

# WILD BEAUTY

VOL 6. 2022.



NOVEMBER & DECEMBER ISSUE

# ARE YOU READY FOR THE HOLIDAY SEASON?

where do you enjoy shopping during the holidays? online? local market? have you thought about what the shopping experience at your salon or spa is like for your customers over the holidays? things like a stocking stuffer section, featured staff favourites or complimentary gift wrapping will help enhance the shopping experience by offering a new, more convenient way to shop.

take some time this holiday season to plan out your holiday offering. talk to your staff for additional ideas. don't forget to merchandise. keep top selling promotions easily accessible. add some decor and extra signage for sale items. keep it simple. less is more.

enjoy the upcoming holiday season and don't forget to visit some local shops, local restaurants and other local businesses to show your support.

cheers!





PRETTY LITTLE THINGS FOR.

# BEAUTY LOVERS



revive7  
hair treatment 30ml



new.  
revive7 day & night duo

includes one lash & brow serum +  
lash serum mascara



revive7  
style brow deal.

includes one style brow + one prep &  
prime rose water facial mist 50ml



- sodium bromate FREE
- hypoallergenic
- gentle formula
- 3 to 5 minute processing time
- kit services up to 30 clients \*depending on usage

## lashforever brow lamination kit.

kit includes:  
1 x brow cleansing foam  
1 x keratin gold treatment gloss  
1 x brow lift adhesive  
1 x brow fixing lotion  
1 x brow perm  
1 x brow nourishment  
1 x tool box (y combs, silicone rods, mascara wands)



lashforever  
lash lift brush.

lashforever  
sculpting brow brush.



lashforever  
pro lash extension  
tweezer.

lashforever  
HDI brow tweezer.



lashforever  
lash cleansing brush

lashforever  
flexi brow scissors.

## lashforever lash & brow cling wrap.

- developed for lash lifts and brow lamination.
- multifunctional, use for microblading, tattoos and permanent makeup.
- over 650 feet of one inch wide cling wrap.
- decreases the processing times for both of these services



## lashforever lint free hydrating gel eye pads.

- developed for lash lifts
- 10 pads per pack

## lashforever keratin gold treatment



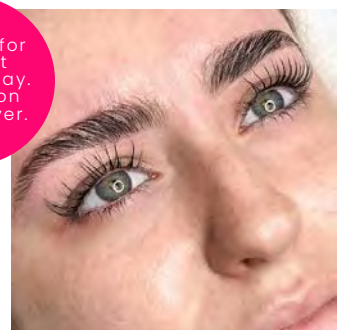
## lashforever lash lift kit.

kit includes:  
1 x lash perm 10ml  
1 x keratin setting lotion 10ml  
1 x keratin gold treatment gloss 10ml  
1 x lash lift adhesive 10ml  
1 x lash cleansing foam 30ml  
1 x each of silicone eyepads in small, medium & large



- hypo-allergenic
- lasts on the client's lashes for up to three months
- 5 to 8 minute processing time
- gentle keratin formulation
- free of sodium bromate
- one kit can service up to 35 clients

register for  
lash lift  
class today.  
details on  
back cover.



# Chella®

clean makeup that cares.  
Chella believes in creating beauty products made with you in mind—beautiful, unique, and without the harsh ingredients. We are all about highlighting (and never hiding) your natural beauty.



## new. chella how to brow custom kit.

kit includes:

- 1 x dual blending brush
- 1 x eyebrow defining gel 6ml
- 1 x eyebrow highlighter shade (select one)
- 1 x eyebrow cream OR 1 x eyebrow pencil

you  
save  
\$7.50  
per kit!

custom eyebrow cream kit \$106 MSRP  
custom eyebrow pencil kit \$98 MSRP  
that's \$15 off per kit MSRP!

## new. chella brow expert intro.

- 1 x pro stock filled 26pc display includes:  
9 x eyebrow cream 1.5g (1 of each shade)  
9 x eyebrow pencil 0.09g (1 of each shade)  
1 x eyebrow defining gel 6ml - clear  
6 x highlighter pencil 1.41g (1 of each shade)  
1 x dual blending brush  
1 x brow expert display

- 3 x how to brow custom eyebrow cream kits (select shades)  
3 x how to brow custom eyebrow pencil kits (select shades)

- & RECEIVE FOR FREE  
1 x colour matching guide  
1 x highlighter matching guide  
1 x how to build custom kit guide  
12 x client consultation cards



save  
\$165

## new. chella brows are my business intro.

- 1 x pro stock filled 26pc display includes:  
9 x eyebrow cream 1.5g (1 of each shade)  
9 x eyebrow pencil 0.09g (1 of each shade)  
1 x eyebrow defining gel 6ml - clear  
6 x highlighter pencil 1.41g (1 of each shade)  
1 x dual blending brush  
1 x brows are my business display

- retail stock:  
18 x eyebrow cream (2 of each shade)  
18 x eyebrow pencil 1.41g (2 of each shade)  
6 x eyebrow defining gel - clear  
12 x highlighter pencil (2 of each shade)  
6 x dual blending brush

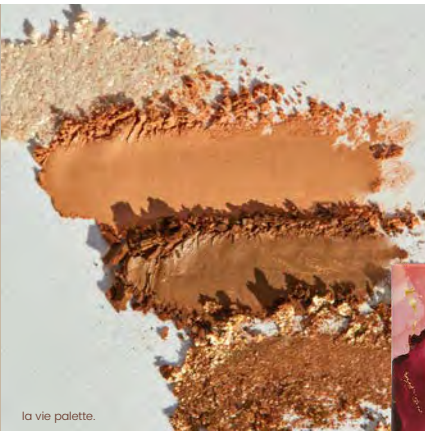
- 3 x how to brow custom eyebrow cream kits (select shades)  
3 x how to brow custom eyebrow pencil kits (select shades)

- & RECEIVE FOR FREE  
1 x colour matching guide  
1 x highlighter matching guide  
1 x how to build custom kit guide  
24 x client consultation cards  
12 x chella retail bags



save  
\$350





## new. chella eyeshadow palettes.

available in:  
blushing rose - rose/ brown tones  
manifest - warm copper tones  
la vie - neutral tones



## new. chella heated eyelash curler.

the perfect curl is closer than you think. Level up your lashes with the heated lash curler. this sleek & safe heating wand serves colossal curls that just don't quit without damaging your lovely lashes. time to give your lashes some TLC with this must have beauty tool.

### HOW TO USE THE CHELLA HEATED EYELASH CURLER

1. Switch on curler.
2. Apply mascara while your HLC heats up (approx. 40-60 seconds).
3. Place the comb side at the base of upper lashes, roll towards your eyelid, & hold for 10 seconds.
4. After 10 seconds, brush comb from root to tip. (Repeat 2-3 times until you achieve desired curl).
5. Switch off & let curler cool for 30 seconds. Clean with sanitizing cloth as needed.

## new. chella eyebrow cream.

long-wearing, water-resistant creamy formula gives you fuller looking brows all-in-one product. with the buildable Eyebrow Cream in one hand and our angled brush in the other, it makes flawless application easy.  
1.5g



available shades (from left)  
beautiful blonde  
luscious light brown  
tantalizing taupe  
marvelous medium brown  
awesome auburn  
dazzling dark brown  
delightful deep brown  
graceful grey  
elegant ebony



## new. chella eyebrow pencil.

created with clean ingredients for longwearing and natural looking brows. with you in mind, this retractable Eyebrow Pencil is soft tipped for smooth application to fill, blend and create your dream brows.  
0.09g



available shades (from right)  
beautiful blonde  
luscious light brown  
tantalizing taupe  
marvelous medium brown  
awesome auburn  
dazzling dark brown  
delightful deep brown  
graceful grey  
elegant ebony



# SPONGELLÉ

## CLEANSE. EXFOLIATE. MASSAGE. NOURISH.

Step into Spongellé and begin your journey to a self-care oasis. Using patented technology and innovative delivery systems, we dispense our blend of high-quality ingredients, natural extracts, and award-winning fragrances to create multi-use body wash infused buffers\*



Vegan Friendly & Cruelty-Free  
We do not harm you, animals, or our planet. An all-around happy shower experience that we can all enjoy.



At-Home Spa Experience  
One of a kind fragrance blends and swirls of thick, creamy suds that envelop you into the most luxurious bathing indulgence.



Farewell Germ-Infested Loofah  
Self-preserving formulation & patented technology prevents bacterial growth and resists contamination.



All-In-One Beauty Treatment  
Built-in body wash + buffer. Cleanse, exfoliate, massage and nourish the skin, from neck to toe.



## new. spongelle holiday ornaments collection.

available in:  
winter rose - blue  
sugar plum - pink  
merry - white  
peppermint - green  
quince blossom - gold  
pomegranate - red



## new. spongelle mens mini buffers & pedi buffers

mini buffers available in:  
verbana absolute - black  
bergamot absolute - white  
cedar absolute - dark blue

pedi buffer available in:  
verbana absolute

## new. spongelle kids.

- Body Wash Infused Buffers
- Multi-Function, Multi-Use, 14+ Uses
- All in One Fun, For kids 3 & up
- Enriched with Chamomile Extracts
- Time-Released Lather
- Dermatologist Tested
- Vegan Friendly, Cruelty-Free, & Sulfate-Free
- Proprietary Infusion Technology
- Good for travel

available in:  
spongeasaurus dinosaurs (various/ mixed)  
sponge animals fish  
sponge animals butterfly

fragrance notes of each: a delightful combination of juicy watermelon, crisp apple, & watery Pear





## spongelle boxed flowers. the classic collection.

- Built-In Body Wash + Buffer
- Multi-Function, Multi-Use
- All-in-One Beauty Treatment
- Time-Released Lather
- Bacteria-Resistant Cleansing
- Dermatologist Tested
- Vegan Friendly, Cruelty-Free
- Proprietary Infusion Technology
- Chic hanging ribbon design
- Portably designed for travel

available in:  
bulgarian rose - fuschia  
papaya yuzu - orange  
sugar dahlia - red  
honey blossom - yellow  
beach grass - blue  
coconut verbana - green



## spongelle boxed flowers the art chinois collection

- Built-In Body Wash + Buffer
- Multi-Function, Multi-Use
- All in One Beauty Treatment
- Extracts of Yuzu, Edelweiss, & Vetiver
- Time-Released Lather
- Dermatologist Tested
- Vegan Friendly, Cruelty-Free
- Proprietary Infusion Technology
- Good for travel
- Comes with hanging ribbon

available in:  
apple blossom - pink  
lavender sky - light blue  
mystic oud - mint  
tiger lily - yellow



## spongelle pedi buffers.

- Built-In Body Wash Infused Pedi-Buffer
- Keep feet soft, clean, and sandal-ready all-year long
- Multi-Function, Multi-Use, 30+ Uses
- Refreshing extracts of Sea Kelp & Peppermint
- Bacteria-Resistant Cleansing
- Dermatologist Tested
- Vegan Friendly, Cruelty-Free
- Proprietary Infusion Technology

available in:  
bulgarian rose  
coconut verbana  
french lavender



## spongelle hand & body lotion.

- Emollient formula
- Provides the perfect hydration from neck to toe
- Vegan Friendly, Cruelty-Free, and Paraben-Free
- A perfect combination of shea butter, jojoba oil, and vitamin E
- 350ml, good for 100+ Pumps

available in:  
bulgarian rose  
coconut verbana  
french lavender





# FUN THINGS FOR. STOCKING STUFFERS



new.  
framar moonstone collection  
detangler brushes.

framar clips  
4 pack  
available in neutral or pastel

new.  
framar golden hour collection  
detangler brushes.

\*from left



milk\_shake top seller  
minis offer.

6 pack of dry shampoo 75ml mini

6 pack of amazing 50ml mini



new.  
chella eyebrow defining gel.

new.  
chella dual blending brush.

new.  
chella drama & shade  
mini mascaras with bag offer.

receive a bag & select two of the mini mascaras:  
black  
brown  
burgundy  
blue



new.  
chella  
highlighter pencil.

can be used to enhance your everyday eye look, to bolden up those brows, brighten the eyes or even as a concealer. made with clean ingredients. 1.41g

highlighter shades (in order from top right - far left photo)  
light  
dark  
deep  
light shimmer  
medium  
dark shimmer (not shown)



THIS HOLIDAY SEASON, EVERYONE LOVES...

# HAIR PRODUCTS



## bokka botanika replenishing moisture duo

replenishing moisture shampoo  
replenishing moisture conditioner



## bokka botanika miracle rescue & repair duo

miracle rescue & repair shampoo  
miracle rescue & repair conditioner



## new. bokka botanika defy gravity volume & thickening foam.

5 x defy gravity volume & thickening foam 207ml

& RECEIVE FOR FREE  
1 x defy gravity volume & thickening foam 207ml

## new. bokka botanika all curled up curl defining cream.

5 x all curled up curl defining cream 177ml

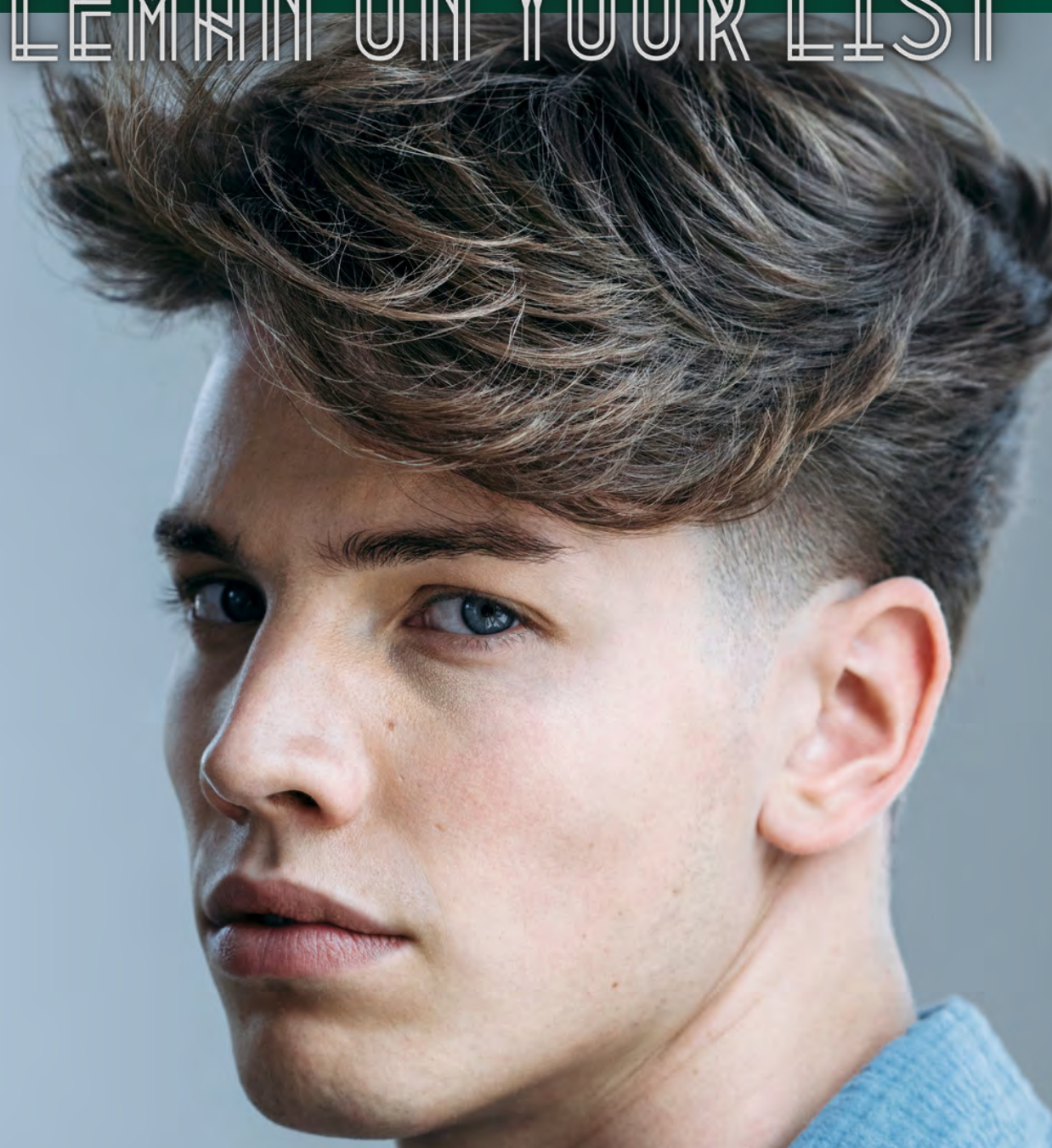
& RECEIVE FOR FREE  
1 x all curled up curl defining cream 177ml





GIFTS FOR THE..

# GENTLEMAN ON YOUR LIST



## new depot men the groomed man try me kit

includes 1 of each:

- no. 303 modelling wax 100ml
- no. 307 black gel 125ml
- no. 101 normalizing daily shampoo 250ml
- no. 103 hydrating shampoo 250ml
- no. 201 refreshing conditioner 250ml
- no. 501 moisturizing & clarifying beard shampoo 250ml
- no. 505 conditioning beard oil 30ml - leather & wood
- no. 601 gentle body wash 250ml - fresh black pepper



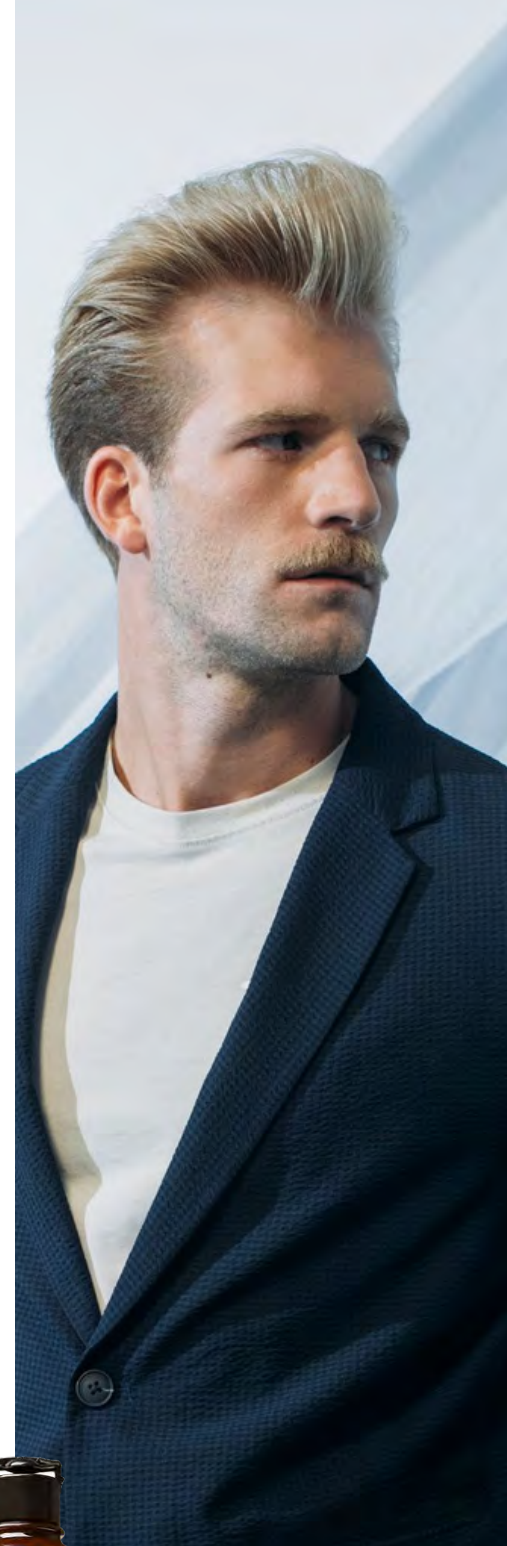




## new depot men stylers collection set.

includes 3 of each:  
no. 301 matt paste 75ml  
no. 302 clay pomade 75ml  
no. 303 modelling wax 100ml  
no. 304 strong hold gel 200ml  
no. 307 black gel 125ml

(one of each - tester)  
no. 301 matt paste 75ml  
no. 302 clay pomade 75ml  
no. 303 modelling wax 100ml  
no. 304 strong hold gel 200ml  
no. 307 black gel 125ml



## new depot men wash & condition collection set.

includes 3 of each:  
no. 101 normalizing daily shampoo 250ml  
no. 103 hydrating shampoo 250ml  
no. 201 refreshing conditioner 250ml  
no. 501 moisturizing & clarifying beard shampoo 250ml  
no. 505 conditioning beard oil 30ml - leather & wood  
no. 601 gentle body wash 250ml - white cedar  
no. 601 gentle body wash 250ml - fresh black pepper

one of each:  
no. 101 normalizing daily shampoo 1000ml  
no. 201 refreshing conditioner 1000ml





this rinse-out liquid mask has hyaluronic acid that's as light as water. in just a few seconds gives manageability, shine, hydration and smoothness.

WITH A GORGEOUS FRAGRANCE

YOU'LL NEVER WANT TO BE WITHOUT IT!



easy to apply



quick to rinse out



quicker drying time



reduced processing time

+60% HAIR COLOUR LASTS LONGER\*\*

\*Self-assessment test carried out on 25 people.

\*\*Spectrophotometric analysis carried out on 20 hair samples of human origin.

new.  
milk\_shake  
insta lotion 5+1 offer

5 x insta lotions 250ml

& RECEIVE FOR FREE  
1 x insta lotions 250ml







## integrity system trio

integrity nourishing shampoo 300ml  
integrity nourishing conditioner 300ml  
integrity intensive treatment 200ml



## colour care trio

colour maintainer shampoo 300ml  
colour maintainer conditioner 250ml  
deep conditioning mask 200ml



## moisture plus trio

moisture plus shampoo 300ml  
moisture plus conditioner 250ml  
moisture plus whipped cream 200ml



## icy blond trio

icy blond shampoo 300ml  
icy blond conditioner 250ml  
incredible milk 50ml OR leave in conditioner 75ml

*\*must select between incredible milk 50ml or leave in conditioner 75ml for trio*



## moisture plus duo

moisture plus shampoo 300ml  
moisture plus conditioner 250ml

## integrity system duo

integrity nourishing shampoo 300ml  
integrity nourishing conditioner 300ml

## colour maintainer duo

colour maintainer shampoo 300ml  
colour maintainer conditioner 300ml

## silver shine duo

silver shine shampoo 300ml  
silver shine conditioner 250ml

## volume solution duo

volume solution shampoo 300ml  
volume solution conditioner 300ml



milk\_shake  
top sellers  
liter sale.

moisture plus shampoo 1000ml  
icy blond shampoo 1000ml

moisture plus conditioner 1000ml  
icy blond conditioner 1000ml

*\*this brand is not available in Alberta.*



## milk\_shake incredible oil +integrity minis offer.

6 x incredible oil 50ml  
6 x integrity nourishing shampoo 50ml  
6 x integrity nourishing conditioner 50ml



## milk\_shake leave in flower 5+1 offer

5 x leave in flower 350ml  
& RECEIVE FOR FREE  
1 x leave in flower 350ml

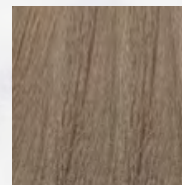
## new. milk\_shake the gloss marble blend collection.

six shades dedicated to light blond and platinum blond hair that guarantee fantastic colour toning results.

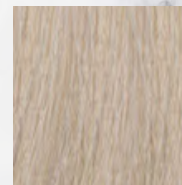
ideal for a cool neutral or cool golden effect.

6 x the gloss demi permanent color\* 2.03 fl oz  
1 x the gloss activator 33.5 fl oz  
1 x marble blend swatch book

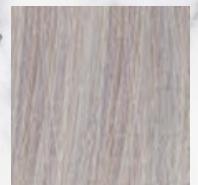
*\*one of each new marble blond shades*



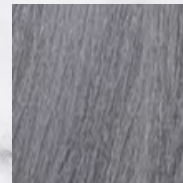
8.37 / 8GV  
golden  
violet light  
blond



10.37 / 10GV  
golden violet  
platinum  
lightest  
blond



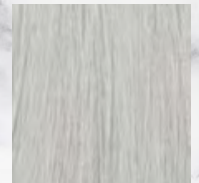
8.7 / 8V  
violet light  
blond



7.71 / 7VA  
violet ash  
medium  
blond



9.117 / 9AAV  
intense ash  
violet very  
light blond



10.117 / 10AAV  
intense ash  
violet platinum  
lightest blond



### milk\_shake decologic lightening powder + black.

1 x decologic lightening powder 500g

& RECEIVE AT 50 % OFF  
1 x decologic black



### milk\_shake decologic blue + black.

1 x blue lightening powder 1000g

& RECEIVE AT 50 % OFF  
1 x decologic black



### milk\_shake decologic level 9 + black.

1 x level 9 powder 500g

& RECEIVE AT 50 % OFF  
1 x decologic black





## milk\_shake 9 minutes + FREE Oxidizing Emulsion

12 x 9 minutes colour 3.4oz

& RECEIVE FOR FREE  
1 x oxidizing emulsion 1000ml



## milk\_shake creative colour + FREE Oxidizing Emulsion

12 x creative permanent colour 3.4oz

& RECEIVE FOR FREE  
1 x oxidizing emulsion 1000ml

one deal per customer.







## sutra beauty holiday bundle.

includes one each:

air pro dryer in rose gold  
ceramic iron in rose gold  
crane clips (3pk)  
flexi brush

## sutra beauty magno turbo flat iron.

available in:  
ceramic rose gold  
ceramic black



## new. sutra beauty IR2 infrared curling irons.

rose gold ceramic extended barrel  
far infrared technology  
extended cool tip edge  
digital temperature settings up to 450F  
dual voltage & swivel cord

available in:  
1 1/8 inch IR2 curling iron  
1 3/8 inch IR2 curling iron





new.  
frammar  
moonstone  
collection

embossed roll.

5x 11 pop ups.



# \$6 OFF FOIL ROLLS



frammar  
smooth large foil rolls  
light, medium or heavy

frammar  
pink paws gloves.

nitrile - 100pack  
available in small, medium & large.

frammar  
bleach blenders.

frammar  
hipster belt.

frammar  
colour cape.

frammar  
backwards bibs

frammar  
kolor killer wipes.

barbicide  
half gallon.







### how to brow class.

grow your brow business.

brand. chella

skill level. beginner

date: monday, november 21st

time: 11am - 12pm central time

where: online

cost: \$30

*chella insiders - this is a complimentary class*

### holiday babe makeup trends class.

what's new, what's trending & what your customer want.

brand. chella

skill level. beginner to intermediate

date: monday, november 21st

time: 1pm - 2pm central time

where: online

cost: \$30

*chella insiders - complimentary class*

### brow lamination OR lash lift training class.

brand. lashforever/ revive7

skill level. beginner

date: ongoing

where: online \*self led training program

includes: brow lamination kit or lash lift kit & supplies

cost: \$500