
BARKERS
HAIR • BEAUTY • TRAINING
Christmas
Gifting Guide
osmo
INCREDIBLE SHINE
THERMAL DEFENSE
milk shake
COLORWOW
MONEY LAUNDERING
Hydrating Shampoo + Closing Conditioner
TRAVEL KIT
For Sensationally Rich, High-Gloss Results.
matrix
INSTACURE
BUILD-A-BOND
BRIDGE
OLAPLEX
Hydration Heroes Set
Coffret héros de l'hydratation
OLAPLEX
Nº4
Schwarzkopf
BLONDME
NEAL & WOLF
Daily Cleansing
SHAMPOO & CONDITIONER
GIFT SET
DAVROE
A lot of joy inside
OLAPLEX
Iconic Stylers Set
Coffret produits coiffants iconiques
BROWSE ALL
GIFT SETS

COLORWOW



BUY A SHAMPOO & CONDITIONER AND RECEIVE A FREE WELLNESS KIT

BIOLAGE PROFESSIONAL HAIR SPA




OLAPLEX
VIEW ALL OLAPLEX
Gift Big with Great Hair
Limited-Edition Sets.
Iconic Hair Moments.
£30.80
OLAPLEX
Total Hair Repair Set
OLAPLEX
Iconic Stylers Set
Softness & Smoothness
Confident Looks
£23.10
£15.40
OLAPLEX
Tiaraid Set
OLAPLEX
Iconic Stylers Set
Softness & Smoothness
Confident Looks
£24.20
OLAPLEX
Hydrotrio & Repair Set
OLAPLEX
Streopth & Shine Set
SCIENCE. RESULTS. REAL.

milk_shake®

Christmas is coming!



The most magical time of the year is nearly here! milk_shake® Christmas is back, bringing with it best-selling favourites and exciting new treats your salon and clients will love! Get ready to elevate your retail space with beautifully packaged holiday exclusives, irresistible gift ideas, and seasonal must-haves designed to make this Christmas more colourful, joyful, and profitable than ever!



1. shoppers start early

67% of UK gift buyers typically start their Christmas shopping by the end of November, with 24% starting in October or earlier. Christmas shoppers are already buying! Make sure your gift sets are on display early and ready to be browsed at your clients' next appointment!



2. trios of joy

Treat yourself or a loved one to a **milk_shake® trio gift set** this Christmas!

make my day trio
no frizz allowed trio
moisture & more trio

Includes a free luxury gift box & retail bag with every duo & trio!

3. recommend with confidence

Every appointment is a retail opportunity. Encourage your team to recommend the perfect take-home products, highlight a daily product hero and suggest gift ideas for friends and family.

4. merry & bright

Our **milk_shake® duo sets** are available in three of our favourite ranges this season:

icy blond duo
integrity & strength duo
colour care duo

Includes a free luxury gift box & retail bag with every duo & trio!



5. make gift cards even better

Do you offer gift salon cards? Pair every gift card with a mini milk_shake® favourite or bundle one with retail products for the ultimate salon gift.

6. get social, stay visible

Show off your Christmas displays, gift sets and festive salon vibes. Share styling tutorials, gift inspiration and behind-the-scenes content to keep your salon top of mind. milk_shake® Christmas assets can be found on the milk_shake® Hair Academy.

sign up to the milk_shake® academy here:



7. festive favourites

Our **limited-edition Christmas tree hangers** are here, featuring your **favourite bestsellers**!

conditioning whipped cream 50ml
incredible milk 55ml
leave in conditioner 75ml
flower fragrance incredible milk 55ml
deep detox shampoo 50ml
icy blond shampoo 70ml

8. Christmas shopping can be stressful

33% of UK consumers feel that Christmas shopping is stressful, making easy, ready-to-go gift solutions particularly appealing. Take the stress out of gifting. Beautifully packaged haircare gift sets make thoughtful presents easy to choose, no wrapping, guessing or searching required!



9. every gift is a new opportunity

Remember, every milk_shake® product bought as a gift introduces your salon to someone new. One Christmas purchase could become your next loyal client. Make this festive season your biggest retail success yet. ✨

milk_shake® Christmas available now!



Elevate your festive retail offering with the Davroe Christmas Gift Sets. Curated with premium haircare favourites and beautifully presented for gifting, each set offers salons an effortless way to create a luxurious Christmas retail moment for clients. From nourishing essentials to targeted hair rituals, the collection makes thoughtful gifting simple while giving clients the perfect opportunity to discover more from Davroe.

Christmas Travel Gift Sets

These travel-sized treats are the perfect way to gift a selection of Davroe favourites. Convenient, compact and beautifully giftable, they're ideal for holidays, weekends away or discovering a new Davroe range. Each travel pack contains the following: 100ml Shampoo, 100ml Conditioner, 100ml Body & Face Cleansing Gel, 2 x treatments or a product suited to the range in 50ml or 75ml.



CURLiCUE Quad Gift Set

Treat your clients to the ultimate gift set for curly hair, thoughtfully curated to nourish, define and enhance natural curls. The perfect gift for keeping curls soft, hydrated and beautifully cared for. This set includes: Cleansing Clay 300ml, Deep Conditioning Rinse 300ml, Curl Balm 200ml, Curl Gel 200ml, CURLiCUE Hair Wrap.



Trio Gift Sets

Each travel pack contains the following:
325ml Shampoo, 325ml Conditioner, and a full-size treatment or styling product suited to the range, See the Davroe deal-sheet for full details. Available in: Smooth Senses, Moisture Senses, Volume Senses, Repair Senses, CURLiCUE, Fortitude & Beyond Blonde.


Wet brush
£7.84
Winter Wonderland Edition


SEASONAL GIFT PACKS
£13.80
osmo
COLOUR SAVIOUR
£16.50
osmo
ICE BLONDE
osmo
£11.65
DEEP MOISTURE
£13.70
osmo
INCREDIBLE SHINE
£13.70
osmo
HEAVENLY HAIR
osmo


NEÄL WØLF
INDULGENCE REDEFINED
From
£10.32
Daily Cleansing
Smooth & Shine
Amplify Volumizing
Cleanse & Treat
Purple Brightening
Harmony Intensive Care


AMERICAN CREW
OFFICIAL SUPPLIER TO MEN™
AMERICAN CREW
MOISTURE & SHINE REGIMEN
DAILY DEEP MOISTURIZING SHAMPOO
POMADE
Daily Deep Moisturizing Shampoo + Pomade
1.7Oz./50g
AMERICAN CREW
VERSATILE STYLING REGIMEN
3-IN-1 CLASSIC
FORMING CREAM
3-in-1 Classic + Forming Cream
8.4Fl.Oz./250mL
1.7Oz./50g
£11.50
SHOP

matrix PROFESSIONAL

WELCOME TO MATRIX LAND

Professional hair care for every hair type, texture, and concern.

Food For Soft

[Hyaluronic Acid + Avocado Oil]

£22.50



For All Dry Hair

Mega Sleek

[Oleic Acid + Jojoba Oil]

£22.50



For Frizzy Hair

Glow Mania

[Glycolic Acid + Rosehip Oil]

£21.50



For Dull, Colour Treated Hair

Instacure

[Citric Acid + Amino Acid]

£22.50

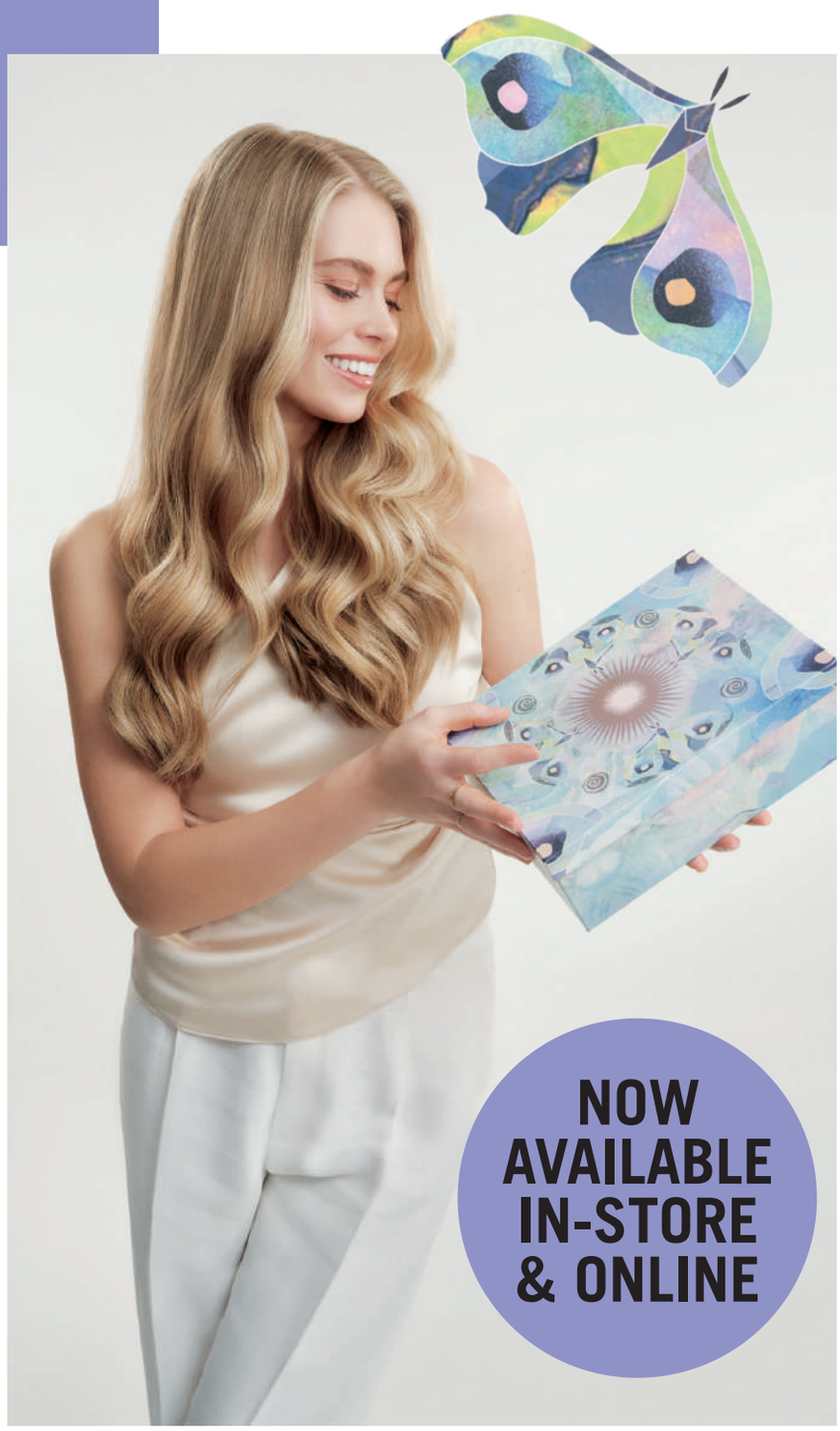


For Mega Damaged Hair

NEW HAIR RITUALS BOXED FOR THE SEASON

Schwarzkopf PROFESSIONAL

Carefully curated products your clients can take home to gift to someone they love!



BLONDME



BONACURE



Our bestsellers packed in exclusively designed gift sets, creating new hair rituals just for you.

FOR EVERY YOU.

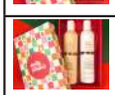
schwarzkopfpro.com

ORDER SHEET

Please use this form to confirm the quantity required for each gift set you would like to order with your representative.

All prices are subject to VAT

MILK_SHAKE

		QNTY
	***Color Care Duo*** Trade: £ 20.23	
	***Icy Blond Duo*** Trade: £20.05	
	***Integrity & Strength Duo*** Trade: £21.27	
	***Make My Day Trio*** Trade: £30.18	

		QNTY
	***Moisture & More Trio*** Trade: £ 30.18	
	***No Frizz Allowed Trio*** Trade: £33.43	
	***Deep Detox Tree Hanger*** Trade: £4.90	
	***Flower Power Tree Hanger*** Trade: £4.90	

		QNTY
	***Icy Blonde Tree Hanger*** Trade: £4.90	
	***Incredible Milk Tree Hanger*** Trade: £4.90	
	***Leave in - Tree Hanger*** Trade: £4.90	
	***Whipped Cream Tree Hanger*** Trade: £4.90	

NEAL & WOLF

		QNTY
	***Hydrate Collection*** Trade: £ 12.56	
	***Daily Collection*** Trade: £10.32	
	***Harmony Collection*** Trade: £12.56	
	***Blonde Collection*** Trade: £10.32	

		QNTY
	***Cleanse & Treat*** Trade: £11.44	
	***Amplify Collection*** Trade: £10.32	
	***Protect & Nourish*** Trade: £11.32	
	***Smooth & Shine*** Trade: £11.64	

		QNTY
	***Miracle Mist Cracker*** Trade: £ 11.00	

Home & Spa	QNTY
Indulgence Candle | Trade: £17.50	
Calm Diffuser | Trade: £17.50	
Aura H& B Perfume | Trade: £10.50	
Refresh Hand Wash | Trade: £5.95	
Revive Lotion | Trade: £5.95	
Nurture Gift Set Duo | Trade: £9.20	

Mini Essentials	QNTY
Hydrate | Trade: £9.75	
Daily | Trade: £9.30	
Harmony | Trade: £9.75	
Blonde | Trade: £9.30	
Cleanse & Treat | Trade: £9.52	
Amplify | Trade: £9.30	

MATRIX PROFESSIONAL

		QNTY
	***Food For Soft Set*** Trade: £22.50	
	***Glow Mania Set*** Trade: £21.50	
	***Instacure Set*** Trade: £22.50	
	***Mega Sleek Set*** Trade: £22.50	

COLOR WOW

		QNTY
	***Thicker, Fuller...Faster*** Trade: £ 21.67	
	***The Dream Team*** Trade: £ 16.11	
	***Money Laundering Travel Kit*** Trade: £ 13.89	

OSMO

		QNTY
	***Deep Moisture*** Trade: £11.65	
	***Blinding Shine*** Trade: £13.70	
	***Super Ice*** Trade: £16.50	

		QNTY
	***Guardian Angel*** Trade: £13.70	
	***Colour Save*** Trade: £13.80	

DAVROE

		QNTY
	***Curlicue Quad Set*** Trade: £58.50	
	***Beyond Blonde Trio Set*** Trade: £34.94	
	***Foritude Trio Set*** Trade: £37.38	
	***Moisture Trio Set*** Trade: £33.58	
	***Repair Trio Set*** Trade: £32.77	
	***Scalp Trio Set*** Trade: £35.75	
	***Smooth Trio Set*** Trade: £31.96	
	Volume Trio Set Trade: £31.96	
	Curlicue Travel Set Trade: £25.46	
	Beyond Blonde Travel Set Trade: £25.46	
	Fortitude Travel Set Trade: £25.89	
	Moisture Travel Set Trade: £24.59	
	Repair Travel Set Trade: £24.16	
	Smooth Travel Set Trade: £24.16	
	Volume Travel Set Trade: £24.59	

GODDESS

		QNTY
	Cracker with Biotech Blowout™ Trade: £15.00	

OLAPLEX

		QNTY
	***Hydration Heroes*** Trade: £24.20	
	***Iconic Stylers*** Trade: £23.15	
	***Strength & Shine*** Trade: £15.40	
	***Repair & Shine*** Trade: £30.80	

WET BRUSH

		QNTY
	***Pro Detangler - Winter Wonderland - Blue*** Trade: £7.84	
	***Pro Detangler - Winter Wonderland - Silver*** Trade: £7.84	
	***Pro Detangler - Winter Wonderland - Pink*** Trade: £7.84	
	***Pro Detangler - Winter Wonderland - Green*** Trade: £7.84	

SCHWARZKOF PROFESSIONAL - BLONDME

		QNTY
	***Blonde Essentials*** Trade: £25.49	
	***Purple Toning*** Trade: £25.49	
	***Color Freeze*** Trade: £20.60	

		QNTY
	***Moisture Kick*** Trade: £20.60	
	***Repair Rescue*** Trade: £20.60	

AMERICAN CREW

		QNTY
	***Shine Gift Set*** Trade: £11.50	
	***Repair Rescue*** Trade: £11.50	

5 Simple Ways to *Boost Christmas Sales*



1. Create a Christmas area
Set up a dedicated Christmas display away from your usual retail area. Keep it festive without making the whole salon feel overly Christmas-themed.

2. Stock up early
Order enough gift sets and bestsellers to last through December. Popular gifts can sell quickly, so avoid empty shelves during the busiest period.

3. Make your window stand out
Use your Christmas gift sets to create an eye-catching window display. A great display can attract passing customers and encourage last-minute purchases.

4. Host a Christmas event
Invite clients to a festive in-salon event with drinks, nibbles and Christmas shopping. Showcase gift sets and promote gift vouchers. Your Account Manager can help you plan it.

5. Get your team involved
Make sure your team knows what's available and gets behind your Christmas sales. Set targets and create an incentive to keep everyone motivated throughout the season.

A	Number of Days until Christmas	
B	Number of Stylists	
C	Average No of Clients (per day)	
D	Total No of Clients (per day)	
E	10% Purchasing Gift Sets (Dx0.1=)	
F	Number of Kits Required (E x A =)	

Call us on 01603 400000
Call us to order, arrange delivery or collect locally.

Visit Our Stores
Visit your local store
Find your nearest Cash & Carry below.

Shop Online
barkershairdressing.com
FREE Barkers delivery on orders over £40+ VAT.
Next day courier from £4.99 when ordered before 12pm

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CHRISTMAS

SALON INCENTIVE

Sell a Christmas kit and put your name on the tree,
the person with the most trees wins a prize.
There is also one lucky tree for one lucky team member



Contact your Barkers Account Manager once all of the Christmas Trees are marked off