

GOLDWELL. KERASILK KMS HAIR 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

KaO
SALON DIVISION

INTERACTIVE FORMAT

BEAUTIFUL. CHAI-INSPIRED. BLONDE.

SOFT, CREAMY HUES WITH ULTIMATE SHINE.

NEW! COLORANCE GLOSS TONES SHADES



60mL

- » NEW warm beige shades in 8BB and 9BB
- » NEW beige shades with a hint of cool in 8BC and 10BC
- » Easy to mix in a 1:1 ratio with Goldwell System Developer Lotion 2% (7 Vol.)
- » Intermixable with all other Colorance Gloss Tones shades
- » Add Gloss Tones CLEAR to adjust depth and color deposit



8BB

GRANOLA

Meld light brown with hints of lightly toasted nutty tones.



9BB

BISCUIT

Deliver a rich blend of intense beige tones for a deliciously chic shade.



8BC

SANDSTONE

Capture the cool beige hues of sandstone for a touch of earthy sophistication.



10BC

OAT MILK

Blend cool beige and neutral hues with light creamy undertones.

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%



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

NEW! LIGHTDIMENSIONS SILKLIFT CLAY HIGH-PERFORMANCE LIGHTENER



400G | \$37.00

- » Perfect for **all freehand techniques**
- » Easy to use **soft-to-solid texture**
- » **Transfer-proof formula** for luminous blonde perfection
- » Use to lighten **natural, pre-lightened and pre-colored hair**



Up to 7 levels of lift



97% Stylists agree SilkLift Clay provides ultimate precision for freehand lightening



Process in 45 minutes or less



LIGHTDIMENSIONS SILKLIFT LIGHTENER SALE

SAVE 30%



STRONG	NEW! CLAY	CONTROL PEARL	CONTROL ASH	ZERO AMMONIA
Most powerful lift within the SilkLift range	Perfect for all freehand techniques	Lift & control tone in 1-step		Ideal choice for gentle lift within the SilkLift range
Up to 9 levels of lift	Up to 7 levels of lift			Up to 6 levels of lift

Integrated IntraLipid Technology and SilkProteinComplex perfectly conditions hair for ultra shiny, smooth, soft hair. Same lift, lower developer. Achieve maximum lift in the same amount of time with 9% (30 Vol.).¹

500G

400G

500G

500G

500G

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

¹Compared to competition with 12% (40 Vol.).



STYLESIGN HAIRSPRAY CREATE YOUR BEST STYLE.



HOLD FACTOR
3/5
SHINE LEVEL
2/3

WORKING HAIRSPRAY 300ML

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



HOLD FACTOR
3/5
SHINE LEVEL
2/3

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



HOLD FACTOR
5/5
SHINE LEVEL
2/3

EXTRA STRONG HAIRSPRAY 300ML

» Maximum hold with a lacquer-like finish



HOLD FACTOR
4/5
SHINE LEVEL
1/3

STRONG HAIRSPRAY 300ML

» Strong hold
» Extra-dry spray for building volume

SAVE 25%



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

STYLE THAT
MOVES WITH ME

FOUR NEW FINISHERS

↓ KERASILK
BRAND BROCHURE

↓ KERASILK
SALON GUIDE



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)



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)



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)



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, silicone¹, mineral oil, ethanol², dyes³, and parabens

¹Except Flyaway Wand, ²Except Ultimate Hold Hairspray, ³Except Texturizing Cream.



Sustainably Sourced



PETA APPROVED

Vegan | Global Animal Test Policy

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

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

SAVE 25%



STYLING DUO KIT

FEATURING 2 NEW FINISHERS

- 1 **NEW!** Smoothing Blow Dry Cream 150mL
- 1 **NEW!** Ultimate Hold Hairspray 300mL

SAVE 17%



BUY 3, GET 1 FOR FREE HAIRSPRAY*

SAVE 25%

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

4 KERASILK Hairspray



* Excludes New Ultimate Hold Hairspray



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

AVAILABLE
APRIL 1

NEW!
**HAIRPLAY BEACH
STYLE CREME**
**BETTER BEACH HAIR.
CLEANER BEACHES.**

kms
HAIR



With upcycled
Seaweed



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



No Animal
Testing

Global Animal Test Policy



ClimatePartner
certified product
climate-id.com/8PY8BI

CO₂ measure
reduce
contribute



- Windswept airy texture
- Weightless hydration
- Touchable hold with zero shine
- Formulated with up to 97% naturally derived ingredients,¹ and up to 82% biodegradable²

¹According to ISO 16128, including 57% water. ²According to OECD guidelines and water.

BUY 3, GET 1 FOR FREE

SAVE 25%



**4 BEACH STYLE
CREME 100ML**

100mL | \$15.50

↓ **KMS**
BRAND BROCHURE

▶ **KMS**
WEAR YOUR HAIR THE
WAY YOU WANT

SAVE 25% ON ALL FINISH PRODUCTS*



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



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

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

*Excluding Playable Texture

VARIS

VARIS MICRO CRIMPER



SAVE 25%



MICRO CRIMPING MACRO IMPACT.

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

↓
VARIS
BRAND BROCHURE

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



kms
HAIR