



INTRO OFFERS 2026

THE OLIGO

CALURA PERMANENT SHINE

275	Calura Permanent Shade*	2 oz
8	Calura Permanent Developer*	32 oz
1	Demi Effect Lotion Developer	32 oz

CALURA TEN

FREE

10	CaluraTEN Shade*	2 oz
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CALURA GLOSS

FREE

70	Gloss Shade*	2 oz
5	Gloss Developer*	32 oz
1	Gloss Clear (0-00)	32 oz

CALURA CARE & STYLING

FREE

3	Moisture Balance Cleanser	32 oz
3	Moisture Balance Conditioner	32 oz
3	Colour Lock	32 oz
1	Recovery Masque	32 oz
1	Perfecting Primer	8.5 oz
1	Styling Oil Elixir	3.04 oz
1	Styling Crème	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Curl Balm	8.5 oz
1	Express Dry Finishing Spray	14 oz
1	Flex Finish Shaping Spray	14 oz
1	Volume Powder	0.32 oz
1	Dry Texture Spray	7 oz
1	Sculpting Paste	3.4 oz
1	Amplifying Mousse	7.6 oz

BLACKLIGHT BLONDE SCIENCE

FREE

1	Extra Blonde	2 lbs
1	Cool Toned Blonde	2 lbs
1	Balayage Clay Lightener	0.55 lbs
1	Cream Lightener	35 oz
6	Smart Developer*	32 oz

BLACKLIGHT BLONDE SCIENCE

FREE

1	Hydrating Shampoo	10.1 oz
1	Hydrating Conditioner	6.8 oz
1	Hydrating Mask	6.8 oz
1	Deep Hydrating Mask	6.8 oz
1	Hydrating Shine Oil	3.38 oz
1	18 in 1 Beautifier	7.6 oz
1	Dry Shampoo	6.98 oz
1	Repair Shampoo	10.1 oz
1	Repair Conditioner	6.8 oz
1	Repair Mask	6.8 oz
1	Repair Leave-In Conditioner	3.38 oz
1	Hair and Scalp Oil	1.5 oz
1	Blue or Violet Shampoo Pro	32 oz
1	Blue or Violet Conditioner Pro	32 oz
1	Bond Phase Out Shampoo	32 oz
1	Bond Builder Treatment	16.9 oz
1	Bond Protector Concentrate	3.4 oz

BACKBAR ESSENTIALS

FREE

3	Stain Remover	8 oz
1	Stain Protector	8 oz
1	Porosity Equalizer	8 oz
1	Clarifying Shampoo	32 oz
1	Scalp Protector	6.8 oz

OLIGO ACCESSORIES

FREE

3	Cape
3	Technical Apron
3	Kimono
6	Calura Gloss Applicator Bottle
6	Colour Brush
6	Colour Bowl
1	Digital Colour Scale
2	Tube Squeezer
1	Calura Permanent Shade Selector
1	Calura Gloss Shade Selector



SALON COST:

\$2,499.99

VALUE: \$5,253.47

YOU SAVE \$2,753.48

52%

* Stylist's choice

CALURA PERMANENT INTRO 1

CALURA PERMANENT SHINE

92	Calura Permanent Shade*	2 oz
5	Calura Permanent Developer*	32 oz
1	Demi Effect Lotion Developer	32 oz

BLACKLIGHT BLONDE SCIENCE

1	Extra Blonde	1 lb
1	Blue or Violet Shampoo Pro	32 oz
1	Smart Developer*	32 oz

CALURA GLOSS

6	Gloss Shade*	2 oz
1	Gloss Developer*	32 oz

BACKBAR ESSENTIALS

1	Stain Remover	8 oz
1	Stain Protector	8 oz

CALURA CARE & STYLING

1	Moisture Balance Cleanser	32 oz
1	Moisture Balance Conditioner	32 oz
1	Colour Lock	32 oz
1	Recovery Masque	5 oz
1	Styling Crème	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Express Dry Finishing Spray	14 oz
1	Flex Finish Shaping Spray	14 oz
1	Dry Texture Spray	7 oz
1	Amplifying Mousse	7.6 oz

OLIGO ACCESSORIES

1	Cape
1	Technical Apron
1	Kimono
1	Calura Gloss Applicator Bottle
3	Colour Brush
3	Colour Bowl
1	Digital Colour Scale
1	Tube Squeezer
1	Calura Permanent Shade Selector

CALURA

* Stylist's choice



SALON COST:

\$799.99

VALUE \$1,552.84

YOU SAVE \$752.85

48%

CALURA PERMANENT INTRO 2

CALURA PERMANENT SHINE

50	Calura Permanent Shade*	2 oz
3	Calura Permanent Developer*	32 oz
1	Demi Effect Lotion Developer	32 oz

CALURA GLOSS

4	Gloss Shade*	2 oz
1	Gloss Developer*	32 oz

CALURA CARE & STYLING

1	Moisture Balance Cleanser	32 oz
1	Moisture Balance Conditioner	32 oz
1	Colour Lock	32 oz

OLIGO ACCESSORIES

- 1 Technical Apron
- 2 Colour Brush
- 2 Colour Bowl
- 1 Digital Colour Scale
- 1 Calura Permanent Shade Selector

CALURA

* Stylist's choice



SALON COST:

\$479.99

VALUE \$823.89

YOU SAVE \$343.90

42%

CALURA PERMANENT INTRO 3

CALURA PERMANENT SHINE

25	Calura Permanent Shade*	2 oz
2	Calura Permanent Developer*	32 oz

CALURA CARE & STYLING

1	Moisture Balance Cleanser	8.5 oz
1	Moisture Balance Conditioner	8.5 oz
1	Colour Lock	32 oz

OLIGO ACCESSORIES

2	Colour Brush
2	Colour Bowl
1	Digital Colour Scale
1	Calura Permanent Shade Selector

CALURA

* Stylist's choice



SALON COST:

\$299.99

VALUE \$455.24

YOU SAVE \$155.25

34%

CALURA PERMANENT: TRY ME

CALURA PERMANENT SHINE

12	Calura Permanent Shade*	2 oz
1	Calura Permanent Developer*	32 oz

OLIGO ACCESSORIES

1	Colour Brush
1	Colour Bowl

CALURA

* Stylist's choice



SALON COST:

\$99.99

VALUE \$123.00

YOU SAVE \$23.01

19%



CALURA GLOSS INTRO 1

CALURA GLOSS

90	Gloss Shade*	2 oz
6	Gloss Developer*	32 oz
1	Gloss Clear (0-00)	32 oz

CALURA PERMANENT SHINE

6	Calura Permanent Shade*	2 oz
1	Calura Permanent Developer*	32 oz

CALURA CARE & STYLING

1	Moisture Balance Cleanser	32 oz
1	Moisture Balance Conditioner	32 oz
1	Colour Lock	32 oz

BLACKLIGHT BLONDE SCIENCE

1	Extra Blonde	1 lb
1	Smart Developer*	32 oz

OLIGO ACCESSORIES

1	Technical Apron
4	Calura Gloss Applicator Bottle
2	Colour Brush
2	Colour Bowl
1	Digital Colour Scale
1	Calura Gloss Shade Selector

CALURA
gloss

* Stylist's choice



SALON COST:

\$599.99

VALUE \$1,153.39

YOU SAVE \$553.40

48%



CALURA GLOSS INTRO 2

CALURA GLOSS

40	Gloss Shade*	2 oz
3	Gloss Developer*	32 oz

CALURA PERMANENT SHINE

4	Calura Permanent Shade*	2 oz
1	Calura Permanent Developer*	32 oz

CALURA CARE & STYLING

1	Moisture Balance Cleanser	32 oz
1	Moisture Balance Conditioner	32 oz

BLACKLIGHT BLONDE SCIENCE

1	Extra Blonde	1 lb
1	Smart Developer*	32 oz

OLIGO ACCESSORIES

1	Technical Apron
2	Calura Gloss Applicator Bottle
1	Colour Brush
1	Colour Bowl
1	Calura Gloss Shade Selector

CALURA
gloss

* Stylist's choice



SALON COST:

\$399.99

VALUE \$607.40

YOU SAVE \$207.41

34%



CALURA GLOSS: TRY ME

CALURA GLOSS

12	Gloss Shade*	2 oz
1	Gloss Developer*	32 oz

OLIGO ACCESSORIES

1	Calura Gloss Applicator Bottle
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CALURA
gloss

* Stylist's choice



SALON COST:

\$85.99

VALUE \$103.45

YOU SAVE \$17.46

17%

CALURATEN INTRO 1

CALURATEN

60 CaluraTEN* 2 oz

CALURA DEVELOPER

4 Calura Permanent Developer* 32 oz

CALURA CARE & STYLING

1 Moisture Balance Cleanser 32 oz

1 Colour Lock 32 oz

BACKBAR ESSENTIALS

1 Stain Remover 8 oz

1 Stain Protector 8 oz

OLIGO ACCESSORIES

1 Technical Apron

2 Colour Brush

2 Colour Bowl

1 Digital Colour Scale

1 CaluraTEN Timer

1 CaluraTEN Shade Selector

CALURATEN

* Stylist's choice



SALON COST:

\$449.99

VALUE \$835.34

YOU SAVE \$385.35

46%

CALURATEN INTRO 2

CALURATEN

30 CaluraTEN* 2 oz

CALURA DEVELOPER

2 Calura Permanent Developer* 32 oz

CALURA CARE & STYLING

1 Moisture Balance Cleanser 8.5 oz

1 Colour Lock 32 oz

BACKBAR ESSENTIALS

1 Stain Remover 8 oz

1 Stain Protector 8 oz

OLIGO ACCESSORIES

2 Colour Brush

2 Colour Bowl

1 CaluraTEN Shade Selector

CALURATEN

* Stylist's choice



SALON COST:

\$299.99

VALUE \$439.09

YOU SAVE \$139.10

32%

CALURATEN: TRY ME

CALURATEN

10 CaluraTEN* 2 oz

CALURA DEVELOPER

1 Calura Permanent Developer 32 oz
20 VOL.

BACKBAR ESSENTIALS

1 Stain Remover 8 oz

1 Stain Protector 8 oz

OLIGO ACCESSORIES

1 Colour Brush

1 Colour Bowl

CALURATEN

* Stylist's choice



SALON COST:

\$99.99

VALUE \$125.10

YOU SAVE \$25.11

20%

CALURA CARE & STYLING INTRO 1

CALURA CARE & STYLING

3	Moisture Balance Cleanser	8.5 oz	3	Curl Balm	8.5 oz
1	Moisture Balance Cleanser	32 oz	3	Styling Oil Elixir	3.04 oz
3	Moisture Balance Cleanser	2 oz	3	Perfecting Primer	8.5 oz
3	Moisture Balance Conditioner	8.5 oz	3	Express Blowout Mist	8.5 oz
1	Moisture Balance Conditioner	32 oz	3	Express Blowout Mist	2 oz
3	Moisture Balance Conditioner	2 oz	3	Sculpting Paste	3.4 oz
3	Volume Powder	0.32 oz	3	Amplifying Mousse	7.6 oz
3	Styling Crème	8.5 oz	3	Express Dry Finishing Spray	14 oz
3	Styling Crème	2 oz	3	Flex Finish Shaping Spray	14 oz
3	Recovery Masque	5 oz	3	Dry Texture Spray	7 oz
1	Recovery Masque	32 oz	1	Shelf talker holders (Pack of 14)	

CALURA



SALON COST:

\$599.99

VALUE \$990.40

YOU SAVE \$390.41

39%

CALURA CARE & STYLING: TRY ME

CALURA CARE & STYLING

1	Moisture Balance Cleanser	8.5 oz
1	Moisture Balance Conditioner	8.5 oz
1	Volume Powder	0.32 oz
1	Styling Crème	8.5 oz
1	Recovery Masque	5 oz
1	Curl Balm	8.5 oz
1	Styling Oil Elixir	3.04 oz
1	Perfecting Primer	8.5 oz
1	Express Blowout Mist	8.5 oz
1	Sculpting Paste	3.4 oz
1	Amplifying Mousse	7.6 oz
1	Express Dry Finishing Spray	14 oz
1	Flex Finish Shaping Spray	14 oz
1	Dry Texture Spray	7 oz



SALON COST:

\$169.99

VALUE \$236.00

YOU SAVE \$66.01

28%

CALURA

BLACKLIGHT CARE INTRO 1

HYD

6	Hydrating Shampoo	10.1 oz
1	Hydrating Shampoo	32 oz
2	Hydrating Shampoo	2 oz
6	Hydrating Conditioner	6.8 oz
1	Hydrating Conditioner	32 oz
2	Hydrating Conditioner	2 oz
6	18 In 1 Hair Beautifier	7.6 oz
2	18 In 1 Hair Beautifier	2 oz
6	Hydrating Mask	6.8 oz
1	Hydrating Mask	16.9 oz
2	Hydrating Mask	1.62 oz
6	Deep Hydrating Mask	6.8 oz
1	Deep Hydrating Mask	16.9 oz
2	Deep Hydrating Mask	1.62 oz
6	Hydrating Shine Oil	3.38oz
6	Dry Shampoo	6.98 oz
2	Dry Shampoo	1.5 oz

REP

6	Repair Shampoo	10.1 oz
1	Repair Shampoo	32 oz
2	Repair Shampoo	2 oz
6	Repair Conditioner	6.8 oz
1	Repair Conditioner	32 oz
2	Repair Conditioner	2 oz
6	Repair Leave-In Conditioner	3.38 oz
6	Repair Mask	6.8 oz
1	Repair Mask	16.9 oz
2	Repair Mask	1.62 oz
6	Hair and Scalp Oil	1.5 oz

NEU:BLU

6	Blue Shampoo	10.1 oz
1	Blue Shampoo	32 oz
2	Blue Shampoo	2 oz
6	Blue Conditioner	6.8 oz
1	Blue Conditioner	32 oz
2	Blue Conditioner	2 oz
6	Blue Toning Spray	7.6 oz

NEU:VIO

6	Violet Shampoo	10.1 oz
1	Violet Shampoo	32 oz
2	Violet Shampoo	2 oz
6	Violet Conditioner	6.8 oz
1	Violet Conditioner	32 oz
2	Violet Conditioner	2 oz
6	Violet Toning Spray	7.6 oz

PRO

1	Hydrating Shampoo PRO	32 oz
1	Hydrating Conditioner PRO	32 oz
1	Repair Shampoo PRO	32 oz
1	Repair Conditioner PRO	32 oz
1	Blue Shampoo PRO	32 oz
1	Blue Conditioner PRO	32 oz
1	Violet Shampoo PRO	32 oz
1	Violet Conditioner PRO	32 oz

PRO ACCESSORIES

4	Blacklight Blonde Science Apron	
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BLACKLIGHT
BLONDE SCIENCE



SALON COST:
\$1,950.00
VALUE \$3,037.00

YOU SAVE \$1,087.00
36%

BLACKLIGHT CARE INTRO 2

HYD

3	Hydrating Shampoo	10.1 oz
3	Hydrating Conditioner	6.8 oz
3	18 In 1 Hair Beautifier	7.6 oz
3	Hydrating Mask	6.8 oz
3	Deep Hydrating Mask	6.8 oz
3	Hydrating Shine Oil	3.38oz
3	Dry Shampoo	6.98 oz

REP

3	Repair Shampoo	10.1 oz
3	Repair Conditioner	6.8 oz
3	Repair Leave-In Conditioner	3.38 oz
3	Repair Mask	6.8 oz
3	Hair and Scalp Oil	1.5 oz

NEU:BLU

3	Blue Shampoo	10.1 oz
3	Blue Conditioner	6.8 oz
3	Blue Toning Spray	7.6 oz

NEU:VIO

3	Violet Shampoo	10.1 oz
3	Violet Conditioner	6.8 oz
3	Violet Toning Spray	7.6 oz

PRO

STYLISTS CHOICE PICK 2 LITERS

Hydrating Shampoo PRO	32 oz
Hydrating Conditioner PRO	32 oz
Repair Shampoo PRO	32 oz
Repair Conditioner PRO	32 oz
Blue Shampoo PRO	32 oz
Blue Conditioner PRO	32 oz
Violet Shampoo PRO	32 oz
Violet Conditioner PRO	32 oz

PRO ACCESSORIES

1	Blacklight Blonde Science Apron
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BLACKLIGHT
BLONDE SCIENCE



SALON COST:

\$750.00

VALUE \$1,074.50

YOU SAVE \$324.50

30%

BLACKLIGHT HYD INTRO

HYD

3	Hydrating Shampoo	10.1 oz
3	Hydrating Conditioner	6.8 oz
3	18 In 1 Hair Beautifier	7.6 oz
3	Hydrating Mask	6.8 oz
3	Deep Hydrating Mask	6.8 oz
3	Hydrating Shine Oil	3.38oz
3	Dry Shampoo	6.98 oz

HYD PRO

1	Hydrating Shampoo PRO	32 oz
1	Hydrating Conditioner PRO	32 oz

BLACKLIGHT
BLONDE SCIENCE



SALON COST:
\$375.00
VALUE \$470.00

YOU SAVE \$95.00
20%

BLACKLIGHT REP INTRO

REP

3	Repair Shampoo	10.1 oz
3	Repair Conditioner	6.8 oz
3	Repair Leave-In Conditioner	3.38 oz
3	Repair Mask	6.8 oz
3	Hair and Scalp Oil	1.5 oz

REP PRO

1	Repair Shampoo PRO	32 oz
1	Repair Conditioner PRO	32 oz

BLACKLIGHT
BLONDE SCIENCE



SALON COST:
\$290.00
VALUE \$365.00

YOU SAVE \$75.00
21%

BLACKLIGHT NEU INTRO

NEU:BLU

3	Blue Shampoo	10.1 oz
3	Blue Conditioner	6.8 oz
3	Blue Toning Spray	7.6 oz

NEU:VIO

3	Violet Shampoo	10.1 oz
3	Violet Conditioner	6.8 oz
3	Violet Toning Spray	7.6 oz

NEU PRO

1	Blue Shampoo PRO	32 oz
1	Blue Conditioner PRO	32 oz
1	Violet Shampoo PRO	32 oz
1	Violet Conditioner PRO	32 oz

BLACKLIGHT
BLONDE SCIENCE



SALON COST:
\$375.00
VALUE \$478.00

YOU SAVE \$103.00
22%

BLACKLIGHT CARE: TRY ME

HYD

1	Hydrating Shampoo	10.1 oz
1	Hydrating Conditioner	6.8 oz
1	18 In 1 Hair Beautifier	7.6 oz
1	Deep Hydrating Mask	6.8 oz

REP

1	Repair Shampoo	10.1 oz
1	Repair Mask	6.8 oz

NEU:BLU

1	Blue Shampoo	10.1 oz
1	Blue Conditioner	6.8 oz

NEU:VIO

1	Violet Shampoo	10.1 oz
1	Violet Conditioner	6.8 oz

BLACKLIGHT
BLONDE SCIENCE



SALON COST:

\$140.00

VALUE \$169.00

YOU SAVE \$29.00

17%

BLACKLIGHT PRO INTRO

BND

1	Bond Phase Out Shampoo	32 oz
1	Bond Builder Treatment	16.9 oz
1	Bond Protector Concentrate	3.4 oz

LIGHTENER

1	Extra Blonde	2 lbs
1	Cool Toned	2 lbs
1	Balayage Clay	0.55 lb
1	Cream Lightener	35 oz

DEVELOPER

5	Smart Developer 5 vol. (1.5%), 10 vol. (3%), 20 vol. (6%), 30 vol. (9%), 40 vol. (12%)	32 oz
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STYLISTS CHOICE

PRO SHAMPOOS AND CONDITIONERS

1	Blue Shampoo Pro	32 oz
1	Blue Conditioner Pro	32 oz
1	Violet Shampoo Pro	32 oz
1	Violet Conditioner Pro	32 oz

PRO ACCESSORIES

2	Blacklight Blonde Science Apron
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BLACKLIGHT
BLONDE SCIENCE



SALON COST:

\$500.00

VALUE \$635.55

YOU SAVE \$135.55

21%

BEST BLONDE EVER: TRY ME

LIGHTENER

1 Extra Blonde 1 lb

DEVELOPER

STYLISTS CHOICE

1 Smart Developer 32 oz
5 vol. (1.5%), 10 vol. (3%),
20 vol. (6%), 30 vol. (9%),
40 vol. (12%)

NEU

1 Blue or Violet Shampoo 10.1 oz

1 Blue or Violet Conditioner 6.8 oz

CALURA GLOSS

6 Gloss Shade* 2 oz

1 Gloss Lotion Developer* 32 oz

BLACKLIGHT
BLONDE SCIENCE

* Stylist's choice



SALON COST:

\$100.00

VALUE \$123.50

YOU SAVE \$23.50

19%

FUNKHUE INTRO 1

FUNKHUE

36 FunkHue Shade* 3.4 oz
1 FunkHue Swatch Ring

CALURA CARE & STYLING

1 Colour Lock 32 oz

COLOUR TO CHOOSE FROM:

LILAC
AZURE
BONBON
PINK
FUCHSIA
VIOLET
RED
WINE
BLUE
ROYAL
TURQUOISE
GREEN
LIME
YELLOW
ORANGE
STEEL
BLACK
BROWN
CLEAR

FUNKHUE

* Stylist's choice



SALON COST:

\$249.99

VALUE \$403.60

YOU SAVE \$153.61

38%

FUNKHUE INTRO 2

FUNKHUE

12	FunkHue Shade*	3.4 oz
1	FunkHue Swatch Ring	

CALURA CARE & STYLING

1	Colour Lock	32 oz
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COLOUR TO CHOOSE FROM:

- LILAC
- AZURE
- BONBON
- PINK
- FUCHSIA
- VIOLET
- RED
- WINE
- BLUE
- ROYAL
- TURQUOISE
- GREEN
- LIME
- YELLOW
- ORANGE
- STEEL
- BLACK
- BROWN
- CLEAR

FUNKHUE

* Stylist's choice



SALON COST:

\$139.99

VALUE \$179.20

YOU SAVE \$39.21

22%

SUPPORT TOOLS

SUPPORT TOOLS

1	Porosity Equalizer	8 oz
1	Stain Protector	8 oz
3	Stain Remover	8 oz
1	Scalp Protector	6.8 oz
1	Clarifying Shampoo	32 oz



SALON COST:

\$69.99

VALUE \$86.75

YOU SAVE \$16.76

19%

* Stylist's choice

WAVES AND TEXTURIZERS

SUPPORT TOOLS

1	Porosity Equalizer	8 oz
1	Clarifying Shampoo	32 oz

WAVES & TEXTURIZERS

STYLISTS CHOICE PICK 8

- Alka
- Exo
- Tecno
- OH7
- OH6



SALON COST:
\$79.99
 VALUE \$108.50

YOU SAVE \$28.51
26%

* Stylist's choice