

		SALON	RETAIL
		excl btw	incl btw
PURE STRAIGHT			
PURE STRAIGHT SALON KIT	1000+500+1000 ml	€ 280,93	
PURE STRAIGHT PRE-TREATMENT SHAMPOO pH 8.5	1000 ml	€ 33,95	
PURE STRAIGHT ACTIVE-CREME TREATMENT	500 ml	€ 179,79	
PURE STRAIGHT POST-TREATMENT MASK	1000 ml	€ 67,42	
PURE STRAIGHT POST-TREATMENT SHAMPOO	10 ml	€ 0,65	
PURE STRAIGHT POST-TREATMENT SHAMPOO	400 ml	€ 16,88	€ 33,75
PURE STRAIGHT POST-TREATMENT MASK	10 ml	€ 0,65	
PURE STRAIGHT POST-TREATMENT MASK	200 ml	€ 16,88	€ 33,75
PURE REPAIR			
PURE REPAIR SALON KIT	1000+1000+200+500 ml	€ 185,42	
PURE REPAIR SHAMPOO	10 ml	€ 0,65	
PURE REPAIR SHAMPOO	100 ml	€ 6,73	€ 13,45
PURE REPAIR SHAMPOO	400 ml	€ 16,88	€ 33,75
PURE REPAIR SHAMPOO	1000 ml	€ 33,71	
PURE REPAIR MASK	10 ml	€ 0,65	
PURE REPAIR MASK	60 ml	€ 6,73	€ 13,45
PURE REPAIR MASK	200 ml	€ 16,88	€ 33,75
PURE REPAIR MASK	1000 ml	€ 67,42	
PURE REPAIR DETANGLER	200 ml	€ 16,88	€ 33,75
PURE REPAIR TREATMENT	10 ml	€ 1,35	
PURE REPAIR TREATMENT	500 ml	€ 67,42	
ARGAN & KERATIN			
ARGAN & KERATIN SHAMPOO	10 ml	€ 0,60	
ARGAN & KERATIN SHAMPOO	250 ml	€ 12,48	€ 24,95
ARGAN & KERATIN SHAMPOO	1000 ml	€ 30,65	
ARGAN & KERATIN MASK	10 ml	€ 0,75	
ARGAN & KERATIN MASK	250 ml	€ 14,25	€ 28,50
ARGAN & KERATIN MASK	1000 ml	€ 37,03	
ARGAN & KERATIN NECTAR	10 ml	€ 0,75	
ARGAN & KERATIN NECTAR	150 ml	€ 16,98	€ 33,95
ARGAN & KERATIN ELIXIR	100 ml	€ 17,48	€ 34,95
SMOOTH PERFECT			
SMOOTH PERFECT SHAMPOO	10 ml	€ 0,50	
SMOOTH PERFECT SHAMPOO	250 ml	€ 12,98	€ 25,95
SMOOTH PERFECT SHAMPOO	1000 ml	€ 33,95	
SMOOTH PERFECT CONDITIONER	250 ml	€ 13,98	€ 27,95
SMOOTH PERFECT CONDITIONER	1000 ml	€ 38,50	
SMOOTH PERFECT MASK	10 ml	€ 0,55	
SMOOTH PERFECT MASK	200 ml	€ 14,88	€ 29,75
SMOOTH PERFECT MASK	1000 ml	€ 43,00	
DEEP MOISTURE			
DEEP MOISTURE SHAMPOO	10 ml	€ 0,50	
DEEP MOISTURE SHAMPOO	100 ml	€ 6,73	€ 13,45
DEEP MOISTURE SHAMPOO	250 ml	€ 12,98	€ 25,95

DEEP MOISTURE SHAMPOO	1000 ml	€ 33,95	
DEEP MOISTURE CONDITIONER	100 ml	€ 8,13	€ 16,25
DEEP MOISTURE CONDITIONER	250 ml	€ 13,98	€ 27,95
DEEP MOISTURE CONDITIONER	1000 ml	€ 38,50	
EXTRA BUTTER DEEP MOISTURE MASK	10 ml	€ 0,55	
EXTRA BUTTER DEEP MOISTURE MASK	200 ml	€ 14,88	€ 29,75
EXTRA BUTTER DEEP MOISTURE MASK	1000 ml	€ 43,00	
ICE BLONDE			
ICE BLONDE SHAMPOO	10 ml	€ 0,50	
ICE BLONDE SHAMPOO	250 ml	€ 12,98	€ 25,95
ICE BLONDE SHAMPOO	1000 ml	€ 33,95	
ICE BLONDE LEAVE-IN DETANGLER	250 ml	€ 18,95	€ 37,90
REJUVENATING			
REJUVENATING SHAMPOO	10 ml	€ 0,50	
REJUVENATING SHAMPOO	100 ml	€ 6,73	€ 13,45
REJUVENATING SHAMPOO	250 ml	€ 12,98	€ 25,95
REJUVENATING SHAMPOO	1000 ml	€ 33,95	
REJUVENATING SCALP TREATMENT	10X 5 ml	€ 31,48	€ 62,95
REJUVENATING KIT SHAMPOO + SCALP TREATMENT	250 ml + 10X 5 ml	€ 39,98	€ 79,95
LEAVE -IN			
HYDRATING LEAVE-IN DETANGLER	250 ml	€ 17,48	€ 34,95
THERMO-PROTECTIVE SMOOTHING CREME	10 ml	€ 0,60	
THERMO-PROTECTIVE SMOOTHING CREME	200 ml	€ 15,98	€ 31,95
STYLE & FINISH			
CURL DEFINING CREME	200 ml	€ 14,48	€ 28,95
SEA SALT SPRAY	200 ml	€ 17,48	€ 34,95
SPLIT-ENDS REPAIR SERUM	5 ml	€ 0,75	
SPLIT-ENDS REPAIR SERUM	100 ml	€ 18,98	€ 37,95
SCENTED SHINE SPRAY	100 ml	€ 16,88	€ 33,75
TEXTURISING SPRAY	300 ml	€ 16,48	€ 32,95
EXTRA STRONG HAIRSPRAY	300 ml	€ 14,98	€ 29,95
STYLING MOUSSE	300 ml	€ 13,98	€ 27,95
VOLUMISING POWDER	30 ml	€ 14,48	€ 28,95
PROFESSIONAL			
ARGAN & KERATIN COLOR	100 ml	€ 13,60	
PEROXIDE	1000 ml	€ 13,95	
ABSOLUTE BLONDE BLEACH	500 g	€ 29,90	
GLOW UP STARTER KIT WITH ACCESSORIES	kit	€ 170,29	
GLOW UP COLOR	60 ml	€ 12,95	
GLOW UP GLOSS	400 ml	€ 40,64	
GLOW UP ACTIVATOR	1000 ml	€ 14,95	
ACCESORIES			
COLOR CHART 78 NUANCES - PREMIUM	22 x 33 x 2 cm	€ 21,95	
COLOR CHART LOLLIPOP DESK	18 x 30 x 1 cm	€ 10,95	
BANNER NATASHA	55 x 98 cm	€ 1,95	
BANNER PURE STRAIGHT	55 x 98 cm	€ 1,95	

BANNER REJUVENATING	55 x 98 cm	€ 1,95
COTTON TOWEL BLACK	50X90	€ 4,95
LITER PUMP (FOR ARGAN&KERATIN 1000 ML)	1x	€ 0,80
SHELF DISPLAY PROMO REJUVENATING	13 x 18 cm	€ 1,50
SHELF VISUAL PURE STRAIGHT	13 x 18 cm	€ 1,50
SHOPPER BAG - PRODUCTS	18 x 30 x 10 cm	€ 0,40
SHOPPER BAG BRAND - XL	54 X 50 X 14 cm	€ 1,45
TEXTILE BANNER - JULIA	80 x 150 cm	€ 22,95
TEXTILE BANNER - NATASHA	80 x 150 cm	€ 22,95
TEXTILE BANNER - NICLA	80 x 150 cm	€ 22,95
TEXTILE BANNER - PAOLA	80 x 150 cm	€ 22,95
TEXTILE BANNER - SILVIA	80 x 150 cm	€ 22,95
TEXTILE BANNER - SOFIA	80 x 150 cm	€ 22,95
TINT BOWL - BLACK	1x	€ 1,63
TINT BRUSH - BLACK TAPERED BRISTLE	1x	€ 1,09
WHITE TISSUE WITH LOGO (625 / pack)	75 x 100 cm	€ 0,09
WINDOW DECAL PH OFFICIAL SALON	30 x 30 cm	€ 2,68
COLORFUL BRISTLE BRUSH	1x	€ 0,70
SQUARE BOWL	1x	€ 1,83
SCALE	1x	€ 14,71
GLOW UP COLOR CHART	1x	€ 33,94
T-SHIRT L I AM PURE	1x	€ 9,52