

Scruples^{USA}



SEPTEMBER • OCTOBER 2025

Fall's Fiercest
Haircare Stars

**COLOR ART FRESH
DEALS ARE HERE**

*Score Big on
Color That Lasts*

**VERBENA SHAMPOO
& CONDITIONER**

Prep Your Scalp for Winter

LOWLIGHTS FOR LESS

*Save Big on Hypnotic
and Shadow Lowlights*

**NOURISH &
SHINE THIS FALL**

TOP HAIR COLOR SYSTEMS NOW FOR LESS!



**BIG SAVINGS ON HYPNOTIC
LOWLIGHTS!**

**HYPNOTIC CREME LOWLIGHTS
SALON INTRO KIT 8210**

reg. \$229.98 USA salon cost

\$170 USA

OVER
25%
SAVINGS

INCLUDES:

- 9 HYPNOTIC Creme Color Shades
- 1 HYPNOTIC Swatch Book
- 1 NoH2O2
- 1 Trigger Spray Pump
- 1 PURE OXI Creme Developer 10 VOL

- 1 PURE OXI DEMI-PERMANENT Creme Developer
- 1 TOTAL INTEGRITY Shampoo
- 1 QUICKSEAL Conditioner
- 1 Applicator Brush
- 1 50-Pack Haircolor Foils
- 1 Two-Sided Mixing Bowl
- 1 Measuring Cup

**BUY 3 HYPNOTIC CREME LOWLIGHTS
GET FREE DEVELOPER!**



BUY 3 OPENSTOCK

**HYPNOTIC
CREME LOWLIGHTS | 2.05 oz**

\$8.88 USA each

RECEIVE FREE

**PURE OXI 10 VOL
CREME
DEVELOPER | 8.5 oz**



UNLOCK HUGE DEALS ON SHADOW LOWLIGHTS!

SHADOW LOWLIGHTS GEL COLOR SYSTEM

SALON INTRO KIT 80042

reg. \$210.93 USA salon cost

\$150 USA

OVER
28%
SAVINGS



INCLUDES:

- 7 SHADOW LOWLIGHTS Gel Color Shades
- 1 COLOR WHIP Haircolor Thickener
- 1 NoH202
- 1 Trigger Spray Pump
- 1 PURE OXI Clear Developer 10 VOL
- 1 PURE OXI DEMI-PERMANENT Liquid Developer
- 1 COLOR AWAY Haircolor Stain Remover
- 1 RENEWAL Color Retention Shampoo
- 1 RENEWAL Color Retention Conditioner
- 1 50-Pack Haircolor Foils
- 1 Color Tool
- 1 Measuring Cup
- 1 SHADOW LOWLIGHTS Swatch Book



**BUY 4 SHADOW LOWLIGHTS GET
FREE DEVELOPER!**

BUY 4 OPENSTOCK

**SHADOW LOWLIGHTS
GEL HAIRCOLOR | 4 oz**

\$12.23 USA each

RECEIVE FREE

**PURE OXI 10 VOL
CLEAR DEVELOPER | 33.8 oz
865**

reg. value \$7.19 USA salon cost



some promotions may be subject to availability

scrupleshaircare.com 2025

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**HOLD THAT LASTS.
STYLE THAT STAYS.**



**BUY ENFORCE GLAZE LITER GET
8.5 OZ FREE!**

ENFORCE SCULPTING GLAZE | 33.8 oz 504

\$24.64 USA

ENFORCE SCULPTING GLAZE | 8.5 oz 502

reg. value \$9.37 USA salon cost

SCULPTED PERFECTION IN EVERY STRAND.

Scruples Enforce Sculpting Glaze delivers extra-firm hold, body, and control—perfect for shaping and setting styles that last all day without flaking or buildup.



**BOLD COLOR.
BRILLIANT PRICES.**

**GET URBAN SHOCK
OPENSTOCK \$5 EACH!**

**URBAN SHOCK
COLOR CRAZE**

\$5.00 USA each
reg. value \$7.82 USA salon cost

**URBAN SHOCK
BRIGHTS**

\$5.00 USA each
reg. value \$8.86 USA salon cost



ELEVATE YOUR COLOR GAME.

COLOR ART FRESH SALON INTRO KIT 6650

reg. \$270.81 USA salon cost

\$150 USA

THE PRO'S CHOICE FOR COLOR MAINTENANCE

Scruples Color Art Fresh is a nourishing, semi-permanent color treatment that refreshes faded tones, enhances vibrancy, and adds shine—all while conditioning the hair. Ammonia-free and deposit-only, it's perfect for maintaining salon-fresh color between visits with zero damage and stunning results in just minutes.



OVER
44%
SAVINGS

INCLUDES:

- 35 COLOR ART FRESH Haircolor Shades
- 1 CLEAR Demi-Permanent Haircolor
- 1 Activator Liter
- 1 COLOR ART FRESH Swatch Book
- 1 Applicator Brush
- 1 Two-Sided Mixing Bowl
- 1 COLOR ART FRESH Wall Chart

SAME COLOR. FRESH DEALS.

**GET COLOR ART FRESH OPENSTOCK
\$4 EACH!**



OVER
40%
SAVINGS

COLOR ART FRESH

DEMI-PERMANENT LIQUID HAIRCOLOR | 2 oz

\$4.00 USA each

reg. value \$6.72 USA salon cost

REVIVE, REFRESH, REPEAT—WITHOUT THE DAMAGE.

Color Art Fresh stands out with its deposit-only, ammonia-free formula that refreshes color while deeply conditioning. It tones, enhances shine, and revives vibrancy in minutes—perfect for in-between services, keeping hair healthy, radiant, and salon-fresh longer.



ELEVATE YOUR CRAFT INSPIRE YOUR CLIENTS

This isn't your average classroom. It's a creative space where real world techniques meet expert-led instruction to help you work smarter, faster, and with more intention behind the chair. From color theory and formulation to finishing techniques and client communication, you'll gain the tools you need to elevate your artistry and your business.

Whether you're a seasoned pro looking to refine your skills or a rising stylist eager to learn what's next, Encore meets you where you are—and pushes you to go further. Each session is packed with high-impact demos, breakthrough moments, and insider knowledge from some of the industry's top talent.

You'll leave inspired, equipped, and connected—with new techniques, fresh confidence, and a community of fellow artists who get it.

HAPPENING OCTOBER 4-6

Limited seats available—don't miss your moment to grow, create, and stand out. Visit education.scrupleshaircare.com to register.

Ready to Elevate Your Career and Experience the Red-Carpet Treatment?

Enter for a chance to WIN an exclusive all-access VIP package to the S.E.E. Program! This exclusive package includes hotel accommodations, round-trip flights, and meals throughout your stay.



SCAN QR CODE

to enter for your chance to the ultimate industry package!



GET THE LOOK



ELEVATE YOUR LOOK THIS FALL WITH THE ULTIMATE STYLING SET

25% OFF

ENFORCE WORKING AND FINISHING HAIR SPRAY | 8.5 oz 402

Delivers strong yet flexible hold, adds volume and shine, and provides long-lasting control while resisting humidity—perfect for finishing styles without stiffness or buildup.

\$7.03 USA
reg. \$9.37 USA salon cost

SOOTHING POLISH CONDITIONING SERUM | 3.4 oz 2451

Smooths frizz, adds shine, and conditions hair with a lightweight feel—perfect for creating sleek, polished styles while protecting against heat and environmental stressors.

\$9.37 USA
reg. \$12.49 USA salon cost

HIGH DEFINITION VOLUMIZING ROOT LIFTER | 10.6 oz 576

Lifts hair at the root for lasting volume and fullness, adds body without weight, and provides flexible hold—perfect for creating touchable, high-impact styles.

\$11.24 USA
reg. \$14.98 USA salon cost

EFFORTLESS BOUNCE

SCRUPLES' FORMULA FOR CURLS
WITH SHINE, STRENGTH, AND
EFFORTLESS STYLE



When it comes to achieving soft, bouncy curls that last, the right styling routine makes all the difference. Whether you're boosting volume, enhancing shine, or locking in shape, Scruples' curl-perfecting trio—High Definition Volumizing Root Lifter, Soothing Polish Conditioning Serum, and Enforce Styling & Finishing Hairspray—delivers everything you need for long-lasting, frizz-free definition.

1. **LIFT & BUILD**

Start with the **High Definition Volumizing Root Lifter** to add lift at the roots and build natural body. This lightweight spray foam creates fullness without stiffness, giving curls a voluminous, flexible base that holds shape all day.

2. **SMOOTH & DEFINE**

Next, apply **Soothing Polish Conditioning Serum** through mid-lengths and ends to smooth frizz, add brilliant shine, and enhance curl definition. Its lightweight formula tames flyaways while nourishing the hair—perfect for soft, touchable texture.

3. **SET & HOLD**

Finish with a mist of **Enforce Working & Finishing Hairspray** for long-lasting, flexible hold. It keeps curls in place without crunch, adds shine, and helps styles stand up to humidity, movement, and more.

From prep to finish, these Scruples curl essentials make styling simple—delivering lift, softness, and hold with zero crunch. It's the effortless way to get polished, perfectly undone curls every time.

William Whatley

WILLIAM WHATLEY
SCRUPLES CREATIVE EDUCATION DIRECTOR



		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		
GEL COLOR SYSTEM	intro unit	229.98	
	creme lowlights 10 shades (60m/net wt 2.05 oz/58.2 g)	8.88	
	swatch book	87.33	
	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		
SPECIALTY COLOR SYSTEM	intro unit	210.93	
	gel colors 7 shades (118 ml/4 oz)	12.23	
	swatch book	112.28	
	URBAN SHOCK Brights		
	intro unit	86.94	
	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	
	URBAN SHOCK		
	direct dye remover	24.90	
	POWER BLONDE Lightening & Toning System		
SPECIALTY COLOR 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)	22.46	
	lightening powder (net wt 800 g/28.2 oz)	41.18	

		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	
	activator (liter)	9.37	
	1 minute stabilizer (250 ml/8.5 oz)	12.17	
	applicator bottle (60 ml/2 oz)	2.12	
PURE OXI DEVELOPERS	swatch book	62.38	
	clear (60m/net wt 2.05 oz/58.2 g)	10.49	
	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

stylist kit

starter kit

salon intro unit

integrity salon collection

SHAMPOO

dry shampoo | fresh finish (7.5 oz/250 ml)

total integrity | ultra rich shampoo (2 oz/60 ml)

total integrity | ultra rich shampoo (12 oz/350 ml)

total integrity | ultra rich shampoo (liter)

moisture bath | replenishing shampoo (12 oz/ 350ml)

moisture bath | replenishing shampoo (liter)

moisture bath | replenishing shampoo (gallon)

structure bath | volumizing shampoo (12 oz/ 350ml)

structure bath | volumizing shampoo (liter)

structure bath | volumizing shampoo (gallon)

renewal | color retention shampoo (12 oz/ 350ml)

renewal | color retention shampoo (liter)

renewal | color retention shampoo (gallon)

platinum shine | toning shampoo (8.5 oz/250 ml)

platinum shine | toning shampoo (liter)

hair clarifier | deep cleansing shampoo (12 oz/ 350ml)

hair clarifier | deep cleansing shampoo (liter)

hair clarifier | deep cleansing shampoo (gallon)

clearet | dandruff & deodorizing shampoo (8.5 oz/250 ml)

clearet | dandruff & deodorizing shampoo (liter)

CONDITION

total integrity | ultra rich conditioner (6.7 oz/195 ml)

moisturex | replenishing conditioner (8.5 oz/250 ml)

moisturex | replenishing conditioner (liter)

ER | emergency repair conditioner (8.5 oz/250 ml)

ER | emergency repair conditioner (liter)

renewal | color retention conditioner (8.5 oz/250 ml)

renewal | color retention conditioner (liter)

renewal | color retention conditioner (gallon)

quickseal | detangling conditioner (8.5 oz/250 ml)

quickseal | detangling conditioner (liter)

quickseal | detangling conditioner (gallon)

quick recovery | leave-in conditioner (6 oz/175 ml)

complete recovery | treatment masque (8 oz/227 g)

complete recovery | treatment masque (net wt 25 oz/710g)

PURIFY

hair clarifier | treatment (8.5 oz/250 ml)

hair clarifier | treatment (liter)

gloss:

renewal | hair therapy polish (2 oz/60 ml)

soothing polish | conditioning serum (3.4 oz/100 ml)

flexible:

texture fix | sea salt spray (8.5 oz/250 ml)

creme parfait | volumizing foam (8.5 oz/250 ml)

twisted | curl defining creme (net wt 5 oz/142 ml)

smooth out | straightening gel (8.5 oz/250 ml)

smooth out | straightening gel (liter)

heat up | styling & finishing thermal spray (8.5 oz/250 ml)

extra firm:

enforce | sculpting glaze (8.5 oz/250 ml)

enforce | sculpting glaze (liter)

enforce | sculpting glaze (gallon)

USA

salon cost

suggested retail

40.77 81.54

183.72

748.44

1,496.88

13.71 27.41

4.67 9.35

13.71 27.41

34.29 68.57

8.72 17.44

16.20 32.40

46.15

8.72 17.44

16.20 32.40

46.15

8.72 17.44

16.20 32.40

46.15

11.84 23.68

23.68 47.36

8.72 17.44

16.20 32.40

46.15

11.84 23.68

23.68 47.36

13.73 27.45

9.37 18.73

20.55 41.10

9.37 18.73

19.03 38.06

9.37 18.73

19.03 38.06

54.90

9.37 18.73

20.55 41.10

59.30 118.59

11.23 22.46

16.22 32.44

36.80 73.60

7.19 14.37

20.60 41.20

11.86 23.72

12.49 24.98

11.86 23.72

10.60 21.21

11.23 22.46

10.60 21.20

29.95 59.90

10.60 21.21

9.37 18.74

24.64 49.28

74.79 149.59

		USA	
		salon cost	suggested retail
CLASSIC COLLECTION	CLASSIC COLLECTION (CONT'D)		
	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
	high definition volumizing & finishing hair spray 2 oz)	4.08	8.17
	high definition volumizing & finishing hair spray (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 (1.24 oz/35 g)	11.23	22.46
	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)		
	enforce working & finishing hair spray (liter)	9.37	18.73
	enforce sculpting glaze (gallon)	74.79	
	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
TEA TREE	refreshing shampoo (2 oz/59 ml)	4.87	9.74
	refreshing shampoo (8 oz/236 ml)	10.67	21.34
	refreshing shampoo (liter)	24.80	49.60
	refreshing conditioner 2 oz/59 ml)	4.87	9.74
	refreshing conditioner (8 oz/236 ml)	10.98	21.96
	refreshing conditioner (liter)	24.80	49.60
	refreshing oil (2 oz/59 ml)	14.73	29.46
	refreshing oil (8 oz/236 ml)	30.55	61.10
	flight pack trio (2 oz/59 ml)	22.51	45.02
BRAZILIAN KERATIN	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
ARGAN	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
BIOTIN ONION	hair repair shampoo (16 oz/473 ml)	8.18	16.36
	hair repair conditioner treatment (16 oz/473 ml)	8.18	16.36
VERBENA	verbena shampoo (16 oz/473 ml)	8.18	16.36
	verbena conditioner (16 oz/473 ml)	8.18	16.36

NEW PRODUCT ANNOUNCEMENTS & PROMOTIONS

LEARN MORE INSIDE



Scruples Professional Salon Products, Inc.
MAIN: 281.872.8030
scrupleshaircare.com



#scruples

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