

JOHN PAUL MITCHELL SYSTEMS

NEW & NOW

MAY + JUNE 2026



INTRODUCING



NEURO DRY+
DUAL VOLTAGE
BLACK & WHITE



THE DEMI PRE-BONDED
5-MINUTE TONERS



PRE-BONDED LIGHTENER



DUAL PURPOSE LIGHTENER

NEURO DRY+

Now with Dual Voltage

The Neuro Dry+ packs professional-level power into a lightweight, foldable dryer, now with automatic dual voltage for use around the world.† NeutraHeat™ Technology combines high-velocity airflow, even heat and neutralizing positive and negative ions to dry hair fast while helping to minimize damage. Shiny, frizz-free, voluminous blowouts are now easier than ever—anywhere.

BLACK DRY+

Includes:

- Styling Nozzle
- Diffuser
- Pik

SALON PRICE \$175.00

SUGG. RETAIL \$250

WHITE DRY+

Includes:

- Styling Nozzle

SALON PRICE \$150

SUGG. RETAIL \$220



24-hour frizz control**
117% more shine**

Quieter Airflow
Patented air duct design allows for quieter drying

SmartSense+ Microchip
Delivers even heat and helps prevent damage

Powerful Digital Brushless Motor
Spins ultra-fast and dries hair quickly

Neutralizing Ion Generator
Positive and negative ions help neutralize static frizz and enhance shine

Ultralight Foldable Design
Weighs under a pound*

NEW! Automatic Dual Voltage
For use around the world†

†See manual for Dual Voltage Use & Safety Guidelines.

*Excluding cord weight

**Compared to naturally dried hair. Based on third-party testing. Results may vary by hair type and environment.

PAUL MITCHELL
BLONDE

PRE-BONDED LIGHTENER
*BRIGHTER,
FASTER,
STRONGER*

Stylists asked, and we delivered—Paul Mitchell Pre-Bonded Lightener is our fastest, most powerful lightener ever! One Fast-acting formula delivers 9 levels of accelerated lift with integrated AminoBond Protect technology for durable defense against breakage. The de-dusted blue powder helps neutralize warmth for a clean lift and offers an ideal texture for application. It's great for both on and off-scalp techniques, so all your blonding guests can enjoy resilient, healthy-looking results.



Defend against breakage with AminoBond Protect. Formulated with the amino acids Arginine and Lysine, this bond technology helps support the hair's natural integrity.

NEW

65%
LESS BREAKAGE WITH AMINOBOND PROTECT*



28.2 oz.
\$27.30
30% OFF LAUNCH SPECIAL

3 oz./85 ml
SALON PRICE \$4.95

28.2 oz./800 ml
SALON PRICE \$39.00
Lightener Refresh

WHY YOU'LL LOVE IT

- 9** LEVELS OF LIFT: **FASTER LIFT** up to 9 levels
- CREAMY CONSISTENCY** for controlled application
- DE-DUSTED** to minimize airborne particles during mixing
- BLUE POWDER LIGHTENER** delivers maximum neutralization of warm tones for clean lift
- NO DEDICATED DEVELOPER** required

POWERED BY
AminoBond Complex 10

DUAL-PURPOSE LIGHTENER

Dust-free powder lightener provides up to 7 levels of fast lift for on- and off-scalp application.

- White, dust-free powder lightener
- Fast-lifting base, combined with natural conditioner oils, lifts up to 7 levels quickly
- A gentle fragrance offers a soothing experience
- Offer gentle, even lift with control, making it ideal for any lightening technique

**NEW LOOK!
SAME GREAT PERFORMANCE**



COMING SOON

28.2 oz./800 g
SALON PRICE \$33.00

7.1 oz./200 g
SALON PRICE \$15.00

*Compared to JPMS lightener without AminoBond Protect + 20V Developer.



THE DEMI PRE-BONDED 5-MINUTE TONERS

tone & protect in just five minutes

Achieve maximum tone, neutralization and color enhancement on levels 8-10 in just 5 minutes. No need for a bonding additive—a multifunctional blend of 10 amino acids helps protect hair for softer, healthier looking results.

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

Reduces breakage
up to
84%*

TRY 3
FOR \$10



WHY YOU'LL LOVE IT

- Maximum tone in just five minutes. Process for less time for a less pigmented result.
- Works on a wider range of blondes. High-impact, saturated toning on levels 8-10.
- Pre-bonded to help protect hair and prevent breakage, with no need for a bonding additive.
- More pigmented toning. Oxidative dyes for long-lasting color that fades evenly.
- Ideal for pre-toning to neutralize or enhance before final color.
- Fades on tone.
- Shades can be intermixed within The Demi Pre-Bonded 5-Minute Toner family and with Clear. (Cannot be intermixed with other standard The Demi Shades or Muted Metallic shades.)

5-MINUTE TONING FOR A WIDE RANGE OF BLONDES:

	ASH	VIOLET	BEIGE
10			
9			
8			

THE DEMI PRE-BONDED 5-MINUTE TONER SHADES:



ASH: An ultra cool ash that delivers maximum neutralization of warmth and an icy finish.
Buzzwords: Icy, Steel, Frosted Ash

VIOLET: A cool lavender tone to counteract yellow tones and neutralize warmth.
Buzzwords: Iced Violet, Cool Mauve, Smoky Pearl

BEIGE: A champagne beige tone to balance subtle brass while keeping the hair bright.
Buzzwords: Sandy, Honey Beige, Soft Neutral



1:1

Only use The Demi with Paul Mitchell Processing Liquid. (7 volume / 2%)

*Based on third-party instrumental tress testing on bleached hair treated vs bleached hair untreated.