



SABRE

H A I R C A R E

AUSTRALIA PROMOTIONS
JULY - SEPTEMBER 2024

CREATIVE DIRECTION: BRUNO MARC GIAMETTEI
PHOTOGRAPHY: JAMIE BLANSHARD
HAIR CREATION: ALBERTO DI DOMENICO,
DANIEL SPILLER, VALENTINA MALTA
MAKE UP: KATIE MOORE
STYLING: ELLEN SPILLER
MODEL: ZOE

JOICO

FUDGE
PROFESSIONAL



HANZ
DE
FUKO



australian hair industry awards 2024

Finalists Announced!

Sabre Haircare wishes to congratulate these outstanding Sabre Haircare Guest Artists, who have been named **FINALISTS** in various categories at this year's Australian Hair Industry Awards! The artistry and passion they possess have truly set the stage for a thrilling showdown and we couldn't be prouder! Good luck!

Check out the nominations and join us in cheering loud for our team—let's make some noise as they gear up to take the crown!



Avant Garde Hairdresser of the Year FINALIST and QLD Hairdresser of the Year FINALIST

@josh_congreve



WA-NT Hairdresser of the Year FINALIST

@mikelah_jayde_studio



NSW-ACT Hairdresser of the Year FINALIST

@carolynjayun



New Zealand Hairdresser of the Year FINALIST

@andrew.cobeldick

hotshots team '24

JOICO
the joi of healthy hair

EVY
PROFESSIONAL

Excellent Edges
SCISSOR CO.

AMAZING HAIR

In partnership with **@mochahairaustralia**, **@joicoaustralianz** is a proud Sponsor supporting the young guns of the industry with sponsorship of the 2024 HOT SHOTS Program as the official Colour & Styling brand. This opportunity offers young talent the chance to win a mega prize pack worth over \$25,000 and unforgettable creative and mentoring experiences.

The 2024 team of 4 to be announced at the AHIA Gala Awards Night on 1st July 2024.



2023 Winners

2024 Finalists



@adamharant



@amelia_sjestablishment



@ben_circlesofhair



@domi.slays.hair



@elizabeth.stillisano



@hairbystinky



@hsansomhair



@jessmariedel



@victoria.sirfletcher



JOICO

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DANIEL SPILLER, VALENTINA MALTA | MAKE UP: KATIE MOORE | STYLING: ELLEN SPILLER | MODEL: ZOE



JOICO SALON TOOLKIT



Want to create trending social-media content, but don't know where to start?

Need exciting in-salon displays that catch every client's eye?

Love the idea of stocking your back room with instantly accessible product info, swatch sheets, and how-to's?

Meet **JOICO SALON TOOLKIT** – our library of FREE digital assets – that gives you access to every biz-building tool under the sun without spending a penny. Download ready-to-print posters, tent cards, shelf talkers, window clings; even trending content. It's a treasure trove of merchandising assets to use in the salon and on social – and the perfect way to ignite your Joico retail business.

LEARN MORE HERE 

and let us make life a little easier!



Are you ready
to get *Social?*

JOICO
the joi of healthy hair

DEFY DAMAGE®



KBOND20 INFLUENCER PROGRAM STAGE 1

LET'S BUILD BONDS



Tash Sefton

@tashsefton

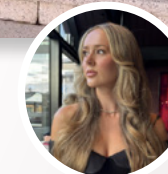
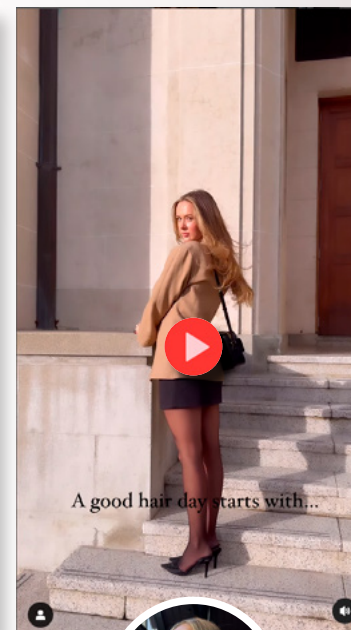
227k followers
Reel 17,466 views



Liv Purdon

@livpurdon

15.6k followers
83.8K TikTok
Reel 19,500 views



Caitlin Smith

@caitlinvsmith

12.1k followers
33.1K TikTok
Reel 3,100 views



ashleighkristan_ Fave! Love the joico range 🥰

3 w Reply



nicolealyce.livefit Your hair always looks incredible and I love these products!!

FASHION FOR A CURE 2024 SERIES

Breast Cancer Cure is the only not-for-profit charitable trust in New Zealand, established exclusively to support research aimed at finding a cure for breast cancer. Fashion for a Cure is one of the many ways in which Breast Cancer Cure funds research into finding a cure for breast cancer. JOICO has been proud official hair partner of Fashion for a Cure for 7 years.

Kylie McLeod, Marketing Director, Sabre Haircare says;

“JOICO New Zealand are thrilled to support Breast Cancer Cure because their dedication to eradicating breast cancer through innovative research aligns with our commitment to fostering health and well-being in our community. Partnering with Breast Cancer Cure allows us to contribute to a cause that not only empowers women, but also advances the scientific breakthroughs needed to save lives.”

2024 HAIR DIRECTORS



Felicity Bruce

/fissity



Dylan Quinn

/dylan_joico



Andrew Cobeldick

/andrew.cobeldick

For event details & tickets visit
www.breastcancercure.org.nz



**PLEASE
DONATE
NOW.**

/bccure

/breastcancercure



Andrew Cobeldick,
Hair Director,
BCC Wellington
Show 2024

JOICO
the joy of healthy hair

Photography: Jason Naylor @ Smoke Photo & Video

2024 SERIES*

EVENT

- Conversation for a Cure
- Fashion for a Cure WELLINGTON
- Fashion for a Cure CHRISTCHURCH
- Fashion for a Cure DUNEDIN
- Fashion for a Cure NORTH SHORE, AUCKLAND
- Lunch for a Cure AUCKLAND
- Fashion in the Vines QUEENSTOWN

VENUE

- Auckland Art Gallery
- St James's Theatre
- Majestic on Durham
- Emerson's Brewery
- TBC
- Harbourside Grill
- Peregrine Wines

DATE

- 2 May
- 24 May
- 20 June
- 12 Aug
- 19 Sept
- 24 Oct
- 23 Nov

*Dates/locations are subject to change



TRY
3 FOR
\$40

INNERJOI SALON TRIAL OFFER 100 SALONS ONLY!



Client Postcards / 761074

Sample Foils, 27ml each

Buy **ANY 3 INNERJOI RETAIL SIZE PRODUCTS FOR \$40** & receive a salon support package:

- 3 InnerJoi Sample Foils (mixed), 27ml each
- 3 InnerJoi Client Postcards

PROMO LIST | **\$40.00 INC GST**
YOU SAVE | **56% OFF LIST* + FREE ITEMS**

TERMS | **OPEN TO FIRST 100 SALONS ONLY** + NORMAL TRADING TERMS **DO NOT APPLY**
 + MULTIPLE DEALS **NOT** AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST + NO REPEATS
 + ONLY 1 SALON TRIAL OFFER PER CLIENT
 CODE/S | **JIJ3MAY24** *DEPENDANT ON PRODUCTS CHOSEN

OPEN TO ALL

INNERJOI FULL RETAIL OFFER SAVE 40% OFF LIST!

Buy **ALL 11 (3 OF EACH) INNERJOI RETAIL SIZE PRODUCTS @ 40% OFF LIST** & receive salon support package:

- 10 InnerJoi Sample Foils (mixed), 27ml each
- 3 InnerJoi Mirror Clings
- 3 InnerJoi Shelf Strips
- 3 InnerJoi Shelf Wobblers
- 3 InnerJoi Merch Cubes
- 20 InnerJoi Client Postcards

PROMO LIST	 	\$581.61 INC GST
REGULAR LIST		\$969.34
YOU SAVE	 	\$387.73 (40%) + FREE ITEMS
FULL RRP		\$1,534.35

TERMS | **OPEN TO ALL** + NORMAL TRADING TERMS **DO NOT** APPLY + MULTIPLE DEALS AVAILABLE
 + SUBJECT TO CHANGE + WHILE STOCKS LAST
 CODE/S | **JJSALONMAY24: WITH SALON SUPPORT PACKAGE**
JJIRETMAY24: RETAILER PRODUCTS ONLY



Salon Merch Cubes, 15cm (set of 3) / 761078



Salon Wobblers, 10cm / 761076



Salon Mirror Clings, 8cm (set of 4) / 761073



Sample Foils, 27ml each



Client Postcards / 761074



Salon Shelf Strips / 761075

**OPEN
TO ALL**



INNERJOI RETAIL LITRES SAVE 35% OFF LIST!

Buy **ANY 6 INNERJOI LITRE SIZES**
@ **35% OFF LIST** & receive:

- 1 InnerJoi 1 Litre of choice (shampoo or conditioner)
- 7 Pumps

PROMO LIST		\$249.59* INC GST
REGULAR LIST		\$384.00*
YOU SAVE		\$134.41* (35%) + FREE ITEMS

TERMS | **OPEN TO ALL** + NORMAL TRADING TERMS **DO NOT** APPLY + MULTIPLE DEALS AVAILABLE
+ SUBJECT TO CHANGE + WHILE STOCKS LAST + EXCLUDES LITRES FOR PROFESSIONAL BACK
BAR USAGE
CODE/S | **JJLITREMAY24** *DEPENDANT ON PRODUCTS CHOSEN

OPEN TO SALONS & RETAILERS

Trio Gift Packs



INNERJOI HYDRATE TRIO

FOR DRY HAIR & SCALP

Contains:
Hydrate Shampoo, 300ml
Hydrate Conditioner, 300ml
Hydrate Detangler, 200ml

LIST		\$41.97 INC GST
RRP		\$69.95
SALON MARGIN		40%
CONSUMER SAVES		49%
FULL VALUE		\$137.85
CODE		2967960



INNERJOI STRENGTHEN TRIO

FOR DAMAGED COLOR TREATED HAIR

Contains:
Strengthen Shampoo, 300ml
Strengthen Conditioner, 300ml
Strengthen Masque, 150ml

LIST		\$41.97 INC GST
RRP		\$69.95
SALON MARGIN		40%
CONSUMER SAVES		50%
FULL VALUE		\$139.85
CODE		2969305



INNERJOI PRESERVE TRIO

FOR COLOR PROTECTION & SHINE

Contains:
Preserve Shampoo, 300ml
Preserve Conditioner, 300ml
Preserve Protective Milk, 200ml

LIST		\$41.97 INC GST
RRP		\$69.95
SALON MARGIN		40%
CONSUMER SAVES		49%
FULL VALUE		\$137.85
CODE		2967959

HUGE CONSUMER SAVINGS!



TERMS

OPEN TO SALONS & RETAILERS + NORMAL TRADING TERMS DO NOT APPLY
+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST



WIN

1 OF 3 \$500

CHARITY DONATIONS

Every unit of InnerJoi purchased (including trio gift packs)
will count as 1 entry for your salon.

THE WINNING 3 SALONS CAN CHOOSE FROM:

CLEAN UP AUSTRALIA

Famous for organising the annual Clean Up Australia Day. This organisation works year round to address waste issues.



[LEARN MORE](#)

[WATCH VIDEO HERE](#)



TANGAROA BLUE FOUNDATION

An Australian wide not for profit organisation dedicated to the removal and prevention of marine debris, one of the major environmental issues worldwide.

[LEARN MORE](#)



TAKE 3 FOR THE SEA

An Australian charity committed to reducing plastic pollution and promoting the transition to a circular economy through the education and community clean up initiatives.

[LEARN MORE](#)



SALON ONLY

AUSTRALIA / JULY - SEPTEMBER 2024

JOICO



BEST SELLER

JOICO RETAIL / SALON EXCLUSIVE

Buy any **12** JOICO Care or Styling products of your choice & receive:

- 2 Defy Damage Shampoo, 50ml Travel Minis**
- 2 Defy Damage Conditioner, 50ml Travel Minis**
- 2 Defy Damage KBOND20, 10ml Foil Sachets**
- 5 JOICO Retail Consultation Cards**

Buy any **18** JOICO Care or Styling products of your choice & receive:

- 1 Defy Damage Shampoo/Conditioner Duo Set**
- 2 Defy Damage Shield, 50ml travel minis**
- 4 Defy Damage KBOND20, 10ml Foil Sachets**
- 10 JOICO Retail Consultation Cards**



Item Code: 760959

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE + WHILE STOCKS LAST + SUBJECT TO CHANGE + OFFER ONLY AVAILABLE FOR INDIVIDUAL RETAIL SIZE PRODUCTS

CODE/S | JR12JUL24, JR18JUL24



RETAILER ONLY

BEST SELLER



JOICO RETAIL / ONLINE EXCLUSIVE

Buy any **18** JOICO Care or Styling products of your choice & receive:

2 JOICO Retail products of choice



TERMS | OPEN TO RETAILERS & ONLINE + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
CODE/S | + WHILE STOCKS LAST + SUBJECT TO CHANGE
JRO18JUL24

SALON ONLY



Strictly while limited stocks last!



JOICO

New!

Item Code: 761065
Banner Size: 1350mm x 900mm



Item code: 760941
List: \$21.90 INC GST
15cm x 27cm



JOICO COLOUR DEAL 1

Buy any **30** tubes of Vero/Chrome/Lumishine & receive:

- 1 Shade of choice**
- 1 Blonde Life Balayage Lightener, 227g**
- 1 Blonde Life Coconut Oil 20 Vol Developer, 946ml**

Buy any **48** tubes of Vero/Chrome/Lumishine & receive:

- 3 Shades of choice**
- 1 Blonde Life Balayage Lightener, 227g**
- 1 Blonde Life Coconut Oil 20 Vol Developer, 946ml**

Buy any **72** tubes of Vero/Chrome/Lumishine & receive:

- 3 Shades of choice**
- 2 Blonde Life Balayage Lightener, 227g**
- 2 Blonde Life Coconut Oil 20 Vol Developer, 946ml**
- 1 Foil Me 'Original' Wide Foils**
- 1 NEW JOICO Blonde Fabric Hanging Banner**



SALON ONLY



Item code: 761005
List: \$27.90 INC GST
15cm x 27cm



Bleach Resistant

Strictly while limited stocks last!



New!

Item Code: 761064
Banner Size: 1350mm x 900mm



JOICO COLOUR DEAL 2

Buy any **30** tubes of Vero/Chrome/Lumishine & receive:

- 2 Shades of choice**
- 3 JOICO Salon Towels**

Buy any **48** tubes of Vero/Chrome/Lumishine & receive:

- 4 Shades of choice**
- 4 JOICO Salon Towels**

Buy any **72** tubes of Vero/Chrome/Lumishine & receive:

- 6 Shades of choice**
- 6 JOICO Salon Towels**
- 1 JOICO Apron**
- 1 Foil Me 'The Canvas' Wide Foils**
- 1 NEW JOICO Brunette Fabric Hanging Banner**

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
 + WHILE STOCKS LAST + SUBJECT TO CHANGE + NO REPEATS ON FABRIC HANGING BANNERS
 CODE/S | J30C2JUL24, J48C2JUL24, J72C2JUL24



FREE

ASK FOR THESE COMPLIMENTARY JOICO ITEMS ON YOUR NEXT ORDER



CARE + STYLING SHELF TALKER x 6 PAGE / 760995



BLONDE LIFE SHELF TALKER / J67855



K-PAK SHELF TALKER / 760976



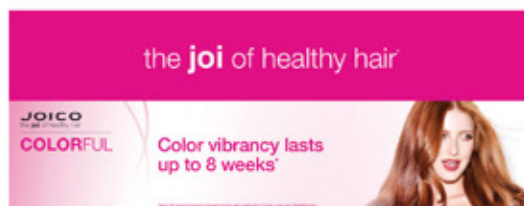
YOUTHLOCK COLLAGEN SHELF TALKER / 761030



JOICO OPEN/CLOSED DOOR SIGN
760817



K-PAK COLOR THERAPY SHELF TALKER / 760977



COLORFUL SHELF TALKER / 760992



JOICO X PETA
20CM WINDOW CLING
761006



COLOR INTENSITY TRAY
J67559
PRODUCTS NOT INCLUDED



kemon
TRUE · VISIONARY · BEAUTY



ACTYVA

- BIO-BASED PACKAGING
- GREEN & CLEAN COSMETICS
- VEGAN FORMULATION
- VELIAN COMPLEX
- DERMATOLOGICALLY TESTED
- 100% GREEN ENERGY

SALON ONLY

AUSTRALIA / JULY - SEPTEMBER 2024



ACTYVA



761063
List: \$2.00



ACTYVA

Buy any **6** assorted Actyva Retail Size products & receive:

- 5 Actyva 30ml Travel Minis of choice***
- 3 Actyva Recyclable Retail Bags**



*Choose from:

- Disciplina Shampoo, 30ml / 690048**
- Disciplina Mask, 30ml / 690009**
- Volume e Corposita Shampoo, 30ml / 690021**
- Volume e Corposita Conditioner, 30ml / 690022**
- Nuova Fibra Mask, 30ml / 690066**



TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
 + SUBJECT TO CHANGE + WHILE STOCKS LAST
 CODE/S | **ACT6JUL24**



HANZ
DE
FUKO



We are excited to announce that HANZ DE FUKO has received two product awards at the Beard Awards 2024, in recognition of true product quality, performance & cult status - the gold standard in men's styling!

HANZ DE FUKO



CLAYMATION

BEST HAIR CLAY - WINNER

SUPER HIGH HOLD | MATT FINISH

A "Clay-Wax" hybrid made with a touch of QUICKSAND. CLAYMATION contains all natural ingredients, which means it's actually good for your hair while providing powerful, "all-day" nourishment from roots to ends.



HAIR OIL

BEST BEARD OIL - HONORABLE MENTION

100% VEGAN | UNSCENTED

The perfect ratio of 4 essential oils made to eliminate dry, frizzy hair with exceptional softness and natural shine.

OPEN TO
SALON &
RETAILERS



AUSTRALIA / JULY - SEPTEMBER 2024

HANZ
DE
FUKO



HDF

Buy any **9** Hanz De Fuko products & receive:

1 Hanz De Fuko
product of choice



HAPPY
Father's
DAY

Sunday 1st September

TERMS | OPEN TO SALONS & RETAILERS ONLY + NORMAL TRADING TERMS DO NOT APPLY
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
HDF9JUL24



FUDGE 
PROFESSIONAL



**SALONS
ONLY**

AUSTRALIA / JULY - SEPTEMBER 2024

FUDGE
PROFESSIONAL



FUDGE RETAIL - STYLING + CARE

Buy any **6** Retail products & receive:

- 1 Fudge retail product of choice**
- 1 Fudge Travel Cup**
- 2 Microfibre Head Towels**

TERMS

| OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE + RETAIL SIZE ONLY - EXCLUDES DUOS

CODE/S

| **FR6JUL24**

OPEN TO
RETAILERS

AUSTRALIA / JULY - SEPTEMBER 2024

FUDGE
PROFESSIONAL



FUDGE RETAIL - STYLING + CARE

Buy any **12** Retail products & receive:

- 2** Fudge Everyday Violet Shampoo, 250ml
- 5** Microfibre Head Towels



TERMS

| OPEN TO RETAILERS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE + RETAIL SIZE ONLY - EXCLUDES DUOS

CODE/S

| **FR12JUL24**