

JOHN PAUL MITCHELL SYSTEMS

# NEW&NOW

Holiday 2025



*This Holiday, We've Got  
the Best Gifts in Town*



JOHN PAUL MITCHELL SYSTEMS





## *It Takes A Village*

Welcome to our holiday village, where we celebrate great hair, community and festive fun. The whimsical, giftable “village shop” packaging is just one reason to love these gift sets. Each one features a carefully chosen combination of some of our most popular products. With a set for every hair type and need, you’re sure to find great gift for everyone in your village!

As an independent company, we celebrate the businesses big and small that are the cornerstones of their communities—the salons, the coffeeshops, and all the mom-and-pop shops that make our neighborhoods vibrant and special.





# PAUL MITCHELL

**SALONS**  
Save Up To  
**22%**

## The Icon Theater

- 1 – Shampoo One, 10.14 oz./300 ml
- 1 – The Conditioner, 10.14 oz./300 ml
- 1 – Detangler Comb

**Salon Special**    \$14.30  
**Salon Value**    \$18.30  
**Sugg. Retail**    \$26.00

## The Daily

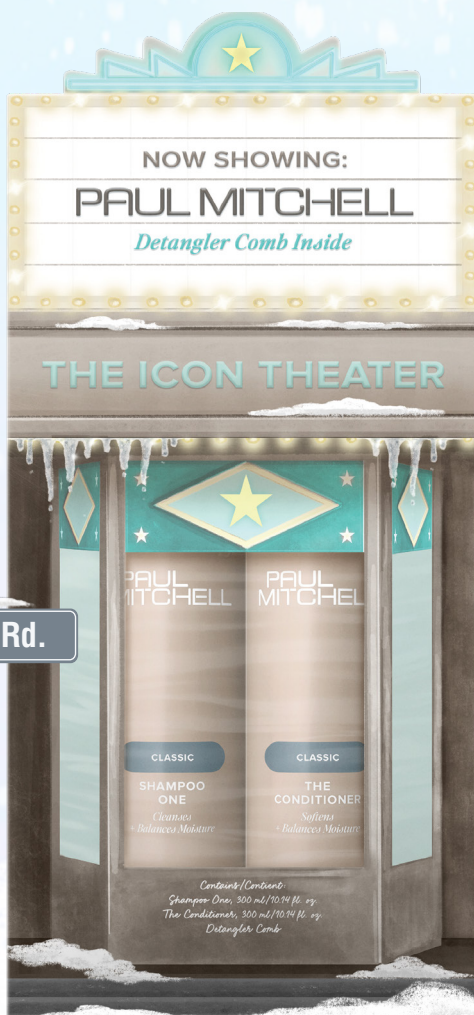
- 1 – Awapuhi Shampoo, 10.14 oz./300 ml
- 1 – Awapuhi Conditioner, 10.14 oz./300 ml
- 1 – Detangler Comb

**Salon Special**    \$14.30  
**Salon Value**    \$18.30  
**Sugg. Retail**    \$26.00

AWAPUHI SHAMPOO

**#1**  
*Bestselling*  
**PAUL MITCHELL**  
*Shampoo\**

\*Based on 2023 sales data.





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## Colorful Confections

- 1 – Color Protect Shampoo,  
10.14 oz./300 ml
- 1 – Color Protect Conditioner,  
10.14 oz./300 ml
- 1 – Detangler Comb

**Salon Special**    \$14.30  
**Salon Value**    \$18.30  
**Sugg. Retail**    \$26.00

## Rise Up Records

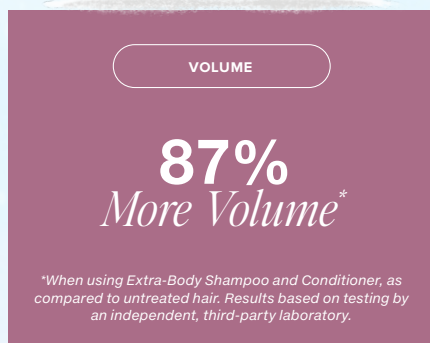
- 1 – Extra-Body Shampoo,  
10.14 oz./300 ml
- 1 – Extra-Body Conditioner,  
10.14 oz./300 ml
- 1 – Detangler Comb

**Salon Special**    \$14.30  
**Salon Value**    \$18.30  
**Sugg. Retail**    \$26.00

## Smooth Styles

- 1 – Sealing Mask, 5.1 oz./150 ml
- 1 – Sealing Rinse, 5.1 oz./150 ml
- 1 – Super Skinny Serum, 0.85 oz./25 ml

**Salon Special**    \$22.55  
**Salon Value**    \$28.80  
**Sugg. Retail**    \$41.00







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## Lavender Dreams Floral Design

- 1 – Lavender Mint Moisturizing Shampoo, 10.14 oz./300 ml
- 1 – Lavender Mint Deep Conditioning Mineral Mask, 5.1 oz./150 ml

**Salon Special**    \$22.00  
**Salon Value**    \$28.50  
**Sugg. Retail**    \$40.00

## Treehouse Yoga Studio

- 1 – Tea Tree Special Shampoo, 10.14 oz./300 ml
- 1 – Tea Tree Special Conditioner, 10.14 oz./300 ml
- 1 – Tea Tree Hair And Body Moisturizer, 2.5 oz./75 ml

**Salon Special**    \$20.35  
**Salon Value**    \$25.70  
**Sugg. Retail**    \$37.00



Tingle Avenue







**SALONS**  
Save Up To  
22%

## Lemon Tree Market

- 1 – Lemon Sage Thickening Shampoo, 10.14 oz./300 ml
- 1 – Lemon Sage Thickening Conditioner, 10.14 oz./300 ml
- 1 – Lemon Sage Thickening Spray, 2.5 oz./75 ml

Salon Special	\$20.35
Salon Value	\$25.70
Sugg. Retail	\$37.00

## The Specialty Shoppe

- 1 – Tea Tree Special Shampoo, 10.14 oz./300 ml
- 1 – Tea Tree Hair And Body Moisturizer, 10.14 oz./300 ml
- 1 – Tea Tree Shaping Cream, 3 oz./85 g

Salon Special	\$26.95
Salon Value	\$34.50
Sugg. Retail	\$49.00





PAUL MITCHELL



demi-permanent  
hair color

**SALONS**  
Save Up To  
**22%**

## *Le Chocolate Shoppe Kit*

### **PURCHASE (Included in box):**

8 – The Demi Chocolates, 2 oz./60 ml

1 each: 4CH, 5CH, 8CH, 9CH

2 each: 6CH, 7CH

### **RECEIVE FREE:**

1 – Paul Mitchell Processing Liquid, 16.9 oz./500 ml

1 – The Demi Chocolates Swatch Book and Educational Insert

1 – The Demi Paper Chart

**Salon Special**    **\$52.00**  
**Salon Value**    **\$70.77**

### **WHY EVERYONE IS CRAVING CHOCOLATE**

#chocolatehair had over  
30 million views on  
TikTok in Sept 2023\*

\*Source: Splate, 2023





# STOCKING STUFFERS



## \$4.00 FOR GUESTS

- Awapuhi Shampoo Original, 3.4 oz./100 ml
- Shampoo One, 3.4 oz./100 ml
- The Detangler, 3.4 oz./100 ml
- Fast Dry Spray, 3.4 oz./100 ml

*black and white packaging while supplies last*

## SALON SPECIAL \$2.00

## \$6.00 FOR GUESTS

- Bond Rx Treatment, 2.5 oz./75ml
- Awapuhi Wild Ginger Repair Cream Rinse, 2.5 oz./75 ml
- Awapuhi Wild Ginger Hydrasoft Shampoo, 2.5 oz./75 ml
- Awapuhi Wild Ginger Hydrasoft Conditioner, 2.5 oz./75 ml
- Awapuhi Wild Ginger Styling Treatment Oil .85oz.
- Clean Beauty Blonde Shampoo, 1.7 oz/50 ml

## SALON SPECIAL \$3.00