

Salon Toolkit

All the tools you need to be successful and grow with ECRU New York are a click away! 24/7


Please use the clickable images below to access.

BRAND INFORMATION



- General Information
- Brand Brochure
- Product Fact Sheets

SALON EDUCATION



- Free Virtual Education
- Product Discovery

MERCHANDISING



- Planogram

SALON PRICE LIST



PRODUCT NAME	SKU	FORM CODE	SALES CODE	UNIT PRICE	SALES PRICE	QUANTITY	EST. COST
SHAMPOO							
24 oz. cream with argan oil	24010128	480200000128	1	15.00	15.00	12	1.50
42 oz. cream with argan oil	24010129	480200000129	1	29.00	29.00	6	3.00
Replenishing Shampoo	24010130	480200000130	1	8.00	8.00	6	0.80
24 oz. cream with argan oil	24010131	480200000131	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010132	480200000132	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010133	480200000133	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010134	480200000134	1	26.00	26.00	6	2.60
CONDITIONER							
24 oz. cream with argan oil	24010135	480200000135	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010136	480200000136	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010137	480200000137	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010138	480200000138	1	26.00	26.00	6	2.60
CONDITIONER LEAVE-IN							
24 oz. cream with argan oil	24010139	480200000139	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010140	480200000140	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010141	480200000141	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010142	480200000142	1	26.00	26.00	6	2.60
STYLING							
24 oz. cream with argan oil	24010143	480200000143	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010144	480200000144	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010145	480200000145	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010146	480200000146	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010147	480200000147	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010148	480200000148	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010149	480200000149	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010150	480200000150	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010151	480200000151	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010152	480200000152	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010153	480200000153	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010154	480200000154	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010155	480200000155	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010156	480200000156	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010157	480200000157	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010158	480200000158	1	26.00	26.00	6	2.60
24 oz. cream with argan oil	24010159	480200000159	1	14.00	14.00	12	1.40
42 oz. cream with argan oil	24010160	480200000160	1	26.00	26.00	6	2.60

SOCIAL CONTENT



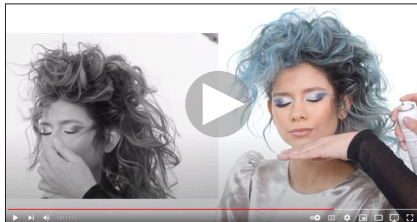
- “Ready to Post” ECRU New York Brand + launch specific assets, formatted for Instagram and Facebook.

LAUNCH ASSETS



- Assets for new product launches

HOW TO VIDEO



- Salon Video Loops

QUARTERLY PROMOTIONS



ECRU NEW YORK Q3 PROMOTION - Sep-Oct 2022

PERFORMANCE COLLECTION Ceramic Styling Brushes

- Ceramic barrel styling brush with 3 bristles
- Ceramic barrel styling brush with 4 bristles
- Ceramic barrel styling brush with 5 bristles
- Ceramic barrel styling brush with 6 bristles
- Ceramic barrel styling brush with 7 bristles

INCLUDES

1. Large Ceramic Styling Brush
1. Medium Ceramic Styling Brush
1. Small Ceramic Styling Brush

REGULATORY COMPLIANT

1. Shampoo: 100% PVP-Free
1. Conditioner: 100% PVP-Free

SALES

- Large Ceramic Styling Brush \$100.00
- Medium Ceramic Styling Brush \$50.00
- Small Ceramic Styling Brush \$25.00

Total Promotion Price \$171.00
\$261.00 Value | 35% Savings

Code: PRC220910001

LOGOS & APPROVED IMAGERY



ECRU[®] NEW YORK

Need help? Email us at info@ecrunewyork.com