



MAY/JUNE 2025
PROMOTIONS

COVER PHOTO
COURTESY OF EVO

BEAUTERA

PROFESSIONAL

Colour
YOUR WORLD

+ FOIL IT UP

BUY 12 TUBES OF PERMANENT COLOR
AND RECEIVE A FRAMAR SPECIALTY
PRINT FOIL FOR \$10.00 (REG. \$21.99)

See Page 5 for details



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.



**SAVE
35%**

REVOLVE WOMENS TRIO KIT

- 1 REVOLVE SHAMPOO FOR WOMEN 6.75 oz
- 1 REVOLVE CONDITIONER 6.75 oz
- 1 DENSIFYING HAIR SERUM 1.7 oz

SALON: \$55.00

SALON VALUE \$69.50
RETAIL VALUE: \$139.00

REVOLVE MENS TRIO KIT

- 1 REVOLVE SHAMPOO FOR MEN 6.75 oz
- 1 DENSIFYING HAIR SERUM 1.7 oz
- 1 FLEXTURE PASTE 2 oz

SALON: \$49.00

SALON VALUE \$64.50
RETAIL VALUE: \$129.00



**SAVE
30%**



**SAVE
26%**

EVOLVE TRIO KIT

- 1 EVOLVE NOURISHING SHAMPOO 6.75oz
- 1 EVOLVE NOURISHING CONDITIONER 6.75oz
- 1 REPAIRACLE SPRAY 8 oz

SALON: \$46.00

SALON VALUE \$61.00
RETAIL VALUE: \$122.00

ECLIPSE TRIO KIT

- 1 ECLIPSE SHAMPOO 6.75 oz
- 1 ECLIPSE CONDITIONER 6.75 oz
- 1 VOLUME FOAM 7 oz

SALON: \$42.50

SALON VALUE \$53.50
RETAIL VALUE: \$107.00



**SAVE
30%**



ZENAGEN

CREME DE LA ZEN

TRES BON HAND CREAM

ANTI-AGING REPAIR CREAM

MADE TO RESTORE THE GLOW OF DRY SKIN.

INTRO PRICE: \$9.75

REGULAR \$13.00

**SAVE
25%**

Buy 6,
get a
tester
FREE

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 inest ingredients, this hand cream transforms your daily routine into a ritual of self-care and renewal.

HAIR SERUM TRIPLE DEAL 25% OFF

PURCHASE 3 DENSIFYING HAIR
SERUM 3.4 OZ

SALON: \$99.00

SALON VALUE \$133.50
RETAIL VALUE: \$267.00



3x

PRO LASH 5 CT POP

- 5 PRO LASH SERUM 2ml
- 1 CARDBOARD PRO LASH POP

SALON: \$116.00

SALON VALUE: \$145.00
RETAIL VALUE \$290.00



**SAVE
20%**

BEAUTERA

PROFESSIONAL

EDUCATIONAL OFFERINGS



MAY 5, 2025 1:00 PM - 4:00 PM
SPRING INTO COLOR (COLORADO SPRINGS)

MAY 5, 2025 10:00 AM - 1:00 PM
DISCOVER THE ART OF WAXING

MAY 5, 2025 2:00 PM - 4:00 PM
BROW LAMINATION AND TINTING CERTIFICATION

MAY 12, 2025 10:00 AM - 2:00 PM
REUZEL HAIRCUT & STYLING TECHNIQUES

MAY 12 & 13TH 9:00 AM - 4:30 PM
LOS CLASICOS AT REUZEL ACADEMY

MAY 19, 2025 10:00 AM - 12:00 PM
MUG UP WITH EVO - COLOR Q&A + BLONDING DEMO

JUNE 9, 2025 10:00 AM - 3:00 PM
LUXURY IN 10: MEGIX 10 COLOR EXPERIENCE

JUNE 19, 2025 10:00 AM - 2:00 PM
ILUMINACION CON TONALIZACION COLOURS BY GINA

JUNE 23, 2025 12:00 PM - 3:30 PM
BABE TAPE-IN CERTIFICATION



COLOURS

BY *Gina*

CREATIVE COLOURING

UNLEASH YOUR CREATIVITY WITH OUR
VIBRANT PURE TONE MIXERS.

PURCHASE 2 pieces each of COLOURS

by Gina **Pure Tone Mixers**

.22/vv, .11/bb, .33/gg, .44/cc, .66/rr

RECEIVE FREE 5 vol Colour Producer

SALON DEAL \$87.50 Value \$96.25



CBG Pure Mixers are ultra-concentrated shades that can be used alone for bold, high-impact colour or intermixed with other Colours by Gina Shades to boost vibrancy, create custom hues, or add creative intensity.

LIGHTEN, TONE, TRANSFORM

THE ULTIMATE IN NATURAL BLONDING. SUPERIOR
LIFT WITH YOUR FAVORITE CBG TONERS!

**PURCHASE 1 tub of Lightening Dust and receive
THE TONER OF YOUR CHOICE (.01 OR .02)!**

SALON DEAL \$32.50 Value \$41.25

**PURCHASE 2 tubs of Lightening Dust and receive
2 TONERS OF YOUR CHOICE (.01 OR .02)!**

SALON DEAL \$65.00 Value \$82.50



ALURAM™

A SWEET SPLASH OF SUMMER!

Buy 5- RASPBERRY & PEACH
LEMONADE BODY LOTION and receive 1 FREE!

salon deal \$42.50 Value \$51.00

20% OFF BOLD BLONDE DUO

THE PERFECT DUO FOR THE PERFECT
BLONDE! 12oz Purple Shampoo &
8oz Leave-in Conditioner

salon deal \$13.60 Value \$17.00

PURPLE HYDRATE & REPAIR PROMO

BUY 5- 11OZ ALURAM PURPLE HYDRATE &
REPAIR TREATMENTS AND RECEIVE 1 FREE!

salon deal \$50.00 Value \$60.00



BUY 5

+



FREE!



BUY 5

+



FREE!

+



FREE!

20%
★ OFF! ★



DRY SHAMPOO PROMO

BUY A 5.3OZ DRY SHAMPOO AND
RECEIVE A FREE 2OZ LEAVE-IN
CONDITIONER!

salon deal \$10.00 Value \$12.50



BUY 1



FREE!

20% OFF 12OZ SHAMPOO & HIGH SHINE PROMO

BUY ANY ALURAM 12OZ SHAMPOO
AND 9.75OZ HIGH SHINE GLOSSING
TREATMENT FOR 20% OFF!

Choose From: 12oz. Daily, Moisturizing, Curl,
Purple or Volumizing Shampoo

salon deal \$14.80 Value \$8.50



BUY 1



BUY 1

20%
★ OFF! ★

shibui.

BUY 4 BOX KITS AND GET
MATCHING LITERS FREE!

FREE Liters Promotion

CHOOSE FROM:

Ultra Hydrating Box Kit
Everydayness Box Kit

SALON COST: \$99.99

Salon Value \$149.99

Suggested Retail \$50.00

PURCHASE:

4 Everydayness Box Kits

RECEIVE FREE:

- 1 Everydayness Shampoo (liter)
- 1 Everydayness Conditioner (liter)

EVERYDAYNESS BOX KIT INCLUDES:

Everydayness Shampoo & Conditioner (12oz),
Peptide Polish Anti-Humidity Treatment (6.5oz)

PURCHASE:

4 Ultra Hydrating Box Kits

RECEIVE FREE:

- 1 Ultra Hydrating Shampoo (liter)
- 1 Ultra Hydrating Conditioner (liter)

ULTRA HYDRATING BOX KIT INCLUDES:

Ultra Hydrating Shampoo & Conditioner (12oz),
Everything Spray Leave-In Conditioner (8oz)



(4)



Free!



(4)



Free!

Volumizing Shampoo & Conditioner

The Volumizing collection not only
enhances volume and body but also
prolongs color vibrancy and leaves hair
looking shiny and full of life.

27%
SAVINGS



(1)

(1)

New



(4)

(4)



(5)

(5)

PURCHASE:

- 4 Volumizing Shampoo (12oz)
- 4 Volumizing Conditioner (12oz)
- 4 Thickening Volume Mist (6.5oz)
- 4 Volumizing Mousse (7oz)
- 1 Tent Card

RECEIVE FREE:

- 1 Volumizing Shampoo (liter)
- 1 Volumizing Conditioner (liter)
- 1 Thickening Volume Mist (6.5oz)
- 1 Volumizing Mousse (7oz)

INTRO KIT
SALON COST:
\$184.00

Salon Value \$253.00

Babe
HAIR EXTENSIONS™

new quick fit tape weft

The fullness of wefts meets
the quickness of tape-ins!



20-Minute Application
Our fastest full-head installation yet.



Widest Design Available
15" width, temple to temple,
to fit any head shape.



Comfortable Wear
Flat-laying design and ultra flexible
band to gently secure the hair.



Maximum Coverage
Full volume with minimal adhesive
for a lightweight feel.



Available In
18" and 22" lengths, 50g and 60g
weights, and a straight texture.

coming soon!



because your
time is everything

20% OFF BABE HAND TIED WEFTS

Your fave just got more fabulous – at a fraction of the price!
For a limited time, enjoy 20% OFF all Babe Hand Tied Wefts.
Whether you're looking to stock up or try something
new, now's the time to elevate
your extension game.

Excludes dropship and
special orders.

20%
OFF



megix|10

MEGIX | morph

TRANSFORMS MEGIX|10
INTO A GENTLE ACIDIC COLOR

PURCHASE (your choice):

12 - Megix|10 3.38oz tube color
RECEIVE FREE:

1 - 1 megix morph 3.38oz

salon deal \$131.88 Value \$159.88

Lowers the pH level of megix|10 transforming it
into a delicate demi permanent color. Eliminates
the need for multiple color lines. Avoid added
costs and increase service revenue.



BUY 1 GET 1 FREE
megix|Lift9 17.64 oz.

salon deal \$34.99
Value \$69.98



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.



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 dissolvement
of the various degrees of
contributing pigments in the
hair provides a consistent
and predictable lift.

BUY 1 GET 1 FREE
megix|LiftC 17.64 oz.

salon deal \$46.25
Value \$92.50

GK
HAIR

PROFESSIONAL

COLOR REFILL

Buy
12 Juvexin Cream Colors
3.4 oz.
Get FREE
2 Cream Color Developers
(Any) 33.8 oz

\$107.40 Value \$126.90

ITEM #81354



SMOOTH STYLE (RESISTANT)

Buy
1 Resistant 10.1 oz.
1 pH+ Shampoo 10.1 oz.
2 Moisturizing Shampoo 10.1 oz.
2 Moisturizing Conditioner 10.1 oz.
1 Serum 1.69 oz.
Get FREE
2 Gold Shampoo 8.5 oz.
2 Gold Conditioner 8.5 oz.
1 Mixing Bowl
1 Balayage Application Brush
1 Fine tooth Comb

\$279.48 Value \$344.48

GK-20-SSRESIST



SMOOTH STYLE (THE BEST)

Buy
1 The Best (Original. Coco & Acai) 10.1 oz.
1 pH+ Shampoo 10.1 oz.
2 Moisturizing Shampoo 10.1 oz.
2 Moisturizing Conditioner 10.1 oz.
1 Deep Conditioner 7.05 oz.
1 Serum 1.69 oz.
Get FREE
2 Gold Shampoo 8.5 oz.
2 Gold Conditioner 8.5 oz.
1 Mixing Bowl
1 Balayage Application Brush
1 Fine tooth Comb

\$306.99 Value \$371.99

GK-20-SSTBEST



50

FRAMCOLOR Eclectic

COLOR GLOSS

LIQUID DEMI-PERMANENT HAIRCOLOR

QUICK and EASY BRILLIANCE

Including the *New Natural* and *Hot Chocolate* Series!

FRAMCOLOR Eclectic 50
COLOR GLOSS ACTIVATOR AND
YOUR CHOICE OF ANY THREE
50 COLOR GLOSS SHADES!

SAVE 66%

TRY FOR

\$9.99

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

FRAMESI

COLOR LOVER

DYNAMIC BLONDE SERIES

30% OFF

Dynamic Blonde
Violet Shampoo

500 mL/16.9 fl. oz.

Dynamic Blonde
Conditioner

500 mL/16.9 fl. oz.

Dynamic Blonde
Serum

150 mL/5.1 fl. oz.

ALL FRAMESI COLOR LOVER IS: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

Select DECOLOR *B* Lighteners

BUY 1, GET 1 FREE

excluding no dust

Vegan, Gluten Free

INFINITY+

500 g./18 oz.

DIAMOND

500 g./18 oz.

CREAM PLUS

150 mL/7.5 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. Do not use on damaged hair. Strand test before use.

June Only

ALL SHADES BUY 2, GET 1 FREE

Eclectic

Ammonia Free
Demi-permanent

FRAMCOLOR

Eclectic

CARE

Ammonia Free
Permanent

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. Do not use heat. Do not use on damaged hair. Strand test before use.

Colour

YOUR WORLD

+ FOIL IT UP

BUY 12 TUBES OF
PERMANENT COLOR
AND RECEIVE A
FRAMAR SPECIALTY
PRINT FOIL FOR
\$10.00 (REG. \$21.99)

Limited to previous prints - while supplies last!
DON'T MISS OUT!

PRO TIP:
Stock up
now to keep
your color
station fully
loaded and
your clients
glowing!

IT&LY

HAIR FASHION

MILANO

OH MY BLONDE!

OH & PLEX BOND REPAIR

DELY BLONDE

REG PRICE: \$34.56

SALE PRICE: \$25.00

SAVE 28%

6-7 Levels of Lift

A gentle less drying

Ammonia free decolorizer.

WONDHAIRFUL

50% OFF

ALL WONDHAIRFUL
PRODUCTS

- REPAIR SHAMPOO
- REPAIR MASK
- AMPLIFICO REPAIR MASK
- HYDRA SHAMPOO
- HYDRA MASK
- AMPLIFICO HYDRA MASK
- VOLUME SHAMPOO
- VOLUME CONDITIONER

MAY

MIX OR MATCH

15% OFF

Cirépil Cachemire
and /or Intimate Wax
Beads 800g



CIRÉPIL

JUNE

15% OFF

LITERS

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



SUMMER ESSENTIALS FOR THE BEAUTY PRO

SMOOTH, TINTED, AND SALON-READY,
YOUR SEASONAL MUST HAVES ARE HERE!

SATIN SMOOTH WAX

SMOOTH LIKE A SUMMER BREEZE

From head to toe. Satin Smooth's luxe formulas make waxing a breeze. Perfect for all skin types and summer glow-ups.

\$14.99 - \$16.99



INTRINSICS WIPES

FRESH, CLEAN, AND READY
FOR THE HEAT.

Our ultra-soft wipes and cotton essentials are the ultimate summer sidekick for every esthetician. Clean Skin, cool vibes. SILKEN WIPES, COTTON WIPES, COTTON ROUNDS

\$3.99 - \$17.50



HAIRPEARL

LASH & BROW TINT

BEACH-READY BROWS?
YES, PLEASE

Long-lasting, richly pigmented tints that define lashes and brows with bold, vibrant color-made for sunny days and sultry nights.

\$17.50



BERRYWELL

LASH & BROW TINT

SWEET SUMMER
COLOR THAT
LASTS

This German-made favorite delivers vivid, fade-resistant tinting with a soft touch. Because who doesn't love a summer fling with bold brows?

\$12.00



STYLETEK COLOR REMOVER WIPES

CRUELTY FREE

HYPOALLERGENIC

BIODEGRADABLE FABRIC

100 COUNT

SALON: \$9.99



STYLETEK

BUY 2 BOXES OF SILVER POP-UP FOIL, GET 1 BOX OF VINYL GLOVES FREE!

DEAL PRICE \$21.99
Value \$31.98



SUPERHP Hair Dryer

NOW IN BLACK

Includes:

- Diffuser
- 2 Concentrator nozzle
- 2 Comb attachments
- 2 Cleaning brushes

ONLY \$199.00
reg \$249.00

ULTRA LIGHT

ONLY 13oz

- 1875-watt brushless motor with powerful airflow
- Intelligent heat control consistent temperature
- State-of-the-art efficient motor uses less energy
- Powerful ionic generator seals in moisture
- Advanced memory function recalls last settings
- Extremely lightweight & quiet
- Self-cleaning function
- 2-year warranty

YOUR POWER TO SHINE

OG OLIVIAGARDEN®



BARBERS COLLECTION

UPPERCUT

DELUXE

ALL UPPERCUT
DELUXE PRODUCTS

**BUY 5
GET 1 FREE**

NO MIX AND MATCH

MEDICEUTICALS®

**BUY ONE GET ONE
50% OFF**

SATURATE 33.8 OZ.

2 FOR \$37.12

VALUE \$49.50

SATURATE SHAMPOO
HAIR LOSS & THINNING
HAIR SHAMPOO
FOR DRY HAIR & SCALP



STOCK UP LIKE A PRO. SAVE LIKE A BOSS.

Top-tier tools. Everyday pricing. Zero Fluff

BARBICIDE 64 oz.
GET 10% OFF
WHEN YOU BUY 4
SALON \$17.95 each



STYLECRAFT
REPLACEMENT BLADES

ULTIMATE 2.0

HIGH-PERFORMANCE
BLADES FOR YOUR GO-TO
TOOLS.

*Call to check availability
- these don't stay on the
shelf for long.*

SANEK NECK STRIPS
The industry standard,
Stretchy, strong,
and skin-friendly
SALON \$16.00



DERBY BLADES
Smooth shaves. Zero
drag. Premium blades
that go the distance.
100 ct \$6.50



WUBBIES
Ultra-flexible, super-absorbent. Keeps clients fresh
and chairs mess-free.
50pk \$3.99



Available in CO, UT, NM, WY, MT

REUZEL®

BY SCHOREM HAARSNIJDER EN BARBIER

**BUY 6 PIGS,
GET A HOG FREE**

**PURCHASE 6 MIX AND MATCH
RETAIL SIZE (4OZ.)
POMADE PIG:**
Choose From:
Red, Green, Pink, Blue, Fiber,
Clay, Extreme OR Concrete
**RECEIVE A MATCHING
BACKBAR SIZE (12OZ.)
POMADE HOG FREE!**

\$66.00 Value \$87.50

WHILE SUPPLIES LAST!



BUY 3 GET 3 FREE!

ROAD TRIP POMADE

**PURCHASE 3 RETAIL
SIZE POMADE:**
Choose From: Red, Blue,
Fiber, Clay, OR Extreme

**RECEIVE 3 MATCHING
POMADE TRAVEL SIZE FREE
WHILE SUPPLIES LAST**



BUY 3 GET 3 FREE!

ROAD TRIP SHAMPOO

**PURCHASE 3 RETAIL SIZE
DAILY SHAMPOO
AND RECEIVE
3 DAILY SHAMPOO
TRAVEL SIZE FREE
WHILE SUPPLIES LAST**



BUY 3 GET 1 FREE!

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

SALON \$24.75 VALUE \$33.00



SUPER SIZE IT

AFTERSHAVE

**PURCHASE 6 OR MORE (MIX &
MATCH) ORIGINAL AFTERSHAVE
OR WOOD & SPICE AFTERSHAVE
(200ML) FOR THE PRICE OF A
TRAVEL SIZE**

\$5.98 EACH Reg. \$8.50



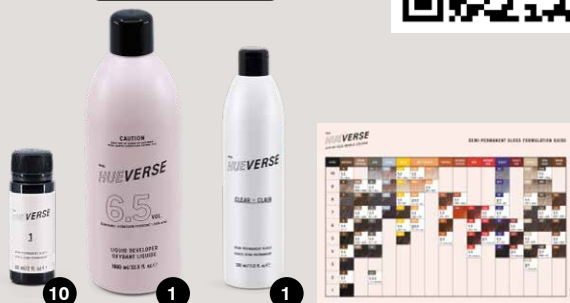
evo
HUEVERSE
OUT-OF-THIS-WORLD COLOUR

SAVE 25% demi-permanent salon intro

BUY

- 10 x demi-permanent shades
- 1 x 6.5vol liquid developer 1000ml
- 1 x clear demi-permanent gloss 350ml
- 1 x backwall guide

\$99.99 VALUE \$132.75



SAVE 20% permanent salon intro

BUY

- 10 x permanent shades
- 1 x 20 volume developer
- 1 x porosity equalizer
- 1 x backwall guide

\$125.00 VALUE \$155.25



Available in CO, UT, NM, WY, OK, KS



evo
fabuloso™

bye bye brass brassy locks no more

buy

- 1 x evo fabuloso platinum blonde treatment 220ml
- get free
- 1 x evo fabuloso platinum blonde toning mist 140ml

\$19.00 VALUE \$37.00



retail refresh

buy 6 and save 25% mix and match

CHOOSE FROM:

- The therapist hydrating shampoo 300ml
- The therapist hydrating conditioner 300ml
- The great hydrator moisture mask 150ml
- Ritual salvation repairing shampoo 300ml
- Ritual salvation repairing conditioner 300ml
- Mane attention protein treatment 150ml
- Springsclean deep clean rinse 300ml
- Heads will roll co wash 300ml
- Baby got bounce curl treatment 200ml
- Gluttony volumizing shampoo 300ml
- Bride of Gluttony volumizing conditioner 300ml



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.

captains choice fathers day gift pack

BUY:

- 1 x normal persons shampoo
- 1 x box o'bollox texture paste

GET FREE

- 1 x roy comb

\$32.70 VALUE \$49.20

