

Scruples®

USA

MAY • JUNE 2025

**EXCLUSIVE
ACCESS**

**LEVEL UP YOUR SKILLS
WITH SCRUPLES
ENCORE EDUCATION**

GET THE INSIDE SCOOP
ON THE UPCOMING
EVENT—YOUR TICKET TO
MASTERING

**REFRESH, REVIVE, AND REINVENT
YOUR GO-TO PRODUCTS FOR THE SEASON**

LIGHTWEIGHT STYLES & HIGH-IMPACT COLOR CURATED DEALS

ELEVATE YOUR CRAFT. INSPIRE YOUR CLIENTS.

Are you ready to take your salon skills to the next level? Scruples Encore Education is your exclusive opportunity to refine your artistry, master the latest hair trends, and unlock game-changing techniques—all from industry-leading experts.

From vivid transformations to seamless blends, effortless styling to high-impact color, Scruples Encore Education is designed to help you achieve next-level results in the salon. Whether you're a seasoned pro or a rising talent, this event will inspire you, challenge you, and refine your artistry.

This isn't just another class—it's an experience. Join us for the next event on **July 26-28, 2025**. Seats are limited, so don't wait—secure your spot and elevate your craft!

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!



GET THE COLOR YOU'VE
ALWAYS WANTED—
WITH FREE DEVELOPER!

BUY 6 COLORS GET A FREE GIFT

**HIGH DEFINITION
HAIRCOLOR**

2 oz./59 ml— reg. value for 6 colors and liter 20V Creme Developer \$82.45 USA salon cost

\$73.40 USA

RECEIVE FREE:

**PURE OXI 20V
CREME DEVELOPER 874**

Liter— reg. \$9.05 USA salon cost



BUY SIX



GET FREE



A NEW ERA OF SHINE: THE BLAZING LIGHTS EXPERIENCE

25% OFF

BLAZING HIGHLIGHTS INTRO UNIT

reg. \$210.93 USA salon cost

\$158.20 USA

INCLUDES:

- 5 BLAZING HIGHLIGHTS Gel Colors (118 ml/4 oz)
- 1 BLAZING HIGHLIGHTS Blue Oil Lightener (118 ml/4 oz)
- 1 BLAZING HIGHLIGHTS Oil Lightener (236 ml/8 oz)
- 1 BLAZING HIGHLIGHTS X-tra Light Booster Concentrate (454 g/16 oz)
- 2 PURE OXI Clear Developers: 10 and 20 Volume (liter)
- 1 NO H2O2 No Peroxide with Continuous Mist Bottle
- 1 COLOR WHIP Haircolor Thickener (250 ml/8.5 oz)
- 1 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 1 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)
- 1 50-Pack Haircolor Foils (10" x 4")
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Color Tool
- 1 BLAZING HIGHLIGHTS Brochure/Wall Chart
- 1 BLAZING HIGHLIGHTS Swatch Book



IT'S A COLOR REVOLUTION NOW WITH A GIFT JUST FOR YOU!

BUY 6 COLORS GET A FREE 4 OZ BLUE OIL

BLAZING HIGHLIGHTS GEL COLORS

2 oz./59 ml - reg. value for 6 colors and 4 oz Blue Oil Lightener \$84.00 USA salon cost

\$73.38 USA

RECEIVE FREE:

BLUE OIL LIGHTNER 8625

4 oz./114 ml - reg. \$10.62 USA salon cost





BEHIND EVERY GREAT BLONDE, THERE IS POWER

FREE GIFT WITH PURCHASE

POWER BLONDE

BALAYAGE CLAY LIGHTENER 8611

Highlight, redefine and contour hair with Scruples' POWER BLONDE Balayage Clay Lightener. By strategically freehand painting highlights around the face, similar to the art of contouring with makeup, stylists are able to create light and dimension to enhance natural features. This unique clay lightener works to seamlessly surround hair, providing stylists the freedom to paint with precision and create custom color applications

16 oz

\$33.70 USA

RECEIVE FREE:

COLOR

TOOL 9033

7.5 oz - reg. \$10.00 USA salon cost



SHOCKINGLY BRIGHT!

STAND OUT WITH \$5 URBAN SHOCK!

URBAN SHOCK

COLOR CRAZE

Offering unlimited pastel and custom color mixing options, creativity knows no bounds with Scruples URBAN SHOCK Color Craze!

850B	BLUE	850O	ORANGE
850R	RED	850G	GREEN
850H	HOT PINK	850Y	YELLOW
850P	PURPLE	850T	TEAL

2.5 oz. – reg. \$7.82 USA salon cost

\$5.00 EA. USA



URBAN SHOCK

BRIGHTS

A shocking series of bright, pigment-packed, direct dye hair colors that expand the URBAN SHOCK palette.

8501	RUBY- ROSE	8505	COBALT-SKY
8502	BERRY- MAGENTA	8506	CHARCOAL-SILVER
8503	AMETHYST- LILAC	8508	LEMON-MERINGUE
8504	AQUA- MINT	8511	CLEAR MIXER

3.04 oz. – reg. \$8.86 USA salon cost

\$5.00 EA. USA



FROM RUNWAY TO CHAIR THE ULTIMATE STYLIST'S CHEAT SHEET

JUNE EXCLUSIVE

GIFT WITH PURCHASE OF GET THE LOOK BUNDLE

HIGH DEFINITION HAIRSPRAY 475

A rich, weightless, alcohol-free styling foam giving hair volume, control and incredible shine in one easy step.

2 oz – reg. \$7.00 USA salon cost

TEXTURE FIX SEA SALT SPRAY 4102

A unique dual formula sea salt spray and spray gel that provides enhanced volume, while building a natural beachy texture that lasts.

8.5 oz – reg. \$11.86 USA salon cost

\$35.00
FOR THE BUNDLE USA

SMOOTH OUT STRAIGHTENING GEL 592

Designed to hold your hair in place without weighing it down, this gel tames frizz and enhances your natural curls. It nourishes your hair for a polished, frizz-free finish that lasts all day.

3.5 oz – reg. \$10.60 USA salon cost

TEXTURIZING PASTE SCULPT & CREATE 537

A creative sculpting tool that provides extreme volume. Delivers separation, control and texture. Provides a firm, yet pliable hold.

3.5 oz – reg. \$12.71 USA salon cost

RECEIVE FREE:
SCRUPLES
TOTE BAG 9325
reg. \$20.00 USA value





EFFORTLESS TEXTURED WAVES:

THE PERFECT BLEND OF HOLD, MOVEMENT, AND SOFTNESS

Achieve the ultimate tousled, beachy waves with volume, definition, and a touchable finish using Scruples styling essentials. Whether you're aiming for an undone, lived-in look or a soft, voluminous wave, these pro tips will help you master the art of effortless texture.

Whether you're headed to brunch or a night out, these waves will give you the perfect blend of movement, hold, and shine.

Get ready to turn heads with your effortlessly chic style!

1. PREP & SMOOTH

Begin with a small amount of Smooth Out Gel on damp hair to control frizz and create a sleek foundation. Blow dry for a smooth finish.

2. TEXTURE BOOST

Lightly mist Texture Fix Sea Salt Spray all over dry hair to enhance waves and add effortless movement. Scrunch with your hands for extra body.

3. DEFINE & SEPARATE

Use Texture Paste to create separation and definition with control while giving a pliable hold, but still providing movement.

4. LOCK IT IN

Finish with High Definition Hair Spray to set your style with flexible hold that lasts all day without stiffness.

This look is effortlessly wearable and salon-approved—bringing professional styling right to your fingertips.



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	427.24	
	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 (10 g/.35 oz oz)	8.50	
	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	
	intensifiers 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	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	
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	
SPECIALTY COLOR SYSTEM	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 800 g/28.2 oz)	45.54	

		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 H2O2 no peroxide (250 ml/8.5 oz)	7.19	
	NO H2O2 no peroxide (liter)	29.63	
	NO H2O2 no peroxide (gallon)	59.26	
	two-sided mixing bowl	8.42	
	balayage board	6.24	
TEXTURE & PERMS	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	
SPECIALTY COLOR SYSTEM	texture fusion	8.88	
	texture 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		
SPECIALTY COLOR SYSTEM	salon into kit	270.81	
	salon starter kit	95.24	
	try me kit	21.76	
	haircolor 36 shades (90ml/2 oz)	6.71	
	clear (473 ml/16 oz)	25.52	
	activator (90ml/2 oz)	2.35	
	activator (473 ml/16 oz)	3.46	
SPECIALTY COLOR SYSTEM	activator (liter/33.8 oz)	6.43	
	swatchbook	55.96	

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	
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

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	
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 clarifier treatment (8.5 oz/250 ml)	7.19	14.37
hair clarifier treatment (liter)	20.60	41.20

STYLE

style primer:

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)	12.49	24.98

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
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

		USA	
		salon cost	suggested retail
CLASSIC COLLECTION	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
	enforce sculpting glaze (8.5 oz/250 ml)	10.91	21.82
	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
	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:		
	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	18.73
	enforce working & finishing hair spray (liter)	24.96	49.92
	high definition hair spray (net wt 1.5oz/50 ml)	4.87	9.74
	high definition hair spray (net wt 10.6oz/350 ml)	11.86	23.72
	extra firm:		
	rock hard finishing spray (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	39.50	79.00
	integrity tools multi-use styler	39.50	79.00
	integrity tools flat iron	39.50	79.00
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
BRAZILIAN KERATIN	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
ARGAN	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