

THE STYLIST INSIDER

June 2026

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Exclusive Pro-Only scoop on trends, education & deals you do not want to miss.

WHAT'S TRENDING?

PRESERVED COLOR FOR 40 WASHES

A new brand is coming, and it's about to change everything you *thought* you knew about topcoats. Goat, a stylist-developed brand is the key to maintaining color vibrancy. Powered by HydraGlow Shield tech, this small but mighty product takes color preservation to the next level.

Goat only requires 5 minutes of your time to protect against UV, heat, and reduce pigment loss all while controlling frizz. Goat launches this month. Be the first to see the first ever professional haircolor topcoat in action!



FRIZZ FREE STILL IN FULL EFFECT

It's been flying off our shelves since the moment it launched. Keratin Alpha Sleek has officially changed the game! This hot, humid Midwestern summer calls for smooth hair that actually lasts. With our upcoming Summer Blowout Sale, enjoy 20% off this innovative collection.

If you still have yet to try this amazing smoothing system, here's what you've been missing out on:

- Frizz and humidity protection for 2 weeks
- The undeniably sweet scent of fig + vanilla
- Next-level shine and volume control thanks to L'Oréal's amino acid blend

WAYS TO SAVE THIS MONTH

SUMMER BLOWOUT SALE

June 8th - 10th: 20% off almost everything + 50% off Door Dazzlers

LITER SALE

Up to 50% off select liters, gallons, & refills

LIMITED EDITION BOX SETS

Save up to 36% on sets from Joico, L'ANZA, Amika & more

UPCOMING EVENTS

ST. LOUIS

August 24th - L'ANZA Timeless Tones with Leah Freeman



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