



SEPTEMBER/OCTOBER 2024
PROMOTIONS

COVER PHOTO COURTESY OF EVO HUEVERSE

BEAUTERA

PROFESSIONAL

ARE YOU
READY TO
Shop?

beauterapro.com



ZENAGEN



**RE:ZEN DRY SHAMPOO
INTRO**
BUY 2 RE:ZEN DRY SHAMPOOS 7 OZ,
RECEIVE 1 RE:ZEN DRY SHAMPOO 7 OZ FREE!
SALON: \$32.00
RETAIL VALUE: \$96.00



**INTRODUCING
RE:ZEN DRY SHAMPOO
FOR ALL HAIR TYPES**

Fast-absorbing, and refreshing formula helps absorb excess oil with a hint of undetectable coverage, while reviving hair between washes, and leaving hair feeling clean!

- CLEANS HAIR
- ABSORBS OIL
- ELIMINATES ODOR
- ADDS TEXTURE WITH NO RESIDUE



35% OFF STYLING

PURCHASE:
1 VOLUME FOAM 7 OZ
1 DENSIFYING CREAM 4 OZ
1 FLEXTURE PASTE 2 OZ
1 TEXTURIZING POWDER 9 G
RECEIVE FREE:
2 REPAIRACLE SPRAY 8 OZ

SALON: \$58.00
RETAIL VALUE: \$180.00



33% OFF DENSIFYING BEARD OIL

BUY 2 BEARD OIL 1 OZ,
RECEIVE 1 BEARD OIL 1 OZ FREE!

SALON: \$30.00
RETAIL VALUE: \$90.00



- 1 SHAKE!** For at least 10 seconds for best results
- 2 LIFT** a section of hair and holding can 12" from dry hair, spray onto roots
- 3 WAIT 30** seconds for RE:ZEN to absorb oil and odor, for best results
- 4 MASSAGE** scalp with fingertips to fully cover roots, or **BRUSH** out if preferred

BEAUTERA PROFESSIONAL



EDUCATIONAL OFFERINGS

SEPTEMBER 9TH, 2024

STYLECRAFT BARBER CLASS

SEPTEMBER 16TH, 2024

BABE VIP PARTY

SEPTEMBER 23RD, 2024

ZENAGEN CERTIFICATION WITH
CREATOR JARED REYNOLDS

SEPTEMBER 29TH, 2024

TOM SMITH UNPLUGGED VIP PARTY

OCTOBER 14TH, 2024

MAGIC OF MEGIX WITH JAMMIE HAMMOND



PRO LASH SERUM BACK IN STOCK!

Get longer looking lashes and brows with Zenagen's latest innovation, our new Pro Lash Serum. Utilizing Zenagen's signature plant-based technology, our proprietary blend of natural ingredients and unique amino acid complex is formulated to enhance the appearance of thicker, fuller lashes and brows.

WHY YOU'LL LOVE IT

- Gives the appearance of longer, thicker lashes and brows
- Formulated with sustainable plant-based ingredients
- Anti-inflammatory properties are gentle on the skin
- Sold at a lower price point per mL than other leading brands



2ml **\$29.00**
4ml **\$44.00**

ZENAGEN

DYNAMIC DUO PERFECT BLONDE PARTNERS

For a limited time, purchase 2 pcs of COLOURS by Gina Lightening Dust and receive a complimentary 20 vol. and 30 vol. Colour Producer.

SALON DEAL \$59.99 Value \$75.96

Our blue-based Lightening Dust ensures optimal lift and minimal brassiness. The 20 volume and 30 volume Colour Producers are the perfect companions for achieving precise, professional lightening results. Don't miss out on this exclusive deal to elevate your colour services.

COLOURS

BY *Gina*



framesi
MILAN

NEW LIQUID
DEMI-PERMANENT
HAIRCOLOR

5D FRAMCOLOR Eclectic
COLOR GLOSS

QUICK and EASY
PLATINUM BRILLIANCE

ALL Framcolor Eclectic
5D COLOR GLOSS Shades
Reg. \$6.95 each

BUY 3 GET 1 FREE

60 mL/2 fl. oz.



VEGAN, GLUTEN FREE, AMMONIA FREE, RESORCINOL FREE AND PPD FREE

Select **DECOLOR B** Lighteners
BUY 1 GET 1 FREE

DECOLOR B® gives you the highest level of lightening while maintaining maximum respect for the hair.
For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Do not use on damaged hair. Strand test before use.
Vegan, Gluten Free

INFINITY+

DIAMOND

CLAY LIGHTENER

CREAM PLUS



500g./18 oz.

500g./18 oz.

500g./18 oz.

150mL/7.5 oz.

Reg. \$29.95

Reg. \$29.95

Reg. \$29.95

Reg. \$17.95

SEPTEMBER ONLY



Framcolor Eclectic 5D COLOR GLOSS Activator, Framesi Professional Activators, Ossidorr, & Mixcolor Crema
(946 mL/33 oz.)

Buy Any 2
Activators
Get 1 FREE

Framcolor Eclectic 5D COLOR GLOSS Activator

Framesi Professional Activators, Ossidorr, & Mixcolor Crema

Cream Activator

Liquid Cream Activator

Deposit-Only Cream Activator

SEPTEMBER

15% OFF

CLEANSE & PREPARE

Cirépil Purifying Blue Lotion and / or Pre & Post Depilatory Oil 250ml



HAPPY HEATER

15% OFF

Easy to use - wax melts quickly with this thermostatically controlled professional wax pot

OCTOBER

THINK PINK
15% OFF

Cirépil Esencial Rose Wax 400g Tins & 800g Wax Beads, Cirépil Eurose and Cirépil Fiorella 800g Wax Beads



CIRÉPIL

MEDICEUTICALS®

FREE LITER

PURCHASE:
2 - HAIR RESTORATION KIT FINE
RECEIVE FREE:
1 - BIOCLENZ LITER

\$63.00 VALUE FREE \$24.75



FINE & THINNING HAIR
Advanced Hair Restoration kit Fine is suitable for fine to normal hair and has been developed to reduce excessive hair loss and thinning hair and stimulate the production of new hair growth.

FREE LITER

PURCHASE:
2 - HAIR RESTORATION KIT DRY
RECEIVE FREE:
1 - THERAPEUTIC LITER

\$63.00 VALUE FREE \$24.75



DRY & THINNING HAIR
Advanced Hair Restoration kit Dry is suitable for dry, coarse hair and a dry scalp, and is designed to reduce excessive hair loss and thinning and stimulate the production of new hair growth.

hydrated and happy

- buy
 1 x happy campers wearable treatment 200ml
 1 x head mistress cuticle sealer 150ml
 get free
 1 x liquid rollers curl balm treatment 200ml

\$34.00 VALUE \$51.00



evo™ icons only

- buy
 1 x icon welder heat protection 200ml
 1 x haze styling powder spray 50ml
 get free
 1 x salty dog salt spray 200ml

\$34.00 VALUE \$51.00



mr clean

- buy
 1 x normal persons daily shampoo 300ml
 1 x box o' bollox texture paste 90g
 get free
 1 x winners face balm 150ml
 1 x soap dodger body wash 300ml

\$32.70 VALUE \$52.70



under control

- buy
 1 x mane tamer smoothing shampoo 300ml
 1 x mane tamer smoothing conditioner 300ml
 get free
 1 x icon welder heat protection spray 200ml

\$36.80 VALUE \$53.60



unchartered territory

- buy
 1 x gluttony volumising shampoo 300ml
 1 x bride of gluttony volumising conditioner 300ml
 get free
 1 x root canal volumising spray 200ml

\$33.40 VALUE \$50.40



500ml buddies

YOUR CHOICE
 repair shampoo and conditioner duo
 hydrate shampoo and conditioner duo
 style shampoo and conditioner duo
 volume shampoo and conditioner duo

\$33.40 VALUE \$55.67



evo HUEVERSE™ OUT-OF-THIS-WORLD COLOUR

the balancer

- buy
 2 x hue-verse porosity equaliser 350ml
 get free
 1 x hue-verse porosity equaliser 350ml

\$45.00 VALUE \$67.50



all coloured up

- buy 5 get 1 free
 5 x hue-verse demi-permanent gloss 60ml
 get free
 1 x hue-verse demi-permanent gloss 60ml

\$44.75 VALUE \$53.70



evo FAB PRO™ total take home

- buy
 3 x fab pro conditioner 200ml
 get free
 1 x fab pro conditioner 200ml

\$52.50 VALUE \$70.00



evo

HUEVERSE

OUT-OF-THIS-WORLD COLOUR

new horizons
new shades
in stock now!



4 NEW PERMANENT SHADES



13 NEW DEMI-PERMANENT SHADES



untamed flame THE THERAPIST

buy
1 x the therapist hydrating shampoo 300ml
1 x the therapist hydrating conditioner 300ml
1 x evo unlimited candle

\$41.50 VALUE \$57.40



RITUAL SALVATION

buy
1 x ritual salvation repairing shampoo 300ml
1 x ritual salvation repairing conditioner 300ml
1 x evo unlimited candle

\$41.50 VALUE \$57.40



blaze of glory BUY 5 GET 1 FREE

buy
5 x evo unlimited candle
get free
1 x evo unlimited candle

\$120.00 VALUE \$144.00



THE HYDRATE INTRODUCTION (2)
the therapist hydrating shampoo 30ml
the therapist hydrating conditioner 30ml
the great hydrator moisture mask 30ml
head mistress cuticle sealer 30ml

\$17.50 VALUE \$25.00

THE REPAIR INTRODUCTION (2)
ritual salvation repairing shampoo 300ml
ritual salvation repairing conditioner 300ml
mane attention protein treatment 30ml
happy campers wearable treatment 30ml

\$18.20 VALUE \$26.00

THE VOLUME INTRODUCTION (2)
gluttony volumising shampoo 30ml
bride of gluttony volumising conditioner 30ml
evo root canal volumising spray 50ml
shape vixen volumising lotion 30ml

\$18.90 VALUE \$27.00

THE CURL INTRODUCTION (2)
springsclean deep cleaning rinse 30ml
baby got bounce curl treatment 50ml
total recoil curl definer 30ml
liquid rollers curl balm 30ml

\$19.60 VALUE \$28.00

the mane introduction GREAT STOCKING STUFFERS - SAVE 30%



COLOR CHROMA

Buy

- 18 Juvexin Cream Colors 3.4oz
- 1 Juvexin Lightening Cream 17.6oz
- 1 Lock Me Color Masque 7.5oz

Get FREE

- 6 Juvexin Cream Colors 3.4oz
- 2 Cream Color Developers 33.8oz

\$201.40 Value \$269.20



GK
HAIR
PROFESSIONAL

TAMING SPECIAL (RESISTANT)

\$212.00 Value \$340.00

Buy

- 1 Resistant 10.1oz
- 1 pH+ Shampoo 10.1oz
- 2 Cashmere 1.69oz

Get FREE

- 1 Balancing Shampoo 10.1oz
- 1 Balancing Conditioner 10.1oz
- 1 Moisturizing Shampoo 10.1oz
- 1 Moisturizing Conditioner 10.1oz
- 1 Resistant One Shot .67oz
- 1 Shield Additive+ 8.11oz
- 1 Mixing Bowl
- 1 Balayage Application Brush



Babe MASTERY ELITE Program

HAIR EXTENSIONS

October 6th & October 7th
Time 9:00 AM - 5:00 PM • Investment \$899

Are you looking to go beyond the mastery of just technical hair extension skills?

Our Master Elite Program is designed for you. Babe's most advanced educational opportunity yet!

With every client, increase your revenue by \$10,000 in one year! Receive in-depth instruction on how to price your services, attract and build a loyal clientele, take advantage of valuable social media insights, find models and perform precise client consultations.



WHAT IS INCLUDED IN THE COURSE?

- Individual professional attention from one of our National Education Specialists
- A comprehensive Master Kit with \$600 worth of tools, a merchandising set, and valuable take-home materials
- 2 personalized one-on-one sessions with one of our business coaches
- A \$300 credit that can be used toward your first client

Tools Included :

Our Deluxe Extension Kit, Mannequin Head, Table Stand, Merchandising Kit, and Babe Flip Book. Lunch will be provided.

Bring your combs & clips!

megix|10

Chocolate



Tobacco



NOW AVAILABLE

NEW COLOR FAMILIES INTRO KIT

- 6 megix|10 colors 3.5oz (1 of each shade)
- Chocolates 5.16, 6.16, 7.16
- Tobacco 7.24, 8.24, 9.24
- 1 megix|10 Developer 21vol/6.3% 10.14oz
- 1 megix|10 new color families color chart
- 1 megix|10 wall chart

salon deal \$71.43 Value \$89.62

25% OFF

PERFECT LIGHTENING

Your Choice:

- 1 - megix|Lift + brunette 5.29oz
- 1 - megix|Lift + blonde 5.29oz

salon deal

\$27.75 each

Value \$36.99

megix | Lift + brunette and **megix | Lift + blonde** are two megix additives to be used with **megix | Lift 9** and **megix | Lift C** developed to counteract the warm reflects that are given off during lightening. **BLONDING WITH INTEGRITY** - Its proprietary botanical complex is recommended to use megix | Lift + during any lightening when a cooler lift and healthier hair is desired.

BUY 3 GET 1 FREE

megix|Lift9 17.64 oz.

- Purchase:
- 3 - new megix|Lift9 17.64 oz.
- Receive FREE:
- 1 - new megix|Lift9 17.64 oz.
- + Blonding system brochure

salon deal \$95.97

Value \$134.96



maximum lightening

A luxurious bleaching powder that gives extraordinary cosmetic results, **lightening up to 9 levels** in a single application. This innovative and unique lightening technology based on the dissolution of the various degrees of contributing pigments in the hair provides a consistent and predictable lift.

6 levels of lightening for maximum control

megix | Lift C gently lightens up to 6 tones in a progressive and gradual way. The charcoal component provides a silvery colored cream that moisturizes the hair and neutralizes warm reflects. Uniform and controlled lightening thanks to PLEX and sugar polymers that provide hydration and protection to the hair during lightening.



BUY 3 GET 1 FREE

megix|LiftC 17.64 oz.

- Purchase:
- 3 - new megix|LiftC 17.64 oz.
- Receive FREE:
- 1 - new megix|LiftC 17.64 oz.
- + Blonding system brochure

salon deal \$128.97

Value \$178.96

NEW! OCTANE 200

FACE, BODY & SCALP SCRUB

3-IN-1 FACE, BODY, & SCALP SCRUB FOR MEN

Meet the godfather of exfoliators. This 3-in-1 face, body, and scalp scrub gently buffs away dead skin and product buildup to leave you feeling like a new man from head to toe.

- CLEAN, SMOOTH, & REFRESH.
- EXFOLIATING CLEANSER.
- MOISTURIZING BODY SCRUB.
- STIMULATING SCALP SCRUB.



**NEW! SAVE 20%
HAIR STYLING POWDER**

Sweet Tobacco Scent

SALON COST \$9.60 REG \$12.00

SALON COST \$13.00



CONTROL CREAM - \$9.00

With its barely-there hold, Control Cream is ideal for controlling frizz, curls, and everything in between. From straight to curly hair, this lightweight styling cream is designed to smooth down frizz or enhance curls in natural styles. Create an effortless, freshly washed look for curly, wavy, straight hair. Works as a curl enhancer thanks to its light hold properties. This product can be used to help define and emphasize curls while taming unwanted frizz and adding a healthy shine. Control Cream works best for modern styles, as well as in curly hair. This product is ideal for offering a barely-there hold with a healthy and natural finish.



WAHL® *5 Star Series*

PROFESSIONAL

cordless
BARBER COMBO™

Wahl Cordless Barber Combo

INCLUDES CORDLESS MAGIC CLIP
AND CORDLESS DETAILER LI

BOTH ONLY \$250.00 REG \$279.00



The **CORDLESS MAGIC CLIP** features a high precision stagger-tooth blade with crunch technology. This cordless tool offers superior speed and ease of use, a convenient taper lever for easy fading and blending, and a lithium ion battery for a 100 minute run time per charge. It also has a cord/cordless cutting capability.

The **CORDLESS DETAILER LI** comes equipped with an extremely close cutting t-wide blade designed for detailing and fine line trimming, a lithium ion battery with 100-minute run time, and a heavy duty recharging stand with a unique swivel cord rotation feature.



Wahl Hi-Viz Trimmer

\$179.99 REG \$239.00

Designed with a slim neck, the Hi-Viz™ trimmer provides enhanced visibility to deliver perfect lines and intricate designs.

Wahl Vanish Shaver

\$115.00 REG \$129.99

An innovative suspension system allows the cutting bars to move independently, hugging every neck and facial contour to make every last hair disappear.



	<p>BARBICIDE 1/2 GALLON SALON \$18.95</p> <p>BARBICIDE 16 oz. SALON \$6.25</p> <p>BARBICIDE WIPES SALON \$15.00</p>	<p>CLIPPERCIDE 12 oz. SALON \$8.25</p> <p>CLIPPERCIDE - For metal hair clippers and implements, this exclusive 5-in-1 formula disinfects, lubricates, cleans, cools and prevents rust in 10 minutes or less.</p>	<p>ANDIS COOL CARE PLUS 15.5 oz. SALON \$11.99</p> <p>BLADE CARE PLUS SALON \$12.95</p>
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shibui.

CONSCIOUS COLOR CARE

Everything Spray

BUY 6 EVERYTHING SPRAYS (8oz) & GET A RETAIL DISPLAY BOX & A BACK BAR SIZE (16oz) EVERYTHING SPRAY FREE!

SALON COST: \$72.00 Salon Value \$90.00
RETAIL VALUE \$144.00

Everything Spray

Show your color some love and more. Achieve beautiful color vibrancy, shine, and softness while detangling with this do-it-all leave-in conditioner for fine to medium hair.



banded together!



Peptide Primer & Polish Duo

BUY 6 PEPTIDE PRIMER (1.7oz) & PEPTIDE POLISH (6.5oz) DUO PACKS & GET A TENT CARD FREE!

SALON COST: \$117.00

Retail Price \$39.00 duo
RETAIL VALUE \$234.00

Peptide Primer & Peptide Polish Duo

Combine the transformative power of peptides for a hair care routine that primes and polishes, delivering unparalleled nourishment, strength, and shine to your locks.

ALURAM™

PUMPKIN SPICE BODY LOTION

Buy 5 Pumpkin Spice Body Lotions and get a Tester & Tent Card for Free!

salon deal \$42.50 Value \$51.00

Experience the rich, comforting embrace of Autumn with Pumpkin Spice Body Lotion. Infused with the warm extracts of pumpkin spice and sunflower seed oil, this luxurious lotion nourishes your skin leaving it feeling soft and cozy.



BUY 5



FREE!



FREE!

Seasonal Release!



15% OFF DRY SHAMPOO

5.3oz. Dry Shampoo

salon deal \$8.50 Reg. \$10.00

15% OFF GOLDEN GLOW

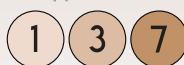
10.1oz. Golden Glow Lotion

salon deal \$7.25 Reg. \$8.50

This touch-of-tan lotion nourishes skin with Squalane & Watermelon Seed Oil, while a pinch of natural sunless tanner provides a flawless, golden tone. The more you use, the darker the color.



Applications



BEAUTERA
PROFESSIONAL



We provide our clients with exceptional, environmentally-friendly beauty products. Our assistance enables them to offer beauty services worldwide, empowering individuals to feel confident in their own skin.