KCTEXTURE™**  
Intense Hydrating Masque



**Intensely Hydrates All Curls**

**Vanilla Bean**  
Deep Conditioner



**Indulgent Aromatherapy Escape**

**\$48.00** / Salon Value: \$64.00

**PRO TIP:** Add masques to any salon service to replenish moisture and target breakage.

*\*No mix & match. Vanilla Bean Deep Conditioner liter size is not included in the promo.*



**Resource Center**  
Education  
Salon Resources  
Marketing  
Social Media  
Education Videos  
...and more!

**Free Certification**  
Watch the online videos and take a short quiz to become certified and take your business to the next level.

**KCEXPRESSIVES Stylist Community**  
Join KCEXPRESSIVES and elevate your artistry—a community of stylists transforming the industry. Be part of the movement!

**Free Virtual Education**  
Join us every Monday for free virtual education classes designed exclusively for salon professionals.