



SABRE

H A I R C A R E

NEW ZEALAND PROMOTIONS
APRIL - JUNE 2025

CREDIT: JOICO

JOICO 50
the joi of healthy hair



**HANZ
DE
FUKO**

**CRAMER
COLOR**
1965



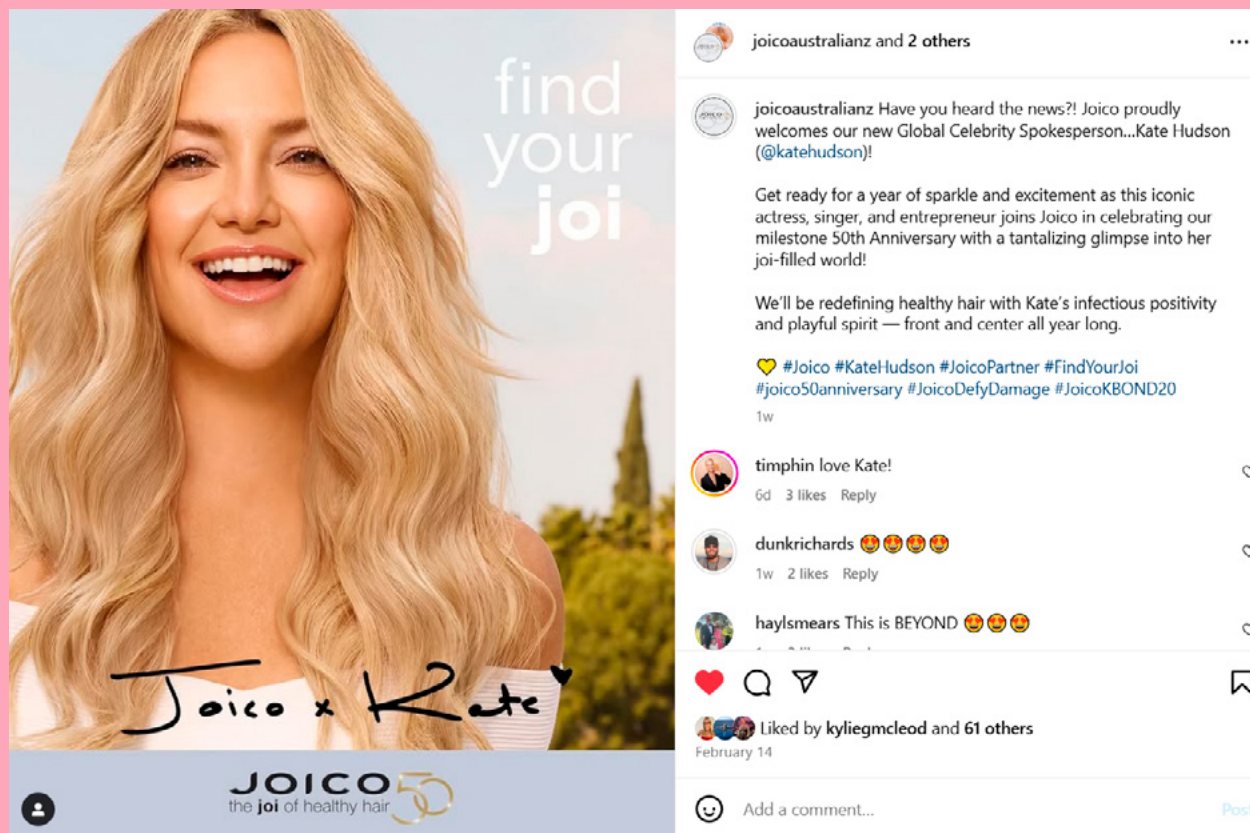
CELEBRATING 50 YEARS IN 2025

JOICO50
the **joi** of healthy hair

**REDEFINING HEALTHY HAIR.
SINCE FOREVER.**



HUGE CELEB NEWS!



Joico proudly welcomes new Global Celebrity Spokesperson

KATE HUDSON

Find Out More

For 50 years, JOICO has defined hair innovation, shaping the industry with groundbreaking color, precision cutting, and transformative styling. Now, ILLUME brings a fresh perspective—reimagining iconic looks through the interplay of light, movement, and dimension. This is artistry in motion, where color and cut work in harmony to create depth, radiance, and a luminous new era of hair.

ILLUME

LIGHT | MOVEMENT | DIMENSION | COLOUR

FEATURING ARTIST TEAMS



CAROLYN
GAHAN



KATY
REEVE



ANDREW
COBELDICK



MIKELAH-JAYDE
RILEY

JOICO
the joi of healthy hair 50



JOICO
the joi of healthy hair 50



WINNER
**BEST HEAT
PROTECTOR**
PREVENTION
HAIR AWARDS
2025



**HEAT
HERO**
**GLOSSING
THERMAL
PROTECTOR**



WINNER
**BEST
STRENGTHENING
MASK**
PREVENTION
HAIR AWARDS
2025



**DEFY
DAMAGE**
**KBOND20
POWER
MASQUE**



KBOND20 BONUS 250ML SIZE

EXTRA **66%** ON
REGULAR SIZE

What do you get when you combine a legacy of Joico's super-charged hair repair and the power of damage control in a single, extraordinary product?

Meet **KBOND20 Power Masque** from **Defy Damage...** Joico's bond-building treatment that doubles down on technology for **5X STRONGER* HAIR**

LIST | \$37.44 EX GST

RRP | **\$69.50**

CODE | 2998792

TERMS | OPEN TO ALL + NORMAL TRADING TERMS APPLY

*Against combing breakage on damaged hair during heat styling

BONUS
250ML

66%
EXTRA

AVAILABLE
LATE
APRIL

LEARN
MORE
HERE



OPEN TO
**SALON &
RETAILERS**

**LIMITED
STOCK -
be quick!**

NEW

DEFY DAMAGE REVIVE & RESTORE DUO



Contains:

Defy Damage Detox Shampoo, 300ml
Defy Damage In A Flash Bond Builder, 200ml

PROMO LIST	 \$30.22 EX GST
RRP	\$69.50
FULL VALUE	\$106.00
SALON MARGIN	 50%
CONSUMER SAVES	 34%

TERMS | **OPEN TO SALONS & RETAILERS + NORMAL TRADING TERMS DO NOT APPLY**
+ SUBJECT TO CHANGE + WHILE STOCKS LAST
CODE/S | **2998314**

SALON
ONLY

NEW ZEALAND / APRIL - JUNE 2025

JOICO 50
the joy of healthy hair



JOICO RETAIL / SALON EXCLUSIVE

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

- 1 Retail Product of choice**
- 1 K-PAK Color Therapy Luster Lock Spray 50ml mini**
- 4 KBOND20 Foil Sachets 10ml**

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

- 2 Retail Products of choice**
- 2 Power Spray 50ml minis**
- 6 KBOND20 Foil Sachets 10ml**

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

JR12APR25, JR18APR25



RETAILER
ONLY

NEW ZEALAND / APRIL - JUNE 2025

JOICO 50
the **joy** of healthy hair



JOICO RETAIL / ONLINE EXCLUSIVE

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

1 K-PAK Trio Set



Trio includes Shampoo, Conditioner & Reconstructor
RRP \$78.50 | Full value \$135.50

TERMS

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

CODE/S

| JRO18APR25



**SALON
ONLY**

NEW ZEALAND / APRIL - JUNE 2025

JOICO
the **jo**i of healthy hair

*Limited
Edition!*



Joico Blonde Banner
1350 x 900cm
Item Code: 761094



Joico Brunette Banner
1350 x 900cm
Item Code: 761093



JOICO COLOUR DEAL 1

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

- 1 Colour tube of choice**
- 1 InnerJoi Preserve Milk 200ml**
- 2 InnerJoi Preserve Trio Foil Sachets**

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

- 2 Colour tube of choice**
- 1 InnerJoi Preserve Milk 200ml**
- 4 InnerJoi Preserve Trio Foil Sachets**

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

- 3 Colour tube of choice**
- 1 InnerJoi Preserve Trio Gift Set**
- 7 InnerJoi Preserve Foil Sachets**
- 1 LIMITED EDITION 50th Anniversary Fabric Banner of your choice**



Trio includes Shampoo, Conditioner & Protective Milk
RRP \$79.95 | Full value \$151.50

TERMS

| OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE

CODE/S

| + WHILE STOCKS LAST + SUBJECT TO CHANGE + **NO REPEATS ON JOICO BANNERS**
J30C1APR25, J48C1APR25, J72C1APR25



**SALON
ONLY**

NEW ZEALAND / APRIL - JUNE 2025

JOICO
the **joy** of healthy hair



JOICO COLOUR DEAL 2

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

- 1 Blonde Life Balayage Lightener 227g**
- 1 LIMITED EDITION JOICO Stemless Glasses Set of 2**

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

- 1 Blonde Life Silverlight Lightening Powder 454g**
- 1 LIMITED EDITION JOICO Stemless Glasses Set of 2**
- 5 Blonde Life Color Enhancing Masque Foil Sachets 45ml**

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

- 1 Blonde Life Lightening Powder 907g**
- 2 LIMITED EDITION JOICO Stemless Glasses Set of 2**
- 4 Blonde Life Color Enhancing Masque Foil Sachets 45ml**
- 1 Foil Me Original Wide Foils - 15cm x 27cm**

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
CODE/S | + WHILE STOCKS LAST + SUBJECT TO CHANGE
J30C2APR25, J48C2APR25, J72C2APR25



**LARGE
907g**



15cm x 27cm



*Limited
Edition!*



**SALON
ONLY**



Duo includes Shampoo & Conditioner
RRP \$64.50 | Full value \$89.00

NEW ZEALAND / APRIL - JUNE 2025

JOICO 50
the **jo**i of healthy hair



JOICO COLOUR DEAL 3

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

- 1 Color Intensity shade of choice**
- 1 Colorful Anti-Fade Serum, 63ml**
- 1 LIMITED EDITION JOICO Body Brush**

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

- 2 Color Intensity shades of choice**
- 1 Colorful Shampoo & Conditioner Duo Set**
- 1 LIMITED EDITION JOICO Body Brush**

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

- 3 Color Intensity shades of choice**
- 1 Colorful Shampoo OR Conditioner Litre of choice**
- 2 LIMITED EDITION JOICO Body Brushes**

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE
+ WHILE STOCKS LAST + SUBJECT TO CHANGE
CODE/S | J30C3APR25, J48C3APR25, J72C3APR25



BESPOKE GIFT BAGS



JOICO K-PAK COLOR THERAPY GIFT BAG

2897929 LIST: \$49.78 EX GST RRP: \$114.50 CONSUMER SAVES 41%



JOICO DEFY DAMAGE GIFT BAG

2897460 LIST: \$49.78 EX GST RRP: \$114.50 CONSUMER SAVES 42%



JOICO K-PAK GIFT BAG

69852 LIST: \$38.65 EX GST RRP: \$88.90 CONSUMER SAVES 39%



JOICO K-PAK COLOR THERAPY GIFT BAG

2833297 LIST: \$43.26 EX GST RRP: \$99.50 CONSUMER SAVES 49%



JOICO DEFY DAMAGE GIFT BAG

2833296 LIST: \$43.26 EX GST RRP: \$99.50 CONSUMER SAVES 50%



JOICO MOISTURE RECOVERY GIFT BAG

2803935 LIST: \$41.28 EX GST RRP: \$94.95 CONSUMER SAVES 43%



JOICO K-PAK GIFT BAG

2890795 LIST: \$43.46 EX GST RRP: \$99.95 CONSUMER SAVES 40%



JOICO MOISTURE RECOVERY GIFT BAG

2892966 LIST: \$43.46 EX GST RRP: \$99.95 CONSUMER SAVES 40%



kemon
TRUE · VISIONARY · BEAUTY



ACTYVA

MODEL: KEMON

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



ACTYVA

AVAILABLE
FROM LATE
APRIL

PRODUCT
IMAGES



ACTYVA CUTE SANA CLARIFYING SCRUB, 200ML

Code: 247665 **List: \$25.51** ex GST **RRP: \$45.50** inc GST

- Pre-treatment exfoliating scrub specifically designed to deeply cleanse, purify, and balance the scalp, promoting cellular renewal
- This product prepares the scalp to receive and enhance the benefits of subsequent treatments
- Provides a pleasant sensation of freshness, lightness, and cleanliness



WATCH
VIDEO



BIO-BASED
PACKAGING

GREEN & CLEAN
COSMETICS

VEGAN
FORMULATION

VELIAN
COMPLEX

DERMATOLOGICALLY
TESTED

100%
GREEN ENERGY



ACTYVA

AVAILABLE
FROM LATE
APRIL



INTRODUCTORY OFFER

PURCHASE **2 CUTE SANA CLARIFYING
SCRUB, 200MLS** AND RECEIVE:

4 Actyva 30ml Travel Minis of your choice*

***Choose from:**

- 690021 Volume e Corposita Shampoo, 30ml
- 690022 Volume e Corposita Conditioner, 30ml
- 690004 Bellessere Shampoo, 30ml
- 690005 Bellessere Balm, 30ml
- 248800 Bellessere Butter, 30ml
- 650073 P Factor Shampoo, 30ml
- 650074 P Factor Scalp, 30ml
- 690006 Color Brillante Shampoo, 30ml
- 690009 Disciplina Mask, 30ml
- 690066 Nuova Fibra Mask, 30ml

List **\$25.51** ex GST each

RRP \$45.50 inc GST each

Terms: Open To Salons Only + Normal Trading Terms Apply + Multiple Deals Available + While Stocks Last

CODE: **ACT2APR25**



SALON
ONLY

NEW ZEALAND / APRIL - JUNE 2025



ACTYVA



ACTYVA

Buy any **6** Actyva Retail Size products & choose:

1 Retail Product
FREE



TERMS

CODE/S

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

| **ACT6APR25**

OPEN TO
SALONS
ONLY

NEW



CRAMER
COLOR
1965

AVAILABLE
FROM
MAY

NEW ZEALAND / APRIL - JUNE 2025

CRAMER
COLOR

1965

LAUNCH OFFER

NEW PERMANENT & TONE-ON-TONE SHADES

CRAMER COLOUR

Purchase any **10** NEW Cramer Color Shades of your choice
@ **40% discount** & receive:

1 Cramer Color New Shades Counter Display

NORMAL LIST		\$14.00 EX GST EACH
TOTAL SALON INVESTMENT		\$84.00 EX GST
FULL LIST VALUE		\$140.00 EX GST
SAVE		\$56.00 EX GST

NEW Ash Mahoganies .16



NEW Golden Violets .37



TERMS

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

CODE/S

CC10MAY25

**SALONS
ONLY**



NEW ZEALAND / APRIL - JUNE 2025

**CRAMER
COLOR**

1965



CRAMER COLOUR

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

1 Shade of choice

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

2 Shades of choice

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

CC18APR25, CC30APR25



**HANZ
DE
FUKO**

OPEN TO
SALON &
RETAILERS



NEW ZEALAND / APRIL - JUNE 2025

HANZ
DE
FUKO



HDF

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

1 Hanz De Fuko
Claymation 56g

TERMS

CODE/S

| OPEN TO SALONS & RETAILERS ONLY + NORMAL TRADING TERMS DO NOT APPLY
+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
HDF9APR25