



Sweis

EXPERT BEAUTY RESOURCE  
FOR OVER 25 YEARS

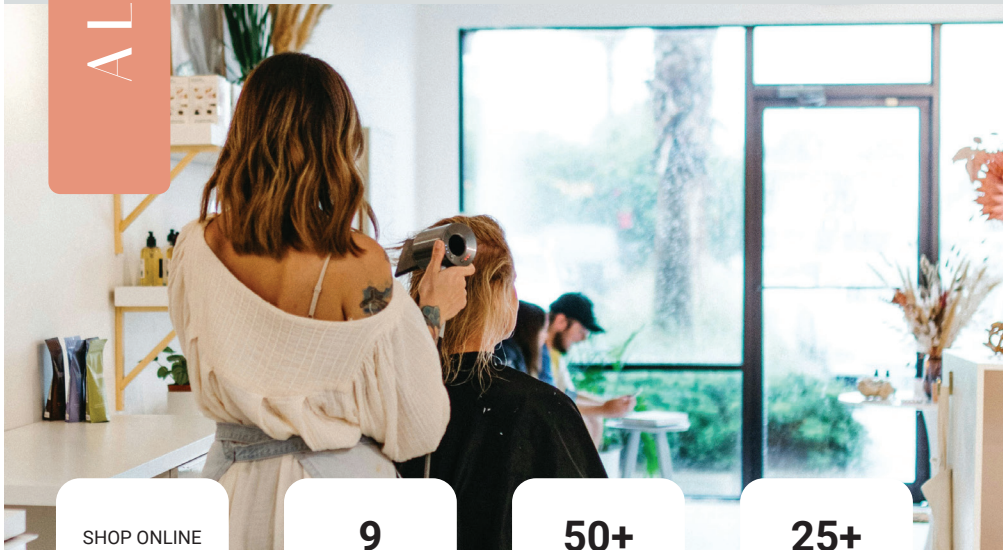
Professional Beauty Distributor servicing licensed beauty professionals and salons in California, Nevada, and Hawaii!

Model courtesy of Milbon & Monochromatic and Anh Co Tran.

# A LITTLE ABOUT US

**Sweis, Inc. is a premier source in the professional beauty industry for products and education, from in-salon to virtual.** With over 25 years of experience, Sweis was built on a foundation of exceptional service to salons and stylists throughout California, Nevada, and Hawaii. Sweis takes time and great care in selecting and offering the best product lines. **Learn more about the brands we carry by looking throughout this brochure!**

As a family-owned and operated business, Sweis is known for going the extra mile to help our network of loyal salons and stylists. We take a long-term approach to our relationships, working to assist customers in growing their business and achieving success together.



SHOP ONLINE  
**24/7**

Shop online at **sweisinc.com** to order with us at any time!

**9**  
PRO STORE  
LOCATIONS

Conveniently located throughout California & Nevada. **See back for more details.**

**50+**  
PRODUCT  
LINES

Lines include haircare, hair color, extensions, tools, and appliances.

**25+**  
ACCOUNT  
MANAGERS

Get personalized service and support for you and your salon!



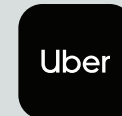
## Karl and Teresa

Founders and Owners

Karl and Teresa each began in the beauty industry in the early 1980s, Karl as a delivery driver and Teresa as a stylist. Their success in the industry is built on their experience and drive to provide the best service to their customers and brand partners.

## Get Same Day Delivery!

Within a 15 mile radius from your local Sweis store for only \$14.50. Curbside pick-up is also available. Contact your local Sweis store for more details.



As your trusted beauty resource, Sweis is offering something new and exciting for you to experience. Stay connected by following us on social media, opting in to text marketing, and signing up for emails to receive information on products, promotions, and education opportunities.

@sweisinc



# Sweis INSIDER

We are thrilled to introduce the Sweis Insider program to our valued salon partners! This annual membership is designed to show our appreciation and support for your loyalty by offering complimentary shipping, exclusive perks, and exciting rewards.



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**LEARN MORE**

## WITH YOUR \$159 INVESTMENT IN THE SWEIS INSIDER PROGRAM, YOU WILL RECEIVE:



Complimentary unlimited shipping on orders over \$149\*.



Members-only exclusive discounts.



Semi-Annual Insider Beauty Box\*.



Quarterly education vouchers\*.



Members-only color sale events.



And much more!

*\*Restrictions and exceptions may apply.*



## SEMI-ANNUAL BEAUTY BOXES\*

**1st Box:** January - June

**2nd Box:** July - December

*\*Product selection may vary and boxes are not customizable.*

# Sweis EDUCATOR

Could you be the next Sweis  
Brand Educator?

**Looking for a class to take?** Scan the QR Code to find dynamic and ever-evolving education offerings! From in-salon classes to large-scale education events, stylists leave inspired with a wealth of knowledge to succeed.



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**VIEW EDUCATION**

Sweis is looking for educators for the following brands:

- Keratin Complex
- Milbon
- DESIGNME
- Living Proof
- Moroccanoil
- Aloxxi
- Babe
- MK Professional

## Qualifications include:

- Active cosmetology license & valid driver's license.
- Professional image.
- In-depth knowledge of the Professional Beauty industry landscape.
- Minimum 5 years of experience within a salon/suite.
- Computer proficiency with Microsoft Excel, Word, and PowerPoint.
- Digital training presentation skills/public speaking.
- A passion to show others your knowledge and skills.



**Ready to apply?**

Please email a current resume to:

[education@sweisinc.com](mailto:education@sweisinc.com)



# Aloxxi

## BRAND STORY

Aloxxi is an indie brand made up of passionate hair enthusiasts united in sharing their knowledge and love of hair. Formulated by stylists for anyone who demands expert care for their hair, Aloxxi delivers exceptional products that are proven to make hair healthier, shinier, and more colorful. Aloxxi Haircare hails from beauty icon and OPI founder George W. Schaeffer, who has a passion for color, quality, and performance. Continuing his commitment to unique experiences, valuable customer service, and personalized relationships, Aloxxi delivers upon the needs of stylists and their clients worldwide.



## BRAND FEATURES

- Free from Sulfates, Parabens, Gluten, Sodium Chloride, Ethanolamines, Phthalates, Talc, Microbeads, Aluminum Compounds, and Formaldehyde.
- Works with leading stylists to provide expert care for colorful hair.
- Texturize, hydrate, hold, add shine, and more with exclusive color protecting formulas that let you customize to your style needs.
- Full range of color and tools to meet your hair color needs.
- ColourCare Complex infused with 10 nutrient-rich antioxidants.



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## COLOR OPTIONS

### LUMINEXX™ GEL CREME COLOR

Delivers vibrant, long-lasting color with superior grey coverage for stronger healthier hair, and beautiful shine. May be used to refresh mid-lengths and ends.

#### Benefits & Technical Info

- 3.3 oz. tube and 1:2 ratio
- 30 to 35 minute processing time
- PPD and Resorcinol Free
- Surface Intelligence Technology
- Can be used to refresh ends



### DIMENSIONS HIGHLIGHTING COLOR

Create vibrant fashion highlights and beautiful shine. Lifts and deposits in one step, on natural or color-treated hair which saves you time behind the chair.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 ratio
- 10 to 45 minute processing time
- Infused with Illipe Butter
- Specifically designed for off-scalp application techniques



### TONES DEMI-PERMANENT CREME COLOR

Clients can express their style with 100 colorful shades while CDP complex ensures hair remains gorgeous during and after the coloring process.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 or 1:2 ratio
- 10 to 40 minute processing time
- Delivers superior deposit with no lift
- Ammonia-free formula
- Works great with Blue Developers



### CHROMA™ PERMANENT CREME COLOR

Gives your clients an opportunity to have fun with their color with over 100 different shade options, and provides them with essential conditioning and protecting agents.

#### Benefits & Technical Info

- 2 oz. tube and 1:1.5 ratio
- 25 to 50 minute processing time
- CDP complex to condition & protect hair
- Ensures 100% color saturation
- Works great with Blue Developers



### ANDIAMO® EXPRESS PERMANENT COLOR

Reduce the time it takes to get beautiful color and complete grey coverage. Provides outstanding care and condition for healthy hair and optimal results.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 ratio
- 10 to 15 minute processing time
- Long-lasting color, vibrancy, & shine
- Achieve up to 4 levels of lift
- Express color service



### ULTRA HOT SEMI-PERMANENT COLOR

Delivers a vibrant palette of shades with incredible shine. All colors can be intermixed for easy customization and ensures even color distribution.

#### Benefits & Technical Info

- 4.4 oz. tube
- No developer required
- 10 to 40 minute processing time
- Endless color possibilities
- Paraben, Sulfate, Gluten, & Cruelty-Free



## LIGHTENER OPTIONS

### BLONDE78 WHITE LIGHTENER

Recommended for color correction, warm and natural lightening results.

#### Benefits & Technical Info

- 14.1 oz.
- Lifts up to 7 levels
- On-scalp: 1:2 to 1:2.5 ratio
- Off-scalp: 1:1.5 to 1:2.5 ratio



### BLONDE78 BLUE LIGHTENER

Recommended for cool, platinum, and icy color results.

#### Benefits & Technical Info

- 14.1 oz.
- Lifts up to 7 levels
- On-scalp: 1:2 to 1:2.5 ratio
- Off-scalp: 1:1.5 to 1:2.5 ratio



### BLONDE78 ULTRA LIGHTENER

Recommended for dark bases resistant to lift and coarse hair structures.

#### Benefits & Technical Info

- 14.1 oz.
- Lifts up to 9 levels
- On-scalp: 1:2 to 1:2.5 ratio
- Off-scalp: 1:1.5 to 1:2.5 ratio



### BLONDE78 CHARCOAL CREAM LIGHTENER

Recommended to lift and tone at the same time.

#### Benefits & Technical Info

- 8.8 oz.
- Lifts up to 9 levels
- On-scalp: 10V(3%), 20V(6%), 30V(9%)
- Off-scalp: 10V(3%), 20V(6%), 30V(9%), 40V(12%)



# MOROCCANOIL®



## BRAND STORY

What began a decade ago as a single, revolutionary product that pioneered a new category in the beauty industry, has grown into a full line of hair and body products, all infused with nourishing antioxidant-rich argan oil, signature to the brand. Dedicated to providing the highest quality hair and body products, MoroccanOil has grown into an iconic beauty brand. "We are thrilled to be celebrating ten years of oil-infused innovation, and today our goal remains unchanged—to empower beautiful transformations and create products that inspire confidence," says co-founder Carmen Tal.



## BRAND FEATURES

- All products are infused with argan oil which is rich in vitamins, antioxidants, and essential fatty acids.
- Inspired by and created for women.
- Practices sustainability in operations and product packaging.
- Committed to waste reduction.
- No animal testing.
- Passionate about giving back to the community.



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## COLOR OPTIONS

### COLOR RHAPSODY PERMANENT CREAM COLOR

Delivers superb color results that leave hair visibly shinier and smoother. Achieves 100% grey coverage that's vibrant and true to tone.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 ratio
- 30 to 40 minute processing time
- ProArginine +ArganID™ system that repairs cuticle & enhances longevity
- Helps reduce damage caused by color service



### COLOR RHAPSODY HIGH LIFT CREAM COLOR

Delivers up to 5 levels of lift on natural hair levels 6 and higher, in 5 shades from warm to cool.

#### Benefits & Technical Info

- 2 oz. tube and 1:2 ratio
- Up to 60 minute processing time
- Creates beautiful results
- Maintains the integrity of the hair
- Helps reduce damage caused by color service



### COLOR RHAPSODY ULTIMATES CREAM COLOR

Don't just cover grey hair, help revitalize it. Achieve reliable, consistent 100% coverage on even the toughest grey or white hair.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 ratio
- Up to 45 minute processing time
- Creates beautiful results
- 100% grey coverage and hair revitalization



### COLOR CALYPSO DEMI-PERMANENT GLOSS

Achieves unbeatable shine, color clarity, and lasting vibrancy—in an easy-to-use, low-commitment demi-permanent gloss formula.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 ratio
- Up to 20 minute processing time
- Helps maintain hair's integrity
- Can be applied to damp or dry hair
- Up to 60% coverage, translucent with dimension



### COLOR INFUSION PURE COLOR MIXER

Customize any hair color to intensify, neutralize, or pastelize the results.

#### Benefits & Technical Info

- 1 oz. tube and 1:1 ratio
- Up to 20 minute processing time
- Gel-based formula featured 7 colors
- Can be mixed with Color Rhapsody (including High Lift) or Color Calypso



### COLOR RHAPSODY 10 CREAM COLOR

Transform your client's look in just 10 minutes! Vibrant color, radiant shine, and flawless grey coverage for clients with up to 60% white hair.

#### Benefits & Technical Info

- 2 oz. tube and 1:1 ratio
- 10 minute processing time
- Vibrant, true-to-tone color
- Three times faster than traditional hair color



## LIGHTENER OPTIONS

### BLONDE VOYAGE POWDER LIGHTENER

A high-performance, multi-purpose powder lightener that provides exceptional care.

#### Benefits & Technical Info

- 17.6 oz. & 2 lb.
- 1:1.5 ratio
- Up to 9 levels of lift
- Gentle, non-irritating formula
- Strengthens hair and reinforces bonds to help reduce damage and breakage



### BLONDE VOYAGE CLAY LIGHTENER

An easy-to-use clay formula that delivers precision application for all freehand techniques.

#### Benefits & Technical Info

- 14.1 oz.
- 1:1.5 up ratio
- Up to 8 levels of lift
- Spreads easily and stays in place for precision work with dimension
- Perfect for all freehand techniques



### BLONDE VOYAGE CREAM LIGHTENER

A rich and gentle cream formula ideal for damaged hair or a sensitive scalp.

#### Benefits & Technical Info

- 8.8 oz.
- 1:1.5 ratio in a non-metallic bowl
- Up to 8 levels of lift
- Ultra-conditioning cream nourishes, strengthens, & reduces breakage



BLONDE VOYAGE CREAM LIGHTENER RESULTS

# MILBON



## BRAND STORY

Trusted by over 40,000 salons worldwide, Milbon has been partnering exclusively with salons and stylists for over 50 years. As the #1 professional hair care company in Japan with a rapidly expanding global footprint, Milbon honors stylists for their expert skills, knowledge, and professionalism. Through their continuous collaboration with stylists, Milbon is able to find ground-breaking solutions that push the boundaries of the haircare industry.



## BRAND FEATURES

- Innovative products backed by rigorous scientific research and high-performing ingredients to ensure the quality, efficacy, and safety to preserve hair's integrity.
- Offer professional guidance and inspiration – through online tutorials, hands-on product demos, and a variety of Academy seminars taught by seasoned specialists.
- Developed in Japan using the latest in research & technology – inspired by the creativity and needs of hairstylists.



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## COLOR OPTIONS

### SOPHISTONE PERMANENT COLOR

Designed to deliver more vibrant, longer-lasting results and includes 61 beautiful shades across 12 tonal groups, 4 high lift colors, and 4 intensifiers.

#### Benefits & Technical Info

- 2.8 oz. tube and 1:1 ratio
- 30 to 40 minute processing time
- Excellent spreadability along with optimal thickness for exceptionally precise application.
- Reinforced with Milbon's Conditioning Formula



### SOPHISTONE DEMI COLOR

Delivers consistent, predictable results during techniques such as glazing, refreshing, adding depth, grey blending, and color correction.

#### Benefits & Technical Info

- 2 oz. bottle and 1:1 ratio
- 3 to 20 minute processing time
- Ammonia-free, deposit only, liquid gel collection—designed to deliver consistent and predictable results.
- Smoother and healthier-looking color with a lustrous shine.



## LIGHTENER OPTIONS

### SOPHISTONE ELITE CLAY

Scientifically designed to achieve a controlled lift with built-in protection.

#### Benefits & Technical Info

- 1.4 oz. & 35.3 oz.
- 1:2 to 1:3 ratio
- 9 levels of lift
- Support free-hand painting techniques
- Boosted with our exclusive PolyShield™



### SOPHISTONE ELITE POWDER

A versatile blue powder lightener and kaolin-infused. Boosted with our exclusive PolyShield™.

#### Benefits & Technical Info

- 1.4 oz. & 35.3 oz.
- 1:2 to 1:3 ratio
- 9 levels of lift
- Infused with naturally derived guar gum for optimal product consistency and ease of application
- Boosted with our exclusive PolyShield™



# MILBON

## GOLD LINE

Exclusive for Milbon Gold Accounts. Contact your Sweis Account Manager for more details.



# MILBON

## GOLD LINE: ENHANCING VIVACITY

Nurtures the scalp's natural foundation for eternally beautiful hair.



### BRAND STORY

Introducing the Milbon Gold Line, the newest addition to the Milbon Family. Mindfully curated for the most selective, Milbon's new line is the embodiment of elegance. With unique ingredients like olive squalane and moisturizing emollient oil for Indulging Hydration, shine-enhancing emollient oil for Illuminating Glow, and revitalizing protein for Vitalizing Dimension, each collection has something to offer, along with a different featured ingredient and fragrance.



### SCALP CARE & HEAD SPA OFFERINGS

Beautiful hair starts with a healthy scalp. Maintaining scalp wellness is imperative to reducing the appearance of thinning and grey hair. Introducing the Enhancing Vivacity Collection under the Gold Line for eternally beautiful hair. Collection Features Vivacity Complex Blend. Curate a specialty head spa service by combining Enhancing Vivacity Professional Treatment with deep cleansing massage and lifting massage to nurture a healthy hair foundation.

### BRAND FEATURES

- Free from Sulfates, Parabens, Gluten, Sodium Chloride, Ethanolamines, Phthalates, Talc, Microbeads, Aluminum Compounds, and Formaldehyde.
- Works with leading stylists to provide expert care for colorful hair.
- Texturize, hydrate, hold, add shine, and more with exclusive color-protecting formulas that let you customize to your style needs.
- Full range of color and tools to meet your hair color needs.
- ColourCare Complex infused with 10 nutrient-rich antioxidants.

### SERVICES

#### Luxury Scalp Treatment:

- Suggested Cost: \$125+
- Time: 30 minutes
- Equipment: Shampoo Bowl

#### Luxury Head Spa Service:

- Suggested Cost: \$175+
- Time: 30-120 minutes
- Equipment: Chair & Shampoo Bowl



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# MILBON

## SCALP

Normalizes the scalp and restores a healthy balance for all common scalp issues.



### SCALP CARE & HEAD SPA OFFERINGS

The Scalp Collection is designed to be used as a relaxing Head Spa service at a salon. Originally developed in Japan and taking influence from Indian Ayurveda practices, head spa combines scalp detox, a soothing head massage, and scalp & hair conditioning to preserve the true beauty of hair, promoting a clean scalp free of buildup, while also relaxing the mind and stimulating the senses. A selection of luxurious aromatherapy is available—citrus, rose, and vanilla. Use Scalp Homecare to continue scalp care regimen.



# dyson



### BRAND STORY

Dyson strives to create machines that avoid excessive heat. By precisely engineering technology for your hair type, they can create great styles while avoiding damage. Using abrasive, physical tools on your hair can roughen cuticles and cause strand friction. Dyson has invested \$124m into global hair laboratories to create devices that are specifically designed to avoid breakage.

### BRAND FEATURES

- Intelligent Heat Control: Prevents extreme heat damage, protecting hair's natural shine.
- Powerful Digital Motor: Ensures fast drying and precision styling.
- Magnetic Attachments: Offers versatile styling options with easy-to-use magnetic attachments.
- Lightweight and Ergonomic: Designed for balance and reduced strain during use.



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### SERVICES

#### Luxury Scalp Treatment:

- Suggested Cost: \$50+
- Time: 15-30 minutes
- Equipment: Shampoo Bowl

#### Luxury Head Spa Service:

- Suggested Cost: \$75+
- Time: 30-60 minutes
- Equipment: Chair & Shampoo Bowl



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# KERATIN COMPLEX®



## BRAND STORY

Keratin Complex revolutionized the beauty industry in 2007 when a group of industry innovators discovered a new way to care for your hair by merging proven keratin science with cutting-edge technology. They created Natural Keratin Smoothing Treatment, a first-of-its-kind smoothing treatment that pioneered the way to healthy, smooth, frizz-free hair. Keratin Complex's unique formulas are engineered with their proprietary Keratin to eliminate frizz, repair damage, strengthen, and soften for undeniably healthy hair.



## BRAND FEATURES

- Replenishing lost keratin helps correct porosity and smooth the hair's surface, restores strength and elasticity.
- Innovative technology in these revolutionary treatments binds keratin to the hair.
- Prevents humidity from penetrating the hair, locking out frizz.
- Incorporates signature keratin technology into the hair-coloring process, making hair stronger and smoother as it undergoes a color transformation.



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## COLOR OPTIONS

### KERALUMINOUS KERATIN-ENHANCED PERMANENT COLOR

Delivers exceptional gray coverage, long-lasting vibrant reds, and superior, high-lift blondes.

#### Benefits & Technical Info

- 3.4 oz. tube and 1:1.5 ratio
- 35 to 45 minute processing time
- 100% oxidative color, Contains Keratin to reduce porosity and enhances longevity



### KERABRILLIANCE DEMI-PERMANENT COLOR

Delivers maximum shine and limitless color possibilities, creating brilliant, reflective results.

#### Benefits & Technical Info

- 3.4 oz. tube and 1:1 ratio
- 20 minute processing time
- Unique formulation increases moisture retention, creating a touchable, soft, silky texture
- Rich conditioning cream



### GRAFFITIGLAM SEMI-PERMANENT COLOR

A glamorous, beautiful hair color inspired by graffiti – a vibrant art form we admire.

#### Benefits & Technical Info

- 3.4 oz. tube
- 20 to 30 minute processing time
- Vibrant, fully intermixable shades
- Conditions the hair while infusing with rich, intense color



## LIGHTENER OPTIONS

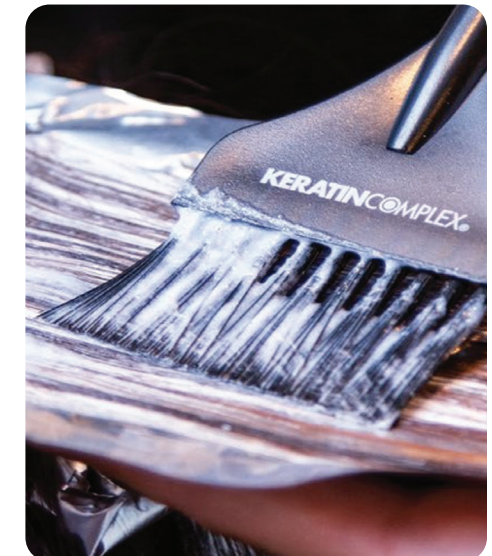


### IT'S A BLONDE THING KERATIN LIGHTENING SYSTEM

A high-performance, multi-purpose powder lightener that provides exceptional care.

#### Benefits & Technical Info

- 1 lb.
- 1:2 ratio
- Up to 7 levels of lift
- Protects against chemical breakage
- Reduces porosity by filling in the empty spaces in the cuticle with keratin.





### BRAND STORY

JKS was created by a hairstylist and salon owner who still works behind the chair (full-time). The brand includes the newest technology and the highest quality professional hair care products. Hp Technology with anti-oxidants allows proper nourishment to restore the main hair components: water, proteins, and lipids.

## COLOR OPTIONS

### LIQUID HD DEMI-PERMANENT COLOR

The chemical/physical characteristics of the active ingredients, allow the complex to settle on the hair and not be eliminated with the first shampoo.

#### Benefits & Technical Info

- 2 oz. bottle and 1:1 ratio
- 25 to 35 minute processing time
- Ammonia and PPD Free
- Plex Bond Tecnology



### PERMANENT CREAM COLOR

Uses the latest technology with smallest-molecule cream color for better coverage, rich & longer lasting color, and intense repaired results.

#### Benefits & Technical Info

- 2 oz. tube and 1:1.5 ratio
- 35 to 55 minute processing time
- HP technology
- Protects and nourishes hair
- Affordable



## LIGHTENER OPTIONS



### BLEACHING POWDER

A new formula from Italy that neutralizes yellow for the perfect blonde every time because it is truly dust-free. It requires less developer, resulting in healthier hair.

#### Benefits & Technical Info

- 17.7 oz.
- 25 ml. for each 35-55 ml. of peroxide
- 9 levels of lift
- Non-volatile texture that takes on a creamy, even consistency when mixed

# SUNLIGHTS®



### BRAND STORY

Sunlights was founded on the core principles of delivering a better highlighting experience. Founder Candy Shaw, aka the Balay Lama, has always been a big believer in the power of education to drive sustainable growth and profitability in the salon. Sunlights is confident their lineup of carefully engineered products and tools coupled with Candy's coveted Curriculum can help you dramatically increase your color and cutting business overnight.



## LIGHTENER OPTIONS

### SUNLIGHTS LIGHTENER

Designed specifically for the Balayage Artist. Sunlights provides the optimal consistency and saturation for painting hair.

#### Benefits & Technical Info

- 17.6 oz.
- Lifts up to 6 levels
- 1:1 ratio



### MOONLIGHTS FOIL LIGHTENER

Moonlights™ is a blue tinted lightener that achieves 8+ levels of lift and is intended for foil highlighting applications.

#### Benefits & Technical Info

- 17.6 oz.
- Lifts up to 9 levels
- 1:1 ratio



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# ALURAM™



## BRAND STORY

From day one United Hair Care Team knew Aluram was going to be different. So they set out to “build the brand backwards” with a simple formula: Prioritize salons & stylists first. They decided to start something special - a relationship where they developed, listened, and grew with salons. They heard: “build us an elevated brand with clean ingredients, that is accessible to all” and went to work.



## BRAND FEATURES

- Clean beauty formulas that were created for everyone, keeping luxury products at an affordable price.
- Aluram is vegan, cruelty-free, and avoids gluten, sulfates, and parabens. They also said no to silicones in their shampoos & conditioners to steer clear of product buildup and dullness.
- Continually trying to find better, safer, non-toxic ingredients to ensure shiny, healthy, beautiful hair!



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# K18<sup>®</sup>

BIOMIMETIC  
HAIRSCIENCE



## BRAND STORY

Until now, haircare products have fallen into two categories: conditioning treatments that coat hair, bringing superficial hydration and sheen, or repair treatments that work to patch damage like internal glue, offering temporary results. So instead of building our brand on buzzwords and beliefs of the past, we took the radical path of biotech to develop K18 Hair.



## BRAND FEATURES

- K18Peptide™ is a unique sequence (a bioactive peptide) that renews strength, softness, smoothness, and bounce for hair that looks and feels like it did in its original, undamaged state.
- K18Peptide™ mimics the natural structure of keratin building blocks (amino acid sequences), which means K18 bioactive peptide is recognized as natural by the hair.
- Clinically proven to reverse hair damage in 4 minutes.



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# COLOR WOW



## BRAND STORY

At Color Wow, they focus on one thing and one thing only: solving your toughest hair problems and delivering the WOW factor. Whether it's color protection, frizz control, or thicker, fuller hair that you're after, their first-of-a-kind formulas have forever changed the hair game and have been honored with over 100 major beauty awards. They're committed to using the highest quality science-backed ingredients.



## BRAND FEATURES

- The Color Wow Lab has formulated all of their leave-in treatments and styling products to include at least two kinds of heat protection for safer styling and healthier-looking results.
- Their commitment to quality, safety, and effectiveness sets them apart and makes them the trusted choice for hair care enthusiasts who want hair care without compromise.
- They're always pushing the boundaries of hair care innovation, exploring new ingredients and technologies to improve their products and provide you with the best possible results.



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# MK PROFESSIONAL



## BRAND STORY

MK Professional offers a wide range of hair care products for all hair types and environmental conditions, including Hair BTX, Biotin, Protein, and Organic Keratin Treatments. Formulated with high-quality natural ingredients and fewer chemicals, these treatments improve hair quality by restoring essential proteins, amino acids, and vitamins. Combined with hydrating ingredients and natural oils, they provide a natural shine and enhance the beauty of your hair.



## BRAND FEATURES

- Wide range of treatments including Hair BTX, Biotin, Protein, and Organic Keratin Treatments suitable for all hair types and tough environmental conditions.
- High-quality natural ingredients formulated with fewer chemicals, focusing on natural ingredients to improve hair quality.
- Restores essential nutrients by replenishing proteins, amino acids, and vitamins to revitalize hair's feel, look, and consistency.
- Hydrating and nourishing with special hydrating ingredients and natural oils to provide natural shine and enhance hair beauty.



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# LOMA<sup>®</sup>



## BRAND STORY

LOMA is one of the last independently owned and operated brands in the professional beauty industry that manufactures 100% of its products. Founder David Hanen is recognized as a leader in the formulation of sustainable beauty. LOMA hair care products are high-performing with naturally healing, organic ingredients and essential oil-based fragrances. All at a price that rivals retail outlets while delivering performance that far exceeds them.



## BRAND FEATURES

- Vegan, cruelty-free, and paraben-free.
- Certified organic aloe vera gel is used as the primary base for all LOMA products.
- Naturally moisturizing, organically-infused products.
- Ingredients are non-toxic and non-harmful to you and the environment.
- Made in the USA in Monroe, WA.



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# Living proof.<sup>®</sup>



## BRAND STORY

Established in 2005, Living Proof's founders were an ingenious mix: biotech scientists who had no preconceived notions of what could be done in beauty, and industry-leading stylists who were fed up with the limitations of conventional products. Together, they started a revolution in haircare, pioneering a line of breakthrough, silicone-free products with patented technology originating from MIT. They are the science. You are the Living Proof.



## BRAND FEATURES

- Patented Technology originating from MIT with 20 patents, over 50 products, and more than 150 awards.
- Silicone-Free and Paraben-Free.
- Creates visibly healthier hair safe for color and chemically-treated hair.
- When sourcing ingredients, Living Proof prioritizes high-performing, cruelty-free innovations that don't compromise safety.



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# Babe

HAIR EXTENSIONS



## BRAND STORY

Babe is the salon professional's choice for ethically sourced, hand-crafted hair extension solutions. Made with 100% human remy hair, hairdressers trust Babe to deliver premium quality to every client that sits in their chair. Babe is an education-driven brand supporting both technical certification and business development training.



# VERB



## BRAND STORY

Salon-quality hair care without the cost. Verb bridges the gap between drug store and high-end hair care because who says good hair has to be out of reach. They're a team of millennial women making the best shampoo at the best price for people like us (and our plus ones, friends, family, and kids). Only good stuff added. No parabens. No gluten. No harmful sulfates.



## BRAND FEATURES

- In-depth, industry-leading education, certifications, and business-building tools offered online and in-person, some at zero cost.
- Ethically sourced, 100% human remy hair.
- Sold exclusively through family-owned distributors offering local service and education.
- No heat, glue, or chemicals are used to install, meaning no damage to the client's hair or health.
- Business growing opportunities.

## BRAND FEATURES

- Sulfate-Free and Paraben-Free, gentle on hair and scalp, and suitable for all hair types.
- Affordable professional quality, high-performance hair care products at accessible prices.
- Infused with natural ingredients like argan oil, bamboo extract, and sunflower seed extract for nourishing and strengthening hair.
- Versatile product range includes shampoos, conditioners, styling products, and treatments designed to meet various hair care needs.



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# DESIGNME



## BRAND STORY

Having great hair is nice, but feeling great is even better! DESIGNME's goal is to make you feel like the best version of yourself. To achieve this, they strive to create hair products that awaken imagination and nurture individuality. They are a proudly Canadian brand and all of their products are made with love in Montreal, Quebec. Through carefully crafted proprietary formulas, DESIGNME creates salon-quality, innovative hair products that promote confidence and inspire you to design your own beauty.

# IMARAIS BEAUTY



## BRAND STORY

Imaraïs Beauty was founded by Sommer Ray, a renowned model, social media influencer, and entrepreneur from Denver, Colorado. Rising to fame as a fitness personality in 2015, she advocates for health and wellness. Sommer has been featured in prestigious publications like Forbes, GRAZIA, Cosmopolitan, and The New York Times. Known for her expressive and friendly persona, she leads self-empowerment movements, redefining modern womanhood and demonstrating leadership as a businesswoman. Imaraïs Beauty embodies this female empowerment through its platforms, public relations, and partnerships.



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## BRAND FEATURES

- Sulfate-Free, Paraben-Free, Vegan, and Cruelty-Free: Gentle on hair and scalp, ethical, and animal-friendly.
- Color-Safe and Professional-Grade: Protects hair color with salon-quality results at home.
- High-Performance Ingredients: Advanced formulations for effective moisture, nourishment, and frizz control.
- Sustainable Packaging: Commitment to eco-friendly and recyclable packaging options.

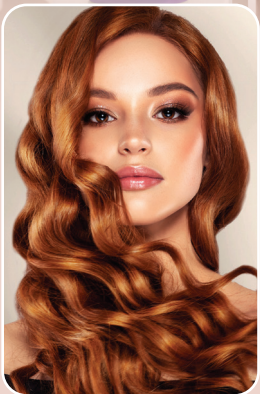
## BRAND FEATURES

- No Sugar, Gelatin, Carrageenans, Artificial Colors, Synthetic Dyes, or Artificial Sweeteners.
- Low Carbon Footprint.
- Clinically-Tested with Proven Results, PETA-Approved Cruelty-Free.
- Locally-Sourced Active Ingredients, Traceable Supply Chain, 100% Plant-Based.



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# MODERN COLOR

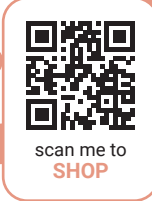


## BRAND STORY

In March 2020, top Manhattan colorist Ilya Mavi joined forces with haircare formulator Brett Cayton to solve a pressing need for safer, high-quality at-home color solutions. Combining Ilya's styling expertise with Brett's innovative formulations, they created Modern Color, an all-in-one color-depositing cleanser, and conditioner with Nourish Color Bond Technology™ - designed by hair experts to deliver professional results and care.

## BRAND FEATURES

- Formulated without animal-derived ingredients. Never tested on animals, promoting ethical beauty.
- Supports a greener planet by avoiding animal agriculture. Crafted with environmentally conscious practices.
- Produced in California with care using ethically sourced, high-quality ingredients.
- Meets stringent European Union safety standards. Free from harmful chemicals like parabens, sulfates, phthalates, SLS, and GMOs.
- Combines effective, professional-grade results with a commitment to safety, health, and the environment.



# SAINTS & SINNERS



## BRAND STORY

Saints & Sinners real luxury haircare is committed to utilizing the latest in technological advances and the finest ingredients from around the globe. Saints & Sinners prides itself on outperforming any product on the market. Saints & Sinners is never tested on animals and is Peta Certified Cruelty-Free. Experience Luxury Performance, No Bad Stuff®!



# ETHICA



## BRAND STORY

With modern advancements in science and technology, you should expect more from today's hair care. Ethica provides professional products with adaptive smart technology. Not only does it cover multiple hair and scalp needs, but it also includes 22 advanced scalp and anti-aging benefits. Proven results to help with thinning or shedding hair. Sexy hair is healthy hair. Healthy hair is Ethica hair.



# the potted plant



## BRAND STORY

The Potted Plant hair care line offers eco-friendly, plant-based solutions for all hair types. Free from harsh chemicals, their products provide gentle and effective care. Committed to sustainability, the brand uses recyclable packaging and responsibly sourced ingredients. Their range of shampoos, conditioners, and treatments nourishes, hydrates, and revitalizes hair, promoting health and natural beauty.



# it's a 10<sup>®</sup> haircare



## BRAND STORY

It's a 10 Haircare was inspired by years of first-hand salon experiences, perfected and simplified to one unique line. Experience 10 benefits in every bottle. Over 20 years in the making, It's a 10 has become the "go-to" product for salons and clients worldwide.



# Earthly Body

est. 1996



## BRAND STORY

Earthly Body creates high-quality, natural personal care products, specializing in hemp-based formulas. Committed to sustainability and ethical practices, they use eco-friendly packaging and responsibly sourced ingredients. Their range, including shampoos, conditioners, lotions, and oils, promotes wellness and natural beauty while being kind to the planet.



# i.N.O

INSIDE OUT HAIRCARE



## BRAND STORY

i.N.O Inside Out Haircare is a naturally derived and simple bond-building brand. Their products contain no harsh chemicals while still illuminating and strengthening your hair. The "I.N" signifies the advancements in chemistry and ingredient combinations found in these unique products. The "o" signifies the combined ingredients that have been found sustainable out around the Earth.



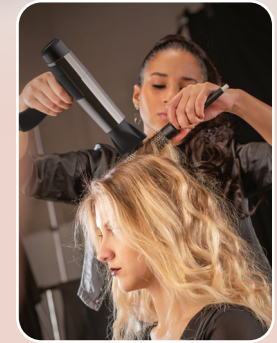
# FRAMAR™



## BRAND STORY

Frank and Maria (FRA-MAR) co-founded Framar Enterprises™ in 1986 after Frank made a trip to England for a hair coloring class where he discovered the use of foil in the hair industry. To date, Framar continues to grow as a family and business while also launching sales internationally in over 40 countries and growing! Framar now makes over 100 products including foil, dispensers, accessories, gloves, furniture, brushes, and more!

# Valera® 1955



## BRAND STORY

Valera USA Salon Exclusive provides Swiss-crafted, professional styling tools designed for salon professionals. With over 60 years of expertise, their innovative hairdryers, straighteners, and clippers offer cutting-edge technology and ergonomic design, available exclusively through select distributors.

# FROMM

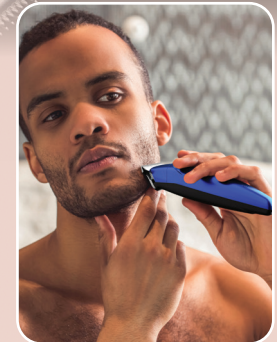
SINCE 1907



## BRAND STORY

Fromm Professional is a trusted name in the professional hair care industry, offering high-quality tools and accessories. With a rich history of over a century, their innovative products cater to the diverse needs of stylists and clients alike, delivering exceptional results in salons and homes worldwide.

# STYLECRAFT™



## BRAND STORY

StyleCraft is family-owned and US-based, with a combined industry experience of more than 50 years. StyleCraft creates edgy, modern, and technically innovative products developed with quality materials, attention to detail, and design capabilities that provide exclusive and truly unique tools for professional hair stylists.



**b<sup>3</sup>**

# BRAZILIAN BOND BUILDER 3R™



## BRAND STORY

b3 Brazilian Bond Builder works at the cellular level, targeting and repairing the broken and compromised bonds that cause hair to break over time without hindering or altering the coloring process. Mixing b3 Brazilian Bond Builder into all color formulations effectively helps to restore the integrity of the hair. The result is a dramatic reduction in breakage during color services for hair that is noticeably healthier and more resilient, and color that is more vibrant and longer-lasting immediately following and between appointments.



# HANZ DE FUKO



## BRAND STORY

In 2009, Hanz de Fuko revolutionized men's grooming with high-quality products that spoke to creative innovation and self-expression. With a cult-like following of over 4 million customers around the globe, Hanz de Fuko has quickly become the world's most celebrated product line.



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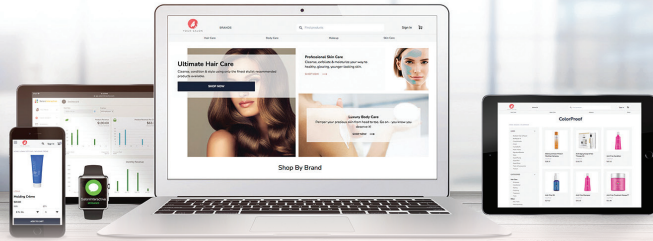


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# SalonInteractive

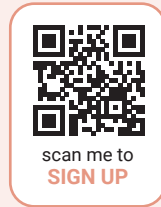
## HOW TO STAY PRODUCTIVE AT HOME?

SalonInteractive is a platform that allows you to set up a FREE online store with the brands you carry through Sweis.



You don't need to purchase the product, Sweis will ship your client's orders right to their door, and you earn a 25% commission.

- Free Online Store
- No Inventory or Commitment
- Earn Generous Commissions
- Quick & Easy Store Setup
- Shipped Direct to Clients From Sweis.



## HOW IT WORKS

### STEP 1

#### CREATE YOUR ONLINE STORE

Brand your online store with your name or business and choose the brands & products you want to offer.

### STEP 2

#### LET YOUR CLIENTS KNOW

Go beyond word-of-mouth & Social Media using built-in email marketing tools & in-depth resources to help promote your online store.

### STEP 3

#### SWEIS SHIPS DIRECTLY TO CLIENTS

No need to manage or touch any inventory. Your clients shop online and Sweis will ship their orders on your behalf directly to your clients.

### STEP 4

#### GET PAID WEEKLY

Your online store creates new and additional revenue. Track your commissions and other useful info in your personalized dashboard.

Find these brands and more at

**SWEISINC.COM**





Visit our website at  
**SWEISINC.COM**  
or visit one of our stores in-person!

## California

### San Diego

1400 Camino de la Reina  
Suite 104, San Diego, CA 92108  
(619) 294-3040

### Lake Forest

23784 Mercury Rd.  
Lake Forest, CA 92630  
(949) 587-1514

### Encino

15605 Ventura Blvd.  
Encino, CA 91436  
(818) 386-0304

### Torrance

3826 Sepulveda Blvd.  
Torrance CA 90505  
(424) 376-3134

### Rancho Cucamonga

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(909) 317-0308

### Roseville

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(916) 774-8990

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### West Las Vegas

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(702) 902-2434

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Reno, NV 89509  
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