

JOHN
PAUL
MITCHELL
SYSTEMS

JULY + AUGUST 2026

New & Now

INTRODUCING



WHAT'S IN YOUR BAG?
FREE TOTE WITH PURCHASE



BUY ONE, GET ONE FREE
SAVE ON PRE-BONDED LIGHTENER



FREE SWATCH SUPPORT
WITH COLOR PURCHASE

WHAT'S IN YOUR BAG?

*Free Tote Bag
With Purchase of
Any 2 Liters*

PAUL MITCHELL

SAVE ON THE PURCHASE OF ANY:

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

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

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

SALON SPECIAL \$12.75
SALON VALUE \$17.00
SUGG. RETAIL \$25.50

AWAPUHI
 WILD GINGER

89%

IMPROVEMENT IN HAIR CONDITION
 RESULTS IN SOFTER,
 SMOOTHER-LOOKING HAIR**

SAVE ON THE PURCHASE OF ANY:

- HydraSoft Shampoo, 33.8 oz./1 L

SALON SPECIAL \$23.81
SALON VALUE \$31.75
SUGG. RETAIL \$47.63

- HydraSoft Conditioner, 33.8 oz./1 L

SALON SPECIAL \$25.13
SALON VALUE \$33.50
SUGG. RETAIL \$50.25

SAVE UP TO
35%



**1 TEA TREE PRODUCT SOLD
 EVERY 4 SECONDS***

SAVE ON THE PURCHASE OF ANY:

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

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

- Lavender Mint Moisturizing Shampoo, 33.8 oz./1 L
- Lavender Mint Moisturizing Conditioner, 33.8 oz./1 L

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

- Scalp Care Regeniplex Conditioner, 33.8 oz./1 L
- Scalp Care Regeniplex Shampoo, 33.8 oz./1 L

SALON SPECIAL \$19.24-\$20.99
SALON VALUE \$25.00-\$30.00
SUGG. RETAIL \$34.99

*Sold in salons in the US, based on Kline PRO data Q3 2024-Q2 2025.
 **When using HydraSoft Shampoo and Conditioner as a regimen.

PAUL MITCHELL
BLONDE

**BUY ONE,
GET ONE,
FREE**
*Pre-Bonded
Lightener*

**SALON SPECIAL
SALON VALUE**

**\$39.00
\$78.00**

NEW



65%
LESS BREAKAGE WITH
AMINO BOND PROTECT*



**LIGHTENED WITH
PRE-BONDED LIGHTENER**

Toning shades used: The Demi 10N + 10V + 10A.
Visit paulmitchell.com for the complete formula.

Why You'll Love It



FASTER LIFT
up to 9 levels



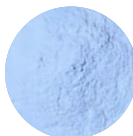
AMINO BOND PROTECT
delivers stronger, healthier-
looking results



BLUE POWDER LIGHTENER
delivers maximum neutralization
of warm tones for clean lift



CREAMY CONSISTENCY
for controlled application



DE-DUSTED to minimize
airborne particles during
mixing



**NO DEDICATED
DEVELOPER** required

*Based on third-party instrumental tress testing. Compared to JPMS lightener without AminoBond Protect + 20 volume developer.



FREE SWATCH BOOK

With Professional Color Purchase



PURCHASE:

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

RECEIVE FREE:

- 1 – The Demi Swatch Book

SALON SPECIAL \$156.00
SALON VALUE \$206.00



PURCHASE:

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

RECEIVE FREE:

- 1 – XG Swatch Book

SALON SPECIAL \$234.00
SALON VALUE \$319.00



PURCHASE:

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

RECEIVE FREE:

- 1 – Paul Mitchell The Color Swatch Book

SALON SPECIAL \$186.00
SALON VALUE \$266.00



PURCHASE:

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

RECEIVE FREE:

- 1 – Paul Mitchell The Color Swatch Book

SALON SPECIAL \$191.76
SALON VALUE \$271.76

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

FREE SWATCH BOOK

With Professional Color Purchase



PURCHASE:

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

RECEIVE FREE:

- 1 – The Demi Swatch Ring

SALON SPECIAL \$104.00
SALON VALUE \$139.00



PURCHASE:

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

RECEIVE FREE:

- 1 – Paul Mitchell The Color Swatch Ring

SALON SPECIAL \$124.00
SALON VALUE \$186.00



PURCHASE:

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

RECEIVE FREE:

- 1 – XG Swatch Ring

SALON SPECIAL \$156.00
SALON VALUE \$209.00



PURCHASE:

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

RECEIVE FREE:

- 1 – Paul Mitchell The Color Swatch Ring

SALON SPECIAL \$127.84
SALON VALUE \$189.84



PURCHASE:

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

RECEIVE FREE:

- 1 – Colorways Swatch Ring

SALON SPECIAL \$116.00
SALON VALUE \$144.00



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