



MARCH / APRIL 2025
PROMOTIONS

COVER PHOTO COURTESY OF EVO

BEAUTERA PROFESSIONAL



FREE GIFT

Unlock Your Radiance!

Come into the store for your FREE gift!

Aluram High Shine Glossing Treatment
Treat yourself to the shine you deserve.

Visit us today!

*One per customer. While supplies last!
don't miss out on this exclusive offer!*



DESTINATION EVO

www.beauterapro.com | Call or text your orders to (303) 892-1115 | 2030 W 9th Ave, Denver, CO 80204

Beauterapro reserves the right to correct print or illustration errors and to limit quantities.

ALURAM™

HEAT DEFENSE MIST

Buy 5- 8oz Heat Defense Mists and receive 1 Free, plus a Free Cape & Tent Card!

salon deal \$42.50 Value \$71.00

Shield your hair from the damaging effects of hair dryers and hot tools while nourishing and detangling. Grape Seed Oil enhances hair's resilience and shine, while Marigold Extract helps prevent dryness and the effects of environmental stressors.

New!



THEY'RE BACK!

TRIO BOXES

Choose from: Daily Trio, Moisturizing Trio, Curl Trio or Volumizing Trio

Trio \$19.13 each Value \$25.50



Daily Trio Includes:
Daily Shampoo 12 oz
Daily Conditioner 12 oz
Leave-in Conditioner 8 oz

Moisturizing Trio Includes:
Moisturizing Shampoo 12 oz
Moisturizing Conditioner 12 oz
Smoothing Cream 6 oz



Curl Trio Includes:
Curl Shampoo 12 oz
Curl Conditioner 12 oz
Curl Foam 7 oz

Volumizing Trio Includes:
Volumizing Shampoo 12 oz
Volumizing Conditioner 12 oz
Volumizing Foam 7 oz

20% OFF GOLDEN GLOW OPEN STOCK!

only \$8.00 Reg. \$10.00



Nourish skin while a pinch of natural sunless tanner provides a flawless, golden tone. The more you use, the darker the color.

20% OFF!

HIGH SHINE

GLOSSING TREATMENT

Buy 1- 9.75oz High Shine Glossing Treatment and receive a Free 2oz!

salon deal \$10.00 Value \$13.50



+



BUY 1 1 FREE!

Instantly glossify hair with a mirror-like shine while locking in moisture.

BEAUTERA

PROFESSIONAL

EDUCATIONAL OFFERINGS

MARCH 3, 2025 9:00 AM - 4:00 PM

BABE DELUXE HAIR EXTENSION CLASS

MARCH 3, 2025 10:00 AM - 2:00 PM

REUZEL PRODUCT KNOWLEDGE & BARBER DEMO

MARCH 10, 2025 10:00 AM - 12:00 PM

EVO HUE VERSE COLOR DEMO WITH LIVE MODEL

MARCH 17, 2025 10:00 AM - 11:00 AM

MASTERING THE ART OF SELLING SALON RETAIL

MARCH 19, 2025 10:00 AM - 11:00 AM

MAGIC OF MEGIX COLOR (ZOOM)

MARCH 24, 2025 1:00 PM - 4:00 PM, (SPANISH 9:30 AM - 12:30 PM)

MASTERING COPPER COLOR & SMOOTHING TREATMENTS WITH GK

APRIL 14, 2025 9:00 AM - 3:00 PM

EVO ONE STOP CHOP

APRIL 7, 2025 9:00 AM - 12:00 PM, (SPANISH 1:00 PM - 4:00 PM)

STYLECRAFT CLIPPER OVER COMB

APRIL 21, 2025 9:00 AM - 3:00 PM

BABE WEFT CLASS



greencircle
SALONS

START RECYCLING TODAY

Join over 16,000 Waste Warriors and keep up to 95% of your salon's waste out of landfill!

DID YOU KNOW?

The beauty industry sends 877 lbs of waste to landfill every single minute. It doesn't have to be that way!



*Start your program between March 1st and April 30th, 2025 to get 25% off your first two months or 25% off your first two orders for any of our subscription programs.

Start now and get
25% off
your first two months*!



Scan here to learn more

ZENAGEN

SAVE
26%



**EVOLVE TRIO KIT
REPAIR + LENGTHEN**
 1 EVOLVE NOURISHING SHAMPOO 6.75oz
 1 EVOLVE NOURISHING CONDITIONER 6.75oz
 1 REPAIRACLE SPRAY 8 oz
SALON: \$45.00
 SALON VALUE \$61.00
 RETAIL VALUE: \$122.00

ECLIPSE TRIO KIT SCALP + COLOR RESTORATION

SAVE
30%

1 ECLIPSE SHAMPOO 6.75 oz
 1 ECLIPSE CONDITIONER 6.75 oz
 1 VOLUME FOAM 7 oz
SALON: \$37.50
 SALON VALUE \$53.50
 RETAIL VALUE: \$107.00



DENSIFYING SERUM

BUY 2, GET 1 FREE
 BUY 2 DENSIFYING HAIR SERUMS 3.4 OZ,
 RECEIVE FREE
 1 DENSIFYING HAIR SERUM 1 OZ



COLOURS

BY Gina



BLONDE PERFECTION KIT

Achieve flawless lift and tone in one step with the Colours by Gina High Lift Collection.



PURCHASE 2 each COLOURS
 by Gina Curated Colour **High Lift** shades:
 11GV/11.32, 11BB/11.11, 11N/11.0, 11VB/11.21
plus 30 vol Colour Producer and 40 volume
 Colour Producer **FOR A SPECIAL PRICE!**

SALON DEAL \$65.00 Value \$79.90

BLONDE AND BEYOND

Our blue-based Lightening Dust ensures optimal lift and minimal brassiness. The 20 volume and 30 volume Colour Producers are the perfect companions for achieving precise, professional lightening results.

**PURCHASE 2 COLOURS BY GINA
 LIGHTENING DUST AND RECEIVE A 20 VOL.
 AND 30 VOL. COLOUR PRODUCER FREE!**

SALON DEAL \$59.99 Value \$75.96



shibui.

Backbar Promotion

BUY 1 100oz & 1 33.8oz (LITER)!
 • SAME PRODUCT – NOT ABLE TO MIX AND MATCH •

CHOOSE FROM:

Ultra Hydrating Shampoo or Conditioner
 Everydayness Shampoo or Conditioner

SALON COST: \$49.99 Salon Value \$62.50



Texturizing Mist

**BUY 5 TEXTURIZING MISTS
 & GET 1 FREE & A TENT CARD!**

SALON COST: \$60.00 Salon Value \$72.00

RETAIL VALUE \$120.00

Infused with nourishing ingredients, this weightless mist adds volume and definition without the crunch or residue. Perfect for all hair types, it enhances texture while providing a flexible hold, leaving your hair looking beautifully tousled and full of movement.



Retail Promotion

**BUY (1) 12oz SHAMPOO OR CONDITIONER
 GET (2) 2oz FREE!**

• SAME PRODUCT – NOT ABLE TO MIX AND MATCH •

CHOOSE FROM:

Ultra Hydrating Shampoo or Conditioner
 Everydayness Shampoo or Conditioner

SALON COST: \$11.00 Salon Value \$14.00

Experience balanced & beautiful color care with Shibui's Shampoos & Conditioners. Enriched with a blend of natural oils and botanical extracts, these luxurious formulas gently cleanse your hair while deeply nourishing it from root to tip.



NEW Consultation Color Ring

Babe
HAIR EXTENSIONS

\$199.00

For ultimate color-matching precision.

Featuring

- Every color we offer and its applicable methods.
- Larger swatches for full visibility of the blending and dimension.



Dimensions
8" x 1.5"

OUR BEST-SELLING EXTENSION IN

NEW BALAYAGE SHADES



6 New Balayage Shades

2-4/6/27A/12/613 SHALINA	5B-27A/12/600/613 CRYSTAL
8-12/60 DANIELLE	8-8/12/600 LACEY
5B-5B/12/600 CAITLIN	6-6/30/10 LUZZIE

AVAILABLE IN 18.5" & 22.5"
IDEAL HYBRID WEFT

BUILD YOUR Dream Career

Sew-In Weft Class Hands On

APRIL 21ST, 2025 9:00 AM - 3:00 PM

Master the art of Sew-In Weft extensions in this hands-on class designed for stylists. Learn how to apply Ideal Hybrid and Machine Sewn Wefts, including advanced techniques like concealing the bead foundation. You'll also cover styling, aftercare, maintenance, safe extension removal, and reinstalling wefts for repeat clients. Plus receive a completion certificate to boost your credentials and grow your business.

CLASS COST: \$499.00

Babe
HAIR EXTENSIONS



megix|10

MEGIX | TR+

Deep Hydrating Mousse

Deep conditioning and enriched with keraveg-18, a complex of 18 plant-derived amino-acids that provides hydration and nourishment, leaving hair silky, shiny and manageable. Suitable for multiple uses.

BUY • 8 megix | 10 color 3.38oz.
GET FREE

- 1 megix hydrating mousse 10.14oz.

salon \$87.92 Value \$111.67



MEGIX | 1UP Performance Improver

Protects hair during lightening and bleaching. Provides increased protection for sensitive scalp. Thermal protection during styling. Protects against humidity and environmental damage. Anti-age formula provides rejuvenation.

BUY • 6 megix | 10 color 3.38oz.
GET FREE

- 1 megix | 1up 5.07oz.

salon \$65.94 Value \$83.44

PURE.SHADES

Buy 4 Pure Shades 8.4oz of Your Choice, Get 1 Synergy Mousse 10.14oz FREE!

salon deal \$79.99
Value \$118.75



pure.shades is a range of direct hair pigments that boast extraordinary performance thanks to the exclusive spectrum technology that guarantees intense, vibrant and long lasting reflects. pure.shades offers maximum creative expression with precision, shine and the highest of professional results.

GK
HAIR
PROFESSIONAL

SAVE 12%

TAME THAT FRIZZ!

SMOOTH STYLE

Buy
1 Resistant 10.1oz
1 pH Shampoo 10.1oz
Get FREE
1 Gold Shampoo 8.5oz
1 Gold Conditioner 8.5oz

\$191.25 Value \$218.25



wonderlocks mother's day packs

BUY:
1 x shampoo 300ml
1 x conditioner 300ml
GET HALF PRICE:
1 x treatment 150ml or spray 200ml
GET FREE
1 x evo cosmetic bag

\$42.60 VALUE \$61.80

HYDRATE:
the therapist hydrating shampoo 300ml
the therapist hydrating conditioner 300ml
the great hydrator moisture mask 150ml

REPAIR:
ritual salvation repairing shampoo 300ml
ritual salvation repairing conditioner 300ml
mane attention protein treatment 150ml

VOLUME:
glutony volumizing shampoo 300ml
bride of glutony conditioner 300ml
root control volumizing spray 200ml



Available in CO, UT, NM, WY, OK, KS

evo™



retail 6 + travel 2

**BUY 6 RETAIL SIZES,
GET 2 MATCHING
TRAVEL SIZES FREE!**
(WHILE SUPPLIES LAST)

choose from:
day of grace 200ml + 50ml
root canal 200ml + 50ml
salty dog 200ml + 50ml
liquid rollers 200ml + 30ml
happy campers 200ml + 50ml
icon welder 200ml + 50ml

STAINO by evo fab pro

dye-hard
buy 5 staino dyes, get 1 FREE

BUY*
5 x staino intense direct
dye 120ml
GET FREE
1 x staino intense direct
dye 120ml

\$52.50 VALUE \$63.00

choose from*
staino intense direct dye clear
staino intense direct dye ruby
staino intense direct dye neon yellow
staino intense direct cobalt
staino intense direct dye lavender
staino intense direct dye ultramarine
staino intense direct dye plum
staino intense direct dye fuschia
staino intense direct dye flame
staino intense direct dye jade
staino intense direct dye lime



what makes staino unique?

- 10 super-bright shades plus a clear
- fully intermixable for endless intense + pastel shades
- lasts up to 50 washes
- fades true-to-tone

all coloured up
show that gloss who's boss...

BUY*
10 x hue-verse
demi-permanent gloss 60ml
get free*
2 x hue-verse
demi-permanent gloss 60ml

\$89.50 VALUE \$107.40



new planter box pack Pre Pack Intro

BUY:
1 x the great hydrator moisture mask 150ml
1 x mane attention protein treatment 150ml
1 x liquid rollers curl balm 200ml
1 x easy tiger smoothing balm 200ml
1 x haze styling powder 50ml spray
1 x builder's paradise working spray 300ml
1 x water killer dry shampoo 200ml
1 x she-bang-a-bang dry spray wax 200ml
1 x macgyver multi-use mousse 200ml


GET FREE:
1 x new mini planter box
1 x happy campers treatment 200ml
1 x root canal volumising spray 200ml
1 x salty dog salt spray 200ml
1 x box o' bollox texture paste 90g

\$155.50 VALUE \$233.34



STOCK UP FOR THE SEASON!

hairpearl



NO 1 DEEP BLACK • NO 1.1 GRAPHITE GREY • NO 2 BLUE BLACK
 NO 3 DARK BROWN • NO 3.1 MEDIUM BROWN • NO 4.4 GRAPHITE BROWN
 NO 5 NATURAL • NO 5.1 LIGHT BROWN • NO 7.4 AUBURN

March Only

Select **DECOLOR B** Lighteners

BUY 1, GET 1 FREE



INFINITY+
500 g./18 oz. **\$29.95**

DIAMOND
500 g./18 oz. **\$32.95**

CLAY LIGHTENER
500 g./18 oz. **\$32.95**

CREAM PLUS
150 mL/7.5 oz. **\$19.75**

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Do not use on damaged hair. Strand test before use.

Vegan, Gluten Free

Blossom™

CERAMIC + ion™

SPEED XL™

Ask your BPC about how to retail!



NEW! BLOSSOM

SPEED XL BRUSHES

1-3/8"	\$16.75	1-3/4"	\$18.75
2-1/8"	\$19.75	3-1/2"	\$22.99

OLIVIA GARDEN®

April Only

Framcolor Glamour

MOISTURE CONSERVING TECHNOLOGY

BUY 2, GET 1 FREE

All Framcolor Glamour Shades

reg. salon: \$8.27 each

60 mL/2 oz. or NEW 100 mL/3.4 oz. tubes



For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.

FRAMAR™

NEW LIMITED EDITION TERRA

5X11 POP UP FOILS
500 sheets
\$21.99

Wheat Fibre Detangle Brushes
Earth, Canvas, Clay
\$9.99 each

Family Pack Brushes
Made from wheat fibre
\$11.99 3pk

Bamboo Color Bowls
Made from recycled bamboo fibres
\$14.99 2pk

Super Sectioners Clips
\$9.99 4pk



NON-WOVEN WAX ROLL

3.5" x 100 yds
SAVE 20%

APPLICATOR STICKS
LARGE 6" 500 CT
SAVE 20%

BENDABLE WOOD APPLICATOR STICKS
5.5" x 1/4" 100ct
SAVE 20%



MIDNIGHT MITTS NITRILE GLOVES

Small, Medium, Large
\$13.99 REG \$17.99

BACKWARDS BIBS

50 bibs • Biodegradable
\$9.99 REG \$14.99

DYE DEFENDER

Barrier Cream • 100 ml
\$9.99 REG \$12.99



MARCH

25% OFF

Cirépil Origine Wax Strip Wax 400g Tin
15% OFF

APRIL

15% OFF

Cleanse & Prepare
Cirépil Purifying Blue Lotion and / or Pre & Post Depilatory Oil 250ml

Cirépil Fiorella Wax Strip Wax 400g Tin
15% OFF





A balance of contrasts. Razor sharp and delicate. Uppercut Deluxe presents; Resin & Rose Deluxe Pomade. Clear pomade, featuring an exclusive rose fragrance - without a hint of your grandma's dresser.

Deluxe Pomade has been designed for the discerning guy who has a particular style in mind. Perfect for timeless, classic looks - such as high pompadours, sideparts, and slick backs.

S|C PRO x Jeezy

Jeezy Vector Clipper

PROFESSIONAL IN2 VECTOR MOTOR CLIPPER WITH FULL METAL HOUSING

\$289.95 VALUE \$299.95



FULL METAL HOUSING

- dampens noise and absorbs vibration for quieter, smoother operation.

DLC ECHO BLADE

- for a louder crunch and a Shallow tooth 2.0 cutter for a smoother cut with no pulling.

IN2™ VECTOR MOTOR

- offers an unmatched 11,500 strokes per minute with unstoppable power, providing highly optimized bulk removal in one pass.

FULLY ADJUSTABLE BLADE

- can be easily zero gapped for the closest cut and finish.

UNIVERSAL USB-C

- rechargeable for convenience and world-wide use.

LITHIUM-ION BATTERY

- delivers up to 3 hours of cordless run-time with a 2 hour recharge time.

SUPER COMPACT

- and durable with an ergonomic design for the ultimate comfort grip.

While Supplies Last

S|C PRO INSTINCT

Instinct Clipper

THE FIRST EVER VECTOR MOTOR

\$239.95 VALUE \$299.95

- INTUITIVE TORQUE CONTROL
- 4 HOUR CORDLESS RUN-TIME
- 3 DIFFERENT COLOR HOUSINGS



While Supplies Last

FREE CORDED SHOP BLOWER WITH PURCHASE OF THE INSTINCT X CLIPPER



CORDED SHOP BLOWER WITH POWERFUL MOTOR

S|C PRO

INSTINCT X™

Instinct X Clipper

PROFESSIONAL MOTOR CLIPPER WITH ITC INTUITIVE TORQUE CONTROL

\$259.95 VALUE \$359.90

- INTUITIVE TORQUE CONTROL
- 4 HOUR CORDLESS RUN-TIME
- 3 DIFFERENT COLOR HOUSINGS



While Supplies Last

FREE BLOW VAC WITH PURCHASE OF THE INSTINCT X CLIPPER



Gamma+ BLOW VAC™

CORDLESS MINI BLOWER & VACUUM

FEATHER BLADES

30 COUNT **\$38.95**
 10 COUNT **\$13.75**
 NAPE 10 COUNT **\$13.75**



PERSONNA BLADES

SHAPER BLADES 5PK **\$4.25**
 SHAPER BLADES 5PK (CASE OF 12) **\$51.00**
 MINI SHAPER BLADES 20PK **\$6.95**



DORCO BLADES

RED 100 CT **\$10.99**
 PRIME 100 CT **\$12.99**



DERBY BLADES

SINGLE EDGE 100 CT **\$5.99**

BLADES

BARBICIDE

1/2 GALLON

SALON \$17.95

BARBICIDE TB 16 oz.

SALON \$29.00

BARBICIDE RTU 15 oz.

SALON \$9.99

CITRUS II

CERMICIDAL GALLON

SALON \$39.99



ANDIS
COOL CARE PLUS
 15.5 oz.

SALON \$10.95

BLADE CARE PLUS
 16 oz. Jar

SALON \$12.95

CLIPPERCIDE

15 oz.

SALON \$8.50

CLIPPERCIDE - For metal hair clippers and implements, this exclusive 5-in-1 formula disinfects, lubricates, cleans, cools and prevents rust in 10 minutes or less.



BEAUTERA

PROFESSIONAL



We provide our clients with exceptional, environmentally-friendly beauty products. Our assistance enables them to offer beauty services worldwide, empowering individuals to feel confident in their own skin.

Available in CO, UT, NM, WY, MT

REUZEL

BY SCHOREN HAARSNIJDER EN BARBIER

FREE DAILY SHAMPOO!

PURCHASE 6 MIX AND MATCH RETAIL SIZE POMADE:

Choose From: Red, Green, Pink, Blue, Fiber, Clay, Extreme, OR Concrete

RECEIVE FREE:

6 Daily Shampoo Travel Size (3.38oz)
 1 Daily Shampoo Display

\$66.00 Value \$93.00



20% OFF REUZEL FIBER LINE UP

PURCHASE AT 20% OFF:

3 Fiber Pomade (3.38oz)
 3 Fiber Gel (3.38oz)
 3 Fiber Cream (3.38oz)

RECEIVE FREE:

Fiber Product Display Tray
 + 1 Large Fiber Line Up Display Tray

\$67.20 Value \$84.00



FREE WOOD & SPICE BEARD FOAM WITH PURCHASE OF 2 BEARD PRODUCTS!

PURCHASE 2 MIX & MATCH BEARD PRODUCTS:

Choose from: Balm, Beard Foam, Wood & Spice Beard Foam, Clean & Fresh Beard Balm, Clean & Fresh Beard Foam, REFRESH, Clean & Fresh Beard Wash, OR Clean & Fresh Beard Serum

RECEIVE FREE:

1 Wood & Spice Beard Foam

\$17.00 Value \$25.50



GROOMING TONIC TEXTURE CREAM

Long lasting, natural feeling hold for all hair types. Perfect for blow-drying and protects hair from all types of thermal styling.

HOLD: 4/10 | SHINE: 2/10

- Adds Texture & Definition
- Light Holder Hold, Creates a "Lived In" Look
- Low, Natural Shine
- Ideal for Thicker Hair
- Finisher
- Giving Grooming Tonic a "Beginning & End"
- Use as a Final Application for Grooming Tonic
- Best "Air-Dry" Product We Have



SALON \$8.25 Retail \$16.50

NEW

GROOMING TONIC TEXTURE CREAM DISPLAY

Purchase:

6 Grooming Tonic Texture Cream (3.38oz)

Receive FREE:

2 Grooming Tonic Texture Cream (3.38oz)
 1 Grooming Tonic Texture Cream Display Box
 + 2 Tent Cards

\$49.50 Retail Value \$132.00

