

PAUL MITCHELL

NOVEMBER/DECEMBER 2025



INTRODUCING



THE DEMI CLEAR



PRE-SERVICE PRODUCTS



PRO COLOR ORGANIZERS

JOHN PAUL MITCHELL SYSTEMS

FREE ORGANIZER *With Open Stock Color Purchase*



PURCHASE:

12 – The Demi, 2 oz./60 ml (Stylist's Choice)

SALON SPECIAL	\$78.00
SALON VALUE	\$96.50



PURCHASE:

12 – Colorways, 3.4 oz./100 ml (Stylist's Choice)

SALON SPECIAL	\$87.00
SALON VALUE	\$132.00



PURCHASE:

12 – Paul Mitchell The Color, 3 oz./90 ml (Stylist's Choice)

SALON SPECIAL	\$93.00
SALON VALUE	\$146.50



PURCHASE:

12 – Paul Mitchell The Color 10, 3 oz./90 ml (Stylist's Choice)

SALON SPECIAL	\$95.88
SALON VALUE	\$149.38



PURCHASE:

12 – Color XG, 3 oz./90 ml (Stylist's Choice)

SALON SPECIAL	\$117.00
SALON VALUE	\$170.50

50%
MORE COLOR
IN EVERY TUBE*

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

PAUL MITCHELL

the
demi

demi-permanent
hair color

FREE CLEAR SHINE WITH THE DEMI OPEN STOCK PURCHASE

PURCHASE:

8 – The Demi, 2 oz./60 ml (Stylist's Choice)

RECEIVE FREE:

1 – The Demi Clear Shine, 16.9 oz./500 ml

SALON SPECIAL	\$52.00
SALON VALUE	\$76.50

SAVE
32%



UPGRADE COLOR SERVICES WITH FREE PRE-SERVICE PRODUCTS

With your purchase of Paul Mitchell The Color

Charcoal Clay Cleanse, 33.8 oz./1 L

- Cleansing ingredients penetrate the hair fiber to remove chlorine, copper, product buildup, metals and minerals from hard water.
- Creates a clean canvas, preparing hair for optimal absorption of color and texture services.

Porosity Equalizer, 12 oz./354 ml

- Neutralizes and evens hair's porosity from roots to ends.
- Helps to eliminate chlorine and minerals from hard water before color and texture services.
- Improves and optimizes color and chemical service uptake.

PURCHASE:

4 – Paul Mitchell The Color, 3 oz./90 ml (Stylist's Choice)

RECEIVE FREE:

1 – Porosity Equalizer, 12 oz./354 ml **OR** Charcoal Clay Cleanse, 33.8 oz./1L

SALON SPECIAL
SALON VALUE

\$31.00
\$56.00 - \$61.00



SIGNS THAT YOUR GUEST NEEDS PRE-SERVICE PREP

Green tint from
chlorine deposit

Regular exposure
to hard water or
well water

Noticeable sebum,
oil or product buildup

Adverse reaction to
lightener processing,
such as:
- Swelling or dripping
lightener
- Hot foils

