

PAUL MITCHELL

SMOOTH

COLLECTION

*Same Great Performance,
Fresh New Look*



INTRODUCING



PAUL MITCHELL
SMOOTH COLLECTION



MITCH GOT AN UPGRADE



PAUL MITCHELL TOOLS



COLORWAYS APRICOT CRUSH

PAUL MITCHELL

WE'RE IN OUR RESTAGE ERA



Paul Mitchell is evolving

We love a glow up! Led by our dynamic female CEO and hairdresser president, we're evolving to reflect the needs of today's customers. As we continue to grow, our core values will remain the same, with product innovation, sustainability and inclusivity top of mind.



Callout on pack that speaks to the same great performance you know and trust from Paul Mitchell, now with a fresh new look

NEW LOOK, WHO DIS?

RAISED S & C

Raised S & C to aid with product distinction for those with visual impairments

PCR PACKAGING

We utilize up to 50% PCR plastic in our packaging*

LOW-PROFILE CAPS

New low-profile caps to reduce usage of plastic



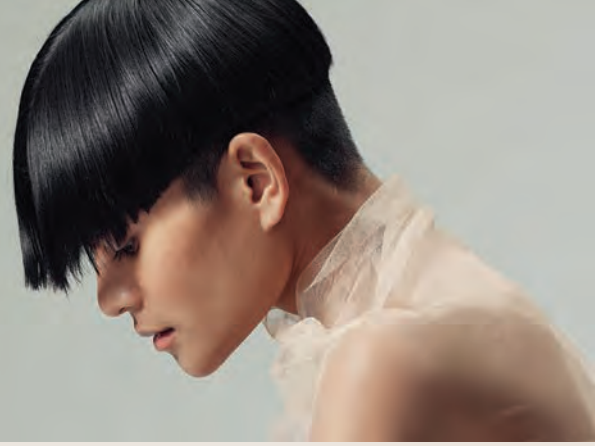
*Excluding pumps and select caps

**Check your local requirements

PAUL MITCHELL

SMOOTH

COLLECTION



Introducing New Formulas + Two New Products

Super Smooth Shampoo

10.14 oz./300 ml

SALON PRICE \$8.00

SUGG. RETAIL \$16.00

33.8 oz./1 L

SALON PRICE \$16.25

SUGG. RETAIL \$32.50

Super Smooth Conditioner

10.14 oz./300 ml

SALON PRICE \$8.75

SUGG. RETAIL \$17.50

33.8 oz./1 L

SALON PRICE \$20.50

SUGG. RETAIL \$41.00



Upcycled
Squalane



DID YOU KNOW?

Squalane is an upcycled, olive-derived silicone alternative often used in skincare to boost hydration. It helps smooth hair and prevent frizz.



OLIVES ARE COLD-PRESSED AND GENTLY GROUND FOR OLIVE OIL.



THE OLIVE PULP IS DISTILLED TO ISOLATE THE SQUALENE.



THE SQUALENE IS HYDROGENATED.



THE RESULT IS SQUALANE, FULL OF BENEFITS FOR YOUR HAIR.

NEW FORMULAS
NOW SULFATE FREE!



*Excluding pumps and select caps

**Check your local requirements

PAUL MITCHELL

SMOOTH

COLLECTION

NEW

SEALING RINSE

Instantly smooths + softens

WHAT IT IS

Smoothing rinse for instant sleekness.

WHAT IT DOES

Seals the cuticle and adds beautiful shine.

HOW IT WORKS

Infused with plant-derived squalane to replenish moisture and control frizz.

5.1 oz./150 ml

SALON SPECIAL \$11.25

SUGG. RETAIL \$22.50

NEW

SEALING MASK

Seals split ends + hydrates

WHAT IT IS

Rich, deeply hydrating treatment ideal for all hair types.

WHAT IT DOES

Seals split ends and provides up to 69% smoother hair in high humidity for up to 24 hours.

HOW IT WORKS

Infused with plant-derived squalane to reduce frizz and seal split ends.

5.1 oz./150 ml

SALON SPECIAL \$11.25

SUGG. RETAIL \$22.50

STUDIO KIT

Keep client hair smooth, silky and shiny.

PURCHASE:

3 – Sealing Rinse, 5.1 oz./150 ml

3 – Sealing Mask, 5.1 oz./150 ml

1 – Super Skinny Serum, 5.1 oz./150 ml

RECEIVE FREE:

6 – Super Skinny Serum, 0.85 oz./25 ml

SALON SPECIAL \$76.99

SALON VALUE \$116.55

SUGG. RETAIL \$163.50

*While supplies last



PAUL MITCHELL

SMOOTH

COLLECTION



Whether your hair is fine and frizz-prone or thick and textured, Paul Mitchell can make your sleek dreams come true.

*Same Great
Performance,
Fresh New
Look*

SUPER SKINNY SERUM

#1
SMOOTHING
SERUM
*Sold in Salons**

*2022 Salon Retailer Survey by The NPD Group, Inc. © 2022 Paul Mitchell Systems, Inc.



Super Skinny Serum
0.85 oz./25 ml
SALON PRICE \$6.30
SUGG. RETAIL \$10.50

5.1 oz./150 ml
SALON PRICE \$14.25
SUGG. RETAIL \$28.50

8.5 oz./250 ml
SALON PRICE \$19.50
SUGG. RETAIL \$39.00



Gloss Drops
2.5 oz./75 ml
SALON PRICE \$13.25
SUGG. RETAIL \$26.50



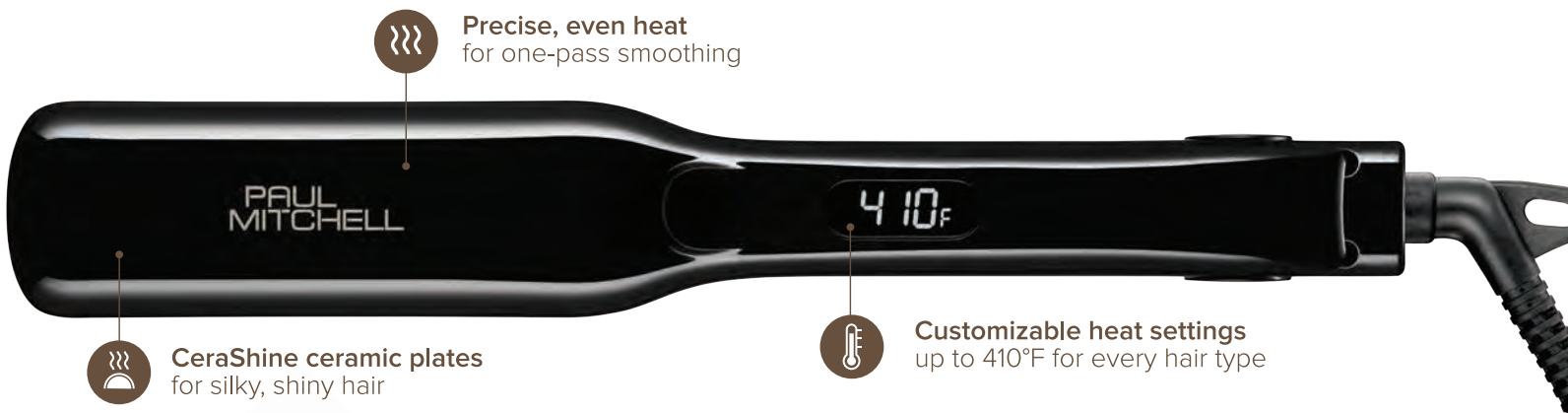
Super Skinny Relaxing Balm
5.1 oz./150 ml
SALON PRICE \$12.25
SUGG. RETAIL \$24.50



Straight Works Serum Gel
5.1 oz./150 ml
SALON PRICE \$12.25
SUGG. RETAIL \$24.50

REINTRODUCING PAUL MITCHELL TOOLS

Same great performance, fresh new look!



A smooth operation

Create perfectly polished styles on any hair type or texture. Paul Mitchell styling and smoothing irons feature custom CeraShine ceramic plates that glide effortlessly through strands and enhance shine. High-performance heaters provide even heat distribution for fast and consistent results.



PAUL
MITCHELL

REINTRODUCING PAUL MITCHELL TOOLS

Same great performance, fresh new look!



STYLE+ 1" FLAT IRON

- Ultimate styling versatility
- Features beveled edges for smoothing, waving + curling with a gentle glide

SALON PRICE \$91.00
SUGG. RETAIL \$130.00



SMOOTH+ 1.25" FLAT IRON BLACK SMOOTH+ 1.25" FLAT IRON TAUPE

- Polished smoothing for all hair types
- Classic design for perfectly smooth styles

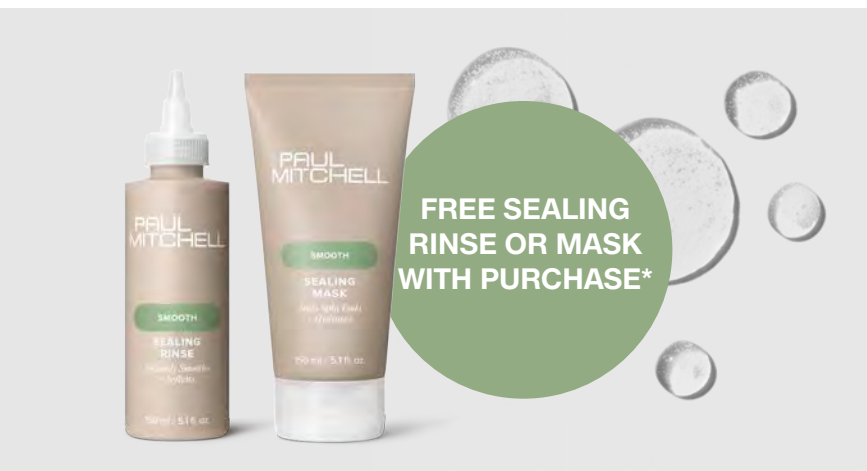
SALON PRICE \$91.00
SUGG. RETAIL \$130.00



SMOOTH+ 1.5" FLAT IRON

- Extra-wide plate design
- Ideal for for long, thick, coarse + curly hair

SALON PRICE \$98.00
SUGG. RETAIL \$140.00



**FREE SEALING
RINSE OR MASK
WITH PURCHASE***

*Participation May Vary and While Supplies Last.

**PAUL
MITCHELL**

NEW!

1016 VENTED STYLING BRUSH

A Brush with Legacy

This brush is named 1016 to honor the birthdate of our late co-owner, passionate hairdresser and inspiring educator—Angus Mitchell (1970 – 2024). His joyful spirit and unconditional kindness will forever be a part of the JPMS family legacy.

SALON PRICE \$5.70
SUGG. RETAIL \$9.50



Custom vented design allows airflow to circulate freely



Heat resistant bristles



Antistatic and Antibacterial coatings



Lightweight with comfortable handle



PAUL MITCHELL

MITCH GOT AN UPGRADE

You're complex, but your grooming routine doesn't have to be. MITCH complements your modern lifestyle with a complete range of care and styling products that make it easy to create your go-to looks.

AN EASY CHOICE

New hold indicators and color-coded packaging make it easy to select the products you need.*



HIGH-IMPACT PRODUCTS, LOWER-IMPACT PACKAGING

As part of our long-standing commitment to the environment, MITCH is phasing in packaging made from post-consumer recycled (PCR) materials. Jars will be 100% PCR, bottles will be 50% PCR and tubes/tube caps will be 25% PCR.**



*Starting with our three new pucks. Remaining new packaging will be phased-in throughout 2025

**Percentages may vary. Excludes other caps, pumps and closures.



THREE MVRCK BESTSELLERS MOVE TO MITCH



DRY PASTE

High Hold & Ultra-Matte Finish

- Creates lightweight, gritty texture
- Ideal for thinner hair, it contains a blend of clays, safflower oil and body-building ingredients
- High hold locks in styles

3 oz./85 g

SALON PRICE \$12.00

SUGG. RETAIL \$24.00

ORIGINAL POMADE

Medium Hold & Low Shine

- Versatile pomade is perfect for creating classic, slick-backed hairstyles to the latest looks
- Provides texture and control with a low shine finish
- Water-soluble formula won't flake and washes out easily with shampoo

3 oz./85 g

SALON PRICE \$12.00

SUGG. RETAIL \$24.00

HIGH HOLD POMADE

High Hold & High Shine

- This water-based pomade provides excellent hold and shine for optimal control
- Great for classic, slicked-back styles and high-shine looks
- Provides frizz-free definition on curly and coily hair
- Won't flake and easily washes out of hair
- Energizing agave, mint, and citrus scent

3 oz./85 g

SALON PRICE \$12.00

SUGG. RETAIL \$24.00

CREATE YOUR OWN INTRO KIT

For fresh looks, in and out of the salon

SAVE ON THE PURCHASE OF:

6 – Mix and Match NEW MITCH Pucks

- MITCH Dry Paste
- MITCH Original Pomade
- MITCH High Hold Pomade

SALON SPECIAL \$57.60
SALON VALUE \$72.00

\$86.40
**POTENTIAL
PROFIT**

M
MITCH

Introducing

COLORWAYS APRICOT CRUSH

You voted, we delivered!

Freshly picked by stylists everywhere
as the shade of the season.



Semi-Permanent Hair Color

Colorway – noun, a combination or arrangement of colors, usually one of several, in which a product, fabric or article of clothing, etc. is available



No-transfer rinse

Does not transfer or bleed when rinsing the hair



Conditioning shampoo base

Removes with rinsing alone—no need to shampoo or condition



Superior color retention

Formulated for maximum deposit, vibrancy and greater longevity with minimal off-tone fading



3.4 oz./100 ml

SALON PRICE \$7.25



Colorways Swatch Ring with
Apricot Crush Included

SALON PRICE \$28.00

PAUL MITCHELL
Colorways
VIBRANT SEMI-PERMANENT HAIR COLOR

MORE 2 LOVE

Your favorite products work better together.



FAN FAVES LITER DUO

- 1 – Awapuhi Shampoo (Original), 33.8 oz./1 L
- 1 – The Detangler, 33.8 oz./1 L

SALON SPECIAL \$23.50
SALON VALUE \$32.25
SUGG. RETAIL \$47.00



EXTRA-BODY DUO

- 1 – Extra-Body Shampoo, 33.8 oz./1 L
- 1 – Extra-Body Conditioner, 33.8 oz./1 L

SALON SPECIAL \$23.50
SALON VALUE \$32.25
SUGG. RETAIL \$47.00



CARE FOR YOUR COLOR LITER DUO

- 1 – Color Protect Shampoo, 33.8 oz./1 L
- 1 – Color Protect Conditioner, 33.8 oz./1 L

SALON SPECIAL \$23.50
SALON VALUE \$32.25
SUGG. RETAIL \$47.00



INSTANT MOISTURE DUO

- 1 – Instant Moisture Shampoo, 33.8 oz./1 L
- 1 – Instant Moisture Conditioner, 33.8 oz./1 L

SALON SPECIAL \$26.50
SALON VALUE \$35.75
SUGG. RETAIL \$53.00



BALANCED CLEAN DUO

- 1 – Shampoo One, 33.8 oz./1 L
- 1 – The Conditioner, 33.8 oz./1 L

SALON SPECIAL \$23.50
SALON VALUE \$32.25
SUGG. RETAIL \$47.00



BOND RX DUO

- 1 – Bond Rx Shampoo, 24 oz./710 ml
- 1 – Bond Rx Conditioner, 24 oz./710 ml

SALON SPECIAL \$32.50
SALON VALUE \$47.25
SUGG. RETAIL \$65.00

PAUL MITCHELL
BONDRX

**PAUL
MITCHELL**

MORE 2 LOVE

Your favorite products work better together.



SPECIAL DUO

- 1 – Tea Tree Special Shampoo, 33.8 oz./1 L
- 1 – Tea Tree Special Conditioner, 33.8 oz./1 L

SALON SPECIAL	\$37.50
SALON VALUE	\$50.00
SUGG. RETAIL	\$75.00



HEAD-TO-TOE TINGLE DUO

- 1 – Tea Tree Special Shampoo, 33.8 oz./1 L
- 1 – Tea Tree Hair and Body Moisturizer, 33.8 oz./1 L

SALON SPECIAL	\$39.50
SALON VALUE	\$52.50
SUGG. RETAIL	\$79.00



LEMON SAGE DUO

- 1 – Lemon Sage Thickening Shampoo, 33.8 oz./1 L
- 1 – Lemon Sage Thickening Conditioner, 33.8 oz./1 L

SALON SPECIAL	\$37.50
SALON VALUE	\$50.00
SUGG. RETAIL	\$75.00



TEA TREE HEMP

Tea Tree Hemp Restoring Shampoo and Body Wash, 33.8 oz./1 L

SALON SPECIAL	\$21.00
SALON VALUE	\$28.00
SUGG. RETAIL	\$42.00



Tea Tree Hemp Restoring Conditioner and Body Lotion, 33.8 oz./1 L

SALON SPECIAL	\$21.00
SALON VALUE	\$28.00
SUGG. RETAIL	\$42.00



LAVENDER MINT

Lavender Mint Moisturizing Shampoo, 33.8 oz./1 L

SALON SPECIAL	\$19.24
SALON VALUE	\$28.00
SUGG. RETAIL	\$34.99



Lavender Mint Moisturizing Conditioner, 33.8 oz./1 L

SALON SPECIAL	\$19.24
SALON VALUE	\$28.00
SUGG. RETAIL	\$34.99





MORE 2 LOVE

Stock up on Wash House essentials for the new year

PAUL MITCHELL
clean beauty 

Hydrate Shampoo, 33.8 oz./1 L

SALON SPECIAL \$18.94

SALON VALUE \$25.25

SUGG. RETAIL \$37.88

Hydrate Conditioner, 33.8 oz./1 L

SALON SPECIAL \$21.19

SALON VALUE \$28.25

SUGG. RETAIL \$42.38



**SAVE
UP TO
30%
ON LITERS**



M
MITCH

Double Hitter, 33.8 oz./1 L

SALON SPECIAL \$16.98

SALON VALUE \$24.25

SUGG. RETAIL \$33.95



SAVE 27% ON NEURO TOOLS

Deliver fast, healthy-looking results in the salon and at home

Neuro Unclipped Styling Cone

SALON SPECIAL	\$50.47
SALON VALUE	\$69.01
SUGG. RETAIL	\$72.10

Neuro Sleek Smoothing Hot Brush

SALON SPECIAL	\$64.44
SALON VALUE	\$88.11
SUGG. RETAIL	\$92.05

Neuro Angle Styling Cone, 1.25" – 0.75"

SALON SPECIAL	\$71.79
SALON VALUE	\$98.16
SUGG. RETAIL	\$102.55

Neuro Angle 1" Rod

SALON SPECIAL	\$71.79
SALON VALUE	\$98.16
SUGG. RETAIL	\$102.55

Neuro Grip Ergonomic Dryer

SALON SPECIAL	\$75.46
SALON VALUE	\$103.18
SUGG. RETAIL	\$107.80

Neuro Smooth

SALON SPECIAL	\$76.69
SALON VALUE	\$104.86
SUGG. RETAIL	\$109.55

Neuro Guide 1.25" Unclipped Rod

SALON SPECIAL	\$79.38
SALON VALUE	\$108.54
SUGG. RETAIL	\$113.40

Neuro Smooth XL 1.25" Styling Iron

SALON SPECIAL	\$87.47
SALON VALUE	\$119.60
SUGG. RETAIL	\$124.95



**GOT OLD
TOOLS?**

**RECYCLE THEM
WITH HOMEBOY
INDUSTRIES!**



Through the recycling process, Homeboy Electronics Recycling—an R2 Certified facility (the world's most widely adopted standard for responsible practices for used electronics), provides jobs to people who face systemic barriers due to previous gang involvement or incarceration.

[Learn more here](#)

NEURO®

MORE 2 LOVE

Free product with purchase



PURCHASE:

3 – The Demi, 2 oz./60 ml (any shade)

RECEIVE FREE:

1 – The Demi Color Gloss, 6 oz./177 ml (any shade, stylist's choice)

SALON SPECIAL \$19.50

SALON VALUE \$33.50

*1 per order

PURCHASE:

4 – Color XG, 3 oz./90 ml (any shade)

RECEIVE FREE:

1 – SynchroLift, 14.1 oz./400 g

SALON SPECIAL \$39.00

SALON VALUE \$60.00

*1 per order

PURCHASE:

8 – Color XG, 3 oz./90 ml (any shade)

RECEIVE FREE:

1 – SynchroLift, 28.2 oz./800 g

SALON SPECIAL \$78.00

SALON VALUE \$111.00

*1 per order

KEEP
COLOR-TREATED
HAIR COLOR LOOKING
SALON FRESH
IN BETWEEN
SERVICES



50%
MORE COLOR
IN EVERY
TUBE*



*Color XG 3 oz. tube, compared to industry standard 2 oz. tubes.

20% OFF SELECT BOND RX PRODUCTS



Bond Rx Lightener, 17.5 oz./500 g

SALON SPECIAL \$18.80
SALON VALUE \$23.50

Bond Rx Lightener, 24 oz./680 g

SALON SPECIAL \$25.20
SALON VALUE \$31.50

Bond Rx Medium Bond-Building Kit

Kit includes:

- 1 – Bond Rx Step 1 Professional Bond Builder, 250 ml/8.5 oz.
- 1 – Bond Rx Step 2 Professional Bond-Building Sealant, 500 ml/16.9 oz.
- 1 – Measuring Unit Dispenser

SALON SPECIAL \$52.00
SALON VALUE \$65.00



RETAINS
85%
 OF DISULFIDE BONDS
 WHILE LIGHTENING*

37%
 REDUCTION IN BROKEN
 DISULFIDE BONDS
 WHILE LIGHTENING**

*Using Step 1 and Step 2, as compared to virgin hair; results based on third-party clinical testing

** Using Step 1 and Step 2, as compared to using lightener alone; results based on third-party clinical testing.