

Fantastic New Brush Range TheBigBrush^{Co}

The Big intro - stylist kit

purchase:

- 1 x 25mm round brush
- 1 x 33mm round brush
- 1 x 43mm round brush
- 1 x 53mm round brush
- 1 x paddle brush
- 1 x vent brush

receive:

1 x 6 carbon sectioning clips worth £5.47 free

salon cost - £47.67
retail - £96.65
profit - £48.98



nano-silver - ceramic - ionic - stone re-enforced heat resistant bristles - anti-static

HEDCO PROFESSIONAL



**Buy 6 Sprays
Get 1 FREE**

See your representative for details

Buy any combination of 9 finishing or styling Products



And receive 1 Ltr of Daily Cleanse Shampoo free.

Value of Free Product £15.85 (rrp)

BEEVER WE ONLY CARE ABOUT HAIR
www.beever.co.uk

ROBERT McCOLL
North Manchester . Stockport . Derbyshire

07790 775 448

PHILIP HEWITT
Manchester . South Manchester . Cheshire
Staffordshire

07554 451 178

NICOLLE RIMMER
Liverpool . St Helens . Wales . Chester

07554 456 468

KENNY FERGUSSON
Scotland

07850 336 796

KEITH WILLIAMS
Educational Support

07968 859 221



Unit 6 Brookfield Ind. Estate
Peakdale Road
Glossop . SK13 6LQ
Tel: 01457 869446
Fax: 01457 868329

Web: www.wizzdomhair.co.uk



WIZZDOM

from the wizards came...wizzdom

Issue 4
January 2011

Milkshake . Beever . Big Brush Company . Abba . Circle of Friends . Headco

Welcome...

All of us at Wizzdom Hair thank you for your custom in 2010 and wish you a happy and prosperous New Year.

This edition sees the introduction of some fabulous new products launched with exciting introductory offers!

By taking advantage of these offers, you can enable your clients to benefit from the very latest developments in Salon techniques & results.

Argan Oil 100ml Introductory Offer



Discover the Integrity System...



The Big Brush Company, Headco, & Beever Deals



milk_shake

Italy Trip 2010

We would like take this opportunity of thanking all participants for attending the Italy Trip.

Everyone thoroughly enjoyed themselves; they have taken useful tips to demonstrate new techniques in their salons.

We would like to thank you all for making Milkshake a great success!



milk_shake Launch in Scotland!

With 26 years experience in the hairdressing industry, I am delighted to introduce 'Milk Shake' into Scotland.

My philosophy has always been to introduce something exciting and different to my clients. This certainly meets that category, giving salon owners a great opportunity to increase their retail sales

KENNY FERGUSSON

Kind regards *Kenny Fergusson*

Web: www.wizzdomhair.co.uk

milk_shake



TheBigBrush^{Co}

abba[®]
pure performance hair care™



HEDCO
PROFESSIONAL

milk_shake

Introducing Glistening Argan Oil

Harvested from the fruit of the Argania Spinosa Tree in the Moroccan desert, Argan Oil has been known for centuries for its incredible nourishing and repairing properties on hair and skin.

milk_shake introduce Glistening Argan Oil, a conditioning treatment using a high concentration of pure, organically sourced Argan Oil. This light, non-greasy formula will reduce blow drying time and just a few drops will leave the hair conditioned, smooth and silky, with an amazing shine.



Glistening Argan Oil
Recommended Selling Price
100ml = £29.99

Introductory Offer
BUY 9, GET 3
FREE



milk_shake

Semi Permanent 20 Shade Intro

Pack Contains

- 20 Tubes Semi Permanent 100ml
- 1 Intense Activating Emulsion 1000ml
- 1 Pro Colour Chart

SAVE
£38.55

Special Pack Price
£99.00

Saving £38.55



milk_shake Keith's Autumn/Winter TIPS!

For Blonde Hair

Try 2/3 light caramel to 1/3 clear as a lowlight on light backgrounds; it stays a warm/cool tone but adds depth. The clear takes away the pinky tone but keeps the warm beige that shows on light hair. Ideal on levels 9-10; use 3% peroxide.

For a more daring lowlight where the desired result is a warm light damson blonde, try 10g 9.3 + 1g 6.56. Ideal on levels 8-9; use 3% peroxide. This looks great as a fine weave low light, scattered through the hair cut.

For a cool/warm result again as a low light, try 1/3 8.1 + 1/3 9+1/3 7.34. This gives a cool beige result on levels 8, 9, & 10.

For Brunette Hair

Try cacao and 4.7. These two colours need to be kept separate either in panels or weaved in your desired technique. When these two colours merge it gives the most amazing chocolate/mocha tone. Subtle is the key; ideal for levels 4,5 & 6. Use 3% peroxide.

Try cherrywood, 4.5 and 7.4. This combination looks great as a full head back to back lowlights. Again keep the colours separate. This is ideal on levels 4,5 & 6; use 3% peroxide.

Try 3/4 7.44 with 1/4 orange and 1/2 3 + 1/2 4.5, with ebony as the third colour. Great as a full head back to back lowlights or as a full head placement. Ideal for levels 3 & 4. Use 3% peroxide. Please note pre lightening may be needed to achieve a bright 7.44 result, on coloured hair (prelighten to orange). If working on natural hair use a higher developer for the 7.44. You can use 12% peroxide on a natural 3, to achieve a 7.44.



Try hazelnut, cherrywood and dessert brown (keep separate), again as a lowlight or full head technique. This is a much more subtle result, but the colours merge beautifully. Ideal for levels 5, 6 or 7; use 3% peroxide.

Hope the combinations help you to explore our colour more and personalise your colour more.

milk_shake

Introducing Integrity System

Thanks to new research, milk_shake have created an innovative two-step hair treatment system for damaged and chemically treated hair that actually reintegrates the hair with its natural components

Integrity System contains highly concentrated amounts of proteins and amino acids. This special "amino acid complex" is composed of high and low molecular weights so it targets both the inside and the outside of the hair shaft, rebuilding, strengthening and smoothing all in one system.

The result is an incredible treatment that leaves the hair stronger, shinier and with much more body than previously possible.

Integrity System is available as an "in salon" service or "take home" kit.



Recommended Selling Prices

Step 1: Integrity Booster (3 x 75ml)

Salon Price £17.00 RSP £33.99

Step 2: Integrity System Repairing Hair (8 x 12ml)

Salon Price £8.50 RSP £16.99

Integrity System

Salon Intro Pack

- Integrity Booster (3 x 75ml) x 4
- Integrity Repairing Hair (8 x 12ml) x 4
- Plus Free**
- Counter Display x 1
- Client Brochure x 12

(milk_shake products offer 40% clear profit on retail sales.)

Special Offer
Price £99.00

Saving £11.40



Salon Price £15.00 Saving £5.50

RSP £29.99 Saving £10.98

milk_shake Intense Conditioning Kit

Clients can keep their hair in perfect condition with the Intense Conditioning Kit from milk_shake.

This special value pack contains:

- Color Maintainer Shampoo 300ml
- Leave In Conditioner 350ml
- Hair Repair Treatment 8 x 12ml
- everything the client needs to nourish and repair their crowning glory.

This pack is a limited edition, so don't delay, as they won't last long at this price!