



SABRE

H A I R C A R E

AUSTRALIA PROMOTIONS
OCTOBER - DECEMBER 2024

CREATIVE DIRECTOR/ PRODUCER: LINDA WOODHEAD & JARRED STEDMAN
PHOTOGRAPHER: ANDREW O'TOOLE
ARTISTIC HAIR DIRECTOR: CAROLYN GAHAN
MAKEUP: KYLIE O'TOOLE
STYLIST: KELLIE WOODHEAD
MODEL: JR MANAGEMENT

JOICO

FUDGE
PROFESSIONAL



**HANZ
DE
FUKO**

FASHION FOR A CURE 2024 SERIES

"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."

Kylie McLeod, Marketing Director, Sabre Haircare

2024 HAIR DIRECTORS



Felicity Bruce

[@fissity](#)



Anthony Bayer

[@anthonybayerhair](#)



Dylan Quinn

[@dylan_joico](#)



Andrew Cobeldick

[@andrew.cobeldick](#)



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
Volvo Showroom North Shore
Harbourside Grill
Peregrine Wines

DATE

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

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



**PLEASE
DONATE
NOW.**





JOICO

DUO GIFTING

PRODUCT
IMAGES



JOICO

AUSTRALIA

CHRISTMAS GIFTING
2024



DEFY DAMAGE

LIST: \$27.48
RRP: \$54.95



K-PAK

LIST: \$27.48
RRP: \$54.95



K-PAK COLOR THERAPY

LIST: \$27.48
RRP: \$54.95



BLONDE LIFE

LIST: \$27.48
RRP: \$54.95



COLORFUL

LIST: \$27.48
RRP: \$54.95



MOISTURE RECOVERY

LIST: \$27.48
RRP: \$54.95



HYDRASPLASH

LIST: \$27.48
RRP: \$54.95



JOIFULL

LIST: \$27.48
RRP: \$54.95



YOUTH LOCK

LIST: \$29.98
RRP: \$59.95



INNERJOI HYDRATE

LIST: \$29.98
RRP: \$59.95



INNERJOI STRENGTHEN

LIST: \$29.98
RRP: \$59.95



INNERJOI PRESERVE

LIST: \$29.98
RRP: \$59.95

NEW!

DEFY DAMAGE® DETOX SHAMPOO

Here's Why You'll Love It...

- Removes hard water residue, trace minerals, product buildup, copper, and salts
- Helps remove green tones in hair due to chlorine
- Builds bonds and leaves hair feeling soft to the touch
- Color-safe and Vegan
- Free of SLS/SLES Sulfates*
- Paraben-free and Mineral Oil-free



A regular routine that includes Defy Damage Detox Shampoo with Defy Damage KBOND20 Power Masque can keep your hair free of buildup while strengthening** it.



WATCH
VIDEO



Salon Support + Education

EDUCATION & MARKETING ASSETS



Fact Sheet



Social Media Assets



Before & After Assets



Digital Marketing Support

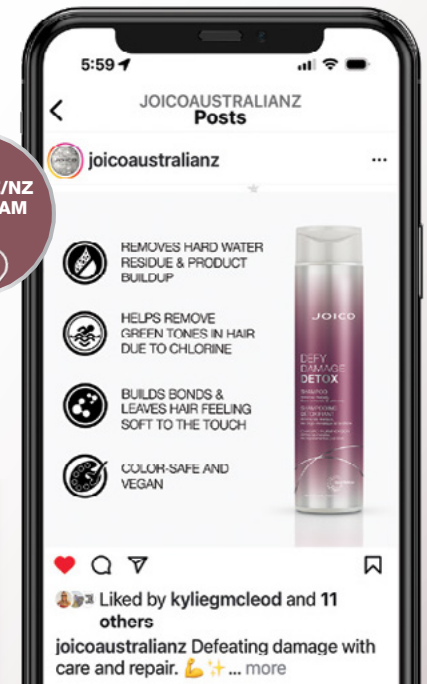


Client Postcards / 761084



Salon Mirror Clings, 8cm Diameter
761085

JOICO OZ/NZ
INSTAGRAM



SABRE
HAIRCARE
EDUCATION



**SALONS
ONLY**

**35%
OFF LIST**

NEW!

**DETOX
TRIAL OFFER
SAVE 35%**



KBOND20
Client Samples,
10ml

2946375



Client Postcards / 761084



Salon Mirror Clings, 8cm Diameter
(set of 3) / 761085

Buy **3 x NEW DEFY DAMAGE
DETOX Shampoo, 300ml @ 35% Discount**
& receive a salon support package:

COMPLIMENTARY SALON SUPPORT PACKAGE

- 3 KBOND20 Sample Sachets, 10ml**
- 3 Mirror Clings, 80mm (non-adhesive)**
- 4 Client Postcards**

SPECIAL LIST	 \$51.68 INC GST
REGULAR LIST	\$79.50 INC GST
YOU SAVE	\$27.82 INC GST + FREE ITEMS
FULL RRP	 \$125.85

TERMS	OPEN TO SALONS ONLY + NORMAL TRADING TERMS DO NOT APPLY + SUBJECT TO CHANGE + LIMITED MULTIPLE DEALS AVAILABLE + WHILE STOCKS LAST + NO REPEATS ON COMPLIMENTARY ITEMS + PURCHASE CAPPED AT 3 DEALS PER SALON (MAX OF 9 UNITS) FROM SEPT 2024 - DEC 2024
CODE/S	JD3SEP24

OPEN
TO ALL

40%
OFF LIST



NEW!

**DEFY DAMAGE
DETOX FULL RETAIL
OFFER
SAVE 40%**

Buy **6 x NEW DEFY DAMAGE
DETOX Shampoo, 300ml @ 40% Discount**
& receive a salon support package:

COMPLIMENTARY SALON SUPPORT PACKAGE

- 2 Mirror Clings, 80mm (non-adhesive)**
- 6 Client Postcards**

SPECIAL LIST	 \$95.40 INC GST
REGULAR LIST	\$158.99 INC GST
YOU SAVE	\$63.60 INC GST + FREE ITEMS
FULL RRP	 \$251.70



Client Postcards / 761084



Salon Mirror Clings, 8cm Diameter
(set of 2) / 761085

TERMS | **OPEN TO ALL** + NORMAL TRADING TERMS **DO NOT** APPLY + MULTIPLE DEALS AVAILABLE
+ SUBJECT TO CHANGE + WHILE STOCKS LAST
CODE/S | **JD6SEP24**

**SALONS
ONLY**

**50%
OFF LIST**



NEW!

DEFY DAMAGE DETOX BACK BAR OFFER SAVE 50%

Buy up to **2 x NEW DEFY DAMAGE
DETOX Shampoo, 1 Litres @ 50% Discount**
& receive a salon support package:

COMPLIMENTARY SALON SUPPORT PACKAGE

- 3 Mirror Clings, 80mm (non-adhesive)**
- 4 Client Postcards**
- 2 Litre Pumps**

STRICTLY LIMITED 2 X DETOX SHAMPOOS 1 LITRES! NO REPEATS!



Client Postcards / 761084



Salon Mirror Clings, 8cm Diameter
(set of 3) / 761085

PRICE FOR 2:

SPECIAL LIST	 \$58.25 INC GST
REGULAR LIST	\$116.50 INC GST
YOU SAVE	\$58.25 INC GST + FREE ITEMS

TERMS | **OPEN TO SALONS ONLY + NORMAL TRADING TERMS DO NOT APPLY + SUBJECT TO CHANGE**
+ MULTIPLE DEALS NOT AVAILABLE + **LIMIT OF 2 UNITS ONLY - NO REPEATS**
CODE/S | **JDBBSEP24**

JOICO
the **joi** of healthy hair

DEFYDAMAGE®

IN A FLASH

**7-SECOND
BOND BUILDER**

- Hair is up to 20x more resistant to breakage*
- Creates bonds and strengthens the hair structure
- Leaves hair silky smooth without weighing down
- Safe for color-treated hair
- Silicone-free

List: \$34.72 inc GST

RRP: \$54.95 inc GST

CODE: 2939535



NEW!



*Against combing breakage on damaged hair vs. untreated hair

SILVERLIGHT LIGHTENING POWDER

NEW!

- Delivers up to 9+ levels of fast-acting lift
- Does not transfer when rinsing
- Protects hair and reduces styling breakage by over 54%*
- Strengthens hair, making it 2x more resistant to breakage*
- Ideal when paired with cool/neutral Blonde Life Demi Gloss shades

List: \$73.66 inc GST

CODE: 2907477

**WATCH
VIDEO**



BLUE VIOLET & TITANIUM DEMI GLOSSES

These cool-toned, intermixable shades instantly neutralise unwanted warmth. When paired with our NEW Blonde Life SilverLight Lightening Powder, they help you deliver the ultimate in cool blonde results.

- Intermixable shades for customisable results in one step
- Ideal viscosity for drip-free bottle application
- Ammonia-free formula
- pH balanced for optimal color performance
- Leaves hair feeling conditioned—even on damaged, color-treated, or bleached hair*

List: \$28.37 inc GST each

NEW
SHADES!



WATCH
VIDEO



9BV

10BV

9T

10T

**SALON
ONLY**

AUSTRALIA / OCTOBER - DECEMBER 2024

JOICO



Trio includes Shampoo, Conditioner & Detangler
RRP \$69.95 | Full value \$137.85



Preserve Foils



Hydrate Foils



760963
28(H) X 23(W) X 8(D)
List \$1.50 INC GST



JOICO RETAIL / SALON EXCLUSIVE

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

- 1 InnerJoi Hydrate Detangler, 200ml**
- 4 InnerJoi Preserve Foil Sachets**
- 4 InnerJoi Hydrate Foil Sachets**
- 2 NEW JOICO Black Gloss Retail Bags**

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

- 1 InnerJoi Hydrate Trio Retail Pack**
- 3 InnerJoi Preserve Foil Sachets**
- 3 InnerJoi Hydrate Foil Sachets**
- 5 NEW JOICO Black Gloss Retail Bags**

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 | JR12OCT24, JR18OCT24



RETAILER
ONLY

AUSTRALIA / OCTOBER - DECEMBER 2024

JOICO



Trio includes Shampoo, Conditioner & Protective Milk
RRP \$69.95 | Full value \$137.85

JOICO RETAIL / ONLINE EXCLUSIVE

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

1 InnerJoi Preserve
Trio Retail Pack

TERMS

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

CODE/S

| JRO18OCT24



SALON
ONLY

AUSTRALIA / OCTOBER - DECEMBER 2024

JOICO



JOICO COLOUR DEAL 1

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

- 1 Blonde Life Demi Gloss Shade of choice**
- 3 Blonde Life Silverlight Lightening Powder Sachets, 42.5g**

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

- 1 Blonde Life Demi Gloss Shade of choice**
- 1 Blonde Life Lightening Powder, 454g**
- 1 JOICO Apron**

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

- 2 Blonde Life Demi Gloss Shades of choice**
- 2 Blonde Life Lightening Powder, 454g**
- 1 JOICO Cut & Colour Cape**

TERMS

| OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE

CODE/S

| J30C10CT24, J48C10CT24, J72C10CT24



**SALON
ONLY**



Trio includes Shampoo, Conditioner & Blow Out Crème
RRP \$74.95 | Full value \$121.50



*Strictly while
limited stocks last!*



AUSTRALIA / OCTOBER - DECEMBER 2024

JOICO



JOICO COLOUR DEAL 2

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

- 4 Youth Lock Collagen Quad Foils**
- 2 NEW JOICO Chill/Chat Signs** - For Silent Appointments

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

- 1 Youth Lock Collagen Trio**
- 2 Youth Lock Collagen Blowout Crème, 50ml**
- 3 JOICO White Beauty Bags** (come empty)
- 3 NEW JOICO Chill/Chat Signs** - For Silent Appointments

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

- 1 Youth Lock Collagen Shampoo, 1L**
- 1 Youth Lock Collagen Conditioner, 1L**
- 2 Litre Pumps**
- 3 Youth Lock Collagen Blowout Crème, 50ml**
- 4 NEW JOICO Chill/Chat Signs** - For Silent Appointments

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
CODE/S | + WHILE STOCKS LAST + SUBJECT TO CHANGE + NO REPEATS ON CHILL/CHAT SIGNS
J30C20CT24, J48C20CT24, J72C20CT24



NEW PRODUCTS COMING SOON!



**CURLS
LIKE US™**

for all curl types



**BLONDELIFE
BLONDE STRONG**

Detangler for fragile hair



**BLONDELIFE
COLOR
ENHANCING
MASQUES –
IN VIOLET, SILVER,
AND ROSÉ
CHAMPAGNE**



**LUMISHINE
PERMANENT
SHADES –
MOCHA (M) &
NATURAL BEIGE
(NB) SERIES**



kemon
TRUE · VISIONARY · BEAUTY



ACTYVA

MODEL: KEMON





AUSTRALIA

SABRE
HAIRCARE

ACTYVA

Christmas Gifting 2024



ACTYVA DISCIPLINA GIFT PACK
SHAMPOO, 250ML | ANTI-FRIZZ CREAM, 125ML | BIODEGRADABLE BRUSH



ACTYVA NUOVA FIBRA GIFT PACK
SHAMPOO, 250ML | CREAM, 125ML | BIODEGRADABLE BRUSH



ACTYVA BELLESSERE GIFT PACK
SHAMPOO, 250ML | OIL, 50ML | BIODEGRADABLE BRUSH

CODE	GIFT PACK	LIST PRICE inc GST	PROMO RRP	SALON MARGIN	CONSUMER SAVES	FULL VALUE
247341	Disciplina Gift Pack	\$36.50	\$73.00	50%	36%	\$113.90
247344	Nuova Fibra Gift Pack	\$36.50	\$73.00	50%	34%	\$110.90
247346	Bellessere Gift Pack	\$32.00	\$64.00	50%	30%	\$90.90



**SALON
ONLY**

AUSTRALIA / OCTOBER - DECEMBER 2024



ACTYVA

*Biodegradable,
ergonomic
design*



RRP \$35.00



ACTYVA

Buy any **5** Actyva Retail Size products & receive:

- 1 Actyva Biodegradable Brush**
- 1 NEW Actyva Beauty Bag**



Made from 100% recycled material



TERMS

CODE/S

| OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ SUBJECT TO CHANGE + WHILE STOCKS LAST

| **ACT5OCT24**



**HANZ
DE
FUKO**

OPEN TO
SALON &
RETAILERS



20cm diameter

AUSTRALIA / OCTOBER - DECEMBER 2024

HANZ
DE
FUKO



HDF

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

- 1 Product of choice**
- 1 Hanz de Fuko Authorised Stockist Window Decal**

TERMS

CODE/S

| OPEN TO SALONS & RETAILERS ONLY + NORMAL TRADING TERMS DO NOT APPLY
+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
HDF9OCT24



FUDGE 
PROFESSIONAL



Strictly while limited stocks last!



HAIR SHAPER 'ORIGINAL' DUO

LIST: \$13.98 INC GST

RRP: \$27.95

CONSUMER SAVES 42%

CODE 891426



MATTE HED DUO

LIST: \$17.48 INC GST

RRP: \$34.95

CONSUMER SAVES 33%

CODE 891427



SKYSCRAPER DUO

LIST: \$9.48 INC GST

RRP: \$18.95

CONSUMER SAVES 37%

CODE 890510

DOWNLOAD ALL
PRODUCT IMAGES
HERE



ORIGINAL CLEAN BLONDE VIOLET-TONING SHAMPOO DOUBLE HEADER

LIST: \$18.98 INC GST

RRP: \$37.95

CONSUMER SAVES 30%

CODE 760997



PREMIUM CLEAN BLONDE DAMAGE REWIND VIOLET-TONING DUO

LIST: \$20.98 INC GST

RRP: \$41.95

CONSUMER SAVES 30%

CODE 890861



EVERYDAY CLEAN BLONDE VIOLET-TONING DUO

LIST: \$18.98 INC GST

RRP: \$37.95

CONSUMER SAVES 30%

CODE 890863



ALL BLONDE COLOUR LOCK DUO

LIST: \$18.98 INC GST

RRP: \$37.95

CONSUMER SAVES 30%

CODE 890864

**SALONS
ONLY**

AUSTRALIA / OCTOBER - DECEMBER 2024

FUDGE
PROFESSIONAL



FUDGE RETAIL - STYLING + CARE

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

1 FUDGE All Blonde
Condition and
Shield Mist, 150ml

TERMS

CODE/S

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

| **FR6OCT24**

OPEN TO
RETAILERS

AUSTRALIA / OCTOBER - DECEMBER 2024

FUDGE
PROFESSIONAL



FUDGE RETAIL - STYLING + CARE

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

1 FUDGE All Blonde
Colour Lock Duo,
250ml each

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

FR12OCT24