

# NovaStar

**SALON SERVICES**

May/June 2023

**OLAPLEX**  
**NEW! LASHBOND**  
**BUILDING SERUM**

*page 16*

• ABBA • COLORDSIGN • MOP • PHYTO • KERATIN COMPLEX • OLAPLEX  
• REVLOK PROFESSIONAL • TRUSS PROFESSIONAL • UNIQONE and More!



# NEW! PROMOPACKS

## DELUXE PRIME; PROMOPACK

The new Deluxe Prime; Line has arrived to complement your beauty ritual along with the beloved Deluxe Prime; For daily use, the Deluxe Prime; Shampoo and Conditioner provide gentle cleansing, conditioning and reconstructive treatment, and assist in reducing damage to hair with chemistry and daily thermal aggressions.

### PURCHASE

6 Deluxe Prime; promopack

### RECEIVE FREE

2 Deluxe Prime; promopack

**SAVE  
25%**



## DELUXE PRIME PLUS + PROMOPACK

It has innovative technology and powerful anti-breakage effect that provides strength and deeply nourishes the hair, acting in the reconstruction of the threads from the inside. Rich in proteins and bifunctional amino acids, it recovers the areas of the hair fiber that are weakened, instantly restoring nutrition, vitality, shine and elasticity to the hair, in addition to having anti-frizz action and protecting it from further thermal and chemical damage. Indicated for dry, damaged and brittle hair.

### PURCHASE

6 Deluxe Prime Plus + promopack

### RECEIVE FREE

2 Deluxe Prime Plus + promopack

**SAVE  
25%**



800-220-5055

Some products are not available in all areas. Advertiser reserves the right to correct errors and limit quantities.





## TWO AMAZING LINES FROM TRUSS, NOW AVAILABLE IN 1L PACKAGING

### INFUSION SHAMPOO AND CONDITIONER

Developed for dry, dull, and brittle hair, the line cleans and restores the hair, maintaining hydration and guaranteeing a healthy look to the hair.

### EQUILIBRIUM SHAMPOO AND CONDITIONER

Developed especially for oily hair, the line cleanses and brings anti-oily action, while acting from root to tip, moisturizing and protecting in the right measure.



### FRIZZ ZERO

LIQUID MASK  
THERMAL PROTECTION  
• INSTANT SEALING  
• INTENSE BRIGHTNESS  
• ANTI-FRIZZ

**\$20.00 EA.**

## FRIZZ ZERO PROMOPACK

A daily care routine needed for frizzy, unruly or voluminous hair.

The Frizz Zero line combines innovative active ingredients with technology, helping you to achieve more aligned hair. It cleanses gently without damaging the hair, and provides manageability and conditioning, ensuring shinier hair with a silky touch and an incredible anti-frizz effect.

#### PURCHASE

6 Frizz Zero promopack

#### RECEIVE FREE

2 Frizz Zero promopack

**SAVE  
25%**



Some products are not available in all areas. Advertiser reserves the right to correct errors and limit quantities.

800-220-5055





## #MAN

### PURCHASE

- 2 Therapy Shampoo 1L
- 2 Scrub Therapy

### RECEIVE FREE

- 1 Shampoo Man Nature
- 1 Conditioner Man Nature

**SAVE  
21%**

TCPMAN

## #FILMREPAIR

### PURCHASE

- 1 Infusion
- 1 Bidimensional Shampoo
- 1 Net Mask

### RECEIVE FREE

- 1 Amino
- 1 Deluxe Prime



**SAVE  
25%**

## #FRIZZSOLUTION

### PURCHASE

- 1 Clarifying Shampoo
- 1 High Liss
- 2 Amino

### RECEIVE FREE

- 1 High Liss Blond



**SAVE  
37%**



**SAVE  
24%**

## #PUREBLOND

### PURCHASE

- 2 Blanc Blond

### RECEIVE FREE

- 1 Deluxe Champagne Blond



## #INTENSEBLOND

### PURCHASE

- 2 Air Libre

### RECEIVE FREE

- 1 Truss Color Perfect Blond 11.21



**SAVE  
10%**



800-220-5055

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**TRUSS**  
PROFESSIONAL



## #FASTREPAIR

**PURCHASE**  
1 Fast Repair Kit  
**RECEIVE FREE**  
2 Deluxe Prime

**SAVE  
27%**

## #PERFECTCURLS

**PURCHASE**  
1 Curly Twist  
1 Fluid Fix  
2 Curly Shampoo  
2 Curly Conditioner

**RECEIVE FREE**  
1 Curly Light  
1 Curly Fix



**SAVE  
22%**



## #PROTECTION

**PURCHASE**  
1 8x Powder  
**RECEIVE FREE**  
1 Deluxe Prime

**SAVE  
18%**

## #FINISHLINE

**PURCHASE**  
6 selected Finishing Line  
**RECEIVE FREE**  
2 selected product

**CHOOSE FROM**  
Brush Keratin, Body Volume, Curly Light, Hair Protector, Day by Day, Fluid Fix, Curly Fix, and Instant Repair

**SAVE  
25%**



## #AMINORESTORE

**PURCHASE**  
6 Amino  
**RECEIVE FREE**  
1 Amino

**SAVE  
14%**



# KERATINCOMPLEX®

Beautiful hair every day

## BID FAREWELL TO FRIZZ

### Introducing KCEXPRESS™

Express Blow Out® Smoothing System  
NEW LOOK! SAME FABULOUS FORMULA.



15% OFF  
LITER DUO

REVENUE  
POTENTIAL \$  
(LITER)

33  
applications  
x \$150  
service price  
= \$4,950



### KCEXPRESS™ BUNDLE

- 1 KCEXPRESS™ System Kit 4 oz.
- INCLUDES**
- 1 KC PRIMER Pre-Treatment Shampoo 4 oz.
  - 1 KCEXPRESS™ Keratin Smoothing Treatment 4 oz.
  - 4 Keratin Obsessed® 5 oz.
  - 1 Color Care Smoothing Shampoo 33.8 oz.
  - 1 Color Care Smoothing Conditioner 33.8 oz.

REVENUE  
POTENTIAL \$  
(16 OZ)

16  
applications  
x \$150  
service price  
= \$2,400

15% OFF  
16-OZ. DUO



## Save 20% on Botanical Series Liter Systems!



### PBO LITER SYSTEM

**INCLUDES**

- 1 KC PRIMER Pre-Treatment Shampoo 33.8 oz.
- 1 PBO Smoothing Treatment 33.8 oz.
- 24 PicturePerfectHair™ Bond Sealing Masque Treatment Sprays 4 oz.



### KCSMOOTH™ LITER SYSTEM

**INCLUDES**

- 1 KCSMOOTH Smoothing Treatment 33.8 oz.
- 32 KCSMOOTH Restorative Leave-in Lotions 5 oz.



### KCTEXTURE™ LITER SYSTEM

**INCLUDES**

- 1 KCPRIMER Pre-Treatment Shampoo 33.8 oz.
- 1 KCTEXTURE Curl Enhancing Keratin Treatment 33.8 oz.
- 16 KCTEXTURE Intense Hydrating Masques 4 oz.

**KERATINCOMPLEX®**  
Beautiful hair every day

# UPGRADE YOUR COLOR GAME!

*Save 20% on all Keratin-Enhanced  
Lightener & Developer!*

## IT'S A BLONDE THING®

Keratin Lightener System A conditioning, keratin-enhanced lightener that lightens and brightens while improving the integrity of the hair.



**IT'S A BLONDE THING®**  
Keratin Lightener System

## DEVELOPERS

## ACTIVATOR



# PROTECT YOUR STYLE!



*Save 20% on Blow-Dry Aids and Repair Serums!*



## CHOOSE FROM

- Keratin Obsessed Multi-Benefit Treatment Spray 5 oz.
- KCTEXTURE Leave-In Conditioner 5 oz.
- KCSMOOTH Restorative Leave-In Lotion 5 oz.
- Infusion Keratin Replenisher 4 oz.
- Intense RX Repair Serum 1.5 oz.

**SAVE  
20%**

Keratin Complex has a robust lineup of **keratin-enhanced blow-dry aids and repair serums** that help up-level every blow-dry. Enhance your blow-dry services by using these tools for All Hair Fabrics and retail these care essentials so your clients maintain beautiful hair at home.

Some products are not available in all areas. Advertiser reserves the right to correct errors and limit quantities.

800-220-5055







# COLORDESIGN®



## PEARLS & METALLICS COLLECTION

Expand your color palette with more ways to tone and create dramatic looks.

### PURCHASE

2 each of the 9 new shades and SAVE 25%

### RECEIVE FREE

the new Pearls and Metallic Swatch Card to insert into your swatch ring

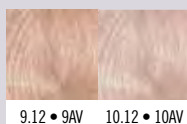


SAVE  
25%



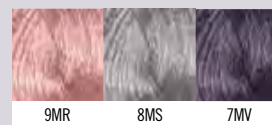
### PEARL

- Available in 4 permanent shades
  - 7.12 Ash Pearl Blonde
  - 8.12 Light Ash Pearl Blonde
  - 9.12 Very Light Ash Pearl Blonde
  - 10.12 Platinum Ash Pearl Blonde
- Available in 2 ammonia-free Shades
  - 9.12 - Very Light Pearl blonde
  - 10.12 - Platinum Pearl Blonde



### METALLIC

- Unique "metallic finish" oxidative dye loads
- Available in 3 permanent shades:
  - 9MR - Metallic Rose
  - 8MS - Metallic Silver
  - 7MV - Metallic Violet



## CHOOSE YOUR OWN SHADES\*

Check out ColorDesign's simply luxurious hair color for yourself. Powered by Ceramide A2 technology, hair is left in better condition than prior to the service. Features 149 Permanent Shades, 49 Ammonia Free, 11 Fun & Glam and 10 Direct Colors

Select any 10 tubes of ColorDesign Color  
+ your choice of ColorDesign  
Developer.

SAVE  
40%



Get social with us!

#ColorDesignHair @colordesignhair



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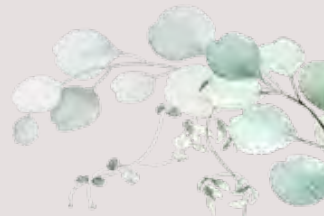
## BUY 3, GET 1 FREE! PRESERVING BLOW DRY SPRAY

**abba**<sup>®</sup>  
pure performance hair care™

Salon Value \$46.00

Enjoy a frizz-free blow out with a touch of hold and shine. Packed with vitamins from Avocado and Sunflower Oil, ABBA Preserving Blow Dry Spray protects the hair from heat styling with thermal and UV barriers.

- Reduces Frizz
- Enhanced heat protection
- Alcohol & Paraben Free
- Utilizes Avocado & Sunflower Oils to moisturize and add shine
- PH 5.5-6.5
- Hydrolyzed vegetable proteins work to nourish and hydrate the hair, while our **ProQuinoa Complex™** helps to restore damaged strands.



## BUY 3 CONDITIONERS, GET 3 SHAMPOOS FREE!

ABBPBDB3G1

Includes 8 oz. of the following collections:

### PURE COLOR PROTECTION

Coconut Oil & Sage work together to protect color and nourish damaged hair.

### PURE MOISTURE

Olive Butter & Peppermint Oil hydrate dry hair while stimulating the scalp.

### PURE GENTLE

Cherry Bark & Aloe nourish and calm sensitive skin and scalps.

### PURE VOLUME

Grapefruit & Lemongrass thicken fine, limp hair for amplified volume.



#ABBAancedLife



## BUY 3 CONDITIONERS, GET 3 SHAMPOOS FREE!

MIXED GREENS OR LEMONGRASS 8.45 OZ.

CITRUS 8.45 OZ.



**mop**<sup>®</sup>  
MODERN ORIGINAL PRODUCTS  
FOR MODERN ORIGINAL PEOPLE

**FREE! CAPE**  
**WHEN YOU SPEND \$75**

On your favorite mop<sup>®</sup> products\*

\*open stock



#showyourMOP for a chance to get featured!

Some products are not available in all areas. Advertiser reserves the right to correct errors and limit quantities.

800-220-5055



# LIPSMART

GET SMART ABOUT YOUR LIPS

LIPSMART is a proven and effective solution for all dry lip concerns. Our proprietary formula delivers intense, medical-grade hydration that's clinically proven to provide visible results in just 60 seconds.



## KEY BENEFITS

- Visible Results in 60 Seconds
- Medical-Grade Hydration
- Smooths & Brightens
- Plumps with Moisture
- Nourishes & Volumizes
- Diminishes Fine Lines, Cracks & Flaking
- Helps speed recovery post-procedures

## LIPSMART INTRO OFFER

### INCLUDES

- 12 LIPSMART application tubes 10ml
- 1 LIPSMART TESTER 10ml
- 25 LIPSMART deluxe sample packettes
- 1 LIPSMART Acrylic Display, refillable

### LIPDISTINTRO



LIPSMART



DERMATOLOGY  
TESTED



HYPO-  
ALLERGENIC



PARABEN  
FREE



GLUTEN  
FREE



CRUELTY  
FREE



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# OLAPLEX®



## NEW! LASHBOND™

**BUILDING SERUM**  
**0.15 OZ.**

**LASHBOND**

### SALON INTRO

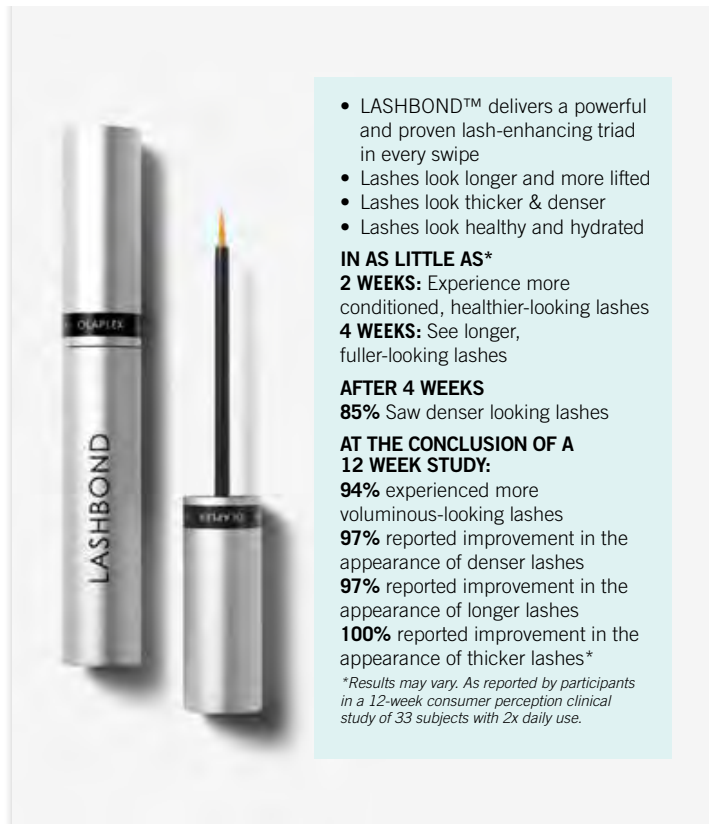
#### PURCHASE

5 LashBond Building Serum 0.15 oz.

#### RECEIVE FREE

1 LashBond Building Serum 0.15 oz.

NEW ACCOUNTS ONLY



- LASHBOND™ delivers a powerful and proven lash-enhancing triad in every swipe
- Lashes look longer and more lifted
- Lashes look thicker & denser
- Lashes look healthy and hydrated

#### IN AS LITTLE AS\*

**2 WEEKS:** Experience more conditioned, healthier-looking lashes

**4 WEEKS:** See longer, fuller-looking lashes

#### AFTER 4 WEEKS

**85%** Saw denser looking lashes

#### AT THE CONCLUSION OF A 12 WEEK STUDY:

**94%** experienced more voluminous-looking lashes

**97%** reported improvement in the appearance of denser lashes

**97%** reported improvement in the appearance of longer lashes

**100%** reported improvement in the appearance of thicker lashes\*

\*Results may vary. As reported by participants in a 12-week consumer perception clinical study of 33 subjects with 2x daily use.

#### WHAT IT IS

A starter set to repair and brighten blonde, lightened, and gray hair. The scientifically proven two-part system of deluxe samples No.0 and No.3 repair damaged, fragile, brittle hair. No.4P tones and brightens as it cleanses and finishing with No.8 restores weightless moisture to dry, dehydrated hair. An ideal take-home kit after lightening services to maintain the results of in-salon OLAPLEX treatments.

#### WHO IT'S FOR

For all blonde, lightened, and gray hair

## UNBREAKABLE BLONDES

### MINI KIT

#### INCLUDES

- 1 No. 0 Intense Bond Builder 1.35 oz.
- 1 No. 3 Hair Perfector 1 oz.
- 1 No. 4P Purple Shampoo 0.68 oz.
- 1 No. 8 Bond Repair Moisture Mask 0.68 oz.



## DISCOVERY KIT

#### INCLUDES

- 1 No. 3 Hair Perfector 30ml
- 1 No. 8 Bond Intense Moisture Mask 30ml
- 1 No. 4 Bond Maintenance Shampoo 30ml
- 1 No. 5 Bond Maintenance Conditioner 30ml
- 1 No. 4C Bond Maintenance Clarifying Shampoo 20ml
- 1 No. 6 Bond Smoother 20ml
- 1 No. 7 Bonding Oil 30ml
- 1 No. 9 Bond Protector Nourishing Hair Serum 20ml

#### WHAT IT IS

An OLAPLEX routine for major hair repair results at home so clients can maintain their salon results between visits. This starter-sized set includes a full size No.7 Bonding Oil™ and is the perfect welcome to the OLAPLEX experience for new users or an ideal travel set for devoted fans. With OLAPLEX Bond Building Technology™ in every step to repair and strengthen damaged hair on a molecular level.

#### WHO IT'S FOR

All hair types and conditions, including damaged hair.

Some products are not available in all areas. Advertiser reserves the right to correct errors and limit quantities.

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## PHYTO LEAVE-INS

Essential After Care for your  
Favorite PHYTO Regimens!

**BUY 2, GET 1 FREE!**

CHOOSE FROM

**PhytoJoba Moisturizing Care Gel**  
*For Dry Hair*

**PhytoColor Shine Activating Care**  
*For Color-Treated, Highlighted Hair*

**PhytoDetox Rehab Mist**  
*For Polluted Scalp and Hair*

**PhytoKeratine Repairing Heat Protecting Spray**  
*For Damaged and Brittle Hair*



## PHYTOLIUM+ ANTI-HAIR LOSS TREATMENT FOR MEN BUY 2, GET 1 FREE!



### ACTIONS

#### PREVENTS HAIR LOSS FROM WORSENING

- **ANTIOXIDANT/ANTI-AGING:** fights against the premature ageing of the bulb and increases its resistance to stress
- **VASCULARIZATION:** stimulates microcirculation for an optimal intake of nutrients from the roots

#### RESULTS

- **PRESERVED HAIR CAPITAL:** 84% of hair in its growth phase<sup>(1)</sup>, reduced daily hair loss: 89%<sup>(2)</sup>
- **REINFORCED HAIR STRUCTURE:** increase in the diameter of hair fibers – more resistant hair: 74%<sup>(2)</sup>

\* Clinical study on 76 men with alopecia – application every other day for 3 months –  
(1) Instrumental measurements (2) % of satisfaction

### TEXTURE

- Ultra fluid & milky: non sticky–non greasy
- Cold effect: invigorating action on scalp
- Respects the scalp's balance & pH

### ACTIVE INGREDIENTS

- Shiitake extract: antioxidant & vascularization
- Vitamin B3: acts in synergy with shiitake to boost its anti-aging properties



# NEW! PHYTO PRO STYLE RANGE

YOUR FAVORITE PHYTO PROFESSIONAL LINE JUST GOT BETTER!  
THESE NEW AND IMPROVED STYLING PRODUCTS WILL BE YOUR NEW GO-TO'S.

**PHYTO**  
BOTANICAL POWER



VOLUME  
MOUSSE

MATTE  
TEXTURIZING  
POWDER

WORKABLE  
GEL

CURL  
CREAM

TEXTURIZING  
PASTE

SHINE  
WAX

## SALON INTRO

Buy 6 of each Styler,  
Get 2 of each FREE!  
**PLUS...**  
2 Phyto Hand Mirrors!

Salon Value \$706.00 PHYPSB6G223

## STYLIST TRIAL INTRO

BUY 5, GET 1 FREE!  
(MIX OR MATCH)

# SUBTIL CRÈME

## PERMANENT HAIR COLOR

Permanent hair color that provides  
exceptional shine while preserving the  
integrity of the hair fiber and scalp.

### PURCHASE

24 Subtil Crème Color

### RECEIVE

- 1 Equalize Porosity Balancer
- 1 Pre-Tech Shampoo
- 1 pH Acide Shampoo

**FREE!**

**subtil**



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**NovaStar**  
SALON SERVICES



Model: Revlon Professional



Nova Star pledges  
our commitment to you,  
honoring our motto

**“WHATEVER IT TAKES”**

Nova Star is committed to sell only to  
licensed cosmetologists, professional salons  
and students of cosmetology.

*We have a firm commitment to  
the beauty industry.*

Find out how Nova Star can help you grow  
your business with our premium products,  
state-of-the-art customer service, support  
and education.

## OUR BRANDS

mop®

(COLOR)DESIGN  
Professional Salon Color

KERATINCOMPLEX®

REVLON  
PROFESSIONAL®

abba®  
pure performance hair care™

OLAPLEX.

uniq  
one™

PHYTO  
BOTANICAL POWER

## STARS Companies - 5 Companies, All Dedicated to the Salon Professional



### TRUSTAR SALON SERVICES

1590 NW 27th Ave., Suite 2  
Pompano Beach, FL 33069  
954-929-4499  
*Serving, Florida, Alabama and Georgia*



### MOUNTAIN STAR SALON SERVICES

1301 Jason Street, Unit D  
Denver, CO 80223  
720-274-7100  
*Serving Colorado, New Mexico, Arizona,  
Nevada, Wyoming and Utah*



### NOVA STAR SALON SERVICES

7123 Interstate 30, Ste. 51  
Little Rock, AR 72209  
800-220-5055  
*Serving Arkansas, Kansas, Louisiana, Missouri,  
Oklahoma, Tennessee and Texas*



### SYMBIOTIC SALON SYSTEMS

60 Seaview Blvd.  
Port Washington, NY 11050  
516-621-6090  
*Serving New York, New Jersey, Connecticut  
and Pennsylvania*



### MIDWAY STAR SALON SERVICES

560 Windy Point Drive  
Glendale Heights, IL 60139  
630-260-2221  
*Serving Ohio, Illinois, Indiana, and Michigan*