

SHOPVISION MARKET INTELLIGENCE

Premium Haircare Benchmark:

How 20 Brands
Ran Holiday 2025

Insights to take into Q4 2026 planning



How would you plan Holiday 2026 differently if you knew exactly what your peers did in 2025?

Across 13 weeks of Q4 2025, ShopVision tracked every promotional move 20 of the most-watched premium haircare brands made — when they went live, how deep they cut, how they framed it, what they gave away, and how hard they pushed the inbox.

What follows is a peer-informed reference: a clear picture of what the market did, giving you the context to benchmark your timing, offers, and promotional strategy for Holiday 2026.

What we saw

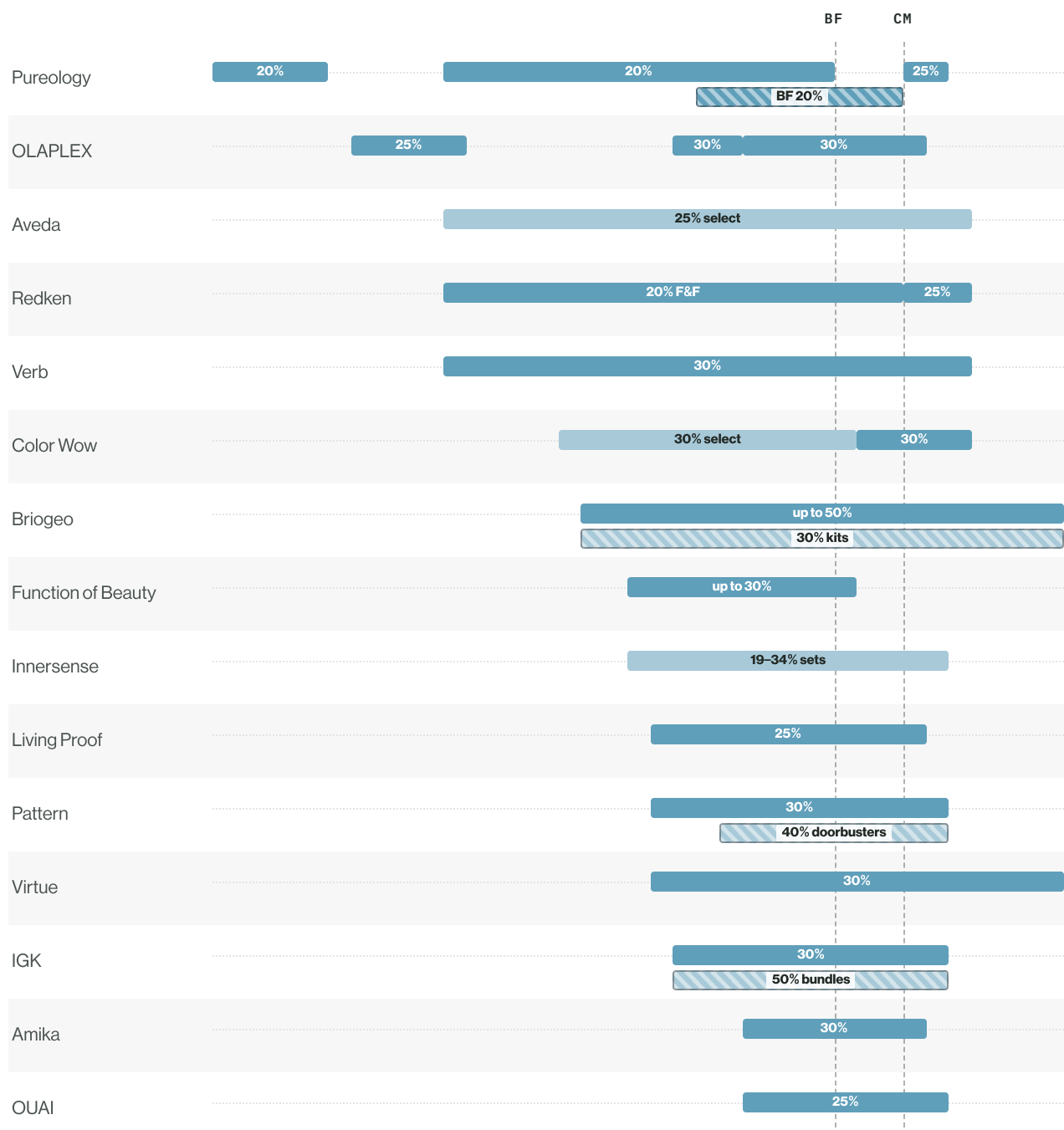
- **19 of 20 brands ran a holiday discount.** No brand waited for Black Friday, with Pureology running the first holiday-themed sale November 1. Only Davines opted out of BFCM offers.
- **17 of 20 led with a sitewide discount.** No brand went under 20% or over 30% off sitewide (flat rate), and only 2 discounted select products only.
- **Salon and prestige offered the lowest discounts.** They sat at a flat 20 – 25% — K18, Oribe, Kérastase, Redken — while the DTC and masstige brands pushed 30% and "up to" rates.
- **8 of 20 ran dedicated gift-set or kit sale events.** 6 of the 8 discounted gift sets before Christmas.
- **17 of 20 ran a gift with purchase** — and not just samples and free product. Many offered hard goods like cosmetic bags, candles, scrunchies, or tube socks.
- **Sitewide sales didn't stop at Cyber Monday.** 11 of 20 launched fresh December events ranging from gift-set waves to liter sales. 6 brands ran new sitewide offers from 20-25%.

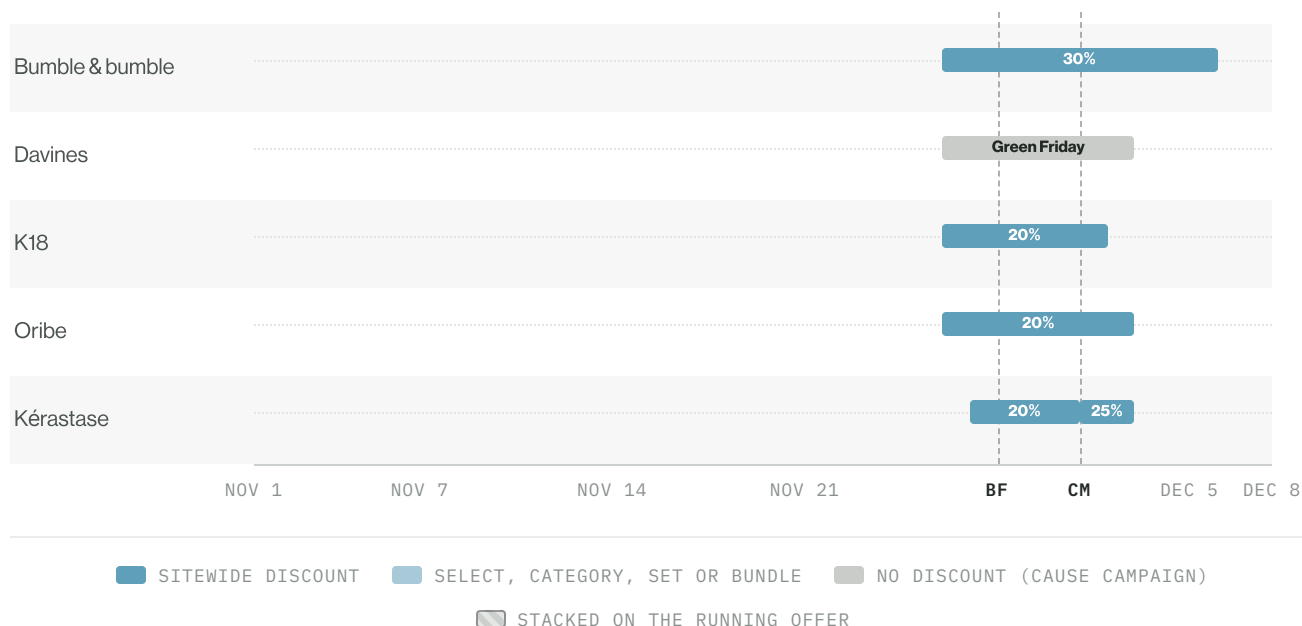
20	13	8,000+	Q4 2025
PREMIUM HAIRCARE BRANDS	WEEKS TRACKED	DATA POINTS ANALYZED	OBSERVATION WINDOW

No brand that ran a BFCM sale waited for Black Friday.

Only **Davines** sat BFCM out. The rest of the set ran at least one discount event. **Pureology** and **OLAPLEX** ran shorter holiday-themed events in early November before returning for the main event.

Premium haircare holiday sale calendar, 2025 — the field opened from early November





Every Black Friday– and holiday–framed sale window by haircare brand, Nov 1–Dec 7, 2025. Bar shade shows sitewide vs. select/other; numbers are the headline percentage discount offered. Source: ShopVision.

Every brand's headline BFCM offer listed in the table below.

The long-runners and the staggered sitewides

A handful ran one long, continuous window; others staged their rate across the season.

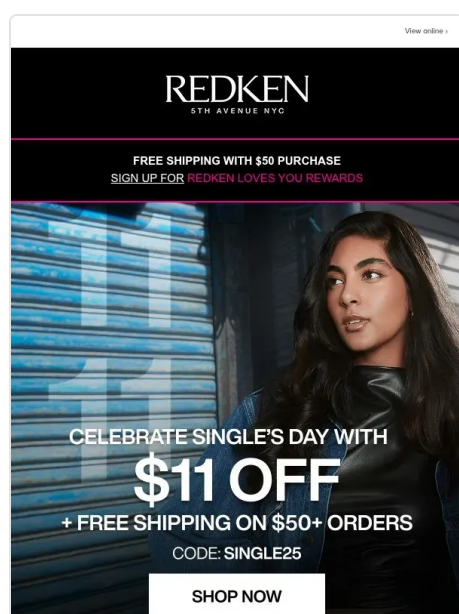
- **Briogeo.** Held 30 – 50% off sitewide for 3 weeks (Nov 17 – Dec 7), the longest run in the set.
- **Verb** and **Aveda.** Both ran a single continuous window, Nov 11 – Dec 3.
- **Pureology.** Stepped through 4 windows — an early 20% at \$85, a Thanksgiving 20%, a Black Friday 20% at a \$100 threshold, then a 25% Cyber Monday close.
- **OLAPLEX.** Gave email subscribers 30% early access (Nov 21 – 23) before the public launch on Nov 24.
- **Kérastase.** Ran 20% for its Black Friday window, then lifted to 25% for Cyber Monday.

Singles Day: a small pre-Black Friday beat

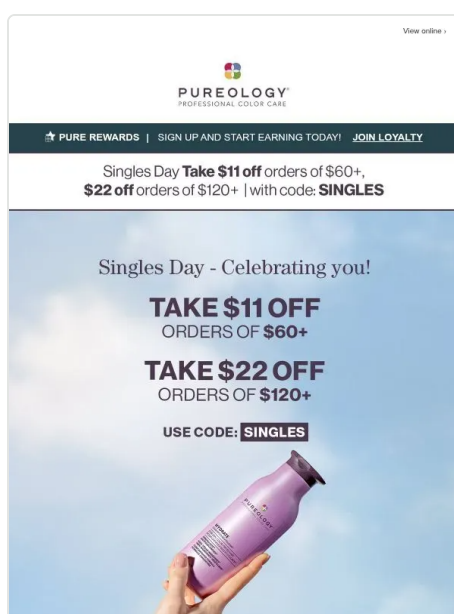
Before Black Friday, 4 brands ran an 11.11 offer, a self-gifting moment the rest of the market left on the table.

- **Bumble and bumble.** \$11 off \$65+ plus a free Surf Spray at \$85+ (Nov 8 - 11).
- **Redken.** \$11 off \$50+ with free shipping (Nov 11).
- **Pureology.** \$22 off \$120+ (Nov 11).
- **Function of Beauty.** 25% off sitewide on a "self-care" Singles' Day theme (Nov 11).

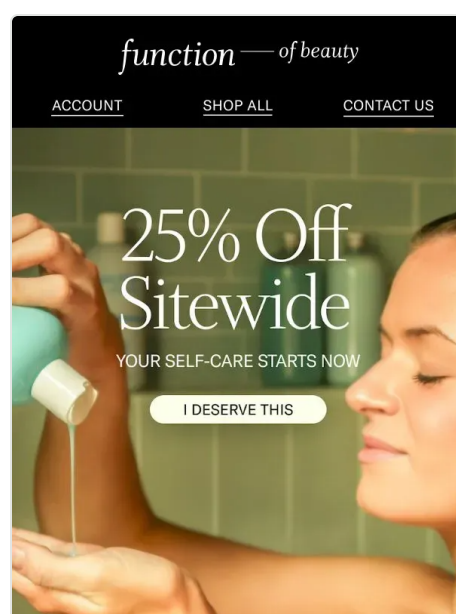
Note: Function of Beauty's Single's Day sale was an email subscriber exclusive 1-day flash event. It's excluded from the public event timeline above.



REDKEN



PUREOLOGY



FUNCTION OF BEAUTY

* Full library of email creatives available in ShopVision Email Explorer.

Every brand's headline BFCM offer

Brand	Mechanic	Headline offer	Live window	Days running
Amika	Sitewide	30% off sitewide	Nov 24 – Dec 1	8
Aveda	Select / category	25% off select	Nov 11 – Dec 3	23
Briogeo	Sitewide	Up to 50% off sitewide	Nov 17 – Dec 7	21
Bumble and bumble	Sitewide	30% off sitewide	Nov 26 – Dec 5	10

Brand	Mechanic	Headline offer	Live window	Days running
Color Wow	Sitewide	30% off sitewide	Nov 16 – Dec 3	18
Davines	Non-discount	Cause campaign (no discount)	Nov 26 – Dec 2	7
Function of Beauty	Sitewide	Up to 30% off sitewide	Nov 19 – Nov 28	10
IGK Hair	Sitewide	30% off sitewide	Nov 21 – Dec 2	12
Innersense	Select / category	34% off select	Nov 19 – Dec 2	14
K18Hair	Sitewide	20% off sitewide	Nov 26 – Dec 1	6
Kérastase USA	Sitewide	25% off sitewide	Nov 27 – Dec 2	6
Living Proof	Sitewide	25% off sitewide	Nov 20 – Dec 1	12
OLAPLEX	Sitewide	30% off sitewide	Nov 7 – Dec 1	25
Oribe Hair Care	Sitewide	20% off sitewide	Nov 26 – Dec 2	7
Ouai	Sitewide	25% off sitewide	Nov 24 – Dec 2	9
Pattern Beauty	Sitewide	30% off sitewide	Nov 20 – Dec 2	13
Pureology	Sitewide	25% off sitewide	Nov 1 – Dec 2	32
Redken	Sitewide	25% off sitewide	Nov 11 – Dec 3	23
Verb Products	Sitewide	30% off sitewide	Nov 11 – Dec 3	23
Virtue	Sitewide	30% off sitewide	Nov 20 – Dec 7	18

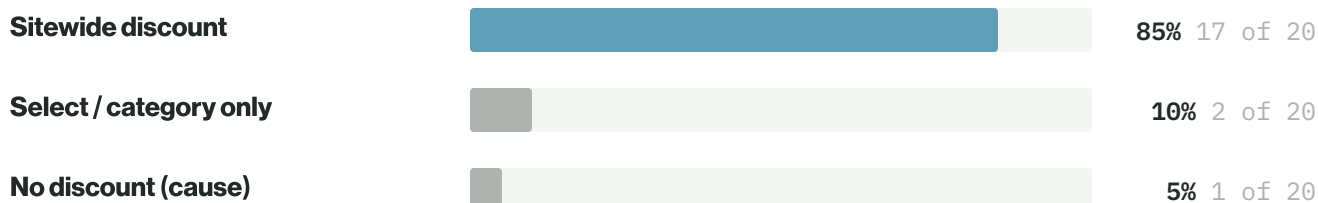
TAKE INTO 2026 PLANNING

- **When's your sale launch sweet spot?** Haircare didn't turn October into Black Friday, but most brands launched ahead of it: half the set was live by Nov 20, and 2 brands ran holiday events in early November. Is a later launch a margin-protecting move or a missed opportunity?

17 of 20 brands led with a sitewide discount.

In premium haircare, the sitewide play dominated: 17 of 20 brands led with a rate off everything. 2 discounted select products or categories only (**Aveda**, and **Innersense**'s ongoing set pricing), and 1 ran no discount at all — **Davines** redirected a share of sales to reforestation under a "Green Friday" banner.

17 of 20 premium haircare brands led with a sitewide discount

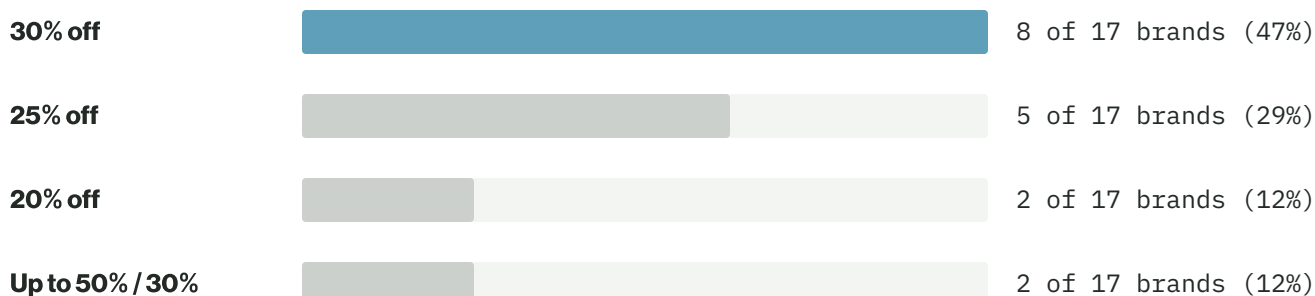


Each brand placed once by primary public-facing Black Friday mechanic. Source: ShopVision.

30% was the modal rate

The intuition is that mass brands go deep and prestige brands stay shallow. The data inverts it. 30% off was the most common flat sitewide rate — **Amika**, **Bumble and bumble**, **Color Wow**, **IGK**, **OLAPLEX**, **Pattern**, **Verb**, and **Virtue** all landed there — while the salon and prestige names sat lower, at 20 – 25%.

Premium haircare sitewide depth



Peak flat sitewide rate across the 17 brands that ran a sitewide discount; "up to" rates flagged separately. Source: ShopVision.

The biggest headline numbers weren't flat rates

The largest headline figures belonged to "up to" rates and doorbusters, not flat rates on everything.

- **Briogeo.** "Up to 50% off sitewide" was a graduated rate, not a flat 50%.
- **Function of Beauty.** Ran a tiered "up to 30%" (buy 1/2/3 = 10/20/30).
- **Pattern.** Layered 40% daily doorbusters — 1 product a day — on top of its 30% sitewide.

The flat-rate holders

The tightest rates came from the salon and prestige tier.

- **K18.** 20% flat — its email called this "our first sitewide discount ever."
- **Oribe.** 20% flat.
- **Kérastase.** 20%, then a 25% Cyber Monday lift.
- **Redken.** 20%, then a 25% Cyber Monday lift.

The 30%-and-deeper end skewed masstige and DTC.

The loyalty sweeteners

A couple of brands layered a members-only mechanic on top of the public rate rather than a deeper price.

- **Color Wow.** Gated its earliest 30% to subscribers as a Black Friday preview.
- **Redken.** Reserved a limited-edition bag-and-cap gift for Loves You Rewards members.

The retail partner play

On Nov 5, **Briogeo** emailed shoppers a reminder that they could save 10%, 15%, or 20% at Sephora's Savings Event — depending on their Beauty Insider status (Insider, VIB, or Rouge) — steering customers to buy Briogeo at the retailer rather than direct. It's a smart move when the goal is driving sell-through with a major retail partner.

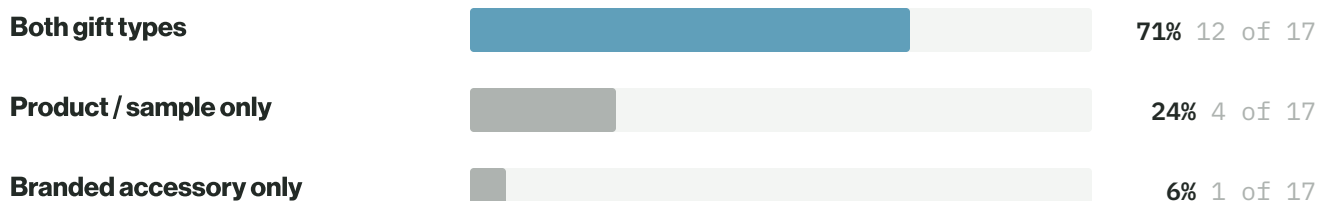
TAKE INTO 2026 PLANNING

- **Is sitewide on the table, and how deep?** A flat sitewide was the dominant structure — 17 of 20 — and 30% was the center of gravity.

17 of 20 brands offered gift with purchase.

Nearly as universal as the sitewide discount, the gift with purchase was everywhere: 17 of 20 brands ran one. The split wasn't in whether brands gifted, but in what the gift was — a branded accessory to keep, or full-size product and deluxe samples to try.

17 of 20 premium haircare brands ran a gift with purchase



Haircare brands running a gift with purchase between November 1 and December 31, 2025, by gift type. Source: ShopVision.

Gifts ranged from samples to keepsakes

The branded-accessory route. Bags, pouches, combs, brushes, and candles — a keepsake object. Color Wow, OLAPLEX, Kérastase, Pureology, and Redken all built accessory gifts into the offer.

The product-and-sample route. Free full-size heroes and deluxe minis — a trial. Living Proof gave a full-size dry shampoo at \$85; Briogeo a full-size mask at \$100; OUAL unreleased mini fragrances.

The threshold ladder. Many gifted on a tiered minimum, turning the GWP into an average-order-value step. Innersense laddered a brush at \$100, a scarf at \$125, and a pouch at \$150; Color Wow and Aveda ran similar climbs.

Brand	Gift type	What the gift was	Minimum purchase
Amika	Accessory + product	Amika-fied goody bag (bag + product); rescue-team trial set	\$100
Aveda	Accessory + product	Heatless curler set; 2 travel-size stylers; 4 samples	\$55 → 4 samples \$100 → curler set / 2 stylers \$125 → larger tier
Bumble and bumble	Product / sample	Free full-size gift; free Surf Spray; 3 deluxe samples	\$55 → 3 samples \$75 → full-size gift \$85 → Surf Spray
Color Wow	Accessory + product	Puffer bag, Wow pouch, no-tangles comb, paddle brush, LE candle; free full-size Money Mist	\$65 → candle \$100 → full-size Money Mist \$125 → brush + candle
Davines	Accessory + product	Mini shampoo, Ol deluxes, 4 samples; travel pochette	\$75
Innersense	Accessory + product	Detangling brush, bamboo silk scarf, luxe velvet pouch; 2 free minis	\$100 → brush / 2 minis \$125 → bamboo scarf \$150 → velvet pouch
K18Hair	Product / sample	2 free samples; LE mini sets	\$50
Kérastase USA	Accessory + product	Deluxe-sample duos & trios; candle, pouch, comb, scalp brush	\$65 → candle + sample \$75 → samples \$85 → comb + sample \$100 → pouch
Living Proof	Product / sample	Free full-size dry shampoo; choose 3 deluxe samples	\$60 → 3 deluxes \$85 → full-size dry shampoo
OLAPLEX	Accessory + product	Free full-size N°3; beauty bag, gradient bag, comb, tote + scrunchies	\$50 → bag + minis \$85 → full-size N°3

Brand	Gift type	What the gift was	Minimum purchase
Ouai	Accessory + product	Unreleased mini fragrances; deluxe leave-in; bag on kit orders	\$50 → mini fragrances
Oribe Hair Care	Accessory + product	2 deluxe samples every order; Style Essentials Kit	no min → 2 samples \$75 → Style Essentials Kit
Pattern Beauty	Accessory + product	Free minis; beauty bag; luxe robe; sectioning clips	\$65 → minis / clips \$149 → luxe robe
Pureology	Accessory + product	Travel case + travel-size duo; travel bag	\$75 → bag \$85 → bag \$100 → case + duo
Redken	Branded accessory	LE cosmetic bag / tote, claw clip, ponytail cap + sample duo (member-gated)	\$75
Verb Products	Accessory + product	Ghost scrunchie, oil keychain, tube socks; tiered free deluxe / full-size	\$50 → deluxe \$60 → scrunchie \$100 → full-size \$150 → mystery kit
Virtue	Product / sample	Free full-size 6-in-1 Styler (\$38 value)	\$75

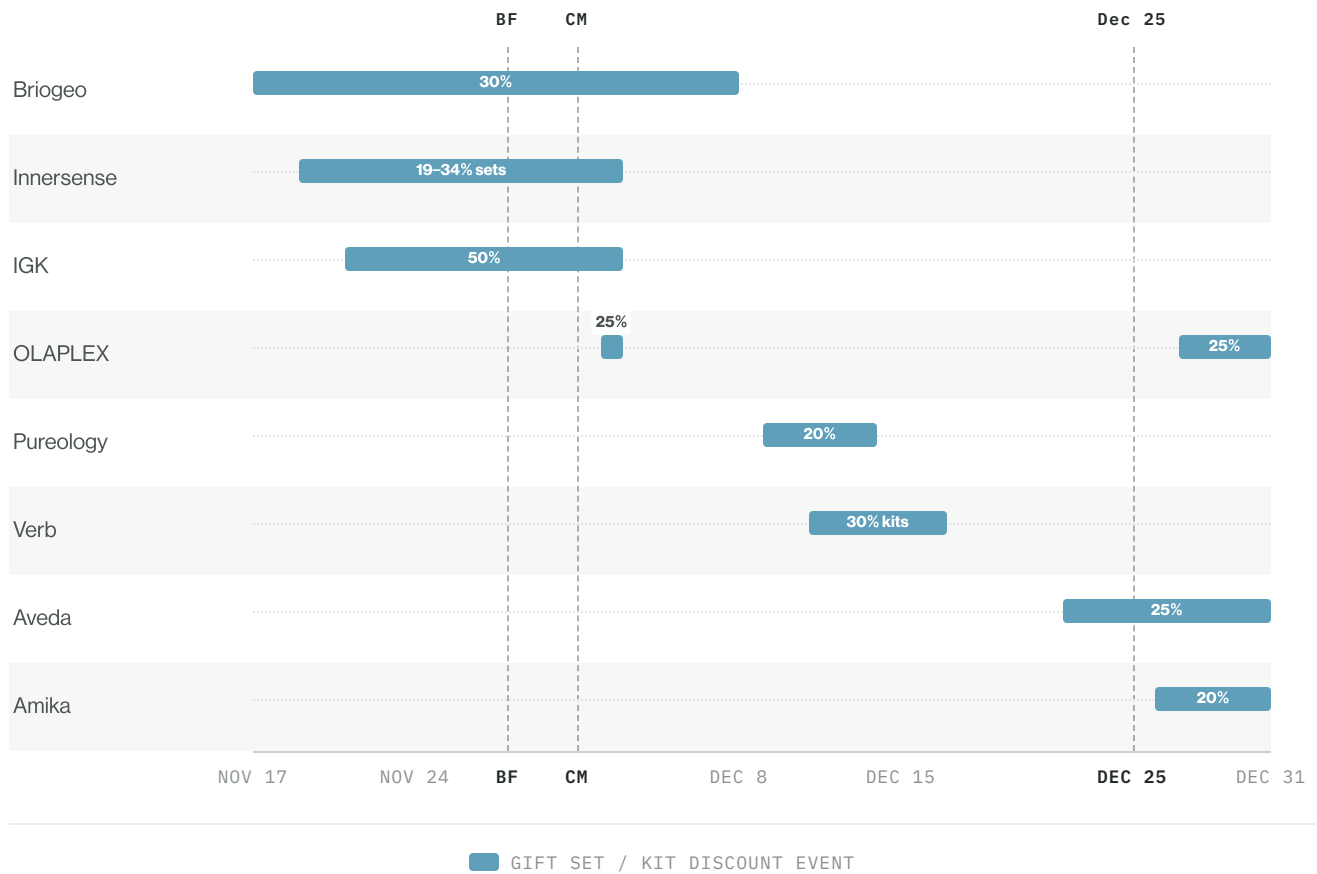
TAKE INTO 2026 PLANNING

- **What's your GWP strategy?** Most haircare brands in this peer set layered GWP with sitewide offers. Now that you've seen the market offers, will you keep your GWP from 2025, or mix it up? If you didn't gift last year, will you try it in 2026?

8 brands ran gift set sale events — 6 before Christmas.

Beyond the sitewide rate, 8 of 20 brands ran a dedicated discount on curated sets or kits — headline offers featured in emails and on homepage hero banners. These weren't just end-of-season markdowns; some ran during the gifting window as a second wave after the sitewide closed, and a few ran alongside Black Friday at a rate distinct from the headline.

Premium haircare gift-set & kit promotions — concentrated in December



Dedicated sale events with headline percentage discounts off holiday gift sets and kits, by brand. Source: ShopVision.

Every participating brand's gift set discounts

Brand	Offer	Start	End	Days
Amika	20% off sets	Dec 26	Dec 31	6
Aveda	25% off gift sets	Dec 22	Dec 31	10
Briogeo	30% off holiday kits	Nov 17	Dec 7	21
IGK Hair	50% off bundles	Nov 21	Dec 2	12
Innersense	Ongoing set/kit pricing (19-34%)	Nov 19	Dec 2	14
OLAPLEX	25% off all sets	Dec 2	Dec 2	1
OLAPLEX	25% off sets	Dec 27	Dec 31	5
Pureology	20% off gift sets	Dec 9	Dec 13	5
Verb Products	Extra 30% off kits	Dec 11	Dec 16	6

2 shapes: the Black Friday bundle and the December gift wave

A few brands priced sets on their own terms during Black Friday week; a larger cluster ran a December gift wave, timed to last-minute gifting.

- **IGK.** 50% off bundles ran deeper than its 30% sitewide.
- **Briogeo** and **Innersense.** Carried kit-specific rates through the Black Friday window.
- **OLAPLEX.** 25% off sets, run twice in December.
- **Aveda.** 25% off gift sets in December.
- **Pureology.** 20% off gift sets in December.
- **Amika.** 20% off sets in December.
- **Verb.** 30% off kits in December.

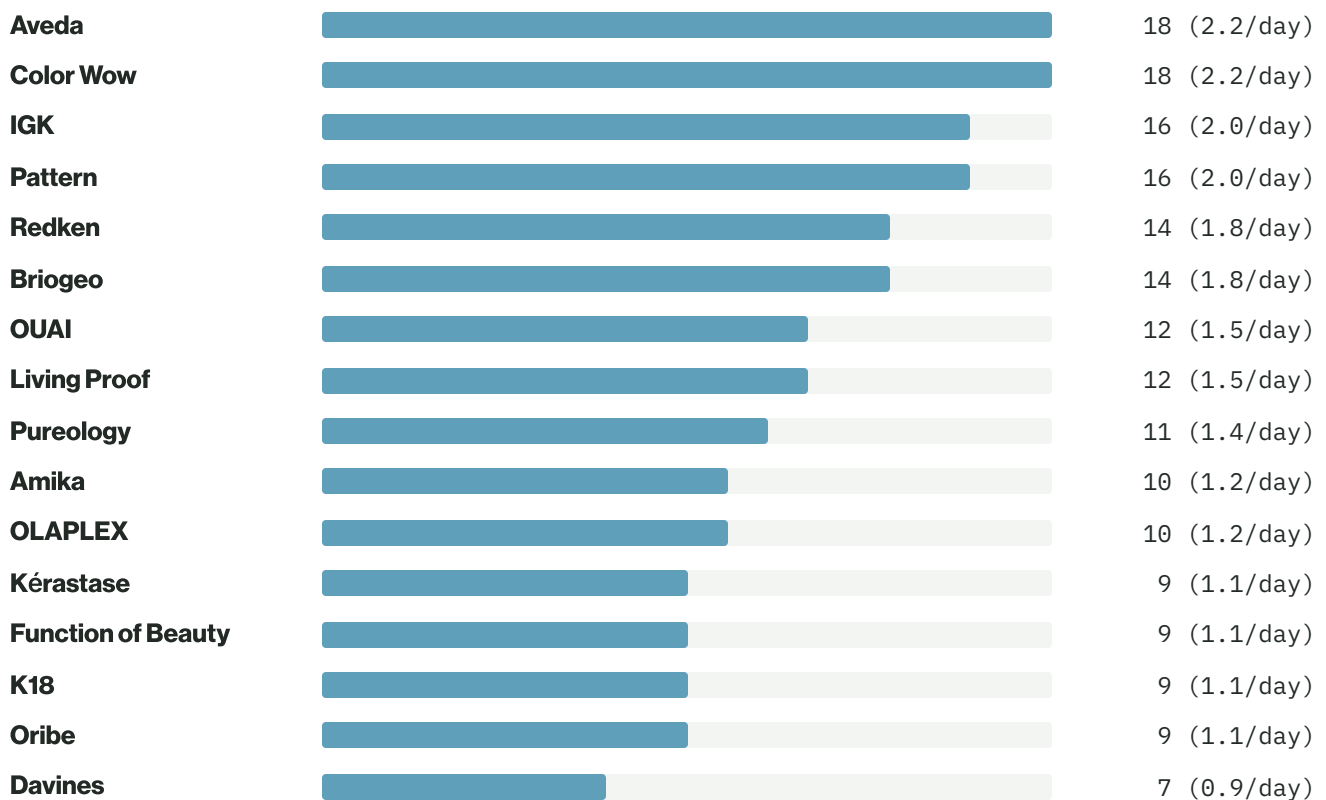
TAKE INTO 2026 PLANNING

- **Will you give gift set discounts a headline offer?** These haircare brands didn't silently discount bundled SKUs — they promoted them with homepage hero banners and dedicated email blasts. Many didn't wait for year's end: 20–30% off, even mid-December, is normal in this market.

Daily emails were the norm leading up to Cyber Monday.

Premium haircare brands mailed hard across the core Black Friday week (Nov 25 – Dec 2), most sending at least once a day. **Aveda** and **Color Wow** led the pack with 18 sends apiece, and even the quietest inboxes ran close to a message a day.

Premium haircare Black Friday email volume, Holiday 2025



Distinct email campaigns per brand, core Black Friday week (Nov 25 – Dec 2), as observed in the ShopVision test-subscription inbox. Excludes Bumble and bumble, Innersense, Verb, and Virtue. Source: ShopVision.

Where the sending heat landed

Sends ran hottest across Cyber weekend, most brands landing 2 to 3 a day, with the doubles and triples concentrated on Black Friday and Cyber Monday.

Premium haircare email heat, Black Friday 2025

	25	26	27	BF 28	29	30	CM 1	2	TOT
Aveda	2	3	2	4	2	1	2	2	18
Color Wow	3	3	3	2	2	2	1	2	18
IGK	1	2	1	2	3	1	2	4	16
Pattern	2	2	2	2	2	2	2	2	16
Redken	2	2	1	2	1	2	2	2	14
Briogeo	2	1	1	2	1	2	3	2	14
Ouai	3	1	1	2	1	2	1	1	12
Living Proof	1	2	1	2	2	2	2		12
Pureology		1	2	1	2	1	2	2	11
Amika	1	1	1	1	1	1	2	2	10
OLAPLEX	1	1	1	2	1	1	2	1	10
Kérastase			2	1	1	2	1	2	9
Function of Beauty		1		2	2		2	2	9
K18	1	1	1	1	2	1	2		9
Oribe	1	1	1	1	1	1	1	2	9
Davines		1		2	1		2	1	7
INBOX TOTAL	20	23	20	29	25	21	29	27	194
1 2 3 4 5 EMAILS / DAY									

Distinct email campaigns per brand per day (Nov 25 – Dec 2), as observed in the ShopVision test-subscription inbox; darker = more sends. Excludes Bumble and bumble, Innersense, Verb, and Virtue. Source: ShopVision.

* See Appendix A for a full list of emails and subject lines sent within this period.

The hottest senders

- **Aveda and Color Wow.** Tied at the top at 18 sends across the 8-day window — edging slightly above 2 a day.
- **Pattern Beauty.** 16 sends, pairing the volume with a 30% sitewide and rotating 40% doorbusters — the inbox matched the promotional intensity.

The rest of the field ran from 7 to 16 sends — around a message a day, with Cyber week drawing the doubles and triples.



PATTERN BEAUTY



PATTERN BEAUTY



PATTERN BEAUTY

Pattern was the only brand to send daily doorbuster deals during Black Friday.

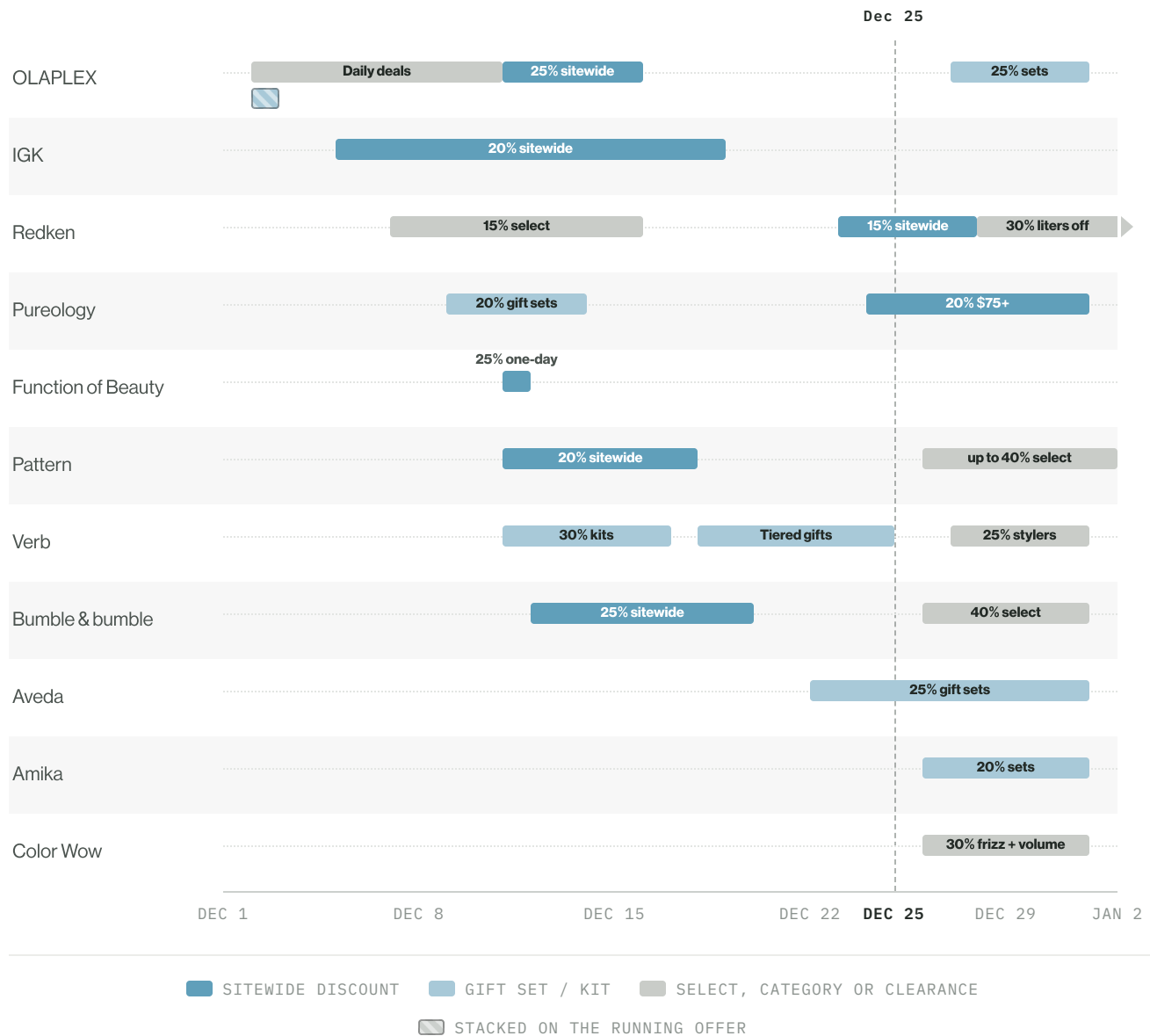
TAKE INTO 2026 PLANNING

- **Will your email playbook change?** Now that you see the market head-to-head, where do you want to compete harder for the inbox? Most brands send at least 1 message daily. BFCM may warrant re-sends to non-openers to maintain visibility.

6 brands ran new sitewide sales after Cyber Monday.

Cyber Monday wasn't the finish line. 11 of 20 brands launched fresh promotional events across December — and several ran right into January.

Premium haircare December calendar



Promotional events launched after Cyber Monday, by brand. Arrows mark windows running into January. Source: ShopVision.

3 December shapes

The sitewide re-run. A clean second rate, usually shallower than Black Friday: OLAPLEX (25%, Dec 11 – 15), Pattern (20%, Dec 11 – 17), Bumble and bumble (25%, Dec 12 – 19), IGK (20%, Dec 5 – 18), and Pureology (20% at \$75, Dec 24 – 31).

The gift-set wave. The December set discounts covered in the Gift Set Sales chapter — OLAPLEX, Aveda, Pureology, Amika, and Verb — timed to last-minute gifting and end-of-season clearance.

The category and clearance tail. Redken's liter sale (30%, Dec 28 – Jan 25), Verb's 25% off stylers, Color Wow's frizz-and-volume edit, and up-to-40% select clearances from Pattern and Bumble and bumble carried promotional pressure to year-end.

The December calendar, brand by brand

Brand	Offer	Start	End	Days
OLAPLEX	Daily deals	Dec 2	Dec 10	9
OLAPLEX	25% off all sets	Dec 2	Dec 2	1
IGK Hair	20% off sitewide	Dec 5	Dec 18	14
Redken	15% off select	Dec 7	Dec 15	9
Pureology	20% off gift sets	Dec 9	Dec 13	5
Function of Beauty	25% off one-day	Dec 11	Dec 11	1
OLAPLEX	25% off sitewide	Dec 11	Dec 15	5
Pattern Beauty	20% off sitewide	Dec 11	Dec 17	7
Verb Products	Extra 30% off kits	Dec 11	Dec 16	6
Bumble and bumble	25% off sitewide	Dec 12	Dec 19	8
Verb Products	Spend more, get more tiered gifts	Dec 18	Dec 24	7
Aveda	25% off gift sets	Dec 22	Dec 31	10
Redken	15% off sitewide	Dec 23	Dec 27	5
Pureology	20% off \$75+	Dec 24	Dec 31	8
Amika	20% off sets	Dec 26	Dec 31	6
Bumble and bumble	40% off select	Dec 26	Dec 31	6
Color Wow	30% off best-selling frizz/volume	Dec 26	Dec 31	6
Pattern Beauty	Up to 40% off select	Dec 26	Jan 2	8
OLAPLEX	25% off sets	Dec 27	Dec 31	5
Verb Products	25% off stylers	Dec 27	Dec 31	5
Redken	Liter sale 30% off	Dec 28	Jan 25	29

TAKE INTO 2026 PLANNING

- **What's your December move?** The haircare market keeps shoppers coming back with sitewide offers and gift set deals. Now that you've seen your peer moves, will you add a mid-December promotional beat?

Want to drill deeper into this data?

ShopVision holds the deepest competitive intelligence dataset in digital commerce. The report you just read is one slice of one peer set across one quarter — every promotional event verified at the source.

What ShopVision shows you next

- **Your own peer set, your own granularity.** Define the data set that matters to your team — follow competitors, retail partners, wholesalers, owned brands, specific country domains, or any site you want to monitor.
- **Ask your own questions of the data.** This report is one cut of the dataset. ShopVision lets your team drill into the brands, channels, campaigns, and time periods that matter to you, then turn the findings into intelligence briefs, competitor teardowns, creative swipe files, and data-backed slides.
- **Every season, every business case.** Black Friday is one moment. ShopVision tracks every competitor move across promotions, email, ads, social, pricing, and catalog dynamics to support year-round planning, benchmarking, and strategy.

See the moves shaping your market.

Your competitors are making moves every day across pricing, promotions, ads, email, social, catalog, and wholesale channels. ShopVision helps your team turn those signals into sharper strategies, faster decisions, and stronger seasonal planning — not just during Black Friday, but every week of the year.

Book a demo at shopvision.ai →

How this benchmark was built.

Data source. ShopVision tracked promotional events, marketing emails, and homepage banners across 20 premium haircare brands over the Q4 2025 observation window (Oct 1 – Dec 31, 2025). Every promotional event was classified from the brand’s own public copy across those signals.

Window. Oct 1 to Dec 31, 2025 (92 days; 13 weeks). The Black Friday event window is Nov 19 – Dec 2; the shaded band on timed charts marks Black Friday through Cyber Monday (Nov 28 – Dec 1). December events run to year-end, with several extending into January 2026.

Classification. Every promotional event was read from the brand's own public copy and classified into a haircare mechanic taxonomy: flat sitewide, sitewide "up to X%" / tiered, category / select, gift set / kit, doorbuster / flash, gift with purchase (branded accessory vs product/sample), and cause / non-discount plays. Each brand is assigned 1 primary Black Friday mechanic; secondary mechanics are held in the underlying data.

Email. Send counts reflect distinct campaigns over the core Black Friday week (Nov 25 – Dec 2), as observed in ShopVision’s test subscription inbox. 4 (Bumble and bumble, Innersense, Verb, and Virtue) are excluded.

Timing. Go-live dates reflect the earliest point a brand's own creative, email, or storefront presented the offer as live. Member and early-access dates precede the public go-live where a 2-tier calendar applied.

Peer set included

Amika	loveamika.com	Aveda	aveda.com
Briogeo	briogeohair.com	Bumble and bumble	bumbleandbumble.com
Color Wow	colorwowhair.com	Davines	us.davines.com
Function of Beauty	functionofbeauty.com	IGK Hair	igkhair.com
Innersense	innersensebeauty.com	K18Hair	k18hair.com
Kérastase USA	kerastase-usa.com	Living Proof	livingproof.com
OLAPLEX	olaplex.com	Oribe Hair Care	oribe.com
Ouai	theouai.com	Pattern Beauty	patternbeauty.com
Pureology	pureology.com	Redken	redken.com
Verb Products	verbproducts.com	Virtue	virtuelabs.com

The Black Friday inbox, send by send.

Every distinct marketing email sent by the peer set across the core Black Friday week, Nov 25 – Dec 2, 2025, grouped by brand and ordered by send date. Source: ShopVision.

Date	Subject
AVEDA	
Nov 25	25% Off Hydrating Hair Care Favorites
Nov 25	25% Off Botanical Repair Best Sellers
Nov 26	Repair & Restore with 25% Off
Nov 26	25% Off Be Curly Advanced Best Sellers
Nov 26	When's your birthday?
Nov 27	25% off Better Curl Days Ahead
Nov 27	Save 25% + Get a Free Heatless Curling Set
Nov 28	Ready to get rewarded?
Nov 28	Black Friday Bonus Drop: Free Gift + 25% Off Hair Care
Nov 28	Free Heatless Curling Set? Yep, with \$125+ (Plus 25% Off)
Nov 28	25% Off + Free Heatless Curling Set
Nov 29	Going Fast! 25% Off + Free Heatless Curling Set
Nov 29	DON'T MISS: 25% off our bestselling aroma
Nov 30	25% Off Cherry Almond Best Sellers
Dec 1	Happy Cyber Monday: Enjoy 25% Off + Free Gift
Dec 1	Celebrate Cyber Monday With 25% Off + Free Gift
Dec 2	Take 25% Off Your Hair Care Faves + Free Gift
Dec 2	Save Big: 25% Off Liters + Free Gift on \$125+
COLOR WOW	

Date	Subject
Nov 25	10x Allure Best of Beauty Award winner!
Nov 25	Bet on bold all-day hold
Nov 25	Quit your complicated curl routine
Nov 26	Spray. Sleigh.
Nov 26	Crave ultra-glossy hair?
Nov 26	Not your average curl styler
Nov 27	Can your hairspray do THIS?
Nov 27	Get ready in a FLASH
Nov 27	Happy Thanksgiving to you
Nov 28	"My hair is transformed after one use"
Nov 28	Best Black Friday EVER?
Nov 29	You do NOT want to miss this
Nov 29	VIP ALERT: Best-sellers JUST added
Nov 30	93% reported healthier-looking hair
Nov 30	Volume without the blowout
Dec 1	Cyber Monday: 30% OFF
Dec 2	All rizz, No frizz!!
Dec 2	Run, don't walk!
IGK HAIR	
Nov 25	This is your sign: 50 off bundles
Nov 26	Welcome to IGK Crew
Nov 26	Because this is in your Best Interest
Nov 27	SO THANKFUL FOR YOU

Date	Subject
Nov 28	50 off Antisocial Iconic
Nov 28	Up to 50 off your faves
Nov 29	Psst Antisocial is 50 off rn
Nov 29	Get in, we're shopping up to 50 off
Nov 29	Stop scrolling: Up to 50 off
Nov 30	Girl math: 2 Antisocial 50 off
Dec 1	Reset your Sunday, refresh your hair
Dec 1	Save Up to 50 + Free Shipping
Dec 2	Tick Tock: 50 OFF Ends Soon
Dec 2	Hurry: Up to 50 OFF Ends Today
Dec 2	Last call: 50 off
Dec 2	PSA: Good Behavior Smoothing Spray is 50 off
PATTERN BEAUTY	
Nov 25	40% OFF Revitalizing Scalp Scrub + 30% OFF Sitewide & 20% OFF Body
Nov 25	FINAL HOURS: 40% OFF Scalp Scrub
Nov 26	40% OFF Styling Cream + 30% OFF Sitewide & 20% OFF Body
Nov 26	FINAL HOURS: 40% OFF Styling Cream
Nov 27	40% OFF Curl Mousse + 30% OFF Sitewide
Nov 27	FINAL HOURS: 40% OFF Curl Mousse
Nov 28	40% OFF Leave-In Conditioner + 30% OFF Sitewide + 20% OFF Body
Nov 28	FINAL HOURS: 40% OFF Jumbo Leave-In Conditioner
Nov 29	40% OFF Breakage Barrier Hair Mask + 30% OFF Sitewide + 20% OFF Body
Nov 29	FINAL HOURS: 40% OFF Breakage Barrier Hair Mask

Date	Subject
Nov 30	40% OFF Detangling Nectar + 30% OFF Sitewide + 20% OFF Body
Nov 30	FINAL HOURS: 40% OFF Detangling Nectar
Dec 1	LAST CHANCE: 40% OFF Hydration Shampoo Jumbo + 30% OFF Sitewide + 20% OFF Body
Dec 1	FINAL HOURS: 40% OFF Jumbo Hydration Shampoo
Dec 2	SURPRISE! 40% OFF Moisture Milk + 30% OFF Sitewide + 20% OFF Body
Dec 2	LAST CHANCE: 40% OFF Moisture Milk + 30% OFF Sitewide + 20% OFF Body
REDKEN	
Nov 25	Just for Cyber Week: 20% Off + FREE Gift
Nov 25	20% Off + Free Gift, Because Redken Loves You
Nov 26	Cyber Week: Take 20% Off TODAY
Nov 26	Happy Cyber Week Sale, Get 20% Off
Nov 27	Happy Thanksgiving: 20% Off + FREE Gift
Nov 28	BLACK FRIDAY: 20% Off + FREE Gift
Nov 28	BLACK FRIDAY: Get 20% Off + FREE Gift
Nov 29	20% Off + Free Gift, Because Redken Loves You
Nov 30	Our Cyber Week Discount Ends Soon!
Nov 30	Don't Miss Out! 20% Off + Free Gift
Dec 1	Cyber Monday! 25% Off + FREE Gift!
Dec 1	Cyber Monday Ends Soon: Get 25% Off
Dec 2	Last Chance! 25% off \$75 + FREE Gift!
Dec 2	Last Hours: Get 25% Off Your \$75 Order
BRIO GEO	
Nov 25	Up to 50% off everything? YES
Nov 25	Stock up with up to 50% OFF!

Date	Subject
Nov 26	Up to 50% OFF to kick off your long weekend
Nov 27	Thankful for you: open for your gift
Nov 28	Black Friday starts NOW
Nov 28	Black Friday Sale + FREE GIFT
Nov 29	Black Friday EXTENDED
Nov 30	FYI: up to 50% off sets
Nov 30	The clock is ticking: up to 50% off ends soon
Dec 1	UP. TO. 50%. OFF. EVERYTHING
Dec 1	CYBER MONDAY HAS ARRIVED
Dec 1	Cyber Monday gift + up to 50% OFF
Dec 2	Run, don't walk, for up to 50% OFF!
Dec 2	Happening now: UP TO 50% OFF!
OUAI	
Nov 25	We NEVER do this. Shop our biggest sale of the year
Nov 25	ICYMI: 25% off sitewide is here
Nov 25	25% off is OUAI too good to miss
Nov 26	Everything is 25% off...no OUAI you're missing this
Nov 27	25% off just for you
Nov 28	This Black Friday, get 25% off & be the first to try new scents
Nov 28	Cyber Week just got OUAI better
Nov 29	25% off gifts for everyone on your list
Nov 30	Don't let 25% off get a-OUAI!
Nov 30	Last chance to save 25% on your OUAI

Date	Subject
Dec 1	FINAL HOURS: 25% off everything
Dec 2	Surprise! We extended the Cyber Sale
LIVING PROOF	
Nov 25	25% off sitewide + FREE gift
Nov 26	The sale you've been waiting for
Nov 26	Hi there, have you shopped our Black Friday sale?
Nov 27	Unlock Holiday Hair Magic!
Nov 28	Your favorite dry shampoo is 25% off
Nov 28	The Black Friday Sale is here!
Nov 29	25% Off Sitewide + Free Dry Shampoo
Nov 29	25% off sitewide + a FREE gift
Nov 30	Ends tomorrow: 25% off sitewide
Nov 30	Don't miss out, Black Friday Sale Ends Soon
Dec 1	25% off ends today
Dec 1	Hurry! Final Hours for 25% Off Sitewide!
PUREOLOGY	
Nov 26	20% Off Sitewide Savings End Today!
Nov 27	TODAY ONLY: 20% Off + Your FREE Gift!
Nov 27	Shop 20% Off + FREE Gift while it lasts!
Nov 28	Black Friday Starts Now! 20% Off + 3 FREE Gifts
Nov 29	Shop our 20% off + 3 Free Gifts Black Friday Deal!
Nov 29	Black Friday Deal Continues! 20% Off + Free Gifts
Nov 30	LAST DAY to shop our Black Friday Deal!
Dec 1	LAST CHANCE: Black Friday Ends Tonight! 20% Off + Free Gifts

Date	Subject
Dec 1	Cyber Monday is HERE! 25% Off + 3 FREE Gifts
Dec 2	Cyber Monday is LIVE! Shop our biggest deal of the year!
Dec 2	Cyber Monday Extended! 25% Off + 3 FREE Gifts!
AMIKA	
Nov 25	30% off bestsellers
Nov 26	amplify your aura + save 30%
Nov 27	cheers to a year of friendship
Nov 28	btw, gift sets are also 30% off!
Nov 29	need help shopping the 30% off sale?
Nov 30	30% off ends TOMORROW!
Dec 1	PSA: 30% off ends soon!
Dec 1	50% off supernova is happening now!
Dec 2	30% off is ALMOST OVER!
Dec 2	we're celebrating Giving Tuesday!
OLAPLEX	
Nov 25	Save 30% on your dream shower routine.
Nov 26	30% off bestselling hair treatments-you're welcome.
Nov 27	30% OFF these viral faves?!
Nov 28	The iconic No.3 is FREE!?
Nov 28	Your Black Friday Offer: Free Full-Size No.3
Nov 29	What's better than 30% off liters?
Nov 30	REMINDER: 30% off sitewide ends soon.
Dec 1	LAST CHANCE: 30% off sitewide.
Dec 1	Final Hours For 30% Off Sitewide

Date	Subject
Dec 2	Start Daily Deals with 25% OFF SETS.
KÉRASTASE USA	
Nov 27	Happy Thanksgiving! Your 20% off is inside.
Nov 27	20% off sitewide ends tonight
Nov 28	Black Friday starts now!
Nov 29	20% off for Black Friday continues!
Nov 30	Black Friday 20% off for one more day!
Nov 30	20% off for a few more hours
Dec 1	Cyber Monday starts now!
Dec 2	Cyber Monday 25% off ends in a few hours
Dec 2	Cyber Tuesday starts now!
FUNCTION OF BEAUTY	
Nov 26	20% Off Sitewide: Your Hair Needs This Before Midnight
Nov 28	It's Liveeee: Up to 30% Off Everything
Nov 28	We Did a Thing: Up to 30% Off Everything
Nov 29	You Know What? Shop Us Anywhere. Your Hair Approves.
Nov 29	Shop Us Anywhere. Your Hair Approves.
Dec 1	Up to 30% Off: Your Hair Said Tap Immediately
Dec 1	Up to 30% Off Sitewide: Your Hair Said Tap Immediately
Dec 2	30% Off? Yes... Still. One Last Day
Dec 2	Up to 30% Off? Yes... Still. Ends Tonight
K18HAIR	
Nov 25	early access: our first 20% off sitewide EVER
Nov 26	20% off sitewide: black friday exclusive

Date	Subject
Nov 27	20% off bestselling repair (and your other K18 faves!)
Nov 28	plot twist: K18 is 20% off
Nov 29	weekend plans? get 20% off healthy hair
Nov 29	PSA: your repair routine is 20% off (!)
Nov 30	20% off shiny, frizz-free hair
Dec 1	last chance! our first 20% off sitewide ever
Dec 1	FINAL HOURS: 20% off sitewide
ORIBE HAIR CARE	
Nov 25	Cyber Week Starts Tomorrow
Nov 26	20% Off The Obsessions Edit
Nov 27	Our Most-Loved Products are 20% Off
Nov 28	20% Off Wash Day Essentials
Nov 29	Liter(ally) Obsessed
Nov 30	20% off New In
Dec 1	20% Off Cyber Week Ends Tonight
Dec 2	20% Off Cyber Week Extended One More Day!
Dec 2	Final Hours: 20% Off The Obsessions Edit
DAVINES	
Nov 26	Gifting made easy
Nov 28	Purchase with a purpose
Nov 28	Only a few hours left!
Nov 29	Showing love to our salons
Dec 1	TODAY ONLY: Try OI, on us
Dec 1	ENDING SOON: Only a few hours left

Date

Subject

Dec 2

Make a difference on Giving Tuesday
