

# Scruples®

USA CAN

JANUARY • FEBRUARY 2025

**CELEBRATE  
THE NEW YEAR  
IN STYLE**

**ENJOY EXPERT  
ADVICE**

CELEBRITY STYLIST WILLIAM  
WHATLEY REVEALS PRO  
SECRETS TO PERFECT HAIR

**READY TO  
SEE THE  
DIFFERENCE?**

FLIP INSIDE TO EXPLORE  
THE ULTIMATE HANDS-ON  
TRAINING EXPERIENCE.

**A START TO BEAUTIFUL SAVINGS  
RING IN THE YEAR WITH STYLE**

*GREAT DEALS INSIDE—AND YOUR GUIDE TO WINTER-READY HAIR!*



# HAIR CARE JUST GOT A LITER BETTER!



## SELECT LITERS DEAL- \$9.99

**RENEWAL**  
COLOR RETENTION SHAMPOO 144

**MOISTURE BATH**  
REPLENISHING SHAMPOO 104

**STRUCTURE BATH**  
VOLUMIZING SHAMPOO 114

**HAIR CLARIFIER**  
DEEP CLEANSING SHAMPOO 124

Liter- reg. \$16.12 USA salon cost

**RENEWAL**  
COLOR RETENTION CONDITIONER 284

**ER**  
EMERGENCY REPAIR CONDITIONER 294

Liter- reg. \$19.03 USA salon cost

**MOISTUREX**  
REPLENISHING CONDITIONER 204

**QUICKSEAL**  
DETANGLING CONDITIONER 224

Liter- reg. \$20.55 USA salon cost

**\$9.99** USA

**\$13.65** CAN

OVER  
**38%**  
SAVINGS

OVER  
**47%**  
SAVINGS

OVER  
**51%**  
SAVINGS

# FINDING THE RIGHT PRODUCTS FOR EVERY HAIR NEED

FOR ALL HAIR TYPES

## TOTAL INTEGRITY Ultra Rich Shampoo

*Why?* A sulfate-free formula that offers color protection with a rich blend of proteins and hydrating ingredients to nourish all hair types.

FOR DRY, BRITTLE HAIR

## MOISTURE BATH Replenishing Shampoo & MOISTUREX Replenishing Conditioner

*Why?* Enriched with extra moisture-boosting ingredients to improve elasticity and deeply hydrate dry, fragile strands.

FOR LIMP, LIFELESS HAIR

## STRUCTURE BATH Volumizing Shampoo & ER Emergency Repair Conditioner

*Why?* Fortified with proteins that build strength and add structure, bringing body back to flat, lifeless hair.

FOR COLOR PROTECTION

## RENEWAL Color Retention Shampoo & RENEWAL Color Retention Conditioner

*Why?* UV absorbers and silicone conditioners shield color while mica enhances shine, keeping color-treated hair vibrant.

FOR METAL & MINERAL BUILD-UP

## HAIR CLARIFIER Deep Cleansing Shampoo

*Why?* Deep-cleanses to eliminate metals, minerals, and chlorine, restoring hair's natural clarity and shine.

FOR DETANGLING

## QUICKSEAL Detangling Conditioner

*Why?* This lightweight conditioner provides excellent slip, making detangling a breeze and suitable for daily use.

# S.E.E. YOUR SKILLS SOAR:

## Elevate, Innovate, Create

Are you ready to ignite your passion for excellence and propel your career to new heights? The Scruples Encore Education (SEE) Program is your chance to master the latest in hair styling and coloring techniques under the guidance of industry leaders.

Hosted by Bahira Shami, CEO of Scruples, and William Whatley, Creative Education Director, this immersive program delivers an unparalleled learning experience designed to elevate your skills and build your confidence in the craft.

### FIND OUT MORE!

Ready to take your career to the next level? Visit [scrupleshaircare.com](http://scrupleshaircare.com) to explore upcoming dates and secure your spot. Spaces fill fast, so don't wait—your journey to greatness starts here!

**ELEVATE YOUR CRAFT.  
INSPIRE YOUR FUTURE.  
BE PART OF THE S.E.E. PROGRAM.**



## WIN VIP ACCESS

**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!





# START THE NEW YEAR WITH TRUE SAVINGS YOUR 4TH CREME COLOR IS OUR GIFT TO YOU!

Elevate your color services with True Integrity™ Crème Color, a low-ammonia haircolor system that delivers exceptional performance for both permanent and demi-permanent applications. Designed for professionals who demand precision, this system guarantees consistent, rich, and true-to-tone results across every level.

**FIRST-TIME OFFER  
BUY 3 GET 1 FREE**

**TRUE INTEGRITY  
OPALESCENT CREME COLOR**

2.05 oz- reg. value \$35.52 USA salon cost

**\$26.64** USA

**\$36.21** CAN



## STOCK UP TODAY!

Don't miss your chance to experience the ultimate in color accuracy and artistry—True Integrity™ Crème Color makes every formula flawless.

- Flexible Inventory Options:
  - Stock all tubes for full color versatility.
  - Stock selected shades for reduced inventory and customizable mixing options.
- True-to-Tone Precision: Each range is calibrated to deliver consistent level and tone, giving stylists confidence with every application.
- Expert Gray Coverage: Effortlessly conceal grays with a natural, seamless finish.
- Versatile Results: Achieve anything from beautiful, rich shades to bold fashion colors with ease.



# BRIGHTEN UP WINTER WITH A BLONDE BOOST

## FREE GIFT WITH PURCHASE

**POWER BLONDE**  
LIGHTENING POWDER 8634  
800 g

**\$42.16** USA      **\$57.34** CAN

### RECEIVE FREE:

**POWER BLONDE**  
LIGHTENING POWDER 8631  
400 g- reg. \$25.42 USA salon cost



BUY ONE



- Unique triple-protection formula made up of 3 conditioning and emulsifying agents helps condition, soothe and protect hair and scalp
- Dust-free formula mixes beautifully to a creamy consistency that won't dry out
- Offers fast and controlled lightening while maintaining the integrity of hair
- Excellent for both on- and off-the-scalp application technique

**\$25.42**  
value

GET FREE



# BRING THE MAGIC TO YOUR SALON THE ILLUSIONIST INTRO DEAL AWAITS!

## SPECIAL DEAL

### ILLUSIONIST SALON INTRO UNIT 82001

Controlled lift with 10 brilliant highlight selections and amazing base break formulas, ranging from intense reds and coppers to luminous blondes.

reg. \$229.98 USA salon cost

**\$150.00** USA

**\$203.99** CAN



### INCLUDES:

- 8 ILLUSIONIST Shades (60 ml/2.05 oz)
- 1 Accelerator Powder (680 g/24 oz)
- 4 PURE OXI Creme Developers: 10, 20, 30 & 40 Volume (liter)
- 1 NO H2O2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 50-Pack Haircolor Foils (10" x 4")
- 1 Measuring Cup (8 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Tube Key
- 1 ILLUSIONIST Brochure/Wall Chart
- 1 ILLUSIONIST Swatch Book



## DOUBLE THE TEXTURE, HALF THE COST!

### BUY ONE GET ONE FREE

### TEXTURE FUSION PERMANENT TEXTURE 312

Innovative salon service that provides soft texture and loose waves. Formulated with two types of amino acids to give hair permanent texture.

reg. value \$17.76 USA salon cost

**\$8.88** USA

**\$12.07** CAN



## DON'T FORGET THE SPONGES!!

### TEXTURE FUSION SPONGE KIT 9250

Perfect for creative wrap techniques, the center-cut design securely holds hair in place while wrapping. Washable and reusable, they're an eco-friendly, professional must-have for flawless results every time.

**\$6.18** USA

**\$11.23** CAN







**BUY ONE**



**GET FREE**

# ILLUMINATE YOUR LOOK WITH A COMPLIMENTARY BOOST!

## FREE GIFT WITH PURCHASE

**ILLUSIONIST  
BRILLIANT CREME HIGHLIGHTS**  
2.05 oz - reg. \$8.88 USA salon cost

**\$8.88** USA                      **\$12.07** CAN

**RECEIVE FREE:**  
**ILLUSIONIST  
ACCELERATOR POWDER PACKET 8235**

Illusionist Accelerator Powder allows the colourist to determine the precise amount of hair colour lift achieved based on the amount of powder use.  
.35 oz - reg. \$1.41 USA salon cost

From intense reds and coppers to soft blondes, Illusionist Brilliant Creme Highlights offer a full spectrum of highlighting perfection. Enriched with a super-charged blend of conditioning acacia flower, antioxidant-rich açai berry and moisturizing aloe vera, this system leaves hair so healthy you won't believe your eyes.

**SHADES:**

- 4RV Crimson (red-violet base)
- 4R Scarlet (red base)
- 5CR Firestorm (copper-red base)
- 5CO Burning Ambition (copper-orange base)
- 6AN Spiced Rum (ash neutral base)
- 7GN Gold Coast (gold neutral base)
- 7N Candlelight (neutral base)
- 8AN Sandstorm (ash neutral base)
- 8N Spotlight (neutral base)
- 9AV Bombshell (ash-violet base)





BEFORE



AFTER



# START THE NEW YEAR FRESH STOCK UP ON DRY SHAMPOO

## SPECIAL DEAL

### DRY SHAMPOO FRESH FINISH 182

A game-changing dry spray that absorbs excess oil without a trace, leaving hair refreshed, vibrant, and full of life. Packed with antioxidants, it conditions and revitalizes strands while keeping your look flawless—no dullness, no residue, just effortlessly beautiful hair.

7.5 oz—reg. \$13.71 USA salon cost

**\$7.99** USA

**\$10.87** CAN

OVER  
**41%**  
SAVINGS



# WINTER HAIR WARRIORS

## PROTECT, VOLUMIZE, SHINE

**25% OFF**

### QUICK RECOVERY LEAVE-IN CONDITIONER 2335

Detangle, protect, and shine—all in one spray! Instantly condition, repair damage, and control frizz for vibrant, healthy-looking hair.

6 oz – reg. \$11.23 USA salon cost

**\$8.43** USA **\$11.46** CAN

### HIGH DEFINITION VOLUMIZING MOUSSE 568

Get bouncy, full-bodied hair with lightweight hold and zero stiffness. Perfect for round-brushing or heat styling, it delivers soft, flexible hold and effortless slip for a flawless finish.

reg. value \$14.98 USA salon cost

**\$11.24** USA **\$15.29** CAN

### SILK SERUM SMOOTH & SHINE

With silk serum, hair will steal the spotlight. Get rid of frizz, tame your tresses and create blinding shine with this smoothing formula!

2075 3 oz – reg. \$12.49 USA salon cost

**\$9.37** USA **\$12.74** CAN

2076 6 oz – reg. value \$17.79 USA salon cost

**\$13.34** USA **\$18.15** CAN

2077 12 oz – reg. value \$30.55 USA salon cost

**\$22.91** USA **\$31.16** CAN

**25%  
SAVINGS**



**PRO TIP:**  
Start with a small amount of SILK SERUM and add as needed for desired results







# A CELEBRITY STYLIST'S GUIDE TO PERFECT HAIR

With winter here, it's crucial to adapt our hair care routines to cope with the harsh weather. Here are my top picks from Scruples to help you protect your clients' hair and achieve remarkable results in your salon:

## 1. QUICK RECOVERY LEAVE-IN CONDITIONER

Start by applying Quick Recovery Leave-In Conditioner to towel-dried hair from roots to ends. This product is essential for shielding the hair from thermal damage while simultaneously repairing and smoothing it.

It's perfect for enhancing shine and an excellent daily use product I recommend for your clients during the colder months.

## 2. HIGH DEFINITION VOLUMIZING MOUSSE

For volume that lasts, use High Definition Volumizing Mousse. Apply it from the scalp to the ends and comb through to distribute evenly. This mousse prevents the usual winter hair flattening by providing a full, soft body without crunchiness, ideal for any hair texture.

## 3. SILK SERUM SMOOTH & SHINE

Finish the style with Silk Serum. Apply a small amount evenly from root to end. This product smooths, detangles, and adds a noticeable gloss for healthier-looking hair.

It's an excellent final touch for daily styling, especially useful for combating static and dryness during winter.

As stylists, these products will not only enhance your salon services but are also excellent additions to your retail lineup to ensure your clients' hair stays healthy and beautiful, no matter the weather.

WILLIAM WHATLEY  
SCRUPLES EDUCATION DIRECTOR





	USA		CAN	
	salon cost	suggested retail	salon cost	suggested retail
<b>CREME COLOR SYSTEM</b>	<b>TRUE INTEGRITY Opalescent Creme Colour</b>			
	starter kit	134.73		183.23
	mixing intro unit	427.24		581.04
	complete intro unit	815.13		1,108.57
	creme color   87 shades (60m/net wt 2.05 oz/58.2 g)	8.88		12.07
	intensifiers   6 colors (60m/net wt 2.05 oz/58.2 g)	8.86		12.04
	conceal   levels 3-6 & levels 7-10 (60m/net wt 2.05 oz/58.2 g)	8.88		12.07
	clear (60m/net wt 2.05 oz/58.2 g)	8.88		8.86
	creme booster (60m/net wt 2.05 oz/58.2 g)	8.86		12.04
	swatch book	143.46		195.11
	<b>ILLUSIONIST Brilliant Creme Highlight</b>			
	intro unit	229.98		312.78
	creme highlights   8 shades (60m/net wt 2.05 oz/58.2 g)	8.88		12.07
	illusionist   accelerator powder packet (10 g/.35 oz oz)	8.50		11.56
	illusionist   accelerator powder (680 g/24 oz)	43.04		58.54
	swatch book	87.32		118.76
	<b>HYPNOTIC Single-Step Creme Lowlights</b>			
intro unit	229.98		312.78	
creme lowlights   10 shades (60m/net wt 2.05 oz/58.2 g)	8.88		12.07	
swatch book	87.33		118.77	
<b>GEL COLOR SYSTEM</b>	<b>HIGH DEFINITION   Custom Mixing Gel Color System</b>			
	intro unit	352.45		479.34
	gel colors   11 shades (118 ml/4 oz)	12.23		16.64
	LIFT   for ultra light blondes (118 ml/4 oz)	12.23		16.64
	intensifiers   2 shades (29.6 ml/1 oz)	8.86		12.04
	swatch book	146.69		199.50
	<b>BLAZING HIGHLIGHTS Toner Infused Gel Color System</b>			
	intro unit	210.93		286.86
	gel colors   5 shades (118 ml/4 oz)	12.23		16.64
	oil lightener   (236 ml/8 oz)	17.04		23.18
	blue oil lightener   (118 ml/4 oz)	10.62		14.45
	blue oil lightener   (237ml/8oz)	15.45		21.02
	x-tra light booster   concentrate (net wt 454 g/ 16oz)	33.28		45.27
	swatch book	112.28		152.70
	<b>SHADOW LOWLIGHTS Filler Infused Gel Color System</b>			
	intro unit	210.93		286.86
	gel colors   7 shades (118 ml/4 oz)	12.23		16.64
swatch book	112.28		152.70	
<b>SPECIALTY COLOR SYSTEM</b>	<b>URBAN SHOCK Brights</b>			
	intro unit	86.94		118.24
	haircolor   7 shades (90 ml/3.04 oz)	8.86		12.04
	clear mixer   strong hold finishing spray (90 ml/3.04 oz)	8.86		12.04
	swatch ring	62.38		84.84
	<b>URBAN SHOCK Color Craze</b>			
	intro unit	88.46		120.31
	haircolor   8 shades (75 ml/2.5 oz)	7.82		10.63
	pastel mixer   (250 ml/8.5 oz)	9.37		12.74
	swatch ring	62.38		84.84
<b>SPECIALTY COLOR SYSTEM</b>	<b>URBAN SHOCK</b>			
	direct dye remover	24.90		33.86
	<b>POWER BLONDE Lightening &amp; Toning System</b>			
	intro unit	136.02		184.99
	balayage   clay lightener kit	36.76		49.99
	balayage   clay lightener (net wt 454 g/16 oz)	33.70		45.83
	9+   lightener powder (net wt 300 g/10.6 oz)	22.46		30.55
9+   lightener powder (net wt 650 g/22.93 oz)	41.18		56.00	
lightening powder   (net wt 400 g/14.1 oz)	27.45		37.33	
lightening powder   (net wt 800 g/28.2 oz)	45.54		61.93	

	USA		CAN		
	salon cost	suggested retail	salon cost	suggested retail	
SPECIALTY COLOR SYSTEM	conditioning gel toner   8 shades (60 ml/net wt 2.05 oz)	8.86		12.04	
	power blonde   enhancing shampoo (8.5 oz/250 ml)	13.12	26.24	17.84	35.68
	power blonde   enhancing conditioner (8.5 oz/250 ml)	13.12	26.24	17.84	35.68
	swatch ring	31.18		42.41	
	<b>MENZ 5 Minute Haircolor</b>				
	intro unit	142.89		194.34	
	haircolor   9 shades (60 ml/2 oz)	10.49		14.26	
	activator   (liter)	9.37		12.74	
	1 minute stabilizer   (250 ml/8.5 oz)	12.17		16.56	
	applicator bottle   (60 ml/2 oz)	2.12		2.88	
	swatch book	62.38		84.84	
	clear (60m/net wt 2.05 oz/58.2 g)	10.49		14.26	
	demi-permanent liquid   developer (liter)	9.05		12.31	
	10 volume clear   developer (liter)	7.19		9.77	
	PURE OXI DEVELOPERS	20 volume clear   developer (liter)	7.19		9.77
demi-permanent creme   developer (liter)		10.92		14.85	
10 volume creme   developer (liter)		9.05		12.31	
20 volume creme   developer (liter)		9.05		12.31	
30 volume creme   developer (liter)		10.92		14.85	
40 volume creme   developer (liter)		10.92		14.85	
PBX   bond builder (4 oz/118 ml)		93.51		127.17	
color delete   permanent haircolor remover (net wt 4 oz/113.4g)		24.90		33.86	
color whip   haircolor thickener (250 ml/8.5 oz)		6.87		9.35	
color whip   haircolor thickener (liter)		17.16		23.34	
color away   haircolor stain remover (250 ml/8 oz)		6.87		9.35	
NO H2O2   no peroxide (250 ml/8.5 oz)		7.19		9.77	
NO H2O2   no peroxide (liter)		29.63		40.30	
NO H2O2   no peroxide (gallon)		59.26		80.60	
HAIRCOLOR ACCESSORIES		two-sided mixing bowl	8.42		11.46
	balayage board	6.24		8.49	
	applicator brush   black or silver	1.63		2.22	
	color tool	3.00		4.09	
	applicator bottle	2.63		3.58	
	measuring cup	1.63		2.22	
	400-pack   haircolor foils (10" x 4")	18.10		24.62	
	400-pack   haircolor jumbo foils (10" x 6")	25.90		35.22	
	200-pack   color papers (10" x 5")	25.90		35.22	
	scruples stylist color apron	22.46		30.55	
	scruples all-purpose cape	21.91		29.80	
	tube key	2.63		3.58	
	texture fusion	8.88		12.08	
	texture fusion   kit	11.23		15.28	
	TEXTURE & PERMS	<b>PERMS</b>			
effects   buffered perm system (normal)		5.50		7.48	
renewal   conditioning perm (normal or tinted)		5.48		7.45	
centura   perm system					
1 - acid-balanced perm		8.11		11.03	
2 - non-thio perm		8.11		11.03	
3 - buffered alkaline perm	8.11		11.03		
SPECIALTY COLOR SYSTEM	<b>COLOR ART FRESH</b>				
	salon into   kit	270.81		368.29	
	salon starter   kit	95.24		129.52	
	try me   kit	21.76		29.59	
	haircolor   36 shades (90ml/2 oz)	6.71		9.13	
	clear   (473 ml/16 oz)	25.52		34.71	
	activator   (90ml/2 oz)	2.35		3.18	
	activator   (473 ml/16 oz)	3.46		4.68	
	activator   (liter/33.8 oz)	6.43		8.75	
	swatchbook	55.96		76.11	



#### INTRO UNITS

	USA		CAN	
	salon cost	suggested retail	salon cost	suggested retail
stylist kit	40.77	81.54	55.44	110.88
starter kit	183.72		249.86	
salon intro unit	748.44		1,017.88	
integrity salon collection	1,496.88		2,035.76	

#### SHAMPOO

dry shampoo   fresh finish (7.5 oz/250 ml)	13.71	27.41	18.64	37.28
total integrity   ultra rich shampoo (2 oz/60 ml)	4.67	9.35	6.36	12.71
total integrity   ultra rich shampoo (12 oz/350 ml)	13.71	27.41	18.64	37.28
total integrity   ultra rich shampoo (liter)	34.29	68.57	46.63	93.26
moisture bath   replenishing shampoo (12 oz/ 350ml)	8.72	17.44	11.86	23.71
moisture bath   replenishing shampoo (liter)	16.20	32.40	22.03	44.06
moisture bath   replenishing shampoo (gallon)	46.15		62.76	
structure bath   volumizing shampoo (12 oz/ 350ml)	8.72	17.44	11.86	23.71
structure bath   volumizing shampoo (liter)	16.20	32.40	22.03	44.06
structure bath   volumizing shampoo (gallon)	46.15		62.76	
renewal   color retention shampoo (12 oz/ 350ml)	8.72	17.44	11.86	23.71
renewal   color retention shampoo (liter)	16.20	32.40	22.03	44.06
renewal   color retention shampoo (gallon)	46.15		62.76	
platinum shine   toning shampoo (8.5 oz/250 ml)	11.84	23.68	16.10	32.21
platinum shine   toning shampoo (liter)	23.68	47.36	32.21	64.41
hair clarifier   deep cleansing shampoo (12 oz/ 350ml)	8.72	17.44	11.86	23.71
hair clarifier   deep cleansing shampoo (liter)	16.20	32.40	22.03	44.06
hair clarifier   deep cleansing shampoo (gallon)	46.15		62.76	
clearet   dandruff & deodorizing shampoo (8.5 oz/250 ml)	11.84	23.68	16.10	32.21
clearet   dandruff & deodorizing shampoo (liter)	23.68	47.36	32.21	64.41

#### CONDITION

total integrity   ultra rich conditioner (6.7 oz/195 ml)	13.73	27.45	18.67	37.33
moisturex   replenishing conditioner (8.5 oz/250 ml)	9.37	18.73	12.74	25.48
moisturex   replenishing conditioner (liter)	20.55	41.10	27.95	55.89
ER   emergency repair conditioner (8.5 oz/250 ml)	9.37	18.73	12.74	25.48
ER   emergency repair conditioner (liter)	19.03	38.06	25.88	51.76
renewal   color retention conditioner (8.5 oz/250 ml)	9.37	18.73	12.74	25.48
renewal   color retention conditioner (liter)	19.03	38.06	25.88	51.76
renewal   color retention conditioner (gallon)	54.90		74.67	
quickseal   detangling conditioner (8.5 oz/250 ml)	9.37	18.73	12.74	25.48
quickseal   detangling conditioner (liter)	20.55	41.10	27.95	55.89
quickseal   detangling conditioner (gallon)	59.30		80.64	
quick recovery   leave-in conditioner (6 oz/175 ml)	11.23	22.46	15.28	30.55
complete recovery   treatment masque (8 oz/227 g)	16.22	32.44	22.06	44.12
complete recovery   treatment masque (net wt 25 oz/710g)	36.80	73.60	50.05	100.09

#### PURIFY

hair clarifier   treatment (8.5 oz/250 ml)	7.19	14.37	9.77	19.55
hair clarifier   treatment (liter)	20.60	41.20	28.01	56.03

#### STYLE

##### style primer:

blow dry spray   save time & protect (6.6 oz/195 ml)	11.23	22.46	15.28	30.55
design base   bb creme for hair (2.5 oz/71 g)	12.49	24.98	16.98	33.97
gloss:				
renewal   hair therapy polish (2 oz/60 ml)	11.86	23.72	16.13	32.26
soothing polish   conditioning serum (3.4 oz/100 ml)	12.49	24.98	16.98	33.97
flexible:				
texture fix   sea salt spray (8.5 oz/250 ml)	11.86	23.72	16.13	32.26
silk control   blow dry elixir (5 oz/148 ml)	11.86	23.72	16.13	32.26
creme parfait   volumizing foam (8.5 oz/250 ml)	10.60	21.21	14.42	28.84
dual design   gel/ wax (net wt 4oz/114 ml)	11.23	22.46	15.28	30.55
twisted   curl defining creme (net wt 5 oz/142 ml)	11.23	22.46	15.28	30.55
smooth out   straightening gel (8.5 oz/250 ml)	12.27	24.55	16.69	33.38
smooth out   straightening gel (liter)	33.64	67.27	45.75	91.49



CLASSIC COLLECTION

TEA TREE

BRAZILIAN KERATIN

ARGAN

### CLASSIC COLLECTION (CONT'D)

	USA		CAN	
	salon cost	suggested retail	salon cost	suggested retail
<b>heat up</b>   styling & finishing thermal spray (8.5 oz/250 ml)	10.60	21.21	14.42	28.84
<b>extra firm:</b>				
<b>direct volume</b>   root lifter (8.5 oz/250 ml)	10.60	21.21	14.42	28.84
<b>enforce</b>   sculpting glaze (8.5 oz/250 ml)	10.91	21.82	14.84	29.67
<b>enforce</b>   sculpting glaze (liter)	28.64	57.27	38.95	77.89
<b>enforce</b>   sculpting glaze (gallon)	109.09		148.36	
<b>high impact</b>   styling gel (6 oz/178 ml)	9.37	18.73	12.74	25.48
<b>FINISH</b>				
<b>volumizing:</b>				
<b>high definition</b>   volumizing mousse (2 oz)	4.08	8.17	5.55	11.11
<b>high definition</b>   volumizing mousse (10.6 oz/315 ml)	14.98	29.97	20.38	40.75
<b>high definition</b>   volumizing root lifter (2 oz)	4.08	8.17	5.55	11.11
<b>high definition</b>   volumizing root lifter (10.6 oz/315 ml)	14.98	29.97	20.38	40.75
<b>high definition</b>   volumizing & finishing hair spray (2 oz)	4.08	8.17	5.55	11.11
<b>high definition</b>   volumizing & finishing hair spray (10.6 oz/315 ml)	14.98	29.97	20.38	40.75
<b>gloss:</b>				
<b>hypershine</b>   repair spray (4.2 oz/125 ml)	12.49	24.98	16.98	33.97
<b>pearl finish</b>   humectant pomade (1.24 oz/35 g)	11.23	22.46	15.28	30.55
<b>silk serum</b>   smooth & shine (3 oz/89 ml)	12.49	24.98	16.98	33.97
<b>silk serum</b>   smooth & shine (6 oz/177 ml)	17.79	35.58	24.20	48.39
<b>silk serum</b>   smooth & shine (12 oz/355 ml)	30.55	61.11	41.55	83.11
<b>firm:</b>				
<b>texturizing paste</b>   sculpt & clean (3.5 oz/100 g)	12.71	25.42	17.28	34.57
<b>enforce</b>   working & finishing hair spray (8.5 oz/250 ml)	9.37	18.73	12.74	25.48
<b>enforce</b>   working & finishing hair spray (liter)	24.96	49.92	33.94	67.88
<b>high definition</b>   hair spray (net wt 1.5oz/50 ml)	4.87	9.74	6.62	13.25
<b>high definition</b>   hair spray (net wt 10.6oz/350 ml)	11.86	23.72	16.13	32.26
<b>extra firm:</b>				
<b>rock hard</b>   finishing spray (10.6oz/350 ml)	11.86	23.72	16.13	32.26
<b>pumps:</b>				
<b>liter pump</b>	1.75	3.50	2.38	4.75
<b>gallon pump</b>	4.38		5.96	
<b>accessories:</b>				
<b>scruples water bottle</b>	9.05		12.31	
<b>scruples window decal</b>	2.20		2.99	
<b>retail product bag</b>	.33		.45	
<b>INTEGRITY TOOLS</b>				
<b>integrity tools</b>   blow dryer	39.50	79.00	53.72	107.44
<b>integrity tools</b>   multi-use styler	39.50	79.00	53.72	107.44
<b>integrity tools</b>   flat iron	39.50	79.00	53.72	107.44
<b>refreshing</b>   shampoo (2 oz/59 ml)	4.87	9.74	6.63	13.26
<b>refreshing</b>   shampoo (8 oz/236 ml)	10.67	21.34	14.51	29.02
<b>refreshing</b>   shampoo (liter)	24.80	49.60	33.73	67.46
<b>refreshing</b>   conditioner (2 oz/59 ml)	4.87	9.74	6.63	13.26
<b>refreshing</b>   conditioner (8 oz/236 ml)	10.98	21.96	14.27	28.54
<b>refreshing</b>   conditioner (liter)	24.80	49.60	33.73	67.46
<b>refreshing</b>   oil (2 oz/59 ml)	14.73	29.46	19.15	38.30
<b>refreshing</b>   oil (8 oz/236 ml)	30.55	61.10	39.72	79.44
<b>flight pack</b>   trio (2 oz/59 ml)	22.50	45.00	29.25	58.50
<b>smoothing</b>   shampoo (10 oz/295 ml)	10.67	21.34	14.51	29.02
<b>smoothing</b>   conditioner (10 oz/295 ml)	10.98	21.96	14.94	29.88
<b>smoothing</b>   oil (2 oz/59 ml)	14.73	29.46	20.03	40.06
<b>nourishing</b>   shampoo (10 oz/295 ml)	10.67	21.34	14.51	29.02
<b>nourishing</b>   conditioner (10 oz/295 ml)	10.98	21.96	14.94	29.88
<b>nourishing</b>   oil (2 oz/59 ml)	14.73	29.46	20.03	40.06



NEW PRODUCT ANNOUNCEMENTS & PROMOTIONS

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