

Kao
SALON DIVISION

**BUSINESS
BUILDER**

SUMMIT

JANUARY/FEBRUARY 2024

GOLDWELL. KERASILK KMS VARIS

50
YEARS
TOPCHIC

**CELEBRATING
50 YEARS OF
GOLDWELL
TOPCHIC**

**INTRODUCING THE
NEW KERASILK
STRENGTHENING
BOND BUILDER**

INTERACTIVE FORMAT

CLICK ON THE ICONS THROUGHOUT TO LEARN MORE!



@goldwellca | goldwell.com | @kerasilkna | kerasilk.com | @kmshairca | kmshair.com | @varisprohair | varishair.com

NEXT >

CELEBRATING COLOR EXCELLENCE.

50 YEARS
TOPCHIC

Topchic has delivered on its promise of intense color, excellent evenness, ultimate durability, and superior coverage for decades. Together with talented and passionate stylists like you, we have created a legacy of excellence and performance.

Discover more at goldwell.com



↓ **TOPCHIC**
ACTIVATION GUIDE

🌐 **TOPCHIC**
INTELLIGENT COLOR.
UNIQUELY BEAUTIFUL.

↓ **TOPCHIC ZERO**
ACTIVATION GUIDE

🌐 **TOPCHIC ZERO**
INNOVATIVE. POWERFUL
RESPONSIBLE

GOLDWELL.

#TOPCHIC50 #GOGOLDWELL [📺](#) [📷](#) [📱](#) [📺](#)

RECEIVE FREE COLOR TOOLS AND CAPES IN YOUR NEXT PURCHASE OF TOPCHIC OR COLORANCE

**SAVE
\$184**

PURCHASE:

\$299.00 Minimum: Topchic* OR Colorance**

RECEIVE FREE:

- 2 Goldwell Color Brush Large
- 2 Goldwell Color Brush Medium
- 2 Goldwell Color Measuring Bowl
- 2 Goldwell Color Master Mixer
- 2 Goldwell Chemical Cape
- 2 Goldwell Cutting Cape
- 2 Goldwell Cutting + Color Cape
- 2 Goldwell ProEdition Spray Bottle

↓ **TOPCHIC ZERO**
SHADE CHART

↓ **TOPCHIC &
COLORANCE**
SHADE CHART

↓ **COLORANCE**
ACTIVATION GUIDE



* 9 cans or 30 tubes (8 cans or 26 tubes for Topchic Zero) ** 14 cans or 26 tubes

All items available while supply lasts. Offers cannot be combined.

GET YOUR BACKBAR READY WITH DUALSENSES

60SEC TREATMENT 500ML

REGENERATE HAIR INSTANTLY

\$19.25 ea.

REGULAR PRICE: \$27.50

AVAILABLE IN: Blondes & Highlights, Bond Pro, Color, Color Extra Rich, Just Smooth, Rich Repair



**SAVE
30%**



DUALSENSES
ACTIVATION GUIDE



DUALSENSES
BEAUTIFUL HAIR IS
IN YOUR HANDS



DUALSENSES
THE CARE YOUR
COLOR DESERVES

INTENSIVE CONDITIONING SERUM PACK 12X18ML

QUICK & EASY APPLICATION

**SAVE
30%**

AVAILABLE IN: Blondes & Highlights, Color, Color Extra Rich, Curls & Waves, Just Smooth, Rich Repair, Ultra Volume



All items available while supply lasts. Offers cannot be combined.

SHAMPOO & CONDITIONER 1L

MAINTAIN SHINE

**SAVE
37%**

SHAMPOO 1L

CONDITIONER 1L

AVAILABLE IN: Blondes & Highlights, Bond Pro, Color, Color Extra Rich, Curls & Waves, Just Smooth, Rich Repair, Ultra Volume, Men (shampoo only)



EXPERIENCE STRENGTH FROM WITHIN

INTRODUCING **STRENGTHENING BOND BUILDER**

The **transformative** leave-in treatment designed for all hair types, including highly damaged strands.



RENEWED.

Prevents up to 98% of hair breakage. Restores even highly damaged hair from within **by up to 98%.**

REINFORCED.

Builds new bonds and strengthens weakened bonds for deep regeneration. Strengthens the hair structure from the inside **for up to 20x stronger hair.**

RESILIENT.

Up to **20x more resilient hair.** Provides natural shine and increased smoothness. Clinically tested — significantly **improves the elasticity** of each hair strand.*

*In comparison to untreated hair



VEGAN
FORMULA:
No animal-derived
ingredients



FREE FROM:
silicones, sulfates,
dyes, microplastics,
mineral oils, parabens



CRUELTY FREE



CLIMATE NEUTRAL PRODUCT
Product is CO₂ compensated



All items available while supply lasts. Offers cannot be combined.

KERASILK STRENGTHENING BOND BUILDER LAUNCH OFFER

PURCHASE:

4 Strengthening Bond Builder 90mL

RECEIVE FREE:

3 Strengthening Bond Builder 15mL
(1=10)

1 Strengthening Bond Builder
Product Tray Insert

SAVE
16%



BEFORE

AFTER



KERASILK
SALON GUIDE



KERASILK
A NEW ERA OF HAIR CARE

BUY 2 BACKBAR SHAMPOOS (750ML) TO RECEIVE 1 FOR FREE

AVAILABLE IN:

Color Protecting
Redensifying
Repairing
Smoothing
Volumizing

SAVE
33%



BUY 2 BACKBAR CONDITIONERS (750ML) TO RECEIVE 1 FOR FREE

AVAILABLE IN:

Color Protecting
Repairing
Smoothing

SAVE
33%



All items available while supply lasts. Offers cannot be combined.



SAVE 30% ON THERMASHAPE PRODUCTS

↓ KMS
BEHIND THE PRODUCT



QUICK BLOW DRY 200ML

- » Speeds blow drying time up to 50%
- » Reduces friction when blow drying
- » Light conditioning



STRAIGHTENING CONDITIONER 300ML

- » Deeply nourishes & smooths coarse and unruly hair
- » Improves manageability & shape during blow drying
- » Protects hair from heat, humidity, and frizz



HOT FLEX SPRAY 200ML

- » Medium hold prep spray for heat styling
- » Ideal for curl creation, especially in straight hair
- » Creates defined hot iron curls



STRAIGHTENING CREME 150ML

- » Great for blow drying hair from curly to straight
- » Provides up to 72 hour style retention
- » Reduces heat damage and breakage



SHAPING BLOW DRY 200ML

- » Gives light body, movement and texture
- » Provides lasting shape
- » Creates full, natural-looking blow dries



All items available while supply lasts. Offers cannot be combined.

SAVE 37% ON SHAMPOO AND CONDITIONER 750ML

SHAMPOO 750ML

CONDITIONER 750ML



AVAILABLE IN:
ADDPower (shampoo only), ADDVOLUME (shampoo only),
COLORVITALITY, COLORVITALITY BLONDE, CONSCIOUS STYLE,
HEADREMEDY (shampoo only), MOISTREPAIR, TAMEFRIZZ



PERFECTLY ENGINEERED FOR HAIR. AND HANDS.

Bristle pattern generated from a computer algorithm that identified the most effective arrangement for detangling.

SAVE 20%

VARIS DETANGLING BRUSH

- For all hair types, use on both wet and dry hair
- Easily glides through hair protecting hair from breakage
- Non-slip handle surface prevents brush from sliding out of your hands
- Removable cushion, easy to clean and also recyclable
- Massages the scalp for soothing spa-like feeling
- Use on wet or dry hair

VARIS BRAND BROCHURE

All items available while supply lasts. Offers cannot be combined.



50 YEARS TOPCHIC

4 GREAT REASONS TO LOVE TOPCHIC



Accurately dispense and measure hair color while reducing product waste with the Topchic Depot Can System.



The Depot Can System **instantly reseals and prevents oxidation** of the color mass. Plus, the Topchic formula provides **durable results** for hair color that lasts.



Intelligent Technologies offer **the perfect balance of color performance** with 100% grey coverage, hair integrity and ammonia level.



If you can imagine it, you can create it with Topchic. Over 120 intermixable shades offer **limitless color creativity** in all dimensions.

