



*JANUARY-FEBRUARY 2017  
PROMOTIONAL GUIDE*

**C  
O  
O  
K  
  
B  
E  
A  
U  
T  
Y**

*Professional's Choice for  
Quality Salon Products*

*Wish you and yours  
a prosperous & happy  
NEW YEAR*

*Check Out the New  
Fashion Trends for  
2017*

*2015 Tower Dr. • Monroe, LA 71201  
318-325-0487  
[www.cookbeauty.com](http://www.cookbeauty.com)*

*Follow us on*



# MOROCCANOIL®

## DISCOVER YOUR 16 oz DUO'S



20% off  
Regular  
Prices

Moisture Repair Shampoo  
Moisture Repair Conditioner

<b>SALE</b>	<b>REG</b>
\$16.80	\$21.00
\$17.20	\$21.50

Extra Vol Shampoo  
Extra Vol Conditioner

\$16.80	\$21.00
\$17.20	\$21.50

Hydrating Shampoo  
Hydrating Conditioner

\$16.00	\$20.00
\$16.40	\$20.50

Smoothing Shampoo  
Smoothing Conditioner

\$19.20	\$24.00
\$20.00	\$25.00

## MOROCCANOIL TREATMENT



Purchase 6 Bonus size  
MoroccanOil Treatment 4.23oz

Receive FREE

1 MoroccanOil treatment 4.23oz  
6 MoroccanOil treatment 0.34oz  
7 MoroccanOil treatment brochures

**SALON \$132.00**

Value \$160.00

## BOOST YOUR MASK SALES



12- PACK DISPLAY  
30ml MASK PACKETTES

6 – Intense Hydrating Mask  
6 – Smoothing Mask

**SALON \$36.00**

## DRY SHAMPOO

Light or Dark



**PURCHASE:**  
6 Dry Shampoo (light or dark)

**GET ONE FREE BACKBAR**

**Sale \$78.00**

Reg \$104.

## LUMINOUS HAIRSPRAY

Medium



**PURCHASE:** 6 MoroccanOil Med  
Hairspray 10oz

**GET TWO FREE BACKBAR**

**Salon \$72.00**

Reg \$96.

## MOROCCANOIL TREATMENT

6 + 1 DEAL



**PURCHASE:**  
6 MoroccanOil Treatments 3.4oz

**GET ONE BACKBAR 3.4 oz Treatment FREE**

**Salon \$132**

Reg \$154.

Promotional Prices are While Supplies Last and can change without notice.



JAN / FEB

# PROMOTIONS 2017

## 01 COLOR SPECIAL

**Buy**  
42 Juvexin Cream Color 3.4oz  
6 Juvexin Cream Developer 33oz  
(your choice)

**GET FREE**  
3 Moisturizing Shampoo 10oz  
3 Moisturizing Conditioner 10oz  
3 Balancing Shampoo 10oz  
3 Balancing Conditioner 10oz

**PROMO \$336.90**  
Value \$468.90



## 02 YOUR FAVORITE SPRAY

**Buy**  
1 VolumizeHer 3.4oz  
1 Leave in Spray 4oz  
1 Dry Shampoo 5oz

**GET FREE**  
1 light or strong  
Hold Hairspray 10oz

**PROMO \$30.00**  
Value \$39.50



## 03 AFTER CARE

**Buy**  
2 Juvexin Shield Shampoo 8oz  
2 Juvexin Shield Conditioner 8oz  
2 Dry Oil Shine Spray 3.5oz

**GET FREE**  
2 Cashmere 1.69oz

**PROMO \$61.00**  
Value \$86.00



## 05 MIAMI BOMBSHELL

**Buy**  
1 Miami Bombshell 9.5oz  
1 pH+ Shampoo 10.1oz

**GET FREE**  
1 Miami Beach Bombshell 450G  
1 Lock Me Color Masque 200G  
3 Bombshell Series Brochure  
1 Bombshell Counter Display

**PROMO \$162.50**  
Value \$205.70



## 06 SMOOTHING SPECIAL

**Buy**  
1 The Best or Resistant 10oz  
1 pH+ Shampoo 10oz  
3 Moisturizing Shampoo 10oz  
3 Moisturizing Conditioner 10oz

**GET FREE**  
1 Serum 1.69oz  
1 Leave in Cream 4.4oz  
1 Vent Brush  
1 Round Brush 53mm  
1 GKhair Cape  
1 GKhair Apron

**PROMO \$238.50**  
Value \$308.50



Promotional Prices are **While Supplies Last** and can change without notice.

Semi-DiLino

ALFAPARF MILANO

PIGMENTS Colors Everything

Cristalli Liquid 1.69oz

All-In-1 Fluid 4.22oz

Cristalli Spray 4.22oz

Illuminating Hairpray 10.6oz

Pigments Intro NEW

**PURCHASE PIGMENTS**



3 Nutrivite Shampoo 6.76oz  
3 Nutrivite Mask 6.91oz

3 Reparative Shampoo 6.76oz  
3 Reparative Mask 6.91oz

**FREE PIGMENTS**

1 Pigments Color (your choice)  
1 Pigments Wall Chart

Purchase 3  
Get 1 **FREE**  
4 for \$54

Purchase 3  
Get 1 **FREE**  
4 for \$31.50

Purchase 3  
Get 1 **FREE**  
4 for \$33

Purchase 2  
**2 for \$15**  
Strong or Extra Strong

**PROMO \$114.00**  
Value \$147.

Evolution OF THE COLOR

**Purchase:**  
24 EOC color tubes (your choice)



**Receive as Gift:**

- 2 Developer 32oz (your choice)
- 1 Supermeches bleach (your choice)
- 1 Diamond Shampoo 33oz
- 1 Diamond Mask 16.9oz
- 1 Moisture Shampoo 33oz
- 1 Moisture Mask 16.9oz
- 1 Reconstruction Shampoo 33oz
- 1 Reconstruction Mask 16.9oz

- 1 Universe Color Chart
- 1 Wall Chart
- 2 Brushes
- 2 Bowls
- 2 Keys
- 1 Apron
- 1 Cape
- 3 Pumps
- 3 Jar Pumps



**PROMO**  
**\$166.80**  
Value \$264.90

CALURA

**NEW**  
**HAIRSPRAY 14oz**

Express Dry  
Finishing Spray  
**all day hold**



2 for \$25

Flex Finish  
Shaping Spray  
**flexible hold**

oligo PROFESSIONNEL

blacklight

Lighten &  
deposit color in  
one single step



**INTRO KIT INCLUDES:**

- 1 - Mini Shade Book
- 2 - PS-C (2oz)
- 2 - PS-12 (2oz)
- 2 - PS-32 (2oz)
- 2 - PS-43 (2oz)
- 2 - PS-55 (2oz)

**Promo \$49.99**

Value \$72.50

CALURA

**Purchase:**  
12 Calura color tubes (your choice)

**Receive as Gift:**  
1 limited edition 8.5oz  
Blacklight Blue Shampoo

**Promo \$81** Value \$93



**STOCK THE BACKBAR**

Purchase 6 Moisture Balance Cleansers  
**OR** Conditioners 8.5oz  
Receive a 32oz of the same **FREE**

**PROMO \$72-\$78**

Value \$105-\$114

Quadrplex™ stylist kit



**KIT INCLUDES**

Phase I- strengthener & protector 3.4oz  
Phase II- detoxifier 8.5oz  
Phase III- repairer & protector 8.5oz

**Promo \$39.99**

Value \$49.99

Promotional Prices are **While Supplies Last** and can change without notice.

all-nutrient®

**Holiday**

**RETAIL SPECIAL**

12 OZ. SHAMPOO & CONDITIONER

**GIFT SETS**

**Salon \$12.50**

**CHOOSE FROM:**

- Colorsafe shampoo & conditioner
- Hydrate shampoo & conditioner
- Volumize shampoo & conditioner
- ClarpHx shampoo & conditioner
- Restore shampoo & conditioner



TRIDESIGN®

**Deal 1**

6oz Unific Energy Moisturizer

**\$5.63**

Reg \$7.50



**Deal 2**

6oz Sculpture Style Gel

**\$5.44**

Reg \$7.25



**Deal 3**

2oz Creative Clay

**\$6.80**

Reg \$8.50



**Deal 4**

32oz Unific Energy Moisturizer

**\$16.88**

Reg \$22.50



**Crack® by ProLocks®**

Tote – ally Fabulous!!

**SALON BUSINESS BUILDER**

**EACH BUSINESS BUILDER CONTAINS:**

**ONE EACH**  
 2.5 oz. Crack Tube  
 1.25 oz. Crack Tube  
 Liter Shampoo  
 Liter Conditioner

**TWO EACH**  
 6 oz. Mist  
 10 oz. Shampoo  
 10 oz. Conditioner



**PROMO \$100.00**

Reg \$117.50

\*\*\* ALSO AVAILABLE \*\*\*

**10% OFF ALL Open Stock**

1 Crack Tote Bag, PLUS: Window Decal, Shelf-Talker, 3 Crack Samples on Cards, 3 Shampoo/Conditioner Samples

**Get Free**

**BUY MORE**

**10% off**

**2 UNIQUE COLLECTIONS**

Brunette Root Concealer

Brunette Root touch-up

Invisible dry shampoo

**STYLE EDIT**

**SAVE MORE**

**20% off**

**3 UNIQUE COLLECTIONS**

Blonde Root Concealer

Blonde Root touch-up

Drop red Gorgeous Root touch-up



**MIX + MATCH**

Offer excludes duplicate product collections



Promotional Prices are **While Supplies Last** and can change without notice.

# INDIE

## SPRAY GLUE



**Promo \$5**  
Value \$7.75

## STYLIST FAVES



1- hairspray #superfirm 9oz  
1- gel #mixitstrong 4.75 oz  
1- polish #mixitsoft 3.4 oz  
1- putty clay #wreckit 2.1 oz  
1- powder #round .245 oz  
1- shampoo#bodywash 10oz  
1- conditioner #untangle 8.5 oz

**Promo \$39.95**  
Value \$70.75

## LITER DUO PURCHASE

1 shampoo\_bodywash 33oz  
1 conditioner #untangled 33oz



**get free**  
#travel kit includes  
1 shampoo #cleansweep 1.5oz  
1 conditioner #untangled 1.5oz  
1 dry shampoo 1.2oz  
1 #superfirm hairspray 1.5oz  
1 clear travel bag

**Promo \$22**  
Value \$36.95



# Scruples®

## POWER BLONDE SALE

### CHOOSE FROM

Power Blonde Lightening Powder 28oz  
Power Blonde Balayage Clay 16oz



**Promo \$19.95**  
Up to \$35 salon value

## FREE HIGH DEFINITION LIFT With Haircolor Purchase



Purchase 6 High Definition color  
**GET FREE** -1 High Definition Lift for Ultra Light Blondes

**Promo \$56.10**  
\$65.45 salon value

## PRODUCT FOCUS

### ENFORCE GLAZE



Creates body & lift  
Provides hold  
Water soluble

**Promo \$5**  
\$7 salon value

## STYLING & FINISHING PRODUCTS



**Choose from:** 6.6oz Blow dry spray,  
2.5oz Design Base BB Cream,  
8.5oz Heat up or 4.2oz Hypershine

**Promo \$6**  
Up to \$9.50 salon value

## QUICK RECOVERY Leave-in Conditioner



**BUY 2, GET 1 FREE**

**Promo \$17**  
\$34 salon value

## CLASSIC LITER STOCK UP SALE

CHOOSE FROM these Liters:  
Moisture Bath Shampoo  
Moisturex Conditioner  
Structure Bath  
ER Emergency Repair Conditioner  
RENEWAL Shampoo  
RENEWAL Conditioner  
Hair Clearifier Shampoo  
QuickSeal Detangling Conditioner



LITER PUMP

**Promo \$9**  
Up to \$14.50 salon value

**Salon \$1.30**

## SALON ESSENTIALS

### HAIR CLEARIFIER TREATMENT



8.5 oz **\$5.44** reg. \$6.80  
liter **\$12.60** reg \$15.75

### NO H2O2 NO PEROXIDE



8.5 oz **\$7.44** reg. \$9.30  
liter **\$18.20** reg \$22.75

### COLOR WHIP



8.5 oz **\$4.20** reg. \$5.25  
liter **\$10.40** reg \$13

### COLOR AWAY



8.5 oz **\$4.20**  
reg. \$5.25

Promotional Prices are **While Supplies Last** and can change without notice.

# JOICO

## KICK BRASS BIG TIME LITER DUO'S

CHOOSE FROM

**Color Balance Blue Shampoo & Conditioner**

• Liter duo; Kick Brass from Brunette

**Color Balance Purple Shampoo & Conditioner**

• Liter duo; Kick Brass from Blonde



**\$18.99 ea**  
Reg \$34.49



**K-PAK® K-PAK®  
COLOR THERAPY**

## Gorgeousness by THE GALLON

Choose from  
Shampoo OR Conditioner



**\$24.99 ea**  
Reg \$48.-\$50

## LITER DUOS

Save on Joico  
& **K-PAK®**

Choose from:

K-PAK  
K-PAK color therapy  
Color Endure reg or violet  
Curl  
Moisture Recovery

**\$17.99 – 18.99**  
Reg \$31.49-\$34.49



## SAVE ON THE WAVES UP TO 39%



CHOOSE FROM

K-PAK Reconstructive Acid  
K-PAK Reconstructive Acid Extrabody  
K-PAK Reconstructive Alkaline N/R  
K-PAK Reconstructive Alkaline C/T  
K-PAK Reconstructive Thio-free N/R  
K-PAK Reconstructive Thio-free C/T

**\$3.33 ea**  
Value \$4.50-\$5.50

## SO SO COOL Save 25% On I-C-E Stylers



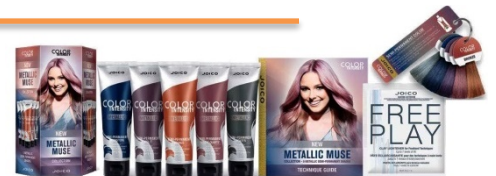
**\$3.73 – \$6.19**  
Reg \$4.98-\$8.25

## Metallic Muse Collection

EACH KIT INCLUDES:

- (1) Color Intensity Metallic Violet, 4 oz
- (1) Color Intensity Mauve Quartz, 4 oz
- (1) Color Intensity Pewter, 4 oz
- (1) Color Intensity Moonstone, 4 oz
- (1) Color Intensity Bronze, 4 oz
- (1) FREE! Color Intensity Metallic Muse Collection swatch ring
- (1) FREE! Color Intensity Metallic Muse Collection Stylist Technique Guide
- (1) FREE! Joico FREEPLAY Clay Lightener packet

**\$29.95**  
Value \$34.75



## EXACTLY WHAT A CURL WANTS

Save 50% On CURL treatments & stylers

BUY 1 get 1 50% off



Curl Controlling  
anti-frizz styler 3.4oz  
Curl defining  
contouring foam wax 5.1oz  
Curl Perfected  
curl correcting milk 5.1oz  
•Curl Refreshed  
reanimating mist 5.1oz

**\$5.25-\$6.75**  
Value \$7.00-\$9.00

## Healthy Hair starts on the Inside

Save on Clinicare Supplements



**\$14.38 90 day**  
Value \$17.98

**\$6.78 30 day**  
Value \$8.48

## Professional Hair Repair Liters



Choose From **THESE LITERS:**

K-PAK Clarifying Shampoo  
KPAK Cuticle Sealer  
K-PAK Reconstructor  
K-PAK Intense Hydrator

**\$12.80-\$19.60**  
Value \$16.00-\$24.50

Promotional Prices are **While Supplies Last** and can change without notice.

# BaByliss PRO

*Purchase*



**FX880 CLIPPER**  
Supercharged Pivot Motor

- Double the torque
- Double the speed
- Faster blade speed than magnetic motor
- 8 comb attachments
- Precision stainless steel blades

**PROMO \$149.99**  
Value \$249.99

GET *Free* **FXBC760 TRIMMER**  
**PLUS CARRY CASE**

- Powerful, lightweight DC motor
- Rechargeable (run time 60 minutes)
- Ultra-thin 30mm Japanese steel blades
- (1/4") & (3/8") comb attachments
- charging stand with indicator light
- NiMH battery • Overall 1 year limited warranty



Value \$110.00

*Purchase*

**VERSATILE FX**  
**FX780 TRIMMER**



- Cord/cordless rechargeable trimmer
- ultra-thin 30mm U-blade/45mm T-blade
- T-edge comb attachments: (1/4") & (3/8")
- Rechargeable NiMH battery
- Charging stand – 45 min w/full charge

**PROMO \$79.99**  
Value \$178.99

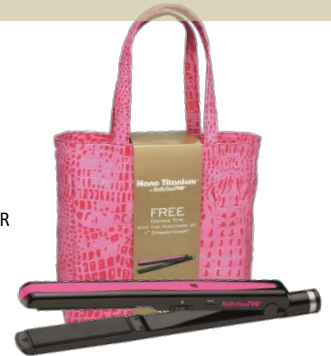
GET *Free* **Iron pre-pack**  
your choice of **green** or **pink**



**FREE**

- FASHION TOTE
- 1" STRAIGHTENER

Value \$99.



**GRANDE  
NATURALS**

**Grande Eye Duo**  
**EYE OPENER**  
**LASH & BROW**



**TWO  
IN  
ONE**  
**PROMO**  
**\$49.50**

**Grande LASH Duo**  
**PRIMER**  
**MASCARA**



**TWO  
IN  
ONE**  
**PROMO**  
**\$17.50**

**Grande LASH**  
**SYSTEM**  
**LASH**  
**MASCARA**



**TWO  
STEP  
SYSTEM**  
**PROMO**  
**\$32.50**

**12 PC ACRYLIC  
DISPLAY**  
**FREE**  
With any purchase of  
**10 pieces**



Promotional Prices are **While Supplies Last** and can change without notice.





**ALLIGATOR HIDE  
ALL PURPOSE CAPE**



Bleach, chemical & color proof. Lightweight thermal polyester. Snap enclosures. 45" w X 60" long. Colors: Black, Jade & Smoke

**PROMO**  
**\$16.95**  
Reg. \$21.95

**48 pk X MARKS THE SPOT  
TIPPING CAPS**



Lined cap to minimize bleeding, Includes 4 high lighting needles

**PROMO \$27.95**  
Reg. \$33.95

**12oz CONTINUOUS  
SPRAY BOTTLE**

Continuous spray action allows for larger & quicker saturation. Interior Infinite-Spray technology



**PROMO \$8**

**PROFESSIONAL  
HAIRCOLORING FILM**



Unique no cling technology  
1000ct 6"X12" perforated sheets

**PROMO \$15.99**  
Reg. \$19.99

**400ct DOUBLE  
POP UP FOIL**



Available in (Blue/Silver) & (Purple/Silver)  
5" X 10.75" Non-slip texture

**PROMO \$9.99**  
Reg. \$13.95

**100ct BLACK VINYL GLOVES  
DISPENSER BOX**



Disposable Latex free  
Powder free  
Sizes S, M, L & XL

**PROMO \$7.95**  
Reg. \$9.95

**THE GRIPPER GEL REST**



Non-toxic polyurethane Flexible get neck rest, reduces neck fatigue. Fits any shampoo bowl. Extension with suction cups to hold in place

**PROMO \$16.95**  
Reg. \$21.95

**STATION MAT**

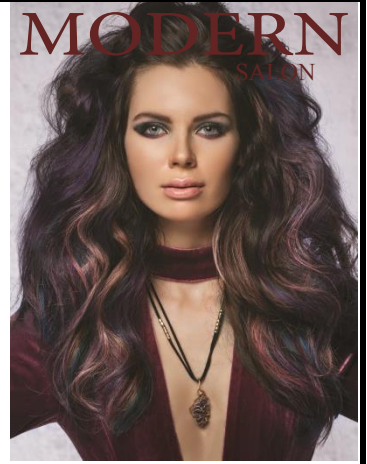


9" x 11" Silicone mat that is perfect for protecting the stylist station from hair color spills & heat damage. The raised squares help prevent tools from falling.

**PROMO \$7.99**  
Reg. \$9.99

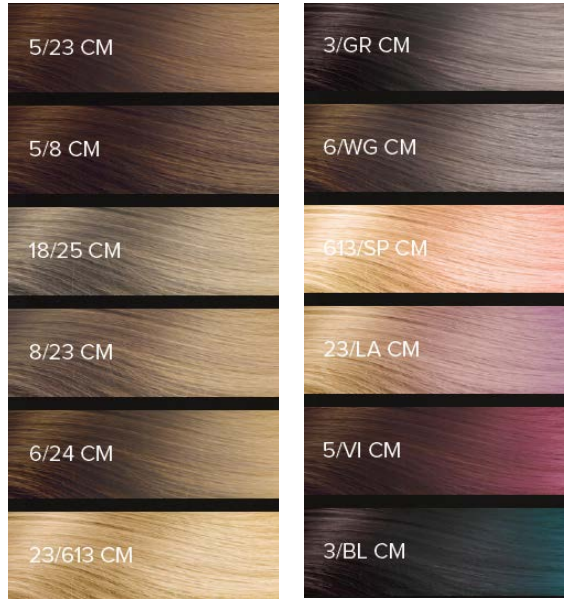


# WAY TO GO FOR MAKING THE COVER OF MODERN SALON



AVAILABLE IN LOUISIANA ONLY

## INTRODUCING COLORMELTS™



## COLORMELTS™

Colormelts are inspired by hand painted color techniques such as ombre and balayage. Available in 12 shades including naturals, metallic, pastels and vivids. Available in 14"-16" and 18"-20"

Consult your sales associate for more information.



## THE BAND™

The Band is a one size fits all accessory that lays naturally on the head for a flawlessly blended look. It comes with a stretchable elastic weft but does not include any hooks, making it comfortable to wear all the time. Available in 14"-16" and 18"-20"

Consult your sales associate for more information.

## INTRODUCING THE BAND™



# TS2<sup>®</sup> SUPER SMOOTHER™

straightening brush

This super smoother straightening brush smooths hair in minutes for a straighter more polished look. Eliminates frizz leaving volume and shine. It is easy to use and has variable heat settings with an auto shut-off. Its 9 ft. cord has a 360 degrees cord swivel. Heats up to 430 degrees.

**PROMO \$ 39.95**

Value \$59.95

**LIMITED NUMBER**

**NO BACKORDERS**



## Coconut Flawless



Coconut tanning serum for the face & body 5oz

**PROMO \$13.18**

Reg \$15.50

## Airbrush



Instant self-tanning spray 7.1oz

**PROMO \$14.88**

Reg \$17.50

## Pro Airbrush Package

- Airbrush PEBL Compressor
- Pop-Up tent
- 2 Wands
- 4 Solution Cups
- 2 Darker Solution (32oz)
- 6 Disposable Hair Nets
- 6 Disposable Panties
- 6 Pairs of Sticky feet
- 24 Nose Filters
- 1 towel
- 1 buffing mitts
- 25 brochures + Poster
- 1 instructional DVD



**PROMO \$449.00**

Reg \$699



## Travel & Compact Mirror



**15X**



### FEATURES

- LED lighted w/15X Magnification
- Ultra compact
- Suction Cups for handsfree
- Lockable on / off button

**PROMO \$12.99**

Reg \$15.99

Promotional Prices are **While Supplies Last** and can change without notice.

The "Wet" Brush



**BUY 10 get 2 FREE**

**Salon Promo: \$70.00**

**EURO★SOCAP®**  
HAIR EXTENSION

**25% OFF STICKER HAIR EXTENSION**

Buy 5 **packs** of **STICKER HAIR**  
Get a Gam-Na  
Color Ring **FREE**



Ask your DSC for  
a **FREE** Sample

**STICKER HAIR IS AVAILABLE IN ARKANSAS  
AND MISSISSIPPI ONLY**



**SPONETTE**  
**SUPER Teased hair**

A little tease goes a long way with this 4 in 1 Instant height spray,

**MAKE ME HIGH**

**\$10.50 / ea**

**SWIZZLE BRISTLES**

**SWIZZLE BRISTLES**  
10 pc. Display  
**\$40.00 / \$4. ea**

A detangler brush with wavy bristle design that glides through hair in seconds reducing breakage. Prevents fly-aways and static in the hair.

Promotional Prices are **While Supplies Last** and can change without notice.