

		USA	
		salon cost	suggested retail
CREME COLOR SYSTEM	TRUE INTEGRITY Opalescent Creme Colour		
	starter kit	134.73	
	mixing intro unit	427.23	
	complete intro unit	815.13	
	creme color 87 shades (60m/net wt 2.05 oz/58.2 g)	8.88	
	intensifiers 6 colors (60m/net wt 2.05 oz/58.2 g)	8.86	
	conceal levels 3-6 & levels 7-10 (60m/net wt 2.05 oz/58.2 g)	8.88	
	clear (60m/net wt 2.05 oz/58.2 g)	8.88	
	creme booster (60m/net wt 2.05 oz/58.2 g)	8.86	
	swatch book	143.46	
	ILLUSIONIST Brilliant Creme Highlight		
	intro unit	229.98	
	creme highlights 8 shades (60m/net wt 2.05 oz/58.2 g)	8.88	
	illusionist accelerator powder packet • box of 48 (10 g/.35 oz oz)	68.00	
	illusionist accelerator powder (680 g/24 oz)	43.04	
	swatch book	87.32	
HYPNOTIC Single-Step Creme Lowlights			
intro unit	229.98		
creme lowlights 10 shades (60m/net wt 2.05 oz/58.2 g)	8.88		
swatch book	87.33		
GEL COLOR SYSTEM	HIGH DEFINITION Custom Mixing Gel Color System		
	intro unit	352.45	
	gel colors 11 shades (118 ml/4 oz)	12.23	
	LIFT for ultra light blondes (118 ml/4 oz)	12.23	
	intensifier 2 shades (29.6 ml/1 oz)	8.86	
	swatch book	146.69	
	BLAZING HIGHLIGHTS Toner Infused Gel Color System		
	intro unit	210.93	
	gel colors 5 shades (118 ml/4 oz)	12.23	
	oil lightener (236 ml/8 oz)	17.04	
	blue oil lightener (118 ml/4 oz)	10.62	
	blue oil lightener (237ml/8oz)	15.45	
	x-tra light booster concentrate (net wt 454 g/ 16oz)	33.28	
	swatch book	112.28	
	SHADOW LOWLIGHTS Filler Infused Gel Color System		
	intro unit	210.93	
gel colors 7 shades (118 ml/4 oz)	12.23		
swatch book	112.28		
SPECIALTY COLOR SYSTEM	URBAN SHOCK Brights		
	intro unit	81.65	
	haircolor 7 shades (90 ml/3.04 oz)	8.86	
	clear mixer strong hold finishing sp ay (90 ml/3.04 oz)	8.86	
	swatch ring	62.38	
	URBAN SHOCK Color Craze		
	intro unit	88.46	
	haircolor 8 shades (75 ml/2.5 oz)	7.82	
	pastel mixer (250 ml/8.5 oz)	9.37	
	swatch ring	62.38	
SPECIALTY COLOR SYSTEM	URBAN SHOCK		
	direct dye remover	24.90	
	POWER BLONDE Lightening & Toning System		
	intro unit	136.02	
	balayage clay lightener kit	36.76	
	balayage clay lightener (net wt 454 g/16 oz)	33.70	
9+ lightener powder (net wt 300 g/10.6 oz)	22.46		
9+ lightener powder (net wt 650 g/22.93 oz)	41.18		
lightening powder (net wt 400 g/14.1 oz)	25.42		
lightening powder (net wt 800 g/28.2 oz)	42.16		

		USA	
		salon cost	suggested retail
SPECIALTY COLOR SYSTEM	conditioning gel toner 8 shades (60 ml/net wt 2.05 oz)	8.86	
	power blonde enhancing shampoo (8.5 oz/250 ml)	13.12	26.24
	power blonde enhancing conditioner (8.5 oz/250 ml)	13.12	26.24
	swatch ring	31.18	
	MENZ 5 Minute Haircolor		
	intro unit	142.89	
	haircolor 9 shades (60 ml/2 oz)	10.49	
	1 minute stabilizer (250 ml/8.5 oz)	12.17	
	applicator bottle (60 ml/2 oz)	2.12	
	swatch book	62.38	
clear (60m/net wt 2.05 oz/58.2 g)	10.49		
PURE OXI DEVELOPERS	demi-permanent liquid developer (liter)	9.05	
	10 volume clear developer (liter)	7.19	
	20 volume clear developer (liter)	7.19	
	demi-permanent creme developer (liter)	10.92	
	10 volume creme developer (liter)	9.05	
	20 volume creme developer (liter)	9.05	
	30 volume creme developer (liter)	10.92	
40 volume creme developer (liter)	10.92		
HAIRCOLOR ACCESSORIES	PBX bond builder (4 oz/118 ml)	93.51	
	color delete permanent haircolor remover (net wt 4 oz/113.4g)	24.90	
	color whip haircolor thickener (250 ml/8.5 oz)	6.87	
	color whip haircolor thickener (liter)	17.16	
	color away haircolor stain remover (250 ml/8 oz)	6.87	
	NO H202 no peroxide (250 ml/8.5 oz)	10.31	
	NO H202 no peroxide (liter)	29.63	
	NO H202 no peroxide (gallon)	59.26	
	two-sided mixing bowl	8.42	
	balayage board	6.24	
	applicator brush black or silver	1.63	
	color tool	3.00	
	applicator bottle	2.63	
	measuring cup	1.63	
	400-pack haircolor foils (10" x 4")	18.10	
	400-pack haircolor jumbo foils (10" x 6")	25.90	
	200-pack color papers (10" x 5") scruples	25.90	
stylist color apron	22.46		
scruples all-purpose cape	21.91		
tube key	2.63		
SPECIALTY COLOR SYSTEM	COLOR ART FRESH		
	salon into kit	270.81	
	salon starter kit	95.24	
	try me kit	21.76	
	haircolor 36 shades (90ml/2 oz)	6.72	
	activator (90ml/2 oz)	2.35	
	activator (473 ml/16 oz)	3.47	
	activator (liter/33.8 oz)	6.44	
	swatchbook	55.96	
texture fusion	8.88		
texture fusion sponge kit	11.23		

INTRO UNITS

	USA	
	salon cost	suggested retail
stylist kit	43.62	87.24
starter kit	190.89	
salon intro unit	748.44	
integrity salon collection	1,496.88	

SHAMPOO

dry shampoo fresh finish (7.5 oz/250 ml)	13.71	27.41
total integrity ultra rich shampoo (2 oz/60 ml)	4.67	9.35
total integrity ultra rich shampoo (12 oz/350 ml)	13.71	27.41
total integrity ultra rich shampoo (liter)	34.29	68.57
moisture bath replenishing shampoo (12 oz/ 350ml)	8.72	17.44
moisture bath replenishing shampoo (liter)	16.20	32.40
moisture bath replenishing shampoo (gallon)	46.15	
structure bath volumizing shampoo (12 oz/ 350ml)	8.72	17.44
structure bath volumizing shampoo (liter)	16.20	32.40
structure bath volumizing shampoo (gallon)	46.15	
renewal color retention shampoo (12 oz/ 350ml)	8.72	17.44
renewal color retention shampoo (liter)	16.20	32.40
renewal color retention shampoo (gallon)	46.15	
platinum shine toning shampoo (8.5 oz/250 ml)	11.84	23.68
platinum shine toning shampoo (liter)	23.68	47.36
hair clarifier deep cleansing shampoo (12 oz/ 350ml)	8.72	17.44
hair clarifier deep cleansing shampoo (liter)	16.20	32.40
hair clarifier deep cleansing shampoo (gallon)	46.15	
clearet dandruff & deodorizing shampoo (8.5 oz/250 ml)	11.84	23.68
clearet dandruff & deodorizing shampoo (liter)	23.68	47.36
high definition shine therapy shampoo (8.5 oz/250 ml)	9.50	16.26
high definition shine therapy shampoo (liter)	16.20	32.40

CONDITION

total integrity ultra rich conditioner (6.7 oz/195 ml)	13.73	27.45
moisturex replenishing conditioner (8.5 oz/250 ml)	9.37	18.73
moisturex replenishing conditioner (liter)	20.55	41.10
ER emergency repair conditioner (8.5 oz/250 ml)	9.37	18.73
ER emergency repair conditioner (liter)	19.03	38.06
renewal color retention conditioner (8.5 oz/250 ml)	9.37	18.73
renewal color retention conditioner (liter)	19.03	38.06
renewal color retention conditioner (gallon)	54.90	
quickseal detangling conditioner (8.5 oz/250 ml)	9.37	18.73
quickseal detangling conditioner (liter)	20.55	41.10
quickseal detangling conditioner (gallon)	59.30	118.59
quick recovery leave-in conditioner (6 oz/175 ml)	11.23	22.46
complete recovery treatment masque (8 oz/227 g)	16.22	32.44
complete recovery treatment masque (net wt 25 oz/710g)	36.80	73.60
high definition shine therapy conditioner (8.5 oz/250 ml)	9.50	18.73
high definition shine therapy conditioner (liter)	20.55	41.10

PURIFY

hair clarifier treatment (8.5 oz/250 ml)	7.19	14.37
hair clarifier treatment (liter)	20.60	41.20
gloss:		
renewal hair therapy polish (2 oz/60 ml)	11.86	23.72
soothing polish conditioning serum (3.4 oz/100 ml)	12.49	24.98
flexible:		
texture fix sea salt spray (8.5 oz/250 ml)	11.86	23.72
creme parfait volumizing foam (8.5 oz/250 ml)	10.60	21.21
twisted curl defining creme (net wt 5 oz/142 ml)	11.23	22.46
smooth out straightening gel (2 oz/60 ml)	5.40	10.80
smooth out straightening gel (8.5 oz/250 ml)	10.60	21.20
smooth out straightening gel (liter)	29.95	59.90
heat up styling & finishing thermal spray (8.5 oz/250 ml)	10.60	21.21
450° heat defense heat protectant spray (8.5 oz/250 ml)	9.50	19.00

Scruples®

2025 SALON PRICE LIST

		USA	
		salon cost	suggested retail
CLASSIC COLLECTION	CLASSIC COLLECTION (CONT'D)		
	extra firm:		
	enforce sculpting glaze (2 oz/60 ml)	4.87	9.74
	enforce sculpting glaze (8.5 oz/250 ml)	9.37	18.74
	enforce sculpting glaze (liter)	24.64	49.28
	enforce sculpting glaze (gallon)	74.79	149.59
	titanium hard gel (8.5 oz/250 ml)	10.00	20.00
	FINISH		
	volumizing:		
	high definition volumizing mousse (2 oz)	4.08	8.17
	high definition volumizing mousse (10.6 oz/315 ml)	14.98	29.97
	high definition volumizing root lifter (2 oz)	4.08	8.17
	high definition volumizing root lifter (10.6 oz/315 ml)	14.98	29.97
	gloss:		
	hypershine repair spray (4.2 oz/125 ml)	12.49	24.98
	pearl finish humectant pomade (2oz)	15.45	30.90
	silk serum smooth & shine (3 oz/89 ml)	12.49	24.98
	silk serum smooth & shine (6 oz/177 ml)	17.79	35.58
	silk serum smooth & shine (12 oz/355 ml)	30.55	61.11
	firm:		
	texturizing paste sculpt & clean (3.5 oz/100 g)	12.71	25.42
	enforce working & finishing hair spray (8.5 oz/250 ml)	9.37	18.74
	enforce working & finishing hair spray (liter)	24.96	49.92
	high definition hair spray (net wt 2oz)	7.00	14.00
	high definition hair spray (net wt 10.6oz/350 ml)	11.86	23.72
	pumps:		
	liter pump	1.75	3.50
gallon pump	4.38		
accessories:			
scruples continuous spray mister	9.99		
scruples window decal	2.20		
retail product bag	.33		
INTEGRITY TOOLS			
integrity tools blow dryer	130.35	260.00	
integrity tools multi-use styler	130.35	260.00	
integrity tools flat iron	130.35	260.00	
refreshing shampoo (2 oz/59 ml)	3.99	7.98	
refreshing shampoo (8 oz/236 ml)	8.12	16.24	
refreshing shampoo (liter)	21.45	42.90	
refreshing conditioner 2 oz/59 ml)	3.99	7.98	
refreshing conditioner (8 oz/236 ml)	8.12	16.24	
refreshing conditioner (liter)	21.45	42.90	
refreshing oil (2 oz/59 ml)	12.73	24.46	
refreshing oil (8 oz/236 ml)	24.98	49.96	
flight pack trio (2 oz/59 ml)	18.65	37.30	
smoothing shampoo (10 oz/295 ml)	10.67	21.34	
smoothing conditioner (10 oz/295 ml)	10.98	21.96	
smoothing oil (2 oz/59 ml)	14.73	29.46	
nourishing shampoo (10 oz/295 ml)	10.67	21.34	
nourishing conditioner (10 oz/295 ml)	10.98	21.96	
nourishing oil (2 oz/59 ml)	14.73	29.46	
hair repair shampoo (16 oz/473 ml)	8.18	16.36	
hair repair conditioner treatment (16 oz/473 ml)	8.18	16.36	
hair repair shampoo (liter)	16.20	32.40	
hair repair conditioner treatment (liter)	19.03	38.06	
verbena shampoo (16 oz/473 ml)	8.18	16.36	
verbena conditioner (16 oz/473 ml)	8.18	16.36	