



*Happy
New Year*

SABRE
HAIRCARE

NEW ZEALAND PROMOTIONS
JANUARY - MARCH 2025

EVENTS FOR A CURE 2025 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

2025 HAIR DIRECTORS



Felicity Bruce

[@fissity](#)



Anthony Bayer

[@anthonybayerhair](#)



Dylan Quinn

[@dylan_joico](#)



Andrew Cobeldick

[@andrew.cobeldick](#)

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



**PLEASE
DONATE
NOW.**



Photography: Alpine Image Company

2025 SERIES*

EVENT	VENUE	DATE
Hike and Dine	Lake Hawea Station, Lake Hawea	27 & 29 March
Conversation For a Cure with Karen Walker & MC Petra Bagust	Flockhill Station, Christchurch	31 May
Fashion For a Cure	Emerson's Brewery, Dunedin	4 August
NZFW x Fashion For a Cure Corporate Luncheon	Shed 10, Auckland	29 August

*Dates/locations are subject to change



JOICO

HAIR: LARISA LOVE & CESAR RAMIREZ, JOICO





CELEBRATING 50 YEARS IN 2025



JOICO 50
the **joi** of healthy hair

**REDEFINING HEALTHY HAIR.
SINCE FOREVER.**

BLONDE STRONG DETANGLER



BE BLONDE & FEARLESS

Feeling fragile? Be blonde and fearless with **NEW Blonde Strong Detangler**, ultra-lightened hair's new daily protector!

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

Designed specifically for compromised blonde hair that's seen long-term lightening services, this power player tackles even those fragile strands you're afraid to run a brush through.



COLOR ENHANCING MASQUES

YOUR TONE MATTERS
MAKE IT BRILLIANTLY BLONDE & UNIQUELY YOU

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

Packing a two-in-one punch, Blonde Life Color Enhancing Masques deliver hydration to highlighted strands, while restoring and maintaining fresh-from-the-salon blonde tones. With results you can see and feel, these cool, icy, and rosy blonde shades get you back on track in a single application.

Color enhancement lasts up to 3 washes*

Reduces breakage by 60% in a single use**

*When using Blonde Life Shampoo

**Against combing breakage on damaged hair, when used with Blonde Life Shampoo vs. untreated damaged hair



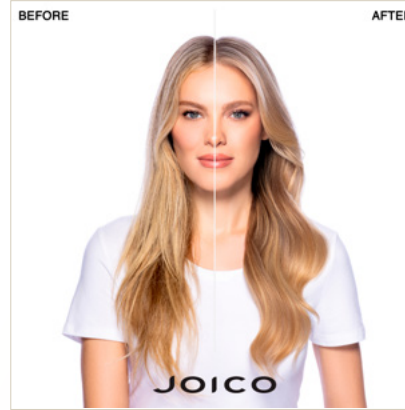
ROSÉ CHAMPAGNE
for rose/peach results



VIOLET
for cool, pearl-blonde results



SILVER
for icy, silver-blond results



Fact Sheets

Before & After Assets

Digital Marketing Support



Salon Mirror Clings,
8cm Diameter
761091



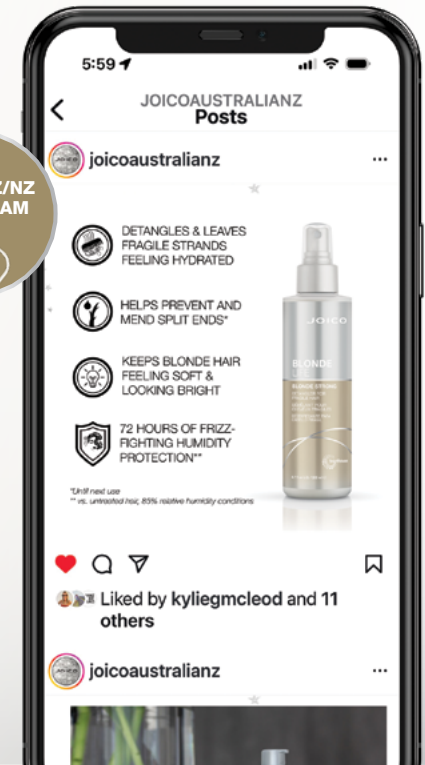
Salon Mirror Clings,
8cm Diameter
761090



Client Postcard / 761089



Client Sample Trio, 45g / 2864167



SABRE
HAIRCARE
EDUCATION



**OPEN
TO ALL**

**45%
OFF LIST**



NEW!

**BLONDE LIFE
MASQUE & DETANGLER
LAUNCH OFFER
SAVE 45%**

Buy 2 of each x **NEW Blonde Life Color Enhancing Masques 150ml** + **NEW Blonde Life Detangler 200ml (8 total)** @ **45% Discount** & receive a salon support package:



Client Postcard / 761089



Client Sample Trio, 45g / 2864167

COMPLIMENTARY SALON SUPPORT PACKAGE

- 6 Blonde Life Masque Foil Sachets, 45mls
- 4 Mirror Clings, 80mm (non-adhesive), 2 of each
- 4 Client Postcards

SPECIAL LIST | \$114.97 EX GST

REGULAR LIST | \$209.04 EX GST

YOU SAVE | \$94.07 EX GST + FREE ITEMS

FULL RRP | \$388.00



Salon Mirror Clings,
8cm Diameter
761091



Salon Mirror Clings,
8cm Diameter
761090

TERMS | **OPEN TO ALL + NORMAL TRADING TERMS DO NOT APPLY + SUBJECT TO CHANGE**
CODE/S | **+ WHILE STOCKS LAST + LIMITED TO ONE DEAL ONLY PER SALON/RETAILER - NO REPEATS!**
JBL4DEC24

SALON
ONLY

NEW ZEALAND / JANUARY - MARCH 2025

JOICO



JOICO RETAIL / SALON EXCLUSIVE

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

- 1 JOICO Treatment of choice*
- 2 K-PAK Color Therapy Luster Lock travel minis, 50ml
- 3 JOICO LIMITED EDITION Coral Pink Teddy Beauty Bags

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

- 2 JOICO Treatments of choice*
- 3 K-PAK Color Therapy Luster Lock travel minis, 50ml
- 5 JOICO LIMITED EDITION Coral Pink Teddy Beauty Bags

* Excludes Defy Damage KBOND20 Power Masque

LIMITED
EDITION



30cm x 18.5cm

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 | JR12JAN25, JR18JAN25



RETAILER
ONLY

NEW ZEALAND / JANUARY - MARCH 2025

JOICO



JOICO RETAIL / ONLINE EXCLUSIVE

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

1 K-PAK Color Therapy Trio Set



Trio includes Shampoo, Conditioner & Treatment Spray
RRP \$84.50 | Full Value \$131.50

TERMS

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

CODE/S

JRO18JAN25



SALON ONLY

NEW ZEALAND / JANUARY - MARCH 2025

JOICO



Federation



Storm



Stella + Gemma

AUTOMATICALLY GO IN THE DRAW TO WIN 1 OF 6 NZ FASHION DESIGNER 'TEES FOR A CURE' PRIZE PACKS

Each prize pack includes 2 designer tees!



90cm Diameter

LIMITED EDITION



Bleach Resistant



JOICO COLOUR DEAL 1

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

- 2 Colour tubes of choice**
- 1 JOICO Bleach Resistant Salon Towel**

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

- 4 Colour tubes of choice**
- 2 JOICO Bleach Resistant Salon Towels**

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

- 5 Colour tubes of choice**
- 3 JOICO Bleach Resistant Salon Towels**
- 1 JOICO Cut & Colour Capes**
- 1 JOICO LIMITED EDITION Swim Ring**

TERMS

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

CODE/S

J30C1JAN25, J48C1JAN25, J72C1JAN25



SALON ONLY



Federation



Storm



Stella + Gemma



AUTOMATICALLY GO IN THE DRAW TO WIN 1 OF 6 NZ FASHION DESIGNER 'TEES FOR A CURE' PRIZE PACKS

Each prize pack includes 2 designer tees!



JOICO COLOUR DEAL 2

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

- 1 K-PAK Color Therapy Duo Set** (Shampoo & Conditioner)
- 4 NEW Blonde Life Color Enhancing Masque Trio Sample Sachets**

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

- 1 K-PAK Trio** (Shampoo, Conditioner & Reconstructor)
- 1 Foil Me Original Wide Foils, 500 Sheets**
- 4 NEW Blonde Life Color Enhancing Masque Trio Sample Sachets**

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

- 1 Moisture Recovery Gift Bag** (Shampoo, Conditioner, Treatment Balm, Weekend Hair & Power Spray Mini)
- 1 K-PAK Trio** (Shampoo, Conditioner & Reconstructor)
- 4 NEW Blonde Life Color Enhancing Masque Trio Sample Sachets**

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
 + WHILE STOCKS LAST + SUBJECT TO CHANGE
 CODE/S | J30C2JAN25, J48C2JAN25, J72C2JAN25



SALON ONLY



Federation



Storm



Stella + Gemma



AUTOMATICALLY GO IN THE DRAW TO WIN 1 OF 6 NZ FASHION DESIGNER 'TEES FOR A CURE' PRIZE PACKS

Each prize pack includes 2 designer tees!



NEW ZEALAND / JANUARY - MARCH 2025

JOICO



JOICO COLOUR DEAL 3

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

- 1 Blonde Life Balayage Lightener, 227g**
- 3 KBOND20 Power Masque, 10ml sample sachets**

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

- 1 Blonde Life Silverlight Lightening Powder, 454g**
- 1 Blonde Life Coconut 20 Vol Developer 1L**
- 5 KBOND20 Power Masque, 10ml sample sachets**

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

- 1 Blonde Life Silverlight Lightening Powder, 454g**
- 2 Blonde Life Coconut 20 Vol Developer 1L**
- 1 JOICO Shampoo OR Conditioner Litre of choice***
- 6 KBOND20 Power Masque, 10ml sample sachets**

* Excludes Defy Damage Detox Shampoo, 1L

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE + WHILE STOCKS LAST + SUBJECT TO CHANGE
 CODE/S | J30C3JAN25, J48C3JAN25, J72C3JAN25



kemon
TRUE · VISIONARY · BEAUTY



ACTYVA



SALON
ONLY

NEW ZEALAND / JANUARY - MARCH 2025



ACTYVA



ACTYVA

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

1 Retail Product of
choice FREE



TERMS

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

CODE/S

| **ACT5JAN25**

SALONS
ONLY



CRAMER COLOUR

Purchase **18** Tubes of Cramer Colour & receive:

- 1 Shade of choice**
- 1 Cramer Timer**

Purchase **30** tubes of Cramer Colour & receive:

- 2 Shades of choice**
- 2 Cramer Timers**

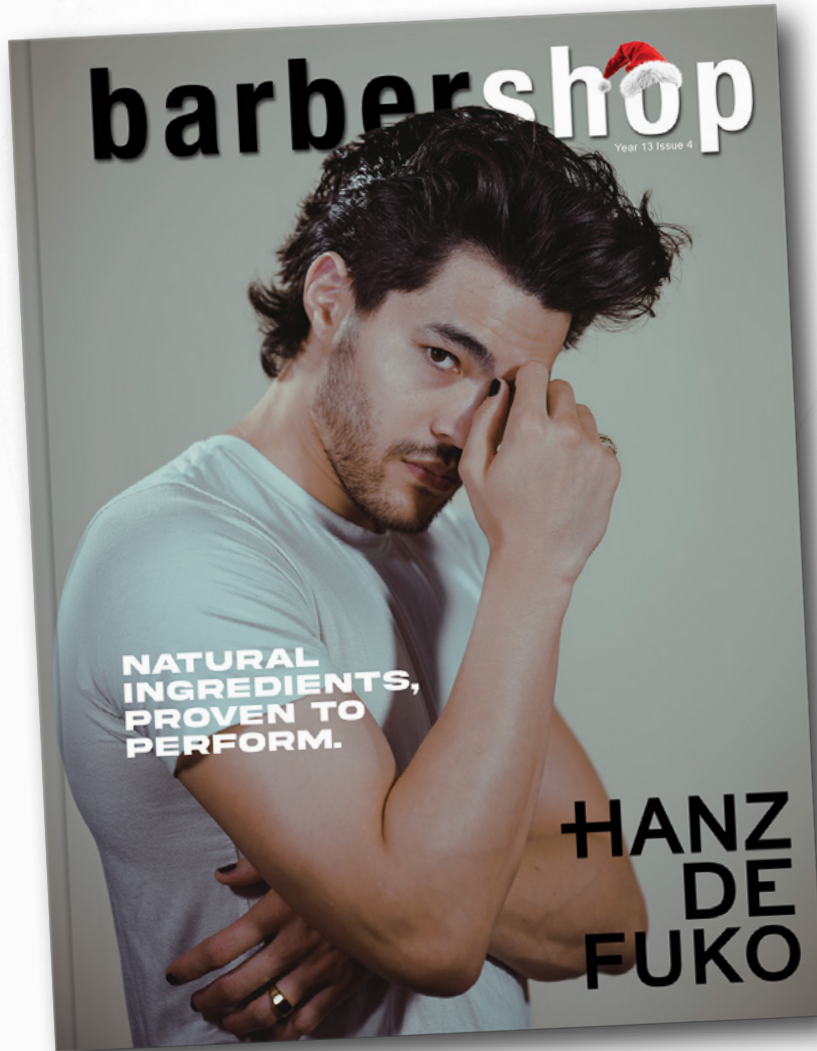
LIST | **\$14.00** EX GST EACH

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE
CODE/S | **CC18JAN25, CC30JAN25**



**HANZ
DE
FUKO**

AS FEATURED IN
BARBERSHOP MAG



COVER STORY

HANZ DE FUKO

NATURAL INGREDIENTS. PROVEN TO PERFORM

Hanz de Fuko, founded in San Francisco by David Alfonso and Christopher Zani, is a brand born out of a passion for individuality and self-expression. After successful careers in Silicon Valley, the duo ventured into entrepreneurship to create a hair care line that caters to the modern human. Their vision was clear: design products that empower people to express their unique style while embracing natural, high-performing ingredients.

The heart of Hanz de Fuko is its ethos: be you, be comfortable, and be confident. The brand is not about conforming to a one-size-fits-all aesthetic. Instead, it celebrates every person's perfect texture to suit diverse lifestyles. With transformations inspired by the laid-back yet fearless vibes of West Coast, Hanz de Fuko offers a blend of performance, aesthetic appeal, and individuality.

All products are created with natural and organic ingredients, staying true to the brand's commitment to nourishing both hair and soul. This dedication to clean formulations has set Hanz de Fuko apart from others, offering styling with the perfect union of performance and health, providing customers with the ability to recreate "fuky" looks with unparalleled confidence and minimal effort.

THEIR PRODUCT RANGE INCLUDES:

- Hair Washing:**
 - Clarimat: High-hold with a matte finish, combining clay and wax for pliable styling.
 - Condition: High-hold and ultra-matte finish, functions as both a styling wax and dry shampoo.
- Skincare:**
 - Shampoo: Formulated with natural ingredients to cleanse and hydrate hair & scalp.
 - Natural: Condition: Complements the shampoo to hydrate and strengthen hair & scalp.
 - Hair Oil: Hydrates and adds shine to hair, suitable for both hair and beard care.
- Styling:**
 - Brandy: Matte: High hold with medium shine, featuring "isoprop" technology for enhanced styling.
 - Quality: Pomade: Medium hold with high shine ideal for smooth, slicked-back looks.
 - Concrete: Cream: Medium hold with natural shine, enriched with ingredients like aloe and burdock root to promote hair growth.
 - Baroque: Wax: Medium hold with a matte finish, suitable for textured, voluminous styles.
 - Highland: Wax: Medium hold with satin shine, versatile for various styles.
 - Highgrade: Extreme hold with high shine, providing a sleek polished appearance.

Skincare:

- Shave Foam Wash: Designed to cleanse the skin without stripping natural oils.
- Shampoo: Clarus: Provides a smooth shaving experience with skin-soothing properties.

Hanz de Fuko's commitment to quality and innovation has earned it a reputation as a leader in men's grooming, offering products that cater to diverse lifestyles while promoting hair and scalp health.

WHY BARBERS & STYLISTS LOVE HANZ DE FUKO

The brand's appeal goes beyond its formulations, with professionals praising its performance and aesthetic charm.

1. Use the clay, behind the crown and the hair that David Alfonso and Christopher Zani have both described as "fuky". They always comment on how nice it looks on the hair shafts... generally give that it is natural and subtle but it is so strong it is hard to move and the texture provides a lot of grip in the style. I think a lot of hair and beard care products that have been marketed in the past have had great texture, but have had great flexibility that the product itself and does what it needs to do for the hair and the skin and scalp.

2. Use the pomade and styling cream afterwards to keep and keep the style. Some of the people come in with a new style of cut, but all the barbers like to be George Clooney. It's a new texture but when you want to go to your hair, it's a real nice and easy to maintain and easy to maintain.

Anthony Taylor of Anthony Taylor Hair, Jacksonville, FL: @anthonytaylorthair

1. I love to slick and use HANZ DE FUKO products at my shop because they have the clean, natural ingredients that I love to use. I love the fact that they have natural ingredients that I love to use. I love the fact that they have natural ingredients that I love to use. I love the fact that they have natural ingredients that I love to use.

2. I love to slick and use HANZ DE FUKO products at my shop because they have the clean, natural ingredients that I love to use. I love the fact that they have natural ingredients that I love to use. I love the fact that they have natural ingredients that I love to use.

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Hanz de Fuko continues to redefine men's grooming with its commitment to high-quality, innovative, and versatile products. Whether you're styling for effortless looks, polished styles, or bold hair and beards, their range offers solutions that combine performance with natural, nourishing ingredients. Join Hanz de Fuko, every day is an opportunity to express your individuality through style and confidence.

HANZ DE FUKO

For more information visit www.hanzdefuko.com
@hanzdefuko @hdm_haircare #hdm_haircare

Editor: Day 13 Issue 4

HANZ DE FUKO
THE WORLD'S MOST CELEBRATED STYLERS

HANZ DE FUKO
CLAYMAT

HANZ DE FUKO
CLAYMAT

For more information visit www.hanzdefuko.com
@hanzdefuko @hdm_haircare 1300 764 437 sales@hdm-group.com

OPEN TO
SALON &
RETAILERS



HDF

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

1 Hanz De Fuko
product of choice