

JOHN
PAUL
MITCHELL
SYSTEMS

SEPTEMBER + OCTOBER 2026

New&Now

INTRODUCING



PAUL MITCHELL
THE COLOR ZERO



PAUL MITCHELL
THE COLOR 10
BLONDE SHADES



PAUL MITCHELL
3-DAY NO FRIZZ SPRAY



PAUL MITCHELL
CURL BRUSH

NEW

PAUL MITCHELL
THE COLOR
Permanent Gel Hair Color

ZERO

ZERO
AMMONIA

ZERO
FRAGRANCE

ZERO
PPD



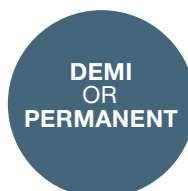
Paul Mitchell The Color Zero, 3 oz./90 ml
SALON PRICE \$7.99

TRY ZERO *and Save!*

Color innovation that makes room for
everyone in your chair

Paul Mitchell The Color Zero is a next-generation permanent color designed to protect hair's integrity while delivering rich, lasting results. With Paul Mitchell The Color, The Color 10 and now The Color Zero, you can confidently serve every client's needs with the color brand that works as hard as you do.

Why Paul Mitchell The Color Zero?



FREE DEVELOPER

Get 20 Volume Cream Developer (33.8 oz./1L)
with purchase of any 3 shades:

Paul Mitchell The Color Zero, 3 oz./90 ml

SALON SPECIAL	\$23.97
SALON VALUE	\$30.72

*Hair treated with Paul Mitchell The Color Zero vs hair untreated.

INTRODUCING

PAUL MITCHELL
THE COLOR
Permanent Gel Hair Color

ZERO

SAVE WITH
Intro Offers

\$149.00 STYLIST OFFER

PURCHASE:

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

34%
OFF

RECEIVE FREE:

1 – Paul Mitchell Professional Color Apron
2 each – Paul Mitchell Professional Color Brush and
Mixing Bowl
2 – Paul Mitchell 20 Volume Cream Developer, 33.8 oz./1 L
1 – Paul Mitchell The Color Zero Swatch Booklet and
Paper Chart

PLUS FREE ONLINE EDUCATION

SALON SPECIAL	\$149.00
SALON VALUE	\$224.32

\$399.00 SALON OFFER

PURCHASE:

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

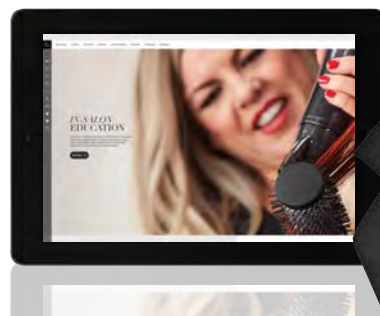
39%
OFF

RECEIVE FREE:

3 each – Paul Mitchell Professional Color Cape and Apron
4 each – Paul Mitchell Professional Color Brush and Mixing Bowl
4 – Paul Mitchell 20 Volume Cream Developer, 33.8 oz./1 L
1 – Post Color Shampoo and Sealer, 33.8 oz./1 L
1 – Paul Mitchell The Color Zero Swatch Booklet and Paper Chart

PLUS FREE ONLINE EDUCATION

SALON SPECIAL	\$399.00
SALON VALUE	\$658.00



PAUL MITCHELL
the color
Permanent cream hair color

PERMANENT COLOR OPTIONS

For Every Guest

PURCHASE: Paul Mitchell The Color, The Color 10, and The Color Zero (all 3 oz./90 ml.) (Stylist's Choice)



RECEIVE FREE:

For Back Bar Support

- 1 – Pre-Bonded Lightener, 28.2 oz./800 g
- 12 – Paul Mitchell 20 Volume Cream Developer, 33.8 oz./1 L
- 3 – Paul Mitchell Processing Liquid, 16.9 oz./500 ml
- 1 – Pre-Service Charcoal Clay Cleanse, 33.8 oz./1 L
- 3 – Pre-Service Porosity Equalizer, 12 oz./354 ml
- 2 – Post Color Shampoo and Sealer, 33.8 oz./1 L



For Salon Essentials

- 5 each – Paul Mitchell Professional Color Cape, Apron and Sweet Shot Color Measuring Unit Beaker
- 6 each – Paul Mitchell Professional Color Brush and Mixing Bowl
- 4 – Paul Mitchell Applicator Bottle



**OVER
\$980
FREE
GOODS**

**SALON SPECIAL
\$1,200.00**



PAUL MITCHELL
the demi
demi-permanent
hair color

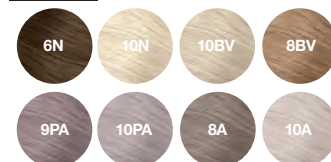


2 oz./60 ml shades

1 EACH



2 EACH



For Color Education (1 each)

- 1 – Paul Mitchell The Color Paper Chart
- 1 – The Demi Paper Chart and Swatch Ring
- 1 – Paul Mitchell The Color Zero Swatch Booklet and Paper Chart



PLUS FREE ONLINE EDUCATION

For Retail (6 each, Retail Value: \$312)

- Color Protect Shampoo, 10.14 oz./300 ml
- Color Protect Conditioner, 10.14 oz./300 ml
- Color Protect Locking Spray, 8.5 oz./250ml



SALON VALUE

\$2,213.17

PAUL MITCHELL
THE COLOR



TAKE EXPRESS GRAY COVERAGE *Higher*

The new high-level Paul Mitchell The Color 10 shades expand your palette with natural families at levels 8–10. Designed for express gray coverage, soft blonde blending and quick refresh services, these shades deliver balanced tonality with the speed stylists and guests love.



Why You'll Love These Shades

- Expands the **Natural**, **Natural ash**, and **Natural warm** families to levels 8–10
- Ideal for express gray coverage at higher levels
- Perfect for soft gray blending on highlighted blondes
- Great for face-framing gray coverage around the hairline
- Creates subtle lowlights for dimension without unwanted darkness
- Intermixable for customized tonal control

Paul Mitchell The Color 10, 3 oz./90 ml
SALON PRICE \$7.99

BUY 3, GET 1 FREE

\$23.⁹⁷
LAUNCH
SPECIAL

NEW
HIGH LEVEL
SHADES



PAUL MITCHELL



demi-permanent
hair color

SAVE ON THE PURCHASE OF *Any Pre-Bonded 5 Minute Toner*

ASH

BEIGE

VIOLET



SALON SPECIAL
SALON VALUE

\$5.53
\$6.50



**PAUL
MITCHELL**
PROFESSIONAL

20% OFF *Pre + Post Service*

Unlock vibrant, lasting color at the
backbar with pre- and post-service care.

SAVE ON THE PURCHASE OF:

Porosity Equalizer, 12 oz./354 ml
Charcoal Clay Cleanse, 33.8 oz./1 L
Post Color Sealer, 33.8 oz./1 L

SALON SPECIAL **\$24.00**
SALON VALUE **\$30.00**

Post Color Shampoo, 33.8 oz./1 L

SALON SPECIAL **\$17.20**
SALON VALUE **\$21.50**

*Based on third-party testing. Hair treated with Post Color Sealer vs. a shampoo solution.
Results may vary.

PRE-SERVICE

**CREATE A
CLEAN SLATE
FOR OPTIMAL
COLOR ABSORPTION.**



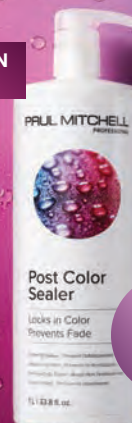
**HELPS EVEN
HAIR'S
POROSITY
FOR OPTIMAL
COLOR UPTAKE.**

POST-SERVICE

**HELPS STOP
OXIDATION**



**LOCKS IN
COLOR**



**RETAINS
COLOR
UP TO
10
WASHES***

PAUL MITCHELL

ANTI-FRIZZ

NEW

3-DAY *No Frizz Spray*

FEATURES + BENEFITS

- Long-lasting frizz control for 72 hours
- Instant keratin-like smoothing results
- Glass-like shine and humidity protection for sleek, silky hair
- Fragrance free



2 oz./66 ml (Limited Edition Size)

SALON PRICE \$8.40
SUGG. RETAIL \$14.00

5.3 oz./175 ml

SALON PRICE \$14.00
SUGG. RETAIL \$28.00

TAKE HOME OFFER

PURCHASE:

1 – Super Skinny Serum, 8.5 oz./250 ml

RECEIVE FREE:

1 – 3-Day No Frizz Spray, 2 oz./66 ml

SALON SPECIAL \$20.50
SALON VALUE \$28.90
SUGG. RETAIL \$41.00



SALON KIT

PURCHASE:

6 – 3-Day No Frizz Spray, 5.3 oz./175 ml

RECEIVE FREE:

4 – 3-Day No Frizz Spray, 2 oz./66 ml

SALON SPECIAL \$84.00
SALON VALUE \$117.60

FREE SHOWER CAP *to Protect Your Smooth*

PURCHASE:

1 – 3-Day No Frizz Spray, 5.3 oz./175 ml
1 – Super Skinny Serum, 5.1 oz./150 ml

RECEIVE FREE:

1 – Custom Shower Cap

SALON SPECIAL \$25.00
SALON VALUE \$44.00
SUGG. RETAIL \$50.00



NEW

PAUL
MITCHELL
Curl Brush

**CURL
DEFINITION**
*and Frizz
Control*

FEATURES + BENEFITS

- Wide side and back grooves automatically separate and define curls
- Vegan boar bristles help tame frizz
- Lightweight handle made from 100% post-consumer recycled materials

HAIR TYPES

- Great for curly hair types
- For use on wet hair

SALON PRICE \$9.00

SUGG. RETAIL \$15.00



†Lightweight handle made from 100% post-consumer recycled plastic

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



PRO TIP:

*Pair with PM Dry+ & Diffuser
for Defined, Frizz-Free Curls.*

PAUL
MITCHELL
Dry

Limited Edition



*Softer, Smoother,
Shinier Results**

*Cuts
Drying Time
In Half***

FEATURES + BENEFITS

Digital Brushless Motor
With high-velocity airflow

SmartSense Microchip
Ensures even heat

Neutralizing ion generator
for shiny, frizz-free blowouts

Lightweight Design
Weighs under 1 lb.**

What's Included:

Hair Dryer / Styling Nozzle /
Diffuser / Filter Cleaning Brush

SALON SPECIAL	\$86.63
SALON VALUE	\$115.50
SUGG. RETAIL	\$123.75



*In consumer perception study with 107 participants,
20% of whom are professional hair stylists; 81% experienced
drying time cut in half vs. their normal routine.

**Excluding cord weight.