

GOLDWELL. KERASILK KMS HAIR VARIS

NOCTURNAL GLAM

BUSINESS BUILDER | NOVEMBER/DECEMBER 2025

SEASONAL COLOR TREND

Mirror upscale ambience and embrace the transformative allure of Nocturnal Glam

ADD REFLECTION & SHINE TO COLOR

FREE Goldwell System
@Pure Pigments with a
minimum Topchic or
Colorance purchase

LIMITED EDITION KERASILK HAND CREAM

With a signature scent, indulge
to leave skin feeling smooth
and silky

Kao
SALON DIVISION

HOLIDAY GIFT SETS

Last chance to stock shelves with
beautiful collections in Goldwell,
KERASILK and KMS Hair

INTERACTIVE FORMAT



SET THE
TONE
2025

GOLDWELL.

SEASONAL COLOR TREND

NOCTURNAL GLAM

As nightlife regains its vibrant pulse, hair and beauty equally mirror this upscale ambience. Embrace the transformative allure of **Nocturnal Glam**, where glamour seamlessly blends with pure edginess and color pays tribute to the richness of twilight.

NOCTURNAL GLAM FORMULA

PRE-LIGHTENING

» 80 ml System Developer Lotion 12% (40 Vol.)
+ 20 ml Topchic 11A
+ 20 ml Topchic Blonding Cream



LEARN MORE

COLOR

Copper Lustre

» 22 ml System Developer Lotion 3% (10 Vol.)
+ 10 ml Topchic 8KG
+ 10 ml Topchic 8KN
+ 2 ml Topchic 700@GK

Amber Honey

» 20 ml System Developer Lotion 3% (10 Vol.)
+ 10 ml Topchic 8G
+ 10 ml Topchic 9NA
+ 4 ml System @Pure Pigments Pure Yellow

Black Plum

» 20 ml System Developer Lotion 3% (10 Vol.)
+ 10 ml Topchic 6VV@Pk
+ 10 ml Topchic 4R



RECEIVE A FREE SYSTEM @PURE PIGMENTS SET ON YOUR NEXT PURCHASE OF TOPCHIC OR COLORANCE

PURCHASE:

\$365.00 Minimum: Topchic* or Colorance**

RECEIVE FREE:

8 System @Pure Pigments 50ml

(Pure Red, Pure Violet,
Pure Yellow, Pearl Blue,
Matte Green, Pure Orange,
Cool Violet, Cool Pink)



\$288 FREE VALUE



*10 cans or 35 tubes **16 cans or 30 tubes

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

GOLDWELL.

@GOLDWELLCA | GOLDWELL.COM



SYSTEM DEVELOPER LOTION

SAVE 30%

AVAILABLE IN:

Liquid Developer Lotion: 2%

Cream Developer Lotion: 3%, 6%, 9%, 12%



LIGHTDIMENSIONS BRIGHTENER

- » Softens contrasts in only 5 minutes for the most naturally blended looks.
- » The integrated Cool Protect Technology ensures cool results that last longer.
- » Power Toning service to boost and customize the lightening results with @Pure Pigments.

AVAILABLE IN:

Natural
Silver

60ML



SAVE 25%



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

DUALSENSES HOLIDAY GIFT SETS

1 Shampoo 300mL | 1 Conditioner 300mL | **StyleSign** Strong Hairspray 75mL

AVAILABLE IN:

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

SAVE 25%



DUALSENSES 6 EFFECTS SERUM

JUST SMOOTH

- » Tames unwanted frizz
- » Repels humidity as it enhances manageability
- » Smooths hair to encourage shine

SAVE 25%

RICH REPAIR

- » Protects hair from breakage
- » Leaves hair supple and shiny
- » Reinforces hair structure



DUALSENSES SERUM SPRAY

SAVE 25%

AVAILABLE IN:

Blondes & Highlights
Bond Pro
Color
Curls & Waves
Rich Repair
Ultra Volume



 **DUALSENSES**
INSTANTLY VISIBLE RESULTS

 **DUALSENSES**
ACTIVATION GUIDE



↓ KMS HAIR
BRAND BROCHURE

↓ KMS HAIR
ASSORTMENT GUIDE

HOLIDAY GIFT SETS

1 Shampoo 300mL | 1 Conditioner 250mL | 1 Treatment 100mL

AVAILABLE IN:
COLORVITALITY & MOISTREPAIR



SAVE 28%

HAIR FAVORITES HOLIDAY SAMPLER SET

FEATURING TOP KMS HAIR PRODUCTS IN TRAVEL SIZE

SET CONTAINS:
1 MOISTREPAIR Shampoo 75mL
1 MOISTREPAIR Conditioner 75mL
1 THERMASHAPE Quick Blow Dry 75mL
1 HAIRPLAY Dry Wax 75mL



**BEST PRE-STYLING
PRODUCT:
KMS THERMASHAPE
QUICK BLOW DRY**

SAVE 20%



MOISTREPAIR FAVORITES SALE

LEAVE-IN CONDITIONER

DETANGLING & REPAIR

Makes combing easier,
repairs damage and
replenishes moisture
without weight. Reduces
breakage & split ends
up to 99%

150ML



REVIVAL CREME

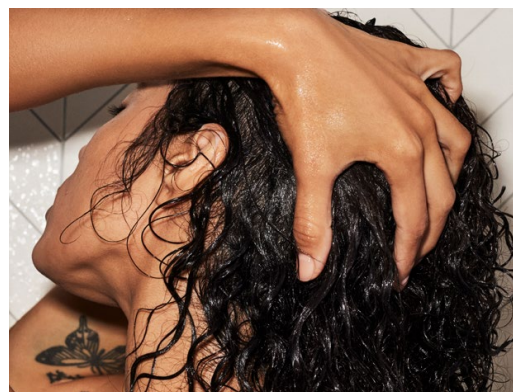
MOISTURE & MANAGEABILITY

Adds weightless
moisture for instant
manageability. Reduces
breakage & split ends by
up to 99%

125ML



SAVE 25%





Maggi Simpkins' story begins with finding inner strength and striking out alone as an artist and entrepreneur. She crafts jewelry that captures its wearers' own stories in precious metal and stone, creating pieces that hold deep significance and can be passed down through generations. The way she artfully binds beauty and strength together is what makes her collaboration with KERASILK so apt.

maggisimpkins.com
 @maggisimpkins

HOLIDAY GIFT SETS

1 Shampoo 250mL | 1 Conditioner 250mL | 1 Travel Size

SAVE 20%



Designed in collaboration with **Maggi Simpkins**

AVAILABLE IN:

- » Color Protecting with Multi-Purpose Hairspray 75mL
- » Repairing with Multi-Purpose Hairspray 75mL
- » Smoothing with Taming Balm 25mL



**BUY 6 HOLIDAY GIFT SETS,
RECEIVE 3 MAGGI HAIR
ACCESSORIES (\$110 VALUE
EACH) FOR FREE.**



SMOOTHING TRAVEL HOLIDAY SET

1 Shampoo 75mL | 1 Conditioner 75mL | 1 Liquid Cuticle Filler 50mL

SAVE 15%



Designed in collaboration with **Maggi Simpkins**

KERATIN TREATMENT GIFT WITH PURCHASE

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

FREE VALUE: \$213

**WINNER
IN-SALON
SMOOTHING SYSTEM
KERASILK
KERATIN TREATMENT**

**WINNER
SHAMPOO AND
CONDITIONER DUO
KERASILK
SMOOTHING
SHAMPOO &
CONDITIONER**

AS FEATURED ON

Breaking
Beauty

SAVE 41%



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



LIMITED EDITION KERASILK HAND CREAM

Nourishes, protects, and hydrates. Indulge your hands in the captivating KERASILK signature scent, leaving your skin feeling smooth and silky.



RECEIVE 8 FREE HAND CREAM ON YOUR NEXT PURCHASE OF KERASILK RETAIL

PURCHASE:

\$200 Minimum: KERASILK Retail

RECEIVE FREE:

8 KERASILK Hand Cream
40mL

FREE VALUE: \$66



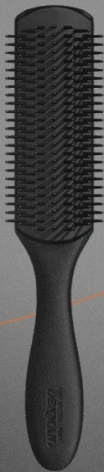
VARIS BRUSHES

SAVE 15%

PERFECTLY ENGINEERED FOR HAIR. AND HANDS.



BOAR
BRUSH



DENMAN
BRUSH



DETANGLING
BRUSH



NYLON
BRUSH



PADDLE
BRUSH



SMOOTHING
BRUSH



VENT
BRUSH

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

KERASILK



@KERASILKNA
KERASILK.COM

VARIS



@VARISPROHAIR
VARISHAIR.COM

STYLESIGN

VERSATILITY YOU CAN COUNT ON.

UNDONE WAVES



STEP BY STEP

- » Work the **Air-Dry BB Cream** into towel-dried hair and power dry using a **Varis Paddle Brush** to create volume.
- » Apply **Shaping & Finishing Spray** to dry hair. Starting at the nape, create large waves using a **Varis Curler**. Break the waves with your fingers to give the hair an undone look.
- » Finish by using **Shaping & Finishing Spray** on the front layers.

BOOSTED DIMENSION



STEP BY STEP

- » Apply **Root Boost Spray** to the regrowth of towel-dried hair and **Smoothing Serum Spray** to the mid-lengths and ends, then comb through.
- » Blow-dry using a **Varis Medium Boar Brush and Dryer** to create volume at the regrowth while keeping the ends relatively straight.
- » Finish the look by applying **Dry Spray Wax** to the layers to give the look texture and dimension.

WEIGHTLESS CURLS



STEP BY STEP

- » Scrunch **Bundling Gel** into towel-dried hair to support the curl.
- » Blow-dry on low using a **Varis Dryer** to create volume at the front hairline.
- » Finish the look by applying **Weightless Shine-Oil** to the ends of the curls to provide control and enhance shine.

POLISHED HOLD



STEP BY STEP

- » Apply **Straightening Balm** to towel-dried hair, then distribute with fingers.
- » Blow-dry using a **Varis Vent Brush** to create volume at the front hairline.
- » Finish the look by applying **Defining Wax** for lasting control and shine.

GOLDWELL

