

SEPTEMBER 2020

P **ROYAL BEAUTY SUPPLY**
PROFESSIONAL STORES

PARAMOUNT BEAUTY
EST. 1960

MORE BEAUTIFUL TOGETHER!



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TO ORDER CALL: 800.755.7475

WWW.PARAMOUNTBEAUTY.COM

PARAMOUNTBEAUTY.com

EXCLUSIVELY FOR BEAUTY PROFESSIONALS LIKE YOU!

SHOP ANYTIME, FROM ANYWHERE, ON ANY DEVICE! (no app required)

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ENJOY...

- easy registration
- extensive product information and videos
- exclusive promotions
- up to date information on what's new
- convenient shopping and secure checkout

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PARAMOUNTBEAUTY.com
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OUR STORE LOCATIONS ARE NOW OPEN!

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 77 E. Old Country Rd.
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LYNBROOK
 16 Atlantic Ave.
 Lynbrook, NY
516.599.4747

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 2313 Jericho Turnpike
 Garden City Park, NY
516.742.7500

MASSAPEQUA
 6100 Sunrise Highway
 Massapequa, NY
516.308.7000

WEST ISLIP
 152 Sunrise Highway
 West Islip, NY
631.422.6900

EAST NORTHPORT
 3051 Jericho Turnpike
 East Northport, NY
631.486.3700

MEDFORD
 3263 Horseblock Rd.
 Medford, NY
631.696.0080

SAYVILLE
 5640 Sunrise Highway
 Sayville, NY
631.750.9192

SHEEPSHEAD BAY
 2801 Knapp St.
 Brooklyn, NY
718.891.1700

BAYRIDGE
 7300 5th Ave.
 Brooklyn, NY
718.836.0700

STATEN ISLAND
 1919 Hylan Blvd.
 Staten Island, NY
718.668.2288

WOODSIDE
 58-25 Queens Blvd.
 Woodside, NY
718.779.2900

EASTCHESTER
 480 New Rochelle Rd.
 Bronxville, NY
914.699.1200

WHITE PLAINS
 53 Tarrytown Rd.
 White Plains, NY
914.682.2900

MARLBORO
 124 US Hwy. 9
 Marlboro Township, NJ
732.637.8401

PARSIPPANY
 85 New Rd.
 Parsippany, NJ
973.396.2954

SADDLE BROOK, NJ
 350 Market St.
 Saddle Brook, NJ
201.880.7035

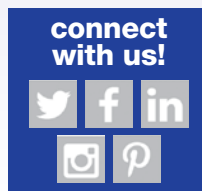
TOMS RIVER, NJ
 224 Route 37 East
 Toms River, NJ
732.281.1077

CHERRY HILL
 56 Haddonfield Rd.
 Cherry Hill, NJ
856.488.0136

ROCHESTER
 1225 Jefferson Rd.
 Henrietta, NY
585.272.3000

SYRACUSE
 5861 Thompson Rd.
 Syracuse, NY
315.449.8400

BUFFALO
 3320 Sheridan Drive,
 Amherst, NY
716.835.7770





ALTERNA®



CAVIAR REPLENISHING MOISTURE SAVE 25%

CHOOSE FROM

	SALE	REG
#795001 Replenishing Moisture Shampoo 8.5 oz.....	\$12.75	\$17.00
#795002 Replenishing Moisture Shampoo 16.5 oz.....	\$19.50	\$26.00
#795004 Replenishing Moisture Shampoo 67.6 oz.....	\$37.13	\$49.50
#795006 Replenishing Moisture Conditioner 8.5 oz.....	\$12.75	\$17.00
#795007 Replenishing Moisture Conditioner 16.5 oz.....	\$19.50	\$26.00
#795009 Replenishing Moisture Conditioner 67.6 oz.....	\$37.13	\$49.50
#795010 Replenishing Moisture Masque 5.7 oz.....	\$16.88	\$22.50
#795013 Replenishing Moisture Leave-In Conditioning Milk 5 oz.....	\$12.00	\$16.00
#795014 Replenishing Moisture CC Cream 3.4 oz.....	\$10.88	\$14.50
#795015 Replenishing Moisture CC Cream 5.1 oz.....	\$15.75	\$21.00

CAVIAR REPLENISHING MOISTURE LITERS SAVE 30%

CHOOSE FROM

- #795003 Replenishing Moisture Shampoo
- #795008 Replenishing Moisture Conditioner

\$24.50 ea
Salon Value \$35.00



CAVIAR INFINITE COLOR HOLD SAVE 25%



CHOOSE FROM

	SALE	REG
#795055 Infinite Color Hold Shampoo 8.5 oz.....	\$12.75	\$17.00
#795056 Infinite Color Hold Shampoo 33.8 oz.....	\$26.25	\$35.00
#795057 Infinite Color Hold Conditioner 8.5 oz.....	\$12.75	\$17.00
#795058 Infinite Color Hold Conditioner 33.8 oz.....	\$26.25	\$35.00
#795059 Infinite Color Hold Dual-Use Serum 1.7 oz.....	\$12.75	\$17.00
#795060 Infinite Color Hold Dual-Use Serum 16 oz.....	\$48.75	\$65.00
#795061 Infinite Color Hold Topcoat Spray 4.2 oz.....	\$12.00	\$16.00

CAVIAR ANTI-AGING STYLER KITS

Buy a select Caviar Anti-Aging Professional Styling product, get a Mini Working Hairspray FREE!

BIG AND BEAUTIFUL KIT

INCLUDES
Volume Styling Mist 5 oz.
FREE Mini Working Hairspray 1.5 oz.
\$17.00
#795600P



SIMPLY SMOOTH KIT

INCLUDES
Perfect Iron Spray 4.2 oz.
FREE Mini Working Hairspray 1.5 oz.
\$17.00
#795601P



CURL GIRL KIT

INCLUDES
Rapid Repair Spray 4.2 oz.
FREE Mini Working Hairspray 1.5 oz.
\$17.00
#795602P



Available in FL, GA, NC, SC and New England.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

amika:

NEW! HAIR BLOWDRYER BRUSH

- 3 adjustable heat/speed settings create volume and smoothness on every hair type
- tourmaline coated barrel generates negative ions and infrared heat to smooth hair and minimize frizz
- oval barrel is designed to deliver extra root lift and increase overall volume
- long nylon ball tip bristles detangle and smooth
- short bristles increase bounce, shine and polish



\$65.00

NEW!



RETAIL TOOL LAUNCH

PURCHASE

Hair Blowdryer Brush

RECEIVE FREE

1 Vandal Volume Powder Spray .16 oz.

\$65.00

Salon Value \$78.00 • #298124P

VOLUME STYLING 2 FOR \$20 MIX & MATCH

CHOOSE FROM

- #298076 Vandal Volume Powder Spray .16 oz.
- #298073 Thicc Volumizing Base 3.3 oz.

\$20.00

Salon Value \$26.00

SAVE 23%



DETOX COLLECTION 2 FOR \$20 MIX & MATCH

CHOOSE FROM

- #298091 Reset Clarifying Gel Shampoo 6.7 oz.
- #298092 Reset Cooling Gel Conditioner 6.7 oz.
- #298095 Reset Pink Charcoal Scalp Cleansing Oil 6.7 oz.
- #298096 Reset Exfoliating Jelly Shampoo 4.7 oz.
- #298094 Phantom Hydrating Dry Shampoo Foam 5.3 oz.

\$20.00 Salon Value \$26.00

SAVE 23%



amika x HairToStay BREAST CANCER AWARENESS MONTH LIMITED EDITION PERK UP DRY SHAMPOO 5.3 OZ.

\$2 donation to HairToStay per unit sold (\$1 included in price of product, \$1 will be donated by amika)

2 for \$24.00

Salon Value \$28.00 • #298987P



30% OFF HEAT STYLING PRODUCTS

CHOOSE FROM

- #298010 Glass Action Universal Elixir 1.7 oz.

\$10.15

Salon Value \$14.50

- #298056 The Shield Anti-Humidity Spray 5.3 oz.
- #298075 Brooklyn Bombshell Blowout Spray 6.7 oz.
- #298052 Velveteen Dream Smoothing Balm 6.7 oz.

\$9.10 ea Salon Value \$13.00



TOOLS, TOOLS, TOOLS! SPECIAL PRICES ON PROFESSIONAL TOOLS

CHOOSE FROM

	SALE	REG
#298100 The Immortal Dryer.....	\$159.00	\$180.00
#298101 The Alpha Dryer	\$159.00	\$180.00
#298099 The Accomplice Dryer	\$99.00	\$125.00
#298117 The Conductor 1" Styler.....	\$69.00	\$94.50



TURN UP THE HEAT! SPECIAL PRICES ON RETAIL-FRIENDLY TOOLS

CHOOSE FROM

	SALE	REG
#298118 Grand Prix Titanium Styler.....	\$65.00	\$81.00
#298105 Autopilot Ceramic Styler 1"	\$60.00	\$75.00
#298106 Autopilot Ceramic Styler 1.25"	\$60.00	\$75.00
#298108 Polished Perfection Straightening Brush 2.0...	\$60.00	\$75.00
#298104 CEO Dryer	\$100.00	\$125.00
#298107 High Tide Deep Waver	\$60.00	\$75.00

Available in NY and CT - excludes NY upstate territories. Now available in FL.

BOMBSHELL

SAVE 25%
BOMBSHELL
SALON OPENER

OPENER CONTAINS

- 4 **NEW!** Bombshell Shampoo 8 oz.
- 4 **NEW!** Bombshell Conditioner 8 oz.
- 4 **NEW!** Bombshell Shine Spray 6.5 oz.
- 4 Bombshell Volume Grip & Hold Spray 6.5 oz.

INCLUDES
FREE SAMPLE MINIS

- 4 **NEW!** Bombshell Shampoo 2 oz.
- 4 **NEW!** Bombshell Conditioner 2 oz.
- 4 **NEW!** Bombshell Shine Spray 1.5 oz.
- 4 Bombshell Volume Grip & Hold Spray 1.5 oz.
- 1 Shelf Talker

\$197.00

Salon Value \$261.00 • #641302

SAVE
25%



FREE!
BOMBSHELL
MIST

PURCHASE

- 1 Bombshell Shampoo 8 oz.

\$10.00

Regular \$12.25

PLUS RECEIVE FREE

- 1 Bombshell Shine Mist 6.5 oz.

\$52.00 RETAIL VALUE

All For Only

\$10.00

#641303P



FREE

FREE!
BOMBSHELL
SHAMPOO &
CONDITIONER

PURCHASE

- 1 Bombshell Volume Grip & Hold Spray 6.5 oz.

\$10.00

Regular \$11.00

PLUS RECEIVE FREE

- 1 Bombshell Shampoo 8 oz.
- 1 Bombshell Conditioner 8 oz.

\$71.00 RETAIL VALUE

All For Only

\$10.00

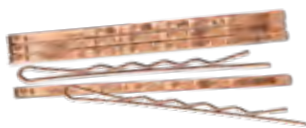
#641824P



FREE

Aloxxi®

SHAMPOO & CONDITIONER DUOS + FREE! ROSE GOLD BOBBY PINS



HYDRATING DUO
FOR SOFT & SHINY HAIR
Restore moisture & protect normal, color treated hair

- INCLUDES**
- 1 Hydrating Shampoo 10.1 oz.
 - 1 Hydrating Conditioner 10.1 oz.
 - 1 **FREE** Pack of Rose Gold Pins

\$14.98

Salon Value \$19.50
#642050

**SAVE
23%**



VOLUMIZING DUO
FOR BIG & BOUNCY HAIR
Strengthen & add body to fine, color treated hair

- INCLUDES**
- 1 Volumizing Shampoo 10.1 oz.
 - 1 Volumizing Conditioner 10.1 oz.
 - 1 **FREE** Pack of Rose Gold Pins

\$17.47

Salon Value \$22.50
#642051

**SAVE
22%**

ESSENTIAL 7 OIL DUO
FOR SILKY & SLEEK HAIR
Restore nourishment & elasticity to dry, coarse, color treated hair

- INCLUDES**
- 1 Cleansing Oil Shampoo 10.1 oz.
 - 1 Treatment Conditioner 10.1 oz.
 - 1 **FREE** Pack of Rose Gold Pins

\$17.47

Salon Value \$22.50
#642052

**SAVE
22%**



REPARATIVE DUO
FOR STRONG & SMOOTH HAIR
Repair, replenish & nourish weak, damaged strands

- INCLUDES**
- 1 Reparative Shampoo 10.1 oz.
 - 1 Reparative Conditioner 10.1 oz.
 - 1 **FREE** Pack of Rose Gold Pins

\$17.47

Salon Value \$22.50
#642053

**SAVE
22%**



FALL FOR TONES COLOR KITS

Fall for our favorite TONES Demi-Permanent Colours to add shine, strength and condition and transform your clients' looks!

FALL FOR TONES LARGE

PURCHASE

- 12 TONES Demi-Permanent Colours (4N, 6N, 5NT, 7NT, 5GR, 7GR, 4RM, 5RM, 8K, 6K, 6XR, Clear)

RECEIVE FREE

- 1 7-Vol Developer liter
- 1 TONES Paper Swatch Chart
- 2 Repair Trio Packettes
- 2 Essential 7 Oil Trio Packettes

\$82.50

Salon Value \$96.90
#642058



**SAVE
15%**

FALL FOR TONES SMALL

PURCHASE

- 7 TONES Demi-Permanent Colours (7GR, 4RM, 5RM, 8K, 6K, 6XR, Clear)

RECEIVE FREE

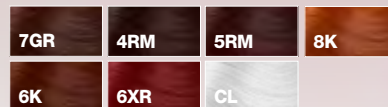
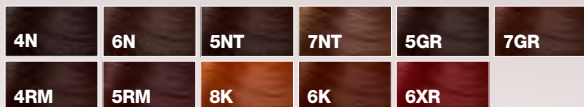
- 1 7-Vol Developer liter
- 1 TONES Paper Swatch Chart
- 2 Essential 7 Oil Trio Packettes

\$47.50

Salon Value \$59.25
#642057



**SAVE
20%**



Available in NY, NJ and CT.



CHROMA® GOLDEN HOUR KIT

Expand your color services to fashion forward clients.

INCLUDES

- 5 CHROMA BrG shades/tubes (4BrG, 5BrG, 6BrG, 7BrG, 8BrG)
- 1 Aloxxi Paper Swatch Chart
- 1 CHROMA BrG Swatch Strip

\$33.50

Salon Value \$39.25
#641850

SAVE
15%



Each NEW Brown Gold shade creates a warm brown with enhanced golden tones. Use these on-trend fashion colors to add depth and dimension to the hair.

GO FOR GOLD BrG

Create on-trend fashion looks with warm brown and enhanced golden tones while adding depth and dimension to the hair with these new Brown Gold shades!

INCLUDES

- 12 CHROMA BrG shades/tubes (2-4BrG, 3-5BrG, 2-6BrG, 3-7BrG, 2-8BrG)
- 1 Aloxxi Paper Swatch Chart
- 1 CHROMA BrG Swatch Strip
- 1 ColourPrime 300ml
- 1 ColourLock 500ml
- 2 Essential 7 Oil Trio Packettes
- 2 Reparative Trio Packettes

\$99.95

Salon Value \$137.25
#642059

SAVE
27%



Available in NY, NJ and CT.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020



BRAZILIAN
BONDBUILD3R™

100
TREATMENTS
PER BOTTLE

GIVE YOUR COLOR WORK THE LONGEVITY IT DESERVES!

Add staying power to every color service with **b3 Brazilian Bond Builder**. Simply measure, add and mix into every bowl of lightener and color. Fashion shades retain vibrancy. Naturals remain true-to-tone. Strands stay strong. All while you break boundaries, achieving **bold and long-lasting results** you never thought possible.

One easy step with no change to developer or your schedule.



PURCHASE

1 b3 Brazilian Bond Builder Pro Size 17 oz.

RECEIVE FREE

1 b3 Color Care Trio

INCLUDES

- 1 b3 Color Care Shampoo 12 oz.
- 1 b3 Color Care Conditioner 12 oz.
- 1 b3 Ionic Color Lock 4 oz.

\$199.00

Salon Value \$249.00
#852089P

LIMITED TIME OFFER.
AVAILABLE WHILE SUPPLIES LAST.

**STOPS
COLOR
FADE
+WASHOUT**

BRAZILIAN PROFESSIONALS

Available in NY, NJ and CT.

BRAZILIAN BLOWOUT®



Reverse The Signs Of Aging + Correct Years Of Damage INSTANTLY

NEW! REWIND is the first professional anti-aging reparative service that instantly restores the look and feel of noticeably younger healthier hair FOR UP TO 10 WASHES.

- SMART TECHNOLOGY Repairs Years of Internal + External Damage
- HYDROPHOBIC BARRIER Repels Humidity
- IMPROVES COLOR Deposit + Retention For Better Coverage
- TAMES Wiry Grey Hair
- REDUCES The Effects Of Aging For All Hair Types
- CAN BE Added On To Any Service



REWIND PROFESSIONAL ANTI-AGING REPARATIVE SERVICE instantly reverses the signs of aging and corrects years of structural and external damage, restoring chemically treated, mechanically compromised and maturing hair to a noticeably younger healthier state FOR UP TO 10 WASHES.

How To Perform The Service

- 1 WASH** 
Begin by thoroughly shampooing hair with your favorite Brazilian Blowout aftercare shampoo. Comb through to ensure even distribution.
- 2 MEASURE** 
Pump 1 oz./30 ml (about 5 pumps) of Rewind into a clean color bowl.
- 3 APPLY** 
Use a color applicator brush to apply product to slightly damp hair from roots to ends.
- 4 PROCESS** 
Place a plastic cap on hair and process under medium to high heat for 15-20 minutes, using your professional judgement.
- 5 FINISH** 
Thoroughly rinse hair with cool water. Do not shampoo. Style as desired.

Maintenance

We recommend clients use Brazilian Blowout Ionic Bonding Spray to optimize the longevity of the Rewind Anti-Aging Reparative Service between appointments.

Earn
**\$1500 In
NEW
REVENUE!**

**SPECIAL
INTRODUCTORY PRICE
\$250.00**

#852124

Available in NY, NJ and CT.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

9

COLOR WOW

REINVENT TO RECOVER

Powerful programs to help re-imagine and re-energize your salon business.

SAVE 30% RISK-FREE RETAIL

INCLUDES

- 6 Dream Filter 6.7 oz.
- 6 Dream Coat 6.7 oz.
- 18 Dream Cocktails 6.7 oz. - 6 each Kale, Coconut and Carb

\$266.70 Salon Value \$381.00
#320320

SAVE
30%



SAVE
30%



SAVE 30% BACKBAR SALE SHAMPOO & CONDITIONER

CHOOSE FROM 32 OZ.

#320218 Shampoo

\$24.15 Salon Value \$34.50

#320219 Conditioner Fine-to-Normal

#320220 Conditioner Normal-to-Thick

\$25.20 ea Salon Value \$36.00

FREE! DREAM COCKTAILS WITH PURCHASE OF DREAM COAT

PURCHASE

12 Dream Coat 6.7 oz.

RECEIVE FREE

3 Dream Cocktails 6.7 oz. -
1 each Kale, Coconut and Carb

\$168.00

Salon Value \$205.50

#320289

AVAILABLE IN OCTOBER

SAVE
18%



STATION HERO

FREE! CULT FAVORITE 10 OZ.

PURCHASE

6 Raise the Root 5 oz.

RECEIVE FREE

1 Cult Favorite 10 oz.

\$72.00

Salon Value \$85.00

#320224P



Available in NY, NJ and PA.

COLOR WOW



LEVEL UP TO *THE DREAM REGIME*

INCLUDES

- 2 Dream Filter 6.7 oz.
- 2 Color Security Shampoo 8.4 oz.
- 2 Color Security Conditioner-F/N 8.4 oz.
- 2 Color Security Conditioner-N/T 8.4 oz.
- 6 Dream Cocktails 6.7 oz. –
2 of each Kale, Coconut, Carb
- 2 Dream Coat 6.7 oz.
- 2 Dream Coat for Curly Hair 6.7 oz.
- 1 **FREE** Dream Regime Shelf Display
(\$25 Salon Value)
- 1 Stylist Guide

\$222.00

Retail Value \$456.00

#320296

**FREE
DISPLAY**



360° Merchandising!
Dimensions: 23.5"W x 6"D x 2.75"H

Available in NY, NJ and PA.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020



INTRODUCING THE 19 PRO SILVER SERIES!

Shampoo & Hair Mask

Neutralizing Unwanted **Yellow & Brassy** Tones

BENEFITS

- Neutralizes unwanted harsh yellow and brassy tones
- Helps maintain your fresh color
- Help control frizz
- Moisturize hair for a more radiant look
- Noticeably improves scalp skin condition for healthier hair growth



**SAVE
20%**

PURCHASE

- 3 911 Quinoa Hair Mask 11.83 oz.
- 3 911 Quinoa Serum 3.3 oz.
- 3 911 Quinoa Shampoo 11.15 oz.

RECEIVE FREE

- 1 19 Pro Silver Hair Mask 18.6 oz.
- 1 19 Pro Silver Shampoo 11.15 oz.

\$193.50 Salon Value \$241.19
#760100P



**SAVE
20%**

PURCHASE

- 3 007 Keratin Hair Mask 11.83 oz.
- 3 007 Keratin Serum 3.3 oz.
- 3 007 Keratin Shampoo 11.15 oz.

RECEIVE FREE

- 1 19 Pro Silver Hair Mask 18.6 oz.
- 1 19 Pro Silver Shampoo 11.15 oz.

\$196.50 Salon Value \$244.19
#760101P



**SAVE
18%**

PURCHASE

- 4 911 Quinoa All In One 5.07 oz.
- 4 911 Quinoa Serum Spray 8.45 oz.

RECEIVE FREE

- 4 911 Quinoa All In One 0.67 oz.
- 4 911 Quinoa Serum 0.33 oz.

\$180.00
Salon Value \$220.00
#760102P



**SAVE
18%**

PURCHASE

- 3 007 Keratin Silky Touch 4.23 oz.
- 3 007 Keratin Hair Repair Oil 1.01 oz.

RECEIVE FREE

- 4 007 Keratin Shampoo 0.67 oz.
- 4 007 Keratin Serum 0.33 oz.

\$127.50
Salon Value \$155.50
#760103P

Available in NY, NJ, PA, CT, RI, ME, NH, VT, MA, MD and DL.



FOR DAMAGED, DULL AND OVER-PROCESSED HAIR

the go-to damage fix for those who are a bit too committed to their color, iron, or blow dryer. intensive mask deeply penetrates to deliver strength, nourishment and overall rejuvenation.

CLEAN. PURE. GOOD.

you're safe with us. no gluten or animal testing on our watch. proudly crafted with the cleanest water in america. made with the highest quality, raw ingredients with no tradeoffs.

WE'RE PASSIONATE ABOUT PHILANTHROPY.

we #privéitforward by donating 1% of all sales to charities that help women in need.

REPAIR RITUAL

PURCHASE

- 1 Damage Fix Shampoo 12 oz.
- 1 Damage Fix Conditioner 12 oz.

RECEIVE FREE

- 1 Intensive Mask 5.9 oz.

\$26.00

Salon Value \$42.00

Retail Value \$84.00

#589021P

**SAVE
38%**



Available in NY, NJ, CT and FL.

SAVE 20% ON DAVINES LITERS



**SAVE
20%**

CHOOSE FROM

	SALE	REG
#251280 Ol Shampoo 1000ml.....	\$30.00	\$37.50
#251281 Ol Conditioner 1000ml.....	\$38.00	\$47.50
#251296 Minu Shampoo 1000ml.....	\$26.00	\$32.50
#251297 Minu Conditioner 1000ml.....	\$34.00	\$42.50
#251311 Nounou Shampoo 1000ml.....	\$26.00	\$32.50
#251312 Nounou Conditioner 1000ml.....	\$34.00	\$42.50
#251325 Momo Shampoo 1000ml.....	\$26.00	\$32.50
#251326 Momo Conditioner 1000ml.....	\$34.00	\$42.50
#251334 Dede Shampoo 1000ml.....	\$26.00	\$32.50
#251335 Dede Conditioner 1000ml.....	\$34.00	\$42.50
#251343 Love Curl Shampoo 1000ml.....	\$26.00	\$32.50
#251344 Love Curl Conditioner 1000ml.....	\$34.00	\$42.50
#251352 Love Smoothing Shampoo 1000ml.....	\$26.00	\$32.50
#251353 Love Smoothing Conditioner 1000ml.....	\$34.00	\$42.50
#251359 Solu Shampoo 1000ml.....	\$26.00	\$32.50
#251366 Melu Shampoo 1000ml.....	\$26.00	\$32.50
#251367 Melu Conditioner 1000ml.....	\$34.00	\$42.50
#251374 Volu Shampoo 1000ml.....	\$26.00	\$32.50

Available in NY and CT.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

MORE INSIDE BLOW DRY PRIMER



MEET THIS IS A BLOW DRY PRIMER

WHAT IS IT?

Much like face primers, hair primers act as a perfect base for everything that goes on top. More Inside's Blow Dry Primer provides protection against heat and humidity, while helping styles last longer. It also works wonders to add shine and body to hair without weighing it down.

HOW TO USE

Spray 5 to 20 pumps on wet or towel-dried hair, from roots to lengths and ends. Do not rinse and proceed with desired styling. This is a Blow Dry Primer can be used with all hot tools.

FEATURES & BENEFITS

- Extends length of blow dry
- Protects against humidity
- Provides heat protection
- Gives body and structure
- Shortens blow drying time
- Adds shine

We are excited to announce that our bestseller from Your Hair Assistant is moving into More Inside this summer - meet This is a Blow Dry Primer!

Using the same formula and fragrance as its Your Hair Assistant version, anyone who has already fallen in love can rest assured its performance will remain the same. For those not yet acquainted, you are in for a treat! Providing protection against heat and humidity while helping styles last longer, This is a Blow Dry Primer also works wonders to add shine and body to hair without weighing it down.

SMALL INTRO

PURCHASE

- 3 This Is A Blow Dry Primer 250ml

RECEIVE FOR FREE

- 1 This Is A Blow Dry Primer 250ml (stickered)
1 Retail Shelf Sign

\$47.25

Salon Value \$68.00 • #252254P

**SAVE
30%**

LARGE INTRO

PURCHASE

- 6 This Is A Blow Dry Primer 250ml

RECEIVE FOR FREE

- 2 This Is A Blow Dry Primer 250ml (stickered)
1 Styling Tips Sheet for Back Room
1 Retail Shelf Sign

\$94.50

Salon Value \$135.00 • #252255P

PREPARING FOR AN ADVENTURE? THIS IS A CURL BUILDING SERUM IS NOW AVAILABLE IN A MINI SIZE!

Simple and easy-to-use for clients with textured hair, This is a Curl Building Serum helps create softly defined, bouncy curls that are shiny and resistant to frizz. Use it on its own or combine it with other More Inside products depending on the desired result. We also love using it with Liquid Spell to add a treatment boost to your styling routine!

This spring you can experience all of its wonders in a convenient and limited-edition mini size, ideal for traveling or throwing in your gym bag.

PURCHASE

- 6 This is a Curl Building Serum 100ml

RECEIVE FREE

- 1 This is a Curl Building Serum 250ml (stickered)
1 Retail Shelf Sign

\$45.00

Salon Value \$63.50 • #251488P

**SAVE
29%**

INTRODUCING A MINI SIZE OF YOUR NEW OI FAVORITE

Formulated to provide deep, beautifying nourishment, OI Hair Butter is a great option for a variety of clients, giving extraordinary shine and softness to hair while helping to manage frizz. While it is particularly suitable for those with medium to thick hair, it can be implemented into a treatment for those with normal to fine hair as well, providing extra rich nourishment, pampering and manageability to the hair.

Now in a convenient mini size, your clients can easily enjoy it when they travel, or try it out in a smaller size before committing to the larger retail option.

SMALL INTRO

PURCHASE

- 6 OI Hair Butter Travel Size 75ml

RECEIVE FREE

- 1 OI Hair Butter 250ml (stickered)
1 Retail Shelf Sign

\$51.00

Salon Value \$78.00
#251845P

**SAVE
34%**

LARGE INTRO

PURCHASE

- 12 OI Hair Butter Travel Size 75ml

RECEIVE FREE

- 1 OI Hair Butter 1000ml (stickered)
1 Retail Shelf Sign

\$102.00

Salon Value \$159.25
#251846P

**SAVE
35%**

Available in NY and CT.

MORE VIEW SHADES TO LOVE!



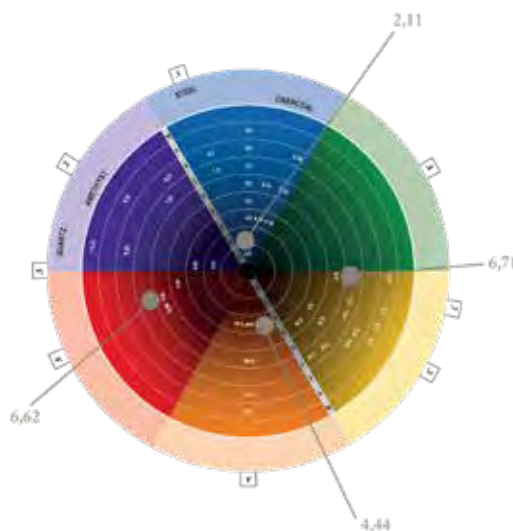
After an exciting introduction of our new demi-permanent line last year, we are excited to announce the arrival of four new color additions to View. This summer, Intense Ash Very Dark Brown (2,11), Intense Copper Brown (4,44), Red Irisé' Dark Blonde (6,62) and Beige Ash Dark Blonde (6,71) are here to provide even more creative color possibilities.

Ideal for everyone, View offers a strong toning effect with gentle, non-irritating ingredients. From its sustainable packaging made from recycled PET bottles to its unique formula created with natural polyglycerols extracted from olive oil, it provides extreme shine, moisture and softness to hair.



MORE ABOUT OUR LATEST SHADES 2,11 • 4,44 • 6,62 • 6,71

View takes colorists' creative possibilities to the next level. Formulated to respect people and the environment, it uses ingredients that are at least 88% of natural origin while being up to 99% biodegradable. Thanks to its acidic pH, View protects the hair from breakage and damage while providing extraordinary shine.



SMALL INTRO

PURCHASE

- 4 VIEW 2,11 60ml
- 4 VIEW 4,44 60ml
- 4 VIEW 6,62 60ml
- 4 VIEW 6,71 60ml

**SAVE
18%**

RECEIVE FREE

- 1 Activator 10 Vol 900ml
- 1 VIEW Color Chart Update Kit

\$95.20

Salon Value \$116.95 • #252070P

LARGE INTRO

PURCHASE

- 8 VIEW 2,11 60ml
- 8 VIEW 4,44 60ml
- 8 VIEW 6,62 60ml
- 8 VIEW 6,71 60ml

**SAVE
22%**

RECEIVE FREE

- 2 Activator 10 Vol 900ml
- 1 The Century of Light Progress 800g
- 1 VIEW Color Chart Update Kit

\$190.40

Salon Value \$247.15 • #252071P

BRING ON THE BLONDE

There is no better time to celebrate blondes than in the summer! The promotion offers the perfect toolkit to bring your clients' color requests to life. Explore any of our popular Mask with Vibrachrom blonde shades and follow up with Alchemic Silver to help the color look its best. Formulated with highly sustainable ingredients that are up to 98% biodegradable, Alchemic Silver helps maintain the clarity and tone of platinum and cool blonde hair as long as possible, making it glossy and soft all day long.

**SAVE
31%**

PURCHASE

- 32 Your Choice of Mask with Vibrachrom Blonde Shades* 100ml
- *Assortment listed to the right

RECEIVE FREE

- 4 Your Choice of Activators 900ml
- 1 The Century of Light Liberty 450g
- 1 Alchemic Shampoo Silver 1000ml - Stickered
- 1 Alchemic Conditioner Silver 1000ml - Stickered
- 2 Alchemic Pump

\$312.00

Salon Value \$458.00
#251581P

CONTACT CUSTOMER SERVICE
OR YOUR DSC FOR THIS DEAL

SELECT YOUR OPEN STOCK BLONDE SHADES FROM THE MASK WITH VIBRACHROM ASSORTMENT BELOW:

COOL BLONDES

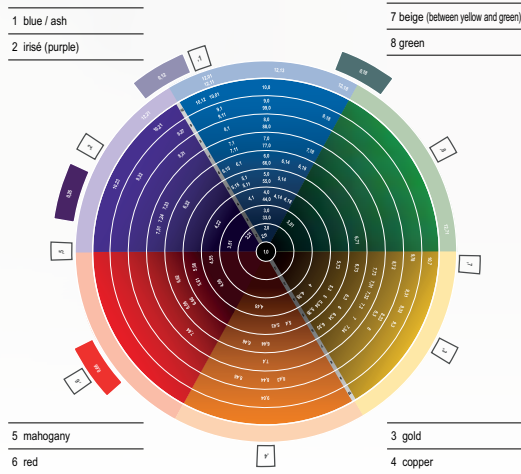
- 63028 MASK WITH VIBRACHROM 10,01
- 63031 MASK WITH VIBRACHROM 7,11
- 63032 MASK WITH VIBRACHROM 10,12
- 63041 MASK WITH VIBRACHROM 10,23
- 63074 MASK WITH VIBRACHROM 7,73
- 63082 MASK WITH VIBRACHROM 6,18
- 63084 MASK WITH VIBRACHROM 9,11
- 63088 MASK WITH VIBRACHROM 10,21
- 63097 MASK WITH VIBRACHROM 7,18
- 63098 MASK WITH VIBRACHROM 8,21
- 63099 MASK WITH VIBRACHROM 9,27
- 63114 MASK WITH VIBRACHROM 9,78
- 63115 MASK WITH VIBRACHROM 9,22
- 63116 MASK WITH VIBRACHROM 9,18
- 63117 MASK WITH VIBRACHROM 7,23

WARM BLONDES

- 63045 MASK WITH VIBRACHROM 8,3
- 63047 MASK WITH VIBRACHROM 9,31

EXTRALIFTS

- 63075 MASK WITH VIBRACHROM 12,01
- 63076 MASK WITH VIBRACHROM 12,11
- 63077 MASK WITH VIBRACHROM 12,21



Available in NY and CT.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

DevaCurl®

devafuser™

DevaCurl DevaFuser is a unique, universal diffuser that is the best helping hand your curls could ever ask for. Its 360-degree airflow completely surrounds curls from the roots to the ends for speedier drying time than traditional diffusers. The new ceramic inner core helps preserve moisture keeping curls frizz-free and shiny. The patented DevaFuser gives natural curls gorgeous shape and definition, while creating touchable volume.



DIFFUSE & SHINE DEAL



PURCHASE

1 DevaFuser

RECEIVE FREE

1 High Shine 1.7 oz.

\$25.00

Salon Value \$39.50 • #491256P

SAVE 37%

DEVATOWEL DEAL

PURCHASE

3 DevaTowels

RECEIVE FREE

1 DevaTowel

\$30.00

Salon Value \$40.00 • #491210P

SAVE 25%



devatwist™

ANTI-FRIZZ MICROFIBER TOWEL WRAP



Share the hands-free, frizz-fighting, multitasking way to dry curls with your clients.



- Soft, absorbent microfiber fights frizz
- Hands-free drying lets clients multitask
- Roomy crescent shape for all curl types

\$12.00 #491341

Available in NY, NJ, CT and FL.



framesi®
FAST

TRY ME!

3 NEW INTENSE SHADES

4.024 Medium Brown Moka	6.046 Dark Amber Blonde	8.044 Light Red Copper
-------------------------	-------------------------	------------------------



NEW! INTENSE PREPACK

INCLUDES

- 1 4.024 Medium Brown Moka
- 1 6.046 Dark Amber Brown
- 1 8.044 Light Red Copper
- 1 Swatch Card with all 12 NEW Intense Shades

\$14.99 **SAVE 52%**

#988595

12 NEW! INTENSE SHADES

CHOOSE FROM

#988596 4.024 Medium Brown Moka	#988597 5.024 Light Brown Moka	#988598 6.036 Dark Blonde Sandy Beige
#988599 7.036 Medium Blonde Sandy Beige	#988600 8.036 Light Blonde Sandy Beige	#988601 6.046 Dark Amber Blonde
#988602 7.046 Medium Amber Blonde	#988603 8.046 Light Amber Blonde	#988604 6.044 Dark Red Copper
#988605 7.044 Medium Auburn Blonde	#988606 8.044 Light Red Copper	#988607 10.00 Ultra Light Blonde

Available in NY, NJ, and CT.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM



framesi®
MILAN

FRAMCOLOR
2001
INTENSE
PERMANENT HAIRCOLOR

\$5.66 ea
Salon Value \$8.49



NEW!

FRAMESI COLOR LOVER
DYNAMIC BRUNETTE

BE DYNAMIC!
NEW! COLOR LOVER
DYNAMIC BRUNETTE & DYNAMIC RED SHAMPOO

#988593 Dynamic Brunette Shampoo 16.9 oz.
#988594 Dynamic Red Shampoo 16.9 oz.

\$9.77 ea
Salon Value \$13.95



NEW!

FRAMESI COLOR LOVER
DYNAMIC RED

BEAUTIFYING ELIXIRS CLEAN GETAWAY

SAVE
34%

PURCHASE

- 4 Bodifying Shampoo 8.45 oz.
- 4 Bodifying Conditioner 8.45 oz.
- 2 Moisture Intense Shampoo 8.45 oz.
- 2 Moisture Intense Conditioner 8.45 oz.

RECEIVE FREE

- 6 Clean Getaway Bag

BAG CONTENTS

- 4 Refill Bottle & Cap 3 oz. - Empty
- 1 Sprayer (for refill bottle)
- 1 Elevate 2 oz.

\$211.50 #888223



NOURISH CLEAN GETAWAY

SAVE
39%

PURCHASE

- 4 Hydrating Shampoo 8.45 oz.
- 2 Deep Moisture Cleanse 8.45 oz.
- 6 Moisture Solution Conditioner 8.45 oz.

RECEIVE FREE

- 6 Clean Getaway Bag

BAG CONTENTS

- 4 Refill Bottle & Cap 3 oz. - Empty
- 1 Sprayer (for refill bottle)
- 1 Elevate 2 oz.

\$168.50 #888224



EUFORA COLOR LOCKING SYSTEM + BONUS REPLENISHING TREATMENT

Get creative with gifting your 6 Replenishing Treatment trial sizes - gift to top VIPs, gift with Rituals, or gift with a pre-booked appointment.

INCLUDES

- 6 Sculpture 10.1 oz.
- 6 Illuminate 5.1 oz.
- 1 8x10 Consumer Display Card

PLUS BONUS SALON SAMPLES

- 6 Replenishing Treatment 1 oz.

\$137.80

#887198

SAVE
29%



LIVE BOLDY STYLE STATION SPOTLIGHT

SAVE
40%

PURCHASE

- 1 Boost 8 oz.
- 1 Elevate 10 oz.
- 1 Sculpture 10 oz.
- 1 Illuminate 5.1 oz.
- 1 Details 4.4 oz.

RECEIVE FREE

- 1 Eufora Round Brush - Medium

\$55.00

#888221



HERO SPOTLIGHT

PURCHASE

- 4 Eufora Hero For Men™ Starter Kits

KIT INCLUDES

- 1 Complete Shampoo 2 oz.
- 1 Revitalizing Treatment 2 oz.
- 1 Scalp Rescue 1 oz.
- 1 Molding Paste .25 oz.

RECEIVE FREE

- 1 Hero Spotlight Display

\$60.00

#888222



eufora
HERO
FOR MEN™

SAVE
35%

Available in NY, CT, RI, ME, NH, VT, NC, SC, MA, GA, MD, DE and FL.



SAVE
42%

COLOR PERFECTION RITUAL

PURCHASE

- 1 Color Elixir Professional Additive 16.9 oz.
- 1 Color Elixir Professional Sealer 16.9 oz.

RECEIVE FREE

- 1 Color Prep Spray 12.25 oz.
- 1 Color Control 2 oz.
- 24 Replenishing Treatment Sample 1 oz.

\$167.75

#888225

SALON STIMULUS BACKBAR KIT

INCLUDES

- 1 Urgent Repair Shampoo 33 oz.
- 1 Urgent Repair Treatment 33 oz.
- 1 Deep Moisture Cleanse 33 oz.
- 1 Moisture Mask 16 oz.
- 1 Beautifying Serum Refill 16 oz.

\$114.30

#888241

SAVE
40%



SAVE
44%

ULTIMATE SHINE TREATMENT

PURCHASE

- 1 Color Elixir Professional Sealer 16.9 oz.
- 2 Artisan Crystal Clear 3.4 oz.

RECEIVE FREE

- EUFORA COLOR LOCKING SYSTEM SAMPLES
- 5 Illuminate Sample Size 1 oz.
- 5 Sculpture Sample Size 1.7 oz.

\$70.00

#888226

INTENSE NATURAL WARM SERIES LAUNCH KIT

PURCHASE

- 1 4.003/4INW Medium I.N.W. Brown 3.4 oz.
- 1 5.003/5INW Light I.N.W. Brown 3.4 oz.
- 1 6.003/6INW Dark I.N.W. Blonde 3.4 oz.
- 2 7.003/7INW Medium I.N.W. Blonde 3.4 oz.
- 2 8.003/8INW Light I.N.W. Blonde 3.4 oz.
- 2 9.003/9INW Very Light I.N.W. Blonde 3.4 oz.

RECEIVE FREE

- 1 Stylist Apron
- 1 Silicone Tint Brush – Pink
- 1 Silicone Tint Brush – Green
- 1 New Shade Swatch Set (available with kit only)

\$94.50

#888227

SAVE
23%



FREE





KEUNE you

Custom haircare that starts with you

Keune You offers a customized haircare solution for every client, both in the salon and at home. After a personalized hair diagnosis, a professional stylist will add two of ten different hair elixirs to create your customized shampoo and conditioner. With over 100 combinations, every client gets the exact solution they need.

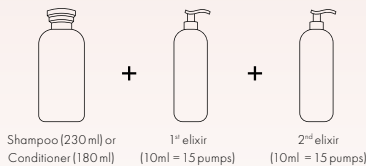
How does it work?

1. CONSULT

Diagnose your client's hair through a personal consultation.

2. MIX

At the back bar or trolley, add the 1st and 2nd elixir to the Keune You Shampoo and/or Conditioner. Use 15 pumps (10 ml) per elixir.

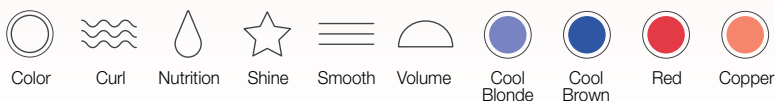


3. SHAKE

Shake the bottle for a minimum of 30 seconds and ta-da! Your client's customized haircare solution is finished. The shampoo and conditioner are retailed in luxurious, personalized showboxes.



The following elixirs are available:



The time is now for customization—enter Keune You! Keune You is all about, well, you. Because you have unique clients with different needs. So why settle for a one-size-fits-all solution? Keune You lets you customize shampoo and conditioner for each of your clients. Mixable in-salon with up to two elixirs for your client's hair care needs. Grab your introductory package on promotion today!

INCLUDES

- 12 Keune You Shampoo 230ml
- 1 Keune You Shampoo 1000ml
- 12 Keune You Conditioner 180ml
- 1 Keune You Conditioner 1000ml
- 1 Keune You Elixir – Color Protect 250ml
- 1 Keune You Elixir – Nutrition 250ml
- 1 Keune You Elixir – Smooth 250ml
- 1 Keune You Elixir – Shine 250ml
- 1 Keune You Elixir – Defined Curls 250ml
- 1 Keune You Elixir – Volume 250ml
- 1 Keune You Elixir – Cool Blonde 250ml
- 1 Keune You Elixir – Cool Brown 250ml
- 1 Keune You Elixir – Copper 250ml
- 1 Keune You Elixir – Red 250ml
- 4 Keune You Bowls
- 2 Care Metallic Liter Dispensers
- 6 Keune You Spatulas
- 1 Keune You Brush
- 1 Keune You Counter Display
- 1 Keune You Backbar Tray
- 1 Merchandising Kit (\$90 salon value)

**SAVE
33%**

\$599.00

Salon Value \$897.50

#486003P

Available in NY, NJ and PA - excludes NY upstate territories.

SAVE ON STYLERS

JOICO
the joi of healthy hair

SAVE 37%

**JOICO ICE
SPIKER
STYLING
GLUE**

5 oz.
#180189
Reg. \$9.44

\$5.99



SAVE 37%

**JOICO
JOIMIST**

9.1 oz.
#181101 Medium
#181102 Firm
Reg. \$9.45

\$5.99 ea



SAVE 37%

**JOICO
JOISHAPE**

9 oz.
#181100
Reg. \$9.45

\$5.99



SAVE 35%

**JOICO
JOIFIX**

10 oz.
#181103 Medium
#181104 Firm
Reg. \$9.17

\$5.99 ea



SAVE 28%

**JOICO
JOIGEL**

8.5 oz.
#181105 Medium
#181107 Firm
Reg. \$8.33

\$5.99 ea



SAVE UP TO 40%

**JOICO
JOIWHIP**

10 oz.
#181111
Reg. \$10.00

JOILOTION

10 oz.
#181109
Reg. \$8.35

\$5.99 ea



SAVE 37%

**JOICO
POWER
SPRAY**

9 oz.
#181112
Reg. \$9.45

\$5.99



SAVE 40%

**JOICO
POWER
WHIP
FOAM**

10.2 oz.
#181110
Reg. \$10.00

\$5.99



SAVE 28%

**JOICO
POWER
GEL**

8.5 oz.
#181114
Reg. \$8.33

\$5.99



SAVE UP TO 40%

**JOICO
DESIGN WORKS
SPRAY**

8.9 oz.
#181116
Reg. \$9.45
**TEXTURE BOOST
SPRAY WAX**

4 oz.
#181117
Reg. \$10.00

\$5.99



SAVE 40%

**JOICO
HUMIDITY
BLOCKER
SPRAY**

4.5 oz.
#181118
Reg. \$10.00

\$5.99



SAVE 37%

**JOICO
FLIP TURN
VOLUME
SPRAY**

9 oz.
#181160
Reg. \$9.45

\$5.99



SAVE 37%

**JOICO
IRONCLAD
THERMAL
SPRAY**

7 oz.
#181161
Reg. \$9.45

\$5.99



SAVE 33%

**JOICO
HEAT SET
BLOWOUT
CREAM**

5 oz.
#181162
Reg. \$8.89

\$5.99



SAVE 46%

**JOICO
ZERO HEAT
STYLING
CRÈME**

5.1 oz.
#182484 Fine/Medium
#182485 Thick
Reg. \$11.10

\$5.99 ea



SAVE 51%

**JOICO
DREAM
BLOWOUT
CRÈME**

6.7 oz.
#182486
Reg. \$12.25

\$5.99



Available in NY and CT.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

21

**BECAUSE BLONDES CAN NEVER
HAVE TOO MUCH HAIRCARE**



SALE \$8.50 EACH

CHOOSE FROM	REG
#183102 Blonde Life Brightening Shampoo 10.1 oz.....	\$10.27
#183105 Blonde Life Brightening Conditioner 8.5 oz.	\$10.83
#183112 Blonde Life Violet Shampoo 10.1 oz.	\$10.25
#183114 Blonde Life Violet Conditioner 8.5 oz.	\$10.83

SAVE UP TO 22%

SALE \$6.50 EACH

CHOOSE FROM	REG
#183117 Blonde Life Violet Foam 6 oz.	\$12.22
#183110 Blonde Life Viel 5.1 oz.	\$11.11
#183111 Blonde Life Brightening Oil 3 oz.	\$12.78

SAVE UP TO 49%

DITCH THE DAMAGE!

*Save on all Defy Damage® retail-size products
and open-stock ProSeries*

SALE \$6.99 EACH

CHOOSE FROM	REG
#182393 Defy Damage Protective Shampoo 10.1 oz.	\$9.25
#182394 Defy Damage Protective Conditioner 8.5 oz.....	\$9.75
#182395 Defy Damage Protective Masque 5.1 oz.	\$10.75
#182396 Defy Damage Protective Shield 3.38 oz.	\$10.50

SAVE UP TO 35%

CHOOSE FROM	REG	SALE
#182414 Defy Damage ProSeries 1 Bond-Protecting Color Optimizer Spray 8.4 oz.	\$39.99	\$31.99
#182415 Defy Damage ProSeries 2 Bond-Strengthening Color Treatment 16.9 oz.	\$29.99	\$23.99

SAVE 20%



Available in NY and CT.

FREE! DEFY DAMAGE PROSERIES 1
WITH JOICOLOR PURCHASE



FREE DEFY DAMAGE PROSERIES 1
BOND-PROTECTING COLOR OPTIMIZER
SPRAY 8.4 OZ. WITH 12-SHADE PURCHASE

\$39.99 SALON VALUE!

#182414

ELIGIBLE COLOR PURCHASE OPTIONS

- LumiShine YouthLock Permanent Crème Color 2.5 oz.
- LumiShine Permanent Crème Color 2.5 oz.
- LumiShine DD Demi-Permanent Crème Color 2.5 oz.
- LumiShine Demi-Permanent Liquid Color 2 oz.
- Vero K-PAK Permanent Crème Color 2.5 oz.
- Vero K-PAK Age Defy Permanent Crème Color 2.5 oz.
- Vero K-PAK Chrome Demi-Permanent Crème Color 2 oz.
- Blonde Life Hyper High Lift Permanent Crème Color 2.5 oz.
- Blonde Life Quick Tone Liqui-Crème Toner 2.5 oz.

FREE



FREE! DEFY DAMAGE PROSERIES 1
WITH COLOR INTENSITY® PURCHASE



FREE DEFY DAMAGE PROSERIES 1
BOND-PROTECTING COLOR OPTIMIZER SPRAY 8.4 OZ.
WITH THE PURCHASE OF 12 COLOR INTENSITY SHADES

\$39.99 SALON VALUE!

#182414

ELIGIBLE COLOR PURCHASE OPTIONS

- Color Intensity Semi-Permanent Crème Color 4 oz.

FREE



INTRODUCING LANZA WELLNESS

CBD-INFUSED HAIR CARE

feel the balance

Discover an invigorating infusion of wildcrafted botanicals blended with premium CBD (Cannabidiol), cultivated from sustainably sourced hemp grown in the USA. Soothing aromatherapy essences promote an overall sense of harmony & well-being.



SPECIAL INTRODUCTORY OFFER HEALING WELLNESS LAUNCH DUO

PURCHASE

1 CBD Revive Shampoo 236ml

GET 50% OFF

1 CBD Revive Conditioner 236ml

\$30.00

Salon Value \$40.00 • #624431P

SAVE \$10.00

CBD REVIVE SHAMPOO

HAIR BENEFITS

- Rehydrates, leaving hair soft & shiny
- Boosts volume & fullness
- Restores fiber integrity, resulting in stronger hair

SCALP BENEFITS

- Reduces oiliness & excess sebum to promote ideal scalp condition
- Eliminates impurities & flakes

#624431 236ml **\$20.00**

CBD REVIVE CONDITIONER

HAIR BENEFITS

- Provides healthy moisture in a weightless formula
- Delivers vital strength to help reduce hair breakage
- Color-safe formula delivers noticeable body

SCALP BENEFITS

- Rebalance to soothe & comfort
- Moisturizes to help alleviate dry, flaky, itchy scalp

#624432 236ml **\$20.00**

CBD SOOTHING SERUM

Massage onto troubled scalp & skin areas to experience the rebalancing effects of pure CBD.

SKIN / SCALP BENEFITS

- Soothes skin & scalp
- Quick-acting for immediate relief
- Calming formula delivers vital nourishment
- Leaves skin soft & supple
- Aromatherapy essential oils promote a sense of calm & well-being

#624433 30ml **\$22.00**

**SAVE
25%**

FREE! CBD SOOTHING SERUM

PURCHASE

3 CBD Soothing Serum 30ml

RECEIVE FREE

1 CBD Soothing Serum 30ml

\$66.00

Salon Value \$88.00

#624433P

ONLY \$16.50 EACH WHEN YOU BUY 4

SAVE \$22.00



INTRODUCTORY PROMOTION WELCOME TO WELLNESS

INCLUDES

- 4 CBD Revive Shampoo 236ml
- 4 CBD Revive Conditioner 236ml
- 4 CBD Soothing Serum 30ml
- 12 CBD Trio Foils
- 1 Healing Wellness Salon Tent Card

\$199.00

Salon Value \$313.00

#624499

**SAVE
36%**



Available in Metro NY and the state of NJ - excludes NY upstate territories.

25% OFF
ALL KHO RETAIL SIZES
FREE! HEMP TOTE BAG
WITH PURCHASE OF ANY 2
KERATIN HEALING OIL PRODUCTS

FREE



CHOOSE FROM

	SALE	REG
#624129 KHO Lustrous Shampoo 300ml.....	\$15.00	\$20.00
#624132 KHO Lustrous Conditioner 250ml.....	\$15.00	\$20.00
#624137 KHO Hair Treatment 100ml.....	\$16.50	\$22.00
#624140 KHO Finishing Spray 350ml.....	\$10.50	\$14.00
#624142 KHO Hair Plumper Finishing Spray 150ml.....	\$10.50	\$14.00
#624143 KHO Intensive Hair Masque.....	\$16.50	\$22.00
#624145 KHO Brush Thru Hair Spray 350ml.....	\$10.50	\$14.00
#624146 KHO Defrizz Cream 140ml.....	\$10.50	\$14.00
#624148 KHO Cleansing Cream 100ml.....	\$10.50	\$14.00
#624269 KHO Bounce Up Spray 180ml.....	\$10.50	\$14.00
#624270 KHO Smooth Down Spray 100ml.....	\$10.50	\$14.00
#624901 FREE Hemp Bag		



STYLE FOR STYLE
FREE! L'ANZA BRACELET
WITH ANY HEALING STYLE PURCHASE



FREE

CHOOSE FROM

#624210 Air Paste 167ml.....	\$12.00	#624222 Dry Texture Spray 300ml.....	\$14.00
#624211 Beach Spray 100ml.....	\$12.00	#624225 Mega Gel 200ml.....	\$9.00
#624213 Clay 100g.....	\$12.00	#624226 Molding Paste 200ml.....	\$11.50
#624214 Curl Define Cream 125g.....	\$12.00	#624227 Powder Up Texturizer 15g.....	\$11.50
#624215 Curl Up Cream 100ml.....	\$12.00	#624228 Sculpting Paste 100ml.....	\$12.00
#624216 Design F/X 350ml.....	\$11.50	#624229 Taffy 75ml.....	\$11.50
#624217 Design Foam 200ml.....	\$11.50	#624230 Texture Cream 125ml.....	\$11.50
#624219 Dramatic F/X 350ml.....	\$11.50	#624231 Thermal Defense 200ml.....	\$11.50
#624221 Dry Shampoo 300ml.....	\$11.50	#624403 FREE Bracelet	

STOCK UP ON HEALING COLOR

FREE! SWATCH BINDER

PURCHASE

Any 36 Healing Color 90ml

RECEIVE FREE

1 Swatch Binder
#624900 Swatch Binder



Available in Metro NY and the state of NJ - excludes NY upstate territories.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

STOCK UP ON HEALING COLOR

FREE! SHADE BOOK

PURCHASE

Any 24 Healing Color 90ml

RECEIVE FREE

1 Shade Book
#624115 Shade Book



LOMA[®]

CERTIFIED ORGANIC ALOE VERA GEL BASED PRODUCTS
HIGH-PERFORMANCE PRODUCTS
NATURALLY HEALING, ORGANIC INGREDIENTS
ESSENTIAL OIL-BASED FRAGRANCES
MADE WITH CLEAN, PURE WATER

*Naturally Inspired,
Organically Infused Hair Care*

WHO IS LOMA?

LOMA is a collection of organically infused, aromatic products for daily comfort. Naturally healing, organic ingredients partnered with environmentally-conscious manufacturing give you exceptional performance.

Enjoy fresh, natural aromas from organic ingredients in body washes, body lotions, lip balm and candles. We invite you to explore our refreshing, soothing and invigorating fragrance collections.

WHY LOMA?

David, the founder of LOMA Hair Care, created a collection of aromatic, organically infused products with his family in mind. Wanting his daughter Franky, her friends and their families to have a bath and body collection that is free from the world of products filled with parabens, dioxanes, phthalates, hormones, pesticides and more.

Over 27 years ago we innovated the use of Organic Aloe Vera Gel in the beauty industry making us ahead of the curve when it comes to the green beauty category that is now in high demand. Seeing that others were just as concerned with what they put on their bodies as what goes inside their bodies, he created this bath and body line for those and their families. LOMA is a naturally moisturizing, organically infused product for daily comfort for the entire family.

OUR PROMISE

We promise quality and longevity, and our passion is in the process - we research and test each raw material to ensure they're as clean as they claim to be. Our products are paraben, sodium chloride, gluten, soy and phthalate free, and have sulfate-free cleansing. We are also vegan friendly. And, of course, we NEVER test on animals! We invite you to experience the difference with LOMA.



NOURISHING OIL TREATMENT SALON INTRO

Replenish, Style & Protect

INCLUDES

25 Nourishing Oil Treatment
Samples 0.5 oz.
12 Nourishing Oil Treatment 3.4 oz.

\$126.90

Salon Value \$181.25
#119077

**SAVE
30%**



FORTIFYING REPAIRATIVE TONIC SALON INTRO

Reconstruct, Restore & Shine

INCLUDES

25 Fortifying Repairative Tonic
Samples 0.5 oz.
12 Fortifying Repairative Tonic 3.4 oz.

\$126.90

Salon Value \$181.25
#119076

**SAVE
30%**

Available in NY, NJ, CT, NE, GA, and FL.



**SAVE
33%**

MOISTURIZING COLLECTION

- Gluten, soy, paraben free cleansing and conditioning
- Detangles, softens and tames frizz

INCLUDES

- 1 Moisturizing Shampoo 12 oz.
- 1 Moisturizing Conditioner 12 oz.
- 1 Calming Crème 8 oz.

\$20.00

#119200



FINISHING SPRAY 9.1 OZ.

- Medium hold
- No buildup or flaking
- Layer for intense control or lightly mist for soft hold

\$8.05

Salon Value \$11.50 • #119056

**SAVE
30%**



**SAVE
33%**

CALMING CRÈME 8 OZ.

- Detangles, softens and tames frizz
- Thermal and flat iron protection

\$6.60

Salon Value \$10.00 • #119059

2020 TRAVEL SALE

Stock up on travel!

CHOOSE FROM

	SALE	REG
#119008 Moisturizing Shampoo 3 oz.....	\$3.00	\$4.28
#119012 Moisturizing Treatment 3 oz.	\$3.32	\$4.73
#119024 Violet Shampoo 3 oz.....	\$3.32	\$4.73
#119027 Violet Conditioner 3 oz.....	\$3.63	\$5.18
#119032 Deep Conditioner 3 oz.....	\$3.48	\$4.95
#119043 Curvy Crème 3 oz.....	\$3.15	\$4.50
#119044 Maximum Volumizing Solution 3 oz...	\$3.15	\$4.50
#119058 Calming Crème 3 oz.....	\$3.15	\$4.50

**SAVE
30%**



2020 MEDIUM INTRO

Purchase open stock and receive free merchandising, backbar and stylist station products – a value of \$212.00 for FREE!

**SAVE
30%**

PURCHASE OPEN STOCK

- 2 Daily Shampoo 12 oz.
- 2 Moisturizing Shampoo 12 oz.
- 2 Nourishing Shampoo 12 oz.
- 2 Violet Shampoo 12 oz.
- 2 Daily Conditioner 12 oz.
- 2 Moisturizing Treatment 12 oz.
- 2 Nourishing Conditioner 12 oz.
- 2 Violet Conditioner 12 oz.
- 2 Leave-In Conditioner Spray 8 oz.
- 2 Deep Conditioner 8 oz.
- 2 Fortifying Repairative Tonic 3.4 oz.
- 2 Nourishing Oil Treatment 3.4 oz.
- 2 Curvy Crème 8 oz.
- 4 Maximum Volumizing Solution 8 oz.
- 2 Smoothing Crème 8 oz.
- 2 Molding Crème 8 oz.
- 4 Calming Crème 8 oz.
- 2 Forming Paste 3 oz.
- 2 Fiber Putty 3 oz.
- 2 Finishing Hairspray 9.1 oz.
- 2 Crème Pomade 3 oz.
- 2 Texture & Finishing Spray 5.4 oz.
- 2 Dry Shampoo 4.4 oz.

\$498.00

Salon Value \$710.00 • #119000P

RECEIVE FREE (VALUE OF \$212.00)

- 1 Moisturizing Shampoo 33.8 oz.
- 1 Moisturizing Treatment 33.8 oz.
- 2 Pumps for 33.8 oz. bottles
- 1 Fortifying Repairative Tonic 3.4 oz.
- 1 Nourishing Oil Treatment 3.4 oz.
- 2 Calming Crème 8 oz.
- 1 Maximum Volumizing Solution 8 oz.
- 1 Curvy Crème 8 oz.
- 1 Firm Hold Gel 8 oz.
- 1 Smoothing Crème 8 oz.
- 1 Molding Crème 8 oz.
- 1 Leave-In Conditioner Spray 8 oz.
- 1 Texture & Finishing Spray 5.4 oz.
- 1 Dry Shampoo 4.4 oz.
- 1 Forming Paste 3 oz.
- 1 Fiber Putty 3 oz.
- 1 Crème Pomade 3 oz.
- 1 Finishing Hairspray 9.1 oz.

ALSO INCLUDES

- 10 Brochures
- 4 Easel Cards
- 1 Window Cling
- 2 Mirror Clings

2020 LARGE INTRO

Purchase open stock and receive free merchandising, backbar and stylist station products – a value of \$421.00 for FREE!

**SAVE
34%**

PURCHASE OPEN STOCK

- 3 Daily Shampoo 12 oz.
- 3 Moisturizing Shampoo 12 oz.
- 3 Nourishing Shampoo 12 oz.
- 3 Violet Shampoo 12 oz.
- 3 Daily Conditioner 12 oz.
- 3 Moisturizing Treatment 12 oz.
- 3 Nourishing Conditioner 12 oz.
- 3 Violet Conditioner 12 oz.
- 3 Deep Conditioner 8 oz.
- 3 Leave-In Conditioner Spray 8 oz.
- 3 Fortifying Repairative Tonic 3.4 oz.
- 3 Nourishing Oil Treatment 3.4 oz.
- 3 Curvy Crème 8 oz.
- 3 Firm Hold Gel 8 oz.
- 6 Maximum Volumizing Solution 8 oz.
- 3 Smoothing Crème 8 oz.
- 3 Molding Crème 8 oz.
- 6 Calming Crème 8 oz.
- 2 Forming Paste 3 oz.
- 3 Fiber Putty 3 oz.
- 3 Crème Pomade 3 oz.
- 3 Finishing Hairspray 9.1 oz.
- 3 Dry Shampoo 4.4 oz.
- 3 Texture & Finishing Spray 5.4 oz.
- 3 Firm Hold Hairspray 8 oz.

\$804.00

Salon Value \$1,225.00 • #119001P

RECEIVE FREE (VALUE OF \$421.00)

- 1 Daily Shampoo 33.8 oz.
- 1 Moisturizing Shampoo 33.8 oz.
- 1 Daily Conditioner 33.8 oz.
- 1 Moisturizing Treatment 33.8 oz.
- 4 Pumps for 33.8 oz. bottles
- 2 Fortifying Repairative Tonic 3.4 oz.
- 2 Nourishing Oil Treatment 3.4 oz.
- 2 Maximum Volumizing Solution 8 oz.
- 4 Calming Crème 8 oz.
- 2 Curvy Crème 8 oz.
- 2 Firm Hold Gel 8 oz.
- 2 Smoothing Crème 8 oz.
- 2 Molding Crème 8 oz.
- 2 Forming Paste 3 oz.
- 2 Fiber Putty 3 oz.
- 2 Crème Pomade 3 oz.
- 2 Finishing Hairspray 9.1 oz.
- 2 Dry Shampoo 4.4 oz.
- 2 Texture & Finishing Spray 5.4 oz.
- 2 Firm Hold Hairspray 8 oz.

ALSO INCLUDES

- 15 Brochures
- 6 Easel Cards
- 1 Window Cling
- 4 Mirror Clings

Available in NY, NJ, CT, NE, GA, and FL.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

NEW! TRY ME KIT

For a limited time only, salon pros can try the innovative CBD charged line developed for stylists by stylists that is reviving hair and retail.



TRY ME KIT

PURCHASE

- 1 CBD Instant Damage Correction Shampoo 12 oz.
- 1 CBD Instant Damage Correction Conditioner 12 oz.
- 1 CBD Instant Frizz Remedy 6 oz.
- 1 CBD 7 Minute Blowout 6 oz.
- 1 CBD Phyto-Molecular Oil 4 oz.
- 1 CBD Maximum Pain Relief 4 oz.

#389021

ALL FOR
ONLY
\$49.95



LIMITED TIME OFFER ONE TIME PURCHASE ONLY. LIMIT ONE PER CUSTOMER.

CBD CHARGED | LATEST CLINICALLY-PROVEN TECH

LEAF  FLOWER™

RESULTS DRIVEN | FOR STYLISTS, BY STYLISTS

Available in NY, NJ and CT.



Introducing **SEW-IN WEFT**

HAND TIED & MACHINE WEFT EXTENSIONS

Hotheads® hand tied and machine wefts are sew-in extensions made of 100% Remy human hair with body wave texture and pre-layered ends to provide a natural and beautiful transformation. With 21 colors to choose from, achieve the ultimate color customization for any client. Utilizing Hotheads non-damaging sew-in application technique allows stylists to add volume, length, or color safely and comfortably to clients that prefer the industry's latest cutting-edge method.

HAND TIED WEFT

Hotheads® Hand Tied Extensions are hand made, 11" wide wefts made from 100% Remy human hair. This allows the wefts to be seamless, thin, flexible, ultra-lightweight and lay close to the scalp.

LENGTHS AVAILABLE

- X500 14" – 12g Per piece
- X501 18" – 15g Per piece
- X502 22" – 21g Per piece



MACHINE WEFT

Hotheads® machine made weft seamlessly holds 2-3 times more density of hair than hand tied wefts. Comes as one 35" wide seam that can be cut into multiple pieces without shedding.

LENGTHS AVAILABLE

- X503 18" – 80g Per piece
- X504 22" – 100g Per piece



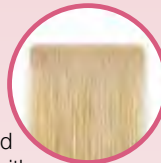
AMAZING RESULTS

Welcome to Hotheads, where an unforgettable transformation is less than an hour away. Create voluminous up-do's, red carpet ready length and fashionable color effects without damaging the natural hair. These flawless results show only a fraction of what you can achieve with Hotheads Extensions.



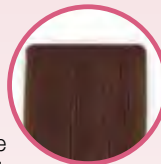
ORIGINALS 20-PIECE PACKS

Hotheads® Hair Extensions are uniquely designed to lay completely seamless and undetectable in the hair. Manufactured with amazing quality human remy hair with the cuticle intact allows our hair to be reapplied up to 3 times, while still looking and feeling amazing. Clients will get 8 to 10 weeks of wear from each application.



ULTIMATES 12-PIECE PACKS

Hotheads® Ultimates are a patented design, which virtually disappear into the hair, offering an even more natural blend. This innovative design blends into the hairline, appearing to be growing directly from the root.

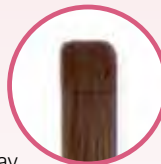


FANTASY 24-PIECE PACKS 12 COMPLETE EXTENSIONS 12-PIECE PACKS 6 COMPLETE EXTENSIONS

Rainbow Packs and Pastel Packs are pre-blended. Our original blend of human hair and temperature safe synthetic fiber creates bold and long lasting vibrant colors.

MICRO STRANDS 20-PIECE PACKS

Hotheads® Micro Strands are 0.4" wide bands that are specifically designed to lay completely undetectable in areas where tabs tend to be cumbersome. This includes the parietal ridge, crown, and the temple area. Ideal for the client who prefers up-do styles. Reapplied every 4 weeks to maintain integrity of the client's natural hair.



LENGTH CHART

Hotheads Extensions come prelayered in their packaging. Our shortest length has strands that range between 10" to 12" for a natural and tapered appearance. The same applies to all other extension lengths. Because of this, blending is made very simple, with minimal trimming necessary.

Hotheads Extensions are offered in:

10" – 12" / 30cm

14" - 16" / 40cm

16" - 18" / 45cm
(Fantasy Colors Only)

18" - 20" / 50cm

22" - 24" / 60cm

10" - 12"

14" - 16"

18" - 20"

22" - 24"



Available in FL, NJ, NY and PA.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

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THE WAIT IS OVER

NEW! MoroccanOil All in One Leave-in Conditioner and Volumizing Mist

Say hello to two of our most-requested products –
infused with argan oil to help nourish the hair!



ALL IN ONE LEAVE-IN CONDITIONER

This multitasker is an ideal stylist's prepping solution before cutting and styling.

- Instantly hydrates and detangles
- Prevents thermal damage and breakage
- 72 hours of softness and nourishment
- Infused with naturally derived superfoods

#352647	5.4 oz.	\$14.00
#352648	1.7 oz.	\$6.50

VOLUMIZING MIST

This light-as-air mist provides visibly fuller, more voluminous hair with no sticky after-feel.

- Up to 50% fuller hair with 72 hour-lift
- All-over movement and touchable hold
- Infused with mineral-rich Dead Sea Salt

#352645	5.4 oz.	\$14.00
#352646	1.7 oz.	\$6.50

LIMITED-TIME PROMOTIONS

ALL IN ONE LEAVE-IN CONDITIONER & VOLUMIZING MIST SALON INTRO

PURCHASE

- 5 All in One Leave-in Conditioner 5.4 oz.
- 5 Volumizing Mist 5.4 oz.

RECEIVE FREE

- 1 All in One Leave-in Conditioner 5.4 oz.
- 1 Volumizing Mist 5.4 oz.
- 10 MoroccanOil Beach Bags
- 1 Counter Card

\$140.00

Salon Value \$168.00
#352643



ALL IN ONE LEAVE-IN CONDITIONER & VOLUMIZING MIST STYLIST-EXCLUSIVE INTRO

PURCHASE

- 1 All in One Leave-in Conditioner 5.4 oz.
- 1 Volumizing Mist 5.4 oz.

RECEIVE FREE

- 1 MoroccanOil Beach Bag

\$28.00

#352644P



MOROCCANOIL®

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

Available in NY, NJ, CT and PA.

STYLIST PROMO

FALL 2020 EDITION

Moroccanoil is celebrating the passion and dedication of hairstylists with two new stylist-exclusive deals! Get your limited edition bag and bundle while supplies last.



THE ULTIMATE BLOWOUT

INCLUDES

- 1 Power Performance Ionic Hair Dryer
- 1 Ceramic Paddle Brush
- 1 **FREE** Ceramic Round Brush 1-3/8"
- 1 **FREE** Ceramic Round Brush 1-3/4"
- 1 **FREE** Ceramic Round Brush 2-1/8"
- 1 **FREE** ChromaTech PRIME 5.4 oz.
- 1 **FREE** ChromaTech POST 16.9 oz.
- 1 **FREE** Carryall Stylist Bag

\$164.00

Salon Value \$273.00 • #352649

STYLING SUPERSTARS

INCLUDES

- 1 Moroccanoil Treatment 3.4 oz.
- 1 Smoothing Lotion 10.2 oz.
- 1 Mending Infusion 2.53 oz.
- 1 Dry Texture Spray 5.4 oz.
- 1 Root Boost 8.5 oz.
- 1 **FREE** Luminous Hairspray Strong 10 oz.
- 1 **FREE** Perfect Defense 2 oz.
- 1 **FREE** ChromaTech PRIME 5.4 oz.
- 1 **FREE** ChromaTech POST 16.9 oz.
- 1 **FREE** Carryall Stylist Bag

\$81.00

Salon Value \$166.50 • #352650



MOROCCANOIL®

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

Available in NY, NJ, CT and PA.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

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FALL IN LOVE WITH BLENDED NEUTRALS

A PERFECT BLEND, MADE EASY

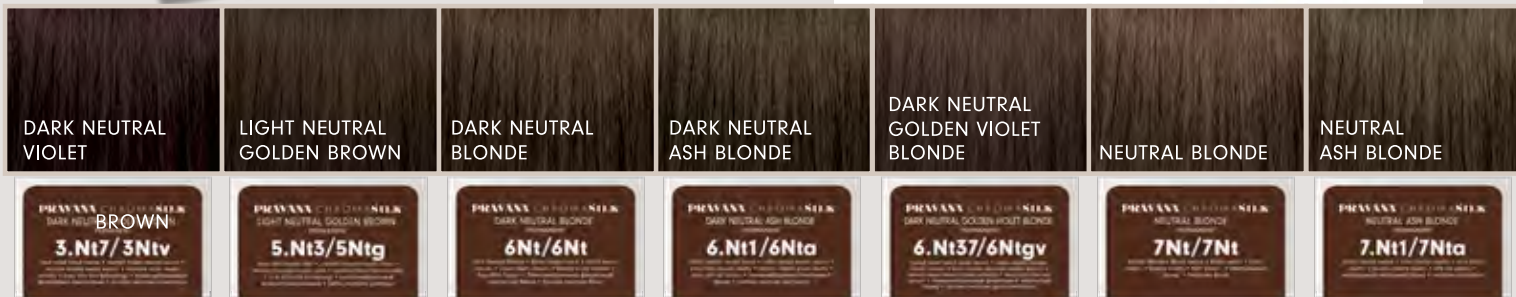
- Gray coverage
- Space-saving
- Time-saving
- Your new go-to

*Mix with any ChromaSilk Shade
and double the gray coverage impact!*

- Heavy dye load creates rich saturated results. Eliminates the look of hollow color. Lasts 30+ washes.
- Silk amino acid + keratin protein acts as a delivery system for better penetration to result in stronger, vibrant hair.

Naturals vs. Neutrals WHAT'S THE DIFFERENCE?

- PRAVANA's Natural shades have a slightly cool, blue base to mitigate warmth in the hair.
- NEW Blended Neutrals uses more red and yellow to balance blue, resulting in a neutral brown base, pre-mixed for you.



FREE! COLOR PROTECT MINI

Shampoo + Conditioner 2 oz. each

**WHEN YOU BUY
ANY 3 TUBES OF
BLENDED NEUTRALS.**

- Clinically proven to ensure color lasts up to 60 washes
- Antioxidant properties stop residual oxidation
- UV color protectors reduce color fading

#756403P



Available in NY, CT and New England.

1 FREE DEVELOPER

WITH PURCHASE OF ANY 12 SHADES

Choose from ChromaSilk, Express Tones & Vivids



CHOOSE FROM

- #756227 Creme Developer 10 Volume liter
- #756228 Creme Developer 20 Volume liter
- #756229 Creme Developer 30 Volume liter
- #756230 Creme Developer 40 Volume liter
- #756231 Zero Lift liter

Limit 12 deal per salon

SELL THE LINE PROVEN TO GROW HAIR!

ROOTS HAS LUXURY SOLUTIONS FOR CLIENT'S HAIR ISSUES

- Faster Hair Growth
- Stop Hair Shedding
- Support Hair Regrowth
- Post-Medical Care Hair Shedding
- Extensions Support/Traction Alopecia
- Stress Related Hair Fall
- Thicker Eyebrows

IMPERIUM™ SHAMPOO & CONDITIONER

- Hair stimulation with 15+ active ingredients
- Locks in moisture, shine, and volume
- Faster growth while slowing down/reversing hair loss and hair thinning

IMPERIUM™ SHAMPOO & CONDITIONER WITH CBD

- Anti-Stress reduction at hair roots
- Faster growth and superior health
- Designed to stimulate stronger and longer hair and slow down/reverse shedding

ROOTS
SALON PROFESSIONAL



TRY ME / STUDIO PACKAGE

PURCHASE

- 1 Imperium Shampoo 10 oz.
- 1 Imperium Conditioner 10 oz.
- 1 Imperium Shampoo w/CBD 10 oz.
- 1 Imperium Conditioner w/CBD 10 oz.
- 1 Power Up 2 oz.
- 1 D-Stress 2 oz.
- 1 Care 2 oz.
- 1 Power Extensions 2 oz.
- 1 Minoxidil 5% 2 oz.

RECEIVE FREE

- 1 Power Up 2 oz.
- 1 Minoxidil 5% 2 oz.

\$162.00 Retail Value \$392.00
#762005P

SALON STANDARD INTRO

PURCHASE

- 2 Imperium Shampoo 10 oz.
- 2 Imperium Conditioner 10 oz.
- 2 Imperium Shampoo w/CBD 10 oz.
- 2 Imperium Conditioner w/CBD 10 oz.
- 2 Power Up 2 oz.
- 2 D-Stress 2 oz.
- 2 Care 2 oz.
- 2 Power Extensions 2 oz.
- 2 Minoxidil 5% 2 oz.

RECEIVE FREE

- 1 Power Up 2 oz.
- 1 D-Stress 2 oz.
- 1 Minoxidil 5% 2 oz.

\$321.00 Retail Value \$778.00
#762006P

SALON COMPLETE PACKAGE

PURCHASE

- 4 Imperium Shampoo 10 oz.
- 4 Imperium Conditioner 10 oz.
- 4 Imperium Shampoo w/CBD 10 oz.
- 4 Imperium Conditioner w/CBD 10 oz.
- 4 Power Up 2 oz.
- 4 D-Stress 2 oz.
- 4 Care 2 oz.
- 4 Power Extensions 2 oz.
- 4 Minoxidil 5% 2 oz.

RECEIVE FREE

- 2 Power Up 2 oz.
- 2 D-Stress 2 oz.
- 1 Power Extensions 2 oz.
- 2 Minoxidil 5% 2 oz.

\$648.00 Retail Value \$1540.00
#762007P

CUSTOMIZED TOPICALS TO TARGET SPECIFIC ISSUES FOR SUPERIOR RESULTS.



Roots Professional 5% Ultra Pure Minoxidil also available as the Roots the perfect accompaniment to other topicals for synergistic results.

MORE GROWTH POWER

POWER UP YOUR HAIR FOLLICLES

- Power Up any other derm/salon product for improved growth
- Improves the results of Minoxidil when added immediately afterwards

EXTENSION SUPPORT

POWER EXTENSIONS SUPPORTS EXTENSION USE

- Supports faster growth for longer and thicker hair
- Designed to protect extensions from causing traction alopecia. A salon first!

FEMALE HAIR ISSUES

D-STRESS TAKES CARE OF STRESS RELATED HAIR ISSUES

- Perfect to halt and reverse female related hair sheds. Great for eyebrows. Ask us how.
- Anti-aging support to keep hair at its healthiest

POST MEDICAL HAIR LOSS

CARE IS FOR POST MEDICAL HAIR LOSS

- First in the category for gentle yet powerful hair stimulation after illness or medical issues
- Ultra gentle formulation



Available in NY, NJ, PA, CT, RI, ME, NH, VT, SC, NC, MA, GA, DL and FL.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

SEPTEMBER 2020

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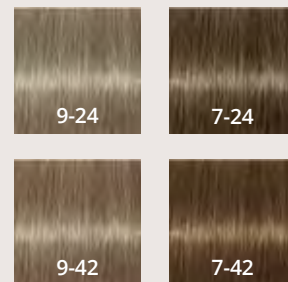


NEW!
IGORA ROYAL® +
IGORA VIBRANCE®
MUTED DESERT



New dual system application trend collection based on 4 IGORA ROYAL and new 4 IGORA VIBRANCE matching shades

Inspired by the chalky and calm landscapes of the desert, IGORA MUTED DESERT offers cool beige & soft gray nuances.



MUTED DESERT
TRY-ME KIT

INCLUDES

- 4 IGORA ROYAL MUTED DESERT Permanent Color Shades 2.1 oz. (1 each 9-24, 7-24, 9-42 & 7-42)
- 4 IGORA VIBRANCE MUTED DESERT Demi-Permanent Color Shades 2.02 oz. (1 each 9-24, 7-24, 9-42 & 7-42)
- 1 IGORA ROYAL MUTED DESERT Swatch Book Insert
- 1 IGORA VIBRANCE MUTED DESERT Swatch Book Insert
- 2 IGORA MUTED DESERT Marketing Materials

\$37.95 Salon Value \$85.60
 #704500

SAVE
56%



FREE!
DEVELOPER
WITH YOUR IGORA®
COLOR10 PURCHASE
10-MINUTE PERMANENT
HAIR COLOR

DELIVERING

- Long-lasting color results
- Up to 100% white hair coverage

PURCHASE

- 6 IGORA COLOR10 Color Creams 2.1 oz. (Any mix & match)

RECEIVE FREE

- 1 IGORA ROYAL 20Vol Oil Developer 33.8 oz.
- #700136P Free 20Vol



SAVE
54%

BC BONACURE
PH 4.5 COLOR FREEZE

PURCHASE

- Color Freeze Shampoo Micellar 8.5 oz.
- OR**
- Color Freeze Silver Shampoo 8.5 oz.

RECEIVE FREE

- Color Freeze Conditioner 6.8 oz.

\$9.00 Salon Value 19.50

- #702003P Color Freeze
- #702005P Color Silver

Available in NY, NJ, FL and GA.

NEW! OSiS+
DRY TEXTURE

*Texturize Tomorrow's
Long Hair Today*

TRY-ME INTRO OFFER

\$4.50 each

**SAVE
50%**



OSiS+
FRESH TEXTURE

DRY SHAMPOO FOAM
Prep for textured looks. A cleansing foam infused with 7 herbs that treats normal to greasy scalps to deliver root lift and reactivate volume without shampooing.

\$9.00
#704509



OSiS+
SOFT TEXTURE

DRY CONDITIONER
A multi-talented dry beautifier that detangles the hair giving it a velvety shine and a frizz-free hair surface.

\$9.00
#704510



OSiS+
TEXTURE CRAFT

DRY TEXTURE SPRAY
An invisible, dry texturizing spray to create, shape and define volume and texture without compromising on natural feel and shine.

\$9.00
#704511

FREE!
**ESSENSITY[®] AMMONIA-FREE
LIGHTENER + TOTE BAG**
WITH YOUR ESSENSITY[®] COLOR PURCHASE



- Up to 100% white hair coverage
- Our most natural looking hair color
- Free from Ammonia, Mineral Oil and Parabens

PURCHASE
10 ESSENSITY Color Creams 2.1 oz.
(Any mix & match)

RECEIVE FREE
1 ESSENSITY Ammonia-Free
Lightener 15.8 oz.
1 ESSENSITY Tote Bag
(Pre-packed)

\$76.00
Salon Value \$140.95
#701707P Free Goods

**SAVE
46%**



FREE

Available in NY, NJ, FL and GA.

ORDER 24/7 AT WWW.PARAMOUNTBEAUTY.COM

\$690 INTRO

3 OF EACH

Mineral Moisturizing Shampoo 8.5 oz.
 Mineral Moisturizing Conditioner 8.5 oz.
 Mineral Treatment Shampoo 8.5 oz.
 Mineral Treatment Conditioner 8.5 oz.
 Divine Shampoo 8.5 oz.
 Divine Conditioner 8.5 oz.
 Divine Mineral Mud 8.5 oz.

2 OF EACH

Mineral Moisturizing Shampoo 3 oz.
 Mineral Moisturizing Conditioner 3 oz.
 Mineral Mud 3 oz.
 Mineral Mud 8.5 oz.
 The One 3 oz.
 The One 5.1 oz.
 Mineral Drop 3 oz.

1 OF EACH

Volumizer 5.1 oz.
 Moisturizing Curl Cream 8.5 oz.
 Leave In Mud 8.5 oz.
 Rejuvenating Styling Cream 8.5 oz.
 Sculpting Lotion 8.5 oz.
 Mineral Pomade 2.4 oz.
 Mineral Clay 2.4 oz.

MARKETING ITEMS

1 Window Sticker
 1 Brochure
 2 Cube Talkers + 2 Cards
 5 Mineral Boxes
 10 Mineral Moisturizing Shampoo Samples .5 oz.
 10 Mineral Mud Samples .5 oz.

FOR PROFESSIONAL USE ONLY

1 OF EACH

Backbar Mineral Mud 34 oz.
 Backbar Divine Mineral Mud 34 oz.
 Backbar Mineral Moisturizing Shampoo 34 oz.
 Backbar Mineral Moisturizing Conditioner 34 oz.
 Backbar Mineral Treatment Shampoo 34 oz.
 Backbar Mineral Treatment Conditioner 34 oz.
 Backbar Divine Shampoo 34 oz.
 Backbar Divine Conditioner 34 oz.

8 FREE BACKBARS INCLUDED!

FOR PROFESSIONAL USE ONLY

1 OF EACH

Station Volumizer 5.1 oz.
 Station Divine Curl Cream 8.5 oz.
 Station Leave In Mud 8.5 oz.
 Station The One 5.1 oz.
 Station Mineral Drop 3 oz.
 Station Rejuvenating Styling Cream 8.5 oz.
 Station Sculpting Lotion 8.5 oz.
 Station Mineral Pomade 2.4 oz.
 Station Mineral Clay 2.4 oz.

9 FREE STATION ITEMS INCLUDED!

\$690.00

Salon Value \$878.40

#765001P

**SAVE
21%**



\$1,990 INTRO

6 OF EACH

Mineral Moisturizing Shampoo 3 oz.
 Mineral Moisturizing Shampoo 8.5 oz.
 Mineral Moisturizing Conditioner 3 oz.
 Mineral Moisturizing Conditioner 8.5 oz.
 Mineral Treatment Shampoo 8.5 oz.
 Mineral Treatment Conditioner 8.5 oz.
 Divine Shampoo 8.5 oz.
 Divine Conditioner 8.5 oz.
 Divine Mineral Mud 8.5 oz.
 Mineral Mud 3 oz.
 Mineral Mud 8.5 oz.
 Leave In Mud 8.5 oz.
 The One 3 oz.
 The One 5.1 oz.
 Mineral Drop 3 oz.

2 OF EACH

Mineral Moisturizing Shampoo 34 oz.
 Mineral Moisturizing Conditioner 34 oz.
 Mineral Treatment Shampoo 34 oz.
 Mineral Treatment Conditioner 34 oz.
 Divine Shampoo 34 oz.
 Divine Conditioner 34 oz.
 Divine Mineral Mud 34 oz.
 Mineral Mud 34 oz.

3 OF EACH

Volumizer 5.1 oz.
 Moisturizing Curl Cream 8.5 oz.
 Rejuvenating Styling Cream 8.5 oz.
 Sculpting Lotion 8.5 oz.
 Mineral Pomade 2.4 oz.
 Mineral Clay 2.4 oz.

MARKETING ITEMS

1 Window Sticker
 1 Salon Banner
 2 Cube Talkers + 2 Cards
 3 Brochures
 10 Shopping Bags
 20 Mineral Boxes
 30 Mineral Moisturizing Shampoo Samples .5 oz.
 30 Mineral Mud Samples .5 oz.

FOR PROFESSIONAL USE ONLY

2 OF EACH

Backbar Mineral Mud 34 oz.
 Backbar Divine Mineral Mud 34 oz.
 Backbar Mineral Moisturizing Shampoo 34 oz.
 Backbar Mineral Moisturizing Conditioner 34 oz.
 Backbar Mineral Treatment Shampoo 34 oz.
 Backbar Mineral Treatment Conditioner 34 oz.
 Backbar Divine Shampoo 34 oz.
 Backbar Divine Conditioner 34 oz.

16 FREE BACKBARS INCLUDED!

FOR PROFESSIONAL USE ONLY

3 OF EACH

Station Volumizer 5.1 oz.
 Station Divine Curl Cream 8.5 oz.
 Station Leave In Mud 8.5 oz.
 Station The One 5.1 oz.
 Station Mineral Drop 3 oz.
 Station Rejuvenating Styling Cream 8.5 oz.
 Station Sculpting Lotion 8.5 oz.
 Station Mineral Pomade 2.4 oz.
 Station Mineral Clay 2.4 oz.

27 FREE STATION ITEMS INCLUDED!

\$1,990.00

Salon Value \$2,759.00

#765002P

**SAVE
28%**



No parabens. No gluten.
No harmful sulfates.

VERB®



HYDRATING MASK JUMBO 16.2 OZ.

Verb Hydrating Mask is a weightless conditioning treatment designed to nourish all hair types. Use weekly to restore color-treated, over-styled hair or to add shine and softness.

\$16.00
Salon Value \$20.00
#559158

SAVE 20%

SAVE 30% ON VOLUME COLLECTION

The Verb Volume line products are lightweight, volumizing formulas that amplify hair for a full-bodied, pliable finish. These weightless formulas instantly boosts any style, providing all-over lift with touchable hold.

VOLUME REGULAR-SIZE PRODUCTS

CHOOSE FROM

- #559050 Volume Shampoo 12 oz.
- #559051 Volume Conditioner 12 oz.
- #559148 Volume Spray 6.5 oz.

\$7.00 ea
Salon Value \$10.00

VOLUME JUMBO-SIZE PRODUCTS

CHOOSE FROM

- #559052 Volume Shampoo 32 oz.
- #559053 Volume Conditioner 32 oz.

\$15.58
Salon Value \$22.25

SAVE 30%



Available in NY, NJ, CT and PA.

**EXTENSION FX
LASHES**

Our brand new Extension FX Collection takes the guesswork out of choosing the perfect lash style for you, so you can enhance your natural beauty based on your eye shape!

Get the B-Curl lash if you have deep-set eyes or if you simply want to open up and brighten your eyes.

Get the D-Curl lash if you have almond or deep-set eyes or if you simply want to create a widened look for your eyes.

CHOOSE FROM

- #126417 B-Curl Lashes
- #126418 D-Curl Lashes

\$4.75 ea



8D STRIP LASHES

Our 100% cruelty-free 8D Faux Mink lashes boast tons of multidimensional impact with our famous silky, ultra-luxe faux mink quality.

- Maximum dimension & volume
- Staggered lash style for a feathery, fluffy effect
- Super soft, fine, tapered fibers feature a delicate curl
- Medium to full volume yet still lightweight
- Knot-free, Invisiband for a seamless look and the most comfortable wear

CHOOSE FROM

- #126423 Strip Lashes 950
- #126424 Strip Lashes 951
- #126425 Strip Lashes 952
- #126426 Strip Lashes 953

\$4.75 ea

BROW TINT

Get salon-quality results at home with Ardell's new and easy-to-use Brow Tint! Our vegan, ammonia-free permanent dye is safe and effective and lasts up to 2 weeks.

EACH KIT INCLUDES

- 1 Bottle Powder Tint 0.30 oz.
- 1 Bottle Conditioning Developer 1 oz.
- 1 Reusable Tray
- 1 Reusable Spoolie
- 1 Reusable Spatula for Mixing

CHOOSE FROM

- #126419 Light Brown
- #126420 Medium Brown
- #126421 Dark Brown
- #126422 Black

\$13.99 ea



LARGE SMOOTH FOIL ROLL

Medium

CHOOSE FROM

- #663001 Silver
- #663002 Rose

\$45.00 ea



EMBOSSED FOIL ROLL

Black

\$14.30

#663004



POP UP FOIL

Silver • 5" x 11"

\$14.00

#663005

SMALL SMOOTH FOIL ROLL

Silver • Medium

\$11.00

#663003



POP UP FOIL

5" x 11"

CHOOSE FROM

- #663006 Magenta
- #663007 Rose
- #663008 Ethereal
- #663009 Black

\$19.00 ea



EMBOSSED FOIL SHEETS

Silver • Medium

\$22.00

#663010

GATOR GRIPS

4 pk.

CHOOSE FROM

- #663011 Black
- #663012 Pink

\$10.00 ea



BIG DADDY BRUSH SET

\$10.00

#663016



COLOR BRUSH SET

Black

\$10.00

#663013



POWER PAINTER BRUSH SET

\$10.00

#663015



DRY AND BYEEE TOWELS

\$25.00

#663022

MANIAC MESH

Clear • 50 sheets

\$12.00

#663018



CLASSIC COLOR BRUSH

Pink

\$2.50

#663014



BANGER FOREHEAD PROTECTION

\$10.00

#663023



FUNKED UP FILM

Biodegradable with ZERO cling

\$19.00

#663019



BACKWARDS BIBS

50 ct.

\$15.00

#663021

KOLOR KILLER WIPES

100 ct.

\$10.00

#663020



CORE DETANGLE 9-PC. BRUSH DISPLAY

\$89.78

#663017

NITRILE GLOVES

100 ct.

CHOOSE FROM

- #663024 Small
- #663025 Medium
- #663028 Large

\$15.00 ea



BRIGHT FUTURE PRO DETANGLER

- Redesigned by stylists, and for stylists
- Ultra-soft IntelliFlex® bristles
- EasyGrip™ rubberized handle
- Bold abstract prints adorned with foiled strokes

CHOOSE FROM

- #402454 Pink
- #402455 Purple
- #402456 Teal
- #402457 Black

\$7.50 ea



DISNEY VILLAINS DETANGLER

- Award-winning detangling brush
- Ultra-soft IntelliFlex® bristles
- Ergonomic handle

CHOOSE FROM

- #402474 Evil Queen
- #402475 Savage
- #402476 Vicious
- #402477 True Love

\$9.00 ea



16-PIECE DISPLAY

\$144.00
#402473



THICK HAIR PRO DETANGLER

- Redesigned by stylists, and for stylists
- Ultra-soft IntelliFlex® bristles
- EasyGrip™ rubberized handle
- NEW for 2020

CHOOSE FROM

- #402458 Black
- #402459 Purist Blue

\$7.50 ea

DISNEY CLASSICS DETANGLER

- Award-winning detangling brush
- Ultra-soft IntelliFlex® bristles
- Ergonomic handle

CHOOSE FROM

- #402478 Super Cool Mickey

\$8.50 ea



DISNEY GLITTER BALL PRINCESS MINI DETANGLER

- Small size for convenient storage
- Ultra-soft IntelliFlex® bristles
- Ergonomic handle

CHOOSE FROM

- #402465 Ariel
- #402466 Belle
- #402467 Jasmine
- #402468 Cinderella
- #402469 Rapunzel
- #402470 Snow White
- #402471 Aurora

\$5.00 ea



28-PIECE DISPLAY

\$140.00
#402472

DISNEY PRINCESS WHOLEHEARTED ORIGINAL DETANGLER

- Award-winning detangling brush
- Ultra-soft IntelliFlex® bristles
- Ergonomic handle

CHOOSE FROM

- #402479 Ariel
- #402480 Belle
- #402481 Cinderella
- #402482 Jasmine
- #402483 Tiana
- #402484 Rapunzel
- #402485 Moana

\$8.50 ea



HELLO KITTY ORIGINAL DETANGLER

- Award-winning detangling brush
- Ultra-soft IntelliFlex® bristles
- Ergonomic handle

CHOOSE FROM

- #402486 Original HK
- #402487 Bubble Gum
- #402488 Under My Umbrella

\$8.50 ea

12-PIECE DISPLAY

\$102.00
#402489

