

COLOR WOW

2023 INTRO DEALS

January - March



THE POWER OF WOW

How is Color Wow totally different from other hair care brands?

When it comes to hair color, Color Wow is fanatical about the ingredients that go into our products – the first to ban “color corrupters” found in most hair care and styling products.

- Color Wow has identified and banned over 60 ingredients commonly found in other hair care formulas that can darken or distort hair color.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow Lab.
- Every formula solves an unmet problem for stylists and their clients.
- Color Wow does not bring a product to market unless it’s a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers “you have to see it to believe it” results.
 - Not tested on animals
 - No parabens
 - No sulfates
 - No toxic ingredients
 - No phthalates
 - Gluten-free
 - Cruelty-free



CW766

01

ROOT COVER UP Complete Root Cover Up Intro Kit

SAVE 37%

#1 AWARD-WINNING ROOT COVER UP 9x Allure Winner “Best of Beauty” (2013-2021)

The overwhelming favorite and go-to root cover up for the world’s top salons and celebrity stylists.

Elevate your artistry with the ultimate finishing tool. Cover grey roots, extend highlights, fill in hairlines and sparse spots for instantly thicker hair...

PURCHASE:

(15) Root Cover Ups:

- (1) Platinum
- (2) Blonde
- (2) Dark Blonde
- (2) Light Brown
- (3) Medium Brown
- (3) Dark Brown
- (1) Black
- (1) Red

RECEIVE FREE:

(8) Root Cover Up Testers

- (1) Platinum
- (1) Blonde
- (1) Dark Blonde
- (1) Light Brown
- (1) Medium Brown
- (1) Dark Brown
- (1) Black
- (1) Red

PLUS MERCHANDISING:

- (1) Root Cover Up Display

SALON PRICE: ~~\$411.75~~ **\$258.75**

YouTube For in-depth product information, tutorials and trends, go to [youtube.com](https://www.youtube.com/colorwowprofessional) and type color wow professional



CW880

02

\$99 INDIE STYLIST KIT

SAVE 20%

Features Color Wow's award-winning, best-selling products!

INCLUDES:

- (1) Dream Filter, 6.7 oz.
- (1) Shampoo, 8.4 oz.
- (1) Money Masque, 7.5 oz.
- (1) Dream Coat, 6.7 oz.
- (1) Dream Coat for Curly Hair, 6.7 oz.
- (1) Xtra Large Bombshell Volumizer, 6.7 oz.
- (1) Style on Steroids, 7 oz.
- (1) Extra Shine Spray, 2.5 oz. Travel Size
- (1) Root Cover Up, Medium Brown, .07 oz.

SALON PRICE: \$123.75 \$99.00

03

SUITE RETAIL STARTER KIT

SAVE 18%

Refuel your retail and set your sales on fire.

RETAIL:

- (3) Dream Filter, 6.7 oz.
- (4) Shampoo, 8.4 oz.
- (2) Conditioner-F/N, 8.4 oz.
- (2) Conditioner-N/T, 8.4 oz.
- (1) Money Masque, 7.5 oz.
- (2) Dream Cocktails, 6.7 oz. – Coconut
- (4) Dream Coat, 6.7 oz.
- (2) Dream Coat for Curly Hair, 6.7 oz.
- (3) One-Minute Transformation, 4 oz.
- (2) Xtra Large Bombshell Volumizer, 6.7 oz.
- (2) Raise the Root, 5 oz.
- (2) Style on Steroids, 7 oz.
- (2) EXTRA Shine Spray, 5 oz.

BACK BAR + STATION

- (1) Shampoo, 32 oz. w/pump
- (1) Conditioner F-N, 32 oz. w/pump
- (1) Dream Filter, 16 oz.

SALON PRICE: ~~\$487.50~~ \$399.00



CW891

POWER OF WOW

SAVE 30%

BEST VALUE – Includes the complete Color Wow Collection with back bar & station products, merchandising and education!

RETAIL

- (2) Dream Filter, 6.7 oz.
- (6) Shampoo, 8.4 oz.
- (3) Conditioner-F/N, 8.4 oz.
- (3) Conditioner-N/T, 8.4 oz.
- (2) Money Masque, 7.5 oz.
- (6) Dream Cocktails, 6.7 oz.
 - 2 of each Kale, Coconut, Carb
- (4) Color Control Styling Foam, 6.8 oz.
 - 2 of each Purple, Blue
- (4) Dream Coat, 6.7 oz.
- (2) Dream Coat for Curly Hair, 6.7 oz.
- (2) Speed Dry, 5 oz.
- (3) Raise the Root, 5 oz.
- (4) Xtra Large Bombshell Volumizer, 6.7 oz.
- (4) Pop & Lock, 1.8 oz.
- (4) One-Minute Transformation, 4 oz.
- (3) Style on Steroids, 7 oz.
- (2) Cult Favorite Hairspray, 10 oz.
- (3) Extra Mist-ical Shine Spray, 5 oz.
- (16) Root Cover Ups –
 - 4 each top selling shades (Dark Blonde, Light Brown, Medium Brown, Dark Brown)

FREE BACK BAR + STATION

- (1) Dream Filter, 16 oz.
- (1) Money Masque, 7.5 oz.
- (1) Shampoo, 32 oz. w/pump
- (1) Conditioner-F/N, 32 oz. w/pump
- (1) Dream Coat, 16.9 oz.
- (3) Dream Cocktails, 6.7 oz.
 - 1 each, Kale, Coconut, Carb

FREE MERCH + EDUCATION

- (1) Color Wow Glorifier featuring Dream Coat
- (1) Root Cover Up Display
Power of Wow Class*

SALON PRICE: ~~\$1,418.00~~ \$999.00



*Subject to availability



CW892

ONGOING VALUE DEALS

Stock up on risk-free retail heros your clients will obsess over and receive FREE pro sizes of our best-sellers for bonus back bar and stylist station services.

No previous purchase required. Must be in same transaction.

FREE

Dream Filter, 16 oz.
when you buy (6) 6.7 oz.



FREE

Shampoo or Conditioner, 32 oz.
when you buy (8) 8.4 oz.
(no mix and match)



FREE

Dream Cocktail, 6.7 oz.
when you buy (5) 6.7 oz.



FREE

Dream Coat or Dream Coat for Curly Hair, 16.9 oz.
when you buy (12) 6.7 oz.
(no mix and match)



PRODUCT	SIZE	RETAIL PRICE	SALON PRICE
Dream Filter	200ml/6.7 oz	\$24.00	\$12.00
	470ml/16 oz	\$51.00	\$25.50
	50ml/1.7 oz	\$10.00	\$5.00
Money Masque	215ml/7.5 oz	\$45.00	\$22.50
Color Security Shampoo	250ml/8.4 oz	\$24.00	\$12.00
	946ml/32 oz	\$72.00	\$36.00
	75ml/2.5 oz	\$11.00	\$5.50
Color Security Conditioner Available In Fine To Normal And Normal To Thick	250ml/8.4 oz	\$24.00	\$12.00
	1L/33.8 oz	\$72.00	\$36.00
	75ml/2.5 oz	\$11.00	\$5.50
Liter Pump	N/A	\$3.00	\$1.50
Dream Cocktail Available in Coconut, Carb and Kale-Infused	200ml/6.7 oz	\$26.00	\$13.00
	50ml/1.6 oz	\$12.00	\$6.00
Pop & Lock High Gloss Shellac	55ml/1.8 oz	\$20.00	\$10.00
	12ml/0.4 oz	\$8.00	\$4.00
Color Control Toning + Styling Foams Available in Purple for Blonde Hair and Blue for Dark Hair	193g/6.8 oz	\$24.00	\$12.00
Dream Coat Supernatural Sealant	200ml/6.7 oz	\$28.00	\$14.00
	500ml/ 16.9 oz	\$58.00	\$29.00
	50ml/1.7 oz	\$12.00	\$6.00
Dream Coat For Curly Hair	200ml/6.7 oz	\$24.00	\$12.00
	500ml/16.9 oz	\$51.00	\$25.50
	75ml/2.5 oz	\$12.00	\$6.00
Xtra Large Bombshell Volumizer	200ml/6.7 oz	\$26.00	\$13.00
Raise The Root	150ml/5 oz	\$24.00	\$12.00
	50ml/1.7 oz	\$12.00	\$6.00
Style On Steroids	262ml/7 oz	\$26.00	\$13.00
	50ml/1.5 oz	\$12.00	\$6.00
One-Minute Transformation	120ml/4 oz	\$24.00	\$12.00
	30ml/1 oz	\$10.00	\$5.00
Speed Dry Blow Dry Spray	150ml/5 oz	\$24.00	\$12.00
Cult Favorite Hairspray	295ml/10 oz	\$26.00	\$13.00
	50ml/1.5 oz	\$12.00	\$6.00
EXTRA Mist-ical Shine Spray	162ml/5 oz	\$29.00	\$14.50
	75ml/2.5 oz	\$16.00	\$8.00
Root Cover Up Available in Platinum, Blonde, Dark Blonde, Light Brown, Medium Brown, Dark Brown, Black and Red	2.1g/.07 oz	\$34.50	\$17.25
Root Cover Up - Testers (Includes all 8 shades)	1 lb 3 oz	N/A	\$70.00

📍 To add your salon to Color Wow's Salon Locator, go to colorwowhair.com/addmysalon

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