### GOLDWELL. KERAJILK KMS VARIS

# BLONDE YOUR WAY

BUSINESS BUILDER | MARCH/APRIL 2025

## BEAUTIFUL. Chai-inspired. Blonde.

4 **NEW** Goldwell Colorance Gloss Tones shades

## STYLE THAT Moves With Me

4 **NEW** finishers from KERASILK



## PRECISE FREE-HAND LIGHTENING

**NEW** Goldwell SilkLift Clay Lightener

## BETTER BEACH HAIR. CLEANER BEACHES.

**NEW** KMS HAIRPLAY Beach Style Creme

**INTERACTIVE FORMAT** 

## **BEAUTIFUL. CHAI-INSPIRED. BLONDE.** SOFT, CREAMY HUES WITH ULTIMATE SHINE.

#### **NEW! COLORANCE GLOSS TONES SHADES**



## SUPERIOR SHINE IN 10 MINUTES

#### **NEW! CHAI BLENDING COLLECTION**





**TOFFEE CHAI LATTE** 

**VANILLA CHAI LATTE** 

#### **STYLIST TRIAL KIT** FEATURING ALL 4 NEW COLORANCE GLOSS TONES SHADES

- 1 NEW! 8BB Colorance Gloss Tones 60mL
- 1 NEW! 9BB Colorance Gloss Tones 60mL
- 1 NEW! 8BC Colorance Gloss Tones 60mL
- 1 NEW! 10BC Colorance Gloss Tones 60mL
- 1 System Developer 2% Lotion 1L
- 1 Colorance Gloss Tones Fact Sheet
- 1 Goldwell Color Card Retrofit

### **SAVE 27%**



COLORANCE CREATIVITY MADE EASY

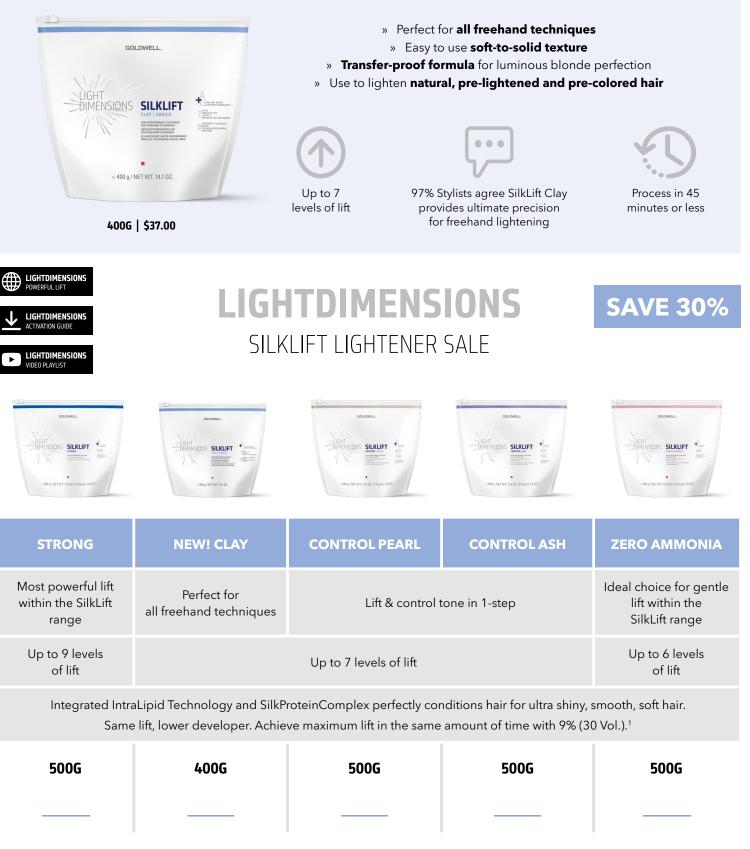
COLORANCE

GLOSS TONES NEXT-LEVEL BLOND

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

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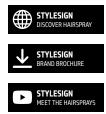
## **NEW! LIGHTDIMENSIONS SILKLIFT CLAY** HIGH-PERFORMANCE LIGHTENER



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

<sup>1</sup>Compared to competition with 12% (40 Vol.).

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## **STYLESIGN HAIRSPRAY** CREATE YOUR BEST STYLE.



#### WORKING HAIRSPRAY 300ML

» Same performance as the Compressed Working Hairspray: Medium hold, high shine, and brushes out easily



#### COMPRESSED WORKING HAIRSPRAY 150ML

- » Concentrated formula same performance and usage as the full-size Working Hairspray
- » Great for on-the-go and better for the environment



#### EXTRA STRONG HAIRSPRAY 300ML

» Maximum hold with a lacquer-like finish



#### STRONG HAIRSPRAY 300ML

- » Strong hold
- » Extra-dry spray for building volume





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

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### STYLE THAT MOVES WITH ME

## FOUR NEW FINISHERS



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#### SMOOTHING BLOW DRY CREAM

Up to 71% less frizz and 3.2x more shine\*

This heat-activated, high-performance formula smooths the hair surface and ensures a long-lasting blow-dry with flexible, natural movement and radiant shine. With heat protection up to 446°F/230°C. Infused with Biomimetic Silk and Shea Oil. Available in 150mL **(\$21.00)**, 50mL **(\$8.25)** 

#### **TEXTURIZING CREAM**

#### Perfect on short to medium lengths

This reworkable formula creates long-lasting texturized styles. It adds definition, hold and soft shine without a crunchy or greasy feel. Infused with Biomimetic Silk and Rose Clay.

Available in 75mL (\$21.00)

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#### ULTIMATE HOLD HAIRSPRAY

128% more shine\*

This ultra-strong-hold, fast-drying formula is suitable for all hair styles that require extra precision & support. Delivers excellent shape memory and satin shine. Infused with Biomimetic Silk and Blue Lotus Extract.

Available in 300mL (\$21.00), 75mL (\$8.25)

#### FLYAWAY WAND

#### With Niacinamide for hair & brows

Effortlessly finish your look with this instant-effect gel formula that gets frizz, baby hair and flyaways under control and provides a quick boost of moisture. Infused with Biomimetic Silk and Niacinamide.

Available in 8mL (\$13.00)

\*Instrumental test - comparison vs. no product.



Free from sulfates, silicone<sup>1</sup>, mineral oil, ethanol<sup>2</sup>, dyes<sup>3</sup>, and parabens

<sup>1</sup>Except Flyaway Wand, <sup>2</sup>Except Ultimate Hold Hairspray, <sup>3</sup>Except Texturizing Cream.



Sustainably Sourced



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

### KERAJILK 🖷 🛛 🖪 🕨

### **LAUNCH OFFER** 4 OF EACH NEW FINISHER AT A SPECIAL PRICE

- 4 NEW! Smoothing Blow Dry Cream 150mL
- 4 NEW! Texturizing Cream 75mL
- 4 NEW! Ultimate Hold Hairspray 300mL
- 4 NEW! Flyaway Wand 8mL

### **STYLING DUO KIT** FEATURING 2 NEW FINISHERS

1 NEW! Smoothing Blow Dry Cream 150mL

1 NEW! Ultimate Hold Hairspray 300mL



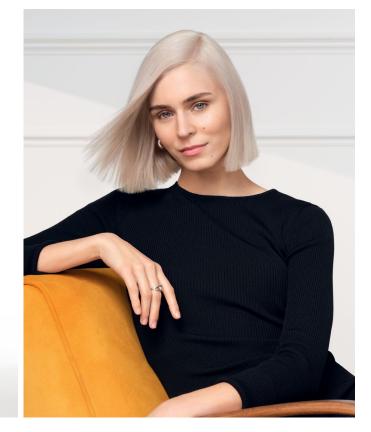
## BUY 3, GET 1 FOR FREE HAIRSPRAY\*

Multi-Purpose Hairspray 300mL Texturizing Finishing Spray 200mL

#### **4 KERASILK Hairspray**

\* Excludes New Ultimate Hold Hairspray





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### AVAILABLE April 1

KMS

BEACH STYL C R E M

100 mL/3.3FL.02

100mL | \$15.50

## HAIRPLAY BEACH STYLE CREME BETTER BEACH HAIR. CLEANER BEACHES.

- Windswept airy texture
- · Weightless hydration
- Touchable hold with zero shine

kms

KMS

 Formulated with up to 97% naturally derived ingredients,<sup>1</sup> and up to 82% biodegradable<sup>2</sup>

 $^{\rm 1}{\rm According}$  to ISO 16128, including 57% water.  $^{\rm 2}{\rm According}$  to OECD guidelines and water.

**BUY 3, GET 1 FOR FREE** 

kms

kms





With upcycled Seaweed



Free from silicones, parabens, mineral oils, dyes & PEGs



No Animal NED Policy



ClimatePartner certified product climate-id.com/8PY8BI

## **SAVE 25%**

4 BEACH STYLE Creme 100ml

## SAVE 25% ON ALL FINISH PRODUCTS\*



KMS BRAND BROCHURE

KMS WEAR YOUR HAIR THE WAY YOU WANT

HAIRPLAY Dry Texture Spray 250mL HAIRPLAY Dry Wax 150mL HAIRSTAY Anti-Humidity Seal 150mL

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



CONSCIOUSSTYLE Multi-Benefit Spray 200mL HAIRSTAY Firm Finishing Spray 300mL HAIRSTAY Working Spray 300mL TAMEFRIZZ De-Frizz Oil 100mL



THERMASHAPE 2-In-1 Spray 200mL

\*Excluding Playable Texture

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# VARIS MICRO CRIMPER



### SAVE 25%

#### MICRO CRIMPING

MACRO IMPACT.

Consistent temperature throughout each plate and variable digital adaption for perfect heat control.



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



# **COMING MAY 2025**

# NEW KMS HAIRSTAY DRY OIL HAIRSPRAY

For Light Hold & Hydration

FORMULATED WITH UPCYCLED TOMATO



150 mL / 109