

NEW

WELLA KOLESTON XPRESS

10-minute color that
won't overprocess

See page 2

EXPRESS
COLOR



Armstrong McCall®

MARCH 2024

ONE DAY
SALE

MARCH 4

NEW



10-MINUTE COLOR THAT WON'T OVERPROCESS

The results you love in less time



UP TO 100% GRAY COVERAGE IN JUST 10 MINUTES



STOPS PROCESSING WITH CONTROL-X TECHNOLOGY TO PREVENT GOING DARK



NON-PROGRESSIVE FORMULA WITH ANTI-METAL TECHNOLOGY



13 SHADES IN NEUTRAL, WARM AND COOL FAMILIES



NEW

ARMSTRONG
MCCALL®
EXCLUSIVE
WELLA
KOLESTON
XPRESS
10-MINUTE
HAIR COLOR

**TRY
FOR \$9**

SAVE OVER 15%

WELLA
KOLESTON
XPRESS

Savings in-store only.



NEW



BEFORE



AFTER



FREE
WELLA
20V WELLOXON
DEVELOPER LITER
with purchase of 6 Koleston
Xpress shades
819756



NEW
SAVE 15%*

\$34.50
WELLA
KOLESTON
XPRESS
TOUCH-UP
KIT (DARK)

Includes 3 Xpress shades (6/-6N, 5/37-5GW, 7/1-7A) & three 2 oz. 20V Welloxon Developers
035735



NEW
SAVE 15%*

\$34.50
WELLA
KOLESTON
XPRESS
TOUCH-UP
KIT (LIGHT)

Includes 3 Xpress shades (9/-9N, 8/-8N, 6/-6N) & three 2 oz. 20V Welloxon Developers
035734



*Compared to purchasing individually.

NEW



RAPID RESULTS

Deliver on convenience & quality with reliable color

TIME IS MONEY

WHAT YOU CAN DO IN 10 MINUTES

- Squeeze in last-minute guests who need gray coverage
- Convert your at-home color client by showing them how quick & easy superior salon color can be
- Fill up mid-day appointments and get clients in & out of the chair on their lunch break
- Offer a quick add-on service to short-haired clients with gray growth
- Give clients with fast regrowth the ideal solution in less time



FREE

PAUL MITCHELL THE COLOR 10 SAMPLER KIT

with purchase of 8 The Color 10 shades Kit includes 16.9 oz. 20V Cream Developer, The Color 10 Paper Chart & Shade Extension Swatch Book Pages | 036220



2 FOR \$10 PAUL MITCHELL THE COLOR 10

NEW

B3G1 FREE CHI COLOR EXPRESS PERMANENT CREAM HAIR COLOR



FULL GRAY
COVERAGE IN
10 MINUTES

BUILT-IN
PROTECTION
FOR SENSITIVE
SCALPS

LOCKS IN
MOISTURE &
SEALS CUTICLES

2 Kits Available

Medium Warm Kit Shades:
X5N, X6N & X6W | 036668
Light Warm Kit Shades:
X7N, X8N & X72 | 036669
Both kits include 5 oz.
20V Developer, Color Express
Insert & Instruction Sheet

B2G1 FREE FRAMESI FRAMCOLOR 2001 INTENSE COLOR



B2G1 FREE KENRA STUDIO STYLIST EXPRESS COLOR



FREE PRAVANA EXPRESS OR PLATINUM TONER

with purchase of 6
ChromaSilk shades



SAVE 20% RUSK IN10 COLOR



ZERO AMMONIA. ZERO COMPROMISE.

Schwarzkopf
PROFESSIONAL

NEW

Discover shades & formulas your conscious clients will love

NEW

SCHWARZKOPF IGORA ZERO AMM PERMANENT COLOR

AMMONIA-FREE FORMULA WITH PHYTOLIPID TECHNOLOGY FOR GENTLE COLORING

46 SHADES RANGING FROM HONEY BLONDES TO FIERY REDS



SUSTAINABLE PACKAGING

PLAY WITH GRAY IN EVERY WAY — FROM ACHIEVING QUICK-COVERAGE SERVICES TO CREATING SILVER WHITES

NEW

\$39.95

SAVE OVER 55%

SCHWARZKOPF IGORA ZERO AMM KIT

Includes 10 IGORA Zero Amm shades, IGORA Royal 6% 20V Developer & Zero Amm Swatch Book 036585

B9G3 FREE SCHWARZKOPF IGORA ROYAL



NEW

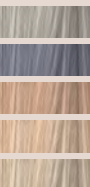
\$39.95

SCHWARZKOPF TBH MULTI-DIMENSIONAL STARTER KIT

036500

WELLA & GOOD

Discover innovation from this
stylist-favorite brand



NEW

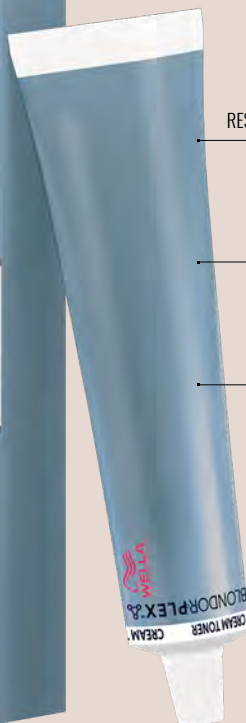
**WELLA
BLONDORPLEX
CREAM TONERS**

035436, 035437,
035438, 035439,
035440

FREE

**WELLA
BLONDORPLEX
CREAM TONER /81**

with purchase of Blondor
or BlondorPlex 800 g
014930, 815700,
035440

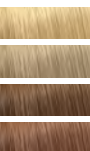


GET PERFECTLY
BLENDED BLONDE
RESULTS IN **5 MINUTES**

LEAVES HAIR
SOFT & SHINY

UP TO **90% LESS
BREAKAGE***

*Compared to using BlondorPlex bleach alone.



NEW

**WELLA
ILLUMINA
COLOR SHADES
8/36, 7/75,
7/42, 9/37**

035795, 035796,
035797, 035798

TRY FOR \$6
WELLA SHINEFINITY 2 OZ.
SHADE & 2 OZ. ACTIVATOR



FREE

**WELLA
ILLUMINA
COLOR
SHADE 7/75**
with purchase of 6
Illumina shades
035796



**B1G1
50% OFF**
WELLA
COLOR FRESH
MASKS

TRUE TO TONE

Discover a diverse assortment of glossing & lightening essentials

NEW

DANGER JONES GLOSS TONER DEVELOPER

LAUNCHING WITH 20 SHADES

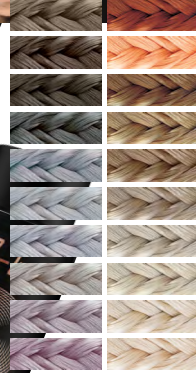
FOR TONING, SHADOW ROOTING, GRAY COVERAGE & STAND-ALONE SHINE SERVICE

2 WEEKS ONLY!

MARCH 1-15

TRY FOR \$5 DANGER JONES GLOSS TONERS

NEW



TRY FOR \$36

SAVE OVER 20%

JOICO BLONDE LIFE LIGHTENING POWDER 2 LB.

352529



SAVE 30%

FRAMESI DECOLOR B PRO-FORCE BONDER 101 & SEALER 102
031916, 031917



SAVE 20%

RUSK DEEPSHINE GLOSS & XPRESS COLOR



B1G1 FREE

FRAMESI DECOLOR B PLUS, DIAMOND, CLAY & INFINITY+ LIGHTENERS



SAVE \$2 SALON CARE FOIL

NOW \$4.99
250 Half Sheets
NOW \$9.49
500 Half Sheets
NOW \$6.99
200 Full Sheets
NOW \$13.99
500 Full Sheets



LIFT OFF

Prepare to spring into seasonal services at the speed of "lightening"

SAVE 20%
PAUL MITCHELL
BOND RX LIGHTENER
 033202



NEW
LIMITED EDITION
FRAMAR
NEUTRALS - SAGE
COLLECTION
\$21.99 Pop Up Foil
\$16.99 Foil Roll
\$9.99 Color Brush Set
 & Gator Grips
\$14.99 Bowls
\$9.99 Detangle Brushes



TRY FOR \$10
PAUL MITCHELL
THE DEMI VEGAN SHADES (9PA & 9BV)
 036085

SAVE
UP TO \$10
PROTEX TOWELS

NOW \$29.99

Bleach Guard

White 12-pack

NOW \$37.99

Bleach Guard

Colors 12-pack



SAVE 20%
GOLDWELL
SILKLIIFT STRONG
& SILKLIIFT
ZERO AMMONIA
 020635, 020634

MADE IN THE SHADE

Ease the day with a distinctive array of stunning shades from our top brands

FREE MATRIX MINI SOCOLOR SWATCH BOOK

with purchase of 9 SoColor shades 033432



FREE PAUL MITCHELL 10V OR 20V DEVELOPER

with purchase of 6 The Color or Color XG shades 575752, 575761



NEW 6 FOR \$33

#MYDENTITY WARM SHADES

4 Permanent: 5NB, 6NB, 7NB & Midnight Flame 7
2 Demi-Permanent: Midnight Flame 7 & Midnight Love 6



B2G1 FREE KENRA MONOCHROME PERMANENT COLOR



TRY FOR \$6.50 SAVE 25% JOICO COLOR INTENSITY



B2G1 FREE FRAMESI FRAMCOLOR ECLECTIC COLOR



B3G1 FREE CHI IONIC OR CHROMA PAINT



LIMITED EDITION FREE PAUL MITCHELL COLORWAYS APRON (AQUA OR PINK)

with purchase of 10 Colorways shades 036083, 036084



WAVE HELLO

TRY FOR \$7.50 ANY ISO OPTION WAVES

823610, 823612, 823613, 823611



NEW

REPAIR

Bring damaged hair back from the brink

DEEPLY STRENGTHENS
& REPAIRS HAIR

LEAVES HAIR FEELING
SOFT TO TOUCH
& ULTRA LIGHTWEIGHT

LIMITED EDITION
SAVE 15%

**WELLA
ULTIMATE REPAIR KIT**

Includes 1 oz. Miracle Hair Rescue
& 5 oz. Mask | 036478

REPAIR HAIR DAMAGE
IN 90 SECONDS



NEW

**WELLA
ULTIMATE REPAIR MASK**
035498

**2 FREE
WELLA
5 OZ. ULTIMATE REPAIR MASKS**
with purchase of any 3 Ultimate Repair
back bar products

INTENSE
SMOOTHING MASK
FOR ALL HAIR TYPES

ADAPTIVE TECHNOLOGY
KEEPS MASK FROM
OVER-DEPOSITING &
WEIGHING HAIR DOWN



NEW

**JOICO
IN A FLASH
7-SECOND
BOND BUILDER**
035753

GET STRONGER
HAIR IN A FLASH

**JOICO
KBOND20
POWER
MASQUE**
035392

GET 5X
STRONGER*
HAIR IN
ONE USE!



**FREE
OLAPLEX
N°4C BOND
CLARIFYING
SHAMPOO**

with purchase
of Traveling
Stylist Kit
028317
045006



NEW

**KENRA
TRIPLE REPAIR
COLLECTION**

FORTIFY STRANDS
& PROTECT
AGAINST
COLOR FADE &
ENVIRONMENTAL
STRESSORS
IN JUST ONE USE



VISIBLY MEND
SPLIT ENDS
WITH EACH
USE &
**REDUCE
BREAKAGE BY
OVER 89%****

*When used as directed.

**Compared to a non-conditioning shampoo.

All products & quantities may not be available in all locations. While supplies last. See store or Salon Consultant for details.

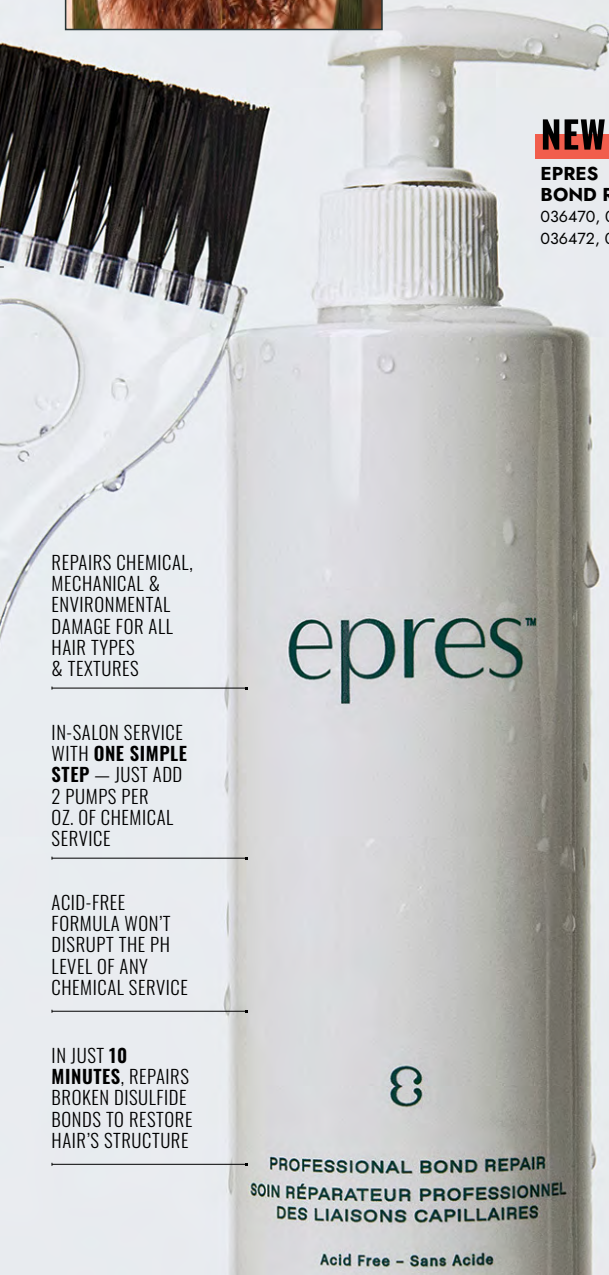
SHOP

with powerful strength-boosting products

epres™

CREDIBLE SCIENCE.
INCREDIBLE RESULTS.

BEFORE & AFTER



NEW

**EPRES
BOND REPAIR**
036470, 033102
036472, 036473

REPAIRS CHEMICAL,
MECHANICAL &
ENVIRONMENTAL
DAMAGE FOR ALL
HAIR TYPES
& TEXTURES

IN-SALON SERVICE
WITH **ONE SIMPLE
STEP** — JUST ADD
2 PUMPS PER
OZ. OF CHEMICAL
SERVICE

ACID-FREE
FORMULA WON'T
DISRUPT THE PH
LEVEL OF ANY
CHEMICAL SERVICE

IN JUST **10
MINUTES**, REPAIRS
BROKEN DISULFIDE
BONDS TO RESTORE
HAIR'S STRUCTURE

PROFESSIONAL BOND REPAIR
SOIN RÉPARATEUR PROFESSIONNEL
DES LIAISONS CAPILLAIRES

Acid Free – Sans Acide

INCREASE

Your Salon Revenue With An
epres Bond-Repair Treatment

\$25
upcharge*
X
82
services per bottle
=
\$2,050
incremental revenue
—
\$79
product cost

\$1,971
profit

*Suggested price

NEW

NEW

**EPRES
BOND REPAIR
TREATMENT**

TAKE-HOME TREATMENT
REPAIRS BROKEN
DISULFIDE BONDS
TO RESTORE HAIR'S
STRUCTURE



NEW

LIMITED TIME OFFER
**EPRES
TAKE-HOME
CONCENTRATE
REFILLS**

THESE RETAIL REFILLS
ARE GREAT FOR
CLIENTS TO REUSE
THE SPRAY BOTTLE
& REDUCE
PLASTIC WASTE



NEW



IT'S FINALLY HERE

Take on healthier hair with solutions-focused care

NEW

LAUNCHING THIS MONTH

Briogeo

DESTINED FOR DENSITY COLLECTION

GIVE CLIENTS THICKER, FULLER, HEALTHIER-LOOKING HAIR

SCALP REVIVAL COLLECTION

SOOTHE & TREAT DRY, ITCHY OR FLAKY SCALPS

DON'T DESPAIR, REPAIR! COLLECTION
STRENGTHEN & REPAIR DRY, DAMAGED HAIR



6 FREE HAIR CARE

NO PHTHALATES | NO SILICONES | NO PARABENS | NO HARSH SULFATES | NO DEA | NO ARTIFICIAL DYES

NEED-TO-KNOW BASIS

Stay up-to-date with what's most current in care to repair & refresh clients' hair

NEW LOOK
NEW FORMULA

B1G1 50% OFF
KENRA

Shampoo & Conditioner Liters

NEW PACKAGING MADE WITH UP TO 95% RECYCLED PLASTIC

NON-SLIP, ERGONOMICALLY DESIGNED BOTTLES



REFORMULATED WITH OAT PEPTIDE TO HELP REDUCE BREAKAGE & LEAVE HAIR FEELING SOFT & SHINY

NEW



NEW

MOROCCANOIL FRIZZ CONTROL SHAMPOO & CONDITIONER

036045, 036046, 036047, 036048, 036101, 036102



NEW

PAUL MITCHELL TEA TREE LEMON SAGE
036416



NEW

SAVE 25% BIOLAGE SCALP SYNC RETAIL SIZES

GENTLE FORMULAS BALANCE SCALP'S MOISTURE & SEBUM TO OPTIMAL LEVELS



REVIVE LIFELESS, THIN HAIR WITH THIS ENERGIZING, THICKENING COLLECTION

THE HOLD EVERYTHING

SALE



SAVE 25%
MATRIX
HAIRSPRAY

SAVE UP TO 30%
PAUL MITCHELL
STYLERS



2 FOR \$19
SAVE UP TO 25%
SEXYHAIR
HEALTHY COLLECTION



SAVE 25%
RUSK
STYLERS



SAVE 20%
SELECT MARIA NILA
STYLERS



SAVE 30%
FRAMESI
COLOR LOVER
STYLERS



SAVE 25%
BIOLOGE
HAIRSPRAY
819218, 819219, 819220



B1G1 50% OFF
SELECT AQUAGE
HAIRSPRAY



FREE
KENRA
TRAVEL-SIZE VOLUME
SHAMPOO &
CONDITIONER

with purchase of 16 oz. Perfect
Medium Spray 13



FREE
KENRA
TRIPLE REPAIR
TRAVEL-SIZE SHAMPOO
& CONDITIONER

with purchase of 6.8 oz. Blow
Dry Spray



2 FOR \$25
SAVE UP TO 20%
AMIKA
HOLD COLLECTION

033235, 033416, 033418



SAVE OVER 25%
TIGI BED HEAD
HAIRSPRAY FAVORITES



SAVE 20%
COLOR WOW
POP & LOCK AND
RAISE THE ROOT

027487, 027489



SAVE 20%
SELECT CHI
STYLERS



SAVE 20%
AG CARE SPRAY
STYLERS



2 FOR \$25
SAVE UP TO 40%
ALTERNA
CAVIAR STYLERS

Mix & match.



2 FOR \$20
SAVE UP TO 40%
ALTERNA
MY HAIR MY CANVAS
STYLERS



THE HOLD EVERYTHING SALE

SAVE UP TO
50%



RIGHT HAIR, RIGHT NOW

Go headfirst into exclusive savings on care products for every hair goal

B2G1 FREE

MATRIX
Mix & match.



\$29.99

SAVE OVER

10%
**BAIN DE
TERRE
GALLONS**



**B1G1
50% OFF**
**BAIN DE TERRE
RETAIL-SIZE
SHAMPOO &
CONDITIONER**

NEW

**LIMITED EDITION
MOROCCANOIL TRAVEL SETS**
036190, 036192, 036193, 036191



ARMSTRONG
MCCALL®
EXCLUSIVE

**SAVE
25%**
**REDAVID
RETAIL SIZES**



NEW

**LIMITED EDITION
KERASILK
TRAVEL KITS**
036611, 036612



SAVE 50%

ANY PRAVANA MASQUE

with purchase of any Pravana Leave-In
738309, 738509



NEW

**\$11.82 EACH
SEXYHAIR HEALTHY
BLOWOUT COLLECTION**
033769, 033770



**SAVE 25%
BIOLAGE
SCALP SYNC, HYDRA SOURCE
& ULTRA HYDRA SOURCE**

Retail sizes only.



**FREE
AQUAGE
RETAIL-SIZE
CONDITIONER**
with purchase of
corresponding
retail-size Shampoo



**SAVE
20%
IT'S A 10
KERATIN
COLLECTION**
379038, 379049,
379085, 379086



NEW

**LIMITED EDITION
PAUL MITCHELL
DUOS**
SAVE UP TO 20%*

14 DUOS
AVAILABLE



**SAVE 30%
WELLA
ELEMENTS**



**SAVE
30%
FRAMESI
COLOR LOVER
TONING
SHAMPOO**
338417, 014156,
014157



**ARMSTRONG MCCALL®
EXCLUSIVE OFFER
BUY 2 OR MORE
SAVE 20%
AMIKA
MASKS**
033323, 033314, 034912



**TRY FOR
\$36
SAVE
OVER 20%
JOICO
INNER JOI
RETAIL-SIZE
TRIOS**
035083, 035084,
035087



*Compared to purchasing individually.

COOL HEADS

Keep clients looking fresh with barbering must-haves

SAVE UP TO
40%



SAVE
20%
AMERICAN
CREW
STYLERS

SAVE 25%
SEXYHAIR
PUCKS



SAVE
40%
WOODY'S
STYLING
PUCKS



SAVE
20%
GIBS
GROOMING
STYLERS



SAVE UP TO 30%
JOHNNY B. STYLERS

**B5G1
FREE**
STMNT
PUCKS



B2G1 25% OFF
REUZEL
POMADES

MANIFEST DENSITY

Get into the thick of it with high-performance hair thinning solutions

SAVE 10%

VIVISCAL PRO TOPICALS
012335, 012339,
012344

ENCOURAGES HEALTHY HAIR GROWTH WITH BIOTIN, COLLAGEN & KERATIN



SAVE \$5

BOSLEYMD STARTER KITS



SAVE 15%
AVLON AFFIRM STYLERS



SAVE 25%
DEVACURL MIST OF WONDERS LEAVE-IN



SAVE 10%
NU STANDARD HYDRASILK HYDRATING BOND SYSTEMS
032854, 032855



CURLS WILL BE CURLS

SAVE 15%
DESIGN ESSENTIALS STYLING & FINISHING PRODUCTS
028426, 032605, 032607



SAVE 25%
MIZANI STRENGTH FUSION



SAVE 25%
MIZANI MIRACLE COLLECTION

**SAVE
20%**
BABYLISPRO
LO-PROFX
CLIPPERS &
TRIMMERS
765335, 765334



**SAVE
20%**
BABYLISPRO
UV SHAVERS
912247, 912248

**SAVE
25%**
BABYLISPRO
GOLDFX
CLIPPERS &
TRIMMERS
765242, 765217



**SAVE UP
TO \$60**
SELECT
GAMMA+
& STYLECRAFT
TOOLS



**SAVE
20%**
ANDIS
SELECT
CLIPPERS &
TRIMMERS



TOP-TIER GEAR

Make sure you're prepared for any styling service with the highest tech you can find

NEW
**CHRONOS
STYLER**

FREE
**GHD
BODYGUARD
SPRAY OR SLEEK
TALKER OIL**
with purchase of NEW
Chronos Styler
474839, 036907,
036799



ONE-STROKE
STRAIGHTENING
RESULTS THAT
LAST UP TO
24 HOURS*

*Based on
consumer
testing.

SAVE 30%
GHD DRYERS
474133, 474844



**SAVE
20%**
SELECT
BABYLISPRO
IRONS &
DRYERS



FREE
**CHI
VIBES 8 OZ.
KNOW IT ALL
MULTITASKING
HAIR PROTECTOR**
with purchase of any
CHI Vibes tool



**SAVE
10%**
**WAHL
STERLING
CLIPPER**
852770



FREE
HOT OFF THE PRESS
with purchase of Express Ion Smooth+
or Neuro Style Iron
573446, 576456, 574810



GET GLOWING

Up your clients' confidence with advanced skin savers & cutting-edge cosmetics

SAVE 20%
HEMPZ FACIAL SKINCARE
NOW \$7.99-\$13.19
 Reg. \$9.99-\$16.49
 Available in 4 Beauty Actives scents

- LIGHTWEIGHT
- NUTRIENT-RICH
- ANTI-AGING
- HYDRATING
- RADIANT SKIN



SAVE 25%
PHARMAGEL EYE TREATMENTS
 264006



SAVE 30%
ARDELL LASHES
 Excludes multipacks.



SAVE 25%
CLEAN+EASY 14 OZ. POT WAX
 808151, 808152



\$3.99
SAVE 20%
HEMPZ MOISTURIZER MINIS



SAVE UP TO 40%
HEMPZ SPECIALTY BATH PRODUCTS



SAVE 30%
SATIN SMOOTH 16.9 OZ. PRE & POST WAX TREATMENTS
 763788, 763786



NEW
MURAD RETINAL RESCULPT EYE TREATMENT
\$59.80
 547053

MADE WITH ENCAPSULATED RETINAL, GENTIAN ROOT EXTRACT & OAT-FIRMING FILM TO LIFT & SMOOTH EYE AREA



SAVE 15%
CIRÉPIL FIORELLA WAX & HAPPY HEATER
 627041, 627009



WINNING HANDS

Get ahead of the competition & nail your mani services with what's trending

2 WEEKS ONLY! MARCH 1-14

SAVE 50% MORGAN TAYLOR & GELISH COLOR POLISH & POWDER

NOW \$9 Gelish Soak-Off Gel Polish

Reg. \$17.99

NOW \$7 Gelish Xpress Dip

Reg. \$13.99

NOW \$3.25 Morgan Taylor Lacquer

Reg. \$6.50

Mix & match over 170 options

Excludes base & top coats,

dip essentials & kits.



CHANNEL TRENDING
SPRING GARDEN PARTY
VIBES WITH FRESH
GREENS & PEONY PINKS



SLIP(PER)
INTO THE
BALLET CORE
TREND WITH
A SOFT PINK &
SHEER LAYER OF
SPARKLE

SAVE 30% GELISH ESSENTIALS

NOW \$18.54 Foundation

Reg. \$26.49

NOW \$12.17 Top It Off

Reg. \$17.39

NOW \$11.19 No Cleanse Top Coat

Reg. \$15.99

NOW \$12.59 Foundation Flex

Reg. \$17.99



SAVE 20%

CND ESSENTIALS

Includes SolarOil, ScrubFresh, Offly Fast,
Cuticle Away & SolarSpeed



SAVE 15% OPI NAIL LACQUER & NAIL ENVY

NOW \$4.89-\$8.48

Reg. \$7.80-\$9.98

Over 70 colors available



2 WEEKS ONLY! MARCH 17-30

SAVE 20%

KIARASKY ENTIRE STOCK

NOW \$9.59 Gel Polish

NOW \$12.79 All-In-One Powder

NOW \$17.59 16 oz. Monomer

NOW \$23.99 Gelly Tips, 500 count

NOW \$23.99 Flash Cure Lamp



ONE DAY SALE

SNEAK PEEK OFFERS

ONE DAY SALE
MARCH 4

ONE DAY SALE

SAVE 25%
BABE LASH
LASH SERUM 2 ML & 4 ML
009122, 009123



ONE DAY SALE

SAVE 25%
CHI
HAIRSPRAY



ONE DAY SALE

SAVE \$1
MATRIX
SO COLOR SYNC



ONE DAY SALE

FREE
WELLA
LITER DEVELOPER
with purchase of any 6
Wella Color tubes



ONE DAY SALE

SAVE 25%
#MYDENTITY
#MAGNUM8
LIGHTENER
026456



ONE DAY SALE

SAVE 10%
FRAMAR SILVER POP
UP FOIL 500 COUNT
141062.



ONE DAY SALE

SAVE 20%
ALL OLAPLEX
PRODUCTS



ONE DAY SALE

SAVE 40%
SCHWARZKOPF
CHROMA ID



ONE DAY SALE

SAVE UP TO 33%
SELECT
BABYLISPRO IRONS
& TOOLS



SEE YOUR STORE'S MARCH ONE DAY SALE FLYER FOR MORE EXCLUSIVE OFFERS

LOOK FOR MORE SNEAK PEEK OFFERS INSIDE

ARMSTRONG MCCALL EXCLUSIVES

**ONE DAY
SALE**

MARCH 4

**ONE DAY
SALE**

**SAVE
20%**
SELECT
CHI LAVA
APPLIANCES



**ONE DAY
SALE**

**B3G2
FREE**
JOICO
BLONDE LIFE
LIGHTENER
2 LB.



**ONE DAY
SALE**

**SAVE
20%**
JOHNNY B.
16 OZ.
MODE



**ONE DAY
SALE**

**SAVE
20%**
COLOR
WOW
DREAM
COAT



SHOP THE WAY YOU WANT



IN-STORE

SALON CONSULTANT

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Armstrong McCall® Store Locator Line: 888-688-8286

**Armstrong
McCall®** P.O. Box 490
Denton, TX 76202-0490

**DATED MATERIAL
DELIVER
IMMEDIATELY**

PRESORTED STANDARD
U.S. POSTAGE
P A I D
DALLAS, TX
PERMIT NO 2537



Printed by an environmentally responsible & sustainable printer who promotes well-managed forests.

SALE & PROMOTIONAL OFFERS GOOD MARCH 1-31, 2024.*
*Except where noted.