

Scruples[®] USA

JULY • AUGUST 2025

The Season's
Hottest Must Haves!

LITER DUO DEALS

Go Big With Our
Liter Duos Paired for
Performance and Value

BIOTIN ONION TREATMENT

Stronger, Fuller,
Faster Growing Hair

DEALS ON HIGH DEFINITION

Summer-Proof hair

SUMMER ESSENTIALS

DUOS YOU'LL LOVE, IN SIZES YOU NEED

LITER DUO DEALS

\$24.95 USA ea.

HYDRABOOST DUO

MOISTURE BATH REPLENISHING SHAMPOO

Liter— reg. \$16.20 USA salon cost

MOISTUREX REPLENISHING CONDITIONER

Liter— reg. \$20.55 USA salon cost

COLOR REVIVAL DUO

RENEWAL COLOR RETENTION SHAMPOO

Liter— reg. \$16.20 USA salon cost

RENEWAL COLOR RETENTION CONDITIONER

Liter— reg. \$19.03 USA salon cost

VOLUME AND LIFT DUO

STRUCTURE BATH VOLUMIZING SHAMPOO

Liter— reg. \$16.20 USA salon cost

QUICKSEAL DETANGLING CONDITIONER

Liter— reg. \$20.55 USA salon cost

RESET AND REPAIR DUO

HAIR CLEARIFIER DEEP CLEANSING SHAMPOO

Liter— reg. \$16.20 USA salon cost

ER EMERGENCY REPAIR CONDITIONER

Liter— reg. \$19.03 USA salon cost

OVER
32%
SAVINGS



HYDRABOOST DUO
**DEEP HYDRATION
FOR VISIBLY SOFTER,
HEALTHIER HAIR.**

Moisture Bath & MoistureX



COLOR REVIVAL DUO
**PROTECT & EXTEND
COLOR VIBRANCY
WITH EVERY WASH.**

Renewal Shampoo & Conditioner



VOLUME AND LIFT DUO
**AMPLIFY BODY AND
FULLNESS FOR A
VOLUMINOUS LOOK.**

Structure Bath & Quickseal



RESET AND REPAIR DUO
**CLARIFY & RESTORE
FOR RENEWED
STRENGTH AND SHINE.**

Hair Clearifier & ER Repair Conditioner

THE PERFECT PAIRINGS FOR HOME & ON THE GO



**BUY 1
FULL SIZE**



BUY 1 HIGH DEF 10.6 OZ GET TRAVEL SIZE FREE!

BEST SELLER

Our foremost sought-after product, which is the preference within the professional and consumer areas! Our High-Definition Hair Spray is a strong yet flexible spray that allows you to shape and hold any hairstyle you wish to recreate.

**HIGH DEFINITION
HAIR SPRAY | 10.6 oz**

\$11.86 USA

RECEIVE FREE:

**HIGH DEFINITION TRAVEL SIZE
HAIR SPRAY | 2 oz**

reg. \$7.00 USA salon cost



25% OFF VALUE PACK

**SILK SERUM
SMOOTH AND SHINY**

INCLUDES:

- 12 oz Silk Serum
- 6 oz Silk Serum
- 3 oz Silk Serum

Now available in a convenient value pack featuring 12 oz, 6 oz, and 3 oz sizes, this lightweight, quick-drying gloss delivers instant smoothness and high shine—without the weight. Infused with Vitamin E to help restore and protect, it seals in moisture and shields hair from heat and environmental stress. The result? A silky, polished finish that lasts.

\$40.53 USA

reg. \$54.04 USA salon cost

LIGHTEN UP FOR SUMMER WITH POWER BLONDE



BUY 1

GET
2 FREE

**BUY POWERBLONDE LIGHTENING POWDER
GET 1 PLATINUM AND 1 ICE GEL TONER FREE**

POWER BLONDE

TRIPLE PROTECTION LIGHTENING POWDER | 800g

\$42.16 USA

RECEIVE FREE:

PLATINUM POWER BLONDE GEL LIGHTENER

ICE POWER BLONDE GEL LIGHTENER

reg. value \$17.72 USA salon cost

SAVINGS ON 16 PC INTRO KIT

POWER BLONDE LIGHTENING INTRO KIT

\$99.99 USA

reg. value \$136.02 USA salon cost

INCLUDES:

- 8 POWER BLONDE Gel Toner
- 1 POWER BLONDE 9+ Lightening Powder
- 1 POWER BLONDE Balayage Clay Lightener
- 1 POWER BLONDE Enhancing Shampoo & Conditioner
- 1 PURE OXI Creme Developer 10 VOL
- 1 PURE OXI Creme Developer 40 VOL
- 1 POWER BLONDE Conditioning Gel Toner Swatch Ring
- 1 POWER BLONDE Conditioning Gel Fashion Toner Swatch Card
- 1 POWER BLONDE Lightening & Toning System Brochure



OVER
26%
SAVINGS

COLOR YOU CAN TRUST!

BRILLIANT COPPER

Light Copper Copper Blonde

8CC

RADIANT RED

Medium Red Red Blonde

7RR

BUY 6 GET 1 DEVELOPER FREE!

MOST SOUGHT-AFTER HAIR COLOUR SYSTEM

Our True Integrity line bolsters over 90 available colors ranging from Neutrals to Ash and everything in between! Allowing you to create a beautiful shade based on your clients exact needs. Keeping you a stylist that can create new trends and be the go-to for current trends.

TRUE INTEGRITY

OPALESCENT COLOUR CREME

\$8.88 USA each

RECEIVE FREE:

PURE OXI 10 VOL CREME DEVELOPER

reg. value \$9.05 USA salon cost

**BUY 6
OPENSTOCK**



LET'S TALK TEXTURE!

BEFORE

AFTER

BUY 1 GET 1 FREE

WHAT IT DOES

TEXTURE FUSION infuses permanent texture and soft movement. Provides extra support when styling and Allows hair to be blow-dried smooth with volume or scrunched for natural-looking, loose waves. It is non-thio and ammonia-free, and formulated with two types of modified amino acids to infuse permanent texture and soft movement into the hair.

TEXTURE FUSION PERMANENT TEXTURE

\$8.88 USA

reg. value \$17.75 USA salon cost



FREE!

ELEVATE YOUR CRAFT INSPIRE YOUR CLIENTS

Scruples[®]
S.E.E.

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 JULY 26-28 AND OCTOBER 4-6

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





WILLIAM'S GET THE LOOK

UNLOCK YOUR BEST LOOK YET WITH THE ULTIMATE SUMMER STYLING TRIO

CREAM PARFAIT VOLUMIZING FOAM | 8.5 oz

This rich, weightless, alcohol-free styling foam controls and adds incredible shine in one easy simple step! Enriched with our exclusive Protective Barrier Complex (PBX) and silicone conditioners, our Creme Parfait protects and strengthens hair while creating incredible managability!

\$7.95 USA
reg. \$10.60 USA salon cost

25% OFF

HYPER SHINE REPAIR SPRAY | 4.2 oz

Helps repair and leaves hair looking healthy
Smooths and seals when used with heated tools
Contains conditioning argan oil. Adds unbelievable shine

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

HEAT UP STYLING AND FINISHING THERMAL SPRAY | 8.5 oz

This water-soluble spray protects hair from thermal damage while delivering control, hold, and touchable texture. Perfect for heat styling, it helps lock in your look without buildup or stiffness.

\$7.95 USA
reg. \$10.60 USA salon cost



SUMMER SLEEK

SCRUPLES' SECRET TO SHINE, STRENGTH, AND STYLE

When it comes to achieving sleek, healthy-looking styles that hold up through heat and humidity, the right products are key. Whether you're smoothing strands, adding shine, or protecting against daily damage, Scruples' Heat Up Thermal Spray, Cream Parfait Texturizing Foam, and Hypershine Repair Spray deliver the perfect styling trifecta.

1. PROTECT & PREP

Start with Heat Up Thermal Spray to shield hair from thermal damage. This weightless formula not only guards against high heat, but also adds softness and shine—creating a smooth base for any style.

2. STYLE & SHAPE

Next, work in Cream Parfait Texturizing Foam to build volume, body, and light control. This creamy, dual-action mousse gives structure without stiffness—ideal for blowouts, sculpted styles, or touchable texture.

3. SHINE & STRENGTHEN

Finish with a mist of Hypershine Repair Spray to seal in moisture, amplify shine, and reinforce strands with nourishing proteins. It's the final step to create a polished, glossy look that lasts all day.

From start to finish, these Scruples essentials take your styling game to the next level—delivering heat protection, lightweight body, and a glassy, salon-quality finish. With the perfect blend of care and control, achieving sleek, summer-proof styles has never been easier.

William Whatley

WILLIAM WHATLEY
SCRUPLES 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		
	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	
	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		
	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	
SPECIALTY COLOR SYSTEM	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 H2O2 no peroxide (250 ml/8.5 oz)	10.31	
	NO H2O2 no peroxide (liter)	29.63	
	NO H2O2 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	
SPECIALTY COLOR SYSTEM	scruples all-purpose cape	21.91	
	tube key	2.63	
	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	43.62	87.24
starter kit	190.87	
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	118.59
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
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
creme parfait volumizing foam (8.5 oz/250 ml)	10.60	21.21
twisted curl defining creme (net wt 5 oz/142 ml)	11.23	22.46
smooth out straightening gel (8.5 oz/250 ml)	10.60	21.20
smooth out straightening gel (liter)	29.95	59.90
heat up styling & finishing thermal spray (8.5 oz/250 ml)	10.60	21.21
extra firm:		
enforce sculpting glaze (8.5 oz/250 ml)	9.37	18.74
enforce sculpting glaze (liter)	24.64	49.28
enforce sculpting glaze (gallon)	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	
TEA TREE	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
	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
BRAZILIAN KERATIN	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
ARGAN	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
BIOTIN ONION	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
	hair repair shampoo (16 oz/473 ml)	8.18	16.36
	hair repair conditioner treatment (16 oz/473 ml)	8.18	16.36