

GOLDWELL. KERASILK KMS HAIR VARIS

BUSINESS BUILDER | SEPTEMBER/OCTOBER 2025

NEW SUNDIPPED COLOR COLLECTION

NEW! GOLDWELL COLOR SHADES

Introducing 3 new Topchic shades
and 5 new Topchic Zero shades

HOLIDAY GIFT SETS

Ready-to-retail, available
October 1, in Goldwell,
KERASILK and KMS Hair

NEW! KMS HAIR ADDVOLUME

With upcycled rice
for long-lasting volume,
thickness and strength

NEW! KMS HAIR ALLSMOOTH

With upcycled olive
designed to leave hair soft,
smooth and full of shine

Kao
SALON DIVISION

INTERACTIVE FORMAT

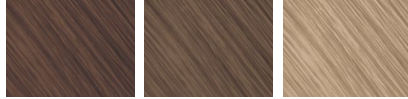


TOPCHIC & TOPCHIC ZERO

NEW SUNDIPPED HUES



NEW TOPCHIC SHADES



6NP
DARK NATURAL
PEARL BLONDE

7NP
MID NATURAL
PEARL BLONDE

9NP
VERY LIGHT
NATURAL PEARL
BLONDE

- » 3 **NEW** Natural Pearl shades available in cans and tubes
- » Enhance depth and dimension while neutralizing warm undertones



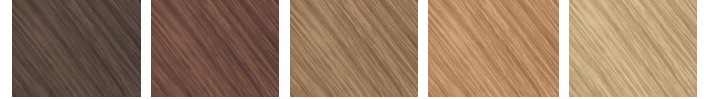
**BEST PERMANENT
HAIR COLOR:
GOLDWELL TOPCHIC**

TOPCHIC TRIAL KIT

Featuring all 3 NEW Natural Pearl Shades

- 1 **NEW!** 6NP Topchic Tube 60mL
- 1 **NEW!** 7NP Topchic Tube 60mL
- 1 **NEW!** 9NP Topchic Tube 60mL
- 1 System Developer 6% Lotion 1L
- 1 Topchic Fact Sheet
- 1 Topchic Color Card Retrofit

SAVE 32%



6GN
DARK GOLD
NATURAL
BLONDE

7KN
MID COPPER
NATURAL
BLONDE

8GN
LIGHT GOLD
NATURAL
BLONDE

9KN
VERY LIGHT
COPPER NATURAL
BLONDE

10GN
EXTRA LIGHT
GOLD NATURAL
BLONDE

- » 3 **NEW** Gold Natural shades in tubes – 10GN, 8GN and 6GN
- » 2 **NEW** Copper Natural shades in tubes – 9KN and 7KN
- » Create long-lasting, light-infused results in a natural, warm direction

TOPCHIC ZERO TRIAL KIT

Featuring 3 select NEW Topchic Zero shades

- 1 **NEW!** 6GN Topchic Zero Tube 60mL
- 1 **NEW!** 7KN Topchic Zero Tube 60mL
- 1 **NEW!** 9KN Topchic Zero Tube 60mL
- 1 System Developer 6% Lotion 1L
- 1 Topchic Zero Fact Sheet
- 1 Topchic Zero Color Card Retrofit

SAVE 30%



SAVE 30%



**BEST LIGHTENING
SYSTEM:
GOLDWELL
LIGHTDIMENSIONS**

LIGHTDIMENSIONS

SILKLIFT LIGHTENER SALE



CLAY

400G



STRONG

500G



ZERO AMMONIA

500G



CONTROL PEARL

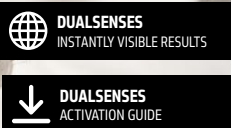
500G



CONTROL ASH

500G

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

AVAILABLE
OCTOBER 1

SAVE 25%



DUALSENSES 60SEC TREATMENT 200ML SALE

SAVE 25%

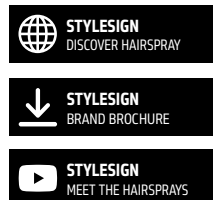
AVAILABLE IN:
 Blondes & Highlights
 Bond Pro
 Color
 Color Extra Rich
 Just Smooth
 Rich Repair
 Silver



STYLESIGN HAIRSPRAY SALE

AVAILABLE IN:
 Working Hairspray 300mL
 Compressed Working Hairspray 150mL
 Extra Strong Hairspray 300mL
 Strong Hairspray 300mL

SAVE 25%



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



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](https://www.instagram.com/maggisimpkins)

HOLIDAY GIFT SETS

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

Designed in collaboration with **Maggi Simpkins**



AVAILABLE
OCTOBER 1

SAVE 20%

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

AVAILABLE
OCTOBER 1

SAVE 15%



Designed in collaboration with **Maggi Simpkins**

BUY 3, GET 1 FOR FREE HAIRSPRAY

AVAILABLE IN:

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

SAVE 25%

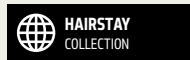
4 KERASILK Hairspray



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



HAIRSTAY SALE



SAVE 25%



Firm Finishing Spray 300mL
Working Spray 300mL



Dry Oil Hairspray 150mL
Anti-Humidity Seal 150mL

TRAVEL SIZES



Dry Oil Hairspray 75mL
Anti-Humidity Seal 75mL
Firm Finishing Spray 75mL
Working Spray 75mL

HOLIDAY GIFT SETS

AVAILABLE
OCTOBER 1

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

SAVE 20%

SET CONTAINS:

- 1 MOISTREPAIR Shampoo 75mL
- 1 MOISTREPAIR Conditioner 75mL
- 1 THERMASHAPE Quick Blow Dry 75mL
- 1 HAIRPLAY Dry Wax 75mL

AVAILABLE OCTOBER 1



BEST PRE-STYLING
PRODUCT:
KMS THERMASHAPE
QUICK BLOW DRY



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

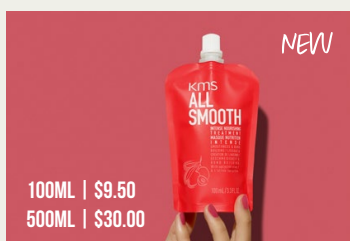
NEW ALLSMOOTH

NOURISH AND PROTECT YOUR HAIR

Humidity & frizz
protection for
up to 72 hours¹

Up to 4 times
less frizz and
flyaways²

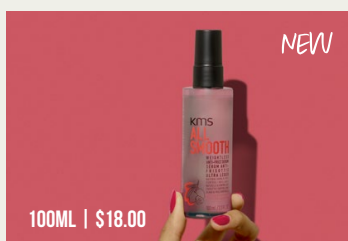
Smooths
& softens
for a silky feel
with shine



100ML | \$9.50
500ML | \$30.00

INTENSE NOURISHING TREATMENT

Deeply nourishes and increases smoothness for healthy looking hair full of shine. Builds bonds for up to 20 times stronger hair.³



100ML | \$18.00

WEIGHTLESS ANTI-FRIZZ SERUM

Provides a weightless anti-frizz and antistatic effect. Smooths flyaways and adds natural shine. Ideal for fine to medium hair.

WHAT'S INSIDE?

Rich in antioxidants such as Vitamin E, upcycled Olive is left over from Italian olive oil production. The nutrient-rich antioxidants are incorporated into our AllSmooth formulas to help protect hair from environmental damage and oxidative stress which can cause dryness. AllSmooth formulas with upcycled olive provide intense nourishment and restore the hair from the inside for smooth, resilient hair.



¹Regimen with Shampoo, Intense Nourishing Treatment, Smoothing Lotion and Intense Nourishing Oil.
²Regimen with Shampoo, Intense Nourishing Treatment, Smoothing Lotion and Intense Nourishing Oil vs. untreated hair. ³vs. untreated hair.

ALLSMOOTH SEGMENT OFFER

PURCHASE:

- 3 ALLSMOOTH Shampoo 300mL
- 1 ALLSMOOTH Shampoo 750mL
- 3 ALLSMOOTH Shampoo 75mL
- 3 ALLSMOOTH Conditioner 250mL
- 1 ALLSMOOTH Conditioner 750mL
- 3 ALLSMOOTH Conditioner 75mL
- 3 **NEW!** ALLSMOOTH Intense Nourishing Treatment 100mL
- 1 **NEW!** ALLSMOOTH Intense Nourishing Treatment 500mL
- 1 **NEW!** ALLSMOOTH Intense Nourishing Treatment 10mL (1=10)
- 4 ALLSMOOTH Smoothing Lotion 150mL
- 4 **NEW!** ALLSMOOTH Weightless Anti-Frizz Serum 100mL
- 4 ALLSMOOTH Intense Nourishing Oil 100mL

SAVE 36%

LINE EXTENDER OFFER

PURCHASE:

- 4 **NEW!** ALLSMOOTH Intense Nourishing Treatment 100mL
- 4 **NEW!** ALLSMOOTH Weightless Anti-Frizz Serum 100mL

RECEIVE FREE:

- 1 **NEW!** ALLSMOOTH Intense Nourishing Treatment 500mL
- 1 **NEW!** ALLSMOOTH Intense Nourishing Treatment 10mL (1=10)
- 1 **NEW!** ALLSMOOTH Weightless Anti-Frizz Serum 100mL



SAVE 33%



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

NEW ADDVOLUME

WEIGHTLESS VOLUME, BODY & FULLNESS

↓ ADDVOLUME
MORE INFORMATION

Up to 3 times¹
thicker hair

Boosts volume
up to 3 times¹

Reduces breakage
and split ends by
up to 99%²



NEW

150ML | \$17.00
500ML | \$40.00



NEW

10g | \$15.00



LIQUID STRENGTH RINSE

Significantly strengthens the hair from the inside for up to 20x stronger hair.³ Increases elasticity, instantly detangles and makes hair feel thicker while adding natural shine.

STYLING POWDER

Instant volume, lift and texture. Adds thickness and grip from roots to ends.

WHAT'S INSIDE?

"Broken rice" is a by-product of rice production that often goes to waste. We unlock the nutrient-rich antioxidants and amino acids in the rice, giving them a second life and minimizing waste. Our new and improved AddVolume formulas enriched with amino acids from upcycled rice deliver thicker, more resilient hair with a boost of intense volume.



¹AV Shampoo in combination with AV Styling Foam vs. untreated hair. ²For all care products. ³vs. untreated hair.

ADDVOLUME SEGMENT OFFER

PURCHASE:

- 3 ADDVOLUME Shampoo 300mL
- 1 ADDVOLUME Shampoo 750mL
- 3 ADDVOLUME Shampoo 75mL
- 4 ADDVOLUME Volumizing Spray 200mL
- 4 ADDVOLUME Root & Body Lift 200mL
- 4 ADDVOLUME Styling Foam 300mL
- 3 ADDVOLUME Styling Foam 75mL
- 3 NEW! ADDVOLUME Liquid Strength Rinse 150mL
- 1 NEW! ADDVOLUME Liquid Strength Rinse 500mL
- 4 NEW! ADDVOLUME Styling Powder 10g

SAVE 36%

LINE EXTENDER OFFER

PURCHASE:

- 4 NEW! ADDVOLUME Liquid Strength Rinse 150mL
- 4 NEW! ADDVOLUME Styling Powder 10g

RECEIVE FREE:

- 1 NEW! ADDVOLUME Liquid Strength Rinse 500mL
- 1 NEW! ADDVOLUME Styling Powder 10g



SAVE 30%



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

NEW SUNDIPPED COLOR COLLECTION

TOPCHIC TRUE COLOR EXCELLENCE



MOONSTONE GLOW

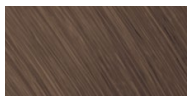
Moonstone Glow is a sophisticated, multi-dimensional look with soft pastel hues to capture light beautifully for iridescent results.



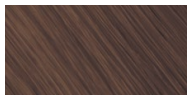
RECREATE THIS
LOOK WITH:



NEW! 9NP



NEW! 7NP



NEW! 6NP

DAWN GLOW

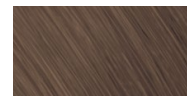
Dawn Glow uses light golden blonde tones with a hint of pearl to frame the face and create a luminous, ethereal effect.



RECREATE THIS
LOOK WITH:



NEW! 9NP



NEW! 7NP

TOPCHIC ZERO BEAUTIFULLY RADIANT COLOR WITHOUT AMMONIA

SUNRISE GLOW

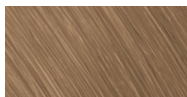
Sunrise Glow is a warm, vibrant blonde look that features rich golden undertones and highlights to add a natural, radiant shine to the hair.



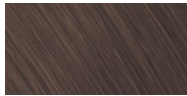
RECREATE THIS
LOOK WITH:



NEW! 10GN



NEW! 8GN



NEW! 6GN

COPPER GLOW

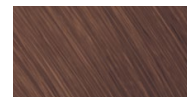
Copper Glow is a fiery, yet natural look that blends copper tones with warm highlights for a reflective finish that mimics the richness of bronze.



RECREATE THIS
LOOK WITH:



NEW! 9KN



NEW! 7KN



GOLDWELL.