

# Scruples<sup>®</sup>

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!

<b>850B</b>	BLUE	<b>850O</b>	ORANGE
<b>850R</b>	RED	<b>850G</b>	GREEN
<b>850H</b>	HOT PINK	<b>850Y</b>	YELLOW
<b>850P</b>	PURPLE	<b>850T</b>	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.

<b>8501</b>	RUBY- ROSE	<b>8505</b>	COBALT-SKY
<b>8502</b>	BERRY- MAGENTA	<b>8506</b>	CHARCOAL-SILVER
<b>8503</b>	AMETHYST- LILAC	<b>8508</b>	LEMON-MERINGUE
<b>8504</b>	AQUA- MINT	<b>8511</b>	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	<b>TRUE INTEGRITY Opalescent Creme Colour</b>		
	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 & levels7-10 (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	
	<b>ILLUSIONIST Brilliant Creme Highlight</b>		
	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	
	<b>HYPNOTIC Single-Step Creme Lowlights</b>		
	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	<b>HIGH DEFINITION   Custom Mixing Gel Color System</b>		
	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	
	<b>BLAZING HIGHLIGHTS Toner Infused Gel Color System</b>		
	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	
	<b>SHADOW LOWLIGHTS Filler Infused Gel Color System</b>		
	intro unit	210.93	
	gel colors   7 shades (118 ml/4 oz)	12.23	
	swatch book	112.28	
	SPECIALTY COLOR SYSTEM	<b>URBAN SHOCK Brights</b>	
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	
<b>URBAN SHOCK Color Craze</b>			
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	<b>URBAN SHOCK</b>		
	direct dye remover	24.90	
	<b>POWER BLONDE Lightening &amp; Toning System</b>		
	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		
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	
	<b>MENZ 5 Minute Haircolor</b>		
	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	
	<b>PERMS</b>		
	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	
	<b>COLOR ART FRESH</b>		
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		
activator   (liter/33.8 oz)	6.43		
swatchbook	55.96		

#### INTRO UNITS

	USA	
	salon cost	suggested retail
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

CLASSIC COLLECTION

TEA TREE

BRAZILIAN KERATIN

ARGAN

### CLASSIC COLLECTION (CONT'D)

		USA	
		salon cost	suggested retail
<b>heat up   styling &amp; finishing thermal spray (8.5 oz/250 ml)</b>		10.60	21.21
extra firm:			
<b>direct volume   root lifter (8.5 oz/250 ml)</b>		10.60	21.21
<b>enforce   sculpting glaze (8.5 oz/250 ml)</b>		10.91	21.82
<b>enforce   sculpting glaze (liter)</b>		28.64	57.27
<b>enforce   sculpting glaze (gallon)</b>		109.09	
<b>high impact   styling gel (6 oz/178 ml)</b>		9.37	18.73
FINISH			
volumizing:			
<b>high definition   volumizing mousse (2 oz)</b>		4.08	8.17
<b>high definition   volumizing mousse (10.6 oz/315 ml)</b>		14.98	29.97
<b>high definition   volumizing root lifter (2 oz)</b>		4.08	8.17
<b>high definition   volumizing root lifter (10.6 oz/315 ml)</b>		14.98	29.97
<b>high definition   volumizing &amp; finishing hair spray (2 oz)</b>		4.08	8.17
<b>high definition   volumizing &amp; finishing hair spray (10.6 oz/315 ml)</b>		14.98	29.97
gloss:			
<b>hypershine   repair spray (4.2 oz/125 ml)</b>		12.49	24.98
<b>pearl finish   humectant pomade (1.24 oz/35 g)</b>		11.23	22.46
<b>silk serum   smooth &amp; shine (3 oz/89 ml)</b>		12.49	24.98
<b>silk serum   smooth &amp; shine (6 oz/177 ml)</b>		17.79	35.58
<b>silk serum   smooth &amp; shine (12 oz/355 ml)</b>		30.55	61.11
firm:			
<b>texturizing paste   sculpt &amp; clean (3.5 oz/100 g)</b>		12.71	25.42
<b>enforce   working &amp; finishing hair spray (8.5 oz/250 ml)</b>		9.37	18.73
<b>enforce   working &amp; finishing hair spray (liter)</b>		24.96	49.92
<b>high definition   hair spray (net wt 1.5oz/50 ml)</b>		4.87	9.74
<b>high definition   hair spray (net wt 10.6oz/350 ml)</b>		11.86	23.72
extra firm:			
<b>rock hard   finishing spray (10.6oz/350 ml)</b>		11.86	23.72
pumps:			
<b>liter pump</b>		1.75	3.50
<b>gallon pump</b>		4.38	
accessories:			
<b>scruples continuous spray mister</b>		9.99	
<b>scruples window decal</b>		2.20	
<b>retail product bag</b>		.33	
INTEGRITY TOOLS			
<b>integrity tools   blow dryer</b>		39.50	79.00
<b>integrity tools   multi-use styler</b>		39.50	79.00
<b>integrity tools   flat iron</b>		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
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
<b>flight pack   trio (2 oz/59 ml)</b>		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)		10.67	21.34
nourishing   conditioner (10 oz/295 ml)		10.98	21.96
nourishing   oil (2 oz/59 ml)		14.73	29.46