



JANUARY/FEBRUARY 2025
PROMOTIONS

BEAUTERA

PROFESSIONAL

INTRODUCING

REUZEL®

*Now Serving
CO, UT, MT, OK,
KS and NM!*

COVER PHOTO
COURTESY OF REUZEL

CREATED BY
Barbers
USED BY
Everyone

www.beauterapro.com | Call or text your orders to (303) 892-1115 | 2030 W 9th Ave, Denver, CO 80204

Beauterapro reserves the right to correct print or illustration errors and to limit quantities.

ALURAM™



**\$10
VALUE!**

STRONG HOLD GEL

Buy 2- 8oz Strong Hold Gels and receive a FREE Aluram Detangling Brush!

salon deal \$17.00 Value \$27.00

sculpt and shape hair with a radiant finish that isn't flaky, stiff or sticky. From sleek to more textured styles - this gel provides excellent support for any look throughout the day!

**20%
OFF!**

ALL LITERS 20% OFF

Choose From 33.8oz Liter Sizes:
Daily Shampoo/Conditioner
Moisturizing Shampoo/Conditioner
Curl Shampoo/Conditioner
Volumizing Shampoo/Conditioner
Purple Shampoo

only \$14.00 each Reg. \$17.50



DAILY
fine to
medium hair

MOISTURIZING
medium to
coarse hair

CURL
medium to
coarse hair

VOLUMIZING
fine to
medium hair

PURPLE
all hair
types

HYDRATE & REPAIR

Buy 6- 11oz Hydrate & Repair Treatments, and receive a FREE Back Bar size!

salon deal \$60.00 Value \$80.00

**BUY
6**

**FREE
BACK BAR
SIZE!**

The perfect treatment to help fight frizz, heat damage, and breakage due to chemical treatments.



HAND REPAIR CREME

Buy 3- 3.4oz Hand Repair Cremes, and receive 1 FREE!
(*available while supplies last)

salon deal \$16.50 Value \$22.00

Provides layers of rich hydration that effortlessly absorb, leaving hands soft & supple without the greasy feel.



BUY 3 FREE!

**BUY \$200 OF ALURAM
GET A FREE 6-PIECE BACKBAR KIT!**

Ask your local BPC for details!
Valid January 1st - January 31st, 2025



BEAUTERA PROFESSIONAL



EDUCATIONAL OFFERINGS

JANUARY 13TH, 2025 10:00 AM - 11:00 AM

MUG UP WITH EVO (INSTAGRAM LIVE)

JANUARY 13TH, 2025 12:00 PM - 3:30 PM

BABE TAPE-IN & BEADED CERTIFICATION

JANUARY 20TH, 2025, 10:00 AM - 4:00 PM

REUZEL SCUMBASH (LAUNCH PARTY, LIVE DEMOS, AND GIVEAWAYS)

JANUARY 22ND, 2025 10:00 AM - 11:00 AM

MEGIX MONDAY WITH JAIME HAMMOND (INSTAGRAM LIVE)

FEBRUARY 17TH, 2025

9:00 AM - 10:00 AM (ENGLISH)

11:00 AM - 12:00 PM (SPANISH)

ZENAGEN PRODUCT KNOWLEDGE



greencircle SALONS

JANUARY / FEBRUARY 2025
PROMOTION

Join now and get a
**FREE
BIOCOMPOSITE
COMB DUO**

DID YOU KNOW?

The beauty industry sends 877 lbs of waste to landfill every single minute. It doesn't have to be that way!

**START
RECYCLING
TODAY**

Join over 16,000 waste warriors and keep up to 95% of your salon's waste out of landfill!

*Start your program between January 1st and February 28th, 2025 to get your Biocomposite Comb Duo. Some exclusions apply, while quantities last.



Scan here to learn more

FRAMESI COLOR LOVER LITERS
1000 mL/33.8 fl. oz.

SAVE 35%
>95% LONGER LASTING COLOR

All FRAMESI COLOR LOVER is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

STOCK UP FOR THE NEW YEAR!

VOLUME BOOST, MOISTURE RICH, CURL DEFINE, SMOOTH SHINE
DYNAMIC BLONDE

UP TO 50% OFF
Select FRAMESI COLOR LOVER Texture

Curl Define Shampoo & Conditioner
\$9.07 ea. reg. price \$13.95 ea.

Curl Pudding, Hair Straightening Serum, Stop Frizz
\$9.77 ea. reg. price \$14.95 ea.

Progressively Smooth
\$9.98 reg. price \$19.95

2023 READER'S CHOICE AWARDS

177mL/6 fl. oz. 100mL/3.4 fl. oz. 177mL/6 fl. oz. 177mL/6 fl. oz. 500mL/16.9 fl. oz.

January ONLY

FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR

SAVE 20%

ALL FRAMCOLOR 2001 INTENSE SHADES

\$7.56 each
reg. salon value: \$9.45 each

PROCESSES IN HALF THE TIME!
Non-Progressive Formula

60 mL/2 oz.

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. Strand test before use.

February ONLY

5D FRAMCOLOR Eclectic COLOR GLOSS

QUICK and EASY PLATINUM BRILLIANCE

NEW LIQUID DEMI-PERMANENT HAIRCOLOR

Buy ANY three 5D COLOR GLOSS shades and one 5D COLOR GLOSS Activator for **\$9.99!**

946 mL/32 fl. oz. 60 mL/2 fl. oz.

Vegan, Gluten Free, Ammonia Free, Resorcinol Free and PPD Free

/00 CLEAR	10N/10.0 Platinum Blonde	10PG/10.31 Platinum Ash Golden Blonde	10SB/10.36 Platinum Sandy Blonde	10HC/10.64 Platinum Chocolate Blonde	10V/10.6 Platinum Pearl Blonde	10BA/10.21 Platinum Ash Blonde
9N/9.0 Very Light Blonde	9NW/9.03 Very Light Natural Warm Blonde	9H/9.35 Very Light Hazelnut Blonde	9SB/9.36 Very Light Sandy Blonde	9HC/9.64 Very Light Chocolate Blonde	9V/9.6 Very Light Pearl Blonde	9BA/9.21 Very Light Ash Blonde

NEW!

BALAYAGE TAPE-INS

Babe HAIR EXTENSIONS

Discover The Next Dimension

- Easy-To-Applly & Versatile**
Pair with any Babe Tape-ins for the perfect color match
- Time-Saving & Damage-Free**
Beautiful color without the need for bleach
- Natural, Seamless Blends**
Expertly crafted gradation of color
- Low-Maintenance & Long-Lasting**
Lasting color, no toning required

6 New Balayage Shades
14", 18" and 22" Tape-In Extensions

2-4/6/27A/12/613 SHAUNA	5B-27A/12/600/613 CRYSTAL	5B-5B/8/12/600 CAITLIN
8-12/60 DANIELLE	8-8/12/600 LACEY	6-6/30/10 LIZZIE

Model is wearing 18" Tape-in in colors 8-12/60, 2/600, 80, 8, and 12

Now Available

JANUARY

The #1 Choice of Professionals Worldwide
Often imitated but NEVER duplicated!

15% OFF

CIREPIL BLUE WAX
400g, 800g Beads and 400g Tins

15% OFF

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

FEBRUARY

15% OFF

NACREE BLANCHE, EASE & GREENSTRIPS

ZENAGEN

NEW!

INTRODUCING CREME DE LA ZEN TRES BON HAND CREAM

ANTI-AGING REPAIR CREAM
MADE TO RESTORE THE GLOW OF DRY SKIN.

Indulge in the rich and luxurious, experience of Zenagen's Ultimate Rejuvenating Hand Cream, a sophisticated blend designed to nourish, hydrate, and rejuvenate your skin. Crafted with nature's finest ingredients, this hand cream transforms your daily routine into a ritual of self-care and renewal.



LITERS ARE BACK!!

25% OFF

ALL 16 & 32 OZ BOTTLES

SAVE 22%

HAIR + HAND COMBO DEAL
BUY 2 DENSIFYING HAIR SERUMS 3.4 OZ,
RECEIVE 2 CREME DE LA ZEN FREE!

SALON: \$89.00
RETAIL VALUE: \$230.00



2x

2x

SAVE 57%

THE DRY SHAMPOO DEAL
BUY 3 RE:ZEN DRY SHAMPOOS 7 OZ,
RECEIVE 2 EVOLVE 6.75 OZ DUO BOXES
FREE!

SALON: \$48.00
RETAIL VALUE: \$226.00



BUY

3x

FREE

2x

- 1 REVOLVE WOMENS SHAMPOO 16oz. **\$52.50** Reg. \$70.00
- 1 REVOLVE MENS SHAMPOO 16oz. **\$52.50** Reg. \$70.00
- 1 REVOLVE CONDITIONER 16oz. **\$30.00** Reg. \$40.00
- 1 EVOLVE NOURISHING SHAMPOO 16oz. **\$52.50** Reg. \$70.00
- 1 EVOLVE NOURISHING CONDITIONER 16oz. **\$30.00** Reg. \$40.00
- 1 ECLIPSE ANTIGRAY SHAMPOO 16oz. **\$40.50** Reg. \$54.00
- 1 ECLIPSE ANTIGRAY CONDITIONER 16oz. **\$22.50** Reg. \$30.00
- 1 REVOLVE WOMENS SHAMPOO 32oz. **\$105.00** Reg. \$140.00
- 1 REVOLVE MENS SHAMPOO 32oz. **\$105.00** Reg. \$140.00
- 1 REVOLVE CONDITIONER 32oz. **\$60.00** Reg. \$80.00
- 1 EVOLVE NOURISHING SHAMPOO 32oz. **\$105.00** Reg. \$140.00
- 1 EVOLVE NOURISHING CONDITIONER 32oz. **\$60.00** Reg. \$80.00
- 1 ECLIPSE ANTIGRAY SHAMPOO 32oz. **\$81.00** Reg. \$108.00
- 1 ECLIPSE ANTIGRAY CONDITIONER 32oz. **\$45.00** Reg. \$60.00

shibui.

20% Off All Tubes

TAMING LOTION, CREME GEL ELIXIR,
AIR DRY CREME

SALON COST: \$9.60 EACH

Salon Value \$12.00 each
RETAIL PRICE \$19.00 EACH



20% OFF ALL LITERS

Ultra Hydrating Shampoo and Conditioner
Everydayness Shampoo and Conditioner
Clarifying Shampoo or Violet Toning Shampoo

SALON COST: \$18.00 Salon Value \$22.50

Experience balanced & beautiful color care with Shibui's Shampoos & Conditioners. Enriched with a blend of natural oils and botanical extracts, these luxurious formulas gently cleanse your hair while deeply nourishing it from root to tip.

**20% Off Clarify
& Repair Duo**

CLARIFYING SHAMPOO 12oz.
& PEPTIDE PRIMER 1.7oz.

SALON COST: \$20.00

Salon Value \$25.00
RETAIL PRICE \$39.99



banded together!



Clarifying Shampoo

- Specifically formulated to help remove stubborn build-up, excess oils, trace minerals & impurities.

Peptide Primer

- repairs damage from bleach, chemical services, & heat

ITEM #6700180

rack em' & stack em'
BUY 2 LITERS, GET 1 FREE

Free Goods Must Be Of
Equal or Lesser Value

\$77.40 - \$116.00

evo™



CHOOSE FROM*

- the therapist hydrating shampoo (2+1)
- the therapist hydrating conditioner (2+1)
- the great hydrator moisture mask (2+1)
- ritual salvation repairing shampoo (2+1)
- ritual salvation repairing conditioner (2+1)
- mane attention protein treatment (2+1)
- head cleansing conditioner (2+1)
- baby got bounce curl treatment (2+1)
- platinum blonde toning shampoo (2+1)
- platinum blonde colour boosting treatment (2+1)

don't stop at the sky...
BUY 5 HUE-VERSE DEVELOPER
LITERS, GET 1 FREE

CHOOSE FROM*

- hue-verse liquid developer 6.5vol
 - hue-verse cream developer 6.5vol
 - hue-verse cream developer 10vol
 - hue-verse cream developer 20vol
 - hue-verse cream developer 30vol
 - hue-verse cream developer 40vol
- *must purchase same product



evo
HUEVERSE
OUT-OF-THIS-WORLD COLOUR



CREAM DEVELOPER LIQUID DEVELOPER

5+1 **\$60.00** VALUE \$72.00

5+1 **\$55.00** VALUE \$66.00

STAINO by evo
fab pro intro box
STYLIST/SAMPLING

BUY:

- 1 - staino neon yellow intense direct dye 120ml
- 1 - staino flame intense direct dye 120ml
- 1 - staino fuchsia intense direct dye 120ml
- 1 - staino ruby intense direct dye 120ml
- 1 - staino lime intense direct dye 120ml
- 1 - staino jade intense direct dye 120ml
- 1 - staino lavender intense direct dye 120ml
- 1 - staino plum intense direct dye 120ml
- 1 - staino cobalt intense direct dye 120ml
- 1 - staino ultramarine intense direct dye 120ml
- 2 - staino clear intense direct dye 120ml

RECEIVE FREE:

- 3 - fab pro colour maintenance base 220ml
- 1 - staino swatch fan
- 2 - staino launch brochure
- 1 - bottle blonde colour remover sachet 50g



INTRO PRICE **\$126.00** FREE VALUE \$109.80

WHILE SUPPLIES LAST!

evo™ top drop

what is top drop?

In-salon treatments for when your hair needs a healthy dose of good and proper, wham-bam, thank-you-ma'am hairapy. Instant gratification coming right up. Available in hydrate, repair and platinum blonde.

ready, steady, hairapy
BUY 3 X TOP DROP CONCENTRATE
(12 X 15ML) GET 1 FREE!

CHOOSE FROM:

- 3+1 x top drop hydrate box 12x15ml
- 3+1 x top drop platinum box 12x15ml
- 3+1 x top drop repair box 12x15ml
- 3+1 x top drop scalp box 12x15ml

ONLY \$216.00 VALUE \$288.00





SAVE 20%

COLOR SPECIAL

Buy
 12 Juvexin Cream Color 3.4oz
Get FREE
 2 Juvexin Cream Color 3.4oz
 1 Cream Color Developer 33.8oz

\$107.40 Value \$134.55

ITEM #GK-20-COLOR12



SMOOTHING TRY ME KIT

SAVE 30%

Buy
 1 The Best 3.4oz.
Get FREE
 1 pH+ Shampoo 3.4oz.
 1 Shield Shampoo 8.11oz
 1 Shield Conditioner 8.11oz

\$48.97 Reg. \$69.95

ITEM #41097



SMOOTH TO PERFECTION WITH THE BEST

SAVE 28%

Buy
 1 The Best or Acai or Coco 10.1 oz.
 1 pH+ Shampoo 10.1oz.
Get FREE
 1 CBD Shampoo 8.11oz
 1 CBD Conditioner 8.11oz
 1 Deep Conditioner 7.05oz.
 1 Round Brush 43mm
 1 Towel, 1 Mixing Bowl
 1 Application Brush

\$196.50 Value \$272.50

ITEM #GK-20-SMSTYB FORMALDEHYDE-FREE HAIR TREATMENTS

"THE BEST ACAI AND THE BEST COCO" - Looking for a vegan hair smoothing solution? Try GK Hair Vegan Hair Treatment, designed to last 4 to 6 months for soft, smooth, and manageable hair. Suitable for all hair types and safe for color-treated hair, this treatment comes in two options: The Best Acai and The Best Coco Hair Treatment.

"THE BEST" Get smooth and manageable hair everyday with The Best keratin hair treatment, a Juvexin-infused formula that repairs damaged hair from within and keeps hair smooth & sleek for many months.



megix|10

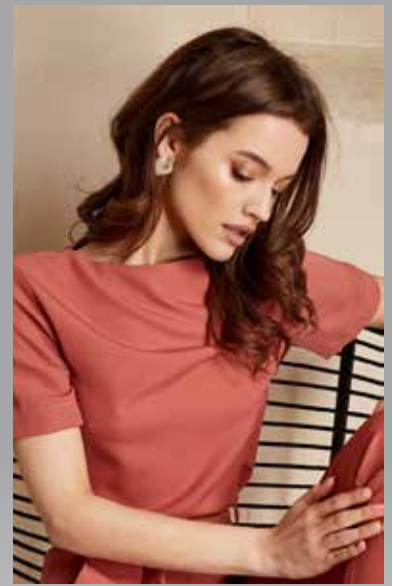
COMING IN FEBRUARY!



GOLDEN ASH FAMILY INTRO KIT

1 megix10 3.50 oz. - 4.31
 2 megix10 3.50oz. - 5.31 (new)
 1 megix10 3.50 oz. - 6.31
 2 megix10 3.50 oz. - 7.31 (new)
 1 megix10 dev 21vol\6.3% 10.14 oz.
 1 megix10 golden ash (.31) color chart
 1 megix10 wall chart

salon deal \$71.43 Value \$89.62



LIGHTENERS PROMO

PURCHASE
 12 ea megix|10 - any shade 3.50 oz.
RECEIVE FOR FREE
 1 new megix|Lift9 17.64 Oz.
 or
 1 new megix|LiftC 17.64 Oz

salon deal \$131.88

Value (Lift9) \$163.87 | (LiftC) \$174.87

TIME EFFICIENT TINT KIT

Kit contains:
 Time efficient tint brush (9 cm - 3.5 in)
 Time efficient tint brush (10.5 cm - 4.1 in)
 Time efficient tint bowl (22 cm - 8.6 in)

salon deal \$24.99

Value \$31.00



FRAMAR™

NEW LIMITED EDITION

Quilted Collection

5X11 POP UP FOILS
 500 sheets
\$21.99



Dreamweaver Combs

Small, Medium, Large

\$14.99 each

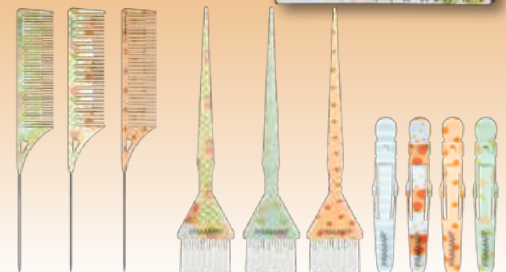
Triple Threat Color Brushes

3 Pack · Accusoft Bristles

\$11.99

Gator Grips 4PK

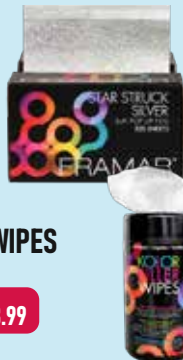
\$9.99



5X11 POP UP FOILS

(500 SHEETS)
 Star Struck Silver

\$11.99 REG \$14.99



KOLOR KILLER WIPES

100 Wipes

\$7.29 REG \$8.99



DETANGLE BRUSHES

Black, Champagne, Pink, Purple

\$7.99 REG \$9.99

WAHL® CLIPPER

BLOWOUT SALE

20% OFF
ALL WAHL CLIPPERS
& TRIMMERS

(Excluding Vapor, Magic Clip Barber Combo,
and Magic Clip Cordless)

WAHL® PROFESSIONAL

☆☆☆ 5 Star Series

Wahl 5-Star Vapor

GO FROM BALD TO FADE WITH AN INNOVATIVE ADJUSTABLE BALDING BLADE.

\$199.99 INCLUDES FREE TRAVEL CASE

The Vapor™ combines a high-powered motor with the new, patent-pending F32 FADEOUT™ blade for rapid precision.

- 32 fine ball-pointed teeth glide over pores
- Zero-Gap Adjustable for ultra-close cuts
- PVD Chrome and Black DLC Coatings are ultra strong and rust resistant
- 2.5 hours of cordless run time 60 minutes of charge time.

BARBERS COLLECTION

UPPERCUT

★ DELUXE ★

10% OFF
ENTIRE SHAVE RANGE

SHAVE RANGE

- HYDRATING MOISTURISER
- CLEAR SHAVE GEL
- EXFOLIATING CLEANSER
- DELUXE SHAVE CREAM
- AFTERSHAVE COLOGNE

GET 10% OFF
BARBICIDE 64oz
WHEN YOU BUY 4

Barbicide Disinfectant, the original blue disinfecting brew is a hospital-grade, broad-spectrum disinfectant that is EPA registered. This concentrated product mixes with water to make the perfect solution.

4x

Limited Edition
ONE TIME PRODUCTION RUN!

Master Cartoon
MASTER DELUXE

SIC PRO

\$89.95

SC809M



COMING IN FEBRUARY

NEW! GROOMING TONIC TEXTURE CREAM



Long lasting, natural feeling hold for all hair types. Perfect for blow-drying and protects hair from all types of thermal styling.

HOLD: 4/10 | SHINE: 2/10

- Adds Texture & Definition
- Light Holder Hold, Creates a "Lived In" Look
- Low, Natural Shine
- Ideal for Thicker Hair
- Finisher (Most Grooming Tonic Products are to "PREP" the Hair)
- Giving Grooming Tonic a "Beginning & End"
- Use as a Final Application for Grooming Tonic
- Best "Air-Dry" Product We Have



SALON \$8.25 Retail \$16.50

GROOMING TONIC TEXTURE CREAM DISPLAY

Purchase:

6 Grooming Tonic Texture Cream (3.38oz)

Receive FREE:

2 Grooming Tonic Texture Cream (3.38oz)

1 Grooming Tonic Texture Cream Display Box

+ 2 Tent Cards

\$49.50 Retail Value \$132.00



SUPER SIZE IT! LITER SALE

Purchase (3 OR More MIX & MATCH) Liters

CHOOSE FROM: Daily Shampoo, 3-in-1 Shampoo, OR Daily Conditioner

3 FOR \$44.94 Retail \$89.85



Available in CO, UT, NM, WY, MT



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.

BACKBAR STOCK UP

Purchase (NO MIX OR MATCH):

6 Retail Size (11.83oz) - Daily Shampoo, Scrub Shampoo, 3-in-1 Shampoo, OR Daily Conditioner

Receive 1 (33.81oz/) Complementary Product FREE for Backbar Use!

Purchase (NO MIX OR MATCH):

6 Retail Size (11.83oz OR 12oz OR 3.38oz) - Hair Tonic, Grooming Tonic, Spray Grooming Tonic, Surf Tonic, OR REFRESH

Receive (2) (16.9oz OR 12oz OR 6.76oz) Complementary Product FREE for Backbar Use

