



MAY/JUNE 2025  
PROMOTIONS

COVER PHOTO  
COURTESY OF EVO

# BEAUTERA

PROFESSIONAL



*Colour*  
YOUR WORLD

**+ FOIL IT UP**

BUY 12 TUBES OF PERMANENT COLOR  
AND RECEIVE A FRAMAR SPECIALTY  
PRINT FOIL FOR \$10.00 (REG. \$21.99)

See Page 5 for details



[www.beauterapro.com](http://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.



**SAVE 35%**

### REVOLVE WOMENS TRIO KIT

- 1 REVOLVE SHAMPOO FOR WOMEN 6.75 oz
- 1 REVOLVE CONDITIONER 6.75 oz
- 1 DENSIFYING HAIR SERUM 1.7 oz

**SALON: \$55.00**  
SALON VALUE \$69.50  
RETAIL VALUE: \$139.00



# ZENAGEN

**SAVE 25%**

### CREME DE LA ZEN TRES BON HAND CREAM

ANTI-AGING REPAIR CREAM  
MADE TO RESTORE THE GLOW OF DRY SKIN.

**INTRO PRICE: \$9.75**  
REGULAR \$13.00

Buy 6,  
get a  
tester  
FREE

Indulge in the rich and luxurious, experience of Zenagen's Ultimate Rejuvenating Hand Cream, a sophisticated blend designed to nourish, hydrate, and rejuvenate your skin. Crafted with nature's inest ingredients, this hand cream transforms your daily routine into a ritual of self-care and renewal.

### REVOLVE MENS TRIO KIT

- 1 REVOLVE SHAMPOO FOR MEN 6.75 oz
- 1 DENSIFYING HAIR SERUM 1.7 oz
- 1 FLEXTURE PASTE 2 oz

**SALON: \$49.00**  
SALON VALUE \$64.50  
RETAIL VALUE: \$129.00



**SAVE 30%**

### EVOLVE TRIO KIT

- 1 EVOLVE NOURISHING SHAMPOO 6.75oz
- 1 EVOLVE NOURISHING CONDITIONER 6.75oz
- 1 REPAIRACLE SPRAY 8 oz

**SALON: \$46.00**  
SALON VALUE \$61.00  
RETAIL VALUE: \$122.00

### HAIR SERUM TRIPLE DEAL 25% OFF

PURCHASE 3 DENSIFYING HAIR  
SERUM 3.4 OZ

**SALON: \$99.00**  
SALON VALUE \$133.50  
RETAIL VALUE: \$267.00



**3x**



**SAVE 26%**

### ECLIPSE TRIO KIT

- 1 ECLIPSE SHAMPOO 6.75 oz
- 1 ECLIPSE CONDITIONER 6.75 oz
- 1 VOLUME FOAM 7 oz

**SALON: \$42.50**  
SALON VALUE \$53.50  
RETAIL VALUE: \$107.00



**SAVE 30%**

### PRO LASH 5 CT POP

- 5 PRO LASH SERUM 2ml
- 1 CARDBOARD PRO LASH POP

**SALON: \$116.00**  
SALON VALUE: \$145.00  
RETAIL VALUE \$290.00



**SAVE 20%**

# BEAUTERA

PROFESSIONAL

## EDUCATIONAL OFFERINGS



**MAY 5, 2025 1:00 PM - 4:00 PM**  
SPRING INTO COLOR (COLORADO SPRINGS)

**MAY 5, 2025 10:00 AM - 1:00 PM**  
DISCOVER THE ART OF WAXING

**MAY 5, 2025 2:00 PM - 4:00 PM**  
BROW LAMINATION AND TINTING CERTIFICATION

**MAY 12, 2025 10:00 AM - 2:00 PM**  
REUZEL HAIRCUT & STYLING TECHNIQUES

**MAY 12 & 13TH 9:00 AM - 4:30 PM**  
LOS CLASICOS AT REUZEL ACADEMY

**MAY 19, 2025 10:00 AM - 12:00 PM**  
MUG UP WITH EVO - COLOR Q&A + BLONDING DEMO

**JUNE 9, 2025 10:00 AM - 3:00 PM**  
LUXURY IN 10: MEGIX 10 COLOR EXPERIENCE

**JUNE 19, 2025 10:00 AM - 2:00 PM**  
ILUMINACION CON TONALIZACION COLOURS BY GINA

**JUNE 23, 2025 12:00 PM - 3:30 PM**  
BABE TAPE-IN CERTIFICATION



# COLOURS

BY Gina

## CREATIVE COLOURING

UNLEASH YOUR CREATIVITY WITH OUR  
VIBRANT PURE TONE MIXERS.

**PURCHASE 2** pieces each of COLOURS  
by Gina Pure Tone Mixers  
.22/vv, .11/bb, .33/gg, .44/cc, .66/rr  
**RECEIVE FREE** 5 vol Colour Producer

**SALON DEAL \$87.50 Value \$96.25**



CBG Pure Mixers are ultra-concentrated shades that can be used alone for bold, high-impact colour or intermixed with other Colours by Gina Shades to boost vibrancy, create custom hues, or add creative intensity.

## LIGHTEN, TONE, TRANSFORM

THE ULTIMATE IN NATURAL BLONDING. SUPERIOR  
LIFT WITH YOUR FAVORITE CBG TONERS!

**PURCHASE 1** tub of Lightening Dust and receive  
THE TONER OF YOUR CHOICE (.01 OR .02)!

**SALON DEAL \$32.50 Value \$41.25**

**PURCHASE 2** tubs of Lightening Dust and receive  
2 TONERS OF YOUR CHOICE (.01 OR .02)!

**SALON DEAL \$65.00 Value \$82.50**



# ALURAM™

## PURPLE HYDRATE & REPAIR PROMO

BUY 5- 11OZ ALURAM PURPLE HYDRATE & REPAIR TREATMENTS AND RECEIVE 1 FREE!

**salon deal \$50.00** Value \$60.00



BUY 5

FREE!

## A SWEET SPLASH OF SUMMER!

Buy 5- RASPBERRY & PEACH LEMONADE BODY LOTION and receive 1 FREE!

**salon deal \$42.50** Value \$51.00



BUY 5

FREE!



FREE!

## 20% OFF BOLD BLONDE DUO

THE PERFECT DUO FOR THE PERFECT BLONDE! 12oz Purple Shampoo & 8oz Leave-in Conditioner

**salon deal \$13.60** Value \$17.00



## DRY SHAMPOO PROMO

BUY A 5.3OZ DRY SHAMPOO AND RECEIVE A FREE 2OZ LEAVE-IN CONDITIONER!

**salon deal \$10.00** Value \$12.50



BUY 1

FREE!

## 20% OFF 12OZ SHAMPOO & HIGH SHINE PROMO

BUY ANY ALURAM 12OZ SHAMPOO AND 9.75OZ HIGH SHINE GLOSSING TREATMENT FOR 20% OFF!

Choose From: 12oz. Daily, Moisturizing, Curl, Purple or Volumizing Shampoo

**salon deal \$14.80** Value \$8.50



BUY 1

BUY 1



# shibui.

BUY 4 BOX KITS AND GET MATCHING LITERS FREE!

## FREE Liters Promotion

CHOOSE FROM:

Ultra Hydrating Box Kit  
Everydayness Box Kit

**SALON COST: \$99.99**

Salon Value \$149.99

Suggested Retail \$50.00

PURCHASE:

4 Everydayness Box Kits

RECEIVE FREE:

- 1 Everydayness Shampoo (liter)
- 1 Everydayness Conditioner (liter)

EVERYDAYNESS BOX KIT INCLUDES:

Everydayness Shampoo & Conditioner (12oz),  
Peptide Polish Anti-Humidity Treatment (6.5oz)

PURCHASE:

4 Ultra Hydrating Box Kits

RECEIVE FREE:

- 1 Ultra Hydrating Shampoo (liter)
- 1 Ultra Hydrating Conditioner (liter)

ULTRA HYDRATING BOX KIT INCLUDES:

Ultra Hydrating Shampoo & Conditioner (12oz),  
Everything Spray Leave-In Conditioner (8oz)



(4)



(4)

## Volumizing Shampoo & Conditioner

The Volumizing collection not only enhances volume and body but also prolongs color vibrancy and leaves hair looking shiny and full of life.



PURCHASE:

- 4 Volumizing Shampoo (12oz)
- 4 Volumizing Conditioner (12oz)
- 4 Thickening Volume Mist (6.5oz)
- 4 Volumizing Mousse (7oz)

RECEIVE FREE:

- 1 Tent Card
- 1 Volumizing Shampoo (liter)
- 1 Volumizing Conditioner (liter)
- 1 Thickening Volume Mist (6.5oz)
- 1 Volumizing Mousse (7oz)

**INTRO KIT**  
**SALON COST:**  
**\$184.00**

Salon Value \$253.00

Babe  
HAIR EXTENSIONS

## new quick fit tape weft

The fullness of wefts meets the quickness of tape-ins!



**20-Minute Application**  
Our fastest full-head installation yet.



**Widest Design Available**  
15" width, temple to temple, to fit any head shape.



**Comfortable Wear**  
Flat-laying design and ultra flexible band to gently secure the hair.



**Maximum Coverage**  
Full volume with minimal adhesive for a lightweight feel.



**Available In**  
18" and 22" lengths, 50g and 60g weights, and a straight texture.



coming soon!



because your time is everything

## 20% OFF BABE HAND TIED WEFTS

Your fave just got more fabulous – at a fraction of the price! For a limited time, enjoy 20% OFF all Babe Hand Tied Wefts. Whether you're looking to stock up or try something new, now's the time to elevate your extension game.

Excludes dropship and special orders.

20% OFF



megix|10

MEGIX | morph

TRANSFORMS MEGIX|10 INTO A GENTLE ACIDIC COLOR PURCHASE (your choice):  
12 - Megix |10 3.38oz tube color  
RECEIVE FREE:  
1 - 1 megix morph 3.38oz

salon deal \$131.88 Value \$159.88

Lowers the pH level of megix|10 transforming it into a delicate demi permanent color. Eliminates the need for multiple color lines. Avoid added costs and increase service revenue.



BUY 1 GET 1 FREE  
megix|Lift9 17.64 oz.

WOW

salon deal \$34.99  
Value \$69.98



maximum lightening  
A luxurious bleaching powder that gives extraordinary cosmetic results, **lightening up to 9 levels** in a single application. This innovative and unique lightening technology based on the dissolvement of the various degrees of contributing pigments in the hair provides a consistent and predictable lift.

6 levels of lightening for maximum control  
megix | Lift C gently lightens up to 6 tones in a progressive and gradual way. The charcoal component provides a silvery colored cream that moisturizes the hair and neutralizes warm reflects. Uniform and controlled lightening thanks to PLEX and sugar polymers that provide hydration and protection to the hair during lightening.

WOW

BUY 1 GET 1 FREE  
megix|LiftC 17.64 oz.

salon deal \$46.25  
Value \$92.50



GK  
HAIR

PROFESSIONAL

## COLOR REFILL

Buy  
12 Juvexin Cream Colors  
3.4 oz.  
Get FREE  
2 Cream Color Developers  
(Any) 33.8 oz

\$107.40 Value \$126.90

ITEM #81354



## SMOOTH STYLE (RESISTANT)

Buy  
1 Resistant 10.1 oz.  
1 pH+ Shampoo 10.1 oz.  
2 Moisturizing Shampoo 10.1 oz.  
2 Moisturizing Conditioner 10.1 oz.  
1 Serum 1.69 oz.  
Get FREE  
2 Gold Shampoo 8.5 oz.  
2 Gold Conditioner 8.5 oz.  
1 Mixing Bowl  
1 Balayage Application Brush  
1 Fine tooth Comb

\$279.48 Value \$344.48

GK-20-SSRESIST



## SMOOTH STYLE (THE BEST)

Buy  
1 The Best (Original. Coco & Acai) 10.1 oz.  
1 pH+ Shampoo 10.1 oz.  
2 Moisturizing Shampoo 10.1 oz.  
2 Moisturizing Conditioner 10.1 oz.  
1 Deep Conditioner 7.05 oz.  
1 Serum 1.69 oz.  
Get FREE  
2 Gold Shampoo 8.5 oz.  
2 Gold Conditioner 8.5 oz.  
1 Mixing Bowl  
1 Balayage Application Brush  
1 Fine tooth Comb

\$306.99 Value \$371.99

GK-20-SSTBEST



# 50 FRAMCOLOR Eclectic COLOR GLOSS

LIQUID DEMI-PERMANENT HAIRCOLOR

**QUICK and EASY BRILLIANCE**

Including the *New Natural* and *Hot Chocolate* Series!

FRAMCOLOR Eclectic 50  
COLOR GLOSS ACTIVATOR AND  
YOUR CHOICE OF ANY THREE  
50 COLOR GLOSS SHADES!

**TRY FOR  
\$9.99**

**SAVE 66%**

VEGAN, GLUTEN FREE, AMMONIA FREE, RESORCINOL FREE AND PPD FREE



## FRAMESI COLOR LOVER

DYNAMIC  
BLONDE SERIES

**30%  
OFF**



**Dynamic Blonde  
Violet Shampoo**  
500 mL/16.9 fl. oz.

**Dynamic Blonde  
Conditioner**  
500 mL/16.9 fl. oz.

**Dynamic Blonde  
Serum**  
150 mL/5.1 fl. oz.

ALL FRAMESI COLOR LOVER IS: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

Select **DECOLOR B** Lighteners  
**BUY 1, GET 1 FREE**  
excluding no dust



Vegan, Gluten Free

**INFINITY+**  
500 g./18 oz.

**DIAMOND**  
500 g./18 oz.

**CREAM PLUS**  
150 mL/7.5 oz.

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.

June Only

FRAMCOLOR Eclectic  
Ammonia Free  
Demi-permanent

FRAMCOLOR Eclectic  
CARE  
Ammonia Free  
Permanent

**ALL SHADES BUY 2, GET 1 FREE**

60 mL/2 oz.



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 heat. Do not use on damaged hair. Strand test before use.

# Colour YOUR WORLD

**+ FOIL IT UP**

**BUY 12 TUBES OF  
PERMANENT COLOR  
AND RECEIVE A  
FRAMAR SPECIALTY  
PRINT FOIL FOR  
\$10.00 (REG. \$21.99)**



Limited to previous prints - while supplies last!  
**DON'T MISS OUT!**

**PRO TIP:**  
Stock up  
now to keep  
your color  
station fully  
loaded and  
your clients  
glowing!

**IT&I**  
HAIR FASHION  
MILANO

**OH  
&-PLEX  
BOND REPAIR  
MY  
BLONDE!**

**DELY BLONDE**  
REG PRICE: \$34.56  
**SALE PRICE: \$25.00**  
SAVE 28%

6-7 Levels of Lift  
*A gentle less drying*  
*Ammonia free decolorizer.*



## WONDHAIRFUL

**50% OFF  
ALL WONDHAIRFUL  
PRODUCTS**



- REPAIR SHAMPOO
- REPAIR MASK
- AMPLIFICO REPAIR MASK
- HYDRA SHAMPOO
- HYDRA MASK
- AMPLIFICO HYDRA MASK
- VOLUME SHAMPOO
- VOLUME CONDITIONER

**MAY**

**MIX OR MATCH**

**15% OFF**

Cirépil Cachemire and/or Intimate Wax Beads 800g



**JUNE**

**15% OFF**

**LITERS**

Cirépil Purifying Blue Lotion Liter and/or Pre & Post Depilatory Oil Liter



**CIRÉPIL**

**STYLETEK COLOR REMOVER WIPES**

- CRUELTY FREE
- HYPOALLERGENIC
- BIODEGRADABLE FABRIC



**100 COUNT**

**SALON: \$9.99**

**SUMMER ESSENTIALS FOR THE BEAUTY PRO**

SMOOTH, TINTED, AND SALON-READY, YOUR SEASONAL MUST HAVES ARE HERE!

**SATIN SMOOTH WAX**

SMOOTH LIKE A SUMMER BREEZE

From head to toe. Satin Smooth's luxe formulas make waxing a breeze. Perfect for all skin types and summer glow-ups.

**\$14.99 - \$16.99**



**STYLETEK**

**BUY 2 BOXES OF SILVER POP-UP FOIL, GET 1 BOX OF VINYL GLOVES FREE!**

**DEAL PRICE \$21.99**  
Value \$31.98



**INTRINSICS WIPES**

FRESH, CLEAN, AND READY FOR THE HEAT.

Our ultra-soft wipes and cotton essentials are the ultimate summer sidekick for every esthetician. Clean Skin, cool vibes. SILKEN WIPES, COTTON WIPES, COTTON ROUNDS

**\$3.99 - \$17.50**



**HAIRPEARL**

**LASH & BROW TINT**

BEACH-READY BROWS? YES, PLEASE

Long-lasting, richly pigmented tints that define lashes and brows with bold, vibrant color-made for sunny days and sultry nights.

**\$17.50**



**BERRYWELL**

**LASH & BROW TINT**

SWEET SUMMER COLOR THAT LASTS

This German-made favorite delivers vivid, fade-resistant tinting with a soft touch. Because who doesn't love a summer fling with bold brows?

**\$12.00**



**SUPERHP Hair Dryer**

**NOW IN BLACK**

Includes:

- Diffuser
- 2 Concentrator nozzle
- 2 Comb attachments
- 2 Cleaning brushes

**ONLY \$199.00**  
reg \$249.00

**ULTRA LIGHT**

ONLY 13oz

- 1875-watt brushless motor with powerful airflow
- Intelligent heat control consistent temperature
- State-of-the-art efficient motor uses less energy
- Powerful ionic generator seals in moisture
- Advanced memory function recalls last settings
- Extremely lightweight & quiet
- Self-cleaning function
- 2-year warranty

**YOUR POWER TO SHINE**

**OLIVIAGARDEN®**



**BARBERS COLLECTION**

**UPPERCUT**  
DELUXE

ALL UPPERCUT DELUXE PRODUCTS

**BUY 5 GET 1 FREE**  
NO MIX AND MATCH

**MEDICEUTICALS**

**BUY ONE GET ONE 50% OFF**  
SATURATE 33.8 OZ.

**2 FOR \$37.12**  
VALUE \$49.50

**SATURATE SHAMPOO**  
HAIR LOSS & THINNING  
HAIR SHAMPOO  
FOR DRY HAIR & SCALP

**STOCK UP LIKE A PRO.**  
**SAVE LIKE A BOSS.**  
Top-tier tools. Everyday pricing. Zero Fluff

**BARBICIDE** 64 oz.  
GET 10% OFF  
WHEN YOU BUY 4  
**SALON \$17.95 each**

**SANEK NECK STRIPS**  
The industry standard,  
Stretchy, strong,  
and skin-friendly  
**SALON \$16.00**

**DERBY BLADES**  
Smooth shaves. Zero  
drag. Premium blades  
that go the distance.  
**100 ct \$6.50**

**STYLECRAFT**  
**REPLACEMENT BLADES**  
HIGH-PERFORMANCE  
BLADES FOR YOUR GO-TO  
TOOLS.  
*Call to check availability  
- these don't stay on the  
shelf for long.*

**WUBBIES**  
Ultra-flexible, super-absorbent.  
Keeps clients fresh  
and chairs mess-free.  
**50pk \$3.99**

Available in CO, UT, NM, WY, MT

**REUZEL**  
BY SCHOREM HAARSNIJDER EN BARBIER

**BUY 6 PIGS,  
GET A HOG FREE**  
PURCHASE 6 MIX AND MATCH  
RETAIL SIZE (4OZ.)  
POMADE PIG:  
Choose From:  
Red, Green, Pink, Blue, Fiber,  
Clay, Extreme OR Concrete  
**RECEIVE A MATCHING  
BACKBAR SIZE (12OZ.)  
POMADE HOG FREE!**  
**\$66.00** Value \$87.50  
WHILE SUPPLIES LAST!

**BUY 3 GET 3 FREE!**  
**ROAD TRIP POMADE**  
PURCHASE 3 RETAIL  
SIZE POMADE:  
Choose From: Red, Blue,  
Fiber, Clay, OR Extreme  
**RECEIVE 3 MATCHING  
POMADE TRAVEL SIZE FREE**  
WHILE SUPPLIES LAST

**BUY 3 GET 3 FREE!**  
**ROAD TRIP SHAMPOO**  
PURCHASE 3 RETAIL SIZE  
DAILY SHAMPOO  
AND RECEIVE  
3 DAILY SHAMPOO  
TRAVEL SIZE FREE  
WHILE SUPPLIES LAST

**BUY 3 GET 1 FREE!**  
**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  
**SALON \$24.75** VALUE \$33.00

**SUPER SIZE IT**  
**AFTERSHAVE**  
PURCHASE 6 OR MORE (MIX &  
MATCH) ORIGINAL AFTERSHAVE  
OR WOOD & SPICE AFTERSHAVE  
(200ML) FOR THE PRICE OF A  
TRAVEL SIZE  
**\$5.98 EACH** Reg. \$8.50

evo

# HUEVERSE

OUT-OF-THIS-WORLD COLOUR

## SAVE 25% demi-permanent salon intro

BUY

- 10 x demi-permanent shades
- 1 x 6.5vol liquid developer 1000ml
- 1 x clear demi-permanent gloss 350ml
- 1 x backwall guide

**\$99.99** VALUE \$132.75



## SAVE 20% permanent salon intro

BUY

- 10 x permanent shades
- 1 x 20 volume developer
- 1 x porosity equalizer
- 1 x backwall guide

**\$125.00** VALUE \$155.25



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



# evo fabuloso™

## bye bye brass brassy locks no more

buy

- 1 x evo fabuloso platinum blonde treatment 220ml
- get free
- 1 x evo fabuloso platinum blonde toning mist 140ml

**\$19.00** VALUE \$37.00



## retail refresh

### buy 6 and save 25% mix and match

CHOOSE FROM:

- The therapist hydrating shampoo 300ml
- The therapist hydrating conditioner 300ml
- The great hydrator moisture mask 150ml
- Ritual salvation repairing shampoo 300ml
- Ritual salvation repairing conditioner 300ml
- Mane attention protein treatment 150ml
- Springsclean deep clean rinse 300ml
- Heads will roll co wash 300ml
- Baby got bounce curl treatment 200ml
- Gluttony volumizing shampoo 300ml
- Bride of Gluttony volumizing conditioner 300ml

# evo™



# 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.

## captains choice fathers day gift pack

BUY:

- 1 x normal persons shampoo
- 1 x box o'bollox texture paste

GET FREE

- 1 x roy comb

**\$32.70** VALUE \$49.20

