

tru beauty

C O N C E P T S

NOVEMBER | DECEMBER 2025

HOLIDAY
EDITION



NEW

ALFAPARF
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SEMI DI LINO
STYLE & CARE
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NEW

NAK HAIR
INTROS
Save Up To 32%
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Photo courtesy of K18

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SCAN NOW TO SHOP
NOVEMBER | DECEMBER
PROMOTIONS

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts



WELCOME TO OUR HOLIDAY 2025 EDITION

Happy holidays from our family to yours!

Enjoy Black Friday & Cyber Monday savings.

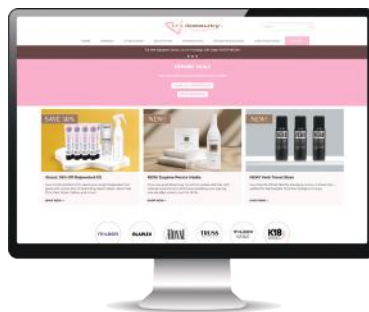
Retail holiday sets for the perfect gifts.



5 EASY WAYS TO ORDER

- ◆ Online ordering 24/7 at trubeautyconcepts.com
- ◆ Email us at cs@trubeautyconcepts.com
- ◆ Contact your TruBeauty Concepts Sales Consultant
- ◆ Call and/or text our Customer Service Department at (888) 371-5040
- ◆ Visit one of our convenient store locations: Southampton, PA and Rockville, MD.

VISIT US ONLINE FOR 24-HOUR ORDERING



trubeautyconcepts.com

- ◆ How-To's & Product Education
- ◆ Create Shopping Lists
- ◆ Item Quick Search
- ◆ Easy Navigation
- ◆ Salon Locator
- And more!

TRU EDUCATION: PAGES 20-21

STAY INFORMED ON EDUCATION



Check our website for in-salon education opportunities and the most up-to-date classes! LIVE Streaming Education is available at trubeautyconcepts.com.

Not all products available in all territories - contact us for more information. Not responsible for typographical errors. Pictures may not exactly match advertised promotions. Promotions limited to on-hand quantities unless otherwise specified. TBC reserves the right to correct errors and limit quantities. All material contained herein is subject to trademark and copyright protection. Copyright 2025 TruBeauty Concepts, Inc. All rights reserved.

NEW



ALFAPARF
MILANO
PROFESSIONAL

Semi di Lino Style&Care

Where Style Meets Care

A new styling concept that blends creativity with protection, crafted for everyone seeking beauty that doesn't compromise hair health.

FREE

SDL STYLE&CARE LAUNCH PROMOTION

Purchase & Save \$55:

- 2 Blow Dry Cream 6.76 oz.
- 1 Glossy Pomade 3.2 oz.
- 1 Texturizing Balm 5.07 oz.
- 1 Detangling Primer 4.23 oz.
- 1 Twisted Curls 5.22 oz.
- 1 Sea Spray 4.23 oz.
- 1 Vintage Powder 0.28 oz.
- 1 Defining Wax 3.2 oz.
- 1 Funky Clay 3.5 oz.
- 1 Frozen Gel 5.25 oz.

Receive **FREE**:

- 1 SDL Travel Bag
- SDL-25-NDSDL

SAVE
41%

SDL STYLE&CARE

- | | |
|----------------------------|-------------|
| Blow Dry Cream 6.76 oz. | SDL-12-BDC6 |
| Texturizing Balm 5.07 oz. | SDL-12-TB5 |
| Twisted Curls 5.22 oz. | SDL-12-TC5 |
| Frozen Gel 5.25 oz. | SDL-12-FG5 |
| Detangling Primer 4.23 oz. | SDL-03-DP4 |
| Sea Spray 4.23 oz. | SDL-12-SS4 |
| Glossy Pomade 3.2 oz. | SDL-12-GP3 |
| Vintage Powder 0.28 oz. | SDL-12-VP3 |
| Defining Wax 3.2 oz. | SDL-12-DW3 |
| Funky Clay 3.5 oz. | SDL-12-FC3 |



STYLE GUARD

Natural polysaccharide shield that fights frizz, heat, and humidity.



SHINE FIX COMPLEX

24h brilliance from roots to ends.



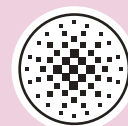
URBAN DEFENSE PRO

Total protection against pollutants.



SCENT OF JOY

Infused with uplifting notes of **Pear, Jasmine, Vanilla,** and **Cedarwood,** designed to elevate the mood and enhance the styling experience.



COLOR FIX COMPLEX

UV filter + antioxidant to extend color vibrancy.



CLIMATE-PROOF

Moisture-lock barrier for any environment.



VEGAN FORMULA

Free from ingredients of animal origin or derivation.



Keratin Therapy Lisse Design

REVAMPED

Introducing The Next Generation of Keratin Therapy

With cleaner formulas, new formats, and upgraded performance, this range elevates both salon services and retail routines.



SMOOTH, NOURISH & RESTORE

Purchase:

1 KT LD Smoothing Cream Liter

Receive FREE:

1 KT LD Wall Chart

2 KT LD Liquid Glass Lamellar Water 8.45 oz.

1 KT LD Maintenance Shampoo Liter

1 KT LD Maintenance Conditioner Liter

LSD-25-KTLD

SAVE
51%

FREE

NEW



**STRONGER,
SMOOTHER HAIR
STARTS NOW**



SCAN
FOR
STEP-
BY-STEP
GUIDE



THE TECHNICAL RANGE

Choose From:

Deep Cleansing Shampoo 16.9 oz.

Smoothing Fluid 16.9 oz.

Smoothing Cream Liter **NEW!**

Detangling Cream 5.07 oz.

Rehydrating Finishing Mask 18.7 oz.

Easy Lisse Discipline Treatment 18.7 oz.

Maintenance Shampoo Liter **NEW!**

Maintenance Conditioner Liter **NEW!**

Smoothing Treatment Kit* **NEW!**

LSD-02-DCS16

LSD-11-LSF16

LSD-11-LSF33

LSD-03-LDC5

LSD-03-RDM16

LSD-03-LEL16

LSD-02-LMS33

LSD-03-LMC33

LSD-19-KTLD

THE RETAIL RANGE

Choose From:

Maintenance Shampoo 8.45 oz.

Maintenance Conditioner 8.45 oz.

Liquid Glass Lamellar Water 8.45 oz. **NEW!**

Rehydrating Mask 6.7 oz.

Keratin Serum 4.23 oz.

The Oil 1.69 oz.

Maintenance Shampoo + Lamellar Water 8.45 oz. **NEW!**

Maintenance Shampoo + Conditioner 8.45 oz. **NEW!**

MSRP UP TO \$72.00

LSD-02-LMS8

LSD-03-LMC8

LSD-03-LW8

LSD-03-RDM6

LSD-03-LKS4

LSD-03-LTO1

LSD-19-MLW

LSD-19-MSD



*Kit includes 1 each: Smoothing Cream 3.38 oz., Maintenance Shampoo 0.68 oz. and Liquid Glass Lamellar Water 0.68 oz.

LIMITED EDITION

ALFAPARF
MILANO
PROFESSIONAL

Semi di Lino Holiday Sets

Experience the freedom to define your own beauty with new Semi di Lino sets. Each collection comes beautifully packaged in a limited-edition box, perfect for gifting, reusing, or adding to your collection.

SAVE
UP TO
23%



DIAMOND SET

Includes:

- 1 Diamond Illuminating Shampoo 8.45 oz.
- 1 Diamond Illuminating Mask 6.98 oz.
- 1 Sublime Cristalli Liquidi 0.51 oz.

SDL-19-H25D



MOISTURE SET

Includes:

- 1 Moisture Nutritive Shampoo 8.45 oz.
- 1 Moisture Nutritive Mask 6.98 oz.
- 1 Sublime Cristalli Liquidi 0.51 oz.

SDL-19-H25M



RECONSTRUCTION SET

Includes:

- 1 Reparative Low Shampoo 8.45 oz.
- 1 Reparative Mask 6.98 oz.
- 1 Sublime Cristalli Liquidi 0.51 oz.

SDL-19-H25R



SMOOTH SET

Includes:

- 1 Smoothing Shampoo 8.45 oz.
- 1 Smoothing Mask 6.98 oz.
- 1 Smooth Smoothing Cream 4.23 oz.

SDL-19-H25S



BLONDE SET

Includes:

- 1 Blonde Anti-Yellow Shampoo 8.45 oz.
- 1 Blonde Anti-Yellow Conditioner 6.76 oz.
- 1 Blonde Anti-Yellow Spray 4.23 oz.

SDL-19-H25B



DENSITY SET

Includes:

- 1 Thickening Low Shampoo 8.45 oz.
- 1 Thickening Conditioner 6.76 oz.
- 1 Thickening Cream 4.23 oz.

SDL-19-H25DT

BB BLEACH 14.1 OZ.

**BUY 1,
GET 1 FREE**

NO MIX & MATCH

Choose From:

Easy Lift 7 Levels **BBB-25-NDEL**

Free Style **BBB-25-NDFS**

High Lift 9 Levels **BBB-25-NDHL**

SAVE
50%



BB Bleach

BOGO

MILBON



GOLD HOLIDAY GIFT BOX

SAVE 20%



SHAMPOO & CONDITIONER DUOS 6.8 OZ./7.1 OZ.

Choose From:

Enhancing Vivacity Refine	MGO-19-H25ER
Enhancing Vivacity Soften	MGO-19-H25ES
Illuminating Glow	MGO-19-H25IG
Indulging Hydration	MGO-19-H25IH
Vitalizing Dimension	MGO-19-H25VD



TRAVEL SIZES

SAVE 15%



SHAMPOO 1.7 OZ.

Choose From:

Enhancing Vivacity Refine	MGO-02-EVRT1
Enhancing Vivacity Soften	MGO-02-EVST1
Illuminating Glow	MGO-02-IGT1
Indulging Hydration	MGO-02-IHT1
Vitalizing Dimension	MGO-02-VDT1

CONDITIONER 1.8 OZ.

Choose From:

Enhancing Vivacity	MGO-03-EVVT1
Illuminating Glow	MGO-03-IGT1
Indulging Hydration	MGO-03-IHT1
Vitalizing Dimension	MGO-03-VD1

MILBON SOPHISTONE

SUPPORT ITEMS

Choose From:

Color Balancing Blue Shampoo 16.9 oz.	SOT-04-BLUS
Color Balancing Copper Shampoo 16.9 oz.	SOT-04-COPS
Color Balancing Purple Shampoo 16.9 oz.	SOT-04-PURS
Scalp Support Oil 6 oz.	MLB-04-SSOIL
Face Protect Cream 7 oz.	MLB-04-FPC
Color Remover 8.5 oz.	MLB-04-MCR8

SAVE 20%



MILBON

Find Your Beauty

SIGNATURE HOLIDAY GIFT BOX

SHAMPOO & CONDITIONER
DUOS 6.8 OZ./7.1 OZ.

Choose From:

REAWAKEN	MLB-19-H25RA
BLONDE PLUS	MLB-19-H25BL
CURL	MLB-19-H25CU
CURL ENRICHED	MLB-19-H25CE
REPAIR HEAT	MLB-19-H25RH
REPAIR	MLB-19-H25RE
ANTI-FRIZZ	MLB-19-H25AF
VOLUME	MLB-19-H25VO
SCALP	MLB-19-H25SP
SMOOTH For Fine Hair	MLB-19-H25SF
SMOOTH For Medium Hair	MLB-19-H25SM
SMOOTH For Coarse Hair	MLB-19-H25SC
MOISTURE	MLB-19-H25MO

SAVE
20%



TRAVEL SIZES

SAVE
15%



SHAMPOO 1.7 OZ.

Choose From:

BLONDE PLUS Nourishing	MLB-02-BPVT1
CURL Care	MLB-02-CCT1
MOISTURE Replenishing	MLB-02-MT1
REAWAKEN Renewing	MLB-02-REA1
SMOOTH For Coarse Hair	MLB-02-SCT1
SMOOTH For Medium Hair	MLB-02-SMT1
SMOOTH For Fine Hair	MLB-02-SFT1
ANTI-FRIZZ Defrizzing	MLB-02-SD1
SCALP Purifying	MLB-02-SGT1
REPAIR HEAT Protective	MLB-02-SHPT1
REPAIR Restorative	MLB-02-SR1
VOLUME Volumizing	MLB-02-SV1

CONDITIONER 1.8 OZ.

Choose From:

BLONDE PLUS Nourishing	MLB-03-BPVT1
CURL Care Enriched	MLB-03-CCRT1
CURL Care	MLB-03-CCT1
MOISTURE Replenishing	MLB-03-MT1
REAWAKEN Renewing	MLB-03-REAT1
SMOOTH For Coarse Hair	MLB-03-SCT1
SMOOTH For Medium Hair	MLB-03-SMT1
SMOOTH For Fine Hair	MLB-03-SFT1
ANTI-FRIZZ Defrizzing	MLB-03-SD1
SCALP Purifying	MLB-03-STT1
REPAIR HEAT Protective	MLB-03-SHPT1
REPAIR Restorative	MLB-03-SR1
VOLUME Volumizing	MLB-03-SV1



CREATIVE STYLE
Refreshing Dry
Shampoo 1.8 oz.
MLB-05-RDS1



SAVE
23%



HOLIDAY STYLING

Includes:

- 1 SMOOTH Luminous Bodifying Oil 4.1 oz.
- 1 CREATIVE STYLE Dry Texturizing Spray 4 9.5 oz.
- 1 CREATIVE STYLE Brilliant Shine Spray 3.5 oz.
- 1 Monochromatic Froth Blowout Foam 7.1 oz.

MLB-25-NDHSP

KERATINCOMPLEX®

Beautiful hair every day

TRANSFORM YOUR BUSINESS WITH PROFITABLE SERVICES FOR EVERY HAIR TYPE.

Reparative treatment specially formulated for fine, fragile, or over-processed hair with results that last up to 5 months!



Before

After

REVENUE POTENTIAL \$ (LITER)

23 applications X \$350 service price = **\$8,050**



**SAVE
25%**

NKSTB LITER DUO

Includes:

- 1 KC PRIMER Liter
- 1 NKSTB Smoothing Treatment Liter

KCX-19-BNKS

NKSTB 4 OZ. SYSTEM KIT

Includes:

- 1 KC PRIMER 4 oz.
- 1 NKSTB Smoothing Treatment 4 oz.
- 4 Keratin Obsessed® Multi-Benefit Treatment Spray 4 oz.

KCX-19-BNKS

WARM UP WITH COZY SEASON SHADES

This dimensional technique delivers a deep natural brunette result that can be tailored and customized for each client.

HOT CHOCOLATE COLOR TECHNIQUE

Includes:

4 KeraLuminous Permanent Color 3.4 oz.



2 KeraBrilliance Demi-Permanent Color 3.4 oz.



1 5 Vol. Activator 32 oz.
1 20 Vol. Developer 32 oz.

KCX-25-NDCSS

**SAVE
20%**

HOT CHOCOLATE Color Technique



@chelsearaeschmitt
Featuring a #KCXPRESSIVES
Inspired color technique



DOWNLOAD
HOT CHOCOLATE
TECHNIQUE

BUILT FOR BLONDES, BACKED BY KERATIN.



**SAVE
20%**

A conditioning, keratin-enhanced lightener that lightens and brightens while improving the integrity of the hair.

IT'S A BLONDE THING® KERATIN LIGHTENING SYSTEM® 16 OZ.

KCX-04-BLEAC

NEED A BREAK FROM WINTER?

CHECK IN FOR HYDRATION,
STAY FOR THE SUMMER SCENT.



KERATINCOMPLEX®
Beautiful hair every day

SAVE
20%

KCHYDRATE

Choose From:

Moisture Shampoo 13.5 oz.	KCX-02-KCH13
Moisture Shampoo Liter	KCX-02-KCH33
Moisture Conditioner 13.5 oz.	KCX-03-KCH13
Moisture Conditioner Liter	KCX-03-KCH33

SIGNATURE SCENT

Lush notes of candied apple, whipped cream, and sandalwood evoke the essence of summertime luxury in every wash with KCHYDRATE Moisture Shampoo & Conditioner.



SAVE
UP TO
23%



KERATIN-ENHANCED STYLERS

Dazzle at every party with stunning holiday styles and updos.

Choose From:

Firm Hold Hairspray 9 oz.	KCX-05-FHHS9
Flex Hold Hairspray 9 oz.	KCX-05-FXHH9
Molding Paste 5 oz.	KCX-12-MOLP5
Shine Spray 3 oz.	KCX-12-SHIS3
Strong Hold Gel 5 oz.	KCX-12-SHGE5
Styling Gel 8 oz.	KCX-12-STGEL8
Styling Lotion 5 oz.	KCX-12-STLO5

HOT TOOLS WITH SPARKLING SAVINGS!

Elevate your styling game with premium hot tools designed to work seamlessly with Keratin Complex treatments and products.

ENJOY FAST, EASY AND SMOOTH STYLING ALL YEAR LONG!

KC PROFESSIONAL HOT TOOLS

Choose From:

KC IRON Smoothing Iron	KCX-09-KCIRN
HydraDry Smoothing Dryer	KCX-09-HDBD

KC IRON is a new & improved professional smoothing & straightening iron that straightens, smoothes, and styles with ease, and features longer plates to style wider sections of hair, faster.

HydraDry is a lightweight, professional-grade dryer with the latest in heat and ionic technology for versatile styling and smooth results. Dries hair faster for sleek, frizz-free results.

SAVE
25%



OLAPLEX

WHILE SUPPLIES LAST



HOLIDAY GIVE THE GIFT OF HEALTHY HAIR



SAVE
30%



THE ICONIC SHINE SET

Includes:

- 1 N°.6 Bond Smoother 3.3 oz.
- 1 N°.7 Bonding Oil 1 oz.

OLX-19-H2515



SAVE
24%



THE HEALTHY HAIR CLEANSING SET

Includes:

- 1 N°.4 Bond Maintenance Shampoo 8.5 oz.
- 1 N°.5 Bond Maintenance Conditioner 8.5 oz.
- 1 N°.0.5 Scalp Longevity Treatment 0.17 oz.
- 1 N°.5 Moisturize & Mend Leave-In 1 oz.

OLX-19-H25HH



OCTOBER 15 - NOVEMBER 30 ONLY

SAVE
20%



PROFESSIONAL USE ONLY • OLAPLEX.COM
USAGE PROFESSIONNEL UNiquement
SOLD PARA USO PROFESIONAL

**OLAPLEX.
SALON INTRO KIT**
KIT INTRO SALON
KIT DE INTRODUCCIÓN AL
SALÓN DE PELUQUERÍA

INSURANCE FOR YOUR CLIENT'S HAIR®
UNE ASSURANCE POUR LES CHEVEUX DE VOS CLIENTS
UN SEGURO PARA EL CABELLO DE SUS CLIENTES

SALON INTRO KIT

Includes:

- 1 N°.1 Bond Multiplier 17.75 oz.
- 2 N°.2 Bond Perfector 17.75 oz.

OLX-19-SIK

SAVE
30%



N°.2 BOND
PERFECTOR
67.62 OZ.

OLX-03-NO282

TRAVELING STYLIST KIT

Includes:

- 1 N°.1 Bond Multiplier 3.3 oz.
- 2 N°.2 Bond Perfector 3.3 oz.

OLX-19-TSK

SAVE
20%



PROFESSIONAL USE ONLY • OLAPLEX.COM

**OLAPLEX.
TRAVELING STYLIST KIT**

INSURANCE FOR YOUR CLIENT'S HAIR®

HOLIDAY SALE

30% OFF* OLAPLEX
5 DAYS ONLY!
NOVEMBER 17-21

CHECK OUR
WEBSITE &
SOCIAL MEDIA
FOR DETAILS

*Excludes holiday gift sets





OLAPLEX

CYBER MONDAY DEAL

SAVE
50%

ONE DAY ONLY!

DECEMBER 1



50% OFF
N°3 HAIR PERFECTOR

Choose From:

3.3 oz. OLX-03-NO33

8.5 oz. OLX-03-NO38

A pre-wash repair treatment that reverses damage and strengthens all hair types.

DEC. 26, 2025 - FEB. 28, 2026 ONLY

DECEMBER ONLY



SAVE
UP TO
30%

BROAD
SPECTRUM
CHELATING
TREATMENT
12.55 OZ.

OLX-02-CT15

SAVE
30%



LITER SALE

Choose From:

N°4 Bond Maintenance Shampoo

N°5 Bond Maintenance Conditioner

N°4C Bond Maintenance Clarifying Shampoo

N°4 Fine Bond Maintenance Shampoo

N°5 Fine Bond Maintenance Conditioner

N°4P Blonde Enhancer Toning Shampoo

N°5P Blonde Enhancer Toning Conditioner

OLX-02-NO4L

OLX-03-NO5L

OLX-02-NO4CL

OLX-02-NO4FL

OLX-03-NO5FL

OLX-02-NO4PL

OLX-03-NO5PL

DECEMBER ONLY

BUY 1, **GET 1 50% OFF**
OLAPLEX

RETAIL PRODUCTS*

CHECK OUR WEBSITE & SOCIAL MEDIA

*Excludes professional-sized products.



Order Online at trubeautyconcepts.com



NOVEMBER | DECEMBER 2025



BASSU MOISTURE MIX & MATCH

Choose From:

- Bassu Moisture Shampoo 10 oz.
- Bassu Moisture Conditioner 8 oz.
- Bassu Masque 6 oz.
- Bassu Hydrating Oil 2 oz.
- Bassu Gold Hydrating Oil 2 oz.
- Bassu Shine Spray 4 oz.
- Bassu Moisture Mist 5.5 oz.
- Bassu Moisture Bond Leave-in 2.3 oz.

SUR-25-NDBM

BASSU MOISTURE

Indulge in total moisture and shine with the conditioning power of Babassu and Moringa Oils.



**SAVE
25%**



FINISHING SALE

Choose From:

- Awaken Finishing Hairspray 10 oz.
- Blowout Firm Hairspray 8 oz
- Blowout Hairspray 4 oz.
- Curls Finishing Hairspray 10 oz.
- Impulse Thermal & Finishing Hairspray 8 oz.
- Theory Firm Hairspray 10 oz
- Theory Finishing Hairspray 12 oz.

- SUR-05-AS10**
- SUR-05-BOFRS8**
- SUR-05-BOHS4**
- SUR-05-CUS10**
- SUR-12-IFS8**
- SUR-05-TFR10**
- SUR-05-TFN12**

PURE[™] COLOR



- Color Vita-Complex
- Certified Organic Botanicals
- Prevents Oxidation
- Ultimate Color Locking Technology

PURE COLOR HOLIDAY SHINE

Purchase 6 (Your Choice):
Pure Color 2 oz.

Receive **FREE:**

1 Enzyme Cream Activator Liter
(7 Volume OR 20 Volume)

SUR-25-NDPCS

**SAVE
20%**





HOLIDAY GIFT SETS

SAVE
UP TO
33%



Surface
HAIR HEALTH ART



AWAKEN

Includes:

- 1 Awaken Shampoo 10 oz.
- 1 Awaken Conditioner 6 oz.

Receive **FREE**:

- 1 Awaken Texture Spray 4 oz.

SUR-19-H25AS



TRINITY

Includes:

- 1 Trinity Shampoo 10 oz.
- 1 Trinity Conditioner 8 oz.

Receive **FREE**:

- 1 Trinity Protein Cream 4 oz.

SUR-19-H25TS



VIOLET

Includes:

- 1 Violet Shampoo 9 oz.
- 1 Violet Conditioner 7 oz.

SUR-19-H25VS

BLOWOUT

Includes:

- 1 Blowout Primer 4 oz.
- 1 Blowout Memory Foam 5 oz.

Receive **FREE**:

- 1 Blowout Texture Spray 4 oz.

SUR-19-H25BLS



BASSU

Includes:

- 1 Bassu Shampoo 10 oz.
- 1 Bassu Conditioner 8 oz.

Receive **FREE**:

- 1 Bassu Oil 2 oz.

SUR-19-H25BAS



HOLIDAY BONUS OFFER

Purchase 12 (Your Choice):
Retail Size Holiday Box Sets

Receive **FREE**:

- 6 Awaken Shampoo 2 oz.

SUR-25-H25GWP

FREE



CURLS

Includes:

- 1 Curls Shampoo 10 oz.
- 1 Curls Conditioner 6 oz.

Receive **FREE**:

- 1 Curl Replenish 6 oz.

SUR-19-H25CS

HOLIDAY STOCKING SUFFERS

Choose From:

- Awaken Shampoo 2 oz.
- Awaken Conditioner 2 oz.
- Bassu Shampoo 2 oz.
- Bassu Conditioner 2 oz.
- Bassu Masque 2 oz.
- Curls Shampoo 2 oz.
- Curls Conditioner 2 oz.
- Curls Firm Styling Mousse 2 oz.
- Curls Finishing Spray 2 oz.
- Purify Shampoo 2 oz.
- Taffy Whip 2 oz.
- Trinity Shampoo 2 oz.
- Trinity Conditioner 2 oz.
- Trinity Repair Tonic 2 oz.

- SUR-02-A2**
- SUR-03-A2**
- SUR-02-BM2**
- SUR-03-BM2**
- SUR-03-BMM2**
- SUR-02-CU2**
- SUR-03-CU2**
- SUR-12-CUM2**
- SUR-05-CUS2**
- SUR-02-PS2**
- SUR-12-TW2**
- SUR-02-T2**
- SUR-03-T2**
- SUR-03-TRT2**



HOLIDAY TRAVEL SETS

SAVE
20%



AWAKEN TRAVEL

Includes:

- 1 Awaken Shampoo 2 oz.
- 1 Awaken Conditioner 2 oz.
- 1 Awaken Texture Spray 1.5 oz.

SUR-19-H25AT

SAVE
28%



CURLS TRAVEL

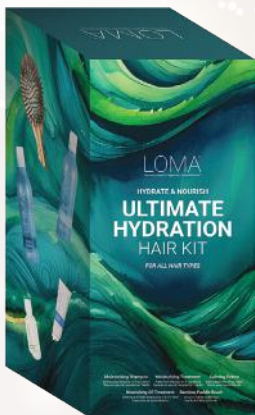
Includes:

- 1 Curls Shampoo 2 oz.
- 1 Curls Conditioner 2 oz.
- 1 Curl Finishing Spray 2 oz.

SUR-19-H25CT



HOLIDAY HAIR KITS



ULTIMATE HYDRATION HAIR KIT

HYDRATE & NOURISH

Includes:

- 1 Moisturizing Shampoo 12 oz.
- 1 Moisturizing Treatment 12 oz.
- 1 Calming Crème 3 oz.
- 1 Nourishing Oil Treatment 1 oz.
- 1 Bamboo Paddle Brush

LOM-19-H25MB



REPAIR & RESTORE HAIR KIT

REBUILD & PROTECT

Includes:

- 1 Nourishing Shampoo 12 oz.
- 1 Nourishing Conditioner 12 oz.
- 1 Deep Conditioner 3 oz.
- 1 Fortifying Repair Tonic 1 oz.
- 1 Detangle Flexi Brush

LOM-19-H25NB



HYDRATION BOOST TRAVEL HAIR KIT

Includes:

- 1 Moisturizing Shampoo 3 oz.
- 1 Moisturizing Treatment 3 oz.
- 1 Calming Crème 3 oz.

LOM-19-H25MT

RESTORE & SMOOTH TRAVEL HAIR KIT

Includes:

- 1 Nourishing Shampoo 3 oz.
- 1 Nourishing Conditioner 3 oz.
- 1 Smoothing Crème 3 oz.

LOM-19-H25NT



BALANCE & LIFT TRAVEL HAIR KIT

Includes:

- 1 Daily Shampoo 3 oz.
- 1 Daily Conditioner 3 oz.
- 1 Maximum Volumizing Solution 3 oz.

LOM-19-H25DT

STYLER SAMPLE BOX

Includes:

- 1 Calm Crème 0.5 oz.
- 1 Curvy Crème 0.5 oz.
- 1 Maximum Volumizing Solution 0.5 oz.
- 1 Smoothing Crème 0.5 oz.
- 1 Firm Hold Gel 0.5 oz.

LOM-19-H25BS



FIND YOUR MATCH



SAVE 20%

Comes with Attached Liter Pump!

MOISTURIZING LITERS

Choose From:

- Shampoo LOM-02-M33
- Treatment LOM-03-M33



SAVE 25%

STYLING JARS 3 OZ.

Choose From:

- Forming Paste LOM-12-FP3
- Fiber Putty LOM-12-FPT3
- Crème Pomade LOM-12-CP3



SAVE 30%

CATEGORY SALE

Choose From:

- Moisturizing Shampoo 12 oz. LOM-02-M12
- Moisturizing Treatment 12 oz. LOM-03-M12
- Calming Crème 8 oz. LOM-12-CMC8
- Nourishing Oil Treatment 3.4 oz. LOM-03-NOT4
- Light Nourishing Oil Treatment 3.4 oz. LOM-03-LNOT3

Aloxxi

BEJEWELLED KIT

Get a Jewel Tone Look

24 SEASONAL KIT

Includes:

- 8 ULTRA HOT Intense Semi-Permanent Fashion Color 4.4 oz. (Clear, Blue, Neon Green, Neon Teal, Pink, Red, Violet, Yellow)
- 1 INSTABOOST Gloss Boss 6.8 oz.
- 1 COLOURPRIME 10.1 oz.
- 1 ULTRA HOT Paper Swatch Chart

ALX-19-SO24S



SAVE
36%



ANDIAMO - LET'S GO COLOUR

Purchase 6 (Your Choice):

ANDIAMO Express Permanent Colour 2 oz.

Receive FREE:

1 Barrier Creme 5 oz.

ALX-25-NDAC

SAVE
12%

FREE



SAVE
38%



TONES COLOUR GEMS KIT

Includes:

- 6 TONES Demi-Permanent Colour 2 oz. (Clear, Gems Blue, Gems Gold, Gems Copper, Gems Red, Gems Violet)
- 1 BLONDE78 Ultra Lightener 14.1 oz.
- 1 7 Volume Developer Liter
- 1 Formulation Card

ALX-19-NDWIC

SAVE
44%



BOMBSHELL GIFT SET

Includes:

- 1 Volumizing Grip Styler Spray 6.5 oz.
- 1 Shine Mist 6.5 oz.

ALX-19-H25BS

SAVE
17%



E7 ANTI-FRIZZ GIFT SET

Includes:

- 1 Shampoo 10.1 oz.
- 1 Conditioner 10.1 oz.

ALX-19-H25E7

SAVE
60%



BOMBSHELL HOLIDAY SPECIAL!

Choose From:

- Shampoo 8 oz. ALX-02-BOSO
- Conditioner 8 oz. ALX-03-BOS8

K18

BIOMIMETIC
HAIRSCIENCE

Designed
for every
hair type,
texture,
color +
style.



HOLIDAY 2025

SAVE
20%

FUTURE FAVES HOLIDAY TRAVEL KIT

Includes:

- 1 Peptide Prep Detox Shampoo 1.8 oz.
- 1 Leave-In Molecular Repair Hair Mask 0.5 oz.
- 1 AstroLift Reporative Volume Spray 1.6 oz.

K18-19-H25H

1. detox shampoo

eliminate buildup

2. mask

reverse damage

3. AstroLift

volumize

LIMITED-EDITION SCENT

floating
forest
biotech
fragrance

cool
aquatic
floral
scent



Reverses damage to
restore strength, softness,
smoothness + bounce.

FUTURE SOCIETY LEAVE-IN MOLECULAR REPAIR HAIR MASK 1.7 OZ.

K18-03-RML1





HOLIDAY KITS

VERB



**SAVE
40%**

TREASURE TRESS KIT

Includes:

- 1 Ghost Oil 2 oz.
- 1 Volume Dry Texture Spray 1.6 oz.
- 1 Glossy Shine Spray 2 oz.
- 1 Ghost Flexible Hairspray 1.7 oz.
- 1 Amber & Jasmine Fragrance and Body Mist 1 oz.

VRB-19-H25S



**SAVE
39%**

GHOST GEMS KIT

Includes:

- 1 Ghost Shampoo 12 oz.
- 1 Ghost Conditioner 12 oz.
- 1 Ghost Flexible Hairspray 7 oz.
- 1 Ghost Oil 2 oz.
- 1 Frizz Defense Smoothing Spray 1 oz.

VRB-19-H25G

**SAVE
39%**

THE DAZZLER KIT

Includes:

- 1 Hydrate Shampoo 12 oz.
- 1 Hydrate Conditioner 12 oz.
- 1 Hydrate Oil 2 oz.
- 1 Glossy Shine Spray 2 oz.

VRB-19-H25H



**SAVE
15%**



FAVORITE STYLERS

Choose From:

- | | |
|----------------------------------|---------------|
| Dry Shampoo Dark 5 oz. | VRB-02-DSDT5 |
| Dry Shampoo Light 5 oz. | VRB-02-DSL5T5 |
| Ghost Flexible Hairspray 7 oz. | VRB-05-GTHS7 |
| Strong Finishing Hairspray 7 oz. | VRB-05-SHN7 |
| Volume Dry Texture Spray 5 oz. | VRB-05-VDT5S |



VIRTUE®

Real science. True beauty.



SAVE
38%



THE DREAM TEAM

Includes:

- 6 Damage Reverse Serum 1.7 oz.
- 6 Overnight Scalp & Hair Elixir 1.7 oz.

VTU-25-DPP



SAVE
25%

THE BEST OF 2025

Includes 1 Each:

- Healing Oil (1.7, 0.65, 0.3 & NFS 1.7 oz.)
- 6-in-1 Styler (4, 2, & NFS 4 oz. + 25 pc. Packettes)
- Recovery Shampoo (17, 8 & 2 oz.)
- Recovery Conditioner (17, 6.7 & 2 oz.)
- Recovery Shampoo & Conditioner Packettes 25 pc.
- Full Shampoo (17, 6.7 & 2 oz.)

VTU-21-BOB

HOLIDAY KITS

EXTRA 10% OFF NOVEMBER 6-30 ONLY!



SAVE
10%

JUMBO SHAMPOO & CONDITIONER DUOS

Choose From:

- Recovery Shampoo & Conditioner 17 oz.
- Full Shampoo & Conditioner 17 oz.
- Smooth Shampoo & Conditioner 17 oz.

VTU-19-H25R
VTU-19-H25F
VTU-19-H25S



HEALING OIL HOME & AWAY DUO

Includes:

- 1 Healing Oil 1.7 oz.
- 1 Healing Oil 0.6 oz. Travel Size

VTU-19-H25HO



HAND & HAIR REVIVAL DUO

Includes:

- 1 Limited Edition Hand Cream 2 oz.
- 1 Restoration Hair Mask 1.7 oz.

VTU-19-H25HH

BLACK FRIDAY • CYBER MONDAY SAVINGS

25% OFF*
ALMOST EVERYTHING
NOVEMBER 1-15 ONLY!

*Excludes kits and packages.

SAVE
25%



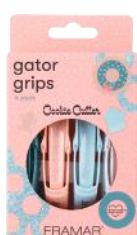


LIMITED EDITION

COOKIE CUTTER COLLECTION

Choose From:

Pop Up Foil 5x11 500 Sheets	FMR-10-500CU
Embossed Foil Roll 320 Feet	FMR-10-EMBCU
Toning Tub Color Bowls 2 Pack	FMR-10-TUBCU
Big Daddy Brush Set 3 Pack	FMR-10-BDSCU
Gator Grips 4 Pack	FMR-10-GGCU
Baby Klawls 4 Pack	FMR-10-BKCU
Sprinkle Detangle Brush	FMR-15-DTCUS
Ginger Detangle Brush	FMR-15-DTCUG
Frosting Detangle Brush	FMR-15-DTCUF



HOLIDAY DUO BRUSH

FMR-15-HOL25



ADVENT CALENDAR

FMR-19-ADV25



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	ALFAPARF MILANO MASTER COLORIST 1	SUNDAY-MONDAY NOVEMBER 2-3, 2025 \$250 • 10AM-5PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn in-depth color theory and advanced gray coverage. Perfect for professional colorists committed to growth, this program combines science, technique, and real-world application to help you deliver exceptional results behind the chair. This course is the first in a three-part Master Colorist series.
	VIRTUE LIVED-IN LAYERS	MONDAY NOVEMBER 3, 2025 Look & Learn \$99 • 10AM-12:30PM Hands-On \$250 • 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	A hands-on cutting class designed to help stylists transform everyday hair into effortlessly textured, wearable styles. This class is ideal for stylists working with straight to slightly wavy hair who want to build confidence in crafting cuts that grow out well, style easily, and feel fresh and modern.
	YELLOW PROFESSIONAL ESSENTIALS COLOR CLASS	SUNDAY NOVEMBER 9, 2025 \$25 • 1PM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	This class is designed to equip you with essential tools, formulation strategies, and product expertise to ensure success behind the chair using Yellow's vibrant and accessible portfolio. Plus, learn how to transform Yellow Permanent Color into a Demi-Permanent using our exclusive TECH+ Tone-On-Tone additive for customizable, flexible results.
	CURLISTO MASTERING THE ART OF CURLS	MONDAY NOVEMBER 10, 2025 Look & Learn \$99 • 10AM-12:00PM Hands-On \$495 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn to create healthy, hydrated curls and master cutting techniques that shape, not thin. Improve consultation skills, deepen your understanding of curl patterns and texture, and refine your finishing techniques for both curly and straight styles. This course covers the Diametrix Cutting method.
	MILBON HEAD SPA LEVEL 2 CERTIFICATION	MONDAY NOVEMBER 17, 2025 \$199 • 10AM-3PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Learn the techniques of three different Head Spa services that can be performed in the chair or the shampoo bowl and learn the importance of scalp health paired with stimulating massage techniques to help improve the overall health of the scalp and hair.

TRU
EDUCATION



SCAN NOW
TO REGISTER
FOR CLASSES

CLASSES FILL QUICKLY, SO REGISTER NOW!

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INVEST IN YOURSELF

VISIT [TRUBEAUTYCONCEPTS.COM](https://trubautyconcepts.com) FOR THE FULL SCHEDULE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	MILBON CRAFTING COLOR WITH CONFIDENCE	TUESDAY NOVEMBER 18, 2025 \$50 • 10AM-1PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Explore Milbon Sophistone permanent and demi-permanent colors, along with lighteners. Dive into product knowledge, uncovering the science, formulation, and artistry behind these professional color solutions. Get hands-on experience, applying techniques and bringing creative possibilities to life.
	BABE MASTERY TOUR CERTIFICATION	SUNDAY-MONDAY NOVEMBER 23-26, 2025 \$575 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Embark on a two-day program perfecting the application and removal of the four critical methods of hair extensions and the spectrum of solutions that you can offer to your clients. Featuring an official Babe Certification in I-Tip, Flat Tip and Fusion methods, including micro bonding and hand tied wefts.
	PREMIERLASH LASH CERTIFICATION	SUNDAY DECEMBER 7, 2025 \$499 • 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Become certified in lash extensions and grow your business. Learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. Learn several different styles for placing eyelashes, and the do's and don'ts associated with the placement.
	SURFACE AWAKEN HEAD SPA	MONDAY DECEMBER 8, 2025 \$100 • 10AM-2PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Learn everything you need to know to offer Japanese Head Spa services! Experience a live Head Spa demo covering techniques, service flow, and equipment. Explore modular to plumbed device options and support tools. Learn to offer consultations, scalp analysis, fumigation, and light therapy. Get pricing, timing, and marketing guidance.
	HEAD SPA 101	MONDAY DECEMBER 8, 2025 \$99 • 10AM-2PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Increase your service dollars and salon experience with Head Spa Scalp services! Whether you're just beginning your head spa journey or looking to refine your approach, this class provides a comprehensive introduction to the tools, techniques, and philosophy behind this restorative service.

IN-SALON
EDUCATION



SCAN NOW
TO BOOK
IN-SALON
EDUCATION

FOLLOW US



New classes are added often. Follow us to stay up to date on education, promotions and special offers.

KERATHERAPY™



SAVE
33%



STRENGTH+BAMBOO

Purchase:

- 1 BAMBOOMIRACLE Shampoo 10.1 oz.
- 1 BAMBOOMIRACLE Conditioner 10.1 oz.

Receive **FREE**:

- 1 BAMBOOMIRACLE All-In-One Leave-In 6 oz.

KRT-25-BBMND

FREE

SAVE
25%



REPAIR+KERATIN 20-IN-1 LEAVE-IN 4.2 OZ.

**BUY 3,
GET 1 FREE**

KRT-25-FLRND

FREE

SAVE
20%



STYLE+KERATIN DAILY SMOOTHING CREAM 6.8 OZ.

**BUY 2,
GET 20% OFF**

KRT-25-STYND

SAVE
20%

TREATMENT STYLIST KITS

Choose From:

- | | |
|--------------------------------|--------------|
| Brazilian Renewal | KRT-19-BRSK3 |
| Extreme Renewal Creme de Cocoa | KRT-19-ERCD3 |
| Pure Renewal PLUS+ | KRT-19-PRPSK |

Includes:

- 1 Brazilian Renewal Treatment 3 oz.
- 1 Clean Start Shampoo 2 oz.
- 1 Color Lock & Smooth 2 oz.
- 2 Deep Conditioning Masque Sachets
- 2 Daily Smoothing Cream Sachets
- 1 Application Guide



Includes:

- 1 Extreme Renewal Creme de Cocoa Treatment 3 oz.
- 1 Clean Start Shampoo 2 oz.
- 1 Color Lock & Smooth 2 oz.
- 1 Application Guide



Includes:

- 1 Pure Renewal Plus Treatment 3 oz.
- 1 Clean Start Shampoo 2 oz.
- 1 Color Lock & Smooth 2 oz.
- 1 Application Guide



SAVE
20%



COLOR LOCK AND SMOOTH KERATIN TREATMENT SPRAY 8 OZ.

KRT-11-CLSK8

This 2-in-1 formula can be used after all color or highlighting services to **LOCK COLOR** in and **prevent fading** or as **standalone in-salon EXPRESS keratin smoothing treatment** providing frizz control.

FEATURES

- Add-on to all color services and chemical services in just 5 extra minutes
- Can be a stand-alone express keratin treatment service in just 30 - 40 minutes
- Works on all hair types for up to 4-6 weeks
- Tames frizz and boosts shine with a protective humidity barrier

KERATHERAPY™ HOLIDAY BUNDLES

SAVE
36%

HERO 5 PACKS

Choose From:

Moisture+Keratin	KRT-25-HROMH
Repair+Keratin	KRT-25-HRORH
ColorProtect+Keratin	KRT-25-HROCH
Style+Keratin*	KRT-25-HROSH

Shampoo & Conditioner Hero 5 Packs includes a Shampoo 10 oz., Conditioner 10 oz., KeratinFixx 20-in-1 Leave-In Conditioner 4.2 oz., Style+Keratin Daily Smoothing Cream 6.8 oz. and Bamboo Miracle Vegan Reconstructor 6 oz.

*Style+Keratin Hero 5 Pack includes a Style+Keratin Daily Smoothing Cream 6.8 oz., Argan Oil 1.7 oz., Define, Shine & Style Cream 4.2 oz., Ultra Fast Blow-Dry Mist Spray & Rapid Rescue 4.2 oz.



SAVE
32%

RETAIL TRIOS

Choose From:

Moisture+Keratin	KRT-25-TRIMH
Repair+Keratin	KRT-25-TRIRH
ColorProtect+Keratin	KRT-25-TRICH
Volume+Keratin	KRT-25-TRIVH
Blonde+Keratin	KRT-25-TRIBH
Strength+Vegan	KRT-25-TRISH

Each Retail Trio includes a Shampoo 10 oz., Conditioner 10 oz. and retail size Leave-In.



SAVE
28%

TRAVEL SIZE TRIOS

Choose From:

Moisture+Keratin	KRT-25-TVLMH
Repair+Keratin	KRT-25-TVLRH
ColorProtect+Keratin	KRT-25-TVLCH

Travel Size Trios includes a Shampoo 2 oz., Conditioner 2 oz. and Style+Keratin Daily Smoothing Cream 2 oz.



nioxin[®]
— PRO CLINICAL —



THICKER, FULLER HAIR IN 30 DAYS



SYSTEM KITS*

Choose From:

- SYSTEM 1 Kit **NIX-19-S1K**
- SYSTEM 2 Kit **NIX-19-S2K**
- SYSTEM 3 Kit **NIX-19-S3K**
- SYSTEM 4 Kit **NIX-19-S4K**



*Kits include 1 each shampoo 10.1 oz., conditioner 10.1 oz. and treatment 3.3 oz.

VITALITY's
LIFE IN THE HAIR



GIFT WITH COLOR PURCHASE

Purchase \$250 (Your Choice):

Art Absolute Permanent Coloring Cream 3.4 oz.

OR

Tone on Tone Colour Cream 3.4 oz. (Intense or Shine)

Receive FREE:

- 1 Cape
 - 1 Apron
 - 2 Color Bowls
 - 2 Color Brushes
- VIT-25-NDGWP**



ART ABSOLUTE

High-lasting colouring cream with a mixture of protective oils. Natural essences to enhance the shine of the color.

TONE INTENSE

Covers up to 70% of grey hair and gradually fades over time. Ideal for bringing the customer closer to the first coloring.

TONE SHINE

Makes it possible to provide a gloss service that can add shine, even to natural hair. Ideal for use on bleached and/or sensitized hair.

BLACK FRIDAY CYBER SALE

NOVEMBER 23-29 ONLY



SAVE
25%

BLONDOR LIGHTENERS

Choose From:

- | | |
|--|---------------------|
| BlondorPlex Multi-Blonde Powder 14 oz. | WBL-04-BPX14 |
| BlondorPlex Multi-Blonde Powder 28.2 oz. | WBL-04-BRPLX |
| Blondor Multi-Blonde Powder 14.1 oz. | WBL-04-LP14 |
| Blondor Multi-Blonde Powder 28.2 oz. | WBL-04-LP28 |



PROFESSIONAL SEBASTIAN™

NOVEMBER ONLY

SAVE
20%

RETAIL PORTFOLIO

Choose From:

- | | |
|--|---------------------|
| Dark Oil Lightweight Shampoo 8.5 oz. | SEB-02-DOL8 |
| Dark Oil Lightweight Conditioner 8.5 oz. | SEB-03-DOL8 |
| Dark Oil Styling Oil 3.2 oz. | SEB-03-DO3 |
| Dark Oil Silkening Fragrant Mist 4.5 oz. | SEB-12-DOSM4 |
| Drench Shampoo 8.45 oz. | SEB-02-DRE8 |
| Drench Conditioner 8.45 oz. | SEB-03-DRE8 |
| Penetraitt Shampoo 8.45 oz. | SEB-02-PEN8 |
| Penetraitt Conditioner 8.45 oz. | SEB-03-PEN8 |
| Penetraitt Treatment 5 oz. | SEB-03-PT5 |
| Penetraitt Overnight Repairing Serum 3.2 oz. | SEB-03-ORS3 |
| Volupt Shampoo 8.45 oz. | SEB-02-VOL8 |
| Volupt Conditioner 8.45 oz. | SEB-03-VOL8 |
| Volupt Spray Gel 5.1 oz. | SEB-12-VP5G5 |
| Leave-In Bonding & Styling Cream 4.9 oz. | SEB-03-BSLI4 |
| No. Breaker Leave-In Bonding Spray 3.38 oz. | SEB-03-NBLI3 |
| Potion 9 Treatment 5 oz. | SEB-03-P9T5 |
| Craft Clay 1.7 oz. | SEB-12-CRFC1 |
| Gel Forte 6.7 oz. | SEB-12-GFRT6 |
| Mousse Forte 7 oz. | SEB-12-MFRT7 |
| Matte Putty 2.6 oz. | SEB-12-MPTS2 |
| Microweb Fiber 1.6 oz. | SEB-12-MWFB1 |
| Texturizer 5.1 oz. | SEB-12-TEXG5 |
| Thickefy Foam 6.8 oz. | SEB-12-THKF6 |
| Taming Elixir 4.7 oz. | SEB-12-TMEX4 |
| Texture Maker 5.1 oz. | SEB-12-TXMK5 |



SAVE
40%



SHAPER HAIRSPRAY MINIS 1.5 OZ.*

Choose From:

- | | |
|---------------------|--------------------|
| Re-Shaper | SEB-05-RES1 |
| Original Shaper | SEB-05-SO1 |
| Shaper Plus | SEB-05-SOP1 |
| Shaper Zero Gravity | SEB-05-SZG1 |

*While supplies last.

Perricone MD

VITAMIN C ESTER

Provides supercharged brightening and smoothing benefits with less irritation than traditional vitamin C.



VITAMIN C ESTER

Choose From:

- | | |
|---|---------------|
| Citrus Brightening Cleanser 6 oz. | PMD-07-VCBC6 |
| Photo-Brightening Moisturizer 2 oz. | PMD-07-VCBM2 |
| Brightening Serum 1 oz. | PMD-07-VCBS1 |
| CCC + Ferulic Brightening Complex 20% 2 oz. | PMD-07-VCFBC2 |
| CCC + Ferulic Brightening Under-Eye Cream 0.5 oz. | PMD-07-VCFUEC |



END OF YEAR COLOR STOCK UP!



SAVE
50%

KERACOLOR 12 OZ.

BUY 1, GET 1 FREE

MIX & MATCH

Choose From: Auburn, Blue, Copper, Emerald, Espresso, Hot Pink, Honey, Lavender, Lemon, Light Pink, Mocha, Mocha Latte, Mint, Onyx, Purple, Platinum, Purple for Brunette, Red, Rose Gold, Rose Gold for Brunette, Silver, Silver Blue, Teal

KCO-25-NDCSU



SAVE
25%

KERACOLOR LITERS

BUY 1, GET 1 50% OFF

MIX & MATCH

Choose From: Silver, Platinum, Honey, Light Pink, Rose Gold, Purple, Mocha, Espresso, Onyx

KCO-25-NDLBG



MADE IN ITALY



SAVE
15%



ALL LIGHTENERS

Choose From:

5 Level Clay Lightener (Ammonia Free) 17.6 oz.	DUO-04-5L500
6 Level Lightener (Ammonia Free) 17.6 oz.	DUO-04-6L500
7 Level Clay Lightener (Low Ammonia) 17.6 oz.	DUO-04-7L500
9 Level Lightener (Low Ammonia) 17.6 oz.	DUO-04-9L500

SAVE
19%



MASKS 10.1 OZ.

Choose From:

Hydrate Mask	DUO-03-HYM10
Repair Mask	DUO-03-RPM10

SAVE
UP TO
23%



BACK BAR LITERS

Choose From:

Blonde Purple Shampoo	DUO-02-BLD33
Clarify Shampoo	DUO-02-CLR33
Hydrate Shampoo	DUO-02-HYD33
Hydrate Conditioner	DUO-03-HYD33
Repair Shampoo	DUO-02-RPR33
Repair Conditioner	DUO-03-RPR33



HOLIDAY BUNDLES

Unwrap unbeatable offers on your favorite TRUSS essentials.

SAVE
15%



MIRACLE BUNDLE

Includes:

- 1 Miracle Shampoo 10.14 oz.
- 1 Miracle Conditioner 10.14 oz.
- 1 Miracle Mask 6.35 oz.

TRS-25-NDMB

SAVE
15%



FRIZZ ZERO BUNDLE

Includes:

- 1 Frizz Zero Shampoo 10.55 oz.
- 1 Frizz Zero Conditioner 10.55 oz.
- 1 Frizz Zero 9.15 oz.

TRS-25-NDFZ

SAVE
15%



HAIR OIL 2 OZ.

Deluxe Prime Reconstructive Oil TRS-03-DPO2
Illuminatte Oil TRS-03-ILLO2

SAVE
15%



ULTRA HYDRATION BUNDLE

Includes:

- 1 Ultra Hydration Shampoo 10.14 oz.
- 1 Ultra Hydration Conditioner 10.14 oz.
- 1 Deluxe Prime 8.7 oz.

TRS-25-NDUH

SAVE
15%



PERFECT BUNDLE

Includes:

- 1 Perfect Shampoo 10.14 oz.
- 1 Perfect Conditioner 10.14 oz.
- 1 Perfect Mask 6.35 oz.

TRS-25-NDP

SAVE
26%



FREE

HOLIDAY SAVINGS

FREE

8X POWDER 7.05 OZ.*

WITH \$250 PURCHASE
OF TRUSS PRODUCTS



*Add 8X Powder to your cart after the \$250 threshold is met.

DELUXE PRIME KIT

Includes:

- 1 Deluxe Prime Shampoo 10.55 oz.
- 1 Deluxe Prime Conditioner 10.55 oz.
- 1 Deluxe Prime Hair Reconstructor 1 oz.

TRS-25-NDDB

SAVE
25%



FREE

CRAZY FOR TRUSS KIT

Includes:

- 1 Bidimensional Shampoo 3.38 oz.
- 1 Protein Mask 3.38 oz.
- 1 Lipidic Mask 3.38 oz.
- 1 Deluxe Prime Hair Reconstructor 1 oz.

TRS-25-NDCT

SAVE
20%



LIGHTENING BUNDLE

Purchase:

6 Lightening Powder 17.64 oz.

Receive **FREE**:

- 1 8x Powder 7.05 oz.
- 1 Developer 32.12 oz. (Your Choice)

TRS-25-NDLB

SAVE
33%



Conditioning color for all hair types and services: permanent, semi-permanent, toning and glossing.



TRUSS COLOR

Purchase 4 (Your Choice):

- Perfect Blond Color 2.11 oz.
- Semi-Permanent Color 2.11 oz.
- Permanent Color 2.11 oz.

TRS-25-NDTC

SAVE
20%



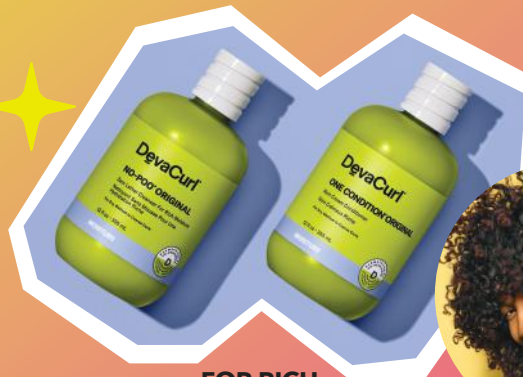
DevaCurl®

GIVE THE GIFT OF CURL CARE

20% OFF

CLEANSERS + CONDITIONERS

RETAIL + TRAVEL SIZE CARE



**FOR RICH
MOISTURE**



**FOR
INCREASED
VOLUME**



**REPAIRING +
STRENGTHENING
BONDS**



**CLEANSE &
CONDITION 12 OZ.**

Choose From:

NO-POO BLUE	DEV-02-NPB12
CURLBOND Cleanser	DEV-02-CB12
CURLBOND Conditioner	DEV-03-CB12
CURLHEIGHTS Cleanser	DEV-02-CH12
CURLHEIGHTS Conditioner	DEV-03-CH12

CLEANSE & CONDITION

Choose From:

NO-POO ORIGINAL 12 oz.	DEV-02-NP12
ONE CONDITION ORIGINAL 12 oz.	DEV-03-OC12
NO-POO DECADENCE 12 oz.	DEV-02-DNP12
ONE CONDITION DECADENCE 12 oz.	DEV-03-DOC12
LOW-POO ORIGINAL 12 oz.	DEV-02-LP12
LEAVE-IN DECADENCE 8 oz.	DEV-03-DLI8

STOCKING STUFFERS 3 OZ.

Choose From:

NO-POO ORIGINAL	DEV-02-NP3
ONE CONDITION	DEV-03-OC3
NO-POO DECADENCE	DEV-02-DNP3
ONE CONDITION DECADENCE	DEV-03-DOC3
CURLBOND Cleanser	DEV-02-CB3

TOWELS

Choose From:

DEVATOWEL	DEV-10-DTOW
DEVATWIST	DEV-10-TWIST

**FOR
ULTRA-RICH
MOISTURE**



**SAVE ON
STOCKING
STUFFERS**



**20% OFF
DEVATOWEL® +
DEVATWIST™**





SAVE
21%



CARMÉN + SOLARIS

Purchase 36 (Your Choice):
Carmén Shades 2.03 oz.

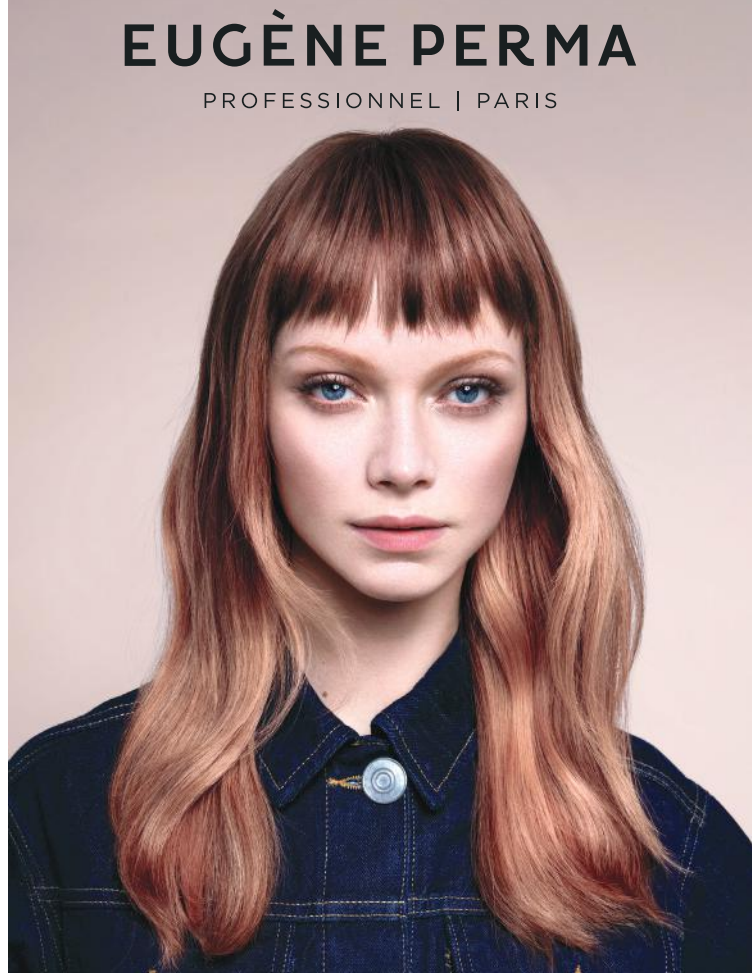
Receive FREE:

1 Poudr6 Bleaching Powder 15.87 oz.
OR
1 Poudr7 Bleaching Powder 15.87 oz.

**Add Poudr6 or Poudr7 to your cart after the 36 tube threshold is met.*



FREE



EUGÈNE PERMA

PROFESSIONNEL | PARIS



SAVE
30%

SOLARIS P0%
AMMONIA-FREE
LIGHTENING
POWDER 15.87 OZ.
SOL-04-P0



SAVE
33%

BLUSH FLASHY
MIX 3.38 OZ.

BUY 2,
GET 1 FREE

MIX & MATCH
BLS-25-NDBLS



FREE



FREE

SAVE
34%

CARMÉN RITUEL TRY ME

Purchase 18 (Your Choice):

Carmén Rituel Ammonia-Free Coloring Cream 2.03 oz.

Receive FREE:

1 Activating Cream Liter (Your Choice)
1 Rebalancing Cleansing Jelly Liter
1 Care Balm 16.9 oz.
1 Carmen Rituel Technical Chart

CRU-25-MACR

YELLOW

PROFESSIONAL

BLEACH

HOLIDAY LIFT-OFF STOCK UP. SHINE BRIGHT. SLEIGH SEASON.

SAVE
41%

BLEACH 17.6 OZ.

BUY 3,
GET 1 FREE

NO MIX & MATCH

Choose From:

7 Levels Blue Bleach

YLW-25-NDL7

On-Scalp 7 Levels Violet Bleach

YLW-25-NDL7

9 Levels White Bleach

YLW-25-NDL9

PLUS BONUS Receive FREE:

1 Pin Tail Comb

1 Yellow Foil Roll

FREE



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Quick Fit Tape Weft

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Master The Tape Weft Method

Build length and volume faster with our hands-on course. Perfect for both new and experienced stylists, you'll learn efficient sectioning and placement, blending and styling techniques, removal and reapplication, and proper aftercare for long-lasting results.

\$250

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\$250

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SOUTHAMPTON 109 Street Road, Southampton, PA 18966



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SAVE
15%

SAVE
20%

SHADE VARIATION MASKS 8.4 OZ.

Pigmented hair masks that provide hair color treatments to neutralize unwanted tones or to enhance your natural hair color.

Choose From:

Ash Brown	CRR-03-SVAB8
Baby Blonde	CRR-03-SVBB8
Warm Chestnut	CRR-03-SVWC8
Chic Copper	CRR-03-SVCC8
Golden Blonde	CRR-03-SVGB8



SHADE VARIATION BABY BLONDE

Choose From:

Shampoo 8.4 oz.	CRR-02-SVBB8
Conditioner 6.7 oz.	CRR-03-SVCBB8



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TOGETHER WE CURL



SAVE
20%

THE CURLY ONE

Choose From:

Shampoo 12 oz.	CUL-02-CO12
Conditioner 12 oz.	CUL-03-CO12
Shampoo Plus 12 oz.	CUL-02-COP12
Conditioner Plus 12 oz.	CUL-03-COP12



HOLIDAY BEST SELLERS

PERFECT STOCKING STUFFER'S OR HOLIDAY GIFT BASKETS



Improves elasticity, moisturizes and strengthens hair while reducing breakage.



A frizz-free blow out with a touch of hold and shine. Protects hair from heat styling.



Movable volume with a light to medium hold. Natural UV protectors fight damage and help to preserve color.

FAN FAVORITES

Choose From:

Complete All-In-One Leave-In Spray 8 oz.

ABA-03-AIOC8

Preserving Blow Dry Hair Spray 8 oz.

ABA-12-PBDS8

Volume Foam Styling Mousse 8 oz.

ABA-12-VOLF8

SAVE 25%



TOCCOMAGICO
[CRAFT YOUR ARTISTRY]

NEW SHADES

Elevate your color bar with bold, botanical, brilliance

UNWRAP NEW COLOR

SAVE 25%



Why You'll LOVE These 5 NEW Shades

- Bold, fashion forward tones with exceptional coverage
- Infused with natural botanicals for superior hair health
- Predictable results with long-lasting shine

COLOR-TON PERMANENT HAIR COLOR 3.3 OZ.

Choose From:

5MF TCM-04-5MF

6MF TCM-04-6MF

7MF TCM-04-7MF

5FM TCM-04-5FM

8FM TCM-04-8FM



5MF/5.81

Cool Brown
Light Brown



6MF/6.81

Cool Brown
Dark Blonde



7MF/7.81

Cool Brown
Blonde



5FM/5.05

Marron Glace



8FM/8.05

Hazelnut





SAVE
UP TO
29%



INTRODUCTORY SPECIALS

SAVE **29%** BRONZE INTRO

Purchase:

- 1 Classic Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.
- 1 Sea Salt Spray 8.45 oz.

Get \$20 of FREE SWAG:

- 1 Capt Fawcett Tin Sign (30x30cm)
- 5 CF Beer Mats

FAW-25-BRNMJ

SAVE **27%** SILVER INTRO

Purchase:

- 1 Classic Pomade 3.53 oz.
- 1 Clay Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.
- 1 Expedition Reserve Hair Powder 0.7 oz.
- 1 Hair Tonic 8.45 oz.
- 1 Sea Salt Spray 8.45 oz.

Get \$35 of FREE SWAG:

- 1 Capt Fawcett Tin Sign (30x30cm)
 - 2 A2 CF Hair Couture Poster
 - 4 Hair Couture Postcard
 - 5 CF Beer Mats
- FAW-25-SLVMJ

SAVE **29%** GOLD INTRO

Purchase:

- 3 Classic Pomade 3.53 oz.
- 2 Clay Pomade 3.53 oz.
- 3 Putty Pomade 3.53 oz.
- 3 Strong Hold Pomade 3.53 oz.
- 3 Expedition Reserve Hair Powder 0.7 oz.
- 2 Hair Tonic 8.45 oz.
- 3 Sea Salt Spray 8.45 oz.
- 1 Bianco Classico Purple Shampoo 8.45 oz.

Get \$90 of FREE SWAG:

- 1 Embroidered Keyring
- 1 Open/Close Aluminum Plate Sign
- 1 Capt Fawcett Tin Sign (30x30cm)
- 1 Capt Fawcett Rubber Bar Mat
- 2 A2 Hair Couture Poster
- 4 CF Hair Couture Postcard
- 8 CF Beer Mats
- 8 CF Monogram Green Sticker

Get \$32.50 of FREE BACKBAR:

- 1 Classic Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.

FAW-25-GLDMJ

SAVE **28%** PLATINUM INTRO

Purchase:

- 4 Classic Pomade 3.53 oz.
- 4 Clay Pomade 3.53 oz.
- 5 Putty Pomade 3.53 oz.
- 4 Strong Hold Pomade 3.53 oz.
- 5 Expedition Reserve Hair Powder 0.7 oz.
- 4 Hair Tonic 8.45 oz.
- 4 Sea Salt Spray 8.45 oz.
- 1 Expedition Reserve Shampoo 8.45 oz.
- 2 Expedition Reserve Shampoo Liter
- 2 Bianco Classico Purple Shampoo 8.45 oz.

Get \$161 of FREE SWAG:

- 4 Embroidered Keyring
- 1 Open/Close Aluminum Plate Sign
- 1 Capt Fawcett Tin Sign (30x30cm)
- 2 Capt Fawcett Rubber Bar Mat
- 4 A2 Hair Couture Poster
- 8 CF Hair Couture Postcard
- 15 CF Beer Mats
- 8 CF Monogram Green Sticker
- 8 CF Brown Logo Sticker

Get \$78.50 of FREE BACKBAR:

- 1 Classic Pomade 3.53 oz.
- 1 Clay Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.
- 1 Expedition Reserve Hair Powder 0.7 oz.
- 1 Sea Salt Spray 8.45 oz.

FAW-25-PLTMJ

A Comprehensive Range of
Gentleman's Grooming Essentials

HOTHEADS®

100% REMY HUMAN HAIR TAPE-IN EXTENSIONS

Hotheads are the innovators of the groundbreaking Tape-In Hair Extension method. Developed as a solution to original extension methods known to be expensive, damaging and hugely time-consuming, Hotheads premium 100% Remy Human Hair extensions pioneered the concept of stunning transformations in under an hour.



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PROVEN RESULTS
Endothermic foils with
10 Vol. under 15 minutes

HOW IT WORKS

Our endothermic foils create a consistent temperature for the **hair cuticle to open gently and consistently**. It enhances the incubation period to **speed up your processing safely**.

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MAKE MORE MONEY
SAVE MORE TIME
WITH ENDOTHERMIC FOILS



SAVE
15%



5"x350' ROLL
Medium Weight
FFO-10-5R3

5x11" POP-UP
Medium Weight
FFO-10-PU511

PROTECT HAIR INTEGRITY | SUPERIOR LIFTING CAPABILITY
25% FASTER PROCESSING TIME | BETTER COLOR DEPOSIT

ORI LAB

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SAVE
20%

BAG DEAL

Purchase \$100:
ORI LAB Products

Receive FREE:
50 ORI LAB Paper Shopping Bags*

*Add bags to your cart after
the \$100 threshold is met.

FREE



SAVE
11%

COLOR + DEVELOPER

Purchase:
36 Permanent Hair Color 3.4 oz. (Your Choice)

Receive FREE:
2 Conditioning Activator Liter (Your Choice)
Choose From: 10, 20, 30 or 40 Volume

1 Color Bowl
1 Color Brush
1 Tech Chart

NAC-25-NDP

FREE



NAK HAIR

P R O F E S S I O N A L



LIQUID GLOSS HAIR
TONER 2.03 OZ.

BUY 6,
GET 15% OFF

MIX & MATCH
NAC-25-SOLG

SAVE
15%



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NAK HAIR

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MEET THE NAK SIGNATURE RANGE



Formulated **WITHOUT:** Sulfates, Parabens & Gluten | **100% Vegan & Cruelty Free**

Unleash your styling and finishing techniques with a range designed to elevate your expertise.



SHAMPOO & CONDITION

Designed with premium ingredients and innovative formulas, each product targets specific hair needs; whether it's hydration, repair, volume, or colour protection.

DAILY ESSENTIALS

Designed for effortless, everyday care; nourishing and protecting your strands without compromise.



STYLE & FINISH

High-performance formulas that shape, define, and perfect any look. From effortless waves to sleek styles and strong hold to flexible movement.

TREATMENTS

Designed to restore strength, hydration, and vitality, these intensive formulas repair damage, replenish moisture, and protect against future stress.

NAK HAIR

A U S T R A L I A

NEW

NAK SIGNATURE INTRODUCTORY OFFERS



SAVE
31%

NAK SIGNATURE ANCHOR INTRODUCTORY OFFER*

Purchase 4 Each:

Shampoos & Conditioners 11.83 oz.
Treatments & Daily Essentials Retail Sizes
Styling & Finishing Retail Sizes

Purchase 3 Each:

Shampoos & Conditioners 2.7 oz.
Treatments & Daily Essentials Travel Sizes

Purchase 1:

Thermal Shield 1.69 oz.

Receive 1 Each FREE:

Shampoos & Conditioners Liters
Mask & Treatment Liters

Receive 12 Each FREE:

Mask & Treatment 1.69 oz.

Receive 20 FREE:

Bonus Testers

NAK-21-ANCIO



SAVE
32%

NAK SIGNATURE ESSENTIALS INTRODUCTORY OFFER*

Purchase 2 Each:

Shampoos & Conditioners 11.83 oz.
Treatments & Daily Essentials Retail Sizes
Styling & Finishing Retail Sizes

Purchase 2 Each:

Shampoos & Conditioners 2.7 oz.
Thermal Shield 1.69 oz.

Purchase 6 Each:

Treatments & Daily Essentials Travel Sizes

Receive 1 Each FREE:

Shampoos & Conditioners Liters
Mask & Treatment Liters

Receive 12 Each FREE:

Mask & Treatment 1.69 oz.

Receive 22 FREE:

Bonus Testers

NAK-21-ESSIO

NAK SIGNATURE SUITE INTRODUCTORY OFFER*

Purchase 2 Each:

Shampoos & Conditioners 11.83 oz.
Treatments & Daily Essentials Retail Sizes
Styling & Finishing Retail Sizes

Receive 1 Each FREE:

Shampoos & Conditioners Liters
Treatment Liter

Bonus Testers

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SAVE
29%



*Visit the TruBeauty Concepts website for full list of products per introductory offer.



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