

GOLDWELL. KERASILK KMS VARIS
HAIR

SEASONAL COLOR TREND

BUSINESS BUILDER | MAY/JUNE 2025

ENCHANTED SOLACE

A Goldwell seasonal color trend echoing a call for calm, empathy and mindfulness

PREP FOR TRAVEL SEASON

A range of travel sizes on sale in Goldwell Dualsenses & KERASILK

Kao
SALON DIVISION

SPRING KITS

Retail ready, giftable shampoo and conditioner duos available in Goldwell Dualsenses and KERASILK

NEW! KMS HAIRSTAY DRY OIL HAIRSPRAY

Formulated with upcycled Tomato to provide a light hold and hydration



SYSTEM DEVELOPER LOTIONS

» Multi-use lotion system made for **Topchic, Topchic Zero, Colorance** and **Oxycur Platin** that creates intensive, long-lasting color results with outstanding brilliance and shine.

» Perfect consistencies for excellent application with ideal spreadability and optimal adherence of color to the hair.

» With integrated, patented IntraLipid Technology – for improved combability and a smooth hair feel.¹

» Formula enhanced with BondPro+ Technology provides essential protection during color services.

SAVE 30%

1L



AVAILABLE IN:

Liquid Developer Lotion 2%

Cream Developer Lotions 3%, 6%, 9%, 12%

LIGHTDIMENSIONS DEVELOPER

» Conditioning Cream Developer for SilkLift and Brighteners

» No need for 12% developer – SilkLift achieves maximum lift in 45 minutes with 9%.

» Increased care level with IntraLipid Technology & SilkProteinComplex

» Ensures the best possible care & conditioning during the lightening process.²

» Ultra-creamy consistency for easy mixing

AVAILABLE IN:

3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.)

750ML

SAVE 30%



1. Optimal performance only guaranteed when used with Topchic, Topchic Zero, Colorance or Oxycur Platin.
2. Due to formula with SilkProteinComplex and IntraLipid Technology.

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

DUALSENSES



SPRING KITS

1 Shampoo 300mL | 1 Conditioner 300mL

SAVE 27%

AVAILABLE IN:

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

MEN

SAVE 25%



AVAILABLE IN:

Men Hair & Body Shampoo 300mL
Thickening Shampoo 300mL

AVAILABLE IN:

Men Activating Scalp Tonic 150mL
Men Power Gel 150mL
Men Texture Cream Paste 100mL

TRAVEL SIZES

SAVE 25%



AVAILABLE IN:

Color Shampoo 30mL, Color Conditioner 30mL
Rich Repair Shampoo 30mL
Rich Repair 60Sec Treatment 25mL

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

GOLDWELL.

@goldwellca | goldwell.com



BELIEVE IN WHAT YOUR HAIR CAN BE

FOR YOUR CLIENTS' BEST HAIR YET

The entire KERASILK product range is optimized to meet clients' specific hair and styling needs, making it easy and intuitive for your stylists to recommend the ideal product regimen. The KERASILK concise portfolio is perfectly complementary, features Silk+ Technology, and is divided into four categories: Essentials, Specialists, Styling and Expert Services, all created to achieve hair as strong and beautiful as silk.



Free from sulfates, parabens,
dyes* and UV-filters



Sustainably Sourced



PETA APPROVED

Vegan | Global Animal Test Policy



**ClimatePartner
certified product**

climate-id.com/ER8IQD

CO₂ Compensated

KERATIN TREATMENT GIFT WITH PURCHASE

SAVE 41%

Receive free at-home care products with the
purchase of the Keratin Treatment.

PURCHASE:

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

RECEIVE FREE:

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



WINNER

SHAMPOO AND CONDITIONER DUO

**KERASILK SMOOTHING
SHAMPOO & CONDITIONER**

WINNER

IN-SALON SMOOTHING SYSTEM

**KERASILK
KERATIN TREATMENT**

AS FEATURED ON

Breaking
Beauty



FREE VALUE: \$213

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

SPRING KITS

1 Shampoo 250mL | 1 Conditioner 200mL

SAVE 24%



AVAILABLE IN:
Color Protecting, Repairing, Smoothing

TRAVEL SIZES

SAVE 15%

AVAILABLE IN:

Volumizing Shampoo 75mL
Color Protecting Shampoo 75mL
Repairing Shampoo 75mL
Smoothing Shampoo 75mL
Color Protecting Conditioner 75mL
Repairing Conditioner 75mL
Smoothing Conditioner 75mL
Strengthening Mask 50mL
Recovery Mask 50mL
Smoothing Mask 50mL
Liquid Cuticle Filler 50mL
Volumizing Spray 50mL
Repairing Spray 50mL
Taming Balm 25mL
Curl Balm 50mL
Smoothing Blow Dry Cream 50mL
Ultimate Hold Hairspray 75mL
Multipurpose Hairspray 75mL
Texturizing Spray 75mL



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

KERASTILK

@kerastilkna | kerastilk.com

kms
HAIR

NEW

HAIRSTAY DRY OIL HAIRSPRAY

For Light Hold & Hydration

Bundle, define and smooth curls and waves while providing lightweight texture, hydration and shine with flexible, light hold for up to 72 hours.

- ✓ Up to 90% less frizz and flyaways
- ✓ Humidity and frizz protection for up to 72 hours
- ✓ Fast-drying, brushable formula
- ✓ Style and restyle hair without flaking

FORMULATED WITH

UPCYCLED TOMATO

We extract powerful antioxidants from leftover tomatoes used in tomato sauce — giving them a second life and minimizing waste — to shield hair from UV and environmental influences, ensuring the exceptional performance your clients' hair deserves.



150mL | \$16.00



No animal-derived ingredients



ClimatePartner
certified product
climate-id.com/8PY8BI



Formulated without SLS/SLES
sulfates, parabens, mineral oils,
silicones, synthetic colors & dyes,
PEGs, salt (sodium chloride)



Up to 98% naturally
derived¹ & up to 99%
naturally biodegradable²

¹Including 66%–91% water. ²Based on all ingredients according to OECD guidelines, including water.

BUY 3 DRY OIL HAIRSPRAY, GET 1 FOR FREE



SAVE 25%

4 HAIRSTAY
DRY OIL HAIRSPRAY
150ML



SHAMPOO 300ML & CONDITIONER 250ML

kms
HAIR

AVAILABLE IN:

ADDPower (shampoo only)
ADDVOLUME (shampoo only)
COLORVITALITY
COLORVITALITY BLONDE
CONSCIOUS STYLE
HEADREMEDY (shampoo only)
MOISTREPAIR
TAMEFRIZZ

SAVE 30%



CURLING IRONS

VARIS

SAVE 20%

Marcel Curler

Spring Curling Iron

AVAILABLE IN:

Spring Curling Iron 1"
Spring Curling Iron 1.5"
Marcel Curler 1"
Marcel Curler 1.5"

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

kms **VARIS**

@kmshairca | kmshair.com

@varisprohair | varishair.com

SEASONAL COLOR TREND ENCHANTED SOLACE

Enchanted Solace echoes our call for calm, empathy and mindfulness, and so do the trend colors. Pastel shades evolve towards sophistication, with pinkish undertones. While a sweetness lingers, this fresh perspective on pastels embraces a gentle aesthetic as a pivotal trend.

ENCHANTED SOLACE FORMULA

LIGHTENING

REGROWTH

- » 35 ml LightDimensions
SilkLift Conditioning
Cream Developer 6% (20 Vol.)
- + 25 g LightDimensions
SilkLift Strong
- + 3 pumps LightDimensions
SilkLift 2in1 Serum

SILVERIZING

- » 40 ml System Developer
Lotion 2% (7 Vol.)
- + 10 ml Colorance 10V
- + 10 ml Colorance CLEAR

COLOR

Latte

- » 30 ml System Developer
Lotion 2% (7 Vol.)
- + 10 ml Colorance 10BB
- + 7 ml Colorance 7NA
- + 4 drops System
@Pure Pigments Matte Green

Pink Ice

- » 40 ml System Developer
Lotion 2% (7 Vol.)
- + 12 ml Colorance 10BV
- + 5 ml Colorance 10P
- + 4 drops System
@Pure Pigments Cool Pink

Blue Mist

- » 40 ml System Developer
Lotion 2% (7 Vol.)
- + 15 ml Colorance Pastel Indigo
- + 8 ml Colorance 10P



GOLDWELL.

**SET THE
TONE
2025**

**color
sphere**
GOLDWELL.

**14 - 15
SEPT '25
MILAN**

**REVOLUTIONIZING COLOR:
JOIN THE GLOBAL EXPERIENCE!**



Goldwell invites you to the debut of ColorSphere, a groundbreaking global celebration where creativity, collaboration, and connection take center stage!

Join leading stylists from around the world in Milan to experience the future of color innovation.