

KaO
SALON DIVISION

**BUSINESS
BUILDER**

SUMMIT

MAY/JUNE 2024

GOLDWELL. KERASILK KMS VARIS

CREATE YOUR
BEST STYLE WITH
THE NEW **STYLESIGN**



INTERACTIVE FORMAT

CLICK ON THE ICONS THROUGHOUT TO LEARN MORE!





BEAUTIFUL. IRIDESCENT. BLONDE.

MULTI-TONAL COLOR WITH ULTIMATE SHINE

Colorance has all you need to take your blonde artistry to the next level. Use NEW iridescent shades to create multi-tonal looks with a radiant glow.



COLORANCE
COLOR FOR EVERYONE



COLORANCE
ACTIVATION GUIDE

COLORANCE

» NEW: 8GP, 10GP, 8BV, 10BV

» Shades available in cans and tubes

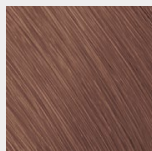
» Easy to mix with **Goldwell System Developer Lotions**

» Compatible with **@Pure Pigments** for expanded creativity



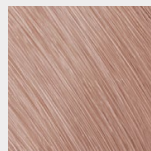
SCAN OR CLICK FOR NEW LOOKS,
TECHNIQUES & FORMULAS

GOLD PEARL



8GP

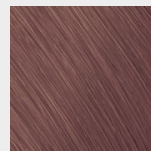
LIGHT GOLD
PEARL BLONDE



10GP

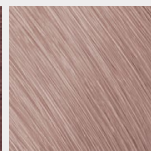
EXTRA LIGHT
GOLD PEARL
BLONDE

BEIGE VIOLET



8BV

LIGHT BEIGE
VIOLET BLONDE



10BV

EXTRA LIGHT
BEIGE VIOLET
BLONDE



COLORANCE
INFORMATION VIDEO

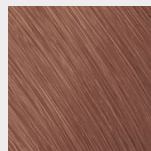
COLORANCE GLOSS TONES

» NEW: 8GPk, 10GPk

» Superior shine and maximum performance in just 10 minutes

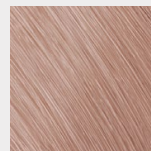
» Easy to mix with **Goldwell System Developer Lotions**

GOLD PINK



8GPk

CHERRY
BLOSSOM



10GPk

SPARKLING
ROSÉ



COLORANCE
GLOSS TONES
INFORMATION VIDEO



BLONDE YOUR WAY

CAN LAUNCH OFFER

SAVE 23%

PURCHASE:

- 1 8BV Colorance Can 120mL
- 1 8GP Colorance Can 120mL
- 1 10BV Colorance Can 120mL
- 1 10GP Colorance Can 120mL

RECEIVE FREE:

- 1 Goldwell System Developer 2% 1L
- 1 Colorance Applicator Bottle Can



TUBE LAUNCH OFFER

SAVE 18%

PURCHASE:

- 2 8BV Colorance Tube 60mL
- 2 8GP Colorance Tube 60mL
- 2 10BV Colorance Tube 60mL
- 2 10GP Colorance Tube 60mL

RECEIVE FREE:

- 1 Goldwell System Developer 2% 1L
- 1 Colorance Applicator Bottle Tube



GLOSS TONES TRIAL KIT

KIT CONTAINS:

- 1 **NEW!** 8Gpk Colorance Gloss Tones 60mL
- 1 **NEW!** 10Gpk Colorance Gloss Tones 60mL
- 1 9PN Colorance Gloss Tones 60mL
- 1 10BN Colorance Gloss Tones 60mL
- 1 10PV Colorance Gloss Tones 60mL
- 1 CLEAR Colorance Gloss Tones 60mL
- 1 Goldwell System Developer 2% 1L
- 1 Colorance Gloss Tones Fact Sheet



SAVE 21%

LIGHTDIMENSIONS SILKLIFT & SILKLIFT CONTROL LIGHTENER SALE

SILKLIFT LIGHTENER 500G

AVAILABLE IN:

- » SilkLift Zero Ammonia
- » SilkLift Strong

SAVE 33%



SILKLIFT CONTROL LIGHTENER 500G

AVAILABLE IN:

- » SilkLift Control Ash (Levels 5-7)
- » SilkLift Control Pearl (Levels 6-8)



MEN RESHADE SALE

PURCHASE:

- 1 Men ReShade Power Shot (4x20mL)

AVAILABLE IN:

- 4CA, 5CA, 6CA, 7CA

SAVE 25%



YOUR BEST STYLE

WITH NEW AND IMPROVED STYLESIGN



Proud member of PETA's 'Beauty Without Bunnies Program'

No StyleSign products or ingredients are tested on animals

Dermatologically tested



FORMULA UPGRADES

- » Upgraded vegan formulas¹
- » Free from silicones², parabens, and ethanol²
- » Dermatologically tested
- » Powered by the all-natural Marine Bamboo Technology

PRODUCT ASSORTMENT

- » Versatile and compact assortment of 23 products, including 5 new products
- » New segment and product names that are descriptive and intuitive for stylists to use and recommend
- » New, more sustainable packaging

HAIR PROTECTION

- » 72-hour protection against humidity and environmental stressors
- » Designed for true color excellence with color-safe formulas



TEXTURE

The quickest way to give any style a new texture – from shiny and sleek to rough and disheveled looks. Create long-lasting looks with up to 72 hours of humidity resistance.



HAIRSPRAY

From flexible to super-strong hold for all hair textures. Up to 72 hours of humidity and frizz resistance for lasting styles.



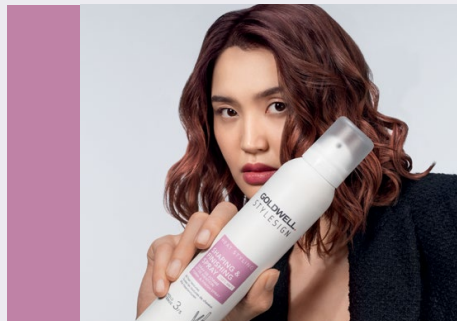
VOLUME

Turn it up with voluptuous body and bounce with up to 100% more volume, and up to 72 hours of humidity and frizz resistance.



SMOOTH

For sleek smoothness and shine for all hair textures with humidity and frizz resistance up to 72 hours.



HEAT STYLING

Heat protection when blow-drying or using hot tools up to 230°C/ 446°F³ with up to 72 hours of lasting humidity and frizz control.



CURLS

For defined curls and waves that are nourished, hydrated and bouncy for up to 72 hours.

¹ No animal-derived ingredients. ² Select products only. ³Except Everyday Blow-Dry Spray, Blowout & Texture Spray.

DISCOVER OUR NEW ADDITIONS



AIR-DRY BB CREAM

Silky smooth, controlled and healthy-looking hair without a blow dryer. This nourishing cream combats frizz and provides light hold and soft shine for any and all hair textures.



COMPRESSED WORKING HAIRSPRAY

Concentrated formula with the same performance and usage as our full-size Working Hairspray, in half the size. Just like the Working Hairspray, this quick-drying hairspray is ideal for everyday use and gives a medium, buildable hold that resists humidity and frizz up to 72 hours. Great for on-the-go and better for the environment.



WEIGHTLESS SHINE-OIL

Bring any style to life with an oil that delivers ultra-high shine, lasting frizz control and enhanced color luminosity for up to 72 hours. Plus, moisture is sealed in without weighing hair down.



DEFINING WAX

Soft-textured wax with medium hold and ultra-high shine for instant definition and lasting control for up to 72 hours.



MATTIFYING PASTE

Create matte, textured and tousled styles without any unwanted stickiness, residue or flakiness.

See the full line of all StyleSign products on Goldwell.com and the following pages.

COMPLETE LAUNCH OFFER



PURCHASE:

3 each of all 23 StyleSign products

RECEIVE FREE:

- 1 StyleSign Bodifying Control Mousse 300mL
- 1 StyleSign Bodifying Brilliance Mousse 300mL
- 1 StyleSign Root Boost Spray 300mL
- 1 StyleSign Defining Cream 150mL
- 1 StyleSign Bundling Gel 150mL
- 1 StyleSign Strong Spray 300mL
- 1 StyleSign Extra Strong Spray 300mL
- 1 StyleSign Working Hairspray 300mL
- 1 StyleSign Compressed Working Hairspray 150mL
- 1 StyleSign Straightening Balm 100mL
- 1 StyleSign Shaping & Finishing Spray 200mL
- 1 StyleSign Everyday Blow-Dry Spray 200mL
- 1 StyleSign Blowout & Texture Spray 200mL
- 1 StyleSign Smoothing Serum Spray 100mL
- 1 StyleSign Shine Spray 150mL
- 1 StyleSign Air-Dry BB Cream 125mL
- 1 StyleSign Weightless Shine-Oil 100mL
- 1 StyleSign Roughman Texturizing Paste 100mL
- 1 StyleSign Dry Spray Wax 150mL
- 1 StyleSign Lagoom Jam Styling Gel 150mL
- 1 StyleSign Mattifying Paste 100mL
- 1 StyleSign Defining Wax 75mL
- 1 StyleSign Dry Texture Spray 200mL
- 2 StyleSign Air-Dry BB Cream 7mL (1=10)
- 2 StyleSign Defining Cream 7mL (1=10)
- 2 StyleSign Lagoom Jam Styling Gel 7mL (1=10)
- 2 StyleSign Roughman Texturizing Paste 7mL (1=10)
- 2 StyleSign Mattifying Paste 7mL (1=10)
- 6 StyleSign Sample Kit
- 6 Retail Shelf Card Holders
- 1 StyleSign Shelf Card Insert Set (1=6)
- 1 StyleSign Activation Guide
- 1 StyleSign Glorifier Set (1=3)



ESSENTIALS LAUNCH OFFER

PURCHASE:

- 3 StyleSign Bodifying Control Mousse 300mL
- 3 StyleSign Root Boost Spray 300mL
- 3 StyleSign Strong Spray 300mL
- 3 StyleSign Straightening Balm 100mL
- 3 StyleSign Smoothing Serum Spray 100mL
- 3 StyleSign Shine Spray 150mL
- 3 StyleSign Weightless Shine-Oil 100mL
- 3 StyleSign Roughman Texturizing Paste 100mL
- 3 StyleSign Dry Spray Wax 150mL
- 3 StyleSign Lagoom Jam Styling Gel 150mL

RECEIVE FREE:

- 1 StyleSign Bodifying Control Mousse 300mL
- 1 StyleSign Root Boost Spray 300mL
- 1 StyleSign Strong Spray 300mL
- 1 StyleSign Straightening Balm 100mL
- 1 StyleSign Smoothing Serum Spray 100mL
- 1 StyleSign Shine Spray 150mL
- 1 StyleSign Weightless Shine-Oil 100mL
- 1 StyleSign Roughman Texturizing Paste 100mL
- 1 StyleSign Dry Spray Wax 150mL
- 1 StyleSign Lagoom Jam Styling Gel 150mL
- 1 StyleSign Activation Guide



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

TEXTURE



DRY TEXTURE SPRAY

- » Adds strong texture, grip and volume while absorbing oil and creating a light matte finish
- » Refreshes any style
- » No visible powdery residue

Fine to medium hair

HOLD FACTOR

2/5

SHINE LEVEL

-1/3

HAIRSPRAY



COMPRESSED WORKING HAIRSPRAY

- » Concentrated formula – same performance and usage as the full-size Working Hairspray in half the size with a micro-fine targeted spray
- » Great for on-the-go and better for the environment

All hair textures

HOLD FACTOR

3/5

SHINE LEVEL

2/3



MATTIFYING PASTE

- » Creates matte, textured, and tousled styles with fullness

All hair textures

HOLD FACTOR

3/5

SHINE LEVEL

-2/3



WORKING HAIRSPRAY

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

All hair textures

HOLD FACTOR

3/5

SHINE LEVEL

2/3



DEFINING WAX

- » Definition and lasting control, with ultra-high shine finish for up to 72 hours
- » Soft texture for easy application and distribution

Medium to coarse hair

HOLD FACTOR

3/5

SHINE LEVEL

3/3



STRONG HAIRSPRAY

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

All hair textures

HOLD FACTOR

4/5

SHINE LEVEL

1/3



DRY SPRAY WAX

- » Creates high shine, undone texture with definition and strong yet flexible hold
- » Versatile like a wax, but easier to use as a spray
- » Perfect for creative yet precise styling and a lasting finish

All hair textures

HOLD FACTOR

4/5

SHINE LEVEL

2/3



EXTRA STRONG HAIRSPRAY

- » Maximum hold with a lacquer-like finish

All hair textures

HOLD FACTOR

5/5

SHINE LEVEL

2/3

CURLS



ROUGHMAN TEXTURIZING PASTE

- » Hold and total control for matte styles that last up to 72 hours
- » Use on dry hair for maximum matte effect

Medium to coarse hair

HOLD FACTOR

5/5

SHINE LEVEL

-1/3



BUNDLING GEL

- » Definition and hydration for bundled and bouncy curls
- » Fights frizz and tames curls without crunch

Fine to medium hair

HOLD FACTOR

3/5

SHINE LEVEL

2/3



LAGOOM JAM STYLING GEL

- » High shine, ultra-strong hold, texture and volume for up to 72 hours
- » Versatile styling for blow-drying or hand-sculpting
- » Strongest hold when used on towel-dried hair

All hair textures

HOLD FACTOR

5/5

SHINE LEVEL

2/3



DEFINING CREAM

- » Conditions and bundles curls for healthy-looking, nourished and defined results
- » Twist downward into wet hair to lengthen or scrunch upward in towel-dried hair for additional bounce
- » Nourishes stressed and damaged curls

Medium to coarse hair

HOLD FACTOR

3/5

SHINE LEVEL

2/3

VOLUME



BODIFYING BRILLIANCE MOUSSE

- » Adds up to 100% longer lasting body and color brilliance during blow-drying, for up to 72 hours
- » Provides strength to even the finest hair and protects against heat damage and hair breakage during blow-drying

Fine to medium hair

HOLD FACTOR
3/5

SHINE LEVEL
2/3



BODIFYING CONTROL MOUSSE

- » Up to 100% more lasting volume and body during blow-drying, with control for coarse and damaged hair
- » Protects against heat damage

All hair textures

HOLD FACTOR
4/5

SHINE LEVEL
1/3



ROOT BOOST SPRAY

- » Lifts fine and limp roots and provides targeted volume for up to 48 hours
- » Controlled and precise application for targeted volume

Fine to medium hair

HOLD FACTOR
4/5

SHINE LEVEL
0/3

HEAT STYLING



SMOOTHING SERUM SPRAY

- » Creates long-lasting silky-straight hair
- » Allows flat iron to easily glide through hair while protecting the hair from frizz, humidity, and heat damage up to 230°C/446°F

All hair textures

HOLD FACTOR
0/5

SHINE LEVEL
3/3



BLOWOUT & TEXTURE SPRAY

- » 2-in-1 spray for towel-dried and dry hair
- » In towel-dried hair: Ideal for blowouts giving up to 100% more volume.
- » In dry hair: Create buildable hold and texture
- » Scrunch hair to restore volume and texture with instant Reactivation Technology

All hair textures

HOLD FACTOR
2/5

SHINE LEVEL
3/3



STRAIGHTENING BALM

- » Straightens damaged or coarse hair for up to 72 hours while protecting the hair from frizz, humidity and heat damage up to 230°C/446°F
- » Reduces hair breakage during styling

Medium to coarse hair

HOLD FACTOR
2/5

SHINE LEVEL
3/3



SMOOTH



SHINE SPRAY

- » Ultra-high shine with humidity and frizz-protection for up to 72 hours
- » Creates a silky-smooth touch and glossy lightweight finish

All hair textures

HOLD FACTOR
0/5

SHINE LEVEL
3/3



EVERYDAY BLOW-DRY SPRAY

- » Control and heat protection when blow-drying

Fine to medium hair

HOLD FACTOR
3/5

SHINE LEVEL
2/3



WEIGHTLESS SHINE-OIL

- » Controls any hair texture while providing ultra-high shine and up to 72 hours of frizz control
- » Seals moisture without weighing hair down
- » Enhances color luminosity and shine up to four times more

All hair textures

HOLD FACTOR
0/5

SHINE LEVEL
3/3



SHAPING & FINISHING SPRAY

- » 2-in-1: Spray onto dry hair before using hot tools to reduce breakage for straight or wavy looks. Then use as a finishing spray for extra hold
- » Protects against frizz, humidity and heat up to 230°C/446°F

All hair textures

HOLD FACTOR
3/5

SHINE LEVEL
2/3



AIR-DRY BB CREAM

- » Nourishes and reduces frizz for smooth, controlled and healthy-looking hair without blow-drying
- » Ideal for air-drying but can also be used for blow-drying

All hair textures

HOLD FACTOR
2/5

SHINE LEVEL
2/3



STYLESIGN
CONVERSION CHART



DUALSENSES SPRING DUO KITS

SAVE
24%

1 SHAMPOO 300ML | 1 CONDITIONER 300ML



AVAILABLE IN:

Blondes & Highlights, Bond Pro, Color, Color Extra Rich, Curls & Waves, Just Smooth, Rich Repair

DUALSENSES MEN SALE

SAVE
30%


VISIBLY HEALTHY, STRONG HAIR AND
NOTICEABLY MORE ENERGY



- » Hair & Body Shampoo 300mL
- » Thickening Shampoo 300mL



- » Activating Scalp Tonic 150mL
- » Power Gel 150mL
- » Texture Cream Paste 100mL

 **DUALSENSES**
BEAUTIFUL HAIR
IS IN YOUR HANDS

 **DUALSENSES**
ACTIVATION GUIDE

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



KERASILK SPRING DUO KITS

1 SHAMPOO 250ML | 1 CONDITIONER 200ML

SAVE
26%



AVAILABLE IN:

Color Protecting, Repairing, Smoothing,
Volumizing*

* Volumizing Foam Conditioner 150mL in Volumizing Duo Kit.

KERASILK KERATIN TREATMENT GIFT WITH PURCHASE

RECEIVE FREE AT-HOME CARE PRODUCTS WITH THE
PURCHASE OF THE KERATIN SERVICE

 **KERASILK**
SERVICE GUIDE

 **KERASILK**
HOW TO: CONTROL
SERVICE

 **KERASILK**
HOW TO: REFINEMENT
SERVICE



PURCHASE:


- 1 Keratin Smoothing Lotion 750mL
- 1 Keratin Smoothing Serum 12x22mL

SAVE
40%

RECEIVE FREE:

- 3 Smoothing Shampoo 250mL
- 3 Smoothing Conditioner 200mL
- 3 Smoothing Mask 200mL

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

 **KERASILK**
SALON GUIDE

 **KERASILK**
BRAND TRAILER



 **KMS**
BEHIND THE
PRODUCT

KMS SPRING DUO KITS

1 SHAMPOO 300ML | 1 CONDITIONER 250ML



AVAILABLE IN:

COLORVITALITY, MOISTREPAIR,
TAMEFRIZZ

SAVE
27%

KMS CURLUP SALE

ENHANCE, CONTROL & DEFINE
NATURALLY CURLY OR WAVY HAIR

SAVE
30%

Twisting Style Balm 230mL

Control Creme 150mL

 **KMS**
HOW TO USE

 **KMS**
HOW TO USE

Perfecting Lotion 100mL

 **KMS**
HOW TO USE



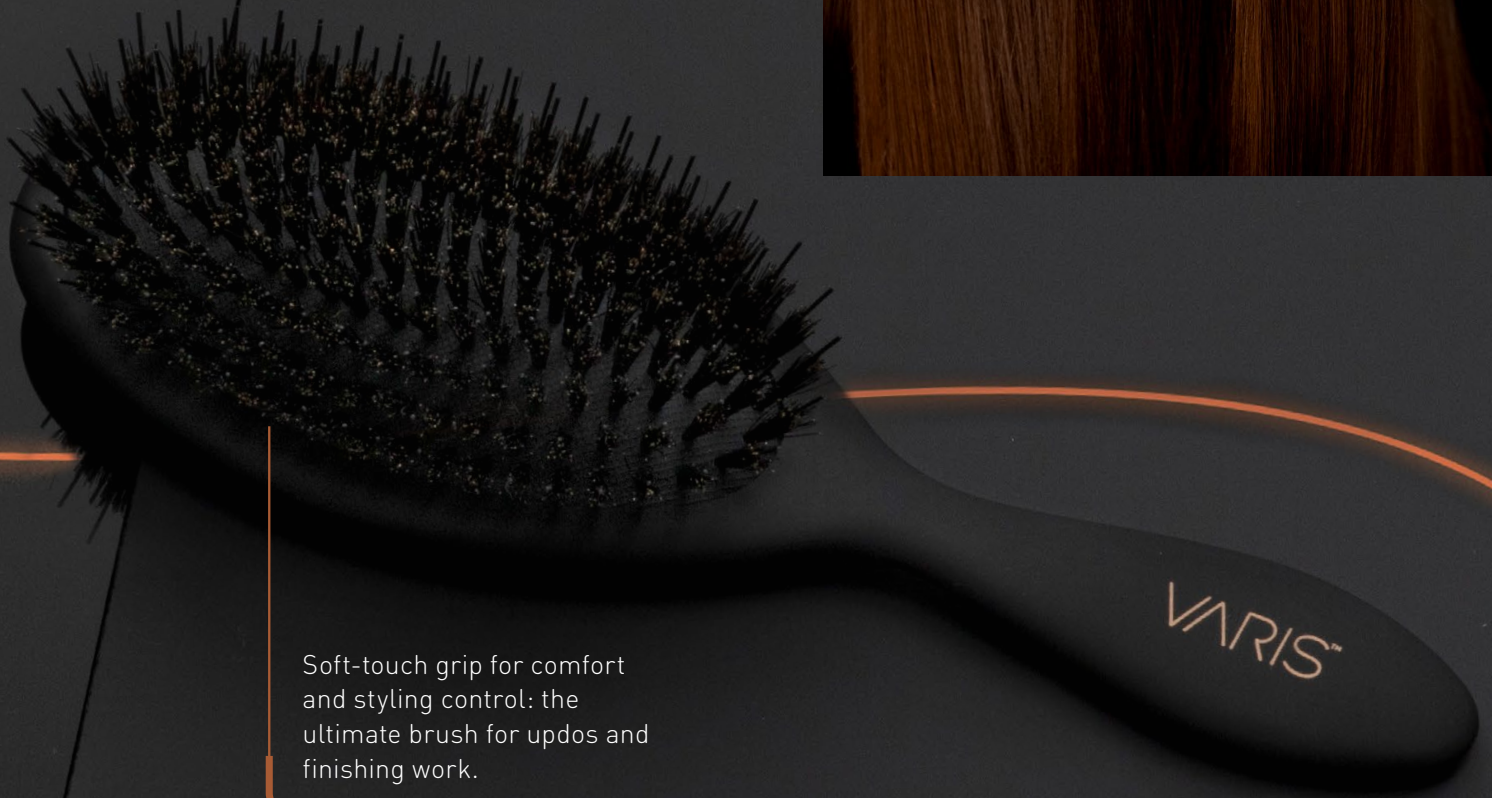
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VARIS SMOOTHING BRUSH

HANDS WILL LOVE THESE AS MUCH
AS HAIR DOES.

The **VARIS SMOOTHING BRUSH** comes with a mixture of nylon and boar bristles for a comfortable and efficient smoothing experience.

- Superior natural boar bristles distribute oils throughout the hair increasing shine
- Hydroionic Crystals infused into the nylon bristles to reduce static and frizz
- Ideal for all hair types including hair extensions



Soft-touch grip for comfort and styling control: the ultimate brush for updos and finishing work.

 **VARIS**
BRAND BROCHURE

SAVE
20%

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



SCAN OR CLICK
FOR MORE INFORMATION

CREATIVE XPERIENCE 24

Artistry | Passion | Community

JOIN US FOR

INSPIRATION, CREATIVITY AND COMMUNITY

Leading creative artistic teams take to the stage for artists sessions to share their favorite trends and techniques. Get up close and personal with the team in hands on cutting, styling and the latest in color trends.

In the community area, you can check out innovative products and services and maybe do a little shopping in the boutique. Ask your questions live and in-person.

Lifelong friendships and creative partnerships are born at Kao Salon Xperiences. Where else can you meet so many diverse yet like-minded artists?

VANCOUVER

SEPTEMBER 8-9, 2024

TORONTO

SEPTEMBER 29-30, 2024

Ask your Account Executive for
more information.

