

# WILD BEAUTY

VOL 3. 2022.



MAY & JUNE ISSUE.

# CHEERS EVERYONE.

cheers to five years.  
cheers to summer being around the corner.  
cheers to new things.

we're celebrating five years this year and  
what else can we do but celebrate it.  
better yet, we can celebrate it with you, our  
customers. we're continuing to give back to  
you this deal period with another "cool" offer

summer is hopefully around the corner and  
here's hoping business is busy behind the  
chair for you all. we love the happiness that  
a little bit of heat and sunshine brings.

whether you're planning a vacation,  
registering for courses or simply sticking with  
the regular salon grind this summer, we  
hope you'll take the time to sit back and  
celebrate you.

you've grown, you've persevered, you've  
become stronger.

we've reflected a lot in five years and have  
done all those things. hoping to make us  
better. we feel we are a better version of  
ourselves than we were years ago. so..

we're celebrating us.  
we're celebrating you.  
we're celebrating our growing relationships.

celebrate it all.





# CHEERS

## TO 5 YEARS!

### OFFER

pretty cool products offer.

includes:

- 4 silver shine light shampoo 300ml
- 4 silver shine shampoo 300ml
- 8 silver shine conditioner 250ml
- 3 icy blond shampoo 300ml
- 3 icy blond conditioner 250ml
- 3 cold brunette shampoo 300ml
- 3 cold brunette conditioner 250ml
- 3 cold brunette colour whipped cream 100ml
- 1 ticket to win entry - yeti pack

save 11%



## PLUS RECEIVE A TICKET

# TO WIN A YETI PACK!

yeti value \$350





## bokka botanika medium intro.

- 4 x Replenishing Moisture Shampoo 300ml
- 4 x Replenishing Moisture Conditioner 300ml
- 4 x Replenishing Moisture Masque 237ml
- 4 x Miracle Rescue & Repair Shampoo 300ml
- 4 x Miracle Rescue & Repair Conditioner 300ml
- 4 x Miracle Rescue & Repair All-in-1 Leave-in Treatment 177ml
- 4 x Miracle Rescue & Repair Masque 200ml
- 4 x Velvet Smooth Blowdry Balm 200ml
- 4 x Blowdry Boost Volumizing Spray 77ml
- 4 x Abyssinian & Kendi Oil Serum 50ml
- 1 x Replenishing Moisture Shampoo 937ml
- 1 x Replenishing Moisture Conditioner 937ml
- 1 x Miracle Rescue & Repair Shampoo 937ml
- 1 x Miracle Rescue & Repair Conditioner 937ml
- 2 x Replenishing Moisture Masque 237ml
- 2 x Miracle Rescue & Repair Masque 200ml
- 4 x Mirror Cling
- 4 x Tent Card
- 4 x Liter size pump

save 23%

*\*\*limit one per customer, new bokka customers only*



## bokka botanika replenishing moisture trio.

- includes:
- 1 replenishing moisture shampoo 300ml
  - 1 replenishing moisture conditioner 300ml
  - 1 replenishing moisture masque 237ml

save 25%





# SAVE 10%

on the bokka botanika styling collection.

blowdry boost  
volumizing spray.

velvet smooth  
blow dry balm.

abyssinian & kendi  
no frizz oil serum



NO  
SODIUM  
CHLORIDE



NO  
GLUTEN



NO  
SULFATES  
(SLES OR SLS)



NO  
PHTHALATES



NO  
PARABENS

**bold  
brows,  
babe.**

**brow lamination kit**  
kit de stratifié pour sourcils  
by LASHFOREVER

**tool box**  
boîte à outils

5 y combs  
5 silicone rods  
20 pcs mascara brush

**brow lamination kit**  
kit de stratifié pour sourcils  
by LASHFOREVER

**brow cleansing foam**  
mousse nettoyante

**brow lift adhesive**  
adhésif pour lifting

**brow perm**  
perméabilisant

**brow fixing lotion**  
lotion fixatrice

**brow nourishment**  
nourishment



**new.**

## lashforever brow lamination kit.

offer your clients high-fashion brows in 30 minutes that last up to two months. brow lamination is designed to give a fuller, bolder brow shape. the kit services up to 30 clients and does not contain Sodium Bromate. lamination realigns the brows and gives "messy" brows uniformed volume. the formula contains a protein composition, which includes liquid keratin that creates a protective film around the hair encouraging brow growth.

the lashforever brow lamination kit is ultra-nourishing to not only keep your client's brows conditioned after the treatment but also offering longer-lasting results.

**REGISTER FOR TRAINING  
AND GET KIT FOR FREE!**

kit includes.  
instructions  
promotional postcards \*new\*  
brow cleansing foam \*new\*  
brow lift adhesive  
brow fixing lotion  
brow perm  
brow nourishment  
tool box (y combs, silicone rods, mascara wands)



## revive7 length & lift duo.

includes:

- 1 lash & brow serum 3ml
- 1 deluxe eyelash curler

save 31%



## revive7 style brow.

this brow styling product is combined with the power of Revive7 Brow Serum. our formula has an instant thickening effect with extra hold for beautifully styled brows all day long.



## new. revive7 hair oil

handcrafted hair oil for noticeably fuller, longer hair with a hydrating and revitalizing formula.

\*buy 6 & receive a free display.



new.

sutra beauty  
bianca collection  
mermaid waver.



SAVE  
20%

sutra beauty  
blowout brush  
sale.







sutra beauty  
dryer sale.

airpro blow dryer (rose gold)  
accelerator 3500

# SAVE 20%

sutra beauty  
interchangeables deal.

## STEP 1.

PURCHASE.  
1 x interchangeable base



## STEP 2. SAVE ON

1 x 3pc interchangeable clip  
curling base set (1", 1.25", 1.5")



OR

1 x interchangeable  
mermaid waver 1"





## sutra beauty magno turbo irons.

### features:

- turbo heating element
- infused titanium plates
- extended cool tip
- adjustable digital temperature control
- rapidly heats up to 450°F
- floating plates
- 360 degree swivel cord
- auto shut off
- dual voltage
- lifetime warranty

## sutra beauty bianca collection magno turbo iron.



## sutra beauty styling wand. save 15%





## massugu seven series.

slightly ergonomic  
61 HRC hitachi steel  
concave/convex blades



available sizes:  
7" seven hitachi 77  
7" seven hitachi L7 (lefty)  
7.5" seven hitachi 75  
8" seven hitachi 88



# SAVE 10%

## takara belmont six40 series.

black fiberglass base  
undeniably comfortable European style  
shampoo bowl in black or white  
chair is in a fixed position, bowl tilts forward and back  
add an optional footrest or neck rest for optimal comfort  
wide range of upholstery colours

# BEE KIND CAMPAIGN

this year milk\_shake celebrates world bee day with the bee kind campaign to raise awareness on the importance of preserving honeybees and other pollinators.

we need bees and they need us. imagine a grey world without almonds, apples, or fragrant flowers... unfortunately, that's the shocking future we face if we don't work to help our most precious pollinator: bees.

far from being a niche concern, bees lie at the heart of our survival – and they have been dying at unprecedented rates. their hard work is not only essential to healthy ecosystems, but to sustaining animal and human life too.

in order to support the bees, milk\_shake is partnering with The Bee Conservancy, a nonprofit organization dedicated to protecting bees, safeguarding the environment, and securing food justice through education, research, habitat creation, and advocacy.

50 cents of each Limited Edition Incredible Milk sold, will be donated to Sponsor-a-Hive program that places native bee homes and honeybee hives across the U.S. and Canada to empower underserved communities to grow food, bolster local ecology, and protect this vital keystone species



support the cause.



by purchasing the special limited edition of the best-selling leave-in treatment milk\_shake® incredible milk, you are contributing to protecting bee species and guaranteeing a better future for our planet.

milk\_shake bee kind offer.

6 incredible milk 150ml bee kind edition

& RECEIVE FOR FREE  
1 incredible milk 150ml bee kind edition  
7 wildflower seed packettes  
1 shelf talker  
1 salon decoration kit of 3  
1 brochure

save 14%



to encourage our milk\_shake community to get involved in protecting the bees, each milk\_shake Bee Kind Incredible Milk will come with pack of wildflower seeds can be planted in gardens and flower pots.





# SPRING DUOS



## silver shine duo

silver shine shampoo 300ml  
silver shine conditioner 250ml  
lifestyling amazing 50ml  
cotton cosmetic bag

## colour maintainer duo

colour maintainer shampoo 300ml  
colour maintainer conditioner 300ml  
lifestyling amazing 50ml  
cotton cosmetic bag



## moisture plus duo

moisture plus shampoo 300ml  
moisture plus conditioner 250ml  
lifestyling amazing 50ml <sup>reg \$40</sup>  
cotton cosmetic bag

## integrity system duo

integrity nourishing shampoo 300ml  
integrity nourishing conditioner 300ml  
lifestyling amazing 50ml  
cotton cosmetic bag



## energizing blend duo

energizing blend shampoo 300ml  
energizing blend conditioner 300ml  
lifestyling amazing 50ml  
cotton cosmetic bag



receive 2 gifts with any duo purchase

gifts!

# COLD BRUNETTE

when brown hair is coloured or lightened, red and yellow melanin comes through as residual pigments, creating unwanted warm tones in the hair. the blue pigments contained in the new milk\_shake® cold brunette range:

- counteract red/orange tones in brown hair
- remove unwanted warm tones
- makes cool toning treatments last longer



## ACTIVE INGREDIENTS.

moringa oil: originally from the Himalayas, it is rich in oleic and fatty acids

integrity 41®: sunflower seed antioxidant complex that guarantees long-lasting colour over time

milk proteins: supplement and condition the hair's structure

quinoa proteins: protect colour and prevent fading, increasing the manageability and shine of the hair

amino acid complex: helps to fortify hair by preventing breakage

rice oil: recognized for its antioxidant properties, it nourishes

## new. milk\_shake cold brunette intro.

4 cold brunette shampoo 300ml  
4 cold brunette conditioner 250ml

SAVE 50 %

1 cold brunette shampoo litre  
1 cold brunette conditioner litre

& RECEIVE FOR FREE

6 cold brunette shampoo foil pack  
6 cold brunette conditioner foil pack  
1 easel card  
1 cold brunette brochure

save 22%



the sweet and enveloping sugar fragrance gives a delicious happy moment of joy during application.





# LITRE SALE

leave in conditioner  
colour maintainer shampoo  
colour maintainer conditioner  
daily frequent shampoo  
daily frequent conditioner

moisture plus conditioner  
silver shine conditioner

moisture plus shampoo  
volume solution shampoo  
volume solution conditioner  
silver shine shampoo  
silver shine light shampoo

integrity shampoo  
integrity conditioner







## milk\_shake lifestyling curly hair kit.

- 1 lifestyling strong hold hairspray 500ml
- 1 lifestyling shaping foam 250ml
- 1 lifestyling curl perfectionist 150ml
- 1 lifestyling let it shine 200ml
- 1 lifestyling amazing curls & waves 200ml
- 1 lifestyling brochure



## milk\_shake lifestyling smooth hair kit.

- 1 lifestyling medium hold hairspray 500ml
- 1 lifestyling dry shampoo 225ml
- 1 lifestyling smoothing cream 150ml
- 1 lifestyling thermo protecting spray 200ml
- 1 lifestyling amazing 200ml
- 1 lifestyling brochure





# milk\_shake deco logic lighteners.



## blue lightening powder 2.2lb

- / versatile, dust-free formula
- / lifts up to 6 levels
- / reduces brassiness or golden tones
- / doesn't run, expand or dry out
- / easy to blend
- / protects and conditions hair



## level 9 500g

- / extra-high-lift powder
- / suitable for all lightening techniques
- / intense lift up to 9 levels
- / counteracts residual warm tones
- / doesn't run or expand
- / protects and conditions hair



## clay balayage lightener 400g

- / suitable for all freehand techniques
- / creates a barrier for precise results
- / lifts up to 4 levels
- / doesn't run or expand
- / protects and conditions hair



## lightening powder 400g

- / versatile, dust-free formula
- / lifts up to 6 levels
- / doesn't run, expand or dry out
- / easy to blend
- / leaves hair soft, manageable and shiny



## black lightening cream 200g

- / innovative black cream lightener
- / lifts up to 7 levels
- / black colouring cream with a double action
- / charcoal and pigments inhibit the warm tones
- / leaves hair healthy and nourished

# SAVE 30%





framar.



new.

framar  
california dreamin'  
9pc display

3 blue jean baby (blue)  
3 jolene (white)  
3 american pie (red/orange)  
1 display

new.  
 framar  
 california dreamin'  
 pop ups.

500 sheets



# EMBOSSED ROLLS



california dreamin'



rose



party animal

framar  
 the hipster  
 tool belt.

black  
 luxury p.u. leather  
 waterproof  
 variety of pockets  
 adjustable fit



framar  
 bleach blenders  
 2 pack



framar  
 i need to vent  
 brush.





## upcoming education

### wedding updo class.

skill level: intermediate

date: monday, may 11th

where: winnipeg

time: 10am-2:30pm CT

format: \*only virtual spots left

cost: \$75 (virtual)

wedding season is around the corner. are you ready?  
this class will surely inspire you and leave you feeling  
ready to tackle any wedding style.

### social photography class.

skill level: beginner

date: sunday, june 26th

where: winnipeg

time: 10am-3:30pm CT

cost: \$250 (includes lunch)

content. content. content. learn some basics skills  
on how to create content by taking stellar photos  
for your social media outlets. brands used.  
milk\_shake, bokka botanika & revive7. a camera  
phone required for class.

### brow lamination training class.

brand: lashforever

skill level: beginner

date: multiple, self led.

where: virtual training

includes: brow lamination kit

\*kit value of \$150

cost: \$500

brows are a B I G trend at the moment and everyone surely  
deserves a perfect set. add to your esthetics service offering  
with brow lamination. this process realigns the brows and  
gives "messy" brows uniformed volume.

### the gloss class.

brand: milkshake.

skill level: beginner

date: monday, june 13th

where: virtual training

time: 10am-11:30am CT

cost: F R E E

learn how to use milk\_shake's the gloss. an oil-  
based, ammonia-free, acidic pH demi colouring  
treatment that guarantees amazing colour tones  
without lightening or modifying the hair's structure.

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Winnipeg, MB R3T 0P7  
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Email: [info@wildbeautysupply.com](mailto:info@wildbeautysupply.com)  
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W E L C O M E T O T H E W I L D S I D E .