

GOLDWELL

ELUMEN PERMANENT COLOR

NO PEROXIDE | NO OXIDATIVE DYES
NO AMMONIA | 100% VEGAN FORMULA*

OUTSHINES. OUTLASTS. OUTPERFORMS.

42 shades. No limits.

- Explore the compact, intermixable shade portfolio
- Experience a super-simple application process with results in just 30 min.
- Achieve up to 100% dimensional grey coverage with Elumen NN shades



*No animal-derived ingredients.



**PURCHASE 2 OF EACH NEW SHADE
TO RECEIVE A FREE SWATCH FAN**

PURCHASE:

- 2 **NEW!** GG@8 Elumen 200mL
- 2 **NEW!** SV@8 Elumen 200mL
- 2 **NEW!** PB@6 Elumen 200mL

**SAVE
30%**

RECEIVE FREE:

- 1 Elumen Swatch Fan



LIGHTDIMENSIONS SILKLIFT LIGHTENER

POWERFUL, PREDICTABLE LIFT



**CLAY
400G**

**ZERO AMMONIA
STRONG
500G**

**CONTROL ASH
CONTROL PEARL
500G**

SAMPLE KIT

INCLUDES:

- 2 SilkLift Strong Lightener 25g
- 1 SilkLift 6% Developer 100mL

**SAVE
25%**



STYLESIGN HAIRSPRAY

FLEXIBLE TO ULTRA-STRONG HOLD

AVAILABLE IN:

- Working Hairspray 300mL
- Compressed Working Hairspray 150mL
- Strong Hairspray 300mL
- Extra Strong Hairspray 300mL

**SAVE
25%**



TRAVEL SIZE

STRONG HAIRSPRAY 75ML

**SAVE
25%**



GOLDWELL

DUALSENSES

SEE AND FEEL
THE DIFFERENCE

WITH JUST ONE USE

@GOLDWELLCA



FORMULA ADVANCEMENTS

High-performance, PETA-approved, vegan¹, with new free-from ingredients that enhance sustainability

NEW PRODUCTS

- Two new segments: **Pure Hydration** for long-lasting hydration and **Scalp Specialist** for a healthy and balanced scalp (11 total segments).
- New **Bond Pro Pre-Cortex Filler** for 15x stronger hair.
- New **Sulfate-free Color** and **Color Extra Rich** shampoos for healthier hair and color protection.

¹No animal - derived ingredients except Intensive Conditioning Serums



NEW TO SEGMENT

BLONDES & HIGHLIGHTS

Toning Shampoo and Conditioner

- + Intensifies light blonde, grey and white hair keeping them cool and bright for longer

Toning Shampoo (formerly Color Revive Icy Blonde Shampoo)

- + Adds a silver sheen in just one wash

Toning Conditioner (formerly Color Revive Icy Blonde Conditioner)

- + Conditions and revives color for an icy shine



NEW

PURE HYDRATION

OPTIMAL HYDRATION WITHOUT THE WEIGHT
FOR ALL HAIR TYPES

Hydrating Shampoo

- + Provides essential hydration and balances moisture

Hydrating Conditioner

- + Detangles and prevents flyaways

5-in-1 Hydrating Spray

- + Multi-benefit product that hydrates, conditions, detangles, gives natural shine, and provides an anti-static effect



NEW

SCALP SPECIALIST

DERMATOLOGIST-APPROVED PRODUCTS
FOR A BALANCED, HEALTHY SCALP

Sensitive Foam Shampoo

- + Gently cleanses and calms the scalp

Clarifying Shampoo

- + Removes product build up, excess sebum and chlorine, and undesirable metal traces with an integrated chelating agent

Rebalance and Hydrate Fluid

- + Multi-benefit, lightweight miracle-worker that rebalances, hydrates, conditions, soothes scalp + protects against dryness

Densifying Shampoo and Densifying Serum

- + Helps activate and revitalize for hair that looks thicker and denser



NEW SULFATE-FREE FORMULA

COLOR AND COLOR EXTRA RICH

Brilliance Sulfate-free Shampoo

- + Same performance and luminosity as current (without SLS/SLES)



NEW

BOND PRO

Pre-Wash Cortex Filler

- + Reduces breakage by up to 96%; makes hair 15x stronger

PURE HYDRATION SAMPLE KIT

INCLUDES:

- 1 Hydrating Shampoo 100mL
- 1 Hydrating Conditioner 100mL
- 1 5-In-1 Hydrating Spray 50mL

SAVE
25%



NAME CHANGES +
NEW TECHNOLOGY

CURLS & WAVES

SAME PERFORMANCE; RENAMED FOR MORE
EMPHASIS ON CURL CARE.

Bundling Shampoo, Bundling Conditioner,
Bundling Spray

Offers valid while supplies last.

GOLDWELL

DUALSENSES COMPLETE LAUNCH OFFER



BRAND
BROCHURE

PURCHASE:

- 3 Blondes & Highlights Shampoo 300mL
- 3 Blondes & Highlights Conditioner 300mL
- 3 **NEW!** Blondes & Highlights Toning Shampoo 250mL
- 3 **NEW!** Blondes & Highlights Toning Conditioner 200mL
- 3 Blondes & Highlights Serum Spray 150mL
- 3 Blondes & Highlights 60Sec Treatment 200mL
- 3 Bond Pro Shampoo 300mL
- 3 Bond Pro Conditioner 300mL
- 3 Bond Pro Repair & Structure Spray 150mL
- 3 Bond Pro 60Sec Treatment 200mL
- 3 Bond Pro Day & Night Booster 75mL
- 3 **NEW!** Bond Pro Pre-Wash Cortex Filler 100mL
- 3 **NEW!** Color Sulfate-Free Shampoo 300mL
- 3 **NEW!** Color Extra Rich Sulfate-Free Shampoo 300mL
- 3 Color Conditioner 300mL
- 3 Color Serum Spray 150mL
- 3 Color Radiance and Repair Balm 75mL
- 3 Color Extra Rich Conditioner 300mL
- 3 Color Extra Rich 60Sec Treatment 200mL
- 3 Curls & Waves Shampoo 300mL
- 3 Curls & Waves Conditioner 300mL
- 3 Curls & Waves Serum Spray 150mL
- 3 Just Smooth Shampoo 300mL
- 3 Just Smooth Conditioner 300mL
- 3 Just Smooth 60Sec Treatment 200mL
- 3 Just Smooth 6 Effect Serum 100mL
- 3 Just Smooth Taming Oil 100mL
- 3 Men Hair & Body Shampoo 300mL
- 3 **NEW!** Pure Hydration Shampoo 300mL
- 3 **NEW!** Pure Hydration Conditioner 300mL

- 3 **NEW!** Pure Hydration 5-In-1 Hydrating Spray 150mL
- 3 Rich Repair Shampoo 300mL
- 3 Rich Repair Conditioner 300mL
- 3 Rich Repair Serum Spray 150mL
- 3 Rich Repair 60Sec Treatment 200mL
- 3 Rich Repair 6 Effect Serum 100mL
- 3 **NEW!** Scalp Specialist Clarifying Shampoo 300mL
- 3 **NEW!** Scalp Specialist Sensitive Foam Shampoo 250mL
- 3 **NEW!** Scalp Specialist Densifying Shampoo 300mL
- 3 **NEW!** Scalp Specialist Densifying Serum 150mL
- 3 **NEW!** Scalp Specialist Rebalance & Hydrate Fluid 150mL
- 3 Ultra Volume Shampoo 300mL
- 3 Ultra Volume Conditioner 300mL
- 3 Ultra Volume Serum Spray 150mL

RECEIVE FREE:

- 1 Color Sulfate-Free Shampoo 1L
- 1 Color Extra Rich Sulfate-Free Shampoo 1L
- 1 Blondes & Highlights Shampoo 1L
- 1 Bond Pro Shampoo 1L
- 1 Rich Repair Shampoo 1L
- 1 Pure Hydration Shampoo 1L
- 1 Ultra Volume Shampoo 1L
- 1 Curls & Waves Shampoo 1L
- 1 Just Smooth Shampoo 1L
- 1 Men Hair & Body Shampoo 1L
- 1 Scalp Specialist Clarifying Shampoo 1L
- 1 Color Intense Serum 12x18mL*
- 1 Color Extra Rich Intensive Serum 12x18mL*
- 1 Blondes & Highlights Intensive Serum 12x18mL*

- 1 Just Smooth Intensive Serum 12x18mL*
- 1 Rich Repair Intensive Serum 12x18mL*
- 1 Curls & Waves Intensive Serum 12x18mL*
- 1 Color Conditioner 1L
- 1 Color Extra Rich Conditioner 1L
- 1 Blondes & Highlights Conditioner 1L
- 1 Bond Pro Conditioner 1L
- 1 Bond Pro 60Sec Treatment 500mL
- 1 Rich Repair Conditioner 1L
- 1 Rich Repair 60Sec Treatment 500mL
- 1 Pure Hydration Conditioner 1L
- 1 Ultra Volume Conditioner 1L
- 1 Curls & Waves Conditioner 1L
- 1 Just Smooth Conditioner 1L
- 3 Pure Hydration Shampoo/Conditioner 2x10mL (1=10)
- 3 Color Sulfate-Free Shampoo/Conditioner 2x10mL (1=10)
- 1 Dualsenses Brand Brochure
- 1 Dualsenses Mirror Cling Set
- 1 Dualsenses Glorifier Insert
- 1 Goldwell Glorifier
- 1 Goldwell Logo Plaque
- 1 Goldwell Retail Bag Set (25)

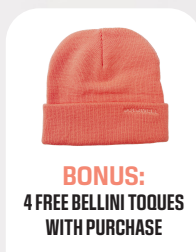
SAVE
39%

*Intensive Conditioning Serums will remain unchanged in the relaunch. Formula upgrades and new design will be implemented in a dedicated follow-up initiative.

DUALSENSES HEROES OFFER

PURCHASE:

- 2 **NEW!** Blondes & Highlights Toning Shampoo 250mL
- 2 **NEW!** Blondes & Highlights Toning Conditioner 200mL
- 2 **NEW!** Bond Pro Pre-Wash Cortex Filler 100mL
- 2 **NEW!** Color Sulfate-Free Shampoo 300mL
- 2 **NEW!** Color Extra Rich Sulfate-Free Shampoo 300mL
- 2 Color Conditioner 300mL
- 2 Color Serum Spray 150mL
- 2 Color Radiance and Repair Balm 75mL
- 2 Color Extra Rich Conditioner 300mL
- 2 Color Extra Rich 60Sec Treatment 200mL
- 2 Just Smooth Shampoo 300mL
- 2 Just Smooth Conditioner 300mL
- 2 Just Smooth 60Sec Treatment 200mL
- 2 Just Smooth 6 Effect Serum 100mL
- 2 Just Smooth Taming Oil 100mL



- 2 **NEW!** Pure Hydration Shampoo 300mL
- 2 **NEW!** Pure Hydration Conditioner 300mL
- 2 **NEW!** Pure Hydration 5-In-1 Hydrating Spray 150mL
- 2 Rich Repair Shampoo 300mL
- 2 Rich Repair Conditioner 300mL
- 2 Rich Repair Serum Spray 150mL
- 2 Rich Repair 60Sec Treatment 200mL
- 2 Rich Repair 6 Effect Serum 100mL
- 2 **NEW!** Scalp Specialist Clarifying Shampoo 300mL
- 2 **NEW!** Scalp Specialist Sensitive Foam Shampoo 250mL
- 2 **NEW!** Scalp Specialist Densifying Shampoo 300mL
- 2 **NEW!** Scalp Specialist Densifying Serum 150mL
- 2 **NEW!** Scalp Specialist Rebalance & Hydrate Fluid 150mL

SAVE
26%



DUALSENSES HOLIDAY SETS

1 SHAMPOO 300ML | 1 CONDITIONER 300ML | 1 LIMITED EDITION STYLESIGN SHINE SPRAY 75ML

AVAILABLE IN:

- Blondes & Highlights
- Bond Pro
- Color
- Curls & Waves
- Just Smooth
- Pure Hydration
- Rich Repair

SAVE
25%



Offers valid while supplies last.

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HOLIDAY SETS

- 1 Shampoo 250mL
- 1 Conditioner 200mL
- 1 **Award-Winning** Flyaway Wand 8mL

AVAILABLE IN:
Color Protecting
Repairing
Smoothing

SAVE
25%



FAVORITES SAMPLER SET

- 1 Smoothing Shampoo 75mL
- 1 Smoothing Conditioner 75mL
- 1 Liquid Cuticle Filler 50mL
- 1 Multi-Purpose Hairspray 75mL

SAVE
21%



HAIRSPRAY

FOR HAIR AS STRONG AND
BEAUTIFUL AS SILK.

AVAILABLE IN:

- Multi-Purpose Hairspray 300mL
- Texturizing Finishing Spray 200mL
- Ultimate Hold Hairspray 300mL

SAVE
20%



HOLIDAY SETS

- 1 SHAMPOO 300ML | 1 CONDITIONER 250ML | 1 TREATMENT 100ML

AVAILABLE IN:
ALLSMOOTH
COLORVITALITY
MOISTREPAIR

SAVE
29%



kms
HAIR

HAIRSTAY

Finish and protect hair stylings with up to
72hr hold* and humidity protection.

AVAILABLE IN:

- HAIRSTAY Anti-Humidity Seal 150mL
- HAIRSTAY Dry Oil Hairspray 150mL
- HAIRSTAY Firm Finishing Spray 300mL
- HAIRSTAY Working Spray 300mL
- HAIRSTAY Dry Oil Hairspray 75mL
- HAIRSTAY Anti-Humidity Seal 75mL
- HAIRSTAY Firm Finishing Spray 75mL
- HAIRSTAY Working Spray 75mL

SAVE
25%



*Except Anti-Humidity Seal

Offers valid while supplies last.

@KMSHAIRCA

VARIS

NYLON BRUSHES
MAXIMUM CONTROL.
MINIMUM WEIGHT.

SAVE
10%



LARGE

MEDIUM

SMALL

EXTRA SMALL