JOHN PAUL MITCHELL SYSTEMS

NEW&NOW

MARCH + APRIL 2026

INTRODUCING

THE SILVERS COLLECTION

RESTAGE: POST COLOR SHAMPOO + NEW POST COLOR SEALER

PAUL MITCHELL DANDRUFF SHAMPOO

DRESSING AND DETANGLING BRUSHES

JOHN PAUL MITCHELL SYSTEMS

PAUL MITCHELL

the demi

demi-permanent hair color

PAUL MITCHELL

the color

Permanent cream hair color

SHINE WITH SILVER SERVICES

New

An icy-cool collection with three Silver violet shades from The Demi and one silver Ultra Toner from Paul Mitchell The Color. With pure silver tone and no background color plus the cool reflect, these timeless shades create true silver results, perfect for silver-fox gray blends, fashion silver tones and icy blondes.

DELAYED

Why you'll love The Demi Sv family

- Shades do not contain a background color and are pure tone.
- Balanced with a dominant silver and diminished violet tone.
- Optimized for pre-lightened hair, the violet reflect ensures a clean, modern, reflective cool result—never flat or muddy.
- Timeless, versatile shades can create icy silver, mid-tone gray or smoky depth, depending on the level.
- Try them on their own or intermixed with any The Demi shades for an added icy effect.

2 fl. oz./60 ml
SALON PRICE $6.50

36%
MORE CONDITION*

6X
THE SHINE*

*Based on third-party testing with The Demi Clear, as compared to untreated hair.

Why you'll love Paul Mitchell The Color Ultra Toner Silver:

- Shade is a balanced silver-gray tone with a slight blue reflect.
- Ideal for tonal deposit and/or breaking the base.
- Layers well with The Demi Sv shades for dimension.

3 fl. oz./90 ml
SALON PRICE $7.75

50%
MORE COLOR IN EVERY TUBE**

**Paul Mitchell The Color 3 oz. tube, compared to industry standard 2 oz. tubes.

SAVE 23%

PAUL MITCHELL
the demi
demi-permanent hair color

TRY 3 FOR $15

ANY OF THE Sv SHADES

SAVE ON THE PURCHASE OF:
3 – The Demi, 2 oz./60 ml

SALON SPECIAL **$15.00**
SALON VALUE **$19.50**

DELAYED

PAUL MITCHELL
the color
Permanent cream hair color

BUY 3, GET A FREE ULTRA TONER SILVER

ANY 3 THE COLOR SHADES

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

RECEIVE FREE:
1 – Paul Mitchell The Color Ultra Toner Silver,
3 oz./90 ml

SALON SPECIAL **$23.25**
SALON VALUE **$31.00**

PAUL MITCHELL
PROFESSIONAL

UP YOUR SERVICE GAME!

FIGHT THE FADE. SEAL THE SHINE.

Post Color Shampoo

Stops Oxidation + Prevents Fade

Stop oxidation and create a protective barrier to make hair color look and feel its very best. Make Paul Mitchell Post Color products part of every color service to protect your guests' color investment.

- Extremely effective formula gently removes all color product from the hair.
- Helps ensure true color results.
- Fennel extract, a naturally derived "peroxide scavenger," helps stop oxidation.
- Helps eliminate scalp irritation after processing.

33.8 oz./1 L
SALON PRICE $21.50

Post Color Sealer

New

Locks in Color + Prevents Fade

After a color service, Post Color Sealer works to seal the hair fiber with a protective barrier to lock in color and protect against fading.

- Specially formulated with a polymer complex to seal color and keep it fresh longer.
- Enriched with nourishing argan oil to leave hair luxuriously soft.
- Low pH of 4.5 to close the cuticle.
- Creates a reflective, shiny finish.
- Lightweight formula for all hair types.
- For best results, pair with Paul Mitchell Post Color Shampoo.

For Professional Use Only.
Directions: After performing color service and shampooing with Post Color Shampoo, apply and leave on for one minute. Rinse thoroughly.

33.8 oz./1 L
REGULAR SALON PRICE $30.00

PAUL MITCHELL

CLARIFY

DANDRUFF SHAMPOO

No One Likes A Flake

This salon-quality dandruff shampoo uses 1% zinc pyrithione to fight dandruff at the source, leaving hair feeling healthy and looking great with a fresh, elevated scent.

FEATURES AND BENEFITS

- Fights dandruff at the source
- Helps eliminate flakes, itching and irritation while fighting recurrence
- Conditioning formula leaves hair looking and feeling soft, healthy and manageable
- Fresh, sophisticated Bergamot Tea fragrance

10.14 fl. oz./300 ml

SALON PRICE $9.00
SUGG. RETAIL $18.00

Trial OPPORTUNITY

SAVE ON THE PURCHASE OF:

1 – The Detangler, 10.14 oz./300 ml

OR

1 – Awapuhi Conditioner, 10.14 fl. oz./300 ml

RECEIVE 50% OFF:

1 – Dandruff Shampoo, 10.14 oz./300 ml

SALON SPECIAL	**$12.50**
SALON VALUE	**$17.00**
SUGG. RETAIL	**$25.00**

Salon INTRODUCTORY OFFER

PURCHASE:

6 – Dandruff Shampoo, 10.14 oz./300 ml

RECEIVE FREE:

3 – Foaming ACV Rinse, 5.1 oz./150 ml

1 - Downloadable POP*

SALON SPECIAL	**$54.00**
SALON VALUE	**$88.50**

*Visit the Newsstand on PaulMitchellPro.com or jpmsnewandnow.com to download

PAUL MITCHELL *Tools*

100% recycled handle

With *antimicrobial* properties*

Detangling Brush

Knot on My Watch

FEATURES AND BENEFITS

- Ultra-flexible nylon bristles glide through tangles
- Rounded ballpoint tips help stimulate the scalp
- Lightweight handle made from 100% recycled materials

SALON PRICE $9.00
SUGG. RETAIL $15.00

Dressing Brush

All Dressed Up and Ready to Go

FEATURES AND BENEFITS

- Dual-bristle design gently smooths and polishes hair
- Vegan boar bristles help tame frizz and distribute scalp oils for natural shine
- Lightweight handle made from 100% recycled materials

SALON PRICE $9.00
SUGG. RETAIL $15.00

*Antimicrobial properties are intended to extend the life and cleanliness of the brush.

teatree

#1 Scalp Care Brand*

TEA TREE HEAD SPA
BOOST SERVICE REVENUE!

This all-in-one kit includes everything you need to start offering in-demand head spa services today.

- **INTRODUCE PREMIUM ADD-ON SERVICES WITH THIS READY-TO-USE SYSTEM**
- **ATTRACT NEW GUESTS LOOKING FOR HOLISTIC SALON EXPERIENCES**
- **BUILD GUEST LOYALTY WITH INCREDIBLE RESULTS**

*Sold in salons in the US, based on Kline PRO data Q3 2024-Q2 2025.

SALON HEAD SPA KIT

The ultimate kit for 5-star scalp services

SAVE ON THE PURCHASE OF:

1 – Tea Tree Special Shampoo, Aluminum Bottle, 16.9 oz./500 ml
1 – Tea Tree Special Shampoo Refill Pouch, 33.8 oz./1 L
1 – Tea Tree Special Conditioner, Aluminum Bottle, 16.9 oz./500 ml
1 – Tea Tree Special Conditioner Refill Pouch, 33.8 oz./1 L
1 – Tea Tree Hair And Scalp Treatment, 16.9 oz./500 ml
1 – Tea Tree Special Detox Kombucha Rinse, 6.8 oz./200 ml
1 – Tea Tree Special Detox Foaming Salt Scrub, 6.5 oz./184 g
1 – Tea Tree Aromatic Oil, 0.33 oz./10 ml
1 – Lavender Mint Nourishing Oil, 1.7 oz./50 ml
1 – Lavender Mint Deep Conditioning Mineral Hair Mask, 5.1 oz./150 ml
1 – Oily Scalp Serum, 1.85 oz./55 ml
1 – Dry Scalp Serum, 1.85 oz./55 ml
1 – Scalp Defense Serum, 1.85 oz./55 ml
1 – Lemon Sage Thickening Treatment, 5.1 oz./150 ml

FOR TAKE HOME:

1 – Tea Tree Shaping Cream, 3 oz./85 g
1 – Tea Tree Hair And Body Moisturizer, 10.14 oz./300 ml
5 – Tea Tree Special Shampoo, 10.14 oz./300 ml
3 – Tea Tree Special Conditioner, 10.14 oz./300 ml
2 – Lavender Mint Moisturizing Shampoo, 10.14 oz./300 ml
2 – Lavender Mint Moisturizing Conditioner, 10.14 oz./300 ml
1 – Lemon Sage Thickening Shampoo, 10.14 oz./300 ml
1 – Lemon Sage Thickening Conditioner, 10.14 oz./300 ml

RECEIVE FREE:

2 – Tea Tree Scalp Massager Brush
2 – Tea Tree Head Spa Tent Cards
2 – Tea Tree Head Spa Mirror Clings
1 – The Complete Head Spa Guide - Downloadable Marketing & Setup Tools

$172 VALUE

POST SERVICE GIFTING:

24 – Tea Tree Detox Foaming Salt Scrub, 2.5 oz./70 g

SALON SPECIAL	**$399.00**
SALON VALUE	**$600.92**

SCAN TO DISCOVER THE BENEFITS OF HEAD SPA

teatree

#1 Scalp Care Brand*

TEA TREE HEAD SPA TOTE BAG KIT

The ready-to-go starter kit in an exclusive Tea Tree tote

PURCHASE:

1 – Tea Tree Special Shampoo, 10.14 oz./300 ml
1 – Tea Tree Special Conditioner, 10.14 oz./300 ml
1 – Tea Tree Special Detox Kombucha Rinse, 6.8 oz./200 ml
1 – Tea Tree Special Detox Foaming Salt Scrub, 6.5 oz./184 g
1 – Lavender Mint Deep Conditioning Mineral Hair Mask, 5.1 oz./150 ml
1 – Scalp Defense Serum, 1.85 oz./55 ml

RECEIVE FREE:

1 – Limited Edition Tea Tree Tote Bag
2 – Tea Tree Detox Foaming Salt Scrub, 2.5 oz./70 g
1 – Tea Tree Scalp Massager Brush

SALON SPECIAL	**$85.00**
SALON VALUE	**$105.90**

INCLUDES FREE:

Scalp Wellness Online Course + Customizable Marketing Tools

Become a scalp wellness expert and build salon revenue

*Sold in salons in the US, based on Kline PRO data Q3 2024-Q2 2025.

Hair BESTIES

SAVE OVER 25% *On Your Favorite Stylers*

PAUL MITCHELL

Extra-Body Sculpting Gel, 5.1 oz./150 ml

SALON SPECIAL	**$5.63**
SALON VALUE	**$8.00**
SUGG. RETAIL	**$11.25**

Extra-Body Sculpting Foam, 6.7 oz./200 ml
Freeze and Shine Super Spray, 8.5 oz./250 ml
Sculpting Foam, 6.7 oz./200 ml

SALON SPECIAL	**$6.19**
SALON VALUE	**$9.00**
SUGG. RETAIL	**$12.38**

Extra-Body Root Boost, 8.5 oz./250 ml

SALON SPECIAL	**$7.50**
SALON VALUE	**$10.50**
SUGG. RETAIL	**$15.00**

Super Clean Hairspray, 9.5 oz./315 ml

SALON SPECIAL	**$8.44**
SALON VALUE	**$12.00**
SUGG. RETAIL	**$16.88**

Hot Off The Press Heat Protectant,
6 oz./200 ml

SALON SPECIAL	**$9.00**
SALON VALUE	**$13.00**
SUGG. RETAIL	**$18.00**

Extra-Body Hairspray, 9.5 oz./315 ml
Extra-Body Firm Hairspray, 9.5 oz./315 ml

SALON SPECIAL	**$9.38**
SALON VALUE	**$13.50**
SUGG. RETAIL	**$18.75**

Super Skinny Serum, 5.1 oz./150 ml

SALON SPECIAL	**$10.69**
SALON VALUE	**$15.00**
SUGG. RETAIL	**$21.38**

Hair BESTIES

25% OFF *Your Favorite Stylers*

PAUL MITCHELL
clean beauty

Styling Cream, 3.4 oz./100 ml
Heat Styling Spray, 5.1 oz./150 ml
Volumizing Liquid, 3.4 oz./100 ml

SALON SPECIAL	**$9.38**
SALON VALUE	**$12.50**
SUGG. RETAIL	**$18.75**

Clean Beauty Color Protect Leave-In Treatment,
Everyday Leave-In Treatment,
Repair Leave-In Treatment,
Anti-Frizz Leave-In Treatment

5.1 oz./150 ml

SALON SPECIAL	**$11.06**
SALON VALUE	**$14.75**
SUGG. RETAIL	**$22.13**

AWAPUHI
WILD GINGER

HydroCream Whip,

6.7 oz./200 ml

SALON SPECIAL	**$11.25**
SALON VALUE	**$15.00**
SUGG. RETAIL	**$22.50**

Frizz Control • Touchable Hold

Delivers long-lasting, crunch-free hold with a silky, soft finish.

teatree

PURCHASE:

3 – Tea Tree Shaping Cream, 3 oz./85 g

RECEIVE FREE:

1 – Tea Tree Shaping Cream, 3 oz./85 g

SALON SPECIAL	**$40.50**
SALON VALUE	**$54.00**

Pliable hold and texture

Get pliable definition with a matte finish and a clean, fresh scent

PURCHASE:

3 – Tea Tree Forming Cream, 3 oz./85 g

RECEIVE FREE:

1 – Tea Tree Forming Cream, 3 oz./85 g

SALON SPECIAL	**$40.50**
SALON VALUE	**$54.00**

Shape and natural shine

Create effortlessly undone styles with workable hold.

PURCHASE:

3 – Tea Tree Grooming Pomade, 3 oz./85 g

RECEIVE FREE:

1 – Tea Tree Grooming Pomade, 3 oz./85 g

3 oz./85 g

SALON SPECIAL	**$40.50**
SALON VALUE	**$54.00**

Flexible hold and shine

Shape hair and define waves or curls

STOCK UP THE BACKBAR

FREE DEVELOPER OR PROCESSING LIQUID WITH PURCHASE

50% MORE COLOR IN EVERY TUBE*

PURCHASE:

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

RECEIVE FREE:

1 – 10 Volume Paul Mitchell Cream Developer, 33.8 oz./1 L

OR

1 – 20 Volume Paul Mitchell Cream Developer, 33.8 oz./1 L

SALON SPECIAL	**$46.50**
SALON VALUE	**$53.25**

PURCHASE:

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

RECEIVE FREE:

1 – 10 Volume Paul Mitchell Cream Developer, 33.8 oz./1 L

OR

1 – 20 Volume Paul Mitchell Cream Developer, 33.8 oz./1 L

SALON SPECIAL	**$47.94**
SALON VALUE	**$54.69**

PURCHASE:

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

RECEIVE FREE:

1 – 10 Volume Paul Mitchell Cream Developer, 33.8 oz./1 L

OR

1 – 20 Volume Paul Mitchell Cream Developer, 33.8 oz./1 L

SALON SPECIAL	**$58.50**
SALON VALUE	**$65.25**

*Paul Mitchell The Color and Color XG 3 oz. tube, compared to industry standard 2 oz. tubes.

1 EACH PER ORDER

FREE PROCESSING LIQUID WITH PURCHASE OF THE DEMI

PURCHASE:

6 – The Demi, 3 oz./90 ml (Stylist's Choice)

RECEIVE FREE:

1 – Paul Mitchell Processing Liquid, 33.8 oz./1 L

SALON SPECIAL	**$39.00**
SALON VALUE	**$46.00**

1 PER ORDER

PAUL MITCHELL
PROFESSIONAL

BUY ONE GET ONE FREE LIGHTENERS

2 - Bond Rx Lightener, 17.5 oz./500 g

LIFT 7

SALON SPECIAL $23.50
SALON VALUE $47.00

2 - Bond Rx Lightener, 24 oz./680 g

LIFT 7

SALON SPECIAL $31.50
SALON VALUE $63.00

2 - Dual-Purpose Lightener, 1 lb./454 g

LIFT 7

SALON SPECIAL $21.00
SALON VALUE $42.00

2 - Dual-Purpose Lightener, 2 lbs./907 g

LIFT 7

SALON SPECIAL $33.00
SALON VALUE $66.00

2 - SynchroLift Soft, 7.1 oz./200 g

LIFT 7

SALON SPECIAL $15.00
SALON VALUE $30.00

2- SynchroLift, 14.1 oz./400 g

LIFT 7

SALON SPECIAL $21.00
SALON VALUE $42.00

2 - SynchroLift, 28.2 oz./800 g

LIFT 7

SALON SPECIAL $33.00
SALON VALUE $66.00

2 - SynchroLift+, 14.1 oz./400 g

LIFT 9

SALON SPECIAL $21.50
SALON VALUE $43.00

2 - SynchroLift+, 28.2 oz./800 g

LIFT 9

SALON SPECIAL $35.00
SALON VALUE $70.00

2 - Skylight Hand Painting Lightener, 8oz./225 g

LIFT 7

SALON SPECIAL $17.33
SALON VALUE $34.66

while supplies last. no additional discounts apply.

Sale

while supplies lasts

SAVE 40%

Save on the purchase of:

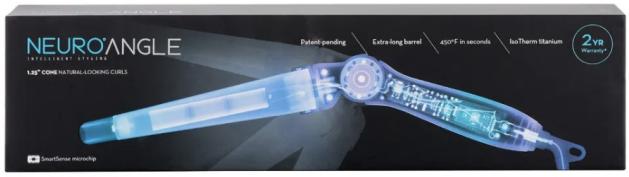
1 – Neuro Unclipped Styling Cone, 1.25″

	Salon Special	Sugg. Retail
Price	$41.41	$61.80
Value	$69.01	$103.00

Save on the purchase of:

1 – Neuro Angle Cone, 1.25″

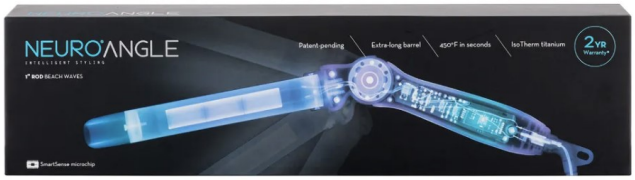
	Salon Special	Sugg. Retail
Price	$58.90	$87.90
Value	$98.16	$146.50



Save on the purchase of:

1 – Neuro Angle Rod, 1″

	Salon Special	Sugg. Retail
Price	$58.90	$87.90
Value	$98.16	$146.50



Save on the purchase of:

1 – Neuro Curl XL, 1.75″

	Salon Special	Sugg. Retail
Price	$55.68	$83.10
Value	$92.80	$138.50

PAUL MITCHELL

Sale

while supplies lasts

SAVE 40%

Save on the purchase of:

1 – Neuro Guide Rod, 1.25″

	Salon Special	Sugg. Retail
Price	$65.12	$97.20
Value	$108.54	$162.00

Save on the purchase of:

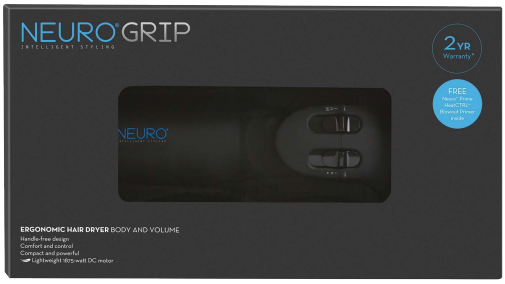
1 – Neuro Sleek Smoothing Hot Brush

	Salon Special	Sugg. Retail
Price	$52.87	$78.90
Value	$88.11	$131.50

Save on the purchase of:

1 – Neuro Grip Ergonomic Dryer

	Salon Special	Sugg. Retail
Price	$61.91	$92.40
Value	$103.18	$154.00



Save on the purchase of:

1 – Neuro Halo Dryer

	Salon Special	Sugg. Retail
Price	$107.14	$159.90
Value	$178.56	$266.50

PAUL MITCHELL

Sale

while supplies lasts

SAVE 40%

Save on the purchase of:

1 – Neuro Style, 1″

	Salon Special	Sugg. Retail
Price	$62.92	$93.90
Value	$104.86	$156.50

Save on the purchase of:

1 – Express Ion WavePress

	Salon Special	Sugg. Retail
Price	$37.99	$56.70
Value	$63.32	$94.50

Save on the purchase of:

1 – Express Ion Unclipped 3-in-1

	Salon Special	Sugg. Retail
Price	$60.30	$90.00
Value	$80.40	$120.00

Save on the purchase of:

1 – Express Gold Curl Spring Iron, 1.5″ *or*
1 – Express Gold Curl Marcel, 1″ *or*
1 – Express Gold Curl Marcel, 1.25″

	Salon Special	Sugg. Retail
Price	$30.00	$46.80 - $51.60
Value	$52.26 - $57.62	$78.00 - 81.00

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