

de pasquale
SALON SYSTEMS

2017 *distributor*
PRODUCT CATALOG





Message from the President of DePasquale Salon Systems

Welcome to our 2017 DePasquale Salon Systems manufacturer product catalog. This year we will showcase all our brands with a two page spread, spotlighting the concept and unique product points of difference.

We believe our range of products will cover all your salon & spa needs, which will allow your salon and staff to achieve amazing results and greater profits.

Our organization's unique factor is that Carmen DePasquale, our founder, is a hairdresser first, also a salon and spa owner and understands what is needed to remain successful in today's highly competitive beauty arena.

We promise to help support your business by providing education that inspires your artists to reach their potential. We must also help market our brands and assist in the sell through at salon level with promotional day activity that can compete with what the best retailers practice.

We also want to support committed salons through many of the manufacturer reward programs that will increase salon profits.

Social media is the new medium for communication, it's here to stay, so let's share and post together. Target marketing through social media is an area on which we can also assist your business.

Let's get started by scheduling a meeting with one of our sales team professionals who will put a plan together so that the journey for success in 2017 begins!

Thank you for allowing us to service you, we don't take that responsibility lightly. You have my personal guarantee that we will be there to support your salon business. As always, feel free to contact me at Joem@depasqualeco.com. Good luck and much success in 2017 from your friends at DePasquale Salon Systems.

Joseph Mastalia
President

2017 distributor PRODUCT CATALOG



For our complete list of product lines visit:
depasqualesalonsystems.com



Call 800.724.4247
ext 231/262 or email
education@depasqualeco.com

Corporate Headquarters

21-21 Broadway • Fair Lawn, NJ 07410
P 800.724.4247 / F 201.797.0632



Visit our website to get the latest news
on education and upcoming events.

Easy Registration for our upcoming events and classes:
depasqualesalonsystems.com/education.php

Online Ordering

Order online at depasqualesalonsystems.com

Call customer service at 800.724.HAIR to set up your online account.

SAVE ON SHIPPING.

Special thanks to the DSS staff and all those who contributed to this catalog.

Cover model courtesy of ECRU New York, Keratin Complex, KMS, Lakme, Living Proof, Oligo, Rica Responsible Beauty, Sunlights Balayage.

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Depasquale Salon Systems Disclaimer:

Errors in product description, typography, and printing are unintended and subject to change without notice. Depasquale Salon Systems reserves the right to limit quantities. All product is contingent upon availability; products may not be available in all locations.

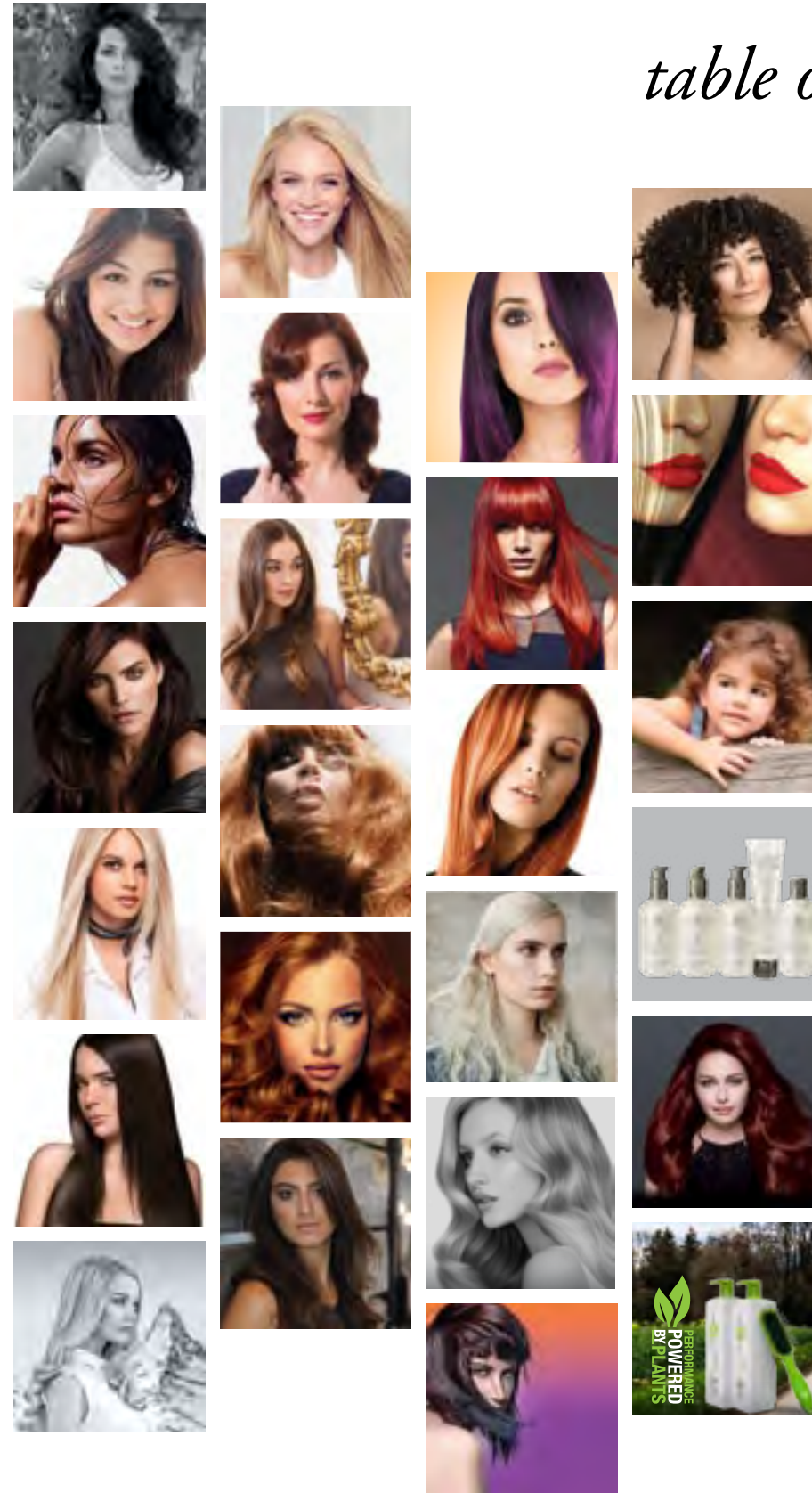


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ECRU

NEW YORK

CLEAN . FRESH . MODERN . CLASSIC



BORN IN THE SALON



ECRU New York, prestige haircare & beauty collections. Born in the salon and created by professional hair and make-up artists, every edited collection is created to treat and perform offering endless beauty options.

Clean. Fresh. Modern. Classic.

Signature Collection: A collection of haircare products that combines quality skincare ingredients with the performance of professional haircare. The results? Products that Treat and Perform. We call this Cosmetic Haircare.

Acacia Protein Treatment Collection: A collection of daily treatment products designed to repair damaged, stressed hair. The results are beautiful, healthy, shiny hair.

Curl Perfect Collection: The Curl Perfect collection enhances and perfects naturally wavy, curly or coily hair. The results, Naturally Glorious Curls.

Texture Collection: Amplified. Flexible. Moldable. Teased. Transformed. Your hair. Your way. Transforming Hair.



ECRU[®]
NEW YORK
BEAUTY



ECRU New York Beauty embraces our rich beauty heritage with an effortless, iconic collection of color cosmetics.

Created by make-up artists who embrace quality and performance that treat the skin.

This is ECRU New York Beauty.

Clean. Fresh. Modern. Classic.





As close to Mother Nature as you can be.



Formulated for Sensitive Skin
 Hypoallergenic
 Clinically & Dermatologist Tested
 Allergen, Paraben,
 Sulfate & Gluten Free

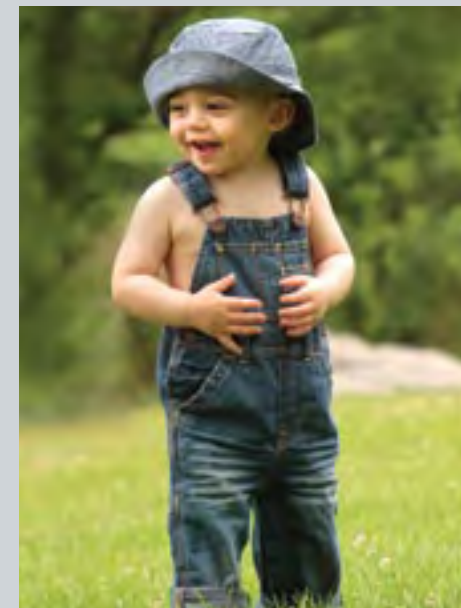
A collection of haircare and skincare formulated for the sensitive skin of babies and children. Products created without the use of allergens and known irritants, each undergoing strict clinical testing to ensure every claim is true. All of our formulas have a neutral pH to be as close to Mother Nature as you can be. Little Green packaging is Phthalate and BPA-Free.

Formulated for Sensitive Skin
 Hypoallergenic, Clinically & Dermatologist Tested
 Allergen, Paraben, Sulfate & Gluten Free

- BABY
- KIDS
- LICE GUARD
- GIFT BOX SETS
- GIFT BASKETS
- ESSENTIAL SETS



LICE GUARD SYSTEM





CURES PRO

A carefully curated skincare collection for the modern day esthetician.

Simplistic.

Products with purpose.

Targeted beauty regimens.

Radiant Results.

-
- CLEANSERS
 - FACE CRÈMES
 - ANTI-AGING
 - FACE OILS
 - BATH +BODY
 - PROFESSIONAL



ALTERNA HAIRCARE

PURE. PROVEN. PROFESSIONAL.

ABOUT ALTERNA

1997. An alternative vision born in salons: premium hair products, free of additives or harsh ingredients. Exquisite formulas with clinically proven results made with pure, sustainable ingredients like caviar, seasilk, bamboo, and kendi oil. Pure. Proven. Professional.

- NEW! CAVIAR INFINITE COLOR HOLD
- CAVIAR MOISTURE
- CAVIAR MOISTURE INTENSE
- CAVIAR REPAIR
- CAVIAR VOLUME
- CAVIAR STYLE
- BAMBOO SMOOTH
- BAMBOO VOLUME
- BAMBOO SHINE
- BAMBOO COLOR HOLD+

— INTRODUCING —
**CAVIAR ANTI-AGING
INFINITE COLOR HOLD**



the era of **PRISMATIC
COLOR CARE** is here

VIBRANT COLOR AND YOUTHFUL SHINE

Dual Capture Complex with natural antioxidants protect against color fade. Caviar extract and Omega 3's replenish moisture for lasting color and youthful shine. Free of parabens, sulfates and synthetic color.



COTÊ CH HAIR®

THE FIRST HYBRID COLLECTION TO ELIMINATE GLUTENS, PARABENS, SULFATES, AND GMO'S

EXCLUSIVELY SOLD TO SALONS, NOT AVAILABLE IN BEAUTY SUPPLIES OR CHAIN SALONS

WHAT PATH ARE YOU ON?

PERFORMANCE
POWERED
BY PLANTS



GLUTENFREE PARABENFREE SULFATEFREE GMOFREE

#COTEHAIR

f/cotehair @cotehair

www.cotehair.com

WHAT SALONS AND STYLISTS ARE SAYING ABOUT US...

The Product Knowledge Class was so so so great! Thank you so much! It got everyone super excited, which I'm stoked about! -Lori

I hadn't got the chance to meet you yet. You dropped product off to the girls in the salon and they all love it! -Angela

Hi! Just wanted to let you know I have really been liking the product! -Jessica

There's been no complaints or challenges. Everyone is loving the line!!! Even people that have never purchased take home before. -Danielle

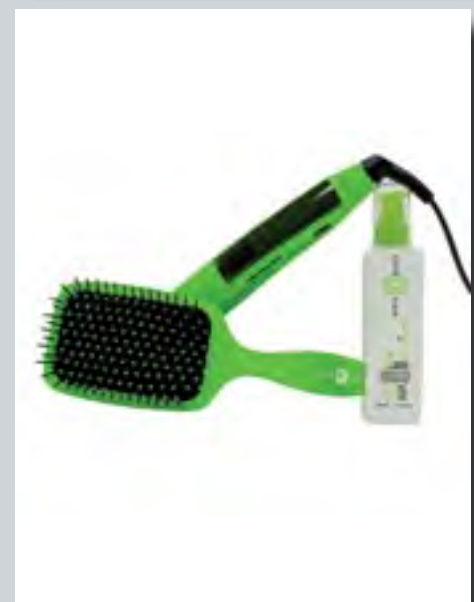
Thank you for going out of your way for me today and personally bringing my order! Everything is almost gone already! So stoked! -Kelly

Can you send me the info on the products you used today? My hair feels the best it has since we moved here (vegas) -Jamie

We've been using the samples all day on our clients and they are loving it! Just wanted to let ya know! I'm so excited! -Heather

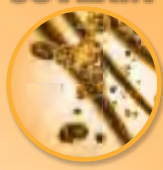
BACK IN STOCK! Goes quickly, stop in and get your favorite product today -Kayla

You're going to hate me, but could you tell me the info on the salon intro kits again. We're going to carry Cotê in the salon. -Ashley





FORTIFIED WITH JUVEXIN™



No.1 WORLDWIDE IN HAIR SMOOTHING



JUVEXIN A KERATIN ANTI-AGING PROTEIN BLEND

Connect with US! Like Us Facebook.com/GKhair Follow Us Instagram.com/GKhair Watch Us Youtube.com/GKhair Pin Us Pinterest.com/GKhair Tweet Us Twitter.com/GKhair SnapChat.com/GKhair

www.GKhair.com | info@GKhair.com | 1.305.390.0044

GKhair®, Global Keratin®, Hair Taming System®, Juvexin®, and pH.™ are trademarks of Van Tibolli Beauty, S.A. U.S.A.

GKhair The Best Professional Hair Taming System

GKhair's The Best Professional Hair Taming System is the number one smoothing system around the world with its key ingredient Juvexin, a keratin anti-aging blend of proteins and peptides optimized specifically for the hair. It has been developed to protect and restore the hair back to its youthful state and is found in all GKhair products worldwide. This premium formula deeply penetrates the hair and works its wonders not only onto the surface of the hair but also within each and every strand leaving the hair at its healthiest condition.

GKhair Introduces NEW BLONDE BOMBSHELL SERIES

GKhair continues to be recognized globally as an innovator in hair care bringing new products like the recently launch "Bombshell Series" a line of hair care specifically to promote healthy blonde hair complete with in salon treatments and at home care. The Bombshell Lines includes the new Miami Beach Bombshell Blue Balayage Powder and Miami Bombshell Blonde Taming Treatment.

About GKhair

GKhair (www.gkhair.com) began with the vision and values of the CEO and founder Van Tibolli. His concept is very simple; develop and create the best products in the professional hair industry. GKhair's advanced hair care products are based heavily on research and development to deliver beautiful, healthy and manageable hair.

- PROFESSIONAL: PRE TREATMENT
- GLOBAL KERATIN RESISTANT
- APPLIANCES
- TOOLS
- AFTER CARE
- CREAM COLOR



DEPASQUALESALONSYSTEMS.COM • 800.724.4247



COMPREHENSIVE PRODUCT LINE

Stylists love Goldwell because our product line is one of the most comprehensive in the industry – offering creative freedom, consistently beautiful color results, and transformative haircare products clients will fall in love with.

Salon owners love Goldwell because our products are designed with their businesses in mind. From the precision of our Depot Canister System that offers maximum value with minimal waste, to our extensive backbar treatment options supported with premium retail and salon merchandising; without exception we are here to help salons grow.

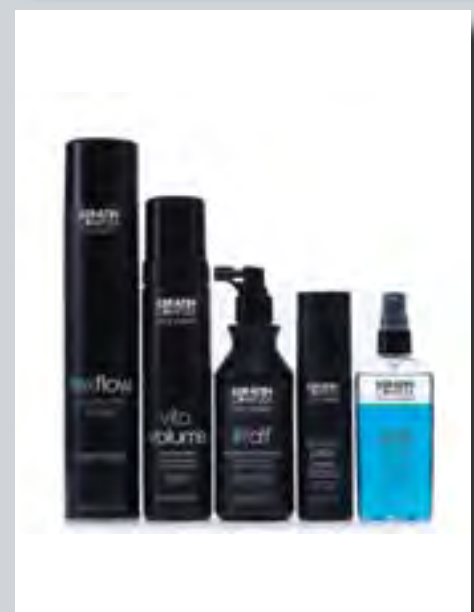
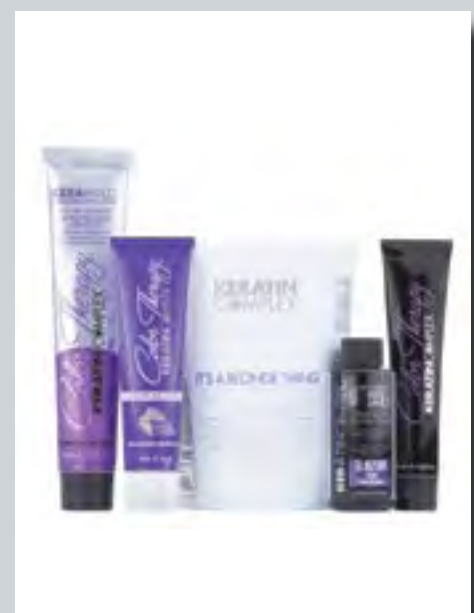
- TOPCHIC
- NECTAYA
- ELUMEN
- SOFT COLOR
- BONDPRO+
- COLORANCE
- MEN RESHADE
- SILKLIFT
- KERASILK
- DUALSENSES
- STYLESIGN
- VARIS APPLIANCES





Keratin Complex® leads the beauty industry with comprehensive support programs, forward-thinking education, and innovative products powered by Signature Keratin. From our award-winning smoothing treatments to bestselling products that fight frizz, protect color and more, Keratin Complex's luxurious formulas deliver stronger, healthier-looking hair with every use. We go beyond the bottle, offering 360 degrees of support to help stylists build their business, their book, and their service offerings, along with the Menu of Services, a range of treatments that deliver healthy looking, frizz-free results for every client in your chair. Our advanced education and strategic Salon Connexions, Signature Salon and Brand Ambassador programs help stylists and salon owners build revenue and grow their business.

-
- SMOOTHING THERAPY
 - INFUSION + REPAIR THERAPY
 - TIMELESS COLOR
 - STYLE THERAPY
 - BLONDESHELL COLLECTION
 - HEAT THERAPY
 - BRUSHES & ACCESSORIES
 - COLOR THERAPY KERA BRILLIANCE
 - COLORTHERAPY
 - METAMORFIX
 - IT'S A BLONDE THING

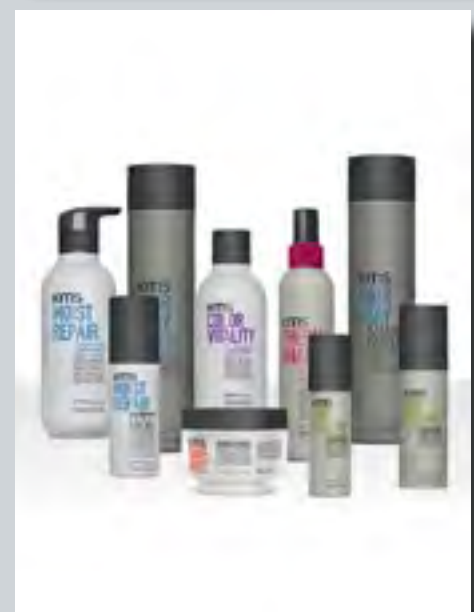




ONE-OF-A-KIND STYLING INNOVATORS

KMS Style Innovators are totally unique – only-from-KMS – products that stylists can't live without. They provide one-of-a-kind creative styling power while offering salons the full potential to grow through retail product sales. Couple these innovators with the fun and effective KMS Style Equation selling concept and you'll see your retail sales soar.

- SILKSHEEN
- HAIRPLAY
- ADDVOLUME
- COLORVITALITY
- CURLUP
- THERMASHAPE
- TAMEFRIZZ
- MOISTREPAIR
- HAIRSTAY
- HEADREMEDY



Time to Shine

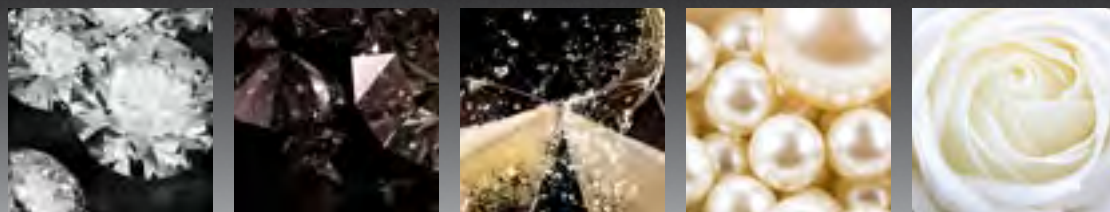


DiamondDust

by **label.m** PROFESSIONAL HAIRCARE

NEW

Introducing the most luxurious leave-in yet...



Five of the most indulgent ingredients

The Micro-Diamond Complex

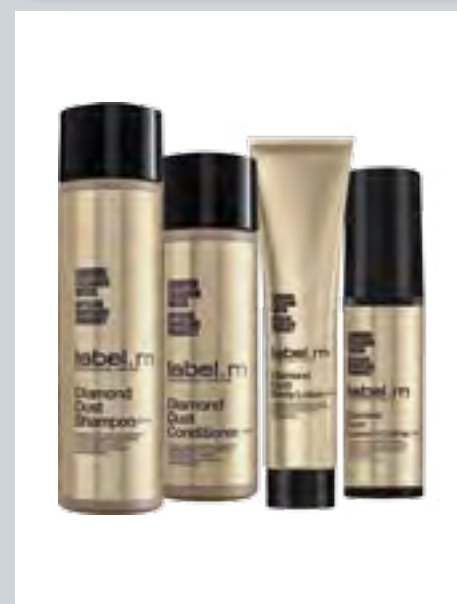
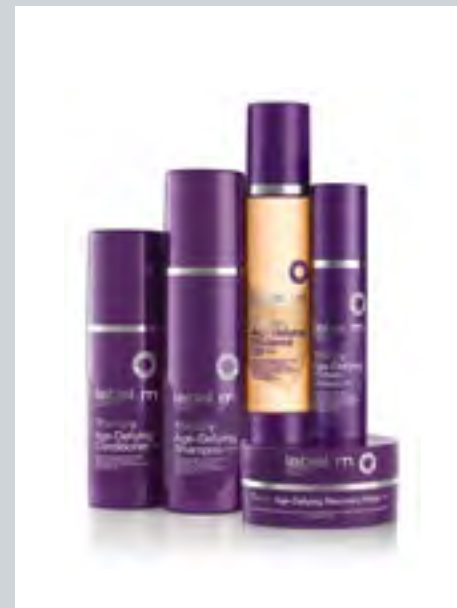
An exclusive blend of the finest rare ingredients: black and white Diamond Dust, Champagne, White Rose Petal Oil and Pearls, work together by gently removing toxins and build-up from the scalp and hair, whilst dramatically transforming hair's condition.

For The Ultimate Hair Transformation

Inspired by hairdressers, to shape the future. label.m is where fashion meets iconic styling. Created by Toni Mascolo and Sacha Mascolo-Tarback, label.m is the culmination of dynamic creativity and passionate dedication to the craft of hairdressing. Built upon a heritage of extensive hairdressing experience and product development, label.m was created to inspire and nurture professional stylists' creativity and individuality around the world.

The renowned london-based label.m international artistic team is the driving force behind the brand's on-going success both creatively and through product development and is the most successful artistic team in British Hairdressing Award history. As the London Fashion Week designers' product of choice for the last 21 seasons, label.m is one of fashion's true originators. Continuously evolving and at the forefront of innovation, label.m products contain unique and exclusive technologies such as Enviroshield complex for UV protection combined with natural, fairtrade ingredients, responsibly harvested from renewable sources.

- CLEANSE
- BRIGHTENING BLONDE
- CONDITION
- LABEL.MEN
- CREATE
- DIAMOND DUST
- COMPLETE
- LAB REMEDY
- THERAPY AGE-DEFYING
- BRUSHES
- THICKENING





Lakmé is a company inspired by beauty. Hair is a fundamental element of our personality. Health, wellbeing and the search for our own personal look are the essential values that guide us towards the hair's natural beauty.

With the development of our products, we aim to bring these values to fruition in hairdressing, through professional creativity and the infinite possibilities that hair provides.

- GLOSS
- COLLAGEN
- CHROMA
- TEKNIA
- K.STYLE
- K. THERAPY



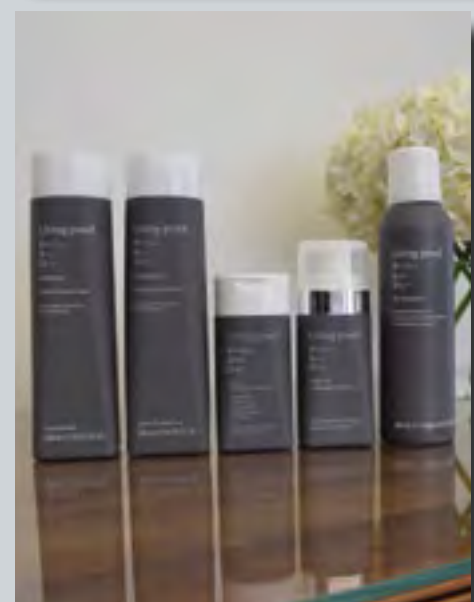


We are problem solvers. We solve the toughest beauty challenges with science and patented technology originating from MIT.

Our founders are hair stylists who were fed up with the limitations of conventional products and scientists from outside the beauty industry with no preconceived notions of what can and can't be done.

Twenty patents, 50 products, and 100 awards later, we have countless love letters thanking us for making products that keep their promises and for changing lives in ways both big and small. We are not hope in a bottle. We are Living Proof. And so are you.

-
- NO-FRIZZ
 - FULL
 - RESTORE
 - PERFECT HAIR DAY (PHD)
 - CURL
 - CONTROL
 - STYLE | LAB
 - TIMELESS
 - TRAVEL KITS



Transform your hair. Healthier. Stronger. This is haircare done differently.
No false promises. Just honest, noticeable results. You are the

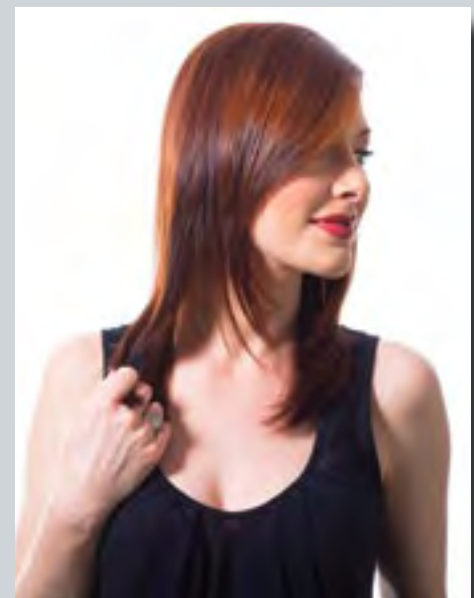
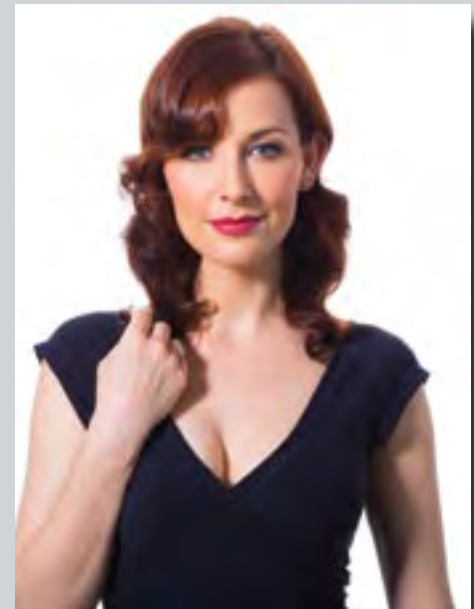
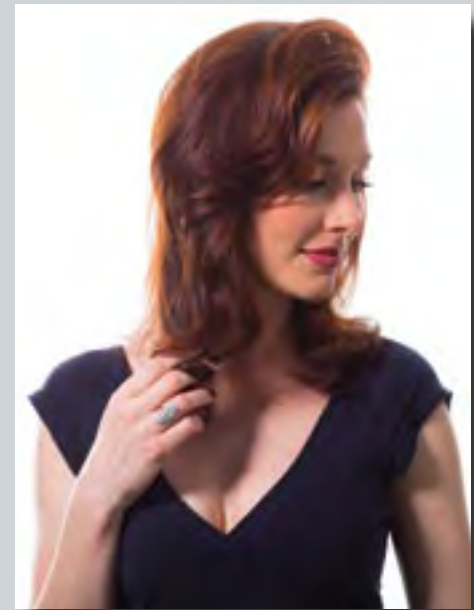
Living proof.®





YOUR TALENT, OUR TECHNOLOGY

NFUSION™ Technology creates an opportunity for professionals to effect longer-lasting change in hair that results in healthier and shinier hair. Using appropriate heat for the specific hair type and texture of the client, NFUSION™ Technology utilizes the micronization of water molecules inherent with negative ionic technology and delivers specially-formulated solutions and serums into the structure of the hair shaft. Whether the desired end result is conditioning, strength, or volume, NFUSION™ Technology puts the need of the hair into the shaft when the cuticle is raised—the exact moment that change can occur.





oligo
PROFESSIONNEL

oligo
PROFESSIONNEL

THE HEART OF IT

Oligo was founded almost 30 years ago by Moty and Liliane Cohen, in the heart of Montréal—so both dedication and savoir-faire just come naturally to us! For the first 2 decades Oligo was primarily a research and development laboratory supplying high-end hair care products to cosmetic companies around the world. Throughout this process we perfected the art of product development and discovered the best ingredients in the world! As we honed our expertise we realized that Oligo—now a second-generation business with three sons continuing the family tradition of excellence—was at the centre of a professional renaissance.

It was time to create our own brand. The vision for Oligo Professionnel was—and remains—the crafting of healthier and safer salon exclusive products made possible by our family's expertise, which we continue to develop with patience and care. The complex and highly sophisticated technologies used in the Oligo Professionnel series have been tested and re-tested, delivering the kind of performance, reliability, consistency, and excellence only true dedication can provide! What's more, we insist on incorporating beauty into every facet of Oligo Professionnel—from concept to formula to packaging to the very relationship between stylist and guest... and everything in between! This attention to detail is about attaining the ultimate goal of making every woman feel beautiful.

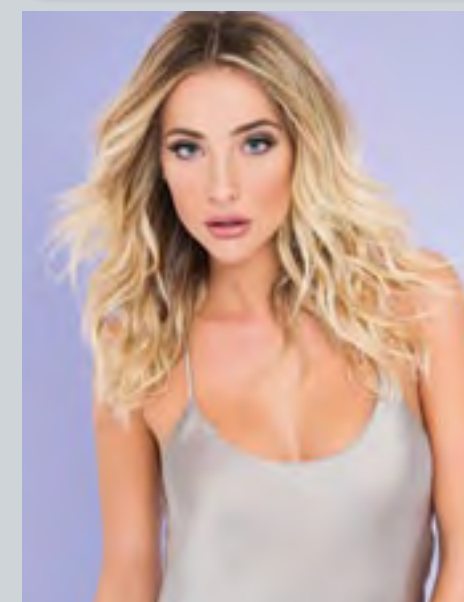
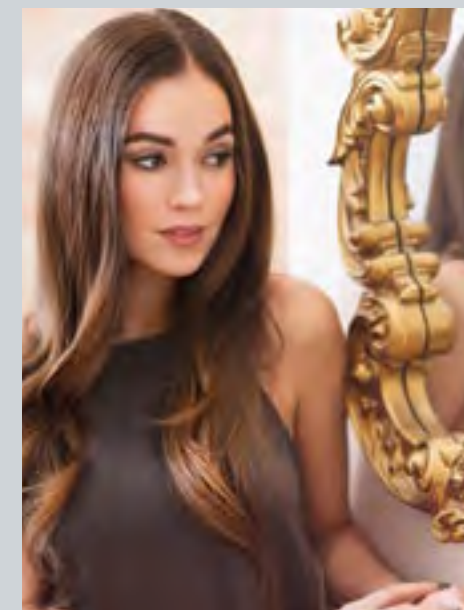
And while Oligo Professionnel enjoys popularity around the globe, an important inspiration remains our home, Montréal, Canada's fashion and style capital. At the crossroads of European flair and North American drive... French sophistication and English directness... the esprit of Montréal can be felt in all our products.

On behalf of my family, I thank you for considering Oligo Professionnel as your brand of choice.

Yours truly,



Ilan Cohen
President, Oligo Professionnel



THE FIRST OF ITS KIND TEA INFUSED HAIRCARE



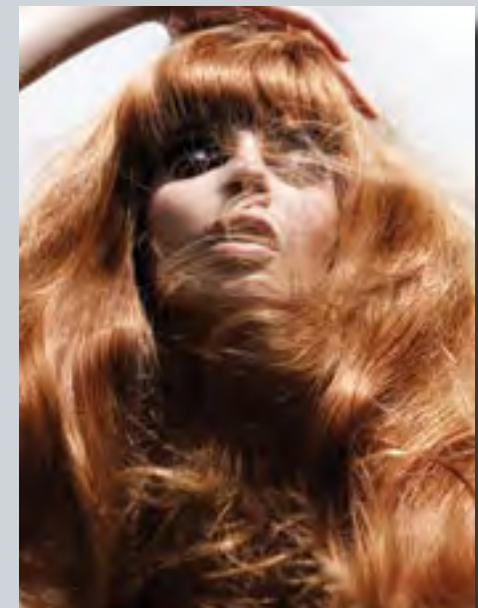
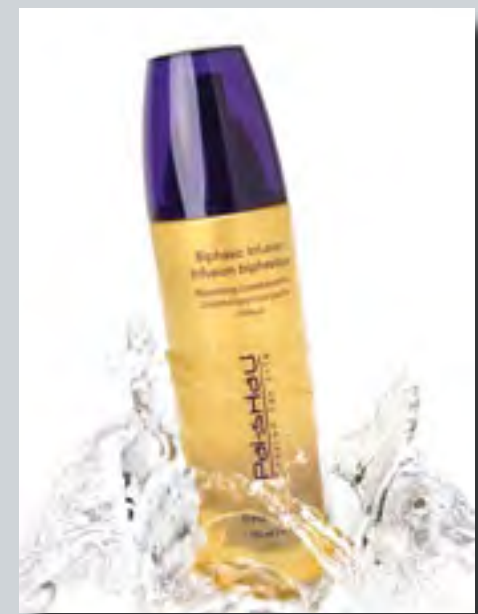
Experience Pai-Shau haircare, infused with our *Signature Exotic Tea Complex*, a powerful blend of African Red Bush, Pu-erh, Green, White and Black teas that nourish, strengthen, repair and protect the hair while providing hi-definition shine and weightless hydration.

Pai-Shau
Passion for Life

THE WORLD'S MOST COMPREHENSIVE TEA INFUSED HAIR CARE.

For centuries, tea has been consumed for its remarkable healing properties. Deemed as a wonder drink, its benefits are known to lead to a healthier lifestyle and combat the effects of aging. Inspired by their ability to enhance, nourish and protect internally, Pai-Shau discovered how to replicate those same holistic benefits into products made for the hair.

Our *Signature Tea Complex*, made of African Red Bush, White, Black, Pu-erh, and Japanese Matcha Green Tea is infused into every product for root to tip nourishment, extreme shine and weightless moisture. The hair's natural beauty is restored.



BIPHASIC INFUSION
Rejuvenating concentrate for hair



Perfectress®
Extend Your Beauty

Perfectress Extension Bar:

As a salon exclusive brand, our mission is to empower the stylist by providing them with a superior, high-end quality product. Using a grass roots approach, we offer the opportunity for prosperity by bolstering support in sales, training and marketing. We envision the Perfectress brand as being the most reputable, leading high end Remy human hair product within the U.S. market.

Connections

Styling Without Limitations

Durability.....Perfect for women on the go! Guaranteed to outlast your active lifestyle!

Versatility..... Adds volume, length and color for a natural finish.

Radiance..... Restores life to dull hair without the use of harsh chemicals!
Adds complementary hues in highlights and lowlights!

Application Time.....Full Lengthening Service: About 45 mins or Partial Services: About 25 mins

Removal Time..... Approximately 10 Minutes

Maintenance..... Move Up Service: Every 2 months or Refitting: Every 3 months

Services..... Full Lengthening Service: 6 packs or Partial Services: 2 to 3 packs

Tape Weft

The Most Requested and Raved About Hair Extension System

Big Sexy Hair.....The optimal choice for creating volume and a flawless finish!

Boost Confidence.....Perfect system for adding thickness or filling in the crown.

Tension Free.....No pulling on the hair! Snag free.

Thin, lightweight and virtually undetectable!

Application Time.....Full Lengthening Service: About 45 mins or Partial Services: About 25 mins

Removal Time.....Varies depending upon skill level

Maintenance.....Re-taping: Every 3 months

Services..... Full Lengthening Service: 6 packs or Partial Services: 2 to 3 packs

Multi-Weft

Beautiful Hair On Your Terms

Dimension..... Seamless length that looks completely natural for all ethnicities!

Seasoned WearEquipped with 3 interchangeable installation options.

The client is free to change up her application to fit any occasion.

Creative Control.....A Stylists' blank canvas! Cut to any size and apply wherever you want.

Application Time.....Clip-In: About 45 mins... Link-In: About 90 mins... Sew-In: About 2 Hours

Removal Time..... Approximately 20 mins

Maintenance..... Can be worn up to 3 months

Services..... Full Lengthening Service: 3 packs or Partial Services: 1 to 2 packs

Link Weft

A Fast Application, Lasting Results

Ready, Set, Go!.....Comes preloaded for an exceptionally fast service!

No other Extension system allows for this kind of artistic prowess.

No Mess, No Fuss.....No adhesives, sticky residue or labor intensive clean ups!

Luxurious Comfort.....The thinnest and softest Weft on the market!

Application Time.....Full Lengthening Service: About 45 mins or Partial Services: About 25 mins

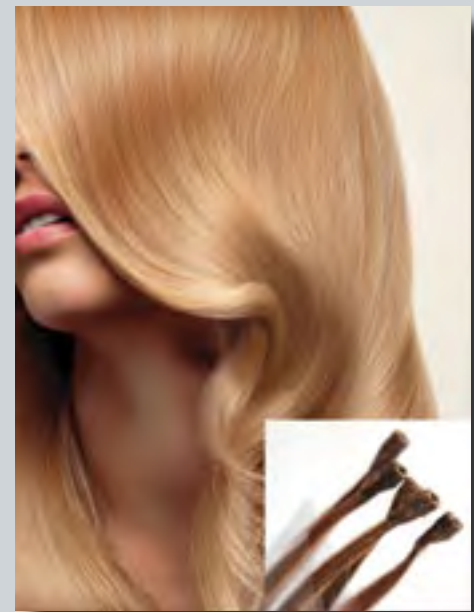
Removal Time.....Approximately 20 mins

Maintenance..... Can be worn up to 3 months

Services..... Full Lengthening Service: 3 packs or Partial Services: 1 to 2 packs

Disclaimer: No matter the hair type, our extension systems work universally to enhance a woman's natural beauty. When it comes to hair, our services cater to the needs and desires of a woman. Each system is designed with a reusability factor. The hair can be worn up to a year with proper maintenance.

www.Perfectress.us | 888-220-8520



REVIVE™
procare

The Natural Revolution™

Clinically Tested

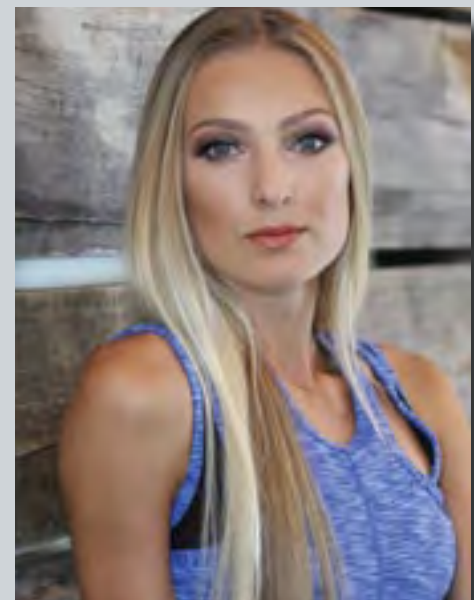
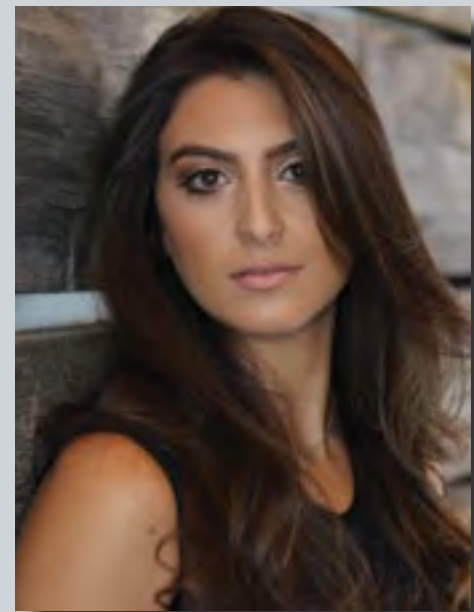


About REVIV3 ProCare

Our mission is to ensure an optimal skin and scalp environment that will improve hair and skin health. Our Shielded Micro Technology formulation works for both natural and color treated hair. When combined with the Biotin Cellular Complex ('Boost'), the REVIV3 System will address visibly thinning hair and areas of concern such as the crown and hairline. Our products are formulated through the advanced research of botanical extracts, vitamins and peptides.

Visit us at reviveprocare.com

-
- FULL SIZE
 - COMPLETE LINE
 - BACK-BAR SIZES
 - INTRODUCTORY KIT



RICA

RESPONSIBLE BEAUTY



OPUNTIA OIL FOR ALL MEN WHO LOVE NATURE

A mix of tradition and modernity in this new Hair and Beard treatment line, made of prickly pear oil, designed for all men who want take care of themselves respecting nature and its valuable fruits.



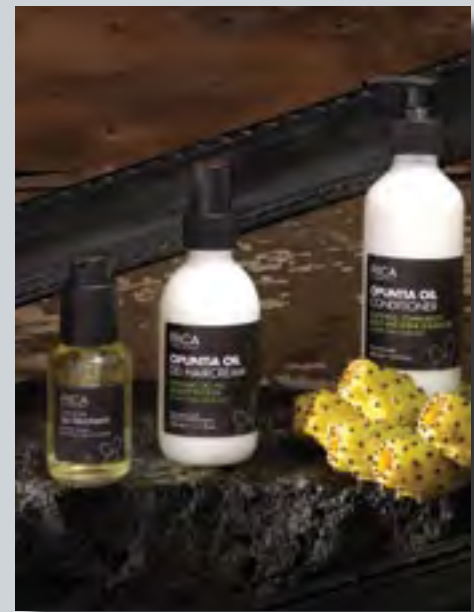
We believe there is no responsible alternative to doing business other than through the pursuit of environmental sustainability and this belief guides every decision we make.

We find inspiration for doing so in nature and believe that nature is not merely something to be cherished and protected, but also should be emulated as a model of sustainability.

Rica carries out every single phase of the processes that take a product from the original concept to its final sale.

All production processes, quality control and distribution come from within Rica facilities, eliminating the need for a supply chain, without any intermediaries in the stages of research, production or marketing. This ensures a limited environmental impact thanks to fewer working stages, reduced emission of carbon dioxide and limited and concentrated use of resources: all this substantially reduces the amount of pollution. Shortened distances, processes and stages of production help the environment, and guarantee our customers superior quality control.

- VOLCANIC ELIXIR
- NATURICA
- NATURICA TREATMENT
- OPUNTIA OIL
- NATURICA STYLING
- OPUNTIA MEN



RICA

MADE IN ITALY

Make your **WAXING** service a

Beauty & Wellness

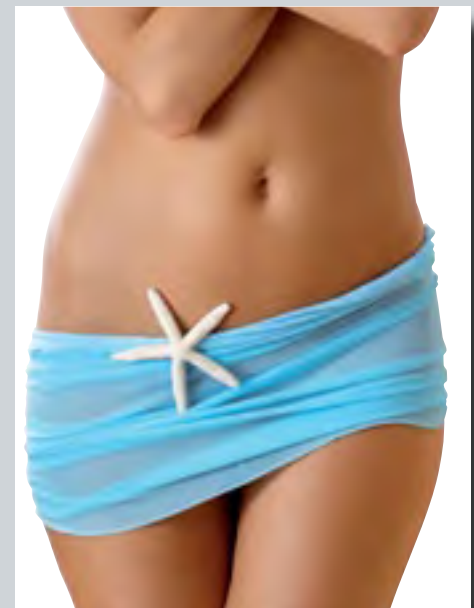
EXPERIENCE



A natural wax from Italy

- 98% Natural Ingredients
- Colophony FREE, no petroleum oils
- Superior hair gripping strength on the actual hair, not skin
- Use 50% less wax than other waxes and increase spa profits
- Safe to re-wax same area

- TITANIUM for normal skin
- OLIVE OIL for dry skin
- BRAZILIAN for bikini zone & face
- LUXURY PEARL for all skin types
- * ARGAN for sensitive skin
- PRE & POST WAX
- ACCESSORIES
- HEATERS



ST. TROPEZ

THE ULTIMATE TAN



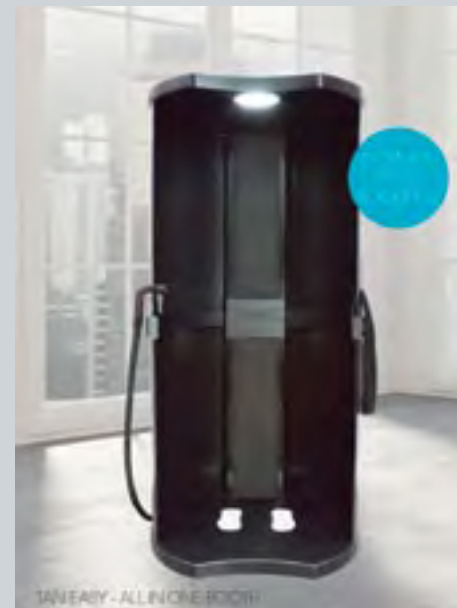
With one St. Tropez spray tan performed every minute and one product sold every fifteen seconds, St. Tropez is proud to be the leading tanning brand chosen globally by professionals, celebrities, and beauty editors alike.

Our wardrobe of choice provides the perfect product for every skin tone, from a light sunkissed glow to our deepest, darkest bronze. So, whether you're looking for a professional tanning treatment or a must-have product to use at home, you can find your ultimate tan with St. Tropez, the award-winning experts you trust to make you look and feel confident, all year round.

OUR WARDROBE OF CHOICE

- No self tan smell, with our new mood-boosting fragrance
- Streak-free and easy to apply
- Quick-drying and non-sticky, with no transfer
- Ultra-hydrating with even fade

- SELF TAN LUXE OIL
- SELF TAN CLASSIC
- SELF TAN EXPRESS
- SELF TAN DARK
- GRADUAL TAN FACE
- GRADUAL TAN BODY
- PREP AND MAINTAIN
- PROFESSIONAL SPRAY TAN BRONZING MIST
- PROFESSIONAL TOOLS
- TAN EASY PROFESSIONAL TOOLS ENCLOSURES
- ACCESSORIES
- TEXTURE



STYLE EDIT

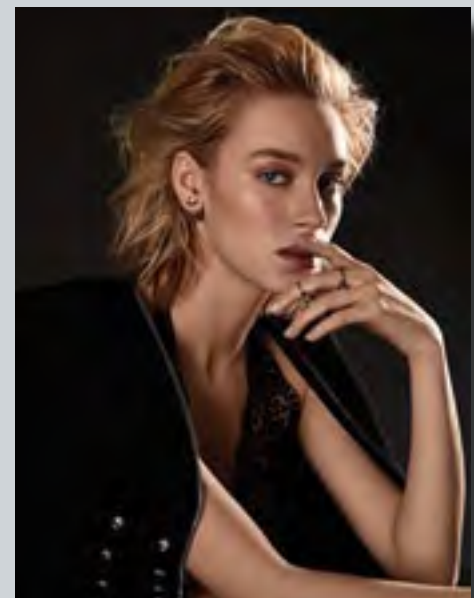
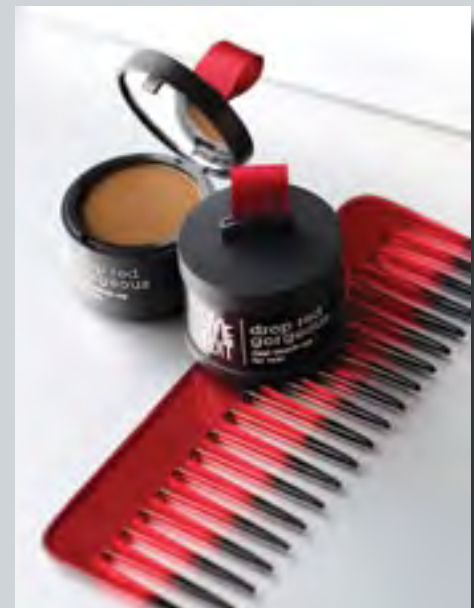
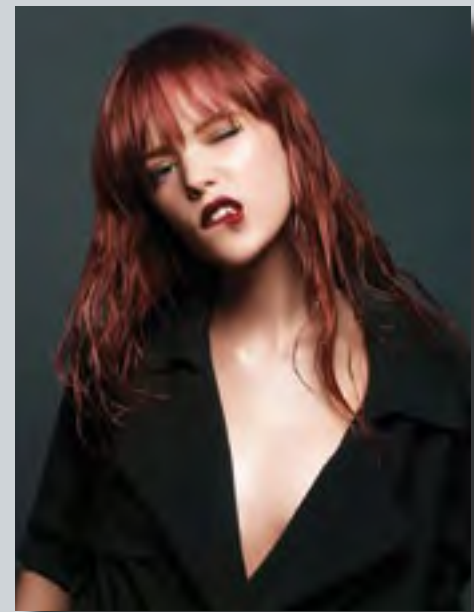


style edit. style smarter.

we believe every hair concern warrants an at-your-fingertips fix. when that fix doesn't exist, it's our job to create it. style edit brings together the world's leading scientists and stylists to confront your most essential hair needs and innovative products you can't live without. we're for breaking barriers, challenging conventions, and taking on the impossible ... all in the name of fabulous hair.

the style edit collection offers the perfect instant fixes for roots. all hair colors are not created equal. our unique collections speak to the specific needs of each hair color. the collections consists of sprays and powders that immediately cover gray regrowth and dark roots.

- BRUNETTE BEAUTY
- BLONDE PERFECTION
- DROP RED GORGEOUS
- INVISIBLE DRY SHAMPOO



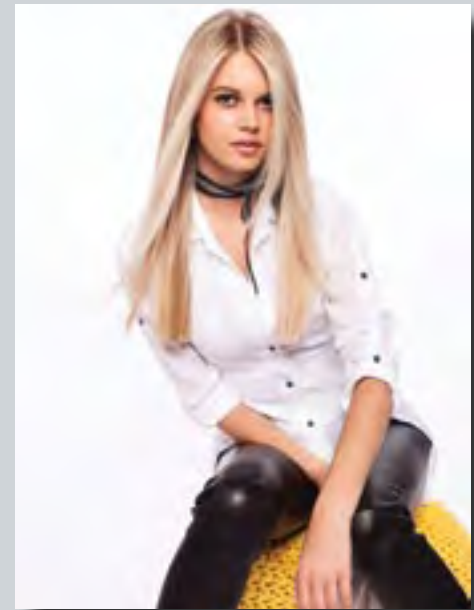
SUNLIGHTS® *balayage*



Founded by balayage expert Candy Shaw, SUNLIGHTS® balayage is the maker and purveyor of the world's finest balayage products, including THE BALAY BOX®, a 'complete balayage class in a box'. This kit that started a revolution contains everything a stylist needs to learn and paint successfully behind the chair. Balayage is not just a trend, but a movement in hair color that will change your career forever. Hair painting is faster, greener, more profitable, and more fun than traditional foil highlighting. The time is now to Unleash Your Inner Artist™ and begin to Paint Your Way to Financial Freedom™ with SUNLIGHTS®.

- THE BALAY BOX
- SUNLIGHTS
- SUNLIGHTS DVD
- THE BALAY WRAP SHORT
- THE BALAY WRAP MEDIUM
- THE BALAY WRAP LONG
- THE BALAY PADDLE
- THE BALAY BRUSH
- CLIPS
- COMB
- BOWL
- LOADER BRUSH

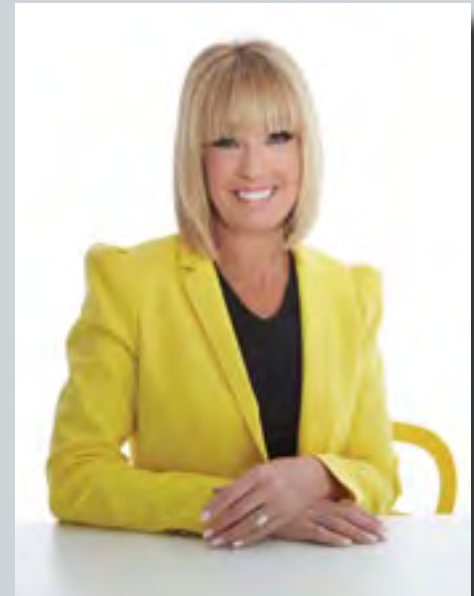
THE BALAY BOX: The Essential Tool Kit for the Balayage Artist
Sunlights, Sunlights DVD, Short Wrap, Balay Brush, Paddle, Clips (4)



Say hello to the best lift in the industry.

Sunlights Lightener® achieves up to six levels of lift with no heat, and was designed specifically for the Balayage Artist. Unlike predominantly silica (sand) based foil lighteners, the kaolin (clay) in Sunlights® provides the optimal consistency and saturation for painting hair.

Unleash your inner artist.™



Feed
your
Curls
what
they
crave



5 in 1
Curl Cream

Delivers Weightless,
Bouncy, Healthy Curls



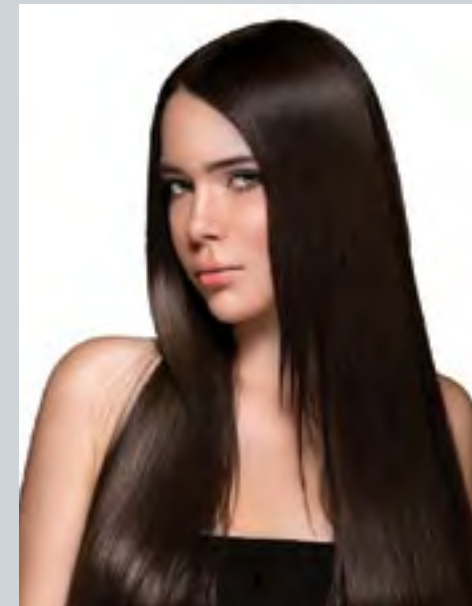
To provide the most innovative, high quality, professional beauty products to help your salon's business succeed. We realize that just having great products is not enough in today's highly competitive market.

That's why we believe in education and support.

Our goal is to provide knowledge and tools to our Trissola representatives and educators so they can be prepared to share all their skills with their clients.

We believe – we know – education and support are the key to success. Yours and ours!

- SOLO PROFESSIONAL
- TRUE PROFESSIONAL
- TRUE PLUS PROFESSIONAL
- FOREVER ENDS PROFESSIONAL
- TRISSOLA RETAIL
- CHIA BY TRISSOLA
- TOOLS & ACCESSORIES



Dual Plate
Flat Iron

Valera



SALON EXCLUSIVE

BY PROFESSIONALS,
FOR PROFESSIONALS ONLY

SWISSMADE 

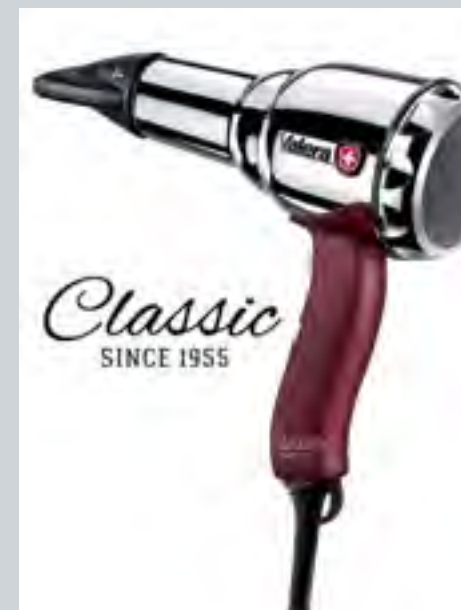
www.valera.com - www.valera-salonexclusive.com

VALERA PROFESSIONAL: Swiss Quality tools for hair stylists around the world

Since 1955 VALERA has been producing haircare equipment. All hairdryers and the Swiss'X straighteners are MADE IN SWITZERLAND: designed, developed and manufactured in the own factory in Ticino.

Every day, thousands of hair stylists in over 80 countries trust in the technological superiority of VALERA professional appliances to style and maintain their customers' hair. VALERA designs professional haircare appliances to the highest standards of quality and reliability. They make hairstylists' daily work easier and guarantee a respectful approach to the natural beauty of people's hair. For creativity with precision, for styling with respect.

- UNLIMITED PRO 5.0 1875 W DRYER
- MASTER PRO 3.2 1875 W DRYER
- MASTER PRO 3.0 1600 W DRYER
- CLASSIC 1955 1875 W DRYER
- DIFFUSER DSN
- SWISS'X AGILITY IONIC STRAIGHTENER



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2017 CLASS MENU

ALTERNA
HAIRCARE
PURE. PROVEN. PROFESSIONAL.

► Hands-On Cutting & Styling Workshop

- A collaboration of Alterna's global house of expert's team.
- Visions of pure luxury, fashion and beauty from around the globe.
- Work with the new Caviar Style line.

ECRU
NEW YORK

► Party Perfect Hair/Holiday Glam

- Effortlessly transition hair from day to night.
- Creating elegantly soft, beautiful styles that look like they took all day!
- Tips and tricks to simply and successfully execute today's most desired looks.

GK
HAIR
PROFESSIONAL

► LIFE IN COLOR; GKhair Cream Color Preview

- See GKhair's professional hair color cream with Juvexin & Ceramides.
- GK's cream color line works in complete synergy with all GKhair Hair Taming Systems.
- Advanced formulation provides lasting color while protecting & strengthening the hair fiber.

LAKMÉ
INSPIRED HAIRCARE

► Color Contouring Workshop

- Learn to achieve better color results.
- Leave with the ability to improve every single process.
- Learn the ability to add dimension in the same 30 minutes.

Living proof.®

► Timeless Collection Volume 3

- Utilize timeless cutting techniques and modern day tools to enhance the natural beauty and style of each client.
- Cutting and styling skills are the basis of looks you'll create every day in the salon.
- This collection focuses on merging cutting skills with creativity.

oligo
PROFESSIONNEL

► CALURA Essentials

- A must for all beginner & seasoned stylist.
- Walk through all fundamentals of CALURA Color.
- Leave with a greater understanding of CALURA's features & benefits.

Pai-shau
Passion for Life

► The Collection Workshop: Hands-On Workshop

- Learn the very first edition of the Pai-Shau Cut & Style Collections.
- Inspired by a very dynamic time in society when women culturally began to step out of the norm.
- Explore fashion and style vibe trends that defined the exciting era of the 1970s.

Perfectress®
HAIR EXTENSION SPECIALIST

► Transformation Connections & Tape Weft

- Our unique, state of the art extensions are easy to apply, easy to care for, and do not damage the client's hair.
- Super fast application and removal time make the transformation and weft systems.
- Attractive to busy stylists with an even busier clientele.

RICA

► ICONISH Collection

- Cuts and styling inspired by the seventies and eighties.
- Past styles with a fresh contemporary look.
- Intermediate to advance experience.

ST. TROPEZ

► Experience St Tropez

- This course is a great starting point for salons & spas that are new to the St Tropez Brand.
- Learn the proper techniques and products to use for each client.
- From pre-spray tan preparation to post care & equipment care. As well as some "Tips & Tricks".

SUNLIGHTS® *balayage*

► Painting Balayage! Hands-On Workshop

- Join us for a comprehension 'Balayage Basics' course, & learn how to paint beautiful highlights.
- Hair painting will not only cut your appointment times by more than half.
- Help you add more money to your bottom line!

trissola®

► LOOK & LEARN; Keratin/Demo Certification

- Trissola is the breakthrough you've been waiting for.
- A new age of hair treatments offering 3 amazing lines that you are sure to love.
- Once you try Trissola Solo, True and True+ you'll agree that it's unlike anything else on the market.

GOLDWELL.

► Color Seminar

- This course is the starting point for anyone that is new to working with GOLDWELL Colorance & Topchic.
- The course focuses on Demi-permanent coloring with the Colorance.
- Get expert insight on Goldwell color.

KERATIN
COMPLEX.

► Smoothing Therapy; Demo/Certification

- Learn the fundamentals of Keratin Complex Natural Smoothing Treatments.
- Course attendees will depart the course with an understanding of the Keratin Complex Natural Smoothing Treatment.
- View a complete application, including flat iron techniques to prepare them for proper application.

kms
california

► Trend Forecast

- Learn tips and tricks with upstyling, braids, adding texture and bulk to your braids.
- Quick and easy tips for creating modern updos.
- Also learn how to customize the cut on your client based on face shape, hair texture and personal style.

And Much, Much More...

Check Out Our Website!

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 [snapchat.com \(username: dss2121\)](https://www.snapchat.com/user/dss2121)



Mission Statement

We are a concept-oriented hair, nail, skincare and cosmetic distribution company serving the professional beauty industry.

Our goal is to serve the professional beauty industry of the future through information, education and salon support programs that address all the needs of our clients.

We will always be dependable, reliable and accountable to all our clients, large and small alike. In our desire to serve our industry, we will strive to exceed not only what our customers expect from us, but also what we expect of ourselves.



STORE LOCATIONS

DePasquale Salon Systems

21-21 Broadway
Fair Lawn, NJ 07410
P 800.724.4247 / F 201.797.0632
depasqualesalonsystems.com

Bella Professional Norwalk

365 Westport Avenue
Norwalk, CT 06805
P 203.847.9465 x315 / F 203.847.9472
bellaprobeauty.com

Bella Professional Rocky Hill

825 Cromwell Ave., Route 3 Unit G,
Rocky Hill, CT 06067
P 860.563.0388 / F 860.563.1807
bellaprobeauty.com