

**2023 DESIGN ESSENTIALS NATURAL RETAIL PRICE LIST**

						Retail List Price		Base Price Independent Salon (40offList @3+)	
CODE	UPC	PRODUCT DESCRIPTION	PK	MSRP	MSRP	SALON	SALON		
				UNIT	CASE			UNIT	CASE
<b>NATURAL</b>									
43004	875408004345	D/E NAT DEFINING CRÈME GEL 16OZ	6	\$ 18.99	\$ 113.94	\$ 11.39	\$ 68.36		
43005	875408004352	D/E NAT CURL STRETCHING CRÈME 16OZ	6	\$ 20.99	\$ 125.94	\$ 12.59	\$ 75.56		
43007	875408004376	D/E NAT TWIST AND SET 8 OZ	6	\$ 16.99	\$ 101.94	\$ 10.19	\$ 61.16		
43101	875408006073	NATURAL A&A NOURISHING COWASH 16OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43102	875408006080	NATURAL CURLING CRÈME 12OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43104	875408003898	NAT ALMOND AVOCADO SHAMPOO 6OZ	6	\$ 6.49	\$ 38.94	\$ 3.89	\$ 23.36		
43105	875408004147	NAT ALMOND AVOCADO DET COND 6OZ	6	\$ 6.99	\$ 41.94	\$ 4.19	\$ 25.16		
43106	875408004208	NAT ALMOND AVOCADO LEAVE IN 6OZ	6	\$ 6.99	\$ 41.94	\$ 4.19	\$ 25.16		
43107	875408004291	NAT ALMOND AVOCADO MOUSSE 4OZ	6	\$ 8.49	\$ 50.94	\$ 5.09	\$ 30.56		
43111	875408009029	NAT ALMOND AVOCADO SHAMPOO 12OZ	6	\$ 12.99	\$ 77.94	\$ 7.79	\$ 46.76		
43112	875408009036	NAT ALMOND AVOCADO DET COND 12OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43113	875408009043	NAT ALMOND AVOCADO LEAVE IN 12OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43114	875408009050	NAT ALMOND AVOCADO CUSTARD 12OZ	6	\$ 17.99	\$ 107.94	\$ 10.79	\$ 64.76		
43115	875408005649	NAT A&A DAILY MOIST LOTION 12OZ	6	\$ 14.99	\$ 89.94	\$ 8.99	\$ 53.96		
43116	875408009500	NAT A&A ANTI FRIZ CURL DEF GEL 12OZ	6	\$ 15.99	\$ 95.94	\$ 9.59	\$ 57.56		
43117	875408009517	NAT A&A DAILY CURL REVITAL 8OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43118	875408009524	NAT A&A MOIST PRIM STYLE WHIP 12OZ	6	\$ 15.99	\$ 95.94	\$ 9.59	\$ 57.56		
43119	875408009531	NAT A&A WASH DEEP MOIST MASQ 12OZ	6	\$ 15.99	\$ 95.94	\$ 9.59	\$ 57.56		
43120	875408009548	NAT A&A OVERNIGHT RECOV TREAT 6OZ	6	\$ 15.99	\$ 95.94	\$ 9.59	\$ 57.56		
43121	875408009555	A&A ANTI FRIZZ MOIST FIN SPRAY 6OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43123	875408009562	NAT A&A DAILY MOIST LOTION 6OZ	6	\$ 6.99	\$ 41.94	\$ 4.19	\$ 25.16		
43125	875408009470	A/A MOUSSE 10OZ	6	\$ 16.99	\$ 101.94	\$ 10.19	\$ 61.16		
43126	875408009487	A/A HONEY SHEA EDGE TAMER 3.7 OZ	6	\$ 12.99	\$ 77.94	\$ 7.79	\$ 46.76		
<b>COCONUT &amp; MONOI</b>									
43018	875408004543	COCO & MONO WATER CURL REFRESH 8OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
43019	875408004567	COCO & MONO DEEP MOST MILK SFF 12OZ	6	\$ 14.99	\$ 89.94	\$ 8.99	\$ 53.96		
43030	875408004604	COCO & MONO GELEE 12OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
<b>AGAVE LAVENDER</b>									
44001	875408004710	A&L MOIST SMOOTH HAIR BATH 12OZ	6	\$ 12.99	\$ 77.94	\$ 7.79	\$ 46.76		
44002	875408004727	A&L DETANGLING CONDITIONER 12OZ	6	\$ 12.99	\$ 77.94	\$ 7.79	\$ 46.76		
44003	875408004734	A&L COND BLOWDRY STYLE PRIMER 8OZ	6	\$ 11.99	\$ 71.94	\$ 7.19	\$ 43.16		
44007	875408004468	A/L THERMAL PROTECTANT CRÈME 4OZ	6	\$ 8.99	\$ 53.94	\$ 5.39	\$ 32.36		
44008	875408004482	A/L THERMAL PROTECTANT SERUM 4OZ	6	\$ 8.99	\$ 53.94	\$ 5.39	\$ 32.36		
<b>WIGS &amp; EXTENSIONS</b>									
40600	875408009265	MOROCCAN SULFATE FREE SHAMPOO 6OZ	6	\$ 6.99	\$ 41.94	\$ 4.19	\$ 25.16		
40601	875408009272	MOROCCAN LEAVE IN CONDITIONER 6OZ	6	\$ 6.99	\$ 41.94	\$ 4.19	\$ 25.16		
40605	875408004499	MOROCCAN SHINE SPRAY 4OZ	6	\$ 8.99	\$ 53.94	\$ 5.39	\$ 32.36		
40606	875408005465	MOROCCAN OIL SERUM 4OZ	6	\$ 8.99	\$ 53.94	\$ 5.39	\$ 32.36		
<b>SKIN &amp; SCALP</b>									
40500	875408003300	SKIN & SCALP DETOX TONIC 4OZ	6	\$ 9.99	\$ 59.94	\$ 5.99	\$ 35.96		
40501	875408003348	SKIN & SCALP ANT ITCH OIL 4OZ	6	\$ 9.99	\$ 59.94	\$ 5.99	\$ 35.96		
40502	875408003355	SKIN & SCALP MOISTURE OIL 4OZ	6	\$ 9.99	\$ 59.94	\$ 5.99	\$ 35.96		
40503	875408003386	SKIN & SCALP VITAMIN DROPS 4OZ	6	\$ 9.99	\$ 59.94	\$ 5.99	\$ 35.96		
40609	875408005472	S&S EDGE TEMPLE SERUM 4OZ	6	\$ 9.99	\$ 59.94	\$ 5.99	\$ 35.96		
<b>AFRICAN CHEBE</b>									
50000	875408012005	HERBAL PRE-WASH INTENSE REPAIR MASQUE 12OZ	6	\$ 16.99	\$ 101.94	\$ 10.19	\$ 61.16		
50001	875408013002	ANTI-BREAKAGE MOISTURE RETENTION SHAMPOO 12OZ	6	\$ 12.99	\$ 77.94	\$ 7.79	\$ 46.76		
50002	875408011008	ANTI-BREAKAGE MOISTURIZING LV-IN CONDITIONER 12OZ	6	\$ 13.99	\$ 83.94	\$ 8.39	\$ 50.36		
50003	875408014009	BRAID & TWIST-OUT STYLING CRÈME 12OZ	6	\$ 16.99	\$ 101.94	\$ 10.19	\$ 61.16		
50004	875408015006	STRENGTHENING & CURL PERFECTING MOUSSE 10OZ	6	\$ 16.99	\$ 101.94	\$ 10.19	\$ 61.16		
<b>KITS</b>									

43124	875408009463	ALMOND AVOCADO QUICK CURLS BOX 6OZ	6	\$ 28.99	\$ 173.94	
60169	875408016003	ALMOND AVOCADO BEST SELLERS SET	6	\$ 28.99	\$ 173.94	

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**2023 PROFESSIONAL PRICE LIST**

<u>CODE</u>	<u>UPC</u>	<u>PRODUCT DESCRIPTION</u>	<u>PK</u>	<u>Retail List Price</u>		<u>Base Price Independent Salon (50offList)</u>	
				<u>MSRP UNIT</u>	<u>MSRP CASE</u>	<u>SALON UNIT</u>	<u>SALON CASE</u>
<b>WAVE BY DESIGN</b>							
10001	875408003423	W/D DRY FINISHING LOTION 8OZ	6	\$ 14.00	\$ 84.00	\$ 7.00	\$ 42.00
10002	875408001023	W/D DRY FINISHING MIST 8OZ	6	\$ 14.00	\$ 84.00	\$ 7.00	\$ 42.00
20003	875408002037	W/D MOIST WRAP BOOSTER 16OZ	6			\$ 14.00	\$ 84.00
20006	875408002068	W/D REARRANGER 2LB	6			\$ 24.00	\$ 144.00
20007	875408002075	W/D DRY FINISHING LOTION 16OZ	6	\$ 20.00	\$ 120.00	\$ 10.00	\$ 60.00
20008	875408002082	W/D WAVE LOCK NEUTRALIZER 32OZ	12	\$ 24.00	\$ 288.00	\$ 12.00	\$ 144.00
<b>DESIGN ESSENTIALS</b>							
30011	875408003003	D/E OLIVE OIL RELAXER REG 4LB	6			\$ 30.00	\$ 180.00
30013	875408003027	D/E HONEY NECTAR RELAXER 4LB	6			\$ 30.00	\$ 180.00
30014	875408003164	D/E S/S 8 APP KIT	1			\$ 37.00	\$ 37.00
30015	875408003157	D/E S/S KIT ECONO PACK	1			\$ 70.00	\$ 70.00
30044	875408003447	D/E COMPOSITIONS FOAM LOTION 32OZ	12			\$ 18.00	\$ 216.00
30049	875408003492	D/E RESTORE VITAMIN TREATMENT 8OZ	6			\$ 7.50	\$ 45.00
30072	875408003720	D/E CALM SENSITIVE SCALP BASE 32OZ	12			\$ 23.00	\$ 276.00
30076	875408003737	D/E HONEY CRÈME MOIST SHAMPOO 32OZ	12			\$ 16.00	\$ 192.00
30077	875408003706	D/E HONEY CRÈME MOIST SHAMPOO GAL	4			\$ 40.00	\$ 160.00
30079	875408003775	D/E MILK & HONEY NEUT SHAMPOO 32OZ	12			\$ 16.00	\$ 192.00
30080	875408003805	D/E MILK & HONEY NEUT SHAMPOO GAL	4			\$ 40.00	\$ 160.00
30081	875408003812	D/E OAT PROTEIN HENNA SHAMPOO 32OZ	12			\$ 15.00	\$ 180.00
30082	875408003829	D/E OAT PROTEIN HENNA SHAMPOO GAL	4			\$ 36.00	\$ 144.00
30083	875408003836	D/E PEPPERMINT ALOE ANTI ITCH 32OZ	12			\$ 19.00	\$ 228.00
30084	875408003843	D/E CONTOURS W/ PANTHENOL GEL 16OZ	12			\$ 10.00	\$ 120.00
30086	875408003232	DE ROSEMARY MINT STIM COND 2LB	6			\$ 21.50	\$ 129.00
30087	875408003249	DE ROSEMARY MINT STIM COND 4LB	6			\$ 32.50	\$ 195.00
30088	875408003256	DE ALMOND BUTTER EXP COND 2LB	6			\$ 18.00	\$ 108.00
30089	875408003263	DE ALMOND BUTTER EXP COND 4LB	6			\$ 28.00	\$ 168.00
30090	875408003270	DE BAMBOO SILK HCO COND 32OZ	12			\$ 16.00	\$ 192.00
30091	875408003287	DE MILK & HONEY 6N1 COND 32OZ	12			\$ 25.00	\$ 300.00
<b>NATURAL LARGE SIZE</b>							
30100	875408001054	NAT ALM AVOC MOIST DET SHAMP 34 OZ	12	\$ 34.00	\$ 408.00	\$ 17.00	\$ 204.00
30101	875408001061	D/E NAT CURL ENHANCE MOUSSE 34OZ	12	\$ 34.00	\$ 408.00	\$ 17.00	\$ 204.00
30102	875408003072	A/A INTENSE COND 34 OZ	12	\$ 34.00	\$ 408.00	\$ 17.00	\$ 204.00
30105	875408005069	NAT ALM AVOC LEAVE IN COND 34 OZ	12	\$ 34.00	\$ 408.00	\$ 17.00	\$ 204.00
44026	875408005070	A&L MOIST SMOOTH HAIR BATH 32OZ	12	\$ 34.00	\$ 408.00	\$ 17.00	\$ 204.00
44027	875408005071	A&L DETANGLING CONDITIONER 32OZ	12	\$ 34.00	\$ 408.00	\$ 17.00	\$ 204.00
<b>COLAURA</b>							
34002	875408005816	D/E DEMI DEVELOPER 8 VOL 16 OZ	6			\$ 7.00	\$ 42.00
33001	875408005311	D/E DEMI COLOR 1B-SECRET 2 OZ	24			\$ 6.00	\$ 144.00
33002	875408005328	D/E DEMI COLOR 1N-ENIGMA 2 OZ	24			\$ 6.00	\$ 144.00
33003	875408005335	D/E DEMI COLOR 2N-SANCTUARY 2 OZ	24			\$ 6.00	\$ 144.00
33004	875408005342	D/E DEMI COLOR 3N-EVOLUTION 2 OZ	24			\$ 6.00	\$ 144.00
33005	875408005359	D/E DEMI COLOR 3BN-HERITAGE 2 OZ	24			\$ 6.00	\$ 144.00
<b>STS</b>							

36005	875408003621	STS EXPRESS SMOOTH MSSE MAX 7.5 OZ	6			\$ 38.00	\$ 228.00
36007	875408003645	STS EXPRESS ANTI BREAKAGE TRT 8OZ	6			\$ 18.00	\$ 108.00
36012	875408003713	STS EXPRESS LEAVE IN SEALANT 8 OZ	6			\$ 12.50	\$ 75.00
36015	875408003867	STS EXPRESS SULFATE FREE SHAM 16OZ	6			\$ 13.50	\$ 81.00
<b>RETAIL</b>							
40005	875408004055	D/E REFLECTIONS LIQUID SHINE 4OZ	6	\$ 20.00	\$ 120.00	\$ 10.00	\$ 60.00
40010	875408004109	D/E BOTANICAL OILS 4OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40016	875408004161	D/E DIAMONDS OIL SHEEN SPRAY 10OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40023	875408004239	D/E COMPOSITIONS 7.5OZ	6	\$ 15.00	\$ 90.00	\$ 7.50	\$ 45.00
40032	875408002341	D/E FINISHING SPRITZ 8OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40039	875408004949	D/E PEPPERMINT & ALOE ANTI ITCH 8OZ	6	\$ 14.00	\$ 84.00	\$ 7.00	\$ 42.00
40144	875408003133	KUKUI AND COCO HYDRATING COND 8 OZ	6	\$ 12.00	\$ 72.00	\$ 6.00	\$ 36.00
40146	875408003454	DE COMPOSITIONS FOAM LOTION 10OZ	6	\$ 15.00	\$ 90.00	\$ 7.50	\$ 45.00
40147	875408000033	D/E HERBAL COMPLEX 5OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40148	875408001139	D/E THERAPETUTICS 5OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40149	875408001122	D/E SILK ESSENTIALS 4OZ	6	\$ 22.00	\$ 132.00	\$ 11.00	\$ 66.00
40150	875408001085	PEPPERMINT & ALOE SCALP TONIC 4 OZ	6	\$ 11.00	\$ 66.00	\$ 5.50	\$ 33.00
40161	875408001115	D/E BAMBOO SILK 8OZ *NEW*	6	\$ 12.00	\$ 72.00	\$ 6.00	\$ 36.00
40404	875408005656	D/E ROSEMARY MINT COND 12OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40405	875408005663	D/E ALMOND BUTTER COND 12OZ	6	\$ 12.00	\$ 72.00	\$ 6.00	\$ 36.00
40406	875408005670	D/E HONEY CREME SHAMPOO 12OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
40408	875408005694	D/E OAT PROTEIN SHAMPOO 12OZ	6	\$ 11.00	\$ 66.00	\$ 5.50	\$ 33.00
40409	875408005700	D/E KUKUI COCONUT COND 12OZ	6	\$ 12.00	\$ 72.00	\$ 6.00	\$ 36.00
43127	875408000002	D/E SLEEK EDGE CONTROL 3.7 OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00
43128	875408000019	D/E SLEEK MAX EDGE CONTROL 3.7 OZ	6	\$ 13.00	\$ 78.00	\$ 6.50	\$ 39.00