



BEAUTERA

PROFESSIONAL

**JULY/AUGUST 2025
PROMOTIONS**

COVER PHOTO COURTESY
OF MEGIX|10

Christmas
in July ASK YOUR BPC
FOR DETAILS



evo
HUEVERSE
OUT-OF-THIS-WORLD COLOUR

hue better believe it
BUY 10 PERMANENT OR
DEMI-PERMANENT COLOR,
GET 2 FREE

SEE PAGE 3 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.

ALURAM™

LITER & BACK BAR SALE

ALL LITERS AND BACK BAR ITEMS
25% OFF!



**HYDRATE & REPAIR
BACK BAR 320Z**

\$15.00 REG \$20.00

**25%
★ OFF! ★**

**LEAVE IN CONDITIONER
BACK BAR 160Z**

\$9.56 REG \$12.75



**BODY WASH
BACK BAR 310Z**

\$13.13 REG \$17.50

**25%
★ OFF! ★**



**HIGH SHINE GLOSSING
TREATMENT
BACK BAR 320Z**

\$15.00 REG \$20.00



**25%
★ OFF! ★**

**25%
★ OFF! ★**

LITER DUO BUNDLES

Daily, Moisturizing, Curl
and Volumizing

\$26.25 REG \$35.00

REGULAR Retail PRICE: \$69.98
PROMOTIONAL Retail PRICE: \$52.49

**25%
★ OFF! ★**

PURPLE SHAMPOO LITER

\$13.13 REG \$17.50

REGULAR Retail PRICE: \$34.99
PROMOTIONAL Retail PRICE: \$26.25

shibui.

25% OFF LITER DUO BUNDLES

Everydayness, Ultra Hydrating,
Volumizing

SALON COST: \$33.75

Regular: \$45.00



20% OFF LITERS

clarifying & violet toning
shampoos only

SALON COST: \$18.00

Regular \$22.50

20% OFF

Everything Spray Leave-In
Conditioner 16 oz.

SALON COST: \$14.40

Regular \$18.00

20% OFF

Peptide Primer Leave-In
Treatment 5oz

SALON COST: \$19.20

Regular \$24.00



20% OFF

Peptide Polish Anti-Humidity
Treatment 6.5oz

SALON COST: \$9.60

Regular \$12.00

BUY 6 AIR DRY CREAMS & GET A CAPE FREE!

SALON COST: \$72.00

Regular: \$92.00


Crafted to absorb seamlessly into your hair, this
creme ensures a residue-free finish that is ideal for
air-drying, but is also perfect for enhancing curls
with a diffuser. This is designed to help tame frizz,
nourish your locks, and amplify shine.



hello,
shibui.





(6)


evo
HUEVERSE
 OUT-OF-THIS-WORLD COLOUR

WOW!

hue better believe it
BUY 10 PERMANENT OR
DEMI-PERMANENT COLOR,
GET 2 FREE

Summer's here, and so is your excuse to stock up on hue-verse color. Whether your team permanent or riding the demi wave, it's time to paint the town and your clients brilliantly.

hueverse CLASSIC COLOUR INTRO

BUY:
 64 x hue-verse permanent colours 100ml*
 32 x hue-verse demi-permanent gloss 60ml*
 3 x hue-verse porosity equaliser 350ml
 1 x hue-verse demi-perm gloss clear 350ml
 1 x hue-verse cream developer 6.5vol 1L
 1 x hue-verse cream developer 10vol 1L
 1 x hue-verse cream developer 20vol 1L
 1 x hue-verse cream developer 30vol 1L
 1 x hue-verse cream developer 40vol 1L
 1 x hue-verse liquid developer 6.5vol 1L
 1 x top drop repair box (12x15ml)
 1 x top drop platinum box (12x15ml)
 1 x top drop scalp box (12x15ml)
 *preselected best sellers

GET FREE:
 1 x top drop hydrate box (12x15ml)
 1 x hue-verse cream developer 6.5vol 1L
 2 x hue-verse cream developer 10vol 1L
 2 x hue-verse cream developer 20vol 1L
 1 x hue-verse cream developer 30vol 1L
 1 x hue-verse cream developer 40vol 1L
 1 x hue-verse liquid developer 6.5vol 1L
 1 x bottle blonde powder lightener 500g
 1 x bottle blonde clay lightener 400g
 1 x bottle blonde colour remover 50g
 2 x evo colouring capes
 1 x top drop merch kit

\$1440.00 TOTAL VALUE \$2044.54

**22%
SAVINGS**



aim for the stars... 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

SAVE 17%



evo™

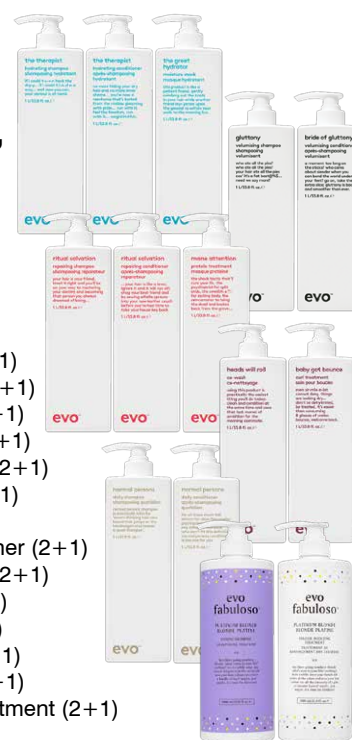
rack em' & stack em'

BUY 2 LITERS, GET 1 MATCHING LITER FREE

WHILE SUPPLIES LAST

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)
 gluttony volumising shampoo (2+1)
 bride of gluttony volumising conditioner (2+1)
 heads will roll cleansing conditioner (2+1)
 baby got bounce curl treatment (2+1)
 normal persons daily shampoo (2+1)
 normal persons daily conditioner (2+1)
 platinum blonde toning shampoo (2+1)
 platinum blonde colour boosting treatment (2+1)








500ml buddies

40% SAVINGS

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



is evo your perfect match?
 we're in it for the long-haul...
 no broken hearts here. learn the latest colour, cutting and styling techniques from evo technical specialist marie keiffer.



date: sunday, august 3, 2025
 time: 6pm - 8pm
 location: matthew morris salon
 13 south broadway, denver, co 80209

REGISTER



questions: education@evohair.com
 registration help: email orders@beauterapro.com,
 call/ text 303.892.1115 or visit www.beauterapro.com

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.

now available!



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



GK
HAIR
PROFESSIONAL

SAVE 69%

RESISTANT TRY ME KIT

INCLUDES:

- 1 Juvexin Shield Shampoo 8oz
- 1 Juvexin Shield Conditioner 8oz
- 1 PH+ Shampoo 3.4oz
- 1 Resistant 3.4oz

\$69.95 Value \$99.95



megix|10

MEGIX | LiftC

SILVER LIGHTENING CREAM

PURCHASE (your choice):

12 - Megix|10 3.38oz tube color

RECEIVE FREE:

1 - LiftC (17.64oz)

salon deal \$131.88 Value \$178.13



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.

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 \$33.50



PURE.SHADES

Buy 4 Pure Shades 8.4oz of
Your Choice, Get 1 Synergy
Mousse 10.14oz FREE!

salon deal \$87.96

Value \$111.71



pure.shades is a range of direct hair pigments that boast
extraordinary performance thanks to the exclusive spectrum
technology that guarantees intense, vibrant and long lasting
reflects. pure.shades offers maximum creative expression with
precision, shine and the highest of professional results.

GAME CHANGER INTRO

92 shades to choose from.

10 Root Touch ups in a day!

No double booking? **No problem!**

Work smarter **not harder!**

**Reduces the time it takes to get
beautiful, vibrant, long lasting color.**

INCLUDES:

- 40ea megix|10 color - any shade 3.38oz
- 4ea developer liters - any vol
- 1ea megix|SH Color Saver Shampoo liter
- 1ea megix|TR Color Saver Treatment liter
- 1ea megix|SH Hydrating Silver Shampoo liter
- 2ea megix|SH Hydrating Silver Shampoo 8.4oz
- 2ea megix|TR+ Deep Hydrating Mousse 10.14oz
- 1ea megix|1up 5.03oz
- swatch color chart, • product catalog • wall chart

salon deal \$499.99 Value \$747.43



NEW!

SHINE, VOLUME and HOLD
without forgetting **PROTECTION**



FOR-ME

STYLING LINE

Color Safe. Thermal & UV Protectants. Vegan. Free of Gluten, Parabens, Sulfates, DEA, and Sodium Chloride.

222 SHAPE ME GLAZE
6.8 fl. oz./ 200 mL
\$12.91

223 BRING ME TO THE BEACH SALT SPRAY
5.1 fl. oz./ 150 mL
\$12.91

227 WAKE ME UP CURL SPRAY
5.1 fl. oz./ 150 mL
\$12.91

218 SMOOTH ME SERUM
5.1 fl. oz./ 150 mL
\$15.07

411 DEFINE ME GEL
5.1 fl. oz./ 150 mL
\$11.83

FRAMESI COLOR LOVER

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



with Omega

DYNAMIC BLONDE

SAVE 30%

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



BUY 2, GET 1 FREE

Framcolor Glamour
PROTECTIVE COVERAGE TECHNOLOGY



ALL FRAMCOLOR GLAMOUR SHADES
60 mL/ 2 oz. OR 100 mL/ 3.4 oz.

Select **DECOLORB** Lighteners

BUY 1, GET 1 FREE



DIAMOND
18 oz./ 500 g

INFINITY+
18 oz./ 500 g

CREAM PLUS
7.5 fl. oz./ 150 mL

ALL SHADES FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR



PROCESSES IN HALF THE TIME!

BUY 2, GET 1 FREE!

COLOURS

BY *Gina*

NOW IS THE TIME TO STOCK UP FOR THE FALL SEASON

Experience COLOURS by Gina Curated Colour

Colour Intelligence- Specialized dye blend adapts to deliver multiple colour results. BioGen Complex- Proprietary mix of biotin and phytocollagen nourishes the hair while colouring. Premium Size- Our tube is 3oz, 85g tube giving a minimum of 2 full applications per tube.



BUY 12 TUBES GET 2 FREE

BUY 24 TUBES GET 6 FREE

BUY 36 TUBES GET 12 FREE



LIFT. BRIGHTEN. SHINE.
BUY BIG.... BLONDE BETTER



BUY 2 - 16oz Lightening Dust SAVE 10%

BUY 3 - 16oz Lightening Dust SAVE 15%

BUY 4 - 16oz Lightening Dust SAVE 20%

JULY

CIREPIL STRIP WAX

15% OFF
400gm tin

CIRÉPIL

Choose from: Origine, Ease, Cristal Ocean, Fiorella, Nacree Blanche, Forte



AUGUST

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

15% OFF

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





BARBER STRONG

**PERFORMANCE
BARBER APPAREL**

Capes, Vests,
Jackets, Aprons

- Water Resistant
- Bleach Proof
- Hair Repellent

**Starting at
\$30.00**





NEW!!

INTRODUCING
UPPERCUT
* DELUXE *

TEXTURE CREAM



- REWORKABLE
- PLIABLE HOLD
- ALLOWS VERSATILITY
- NATURAL FINISH
- NON-SET FLEXIBLE FORMULA

Texture Cream is a pliable hold product with a reworkable finish. It adds texture effortlessly to short or long styles. It's non-set finish means it won't set stiff, maintaining both softness and flexibility.

— Since 1970 —

BARBER

EAU DE COLOGNE

MARMARA
— exclusive —

**MARMARA AFTER
SHAVE COLOGNE**

16 oz. Glass Bottle

SALON \$12.50



Choose from:

- No. 1 Purple
- No. 2 Blue
- No. 3 Brown
- No. 4 Yellow
- No. 5 Dark Green
- No. 6 Pink

CLIPPERCIDE

12 oz.

SALON \$8.50



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.

**DERBY PREMIUM
BLADES**

100ct

SALON \$6.50




OH MY BLONDE!

**DECOLORIZERS
SAVE OVER 25%**

IT&LY
HAIR FASHION
MILANO

Iconic Blonde is an extra performance decolorizing powder, ideal for natural or dyed hair enriched with E-PLEX Bond Repair. Lifts 9+ levels.

Silky Blonde is an innovative bleaching & decolorizing cream enriched with E-PLEX Bond Repair. Ideal for 6-7 levels of lift.



ICONIC BLONDE **SILKY BLONDE**

DO YOU BELIEVE IN MAGIC?

**MAGIC WATER
SAVE 20%**

Magic Water is an instant conditioner with a unique smoothing action and light texture enriched with Hyaluronic acid & Moringa seeds. In a few seconds, it magically transforms hair with a bright and silky appearance and feel.



BLOWOUT SALE ON BLOW DRYERS

Dry faster, style better, and save big. We're clearing out top-tier professional dryers at unbeatable prices.

**SAVE UP TO 30% OFF
SELECT DRYERS**

Excludes SuperHP and IQ LiteMax dryers



**While Supplies Last
All Sales Final**

BaBylissPRO®

CLIPPER BLOWOUT SALE

SAVE 25% ON BABYLISS CLIPPERS, TRIMMERS & SHAVERS

Grab pro-grade Babyliss clippers, trimmers, shavers, and even the VibeFx massager, all at unbeatable prices. All sales final. While supplies last.



Available in CO, UT, NM, WY, MT

REUZEL®

BY SCHOREN HAARSNIJDER EN BARBIER



20% OFF

ALL 3.38OZ REUZEL GROOMING TONIC PRODUCTS

GROOMING TONIC 3.38oz

\$4.20 Regular \$5.25

SPRAY GROOMING TONIC 3.38oz

\$4.40 Regular \$5.50

GROOMING TONIC TEXTURE CREAM 3.38oz

\$6.60 Regular \$8.25

NEW!

HYDRATING STYLING CREAM

INTRODUCTORY SPECIAL:

Buy 6 New! Hydrating Styling Cream 3.38oz, Get 2 FREE!!

\$44.88 Regular \$59.84

HOLD: 3 | SHINE: 1

As a Leave In Conditioner, Hydrating Styling Cream is a versatile, lightweight styling cream that controls frizz, hydrates hair, and delivers a soft hold for effortlessly smooth and sleek looks.

- Leave In Conditioner
- Softens Coarse Hair
- Tames Frizz
- Absorbs Easily
- Moisturizing
- Lightweight Formula



S/C PRO REBEL



LIMITED EDITION

Where high-performance grooming meets bold artistry.



\$199.95

3 DIFFERENT FINISHES, 1 CLIPPER

PROFESSIONAL MODULAR SUPER-TORQUE CLIPPER



SUPER SIZE IT LITER SALE

PURCHASE 3 OR MORE (MIX & MATCH)

SAVE 20%

DAILY SHAMPOO,

3-IN-1 SHAMPOO, SCRUB SHAMPOO OR DAILY CONDITIONER

AUGUST IS

HAIR LOSS AWARENESS MONTH



ZENAGEN

VOTED #1 BEST SELLING SHAMPOO FOR HAIR LOSS IN NORTH AMERICAN SALONS !

25% OFF

16OZ AND 32OZ

SHAMPOOS CONDITIONERS

SAVE
25%



SAVE
20%

PRO LASH
5 CT DISPLAY

- 5 PRO LASH SERUM 2ml
- 1 PRO LASH DISPLAY

SALON: \$116.00

SALON VALUE: \$145.00

RETAIL VALUE \$290.00



MEDICEUTICALS

BUY 5 GET 1 FREE



CHOOSE FROM:

(NO MIX AND MATCH)

- MOIST-CYTE 8.45OZ
- VOLUME & STRENGTH 8.45OZ
- VIVID 8.45OZ
- FINAL FINISH 8.45OZ
- DEFEND 8.45OZ

BEAUTERA

PROFESSIONAL

EDUCATIONAL
OFFERINGS



AUGUST 3, 2025 10:00 AM - 4:00 PM

EVO WATCH YOUR TONE (HANDS-ON) WITH MARIE KEIFFER

AUGUST 10 & 11, 2025 9:00 AM - 5:00 PM

BABE MASTERY TOUR (HANDS-ON)

AUGUST 18, 2025 10:00 AM - 12:00 PM

REUZEL BARBERING 1 (DEMO)

AUGUST 18, 2025 12:30 PM - 4:30 PM

REUZEL BARBERING 1 (HANDS-ON)

AUGUST 24 & 25, 2025 10:00 AM - 4:00 PM

INTRODUCTION TO FILM & TELEVISION INDUSTRY (HANDS-ON)

SEPTEMBER 15, 2025 10:00 AM - 11:00 AM

MUG UP WITH EVO

SEPTEMBER 22, 2025

10:00 AM - 12:00 PM (ENGLISH) • 1:00 PM - 3:00 PM (SPANISH)
ZENAGEN CERTIFICATION WITH ROBBIE MILLER

SEPTEMBER 29, 2025

9:00 AM - 12:00 PM (ENGLISH) • 1:00 PM - 4:00 PM (SPANISH)
STYLECRAFT STAY FADED (HANDS-ON)



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.

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