SHEAR

HOT DEALS

MAY/JUNE 2021

Refresh for SPRING

- SUMMER RETAIL KITS
- SHAMPOO LITRE SALE
- NEW NIOXIN TRIAL KITS
- NEW! WELLA COLOR CHARM PAINTS

WELLA

WELLA PROFESSIONALS · SEBASTIAN PROFESSIONAL · NIOXIN · ghd good hair day · CLAIROL PROFESSIONAL

THE PERFECT PARTNERS FOR ANY COLOR SERVICE

Color Post Treatment,
PreGuard Cream and/or
Stain Remover at 20% off!

Color Post Treatment:

SPECIAL SALON PRICE: $18.40
REGULAR SALON PRICE: $23.00
SAVE: $4.60 | 20%

PreGuard Cream, Stain Remover:

SPECIAL SALON PRICE: $6.00
REGULAR SALON PRICE: $7.50
SAVE: $1.50 | 20%

COLOR FRESH CREATE PROMOTION

BUY ANY 6 COLOR FRESH CREATE SHADES, RECEIVE COLOR FRESH TOMORROW CLEAR FREE!

WE210525X

WE21501

SPECIAL SALON PRICE: $37.50
REGULAR SALON PRICE: $43.75
SAVE: $6.25 | 14%

ILLUMINA COLOR GLOSSING SERVICE

BUY ANY 18 ILLUMINA SHADES AND RECEIVE 1.9% EMULSION AND COLOR POST SERVICE FREE!

ENHANCE THE NEW LLUMINAGE TECHNIQUE WITH A **GLOSSING SERVICE**

WE210524X

WE20500

SPECIAL SALON PRICE:
$171.00
REGULAR SALON PRICE: $207.95
SAVE: $36.95 | 15.3%

WE21005: 1.9

SELECT BLONDOR SKUS @ 25% OFF!

TAG
@WELLASTUDIOTO
ON INSTAGRAM FOR A CHANCE TO HAVE
YOUR WORK FEATURED

WE22509

SPECIAL SALON PRICE:
$5.96-$21.00
REGULAR SALON PRICE:
$7.95 - $28.00
SAVE: $1.99 - $7.00 | 25%

WE22501 WE22504 WE22505 WE22506

WELLA MAGMA SHADES @ 25% OFF!

WE22510

PARTNER WITH COLOR TOUCH RELIGHTS FOR ENHANCED **VIBRANCY AND SHINE**

SPECIAL SALON PRICE:
$22.46
REGULAR SALON PRICE: $29.95
SAVE: $7.49 | 25%

BLONDOR LIQUID TONERS @ 15% OFF!

WE22500

SPECIAL SALON PRICE:
$6.76
REGULAR SALON PRICE: $7.95
SAVE: $1.19 | 15%

SEBASTIAN SUMMER RETAIL DUOS @ 20% OFF!

BUY DRENCH, PENETRAITT, AND/OR DARK OIL RETAIL DUOS @ 20% OFF!

DRENCH, PENETRAITT

SPECIAL SALON PRICE: **$17.76**

REGULAR SALON PRICE: $22.20

MSRP: $29.60 ea. **SAVE: $4.44 | 20%**

DARK OIL

SPECIAL SALON PRICE: **$18.48**

REGULAR SALON PRICE: $23.10

MSRP: $30.80 ea. **SAVE: $4.62 | 20%**

Promotion ships pre-pack.

	PRODUCTS	SIZE	QTY	PART #
P-SN18010P	DRENCH RETAIL DUO	PACK	1	99350104039
P-SN18011P	PENETRAITT RETAIL DUO	PACK	1	99350104038
P-SN18012P	DARK OIL RETAIL DUO	PACK	1	99350104037

SEBASTIAN FORM FAVORITES | 20% OFF!

GET 20% OFF ON YOUR SEBASTIAN FAVORITE STYLING PRODUCTS :

- Mousse Forte
- Molding Mud
- Texturizer
- Craft Clay

SPECIAL SALON PRICE: **$9.58**

REGULAR SALON PRICE: $11.97

SAVE: $2.39 | 20%

SEB MAN CARE AND STYLING @ 20% OFF!

CHOOSE YOUR FAVORITE SEB MAN CARE AND STYLING SKUS @ 20% OFF!

SN11401
SN11403
SN11404
SN11406
SN11409
SN11411
SN11412
SN11413
SN11414
SN11415
SN11416
SN11417
SN11418
SN11419

SPECIAL SALON PRICE: **$7.44 - $20.40**

REGULAR SALON PRICE: $9.30 - $25.50

SAVE: $1.86 - $5.10 | 20%

NIOXIN SUMMER RETAIL DUOS @ 20% OFF

SPECIAL SALON PRICE: $23.52
REGULAR SALON PRICE: $29.40
MSRP: $39.20 ea.
SAVE: $5.88 | 20%

SYSTEM 1: for natural hair with light thinning
SYSTEM 2: for natural hair with progressed thinning
SYSTEM 3: for colored hair with light thinning
SYSTEM 4: for colored hair with progressed thinning
SYSTEM 5: for chemically-treated hair with light thinning
SYSTEM 6: for chemically-treated hair with progressed thinning

Promotion ships pre-pack.

PRODUCTS		SIZE	QTY	PART #
P-NN18017P	SYSTEM 1 CARE DUO	PACK	1	99350104058
P-NN18018P	SYSTEM 2 CARE DUO	PACK	1	99350104057
P-NN18019P	SYSTEM 3 CARE DUO	PACK	1	99350104054
P-NN18020P	SYSTEM 4 CARE DUO	PACK	1	99350104055
P-NN18021P	SYSTEM 5 CARE DUO	PACK	1	OPEN STOCK
P-NN18022P	SYSTEM 6 CARE DUO	PACK	1	OPEN STOCK

SYSTEM TRIAL KITS @ 15% OFF (SYSTEMS 1-6)

SYSTEM TRIAL KITS INCLUDE
1 CLEANSER 150 mL, 1 SCALP THERAPY 150 mL, AND 1 TREATMENT 40 / 50 mL

NN10012
NN12010
NN13013
NN14010
NN15006
NN16006

NEW!

SPECIAL SALON PRICE: $19.37
REGULAR SALON PRICE: $22.79
MSRP: $32.29 ea. | **SAVE: $3.42 | 15%**

NN210526X

BUY 6 SCALP RENEW, GET 1 CLARIFYING CLEANSER LITER FREE

OFFER CLIENTS A VIP EXPERIENCE DURING THEIR NEXT SALON VISIT!

CLARIFYING CLEANSER

- Nourishes the hair and scalp while washing away product build up for a clean outcome
- Leaves hair feeling refreshed and neutralizes the hard water mineral deposits on hair for a light and flexible effect.

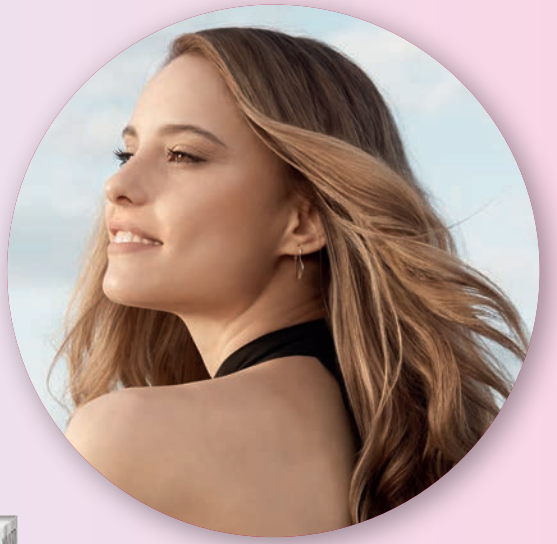
SCALP RENEW

Dermabrasion anti-aging treatment

- Acts like a facial for the scalp
- Regenerates and revitalizes
- Scalp Infusion technology

SPECIAL SALON PRICE: $69.99
REGULAR SALON PRICE: $113.33
SAVE: $43.34 | 38%

WELLA SUMMER RETAIL KITS @ 30% OFF



PREPACKED RETAIL KITS

INVIGO BRILLIANCE

SPECIAL SALON PRICE:
$22.05
REGULAR SALON PRICE: $31.50
SAVE: $9.45 | 30%

P-WE18023P

VOLUME BOOST

SPECIAL SALON PRICE:
$22.47
REGULAR SALON PRICE: $32.10
SAVE: $9.63 | 30%

P-WE18026P

BLONDE RECHARGE

SPECIAL SALON PRICE:
$23.09
REGULAR SALON PRICE: $32.99
SAVE: $9.90 | 30%

P-WE18025P

Promotion ships pre-pack.

PRODUCTS	SIZE	QTY	PART #
BRILLIANCE FINE	PACK	1	99350064672
BRILLIANCE COARSE	PACK	1	99350064671
BLONDE RECHARGE	PACK	1	99350061350
VOLUME BOOST	PACK	1	99350064670

OPEN STOCK RETAIL DUOS

FUSIONPLEX

SPECIAL SALON PRICE:
$18.47
REGULAR SALON PRICE: $26.38
SAVE: $7.91 | 30%
P-WE18031P

ELEMENTS

SPECIAL SALON PRICE:
$16.80
REGULAR SALON PRICE: $24.00
SAVE: $7.20 | 30%
P-WE18032P

COLORMOTION+ & NUTRICURLS

SPECIAL SALON PRICE:
$18.89
REGULAR SALON PRICE: $26.98
SAVE: $8.09 | 30%
P-WE18027P

OIL REFLECTIONS

SPECIAL SALON PRICE:
$18.20
REGULAR SALON PRICE: $26.00
SAVE: $7.80 | 30%
P-WE18030P

SHIMMER LIGHTS @ 20% OFF!

AVAILABLE FOR:

BG00022 · SHIMMER LIGHTS SHAMPOO, 237 mL
BG00021 · SHIMMER LIGHTS TONING MASK, 200 mL
BG00023 · SHIMMER LIGHTS LEAVE-IN STYLING TREATMENT, 150 mL
BG00024 · SHIMMER LIGHTS THERMAL SHINE SPRAY, 145 mL

SPECIAL SALON PRICE:
$6.22 - $8.40
REGULAR SALON PRICE: $7.77 - $10.50
SAVE: $1.55 - $2.10 | 20%

BIG SIZES, BIG SAVINGS

25% OFF WELLA, SEBASTIAN AND NIOXIN GALLONS

WELLA PROFESSIONALS

AVAILABLE IN:

- Brilliance Fine ShamPoo/Conditioner
- Brilliance Coarse Shampoo
- Nutri-Enrich Shampoo/Conditioner
- Volume Boost Shampoo

WE10801, WE10805, WE10810, WE11201, WE11001

SHAMPOO:

SPECIAL SALON PRICE: $31.49

REGULAR SALON PRICE: $41.99

SAVE: $10.50 | 25%

CONDITIONER:

SPECIAL SALON PRICE: $33.74

REGULAR SALON PRICE: $44.99

SAVE: $11.25 | 25%

WE10805, WE11006

PROFESSIONAL SEBASTIAN

AVAILABLE IN:

- Drench Shampoo/ Conditioner
- Volupt Shampoo/ Conditioner

SN10206, SN10004

SHAMPOO:

SPECIAL SALON PRICE: $37.46

REGULAR SALON PRICE: $49.95

SAVE: $12.49 | 25%

CONDITIONER:

SPECIAL SALON PRICE: $41.96

REGULAR SALON PRICE: $55.95

SAVE: $13.99 | 25%

SN10207, SN10005

NIOXIN

AVAILABLE IN:

- System 1
- System 3

NN10004, NN13004

SYSTEM 1 & 3 CLEANSER:

SPECIAL SALON PRICE: $55.13

REGULAR SALON PRICE: $73.50

SAVE: $18.37 | 25%

SYSTEM 1 SCALP THERAPY:

SPECIAL SALON PRICE: $67.46

REGULAR SALON PRICE: $89.95

SAVE: $22.49 | 25%

NN10008, NN13009

MAY ONLY

SHAMPOO

WELLA PROFESSIONALS

- Brilliance WE10800, WE10809
- Nutri-Enrich WE11000
- Volume Boost WE11200
- Senso Calm WE11401
- Aqua Pure WE11601
- Blonde Recharge WE11801

SPECIAL SALON PRICE:
$15.75
REGULAR SALON PRICE: $21.00
MSRP $26.25 ea.
SAVE: $5.25 | 25%

- ColorMotion+ WE12202
- Oil Reflections WE10401
- FusionPlex WE10201
- Elements WE10601

SPECIAL SALON PRICE:
$19.50 - $21.14
REGULAR SALON PRICE: $26.00 - $28.19
MSRP $32.50 - $35.23 ea.
SAVE: $6.50 - $7.05 | 25%

PROFESSIONAL SEBASTIAN

Twisted & Dark Oil SN11002 SN10703

SPECIAL SALON PRICE:
$20.69
REGULAR SALON PRICE: $27.59
MSRP: $34.48 ea.
SAVE: $6.90 | 25%

LITRE SALE

MAY ONLY

PROFESSIONAL SEBASTIAN®

- Drench SN10202
- Volupt SN10002
- Penetraitt SN10302
- Reset SN10402
- Light SN10102

SPECIAL SALON PRICE: $18.84

REGULAR SALON PRICE: $25.12
MSRP: $31.40 ea.
SAVE: $6.28 | 25%

SEBMAN SN11400

SPECIAL SALON PRICE: $16.43

REGULAR SALON PRICE: $21.90
MSRP: $27.37 ea.
SAVE: $5.47 | 25%

NIOXIN®

NN10003 NN12003 NN13003 NN14003 NN15002 NN16002 **System 1-6 Cleansers**

SPECIAL SALON PRICE: $20.25

REGULAR SALON PRICE: $27.00
MSRP: $33.75 ea.
SAVE: $6.75 | 25%

Clarifying Cleanser NN17010

SPECIAL SALON PRICE: $20.24

REGULAR SALON PRICE: $26.99
MSRP: $33.73 ea.
SAVE: $6.75 | 25%

WELLA COLOR CHARM PAINTS OPENER

SEE IT. **CREATE IT.**

PAINTS

Intermixable Semi-Permanent Hair Color

BUY ANY 12 WELLA COLOR CHARM PAINTS, RECEIVE 2 FREE (CLEAR & BLUE)

WE210530X

SPECIAL SALON PRICE:

$82.80

REGULAR SALON PRICE: $96.60

SAVE: $13.80 | 14%

WE26509

- Shade and initial color intensity
- Color free of parabens, peroxide, ammonia
- Ready to use, do not mix with peroxide.
- Mix with a Clear tone to create any intensity
- Use multiple colors side by side, even without foils
- Color fades beautifully on tone
- Gentle acidic pH
- Fully Intermixable Palette due to ColorInvent Technology™

Who will be this year's Beauty Envision Award winners?

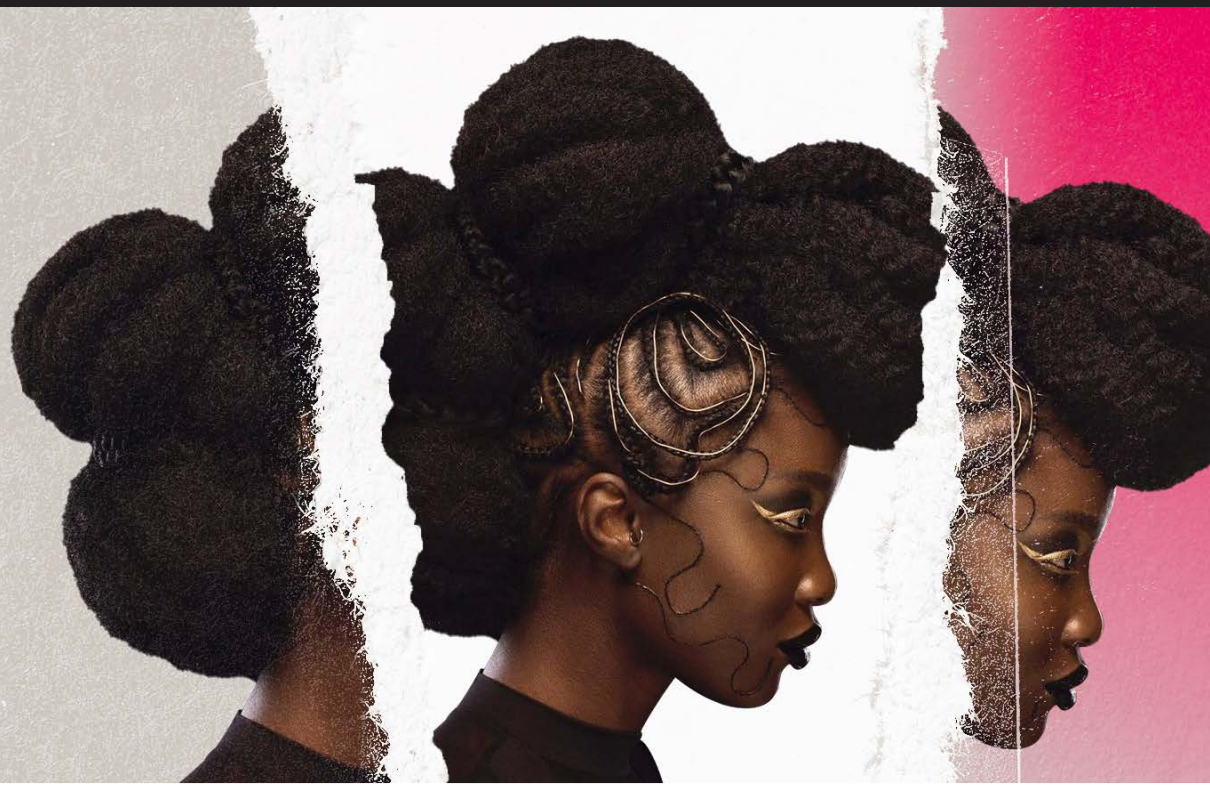
beautyenvisionawards.com

Entry Deadline:
May 20, 2021

Semi Finalists Announced:
June 4, 2021

Finalists Announced:
June 25, 2021

TRENDVISION
BEA
BEAUTY ENVISION AWARDS



#ASK FOR WELLA

Pricing, promotion, distribution and shelving are at the sole discretion of the retailer.
*All pricing/configurations and part numbers are subject to change without notice. All promotions available while supplies last and may be subject to allocations/limits. Typographic, photographic, and printing errors are unintentional and subject to correction.