

**KaO**  
SALON DIVISION

**BUSINESS  
BUILDER**

SUMMIT

NOVEMBER/DECEMBER 2024

**GOLDWELL. KERASTILK KMS VARIS**



**3 TRENDING STYLES  
READY TO GIFT WITH KMS  
HOLIDAY SETS.**



**INTERACTIVE FORMAT**



# LIGHTDIMENSIONS

## SILKLIFT

- » **Powerful lifting performance** up to 9 levels of lift.
- » **Gentle formula** with BondPro+ Technology.



**LIGHTENER 500G**

**CONTROL LIGHTENER 500G**

 **SILKLIFT STRONG**  
MEET THE PRODUCT

 **SILKLIFT ZERO AMMONIA**  
MEET THE PRODUCT

**AVAILABLE IN:**  
Strong, Zero Ammonia

**AVAILABLE IN:**  
Ash Level 5-7, Pearl Level 6-8

### DEVELOPER 750ML

**AVAILABLE IN:**  
3%, 6%, 9%

**SAVE 30%**

 **LIGHTDIMENSIONS**  
ACTIVATION GUIDE

 **SILKLIFT DEVELOPER**  
MEET THE PRODUCT

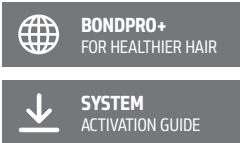
 **SILKLIFT**  
MEET THE PRODUCT



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



# SYSTEM BONDPRO+



- » **Superior reliability for maximum confidence:** no visible dilution of lightening or color performance.
- » **Strengthens the hair fiber** and supports bond stability.
- » **Prevents breakage** during alkaline services and protects hair from damage.
- » **Hair is revitalized and deeply nourished** – it looks and feels significantly healthier.

## RECEIVE FREE SYSTEM BONDPRO+ ON YOUR NEXT PURCHASE OF TOPCHIC OR COLORANCE

### PURCHASE:

\$299.00 Minimum: Topchic\* OR Colorance\*\*

### RECEIVE FREE:

- 1 System BondPro+ 1 Protection Serum 500mL
- 1 System BondPro+ 2 Nourishing Fortifier 500mL

SAVE  
**\$155**



\* 9 cans or 30 tubes (8 cans or 26 tubes for Topchic Zero)  
\*\* 14 cans or 26 tubes

## DUALSENSES PERFECT CARE & INSTANT RESULTS

SAVE  
**29%**



### HOLIDAY SETS

Featuring your favorite shampoos, conditioners and serum sprays packaged in a beautiful, ready to retail box.

#### CONTAINS:

- 1 Shampoo 300mL
- 1 Conditioner 300mL
- 1 Serum Spray 150mL\*

#### AVAILABLE IN:

- Blondes & Highlights, Bond Pro,
- Color, Curls & Waves,
- Just Smooth\*, Rich Repair



\* Just Smooth with 6 Effects Serum 100mL

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# KERASTILK X ELLIE MAC

A COLLABORATION GROUNDED IN STRENGTH

## ELLIE MAC EMBROIDERY DESIGNER, UK

Since 2015, British artist and embroidery designer Ellie Macdonald has been creating and embroidering her own limited-edition artworks, most notably her unique patches, alongside collaborating with artists and designers from other disciplines.

Kerasilk's driving principle is that there's beauty to be found in strength. Ellie Mac's unique design elements are used throughout our holiday sets to bring the idea of strength to life.

## HOLIDAY SETS

1 Mask 200mL | 1 Balm 75mL

### AVAILABLE IN:

Strengthening Mask with Color Sealer  
Recovery Mask with Restorative Balm  
Smoothing Mask with Taming Balm

SAVE  
25%



## HOLIDAY TRAVEL SETS

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

### AVAILABLE IN:

Color  
Repairing  
Smoothing

SAVE  
13%



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

# KERASILK KERATIN TREATMENT



This long-lasting expert service is infused with KERASILK exclusive Biomimetic Silk & Shea Oil and enhanced with high-performance thermal-active KeraShape Technology and transforms unmanageable curly, wavy or frizzy hair into the most luxurious, smooth version of itself.

## CUSTOMIZED SOLUTIONS FOR SMOOTH AND MANAGEABLE HAIR WITHOUT FRIZZ:

- Tames hair and reduces frizz
- Reshapes hair with desired reduction in volume
- Ready to apply - no mixing necessary
- Convenient application with applicator or bowl & brush
- Results last up to 3-5 months
- 2-3 hours service time



## 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

SAVE  
**\$204**



**WINNER: IN-SALON SMOOTHING SYSTEM**



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



# HOLIDAY STYLING SETS

3 unique styling duo sets with instructions to complete each look.

## SILKY SALON BLOWOUT

- 1 THERMASHAPE Straightening Crème 150mL
- 1 THERMASHAPE Quick Blow Dry 200mL

## VOLUMINOUS WAVES

- 1 THERMASHAPE Hot Flex Spray 200mL
- 1 HAIRPLAY Sea Salt Spray 200mL

## SLICKED BACK

- 1 TAMEFRIZZ Smoothing Lotion 150mL
- 1 HAIRPLAY Styling Gel 200mL

SAVE UP TO  
**25%**



# ADDVOLUME

Lightweight prep for styles with up to 70% more volume.

SAVE  
**30%**



**SHAMPOO**  
300ML






**SOLID SHAMPOO**  
75G



**VOLUMIZING**  
**SPRAY 200ML**



**LEAVE-IN**  
**CONDITIONER 150ML**

- 
[KMS BRAND BROCHURE](#)
- 
[KMS ASSORTMENT GUIDE](#)
- 
[KMS HAIR WEAR YOUR HAIR THE WAY YOU WANT](#)

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

VARIS  
CREATIVE ENERGY



## MARCEL CURLER

STYLING FLEXIBILITY  
FOR ALL HAIR TYPES WITH  
DIGITAL INTERFACE.

- Smooth glide barrel with rounded end
- Digital temperature controls up to 230°C
- Built-in stand for convenience and protects surfaces from heat damage
- Comfortable handle with soft touch grip
- Dual ceramic heaters
- Hydroionic Crystals infused into the ceramic barrel to hydrate and condition the hair
- 1 hour automatic shut off

AVAILABLE IN:  
Marcel Curler 1"  
Marcel Curler 1.5"

SAVE  
**20%**



VARIS  
BRAND BROCHURE

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# CANS VS TUBES

## SUSTAINABILITY MEETS COST SAVINGS

Goldwell is the only brand that offers a patented, depot-can system that can save you money versus using tubes.



### TOPCHIC

**1 TOPCHIC CAN 250ML**  
(6.25 applications)

**= 4.16 TOPCHIC TUBES 60ML**

**17.4% COST SAVINGS**

WHEN USING CANS VS TUBES

### COLORANCE

**1 COLORANCE CAN 120ML**  
(6 applications)

**= 2 COLORANCE TUBES 60ML**

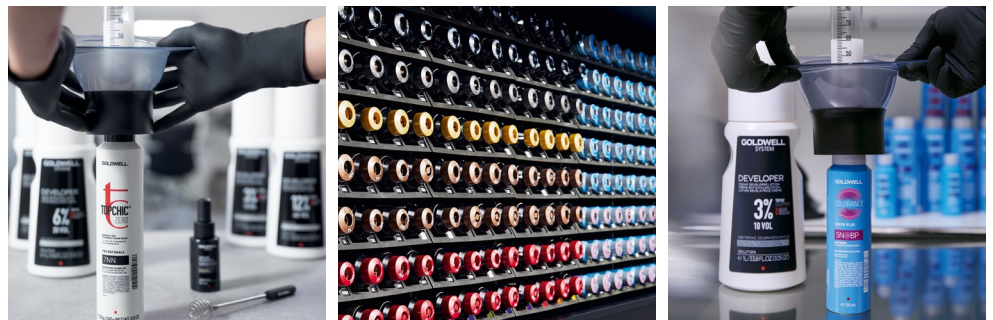
**7.7% COST SAVINGS**

WHEN USING CANS VS TUBES

## EASY. PRECISE. ECONOMICAL.

The Goldwell Depot-Can System offers a unique dispensing experience that sets it apart from other professional hair color brands, while offering benefits for colorists, salons and the environment.

Includes all **Topchic**, **Topchic Zero** and **Colorance** cans to improve sustainability and simplify the color process.



CLICK OR SCAN TO  
LEARN MORE

# GOLDWELL.