YOUR COLOR LINE SHOULDN'T MAKE YOUR JOB HARDER

4 PROBLEMS STYLISTS SHOULDN'T HAVE TO ACCEPT BEHIND THE CHAIR

#1 INCONSISTENT RESULTS

COLOR SHOULD DO WHAT YOU EXPECT IT TO DO

SOHO WAS CREATED FOR:

- FADE-RESISTANT COLOR
- 100% GRAY COVERAGE
- SOFT, LIVED-IN GROW-OUT
- BLUE/VIOLET-BASED CONTROL OF UNWANTED WARMTH

CONSISTENCY > GUESSWORK





@EMILYANNELLE.HAIR

#2

PERFORMANCE SHOULDN'T COME WITH COMPROMISE

SOHO IS:

- ALKALINE-BASED FOR LONGEVITY + PERFORMANCE
- PPD-FREE
- RESORCINOL-FREE
- DESIGNED FOR LASTING VIBRANCY, LIFT + SMOOTHER GROW-OUT



MEADOWFOAM SEED OIL: ADDS SHINE WITHOUT WEIGHT.

WHEAT & SOY AMINO ACIDS: STRENGTHEN HAIR, REDUCE FRIZZ, AND IMPROVE ELASTICITY.

BROWN SEAWEED EXTRACT: DEEPLY HYDRATES AND ENHANCES SHINE.

CHESTNUT SEED EXTRACT: REPAIRS, PROTECTS, AND SEALS THE CUTICLE.

#3

YOUR COLOR BRAND SHOULD ACTUALLY |SUPPORT| YOU

EDUCATION SHOULDN'T STOP AFTER YOU PLACE AN ORDER

WITH SOHO, YOU GET:

- ONGOING EDUCATION + TUTORIALS
- DIRECT SUPPORT FROM THE MOB TEAM
- TECHNICAL GUIDANCE WHEN YOU NEED IT
- DIRECT ORDERING — NO DISTRIBUTOR RUNAROUND





#4
YOUR BACKBAR DOESN'T NEED MORE

IT NEEDS SMARTER.

SOHO CONVERTS FROM PERMANENT COLOR TO DEMI/TONER SIMPLY BY CHANGING THE DEVELOPER + MIXING RATIO.

ONE SHADE SYSTEM.
MORE VERSATILITY.
LESS DUPLICATE INVENTORY.
MORE ROOM ON YOUR SHELVES.



PERMANENT → DEMI

SAME COLOR.
DIFFERENT PURPOSE.

PERMANENT / GRAY COVERAGE	DEMI / TONER
1:1	1:2
35 MINUTES	20 MINUTES





SIMPLIFIED COLOR WITHOUT LIMITING CREATIVITY.

LUXURY ISN'T JUST THE RESULT

IT'S THE EXPERIENCE IN THE BOWL.

SOHO WAS DESIGNED WITH A SMOOTH, EASY-TO-WORK CONSISTENCY PLUS INGREDIENTS SELECTED TO SUPPORT SOFTNESS, SHINE + MANAGEABILITY. BECAUSE PROFESSIONAL COLOR SHOULD FEEL AS ELEVATED AS IT LOOKS.



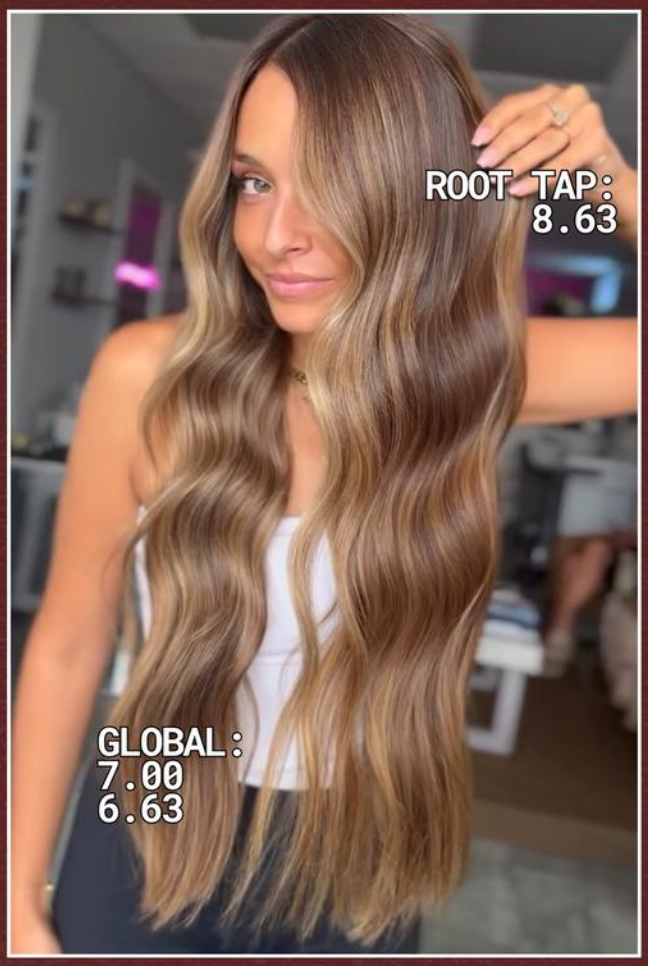


@RYAN.WEEDEN

LESS GUESSWORK.
LESS INVENTORY.
MORE POSSIBILITY.

FADE-RESISTANT COLOR.
RELIABLE GRAY COVERAGE.
PERMANENT + DEMI VERSATILITY.
DIRECT EDUCATION + SUPPORT.





@LEXI.CIARA

SOHO LUXURY COLOR
WHERE EVERY SHADE IS YOUR NEW FAVORITE.

READY TO EXPERIENCE SOHO?



GET SOHO CERTIFIED FOR FREE