

ELEVATE YOUR CRAFT

AT AN UNBEATABLE PRICE!

- All tools feature a color preserve indicator, prompting stylists to set the tool at a lower temperature, which helps protect color and reduce heat damage.
- Lightweight & designed with titaniuminfused ceramic.
- Digitally designed with the latest in ion and infrared technology.
- Makes a statement on every station with a pop of chromatic red.
- 11 foot cord for easy in-salon and at home use

\$79.99 SPECIAL DEAL

INTEGRITY TOOLS
DRYER 9240

INTEGRITY TOOLS
FLAT IRON 9241

INTEGRITY TOOLS
MULTI-USE STYLER 9242

reg. \$130.35 USA salon cost

\$79.99 USA

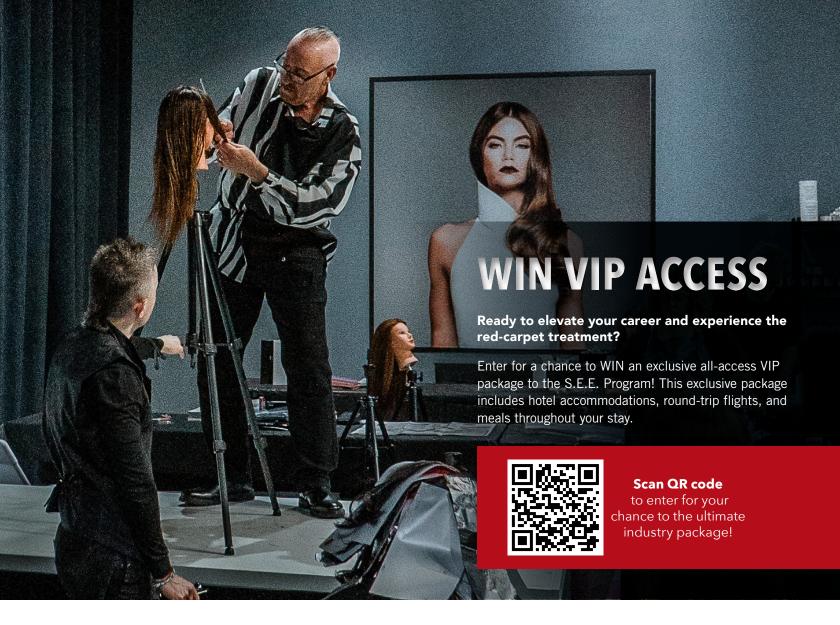








some promotions may be subject to availability



THE FUTURE OF HAIR EDUCATION:

Why You Can't Miss S.E.E. 2025 Education is the heartbeat of innovation in the beauty industry. Staying ahead means embracing change, mastering new techniques, and continuously evolving your craft. That's why Scruples Encore Education (S.E.E.) isn't just another event—it's a transformational experience for salon professionals.

From mastering cutting-edge coloring techniques to refining precision cutting and styling, attendees will walk away with the skills to elevate their business and their confidence behind the chair. Whether you're a seasoned professional or an up-and-coming stylist, Scruples Encore Education offers a rare opportunity to learn, grow, and transform your approach to hairdressing. With limited spots available, this is your chance to be part of something truly extraordinary.

Join us for the next event on **May 3-5, 2025**, to elevate your skills, ignite your creativity, and connect with likeminded professionals. Don't miss out!

SPRING INTO SUPERIOR RESULTS

MUST-HAVE DEALS ON COLOR ART FRESH

Color Art Fresh is an all-in-one, multi-use liquid color system that combines the best in glossing, toning, and gray coverage to instantly enhance one's natural radiance with gorgeous, glowing color and a fresh, flawless finish. Our PPD and ammonia-free formula is infused with a light-reflecting and hydrating blend of lavender extract, lotus flower root, mango butter and Scruples own Protective Barrier Complex (PBX)

\$150 SPECIAL DEAL

COLOR ART FRESH

INTRO KIT 6650 reg. \$270.81 USA salon cost

\$150.00 USA

INCLUDES:

- 35 Hair Colors 2 oz
- 1 Clear 16oz
- 1 Activator Liter
- 1 Swatch Book
- 1 Scruples Applicator Brush
- 1 2-Sided Mixing Bowl
- Brochure/Wall Chart





\$74.99 SPECIAL DEAL

COLOR ART FRESH

STARTER KIT 6652

reg. \$95.24 USA salon cost

\$74.99 USA

INCLUDES:

- 12 Hair Colors 2 oz
- 1 Clear 16 oz
- 1 Activator 16 oz
- 1 Scruples Applicator Brush
- 1 2-Sided Mixing Bowl
- Brochure/Wall Chart

COLOR YOUR SPRING-

BUY 4 COLORS, GET A FREE 16OZ ACTIVATOR!

BUY 4 COLORS GET A FREE GIFT

COLOR ART FRESH

HAIRCOLOR

2 oz./59 ml- reg. value for 4 color and 16 oz. activator \$30.33 USA salon cost

\$26.86 USA

RECIEVE FREE:

COLOR ART FRESH

ACTIVATOR 880

BUY FOUR



GET FREE

INFUSED WITH THE BEST IN ESSENTIAL, GOOD-FOR-YOU INGREDIENTS:

LOTUS FLOWER ROOT

BLOOM INTO BEAUTY

When used in haircolor, it enhances natural shine, conditions and infuses strength and elasticity into each strand.

MANGO BUTTER

MEANINGFUL MOISTURE

Mango butter helps protect hair from harmful environmental factors, provides intense hydration and leaves hair looking naturally radiant.

LAVENDER

SOOTHE + SHINE

Lavender aids in soothing the scalp and helps to remove product build-up.

PBX

GUARD YOUR GLAM

Protective Barrier Complex (PBX) surrounds and shields the dye molecule during application for seamless color saturation.

BRIGHTEN & MAINTAIN

MORE BLONDE-POWER FOR LESS

BUY CONDITIONER GET FREE SHAMPOO

POWER BLONDE

CONDITIONER 2032

Sulfate-free shampoo specially designed to preserve and enhance blonde tones. Gentle formula can be used daily for dark blondes, weekly for light to platinum blondes.

8.5 Oz.- reg. value \$26.24 USA salon cost

\$13.12 USA

RECIEVE FREE:

POWER BLONDE

SHAMPOO 132

Sulfate-free shampoo specially designed to preserve and enhance blonde tones. Gentle formula can be used daily for dark blondes, weekly for light to platinum blondes.







INTRODUCING

BAHIRA COLOR CRAZE

Beauty's first all inclusive lash line.
BAHIRA Color Craze is redefining lash artistry with vibrant hues designed for everyone.
Our vegan, handmade, and faux mink lashes celebrate self-expression, offering a bold, playful twist on classic beauty. Whether you're matching your mood, your hair, or your creativity, these lashes are made to stand out.

BA3001 - Bebesita- reg. \$7.33 USA salon cost





BRIGHTEN UP FOR SPRING

ACHIEVE NINE LEVELS OF LIFT!

40% OFF

POWER BLONDE 9+ LIGHTENING POWDER

This dust-free formula lightens up to 9 levels and beyond for platinum perfection, and is fortified with a Hydra-Protein Bond Protector $^{\text{TM}}$ that helps strengthen and maintain existing cortex bonds in both natural and color-treated hair.

 $8638 - 10.6 \,\, \text{OZ.-} \,\, \text{reg.} \,\, \$22.46 \,\, \text{USA salon cost}$

\$13.48 USA

8639 – 22.9 OZ.- reg. \$41.18 USA salon cost

\$24.71 USA



STRONGER BONDS, FRESH SPRITZ

DON'T MIST THIS OPPORTUNITY

FREE GIFT WITH PURCHASE

PBX

BOND BUILDER 854

PBX® Bond Builder is a single step additive for use in all chemical services to protect, repair and maintain hair health

4 oz

\$93.51 USA

RECIEVE FREE:

STYLIST

CONTINUOUS SPRAY MISTER 9507-25



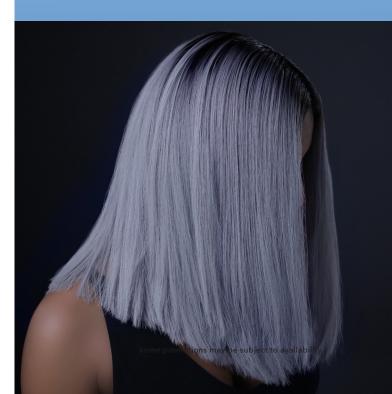
Strengthen, Repair & Protect - Instantly!

Give hair the ultimate repair boost with this instant bond-building leave-in treatment. Designed to reinforce and rebuild broken bonds, this lightweight formula helps reverse the damage caused by chemical services, heat styling, and environmental stressors.

Hair becomes stronger, smoother, and healthier with every use—without any heavy buildup.

Instant Bond-Building Repair Leave-In Treatment Formula

Mix 4 caps of PBX Bond Builder with 6 to 8 oz of distilled water in the Scruples Water Bottle. Shake well to create an instant leave-in bondbuilding repair treatment.



A LIFT IN THE RIGHT DIRECTION STOCK UP ON CRÈME DEVELOPER!

UPTO 31% SAVINGS

scrupleshaircare.com 2025

\$7.50 SPECIAL DEAL

PURE OXI 10 VOLUME CREME DEVELOPER 875

PURE OXI 20 VOLUME CREME DEVELOPER 874 Liter - reg. \$9.05 USA salon cost

PURE OXI 30 VOLUME CREME DEVELOPER 876

PURE OXI 40 VOLUME CREME DEVELOPER 877

PURE OXI DEMI-PERMANENT CREME DEVELOPER 878

The Secret to Perfect Color?

Liter - reg. \$10.92 USA salon cost

some promotions may be subject to availability

\$7.50 EA. USA







STRAIGHT FROM THE SCRUPLES RUNWAY

NOW AT AN EXCLUSIVE PRICE

PEARL FINISH

HUMECTANT POMADE 5312

Perfect for all hair types, Pearl Finish™ offers soft, flexible styling memory to shape, control frizz, or achieve a glossy look. The unique humectant formula not only adds shine but also moisturizes, ensuring a healthy appearance.

2 OZ - reg. \$15.45 USA salon cost

\$11.59 USA

25% OFF

HEAT UP

THERMAL SPRAY 4322

HEAT UP's heat-activated and water soluble formula protects hair from the environment and thermal styling, while delivering maximum style retention, volume and incredible shine.

 $8.5\,$ OZ - reg. $$10.60\,$ USA salon cost

\$7.95 USA

ENFORCE

WORKING & FINISHING SPRAY

Multipurpose spray for working, styling and finishing--Adds volume, control and hold Use for working, styling and finishing Great in wet or dry hair.

8.5 OZ – reg. \$9.37 USA salon cost

\$7.03 USA

402



When it comes to creating flawless, long-lasting styles, the right products make all the difference. Whether you're crafting sleek waves, voluminous curls, or a polished updo, Scruples' Heat Up Thermal Spray, Pearl Finish Pomade, and Enforce Working Hairspray provide the perfect foundation.

1. PROTECT & PREP

Before touching a curling iron, flat iron, or blow dryer, start with Heat Up Thermal Spray. This lightweight formula creates a protective barrier against heat while enhancing shine and softness.

2. **DEFINE & POLISH**

Once your hair is styled, it's time to refine and add shine, definition, and separation with Pearl Finish Pomade. This lightweight formula provides a flexible hold with a pearlized sheen, perfect for smoothing flyaways, accentuating curls, or enhancing texture

3. LOCK IT IN

The final step? Setting the style with Enforce Working Hairspray. This flexible, humidity-resistant formula provides the perfect balance of hold and movement–keeping hair in place without feeling stiff. With the right products and pro techniques, achieving polished, long-lasting styles is easier than ever. Scruples Heat Up Thermal Spray shields hair from heat damage, Pearl Finish Pomade adds definition and shine, and Enforce Working Hairspray ensures flexible, all-day hold. By incorporating these essentials into your routine, you can create effortlessly stunning looks that are sleek, strong, and salon-worthy. So go ahead, style with confidence, and let your hair shine!



CREME COLOR SYSTEM

GEL COLOR SYSTEM

SPECIALTY COLOR SYSTEM

SPECIALTY COLOR SYSTEM

TRUE INTEGRITY Opalescent Creme Colour starter kit 1947 1		USA
TRUE INTEGRITY Opalescent Creme Colour starter kit 134.73 mixing intro unit 427.74 complete intro unit 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [levels 3-6 & levels-7-10 (shm/met wt 2.05 ou/58.2 g) 8.88 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.50 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.50 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.50 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.88 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator powder packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator packet (10 g/ 3.0 oc) 8.89 conceal [lusionist] accelerator pa		
intro unit complete intro	TRUE INTEGRITY Opalescent Creme Colour	
Complete intro unit	starter kit	134.73
Second Color 87 shades (60m/net wt 2.05 out/58.2 g)	mixing intro unit	427.24
Intensifiers 6 colors (norm/ret wt 2.05 ox/58.2 g)	complete intro unit	815.13
Conceal Iseels 3-6 & Iseels7-10 (00m/net wt 2.05 ca/58.2 g)	creme color 87 shades (60m/net wt 2.05 oz/58.2 g)	8.88
Clear (Com/mort vs. 2.05 au/28.2 g)	intensifiers 6 colors (60m/net wt 2.05 oz/58.2 g)	8.86
Second	conceal levels 3-6 & levels7-10 (60m/net wt 2.05 oz/58.2 g)	8.88
swatch book 143.46	clear (60m/net wt 2.05 oz/58.2 g)	8.88
ILLUSONIST Brilliant Creme Highlight	creme booster (60m/net wt 2.05 oz/58.2 g)	8.86
intro unit creme highlights 8 shades (60m/net vst 2.05 oz/58.2 g)	swatch book	143.46
Cerem Enighlights 8 shades (60m/net wt 2.05 oz/58.2 g)	ILLUSIONIST Brilliant Creme Highlight	
Illusionist accelerator powder packet (10 g/35 oz oz) 8.50 Illusionist accelerator powder (680 g/36 oz) 4304 43	intro unit	229.98
Illusionist accelerator powder (680 g/24 oz)	creme highlights 8 shades (60m/net wt 2.05 oz/58.2 g)	8.88
swatch book HYPNOTIC Single-Step Creme Lowlights intro unit creme lowlights 10 shades (60m/net wt 2.05 coz/58.2 g)	illusionist accelerator powder packet (10 g/.35 oz oz)	8.50
HYPNOTIC Single-Step Creme Lowlights	illusionist accelerator powder (680 g/24 oz)	43.04
intro unit	swatch book	87.32
Creme lowlights 10 shades (60m/net wt 2.05 oz/58.2 g) 8.88	HYPNOTIC Single-Step Creme Lowlights	
### STATE	intro unit	229.98
HIGH DEFINITION Custom Mixing Gel Color System 352.45 352.45 352.45 362 12.23 14.669 14.6	creme lowlights 10 shades (60m/net wt 2.05 oz/58.2 g)	8.88
Intro unit gel colors 11 shades (118 ml/4 oz) 12.23	swatch book	87.33
Section 11 shades (118 ml/4 oz) 12.23 12.23 12.23 12.23 12.23 12.23 12.23 12.23 12.23 12.23 12.23 12.23 14.669 14.6	HIGH DEFINITION Custom Mixing Gel Color System	
LIFT for ultra light blondes (118 ml/4 oz) 12.23 intensifiers 2 shades (29.6 ml/1 oz) 8.86 8.	intro unit	352.45
intensifiers 2 shades (29.6 ml/1 oz)	gel colors 11 shades (118 ml/4 oz)	12.23
Swatch book 146.69	LIFT for ultra light blondes (118 ml/4 oz)	12.23
BLAZING HIGHLIGHTS Toner Infused Gel Color System 210.93 210	intensifiers 2 shades (29.6 ml/1 oz)	8.86
intro unit gel colors 5 shades (118 ml/4 oz) gel colors 5 shades (118 ml/4 oz) 112.23 oil lightener (236 ml/8 oz) 110.62 blue oil lightener (118 ml/4 oz) 10.62 blue oil lightener (1237ml/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) 112.23 swatch book 112.28 URBAN SHOCK Brights intro unit 86.94 haircolor 7 shades (90 ml/3.04 oz) clear mixer strong hold finishing spray (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (90 ml/3.04 oz) 17.82 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) swatch ring 24.90 POWER BLONDE Lightening & Toning System intro unit 136.02 balayage clay lightener kit 53.76 balayage clay lightener cent wt 454 g/16 oz) 9.4 lightener powder (net wt 450 g/12.93 oz) 9.4 lightener powder (net wt 450 g/12.93 oz) 9.4 lightener powder (net wt 465 g/12.93 oz) 9.4 lightener powder (net wt 465 g/12.93 oz) 9.4 lightener powder (net wt 465 g/12.93 oz) 17.85 lightening powder (net wt 460 g/14.1 oz) 27.45	swatch book	146.69
gel colors 5 shades (118 ml/4 oz) 12.23 17.04 17.04 18.05 17.04 18.05 17.04 18.05 17.04 18.05 17.04 18.05 17.05	BLAZING HIGHLIGHTS Toner Infused Gel Color System	
oil lightener (236 ml/8 oz) 17.04 blue oil lightener (118 ml/4 oz) 10.62 blue oil lightener (127 ml/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 URBAN SHOCK Brights intro unit 86.94 haircolor 7 shades (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (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 intro unit 136.02 balayage clay lightener kit 36.76 balayage clay lightener (net wt 454 g/16 oz) 23.70 9+ lightener powder (net wt 450 g/12.93 oz) 4118 lightening powder (net wt 450 g/12.93 oz) 4118 lightening powder (net wt 450 g/12.93 oz) 4118 lightening powder (net wt 450 g/14.1 oz) 27.45	intro unit	210.93
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 URBAN SHOCK Brights intro unit 86.94 haircolor 7 shades (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (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 intro unit 136.02 balayage clay lightener (net wt 454 g/16 oz) 9.4 lightener powder (net wt 300 g/10.6 oz) 41.18 lightening powder (net wt 400 g/14.1 oz) 27.45	gel colors 5 shades (118 ml/4 oz)	12.23
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 URBAN SHOCK Brights intro unit 86.94 haircolor 7 shades (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (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 intro unit 136.02 balayage clay lightener (net wt 454 g/16 oz) 22.46 9+ lightener powder (net wt 350 g/22.93 oz) 41.18 lightening powder (net wt 400 g/14.1 oz) 27.45		
x-tra light booster concentrate (net wt 454 g/ 16oz) 33.28 swatch book 112.28 SHADOW LOWLIGHTS Filler Infused Gel Color System 112.093 gel colors 7 shades (118 ml/4 oz) 12.23 swatch book 112.28 URBAN SHOCK Brights 112.28 URBAN SHOCK Brights 18.86 clear mixer strong hold finishing spray (90 ml/3.04 oz) 8.86 swatch ring 62.38 URBAN SHOCK Color Craze 18 shades (75 ml/2.5 oz) 7.82 pastel mixer (250 ml/8.5 oz) 9.37 swatch ring 62.38 URBAN SHOCK Color Craze 19.37 swatch ring 24.90 POWER BLONDE Lightening & Toning System 136.02 balayage clay lightener (net wt 454 g/16 oz) 33.70 9+ lightener powder (net wt 459 g/2.93 oz) 41.18 lightening powder (net wt 400 g/14.1 oz) 27.45		
SHADOW LOWLIGHTS Filler Infused Gel Color System 210.93 210.		
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 URBAN SHOCK Brights intro unit 86.94 haircolor 7 shades (90 ml/3.04 oz) 8.86 clear mixer strong hold finishing spray (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 intro unit 136.02 balayage clay lightener (net wt 454 g/16 oz) 22.46 9+ lightener powder (net wt 450 g/2.93 oz) 41.18 lightening powder (net wt 400 g/14.1 oz) 27.45		112.28
gel colors 7 shades (118 ml/4 oz) swatch book URBAN SHOCK Brights intro unit haircolor 7 shades (90 ml/3.04 oz) clear mixer strong hold finishing spray (90 ml/3.04 oz) swatch ring URBAN SHOCK Color Craze intro unit haircolor 8 shades (75 ml/2.5 oz) pastel mixer (250 ml/8.5 oz) Swatch ring URBAN SHOCK direct dye remover POWER BLONDE Lightening & Toning System intro unit balayage clay lightener kit balayage clay lightener (net wt 454 g/16 oz) 9+ lightener powder (net wt 450 g/22.93 oz) lightening powder (net wt 400 g/14.1 oz) 12.23 12.23 12.28 12.28 12.28 12.29 8.86 62.38 8.86 62.38 9.37 7.82 9.37 9.37 9.37 9.37 9.37 9.37 9.37 9.37 9.39 9.37 9.37 9.37 9.39 9.39 9.39 9.39 9.30 9.	•	
Swatch book 112.28		
URBAN SHOCK Brights intro unit	· ·	
intro unit haircolor 7 shades (90 ml/3.04 oz) clear mixer strong hold finishing spray (90 ml/3.04 oz) swatch ring URBAN SHOCK Color Craze intro unit haircolor 8 shades (75 ml/2.5 oz) pastel mixer (250 ml/8.5 oz) yastch ring URBAN SHOCK direct dye remover POWER BLONDE Lightening & Toning System intro unit intro unit 136.02 balayage clay lightener (net wt 454 g/16 oz) y lightener powder (net wt 450 g/22.93 oz) lightening powder (net wt 400 g/14.1 oz) 88.96 8.86 8.86 8.86 8.86 8.86 8.86 8.		112.28
haircolor 7 shades (90 ml/3.04 oz) clear mixer strong hold finishing spray (90 ml/3.04 oz) swatch ring URBAN SHOCK Color Craze intro unit haircolor 8 shades (75 ml/2.5 oz) pastel mixer (250 ml/8.5 oz) swatch ring URBAN SHOCK direct dye remover POWER BLONDE Lightening & Toning System intro unit balayage clay lightener kit balayage clay lightener (net wt 454 g/16 oz) 9+ lightener powder (net wt 300 g/10.6 oz) 9+ lightener powder (net wt 450 g/22.93 oz) lightening powder (net wt 400 g/14.1 oz) 8.86 8.	•	00.04
clear mixer strong hold finishing spray (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 Clirect dye remover POWER BLONDE Lightening & Toning System 136.02 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) 27.45		T
swatch ring 62.38 URBAN SHOCK Color Craze 88.46 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 Column State of the state		
URBAN SHOCK Color Craze intro unit haircolor 8 shades (75 ml/2.5 oz) pastel mixer (250 ml/8.5 oz) swatch ring URBAN SHOCK direct dye remover POWER BLONDE Lightening & Toning System intro unit balayage clay lightener kit balayage clay lightener (net wt 454 g/16 oz) 9+ lightener powder (net wt 300 g/10.6 oz) 9+ lightener powder (net wt 650 g/22.93 oz) lightening powder (net wt 400 g/14.1 oz) 88.46 88.46 88.46 88.46 88.46 88.46 88.46 88.46 89.46 89.47 189		
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 62.38 direct dye remover 24.90 POWER BLONDE Lightening & Toning System 136.02 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) 27.45	· · · · · · · · · · · · · · · · · · ·	62.38
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 62.38 direct dye remover 24.90 POWER BLONDE Lightening & Toning System 136.02 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) 27.45		99.46
9.37 swatch ring 62.38 URBAN SHOCK Careful		
swatch ring 62.38 URBAN SHOCK 24.90 direct dye remover 24.90 POWER BLONDE Lightening & Toning System 136.02 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) 27.45		
URBAN SHOCK 24.90 direct dye remover 24.90 POWER BLONDE Lightening & Toning System 136.02 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) 27.45		
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) 27.45		02.30
POWER BLONDE Lightening & Toning System intro unit balayage clay lightener kit 56.76 balayage clay lightener (net wt 454 g/16 oz) 9+ lightener powder (net wt 300 g/10.6 oz) 9+ lightener powder (net wt 650 g/22.93 oz) lightening powder (net wt 400 g/14.1 oz) 27.45		24.90
intro unit balayage clay lightener kit balayage clay lightener (net wt 454 g/16 oz) 9+ lightener powder (net wt 300 g/10.6 oz) 9+ lightener powder (net wt 650 g/22.93 oz) lightening powder (net wt 400 g/14.1 oz) 136.02 33.70 22.46 41.18	· · · · · · · · · · · · · · · · · · ·	
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) 27.45		136.02
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) 27.45		
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) 27.45		
9+ lightener powder (net wt 650 g/22.93 oz) 41.18 lightening powder (net wt 400 g/14.1 oz) 27.45		
lightening powder (net wt 400 g/14.1 oz) 27.45	1.4	
		45.54

Scruples.

SPECIALTY COLOR SYSTEM

PURE OXI DEVELOPERS

HAIRCOLOR ACCESSORIES

TEXTURE & PERMS

SPECIALTY COLOR SYSTEM

	ι	ISA
	salon cost	suggested retail
conditioning gel toner 8 shades (60 ml/net wt 2.05 oz)	8.86	33
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	
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) 30 volume creme developer (liter)	9.05	
40 volume creme developer (liter)	10.92	
PBX bond builder (4 oz/118 ml)	10.92	
color delete permanent haircolor remover (net wt 4 oz/113.4g)	93.51 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)	7.19	
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")	25.90	
scruples stylist color apron	22.46	
scruples all-purpose cape	21.91	
tube key	2.63	
texture fusion	8.88	
texure fusion kit	11.23	
PERMS		
effects buffered perm system (normal)	5.50	
renewal conditioning perm (normal or tinted)	5.48	
centura perm system		
1 - acid-balanced perm	8.11	
2 - non-thio perm	8.11	
3 - buffered alkaline perm	8.11	
COLOR ART FRESH salon into kit	270.04	
salon into kit	270.81	
try me kit	95.24	
haircolor 36 shades (90ml/2 oz)	21.76	
clear (473 ml/16 oz)	6.71	
activator (90ml/2 oz)	25.52 2.35	
activator (473 ml/16 oz)	3.46	
activator (liter/33.8 oz)	6.43	
swatchbook		
STATELLINGON	55.96	

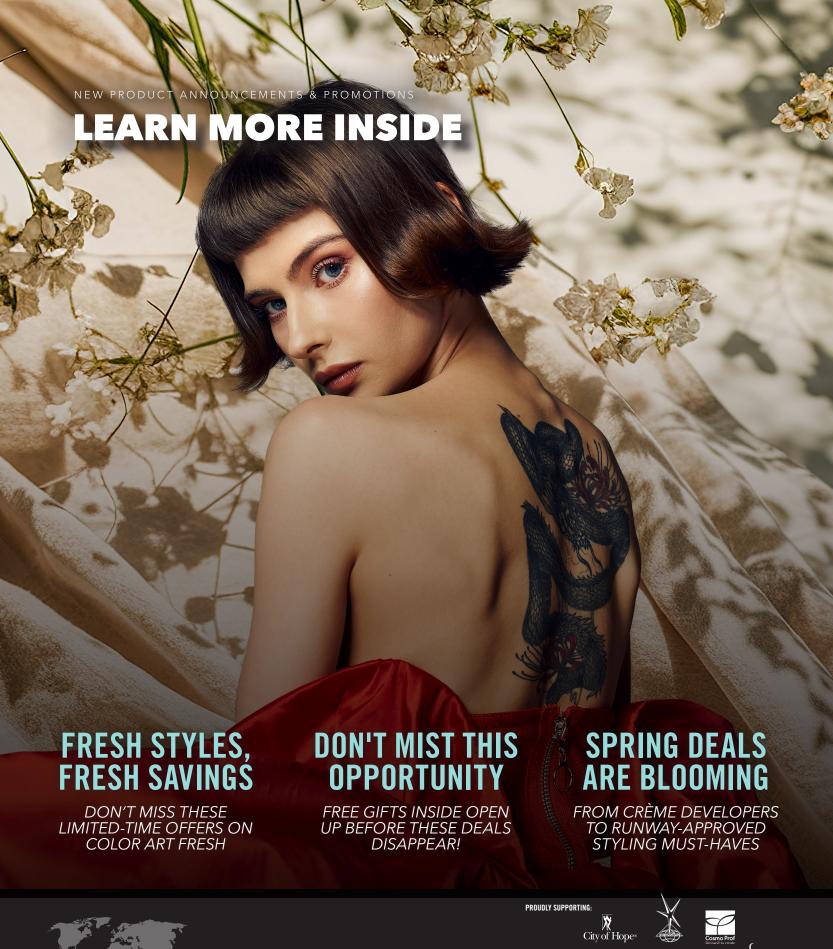
2025 SALON PRICE LIST

CLASSIC COLLECTION

<u>Scruples.</u>

	l	JSA
	salon cost	suggested retail
INTRO UNITS		
stylist kit	40.77	81.54
starter kit	183.72	
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	47.4.4
renewal color retention shampoo (12 oz/ 350ml) renewal color retention shampoo (liter)	8.72	17.44
renewal color retention snampoo (liter) renewal color retention shampoo (gallon)	16.20	32.40
platnium shine toning shampoo (8.5 oz/250 ml)	46.15	22.60
platnium shine toning shampoo (8.5 oz/250 mi)	11.84 23.68	23.68 47.36
hair clearifier deep cleansing shampoo (12 oz/ 350ml)	8.72	17.44
hair clearifier deep cleansing shampoo (12 62 330111)	16.20	32.40
hair clearifier deep cleansing shampoo (gallon)	46.15	32.40
clearet dandruff & deodorizing shampoo (8.5 oz/250 ml)	11.84	23.68
clearet dandruff & deodorizing shampoo (liter)	23.68	47.36
CONDITION	25.55	17.50
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	
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
PURIFY		
hair clearifier treatment (8.5 oz/250 ml)	7.19	14.37
hair clearifier treatment (liter)	20.60	41.20
STYLE child primer.		
style primer:	44.00	22.40
blow dry spray save time & protect (6.6 oz/195 ml)	11.23	22.46
design base bb creme for hair (2.5 oz/71 g) gloss:	12.49	24.98
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
silk control blow dry elixir (5 oz/148 ml)	11.86	23.72
creme parfait volumizing foam (8.5 oz/250 ml)	10.60	21.21
dual design gel/ wax (net wt 4oz/114 ml)	11.23	22.46
twisted curl defining creme (net wt 5 oz/142 ml)	11.23	22.46
smooth out straightening gel (8.5 oz/250 ml)	12.27	24.55
smooth out straightening gel (liter)	33.64	67.27

Scruples. **USA** salon cost suggested retail CLASSIC COLLECTION (CONT'D) heat up | styling & finishing thermal spray (8.5 oz/250 ml) 10.60 21.21 extra firm: direct volume | root lifter (8.5 oz/250 ml) 10.60 21.21 10.91 21.82 enforce | sculpting glaze (8.5 oz/250 ml) enforce | sculpting glaze (liter) 28.64 57.27 enforce | sculpting glaze (gallon) 109.09 high impact | styling gel (6 oz/178 ml) 9.37 18.73 **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 CLASSIC COLLECTION 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 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: 12.71 texturizing paste | sculpt & clean (3.5 oz/100 g) 25.42 enforce | working & finishing hair spray (8.5 oz/250 ml) 9.37 18.73 enforce | working & finishing hair spray (liter) 24.96 49.92 high definition | hair spray (net wt 1.5oz/50 ml) 9.74 4.87 high definition | hair spray (net wt 10.6oz/350 ml) 11.86 23.72 extra firm rock hard | finishing spray (10.6oz/350 ml) 23.72 11.86 pumps 1.75 liter pump 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 39.50 79.00 integrity tools | multi-use styler 79.00 39.50 integrity tools | flat iron 39.50 79.00 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 **TEA TREE** 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) 22.50 45.00 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) 21.34 10.67 nourishing | conditioner (10 oz/295 ml) 10.98 21.96 nourishing | oil (2 oz/59 ml) 14.73 29.46





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







