

NEW! The Perfect Color Service

**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**



- ✔ More clients in **less time**
= **More \$\$**
- ✔ Up to **100% gray coverage**
- ✔ **Stronger, healthier,**
more **vibrant** hair
- ✔ **Locks in color & eliminates frizz**
- ✔ Results last up to **6 weeks**

The KeraLuminous **10** SHADE COLLECTION

KeraLuminous **10** combines Signature Keratin, Vitamin C, and **KC FASTLOCK™ Technology** — a color-accelerating system that **drives color deeper and faster** into the hair for consistent, reliable results and up to **100% gray coverage in just 10 minutes.**



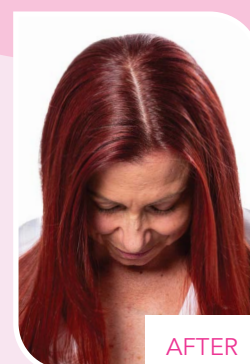
Larger Tubes, More Applications:

3.4 oz tube = more uses per tube,
plus a 1:1.5 mixing ratio means using less color per client.



BEFORE

BEFORE: Natural Level 6
30% Gray



AFTER

FORMULA: ½ oz. 6R + ½ oz. 5MM
+ 1 ½ oz. 20 vol.



BEFORE

BEFORE: Natural Level 7
75% Gray



AFTER

FORMULA: 1/4 oz. 6N
+ 3/4 oz. 7N + 1 1/2 oz. 20 Vol.

We dare you to try it—
because once you see it, you can't unsee it.

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



Perfect Color Service Intro Kit

INCLUDES:

- (1) 33.8 oz. KCEXPRESS® Smoothing System
- (24) 3.4 oz. KeraLuminous10 Express Permanent Shades - 4N, 5N, 6N, 7N, 8N, 4CH, 6CH, 6A, 7A, 8A, 5MM, 6C, 5RR, 6R, 6G (Choose Your Own)
- (1) 1 lb tub It's a Blonde Thing® Keratin Lightening System
- (1) 33.8 oz. Color Care Smoothing Shampoo
- (1) 33.8 oz. Color Care Smoothing Conditioner
- (2) 20 Vol. Developer

\$517.50 / Salon Value: \$690.00



BEFORE



AFTER

BEFORE: Natural Level 5
50% Gray

FORMULA: $\frac{3}{4}$ oz. 5N + $\frac{1}{4}$ oz. 4CH
+ 1 $\frac{1}{2}$ oz. 20 vol.

*Only available while supplies last.

Express Color "Try Me" Deal

PURCHASE:

(24) 3.4 oz. KeraLuminous10 Express Permanent Color Shades
- 4N, 5N, 6N, 7N, 8N, 4CH, 6CH, 6A, 7A, 8A, 5MM, 6C, 5RR, 6R, 6G (Choose Your Own)

RECEIVE FREE:

(2) Liter 20 vol. Developer
(1) KeraLuminous10 Swatchbook

\$192.00 / Salon Value: \$224.00



BEFORE

BEFORE: Natural Level 7
60% Gray



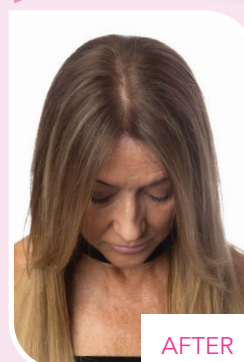
AFTER

FORMULA: $\frac{3}{4}$ oz. 7N + $\frac{1}{4}$ oz. 7A
+ 1 $\frac{1}{2}$ oz. 20 vol.



BEFORE

BEFORE: Natural Level 6
80% Gray



AFTER

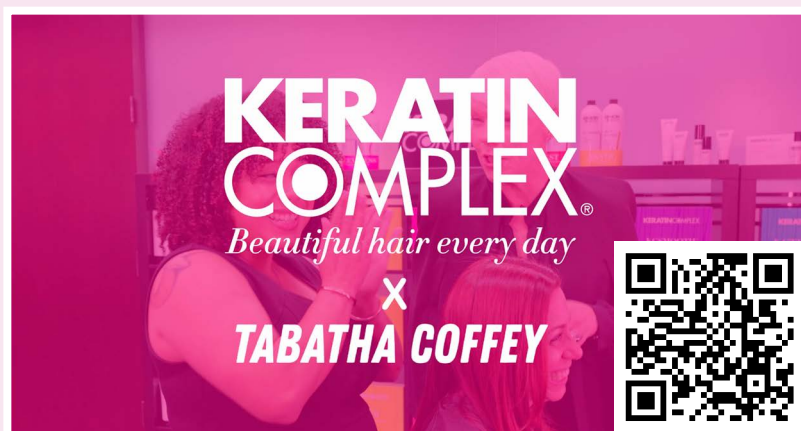
FORMULA: $\frac{1}{4}$ oz. 5N + $\frac{3}{4}$ oz. 6N
+ 1 $\frac{1}{2}$ oz. 20 vol.

Tabatha Coffey Joins Us to Empower Stylists with The Perfect Color Service



"Two high-performance services in the time it usually takes for one? That's smart business for stylists and added value for clients."

Tabatha Coffey



We've partnered with Tabatha Coffey to empower stylists to work smarter, earn more, and elevate every service behind the chair.

FEBRUARY ONLY PROMO:

20% OFF THE PERFECT PAIRING TO EVERY COLOR SERVICE

Add **KCEXPRESS®** to
Any brand. Any time. In just 15 minutes.

KCEXPRESS

INCLUDES:

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

\$320.00 / Salon Value: \$400.00

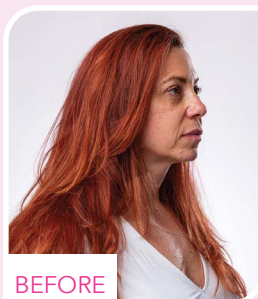


KCEXPRESS

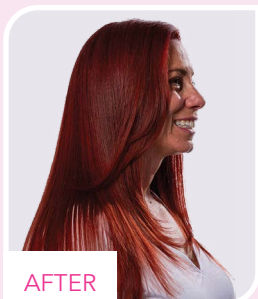
INCLUDES:

- (1) 16 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 16 oz. KCEXPRESS Smoothing Treatment

\$176.00 / Salon Value: \$220.00



BEFORE



AFTER

REVENUE POTENTIAL:

+ \$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.

STOCK THE BACKBAR:

25% OFF LITER SHAMPOO & CONDITIONER!

\$18.75 ea / Salon Value: \$25.00



Color-Safe.
Add Shine & Control Frizz.
For color-treated hair.

Color Protect & Fight Against Fading.
For color-treated hair.

Smooth & Fight Frizz.
For All Hair Types.

Hydrate & Replenish Dry Hair.
For dry, damaged hair.

Add Volume & Create Body.
For Flat or Fine Hair.

*Vanilla Bean Deep Conditioner is not included in the promotion.

*Only available while supplies last.