



Season's  
Greetings

SABRE  
HAIRCARE

NEW ZEALAND PROMOTIONS  
OCTOBER - DECEMBER 2025





JOICO



JOICO 50  
the joi of healthy hair



REDEFINING HEALTHY HAIR.  
SINCE FOREVER.

**NEW!**  
**MOISTURE  
RECOVERY™**  
**24HR  
MOISTURE  
RECHARGE**

Give thirsty hair the  
moisture it craves



**SABRE**  
HAIRCARE

NEW ZEALAND  
NOVEMBER 2025

  @joicoaustralianz  
@sabre\_haircare

# Give thirsty hair the moisture it craves

When thick, coarse, dehydrated hair needs an extra boost, **24Hr Moisture Recharge** dives deep to deliver **all-day moisture**. This leave-in **instantly detangles** and **nourishes** hair—leaving parched strands feeling **soft, smooth, silky, & protected** from frizz.

- Instant, all-day moisture
- Leaves hair 88% smoother\* and 46% softer\*\*
- Reduces detangling time
- Formulated with Olive Ester & Sea Kelp

\*vs. untreated hair

\*\*vs. untreated damaged hair

† with each use

‡ vs. untreated hair, high humidity conditions

**2999598**

**MOISTURE RECOVERY 24HR MOISTURE RECHARGE, 200ML**

List \$29.99 ex gst

RRP \$51.95



## ALL THE WAYS TO RECHARGE





**SALONS  
ONLY**

**35%  
OFF LIST**

**NEW!**

# MOISTURE RECOVERY SALON TRIAL OFFER

Buy **3 NEW MOISTURE RECOVERY  
24HR MOISTURE RECHARGE**

@ **35% Discount** & receive:

- 5 Moisture Recovery 24HR Moisture Recharge Leave-In Sample Sachets, 15ml**
- 2 Mirror Clings (non-adhesive)**
- 4 Client Postcards**



Client Postcard / 761115



A5 Mirror Clings / 761114

<b>PROMO LIST</b>	<b>  \$58.48 EX GST</b>
REGULAR LIST	\$89.97 EX GST
YOU SAVE	\$31.49 EX GST + FREE ITEMS
FULL RRP	\$155.85
SALON MARGIN	57%

TERMS	<b>OPEN TO SALONS ONLY + NORMAL TRADING TERMS DO NOT APPLY +</b> + SUBJECT TO CHANGE + WHILE STOCKS LAST + <b>3 DEALS PERMITTED PER CUSTOMER ONLY</b>
CODE/S	JMR3OCT25



OPEN  
TO ALL

40%  
OFF LIST

NEW!



# MOISTURE RECOVERY TOP-UP OFFER

Buy **3** OF EACH MOISTURE RECOVERY  
RETAIL PRODUCTS (12 TOTAL)

@ **40% Discount** & receive:

- 10 Moisture Recovery 24HR Moisture Recharge Leave-In Sample Sachets, 15ml
- 4 Mirror Clings (non-adhesive)
- 6 Client Postcards



Client Postcard / 761115



A5 Mirror Clings / 761114

PROMO LIST		<b>\$185.40</b> EX GST
REGULAR LIST		\$309.00 EX GST
YOU SAVE		\$123.60 EX GST + FREE ITEMS
FULL RRP		\$562.35
SALON MARGIN		62%

TERMS		OPEN TO ALL + NORMAL TRADING TERMS <b>DO NOT</b> APPLY + + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST
CODE/S		JMR12OCT25



## SCALP VITALITY®

PRODUCT  
IMAGES



**JOICO  
SCALP VITALITY  
REFRESHING SHAMPOO  
300ML**

List \$25.05 ex GST  
RRP \$46.50

2988073

**JOICO  
SCALP VITALITY  
EXFOLIATING FOAMING SCRUB  
177ML**

List \$25.05 ex GST  
RRP \$46.50

2988075

**JOICO  
SCALP VITALITY  
REPLENISHING ESSENCE  
100ML**

List \$26.13 ex GST  
RRP \$48.50

2988074

PRICE GUIDE FOR ADD-ON

**JOICO 3 STEP SCALP VITALITY  
IN-SALON SERVICE: \$50-\$60**

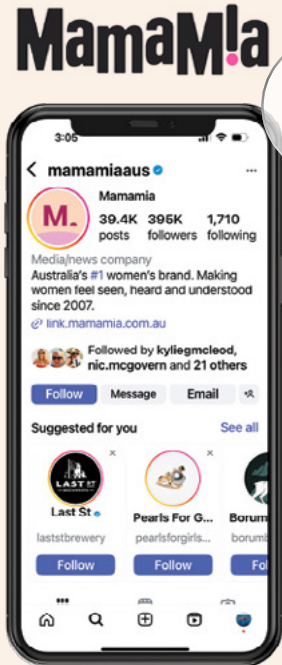
(consider time you allocate, massage inclusions  
& your current salon price positioning)





## Mamamia Digital Platforms

Our bookings alone will reach over  
300,000 Aussie Women



CLICK  
HERE TO  
VIEW

Mamamia's Instagram has  
**395K+** followers and reaches over  
**2 million** people monthly.

## Other Digital Platforms

Media Editorial coverage  
& Advertising



## Social Media Competitions

Held locally on @joicoaustralanz



JOICO OZ/NZ  
INSTAGRAM

## Sampling Coming Soon

Trio Foil Sachets



## INFLUENCER PROGRAM





**SALONS  
ONLY**

**20%  
OFF LIST**

**NEW!**



# SCALP VITALITY DISCOVERY PACKAGE

Buy **ALL 3 NEW SCALP VITALITY  
PRODUCTS (1 OF EACH)**

@ **20% Discount** & receive:

- 1 Scalp Stimulating Brush
- 4 Client Postcards



**WHILE  
STOCKS  
LAST**



Client Postcard / 761110

PROMO LIST		<b>\$60.98</b> EX GST
REGULAR LIST		\$76.23 EX GST
YOU SAVE		\$15.25 EX GST + FREE ITEMS
FULL RRP		\$141.50
SALON MARGIN		50%

TERMS | **OPEN TO SALONS ONLY** + NORMAL TRADING TERMS **DO NOT** APPLY +  
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST  
JSVDAUG25



**SALONS  
ONLY**

**30%  
OFF LIST**

**NEW!**



# SCALP VITALITY ESSENTIALS PACK

Buy **6 NEW SCALP VITALITY PRODUCTS (2 OF EACH)**

@ **30% Discount** & receive:

- 2 Scalp Stimulating Brushes**
- 6 Client Postcards**
- 1 Mirror Cling Set (2)**
- 1 Shelf Strip**



**WHILE  
STOCKS  
LAST**



A5 Mirror Clings / 761111



Shelf Strip / 761112

Client Postcard / 761110

<b>PROMO LIST</b>	<b>  \$106.72 EX GST</b>
REGULAR LIST	\$152.46 EX GST
YOU SAVE	\$45.74 EX GST + FREE ITEMS
FULL RRP	\$283.00
SALON MARGIN	57%

TERMS | **OPEN TO SALONS ONLY** + NORMAL TRADING TERMS **DO NOT** APPLY +  
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST  
JSVEAUG25





**SALONS  
ONLY**

**35%  
OFF LIST**

**NEW!**



# SCALP VITALITY VALUE BUNDLE

Buy **12 NEW SCALP VITALITY PRODUCTS (4 OF EACH)**

@ **35% Discount** & receive:

- 4 Scalp Stimulating Brushes**
- 8 Client Postcards**
- 1 Mirror Cling Set (2)**
- 1 Shelf Strip**



**WHILE  
STOCKS  
LAST**



A5 Mirror Clings / 761111



Shelf Strip / 761112

Client Postcard / 761110

<b>PROMO LIST</b>	<b>  \$198.20 EX GST</b>
REGULAR LIST	\$304.92 EX GST
YOU SAVE	\$106.72 EX GST + FREE ITEMS
FULL RRP	\$566.00
SALON MARGIN	60%

TERMS | **OPEN TO SALONS ONLY** + NORMAL TRADING TERMS **DO NOT** APPLY +  
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST  
JSVAUG25





RETAILERS  
& ONLINE

35%  
OFF LIST



# SCALP VITALITY VALUE BUNDLE

Buy **12 NEW SCALP VITALITY PRODUCTS (4 OF EACH)**  
@ **35% Discount** & receive:

- 8 Client Postcards
- 1 Mirror Cling Set (2)
- 1 Shelf Strip



A5 Mirror Clings / 76111



Shelf Strip / 76112



Client Postcard / 76110



<b>PROMO LIST</b>	<b>  \$198.20 EX GST</b>
REGULAR LIST	\$304.92 EX GST
YOU SAVE	\$106.72 EX GST + FREE ITEMS
FULL RRP	\$566.00
SALON MARGIN	60%

TERMS | **OPEN TO RETAILERS & ONLINE** + NORMAL TRADING TERMS **DO NOT** APPLY +  
CODE/S | + MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST  
JSVRAUG25



PURCHASE  
**SCALP VITALITY**  
& YOU COULD

**WIN!**

**PARLUX ETHOS**  
**HAIR-DRYER**

WORTH \$699 EACH!

TERMS &  
CONDITIONS



**5**

TO BE WON

parlux  
**ETHOS**®  
AIR IONIZER TECH

\*INDIVIDUAL COLOUR SELECTION IS NOT AVAILABLE AND SUBJECT TO STOCK AVAILABILITY.



JOICO<sup>50</sup>  
the joi of healthy hair



REDEFINING HEALTHY HAIR.  
SINCE FOREVER.

COMING SOON



**NEW!**  
**DREAM  
BLOWOUT  
GLASS™**  
**72HR FRIZZ FIGHTER**

LIST		\$31.14 EX GST
RRP		\$55.95





# THE 12 GIFTS OF XMAS

NEW ZEALAND  
CHRISTMAS GIFTING  
2025





**DEFY DAMAGE**  
LIST: \$28.04  
RRP: \$64.50



**K-PAK**  
LIST: \$28.04  
RRP: \$64.50



**K-PAK COLOR THERAPY**  
LIST: \$28.04  
RRP: \$64.50



**BLONDE LIFE**  
LIST: \$28.04  
RRP: \$64.50



**COLORFUL**  
LIST: \$28.04  
RRP: \$64.50



**MOISTURE RECOVERY**  
LIST: \$28.04  
RRP: \$64.50



**HYDRA SPLASH**  
LIST: \$28.04  
RRP: \$64.50



**JOIFULL**  
LIST: \$28.04  
RRP: \$64.50



**YOUTH LOCK**  
LIST: \$30.22  
RRP: \$69.50



**INNERJOI HYDRATE**  
LIST: \$30.22  
RRP: \$69.50



**INNERJOI STRENGTHEN**  
LIST: \$30.22  
RRP: \$69.50



**INNERJOI PRESERVE**  
LIST: \$30.22  
RRP: \$69.50



**JOICO  
K-PAK COLOR THERAPY  
TRIO**  
**2897920**  
LIST: \$36.74 EX GST  
RRP: \$84.50



**JOICO  
DEFY DAMAGE  
TRIO**  
**2897922**  
LIST: \$36.74 EX GST  
RRP: \$84.50



**JOICO  
K-PAK  
TRIO**  
**2897919**  
LIST: \$34.13 EX GST  
RRP: \$78.50



**JOICO  
MOISTURE RECOVERY  
TRIO**  
**2897921**  
LIST: \$34.13 EX GST  
RRP: \$78.50



**JOICO  
YOUTH LOCK  
TRIO**  
**2898867**  
LIST: \$36.74 EX GST  
RRP: \$89.95



**JOICO  
K-PAK COLOR THERAPY  
TRIO**  
**2831217**  
LIST: \$31.52 EX GST  
RRP: \$72.50



**JOICO  
DEFY DAMAGE  
TRIO**  
**2831219**  
LIST: \$31.52 EX GST  
RRP: \$72.50



**JOICO  
COLORFUL  
TRIO**  
**2831932**  
LIST: \$31.52 EX GST  
RRP: \$72.50



**JOICO  
MOISTURE RECOVERY  
TRIO**  
**2831934**  
LIST: \$31.52 EX GST  
RRP: \$72.50



**JOICO  
HYDRASPLASH  
TRIO**  
**2831933**  
LIST: \$31.52 EX GST  
RRP: \$72.50



**JOICO  
K-PAK COLOR THERAPY  
TRIO**  
**2748062**  
LIST: \$29.78 EX GST  
RRP: \$68.50



**JOICO  
DEFY DAMAGE  
TRIO**  
**2762365**  
LIST: \$29.78 EX GST  
RRP: \$68.50



**JOICO  
INNERJOI HYDRATE  
TRIO**  
**2967960**  
LIST: \$41.71 EX GST  
RRP: \$79.95



**JOICO  
INNERJOI STRENGTHEN  
TRIO**  
**2969305**  
LIST: \$41.71 EX GST  
RRP: \$79.95





# BESPOKE GIFT BAGS



**JOICO K-PAK COLOR THERAPY GIFT BAG**  
2897929 LIST: \$49.78 EX GST RRP: \$114.50



**JOICO DEFY DAMAGE GIFT BAG**  
2897460 LIST: \$49.78 EX GST RRP: \$114.50



**JOICO K-PAK TO THE RESCUE GIFT BAG**  
69852 LIST: \$38.65 EX GST RRP: \$88.90



**JOICO K-PAK COLOR THERAPY GIFT BAG**  
2833297 LIST: \$43.26 EX GST RRP: \$99.50



**JOICO DEFY DAMAGE GIFT BAG**  
2833296 LIST: \$43.26 EX GST RRP: \$99.50



**JOICO MOISTURE RECOVERY GIFT BAG**  
2803935 LIST: \$41.28 EX GST RRP: \$94.95



**JOICO K-PAK GIFT BAG**  
2890795 LIST: \$43.46 EX GST RRP: \$99.95



**JOICO MOISTURE RECOVERY GIFT BAG**  
2892966 LIST: \$43.46 EX GST RRP: \$99.95

SALON  
ONLY

NEW ZEALAND / OCTOBER - DECEMBER 2025

**JOICO** 50  
the joy of healthy hair



*Strictly limited  
while stocks  
last!*



## JOICO RETAIL / SALON EXCLUSIVE

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

- 2 Joico LIMITED RELEASE Combs**
- 1 Defy Damage Shampoo, 50ml**
- 1 Defy Damage Conditioner, 50ml**
- 5 Defy Damage KBOND20 Foil Sachet, 10ml**

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

- 4 Joico LIMITED RELEASE Combs**
- 2 Defy Damage Shampoos, 50ml**
- 2 Defy Damage Conditioners, 50ml**
- 1 Defy Damage KBOND20 BONUS SIZE, 250ml**

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

JR12OCT25, JR18OCT25





RETAILER  
ONLY

NEW ZEALAND / OCTOBER - DECEMBER 2025

**JOICO** 50  
the joi of healthy hair



## JOICO RETAIL / ONLINE EXCLUSIVE

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

1 InnerJoi Hydrate  
Trio Gift Pack



Valued at \$151.50 <sup>KRP</sup>

TERMS

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

CODE/S

JRO18OCT25



SALON  
ONLY

BLONDE LIFE  
SALON GUIDE



Item code: 761098



NEW ZEALAND / OCTOBER - DECEMBER 2025

**JOICO**  
the joy of healthy hair



## JOICO COLOUR DEAL 1

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

- 1 Blonde Life Demi Gloss shade of choice**
- 2 Blonde Life Silverlight Lightening Powder Sachets, 42g**
- 1 Blonde Life Detangler, 200ml**
- 1 Joico LIMITED RELEASE Bamboo Brush**

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

- 2 Blonde Life Demi Gloss shades of choice**
- 1 Blonde Life Silverlight Lightening Powder, 454g**
- 1 Blonde Life Detangler, 200ml**
- 1 Joico LIMITED RELEASE Bamboo Brush**

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

- 4 Blonde Life Demi Gloss shades of choice**
- 1 Blonde Life Silverlight Lightening Powder, 454g**
- 1 Blonde Life Inspiration Tool – stock is strictly limited**
- 2 Joico LIMITED RELEASE Bamboo Brush**

TERMS

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

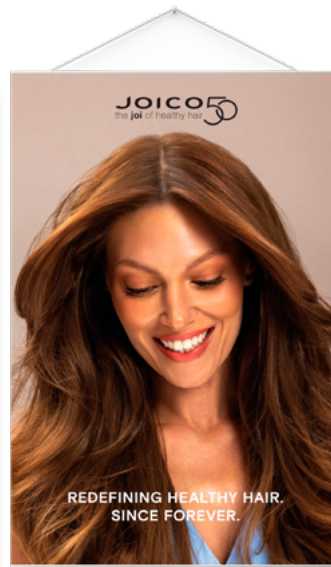
CODE/S

| J30C10CT25, J48C10CT25, J72C10CT25





**SALON  
ONLY**



Joico Banners 1350 x 900cm



NEW ZEALAND / OCTOBER - DECEMBER 2025

**JOICO**  
the joy of healthy hair



## JOICO COLOUR DEAL 2

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

- 2 Colour tubes of choice**
- 1 Joico Cape**
- 3 K-PAK Color Therapy Luster Lock Treatment, 50ml Minis**

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

- 3 Colour tubes of choice**
- 1 Joico Apron**
- 1 K-PAK Color Therapy Trio Set**

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

- 4 Colour tubes of choice**
- 2 Joico Aprons**
- 1 K-PAK Color Therapy Gift Bag**
- 1 Joico LIMITED EDITION Silk Banner of your choice\***

\*Choose from:

761094 Joico Blonde Banner

761093 Joico Brunette Banner

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE  
+ WHILE STOCKS LAST + SUBJECT TO CHANGE  
CODE/S | J30C20CT25, J48C20CT25, J72C20CT25



SALON  
ONLY



NEW ZEALAND / OCTOBER - DECEMBER 2025

**JOICO**  
the joy of healthy hair



### JOICO COLOUR DEAL 3

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

- 2 Colour tubes of choice**
- 1 Developer of choice, 1L**

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

- 3 Colour tubes of choice**
- 1 Defy Damage Detox Shampoo, 1L**
- 1 Litre Pump**

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

- 4 Colour tubes of choice**
- 2 Developer of choice, 1L**
- 2 Foil Me Original Wide Foils, 500 sheets**

TERMS | OPEN TO SALONS ONLY + NORMAL TRADING TERMS APPLY + MULTIPLE DEALS AVAILABLE  
+ WHILE STOCKS LAST + SUBJECT TO CHANGE  
CODE/S | J30C30CT25, J48C30CT25, J72C30CT25







ACTYVA

MODEL: ACTYVA







Limited Stock



# nutrizione GIFTING

GIFT PACK

**NUTRIZIONE  
SHAMPOO & CONDITIONER DUO**  
LIGHT NUTRITION FOR DRY HAIR

1 X SHAMPOO, 250ML  
1 X CONDITIONER, 200ML

LIST | **\$37.80** EX GST

PROMO RRP | **\$74.50**

SALON MARGIN | **42%**

CONSUMER SAVES | **26%**

FULL VALUE | **\$101.00**

TERMS | OPEN TO ALL + NORMAL TRADING TERMS **DO NOT** APPLY  
+ SUBJECT TO CHANGE + CORRECT AT TIME OF PRINTING + WHILE STOCKS LAST

CODE | 271913

*Available  
Mid-November!*



SALON  
ONLY

NEW ZEALAND / OCTOBER - DECEMBER 2025

ACTYVA



## ACTYVA

Buy any **3** assorted ACTYVA Retail Products & receive:

1 Bellessere  
Body Butter, 30ml



TERMS

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

CODE/S

| **ACT3OCT25**

**SALONS  
ONLY**



## CRAMER COLOUR

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

- 1 Shade of choice**
- 1 Uni Color Oxi Developer Pouch 1L of your choice**

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

- 1 Lunex Lightening Powder, 400g**



LIST | Permanent Color **\$15.00** EX GST  
Tone-on-Tone **\$16.00** EX GST





HANZ  
DE  
FUKO

OPEN TO  
SALON &  
RETAILERS



NEW ZEALAND / OCTOBER - DECEMBER 2025

HANZ  
DE  
FUKO



## HDF

Buy any **6** Hanz De Fuko products & receive:

1 Hanz de Fuko  
Styler of choice

## NATURAL INGREDIENTS



**CASTOR SEED OIL**  
Moisturizes the scalp.



**JOJOBA OIL**  
Keeps skin calm and comfortable.



**MALLOW FLOWER**  
Boosts blood circulation to scalp.



**EUCALYPTUS**  
Stimulates hair follicles.

TERMS

CODE/S

| OPEN TO SALONS & RETAILERS ONLY + NORMAL TRADING TERMS DO NOT APPLY  
+ MULTIPLE DEALS AVAILABLE + SUBJECT TO CHANGE + WHILE STOCKS LAST  
| **HDF6OCT25**