



**MODERN**  
**ROCKS**  
**THE RUNWAY 2023**

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**EXCLUSIVE DEALS**

**UP TO 59% OFF | OCTOBER 1-10**

# COLOR WOW

SAVE  
\$128



## COLOR WOW X CHRIS APPLETON'S FAVORITES

### PURCHASE:

- 2- Color Security Shampoo 8.4oz
- 2- Raise the Root 5oz
- 2- Xtra Large Bombshell Volumizer 6.7oz
- 2- Dream Coat 6.7oz
- 2- Pop & Lock 2oz
- 2- Root Cover Up (Medium Brown)
- 2- Root Cover Up (Dark Brown)
- 2- One Minute Transformation 4oz

### RECEIVE FREE:

- 1- Money Masque 7.5oz
- 1- Color Security Shampoo 1L
- 1- Dream Coat 17oz

**Salon Price: \$317.80/19**

Salon Value: \$445.41 | Savings: 29%  
While Quantities Last

SHOP NOW

Available October 1-10, 2023

**FREE**



## COLOR OFFER

### PURCHASE

48- Koleston Perfect, Illumina or Color Touch 2oz

### RECEIVE FREE:

1- Mega Color Swatch Book

**Salon Price: \$408.00-477.60/49**

Salon Value: \$558.00-627.60 | Savings: up to 27%

While Quantities Last

**SHOP NOW**

**FREE**



## LIGHTENER & DEVELOPER

### PURCHASE

1- Blondor Multi Blonde Lightening Powder 800g

### RECEIVE FREE:

1- Welloxon Perfect Developer 20 Vol 1L

**Salon Price: \$36.00/2**

Salon Value: \$58.50 | Savings: 38%

**SHOP NOW**

**SAVE  
20%**



## WELLA RETAIL

### CHOOSE FROM:

- Shampoo
- Conditioner
- Leave-In
- Oil
- Mask
- Serum
- Cream
- Foam
- Gel
- Lotion
- Mousse
- Spray
- Wax

### 20% OFF

Salon Value: \$10.20-55.00

Excludes litres, packs, travel sizes & intros

**SHOP NOW**

Available October 1-10, 2023

# MOROCCANOIL®



**SAVE  
\$153**

## COLOR RHAPSODY “TRY ME” KIT

### PURCHASE

20- Color Rhapsody Shades 2oz\*

### RECEIVE FREE:

- 1- Powder Lightener 500g
- 1- Cream Developer 10 Vol 1L
- 1- Cream Developer 20 Vol 1L
- 1- Cream Developer 30 Vol 1L
- 1- Large Tint Brush
- 1- Mixing Whisk
- 1- Mixing Bowl
- 1- Paper Chart

**Salon Price: \$120.00/28**

Salon Value: \$272.50 | Savings: 56%

\*Salon's Choice

**SHOP NOW**



**SAVE  
\$142**

## COLOR CALYPSO “TRY ME” KIT

### PURCHASE

20- Color Calypso Shades 2oz\*

### RECEIVE FREE:

- 1- Powder Lightener 500g
- 1- Cream Developer 20 Vol 1L
- 2- Demi Gloss Activator 1L
- 1- Activator Bottle
- 1- Paper Chart

**Salon Price: \$100.00/26**

Salon Value: \$242.00 | Savings: 59%

\*Salon's Choice

**SHOP NOW**

Available October 1-10, 2023

# MOROCCANOIL.

BUY 2, GET 1  
**FREE**



## BLONDE VOYAGE LIGHTENER

### CHOOSE FROM:

- Clay 400g
- Powder 500g

**Salon Price: \$56.00/3**

Salon Value: \$84.00 | Savings: 33%

Mix & Match | Lowest price prevails

**SHOP NOW**

**SAVE  
\$32**



## RETAIL STOCK UP

### PURCHASE

- 1- Dry Texture Spray 5.4oz
- 1- Perfect Defense 6oz
- 1- Treatment 3.4oz (Light or Original)
- 1- Hydrating Styling Cream 10oz
- 1- All In One Leave-In Conditioner 5.4oz

### RECEIVE FREE:

- 1- Luminous Hairspray Medium 10oz
- 1- Luminous Hairspray Strong 10oz

**Salon Price: \$106.00/7**

Salon Value: \$138.00 | Savings: 23%

**SHOP NOW**

Available October 1-10, 2023

# DANGER JONES

SAVE  
20%



## DANGER JONES SEMI 4OZ

### CHOOSE FROM:

Adrenaline • Burnout • Cheap Date • Clear • Diablo • Empire • Exotica  
Hotwire • Hustler • Hysteria • Libertine • Lovesick • Oblivion • Pavement  
Poolside • Ray Gun • Simpatico • Solitude • Starrider • Vertigo

**Salon Price: \$10.91<sup>ea</sup>**

Salon Value: \$13.64 | Savings: 20%

**SHOP NOW**

Available October 1-10, 2023

# KEUNE

**FREE**



## TINTA COLOR & DEVELOPER

### PURCHASE

12- Tinta Shades 2oz

### RECEIVE FREE:

1- Tinta Developer 1L

**Salon Price: \$111.00/13**

Salon Value: \$124.50 | Savings: 11%

**SHOP NOW**

**FREE**



## SEMI COLOR & DEVELOPER

### PURCHASE

12- Semi Shades 2oz

### RECEIVE FREE:

1- Semi Activator 1L

**Salon Price: \$99.00/13**

Salon Value: \$112.50 | Savings: 12%

**SHOP NOW**

**SAVE  
20%**



## 1922 BY J.M.KEUNE

### CHOOSE FROM:

- Shampoo
- Conditioner
- Cream
- Gel
- Lotion
- Paste
- Pomade
- Powder
- Oil
- Spray
- Wax
- Beard Care
- Eau de Toilette

### 20% OFF

Salon Value: \$14.50-27.95

Excludes litres, packs & intros

**SHOP NOW**

Available October 1-10, 2023

# KEUNE

**SAVE  
20%**



## CARE RETAIL

### CHOOSE FROM:

- Shampoo
- Conditioner
- Elixir
- Leave-In
- Lotion
- Mask
- Mousse
- Oil
- Scrub
- Serum
- Spray

### 20% OFF

Salon Value: \$15.95-66.95

Excludes litres, packs & intros

**SHOP NOW**

**SAVE  
20%**



## STYLE RETAIL

### CHOOSE FROM:

- Cream
- Gel
- Lotion
- Mousse
- Paste
- Pomade
- Powder
- Serum
- Spray
- Wax

### 20% OFF

Salon Value: \$12.95-19.25

Excludes litres, packs & intros

**SHOP NOW**

Available October 1-10, 2023

# Babe

HAIR EXTENSIONS®

SAVE  
15%



## BABE HAIR EXTENSIONS OFFER

Save 15% when you spend \$350 on Babe products\*

\*Minimum spend \$350 before tax. Includes education

SHOP NOW

Available October 1-10, 2023

# JOICO



## LUMISHINE COLOR

### PURCHASE

6- Lumishine Shades 2oz

### RECEIVE FREE:

1- Lumishine Developer 1L

**Salon Price: \$48.90-50.70/7**

Salon Value: \$59.15-60.95 | Savings: up to 17%

**SHOP NOW**



## LUMI10 COLOR

### PURCHASE

6- LUMI10 Shades 2.5oz

### RECEIVE FREE:

1- LUMI10 Accelerator 1L

**Salon Price: \$56.70/7**

Salon Value: \$66.95 | Savings: 15%

**SHOP NOW**



## VERO K-PAK COLOR

### PURCHASE

6- Vero K-PAK or Age Defy Shades 2.5oz

### RECEIVE FREE:

1- Veroxide Developer 1L (your choice)

**Salon Price: \$50.70-56.70/7**

Salon Value: \$60.95-66.95 | Savings: up to 15%

**SHOP NOW**



## BLONDE LIFE LIGHTENING POWDER 2LB

**Salon Price: \$48.76<sup>ea</sup>**

Salon Value: \$60.95 | Savings: 20%

**SHOP NOW**

# JOICO



## COLOR INTENSITY 40Z

**Salon Price: \$8.60<sup>ea</sup>**

Salon Value: \$9.55 | Savings: 10%

**SHOP NOW**



## COLOR SHAMPOO 100Z OR CONDITIONER 80Z

### CHOOSE FROM:

- Balance Blue
- Balance Purple
- Infuse Red

**Salon Price: \$9.59<sup>ea</sup>**

Salon Value: \$11.99 | Savings: 20%

**SHOP NOW**



**SAVE  
20%**

## STYLERS

### CHOOSE FROM:

- Hair Shake
- Beach Shake
- Body Shake
- Dream Blowout
- Rise Up
- Curl Confidence Creme
- JoiGel (Medium or Firm)
- Zero Heat (Fine or Thick)

**Salon Price: \$9.11-12.47<sup>ea</sup>**

Salon Value: \$11.39-15.59 | Savings: 20%

**SHOP NOW**

Available October 1-10, 2023 | Joico available in AB, ON store exclusive.

SHOP ONLINE 24/7 | FIND A MODERN NEAR YOU

# MODERNBEAUTY.COM

OVER 45 LOCATIONS ACROSS CANADA



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