



MAY-JUNE 2018

KAO USA OFFERS & UPDATES

Pump up your style with the latest Goldwell, KMS and VARIS offers to help bring your inner creativity to another level.

- » Take Brunettes to the next level with the new StyleSign products
- » Add volume to your styling looks with new products from StyleSign

GOLDWELL. KMS VARIS®



WHAT'S NEW

ICONIC BRUNETTES COLLECTION

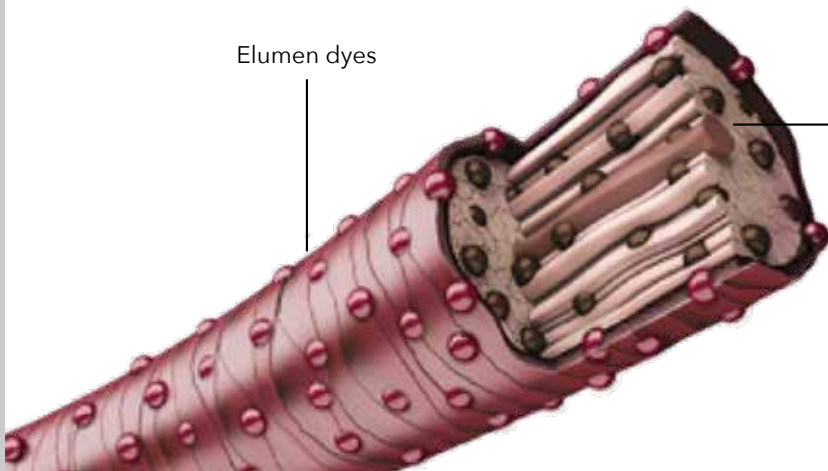
Take brunettes to the next level: **@Elumened** Technology is now spicing up the brown category. Pair these new shades with our easy to implement services in our new Iconic Brunettes Collection which focuses on beautiful **Iconic Brunettes** looks with gorgeous voluminous style.

@ELUMENATED TECHNOLOGY

Oxidative hair color, enriched with multi-dimensional Elumen reflections.

Elumen dyes

Oxidative dyes





WHY BE A BORING BROWN WHEN YOU CAN BE AN ICONIC BRUNETTE?

NEW @ELUMENATED BRUNETTE TOPCHIC SHADES

BENEFITS:

- Easy to use Topchic oxidative hair color enriched with multi-dimensional Elumen reflections.
- @Eluminated Natural shades have reliable grey coverage up to 100%.
- All shades available in cans and tubes



To discover the Spectrum of Styling step-by-step videos for the new volume styles, download the **Goldwell Education Plus App**.



6N@AV
Dark Blonde
Eluminated
Ash Violet



6N@RB
Dark Blonde
Eluminated
Red Brown



4B@RR
Havana Brown
Eluminated
Intense Red



5BG@KK
Brown Gold
Eluminated
Intense Copper



6BP@VA
Pearly Couture
Eluminated
Violet Ash



7SB@BI
Silver Beige
Eluminated
Blue



CAN AND TUBE INTRODUCTORY OFFERS

Salon clients are asking for more complex and multi-dimensional colors including brown hair that isn't boring. Introducing the Iconic Brunettes Collection featuring the @Eluminated Brunettes shades – rich hair color that not only enhances your client's natural beauty but also turns their look into a statement. Try all the new shades in cans or tubes.



PURCHASE:

1 ea Topchic 250mL Canisters:
6N@AV, 6N@RB, 4B@RR, 5BG@KK,
6BP@VA, 7SB@BI

RECEIVE FREE:

2 Topchic Developer 6% Lotion 1L
1 Topchic Developer 9% Lotion 1L
1 ea Goldwell Tableau Retrofit and
Color Card Retrofit
1 Iconic Brunettes Collection Poster Set of 3

Assorted Marketing Materials:

5 Iconic Brunette Collect Technique Guide
3 Paper Shade Chart
3 Iconic Brunettes Mirror Cling Set
1 Topchic Activation Guide

\$174.99

Regularly: \$286.20
Savings: 39%
Item #: 3L301A



PURCHASE:

2 ea Topchic 250mL Tubes:
6N@AV, 6N@RB, 4B@RR, 5BG@KK,
6BP@VA, 7SB@BI

RECEIVE FREE:

1 Topchic Developer 6% Lotion 1L
1 Topchic Developer 9% Lotion 1L
1 Goldwell Tableau Retrofit Set

Assorted Marketing Materials:

5 Iconic Brunettes Technique Guide
3 Paper Shade Chart
3 Iconic Brunettes Mirror Cling Set
1 Topchic Activation Guide

\$99.00

Regularly: \$151.50
Savings: 35%
Item #: 3L302A



NEW!

NOW INTRODUCING:

DUALSENSES SILVER: FOR GREY AND COOL BLONDE HAIR

Neutralizes unwanted yellow tones.
Instantly refines cool effect.

Salon Price: \$8.50

Item #: 202914AS



KERASILK LUXURY GIFT WITH PURCHASE

Pamper your clients with the gift of luxury. We aim to help you grow your business, so with your purchase of \$350 or more of your choice in Kerasilk products, we will gift you with 12 tassel cosmetic case filled with Kerasilk samples to present to your salon clients.

How to make the Tassel Cosmetic Case work for you: Invite your clients to indulge in a Kerasilk Salon service –or– Incentivize for their Kerasilk product purchase and send them home with a Gift! Limited quantities available – while supplies last.

PURCHASE CHOICE

\$350 Kerasilk Products

RECEIVE FREE

12 Premium Cosmetic Bags packed with the following samples in each:

1-Kerasilk Style Bodifying Volume Mousse 40mL, 2-Kerasilk Style Color Cleansing Conditioner sachet 10x10mL, 2-Kerasilk Control Smoothing Fluid sachet 10x7mL, 1-Kerasilk Reconstruct Mask 25mL, 2-Kerasilk Repower Volume Plumping Cream sachet 10x7mL

\$350.00

Savings: 33%

Item #: 5L307A

Limited quantities available – while supplies last.



NEW STYLESIGN ULTRA VOLUME BODY PUMPER AND SOFT VOLUMIZER

You hear from your clients that they struggle with creating and keeping volume in their hair and also struggle with thinning hair or hair loss. We have two new StyleSign Ultra Volume products to give hair a massive volume boost with heat and color protection.

STYLESIGN ULTRA VOLUME BODY PUMPER 150mL – #227932XA, \$9.50

Densifying Pump Foam

BENEFITS:

- » Gives fine and thinning hair twice as much body by densifying and texturizing to create the feeling of more hair.
- » Ideal for short to shoulder length hair and very versatile to create from classic to ultra-voluminous styles.
- » With flexPROtec complex for a natural, flexible hold with heat and color protection.

STYLESIGN ULTRA VOLUME SOFT VOLUMIZER 200mL – #227934XA, \$10.00

Volume Blow Dry Spray

BENEFITS:

- » Gives fine to normal hair natural volume and long-lasting shape.
- » Has the strength of a volume mousse, but with the convenience of a spray.
- » Perfect for simple brushed-out styles to beautiful blow-outs.
- » With flexPROtec complex for a natural, flexible hold with heat and color protection



STYLESIGN ULTRA VOLUME OFFER

PURCHASE:

- 4 StyleSign Body Pumper 150mL
- 4 StyleSign Soft Volumizer 200mL

RECEIVE FREE:

- 2 StyleSign Body Pumper 150mL Stylist Samples
- 2 StyleSign Soft Volumizer 200mL Stylist Samples
- Assorted Marketing Materials

\$78.00

Regularly: \$117.00

Savings: 33%

Item #: 2L307A



OXYCUR PLATIN 20% OFF SALE

Spring and summer are the perfect time to start promoting blonding services.

Why you will love Oxycur Platin Lightening Powder:

- » Quick-lifting action – lightens hair up to 7 levels
- » Dust-free measuring and mixing
- » Platin-Plus Formula provides maximum lift while protecting the hair
- » Cationic Polymers condition the hair and improve combability up to 15%
- » Re-sealable packaging

Available In:

1 Oxycur Platin Dust Free 1000g: **\$25.80**

1 Oxycur Platin Dust Free 500g: **\$16.40**

Savings: 20%

Item #: 5L301A

SILKLIFT SALON UPGRADE

If you want to offer your clients just a little bit more luxury and care this offer is perfect. It features our premium lightener in a complete package, which includes the SilkLift Serum Concentrate and Kerasilk Color Cream Serum.

PURCHASE CHOICE:

1 SilkLift High Performance Lightener 500g **OR**

1 SilkLift High Performance Lightener Ammonia Free 500g

PURCHASE:

1 SilkLift Conditioning Cream Developer 3% 750mL

1 SilkLift Conditioning Cream Developer 6% 750mL

1 SilkLift Conditioning Cream Developer 9% 750mL

RECEIVE FREE:

1 SilkLift Intense Conditioning Serum Concentrate 30mL

1 Box Kerasilk Color Cream Serum 12 x 22mL

\$80.99

Regularly: \$184.00

Savings: 56%

Item #: 5L303A





DUALSENSE COLOR CARE DUOS

The best way to support a Goldwell color service is with our recommended color-care products. This retail-focused offer features shampoo and conditioner packages ideal for color-treated hair. Easy to retail and a perfect package to send home with fresh-color clients.

PURCHASE PACKAGE:

1 Shampoo 300mL

1 Conditioner 300mL

Available In:

Color – Item #: 2L304A

Color Extra Rich – Item #: 2L305A

Blondes & Highlights – Item #: 2L306A

\$12.50

Regularly: \$17.50

Savings: 33%



VARIS®

CREATIVE ENERGY

VARIS® Gift with Purchase

Create endless styles with the VARIS Dryer and FREE Collapsible Diffuser. The VARIS Collapsible diffuser folds flat for easy storage and travel and fits most full size dryers.

PURCHASE

1 VARIS Dryer

RECEIVE FREE

1 VARIS Collapsible Diffuser

\$175.00

Regularly: \$195.00

Savings: 10%

Item #: 9L301A





KMS HAIR CARE DUOS

Prime for the perfect style with KMS Shampoo & Conditioner. These hair care duos provide the right foundation whether you are looking to enhance color, nourish your strands or control frizzy hair.

PURCHASE PACKAGE

1 Shampoo 300mL

1 Conditioner 250mL

AVAILABLE IN:

COLORVITALITY – Item #: 1L305A

MOISTREPAIR – Item #: 1L306A

TAMEFRIZZ – Item #: 1L307A

\$17.99

Regularly: \$22.50

Savings: 20%



KMS TRAVEL MERCHANDISER

Our salon-friendly display will give your clients the hair they want on the go. Wherever their journey, let KMS Styling products tag along for the ride.

PURCHASE PACKAGE

6 COLORVITALITY Shampoo 75mL

6 COLORVITALITY Conditioner 75mL

6 HAIRSTAY Firm Finishing Hairspray 75mL

6 HAIRPLAY Makeover Spray 75mL

Includes a FREE KMS Salon

Travel Merchandiser

\$99.00

Regularly: \$134.00

Savings: 26%

Item #: 1L308A



THE FOLLOWING
OFFERS ARE
AVAILABLE
DURING MAY



STOCK UP ON DUALSENSES SERUMS

BUY ONE GET ONE FREE

Increase salon revenue by offering a quick and easy upgrade service with Dualsenses Serums. Purchase one box and receive the same coordinating flavor **FREE**.

PURCHASE:

1 Box of Dualsenses Serum 12x18mL

RECEIVE FREE:

1 Box of Dualsenses Serum 12x18mL

Available in:

Dualsenses Color Lock Serum 12x18mL

Dualsenses Color Extra Rich Lock Serum 12x18mL

Dualsenses Blondes & Highlights Lock Serum 12x18mL

\$58.00

Regularly: \$104.00

Item #: 7L789

This offer is available from May 1-31, 2018

PRETTY IN PASTEL — SOFT COLOR. STRONG STATEMENT.

Pastel hair colors are making their way into every day looks. More and more clients want to try these colors for a fun and temporary way to enhance their hair.

PURCHASE CHOICE OF 3:

Pastel Rose Tube 60mL

Pastel Lavender Tube 60mL

Pastel Peach Tube 60mL

Pastel Mint Tube 60mL

Pastel Indigo Tube 60mL

RECEIVE FREE:

1 Colorance Lotion 1 Liter

1 Colorance Collection Technique Sheet

\$24.45

Regularly: \$34.70

Savings: 30%

Item #: 7L789

This offer is available from May 1-31, 2018



VINTAGE PEACH
A playful and dimensional pastel.



EXTENDING SCOPE
Regrowth: 100% (color-treated) Mid-lengths and ends: 100% (color-treated)

FORMULAS

1. Mid-lengths
40ml Lotion + 10ml BG28 + 10ml 10P + 10ml Pastel Peach

2. Ends
40ml Lotion + 10ml Pastel Peach + 10ml Clear (Provides for up to 10 uses)

HOW TO

1. Cross-section the hair. Starting at the crown apply **Formula A** in large sections onto the regrowth.
2. Apply **Formula A** in down the mid-lengths to the ends on both sides.
3. Apply **Formula B** to mid-lengths and ends of the treated hair. Process for up to 15 minutes until the desired tone / depth is achieved. Then shampoo and use the hair oil **DuShampoo Color Lock Serum**.
4. Use **StyleSign Sheet Perfection** for a smooth styling. Finish with **StyleSign Moisture** for an unrivaled, natural look.

Always check the development of the mid-lengths and ends visually, until the correct tone and color depth is reached.





GRAB BAG:

KMS HAIRPLAY Makeover Spray

PURCHASE:

6 HAIRPLAY Makeover Spray 250mL

\$34.50

Suggested Retail: \$11.50*

Savings: 50%

Item #: 9L789

This offer is available from May 1 – 31, 2018

*Suggested Retail price is for one single unit.

BUSINESS BUILDING TIP:

Check out our KMS Travel Merchandising Promotion which includes the travel size HAIRPLAY Makeover Spray – this is a great opportunity to incentivize clients who have purchased the travel size and want to re-purchase the full size! Run a special bounce back promotion that encourages clients to bring in their empty travel size for a special discount off the full size!



GOLDWELL. KMS ACADEMY NEW YORK

BLONDE REDEFINED

Blonde is never just blonde. Some clients want the perfect platinum, others just a sun-kissed look. Easily transition a natural brunette to a believable natural blonde result.

Blonde is an art form, and you will become skilled at perfecting your masterpiece in this two-day workshop. You'll learn to create the cleanest, clearest blondes through formulation workshops, hands on techniques, and an interactive classroom setting. You'll also learn the how to finish with precision using overlay toning techniques and unique formulations that change seasonally.

**Available at Academy
New York**

ON TREND: PURE CREATIVITY IN COLOR

It's all about experiencing the shine, vibrancy, and radiant effects of Elumen in this one day program. Explore creative formulations from highly reflective natural shades to radiant rainbow colors. Get in-depth insights from Elumen experts on the basics to the most creative avant garde looks and formulas. Create your own unique signature formulations and walk away with a whole new toolbox for every type of client! Discover how, when and why to use the full range of Elumen and how this easy to use color can unlock profits in your salon.

Available at Academy New York

Go to GoldwellKMSregistration.com for more details and to register.

join the movement: **BEAUTY AGAINST BULLYING**

When i.D Salon owner Lori Panarello heard the news about a 13 year old boy in Staton Island, NY that committed suicide as a result of bullying, she knew something had to be done. She started by asking her salon staff if anyone had been bullied before and quickly learned that her entire staff had some experience being the victim of bullying.

From all of those great efforts, BEAUTY AGAINST BULLYING became a new mission for Lori and her salon. They held an in-salon event to raise awareness of bullying and created retail promotions, salon contests and auctions to raise money for a local charity. Now, more than 20 other Goldwell and KMS Salons in the US have joined the movement and are taking a stand against bullying in their community. We invite you to join us!

**TOGETHER WE PLAN TO RAISE AWARENESS TO THE ISSUE AND
DO WHATEVER WE CAN TO HELP PREVENT FUTURE BULLYING.**

DID YOU KNOW:

- Studies show that most commonly, people who are perceived as being different are most often the victim of bullying.
- Between 1 in 4 and 1 in 3 U.S. students say they have been bullied at school.
- Most bullying happens in middle school. The most common types are verbal and social bullying.
- Bullying effects all youth, including victims, those who bully and those who witness bullying — and often these effects last into adulthood.



**RAISE YOUR HAND IF YOU WANT TO HELP PUT A STOP TO THIS?
TOGETHER WE ARE STRONG AND CAN MAKE A DIFFERENCE.**

WHAT CAN YOU DO:

- Follow the "Beauty Against Bullying" facebook and Instagram pages @BeautyAgainstBullying
- Register your salon as a "Safe Space". Talk to your salon staff about supporting victims of bullying and being there for them. Let them know they are not alone and that it gets better.
- Put together your own in-salon event to help raise awareness on bullying and collect money to donate to a local charity.
- Stay tuned for more details on how Kao Salon Division is supporting BEAUTY AGAINST BULLYING with an upcoming Back to School salon promotion and more!

TO LEARN MORE VISIT: www.stopbullying.gov/media/facts/index.html



Kao Salon Division is pleased to share proven professionals to offer you resources to support your business. Beauty 360 Consulting is our preferred partner for salon business programs.



ALLYSON KING
CEO OF BEAUTY 360
CONSULTING GROUP

GOT YELP?

Have you ever found yourself asking "Why isn't my salon getting 5-star reviews?" Or, maybe you just aren't seeing your salon volume grow the way you would like it or need it to?

In our industry, we know we can only grow our business and make profits by staying on top of the latest styles, techniques, trends and products. We are prepared to spend money on education, seminars and training to ensure that our stylists and staff offer the best services possible to clients.

Many salons have a "philosophy" about customer service; some even have this written in their employee handbook. These philosophies are generally based only on "client satisfaction" via good creative skills in cutting, coloring, styling and therapeutic work.

However, those are the things a client takes for granted. That is what they pay for!

Far too often I am confronted with salon owners who feel that their front desk staff is nothing more than a necessary person put in place to simply ensure their phones are answered and appointments are made. Many do not believe that formal training and follow up is important or worth the investment.

I AM HERE TO TELL YOU THAT YOU NEED TO OFFER YOUR CLIENTS MORE!

You need to provide your clients with an experience that starts the moment a receptionist answers the phone until the clients leave the salon. In today's world of social media and technology, customer service is the new marketing!

A trained, well-practiced and coached front desk can not only increase service and retail sales; it can also cross promote different services. They can ensure that your client has a "five-star" experience that can set you apart from your competition.

Think about a business that you feel offers superior customer service. What makes it stand out in your mind? If you said consistency you would be right!

The businesses that we think of as offering the best customer service always get it right. They have systems in place that their employees are trained on to ensure that every customer receives the same level of service every time they visit that establishment. Getting it right occasionally will never make a lasting impression.

DON'T LEAVE YOUR BUSINESS TO CHANCE- IMPLEMENT 5 STAR SERVICE SYSTEM THAT WILL HELP DRIVE 5 STAR REVIEWS.

There are five key steps to a 'review winning' front desk:

1. The power of the greeting
2. Converting calls to appointments
3. Properly scheduling each service
4. Impactful client interaction
5. Making the checkout a 5-Star experience

You can also learn more at beauty360consulting.com.
Call 202-368-3482 for a complimentary consultation.

SPOTLIGHT ON SUCCESS

PARTNERING WITH US ASSURES YOU A CONTINUAL STREAM OF
INSPIRATION AND BUSINESS BUILDING TIPS TO CREATE WHAT YOUR
CLIENTS WANT TODAY AND TOMORROW.



SALON SPOTLIGHT

Salon Invi keeps it fresh for clients.



"The hair experts at Salon Invi want to pamper you. The salon features luxurious Italian-inspired furnishings, high-tech toys, custom massage chairs, keeps up with cutting-edge styles, and always adds new products to its lineup."

That's how Boston's Northshore Magazine described Salon Invi to its readers after naming it the "Best Women's Salon" for the seventh time. The salon has also racked up seven "Best Hair Coloring" and two "Best Wedding Hair" awards.

Salon owner Chris Kishfy attributes part of that success to the fact that the salon is dedicated solely to hair. "We feel as though you can only do one thing well at a time," he says. "If you want to be great at hair, concentrate all of your efforts on hair."

He also gives part of the credit to Goldwell. "As a Goldwell-exclusive color salon, we carry all Goldwell color support products, and we attribute the success of our awards to having the top level of education and continuous support from KAO Salon Division," he adds.

Irresistible offers

The client pampering salon is known to include lots of promotions that encourage customers to try new services.

"We continually have promotions that offer our guests complimentary color services. For instance, on Father's Day we offered our male clients a complimentary Men ReShade Service with a haircut," Kishfy says. "For the end of summer, we're offering a New Blonde experience, first-time complimentary. And our favorite promotion is a \$25 OFF any first-time color service. Our clients are always excited and open to trying a new color or technique, and we feel that trying something new in a promotion is hard for anyone to resist!"

If it's new, it's at Invi

The salon is also big in innovation and creativity, and its customers love being the first to try something fresh and new.

"We like offering new techniques and products that other salons don't have or do," says Kishfy. "We might use thermal papers, paint hair on color boards, use angled brushes, apply SilkLift violet or beige, or use two or three different Colorance formulas."

"Guests are used to seeing the typical foils and foil placements, so they get excited to try a new technique. We're all about embracing change!"