

tru**beauty**

C O N C E P T S

JANUARY | FEBRUARY 2026

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ALFAPARF MILANO
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NEW

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NEW

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Save 20%
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Photo courtesy of Surface

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SCAN NOW TO SHOP
JANUARY | FEBRUARY
PROMOTIONS

FOLLOW US ON SOCIAL MEDIA

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WELCOME TO 2026!

We're excited for another year and hoping it brings you much success. Explore these savings for a great start. And don't forget to stock up for Valentine's Day.



5 EASY WAYS TO ORDER

- Online ordering 24/7 at trubeautyconcepts.com
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- Contact your TruBeauty Concepts Sales Consultant
- Call our Customer Service Department at (888) 371-5040 and/or text (888) 511-9221
- Visit one of our convenient store locations: Southampton, PA and Rockville, MD.

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TRU EDUCATION: PAGES 20-21

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MILBON SOPHISTONE

SAVE
17%



PERMANENT COLOR
**BUY 5,
GET 1 FREE**

Purchase (Your Choice):
5 Permanent Color 2.8 oz.

Receive FREE:
1 Permanent Color 2.8 oz. (Clear)
SOT-25-JFPCP

FREE



SAVE
17%



DEMI COLOR
**BUY 5,
GET 1 FREE**

Purchase (Your Choice):
5 Demi Color 2 oz. (except clear)

Receive FREE:
1 Demi Color 7N 2.8 oz.
SOT-25-JFDCP

FREE



MILBON

Find Your Beauty



CURL

FOR DEFINITION
AND HYDRATION

Featuring
Cuticle Enhancing
Technology

CURL HOME CARE & CREATIVE STYLE

Choose From:

Curl Shampoo 6.8 oz.
Curl Treatment 7.1 oz.
Curl Enriched Treatment 7.1 oz.
Curl Leave-In Treatment 4.1 oz.
Curl Control Cream 4.2 oz.
Curl Control Gel 4.2 oz.

MLB-02-CC6
MLB-03-CC7
MLB-03-CCR7
MLB-03-CCLI4
MLB-12-CCC4
MLB-12-CCG4

SAVE
15%

Science-backed Curl Care to repair the cuticle, lock in moisture, reduce frizz, and enhance natural bounce for soft, manageable, and healthy-looking curls without crunch.



SIGNATURE SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

ANTI-FRIZZ Defrizzing Shampoo Liter
ANTI-FRIZZ Defrizzing Treatment 35.3 oz.
BLONDE PLUS Nourishing Violet Shampoo Liter
BLONDE PLUS Nourishing Violet Treatment 35.3 oz.
CURL Care Shampoo Liter
CURL Curl Care Treatment 35.3 oz.
CURL Curl Care Enriched Treatment 35.3 oz.
MOISTURE Replenishing Shampoo Liter
MOISTURE Replenishing Treatment 35.3 oz.
REAWAKEN Renewing Shampoo Liter
REAWAKEN Renewing Treatment 35.3 oz.
REPAIR Restorative Shampoo Liter
REPAIR Restorative Treatment 35.3 oz.
REPAIR HEAT Protective Shampoo Liter
REPAIR HEAT Protective Treatment 35.3 oz.
SCALP Purifying Gel Shampoo Liter
SCALP Hydrating Treatment 35.3 oz.
SMOOTH Smoothing Shampoo For Fine Hair Liter
SMOOTH Smoothing Treatment For Fine Hair 35.3 oz.
SMOOTH Smoothing Shampoo For Medium Hair Liter
SMOOTH Smoothing Treatment For Medium Hair 35.3 oz.
SMOOTH Smoothing Shampoo For Coarse Hair Liter
SMOOTH Smoothing Treatment For Coarse Hair 35.3 oz.
VOLUME Volumizing Shampoo Liter
VOLUME Volumizing Treatment 35.3 oz.

MLB-02-SDBS
MLB-03-SDBS
MLB-02-BPVBs
MLB-03-BPVBs
MLB-02-CCBS
MLB-03-CCBS
MLB-03-CCRBS
MLB-02-MB33
MLB-03-MB35
MLB-02-REABS
MLB-03-REABS
MLB-02-SRBS
MLB-03-SRBS
MLB-02-SHPSB
MLB-03-SHPSB
MLB-02-SGB33
MLB-03-ST35
MLB-02-SFB33
MLB-03-SFB35
MLB-02-SMB33
MLB-03-SMB35
MLB-02-SCB33
MLB-03-SCB35
MLB-02-SVBS
MLB-03-SVBS

SIGNATURE SHAMPOO & CONDITIONER EMPTY BOTTLES 16.9 OZ. WITH PUMP

Choose From:

ANTI-FRIZZ Defrizzing Shampoo
ANTI-FRIZZ Defrizzing Treatment
BLONDE PLUS Nourishing Violet Shampoo
BLONDE PLUS Nourishing Violet Treatment
CURL Care Shampoo
CURL Curl Care Treatment
CURL Curl Care Enriched Treatment
MOISTURE Replenishing Shampoo
MOISTURE Replenishing Treatment
REAWAKEN Renewing Shampoo
REAWAKEN Renewing Treatment
REPAIR Restorative Shampoo
REPAIR Restorative Treatment
REPAIR HEAT Protective Shampoo
REPAIR HEAT Protective Treatment
SCALP Purifying Gel Shampoo
SCALP Hydrating Treatment
SMOOTH Smoothing Shampoo For Fine Hair
SMOOTH Smoothing Treatment For Fine Hair
SMOOTH Smoothing Shampoo For Medium Hair
SMOOTH Smoothing Treatment For Medium Hair
SMOOTH Smoothing Shampoo For Coarse Hair
SMOOTH Smoothing Treatment For Coarse Hair
VOLUME Volumizing Shampoo
VOLUME Volumizing Treatment

MLB-10-SDSEP
MLB-10-SDEP
MLB-10-BPVSP
MLB-10-BPVTP
MLB-10-CCSEP
MLB-10-CCTEP
MLB-10-CCRTEP
MLB-10-MSP
MLB-10-MTP
MLB-10-RESEP
MLB-10-RETEP
MLB-10-SRSEP
MLB-10-SRCEP
MLB-10-SHPSEP
MLB-10-SHPTEP
MLB-10-SGEP
MLB-10-STEP
MLB-10-SFFP
MLB-10-STFP
MLB-10-SSMP
MLB-10-STMP
MLB-10-SSCMP
MLB-10-STCP
MLB-10-SVSEP
MLB-10-SVCEP



SAVE
15%



GOLD SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

Enhancing Vivacity Shampoo Refine Liter	MGO-02-EVRBS
Enhancing Vivacity Shampoo Soften Liter	MGO-02-EVSBS
Enhancing Vivacity Treatment 35.3 oz.	MGO-03-EVVB
Illuminating Glow Shampoo Liter	MGO-02-IGBS
Illuminating Glow Treatment 35.3 oz.	MGO-03-IGBS
Indulging Hydration Shampoo Liter	MGO-02-IHBS
Indulging Hydration Treatment 35.3 oz.	MGO-03-IHBS
Vitalizing Dimension Shampoo Liter	MGO-02-VDBS
Vitalizing Dimension Treatment 35.3 oz.	MGO-03-VDBS

MILBON

REDUCE. REUSE. RECYCLE.

SAVE
50%



GOLD SHAMPOO & CONDITIONER EMPTY BOTTLES 16.9 OZ. WITH PUMP

Choose From:

Enhancing Vivacity Shampoo Refine	MGO-10-EVSREP
Enhancing Vivacity Shampoo Soften	MGO-10-EVSSEP
Enhancing Vivacity Treatment	MGO-10-EVTEP
Illuminating Glow Shampoo	MGO-10-IGSEP
Illuminating Glow Treatment	MGO-10-IGTEP
Indulging Hydration Shampoo	MGO-10-IHSEP
Indulging Hydration Treatment	MGO-10-IHTEP
Vitalizing Dimension Shampoo	MGO-10-VDSEP
Vitalizing Dimension Treatment	MGO-10-VDTEP



SAVE
15%

MILBON & Monochromatic

A collaboration by Milbon & Anh Co Tran

Froth Blowout Foam

Prep, prime, and protect for a smooth blowout full of body. Controls flyaways and frizz.

Puff Finishing Paste

Boost and create lift for airy, textured movement. Adds cushion with workable hold.

Velvet Texturizing Cream

Hydrates with a lightweight finish while creating definition and separation. Adds a natural sheen.



MONOCHROMATIC

Choose From:

Froth Blowout Foam 7.1 oz.	MLB-12-MFBF7
Puff Finishing Paste 3.5 oz.	MLB-12-MPPF3
Velvet Texturizing Cream 3.5 oz.	MLB-12-MVTC3



STOCK UP FOR BIG SAVINGS!



**SAVE
30%**

SEMI DI LINO CARE LITERS

Choose From:

Diamond Illuminating Low Shampoo	SDL-02-DS33
Diamond Illuminating Conditioner	SDL-03-DC33
Moisture Nutritive Low Shampoo	SDL-02-MS33
Moisture Nutritive Leave-in Conditioner	SDL-03-LIC33
Reconstruction Reparative Low Shampoo	SDL-02-RS33
Volumizing Low Shampoo	SDL-02-VOL33
Curls Enhancing Low Shampoo	SDL-02-CEL33
Curls Hydrating Co-wash	SDL-02-CHC33
Curls Enhancing Conditioner	SDL-03-CEC33
Smoothing Low Shampoo	SDL-02-SSL33
Smooth Smoothing Conditioner	SDL-03-SSC33
Blonde Intense Anti-Yellow Low Shampoo	SDL-02-BBB33
Brunette Intense Anti-Orange Low Shampoo	SDL-02-BBS33
Density Thickening Low Shampoo	SDL-02-TL33
Density Thickening Conditioner	SDL-03-TC33
Scalp Relief Calming Micellar Low Shampoo	SDL-02-SRC33
Sublime Detoxifying Low Shampoo	SDL-02-DT33

SEMI DI LINO MASKS 16.9 OZ.

Choose From:

Curls Enhancing Mask	SDL-03-CEM16
Diamond Illuminating Mask	SDL-03-DM16
Moisture Nutritive Mask	SDL-03-MM16
Reconstruction Reparative Mask	SDL-03-RCM16
Reconstruction Reparative Light Mask	SDL-03-RCT16
Smooth Smoothing Mask	SDL-03-SSM16

**SAVE
30%**



ALFAPARF
MILANO
PROFESSIONAL

NEW

EVOLUTION OF THE COLOR SHINE *effect*

GLOW
BEYOND
COLOR

A new ammonia- and MEA-free permanent color designed to deliver luminous, natural-looking results with superior shine.

Up to **+73%** shine after first application

Up to **+94%** color retention after 12 washes

Up to **+59%** resistance to breakage

5x hair integrity vs ammonia-free formulas

78% easier combing after application

EXPERIENCE THE
SHINE *effect*

SAVE
59%

EXPERIENCE THE
SHINE EFFECT

Purchase:

12 Shine Effect Tubes 2.06 oz.

Receive Essential Colorist Kit FREE:

- 1 Swatch Book
- 1 Mini Swatch Book
- 1 Sales Folder
- 2 Shelf Pop Up
- 2 Technical Wall Charts
- 1 Color Book
- 2 Framar Brushes Kit of 3
- 2 Framar Color Bowls Kit of 3
- 2 Color Tube Squeezer

APF-25-JFETS

FREE

LOVE YOUR
COLOR



SAVE
33%

FREE

LOVE YOUR COLOR

Purchase:

10 Color Wear Cream Tubes 2.06 oz.

Receive FREE:

2 Pigments 3.04 oz. (Your Choice)

CLW-25-JFCW



NEW Express Color & Smoothing System

**FAST COLOR.
FASTER PROFITS.**

PERMANENT COLOR & SMOOTHING
In Less Time Than a Single Process Color.

10 min
EXPRESS
PERMANENT
COLOR

+

15 min
COLOR-LOCKING,
ANTI-FRIZZ
TREATMENT



- More clients in **less time** = **More \$\$**
- Up to **100%** gray coverage
- **Stronger, healthier, more vibrant** hair
- **Locks in color & eliminates frizz**
- Results last up to **6 weeks**

KeraLuminous 10 SHADE COLLECTION

Combines Signature Keratin, Vitamin C, and **KC FASTLOCK™ Technology** – a color-accelerating system that **drives color deeper and faster** into the hair for consistent, reliable results and up to **100% gray coverage in just 10 minutes.**



EXPRESS COLOR TRY ME DEAL

Purchase (Your Choice):
24 KeraLuminous 10 10-Minute
Express Permanent Shades 3.4 oz.

Receive FREE:
2 20 Vol. Developer
1 KeraLuminous 10 Swatchbook
KCX-25-JFECT



Tabatha Coffey
Joins Keratin Complex
to Empower Stylists with
The Perfect Color Service



EXPRESS COLOR & SMOOTHING SYSTEM KIT

- Includes:**
- 3 KeraLuminous 10 10-Minute Express Permanent Shades 3.4 oz. (5N, 6N, 7N)
 - 1 20 Vol. Developer 8 oz.
 - 1 KC PRIMER Keratin Pre-Treatment Shampoo 4 oz.
 - 1 KC EXPRESS® Smoothing Treatment 4 oz.
 - 1 Mixing Bowl
 - 1 Applicator Brush
 - KCX-19-ECSSK



KERATINCOMPLEX®
Beautiful hair every day



SAVE 25%

PERFECT COLOR SERVICE INTRO KIT

Includes:

- 1 KC EXPRESS® Smoothing System Liter
- 24 KeraLuminous10 10-Minute Express Permanent Shades 3.4 oz. (Your Choice)
- 1 It's a Blonde Thing® Keratin Lightening System 1 lb.
- 1 Color Care Smoothing Shampoo Liter
- 1 Color Care Smoothing Conditioner Liter
- 2 20 Vol. Developer Liter

KCX-21-25PCSI



SAVE 25%

STOCK THE BACKBAR: LITERS

Choose From:

- | | |
|---------------------------------------|--------------|
| KCHYDRATE Moisture Shampoo | KCX-02-KCH33 |
| KCHYDRATE Moisture Conditioner | KCX-03-KCH33 |
| Keratin Care Smoothing Shampoo | KCX-02-CAS33 |
| Keratin Care Smoothing Conditioner | KCX-03-CAS33 |
| Color Care Smoothing Shampoo | KCX-02-CC33 |
| Color Care Smoothing Conditioner | KCX-03-CC33 |
| Timeless Color Fade Defy Shampoo | KCX-02-TML33 |
| Timeless Color Fade Defy Conditioner | KCX-03-TML33 |
| Keratin Volume Amplifying Shampoo | KCX-02-VOL33 |
| Keratin Volume Amplifying Conditioner | KCX-03-VOL33 |

FEBRUARY ONLY

SAVE 20%

KC EXPRESS LITER

KCX-19-EXPL

KC EXPRESS 16 OZ.

KCX-19-EXP16

Includes: 1 KC PRIMER Keratin Pre-Treatment Shampoo & 1 KC EXPRESS Smoothing Treatment



Add **KC EXPRESS®** to Any brand. Any time. In just 15 minutes.



BEFORE



AFTER

REVENUE POTENTIAL

+ \$1,125 week + \$4,500 month + \$58,500 year

OLAPLEX



SAVE
UP TO
30%



JANUARY & FEBRUARY

LITER SALE

Choose From:

- Nº.4 Bond Maintenance Shampoo
- Nº.5 Bond Maintenance Conditioner
- Nº.4C Bond Maintenance Clarifying Shampoo
- Nº.4 Fine Bond Maintenance Shampoo
- Nº.5 Fine Bond Maintenance Conditioner
- Nº.4P Blonde Enhancer Toning Shampoo
- Nº.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

SALON VALUE UP TO \$49.00

JANUARY & FEBRUARY

SAVE
20%

Nº.7 SALON PACK POP DISPLAY

Purchase:

POP Display (12) 30ml Units Nº.7

Receive **FREE**:

- 1 Nº.6 Bond Smoother Leave-In Styling 3.3 oz.
- 1 Nº.7 Bonding Oil 1 oz.
- 1 Nº.9 Bond Protector Nourishing Hair Serum 3 oz.

OLX-25-JFNO7



FREE

JANUARY ONLY

SAVE
25%

TRAVELING STYLIST KIT

Includes:

- 1 Nº.1 Bond Multiplier 3.3 oz.
- 2 Nº.2 Bond Perfector 3.3 oz.

OLX-19-TSK

\$9.00
SINGLE USE SACHETS

OLX-19-SAT





OLAPLEX

AVAILABLE JANUARY 26TH



NEW

N°1 & N°2 REFILLS

\$78.00
N°1 BOND MULTIPLIER
REFILL 17.75 OZ.
OLX-04-NO117

\$72.00
N°2 BOND PERFECTOR
REFILL 17.75 OZ.
OLX-03-NO217

FEBRUARY ONLY

SAVE
30%

FEBRUARY ONLY

SAVE
18%



NEW
PACKAGING!

ORIGINAL BOND
BUILDING KIT
**BUY 2,
GET 1 FREE**

Includes:
1 N°1 Bond Multiplier 17.75 oz.
2 N°2 Bond Perfector 17.75 oz.
OLX-25-JFBB

FREE

NEW
REFILLS



FREE

N°1 & N°2 REFILL OFFER

Purchase 1:
N°1 Bond Multiplier Refill 17.75 oz.
OR
N°2 Bond Perfector Refill 17.75 oz.

Receive FREE:
1 Pro Size Mask 12.5 oz.
(Your Choice: Rich Hydration Mask
OR Weightless Nourishing Mask)

OLX-25-JFNO12





SAVE
31%



AWAKEN INTRO

Purchase:

- 2 Shampoo 2 oz.
- 3 Shampoo 10 oz.
- 2 Conditioner 2 oz.
- 3 Conditioner 6 oz.
- 3 Scalp Detox 6 oz.
- 3 Masque 6 oz.
- 3 Treatment 2 oz.
- 3 Elixir 4 oz.
- 3 Mist 4 oz.
- 3 Thickening Spray 4 oz.
- 3 Thickening Cream 3 oz.
- 3 Blow Dry Foam 5 oz.
- 3 Mousse 8.8 oz.
- 3 Finishing Spray 10 oz.
- 3 Texture Spray 4 oz.
- 1 Awaken Therapy Kit

SUR-21-26AWI

Receive \$372.75

Goods & Education **FREE:**

- 15 Awaken Duo Foil pkt.
- 1 Shampoo 33.8 oz.
- 1 Conditioner 33.8 oz.
- 1 Treatment 6 oz.
- 1 Elixir 4.7 oz.
- 1 Masque 6 oz.
- 1 Detox 6 oz.
- 2 Liter Pumps
- 1 Merch Kit
- 1 Surface Sanctuary
- 2-Day Event Ticket
- 1 ZOOM 60 minute
- "Welcome to Surface"
- Product Knowledge Class

SAVE
16%



AWAKEN THERAPY KIT

Includes:

- 1 Shampoo 10 oz.
- 1 Conditioner 6 oz.
- 1 Scalp Elixir 4 oz.
- 1 Treatment 2 oz.

SUR-19-ATKIT

HEAD SPA INTRO

Purchase:

- 1 Awaken Scalp Detox 6 oz.
- 1 Awaken Masque 6 oz.
- 1 Awaken Treatment 2 oz.
- 1 Awaken Elixir 4 oz.
- 1 Bassu Hydrating Oil 8 oz.
- 1 CBD Soothing Salve 2.5 oz.
- 1 Bassu Hydrating Masque 6 oz.
- 1 Curls Intensive Masque 6 oz.
- 1 Trinity Color Bond Masque 6 oz.
- 1 Violet Nourishing Masque 6 oz.
- 1 All In Leave-in Conditioner 6 oz.
- 1 Trinity Bond Repair 2.3 oz.
- 1 Bassu Moisture Bond 2.3 oz.
- 3 Trinity One Shot 0.75 oz. Awaken

SUR-21-26HSI

SAVE
31%



Receive \$96.50 Goods **FREE:**

- 2 Scalp Massager
- 1 Purify Liter
- 1 Awaken Shampoo Liter
- 2 Liter Pumps
- 1 Head Spa Merch Kit
- 1 Digital Download
- Head Spa Manual



SAVE
20%



AWAKEN THERAPEUTIC

Choose From:

- Shampoo 10 oz.
- Conditioner 6 oz.
- Treatment 2 oz.
- Finishing Spray 10 oz.
- Protein Mousse 8.8 oz.
- Mist 4 oz.
- Masque 6 oz.
- Elixir 4 oz.
- Thickening Spray 4 oz.
- Scalp Detox 6 oz.
- Thickening Cream 3 oz.
- Texture Spray 4 oz.
- Blow Dry Foam 6 oz.
- CBD Soothing Salve 2.5 oz.

- SUR-02-A10**
- SUR-03-A6**
- SUR-03-AT2**
- SUR-05-AS10**
- SUR-12-AM8**
- SUR-03-AM4**
- SUR-03-AM6**
- SUR-03-AE4**
- SUR-12-ATHS4**
- SUR-02-ASD6**
- SUR-12-AC3**
- SUR-05-ATES4**
- SUR-12-ABDF5**
- SUR-07-CBDSS**

JANUARY ONLY

SAVE
25%

ALL IN LEAVE-IN
CONDITIONER 6 OZ.
**BUY 1, GET 1
50% OFF**

SUR-25-JAID

SAVE
20%



AT HOME MAINTENANCE

Choose From:

Violet Shampoo 9 oz.

SUR-02-PBV9

Trinity Bond Repair 2.3 oz.

SUR-03-TBR

Bassu Moisture Bond 2.3 oz.

SUR-03-BMB2

SAVE
20%

COLOR EXPRESS SERVICES

Choose From:

Pure Blonde Ultra Lift 15.87 oz.

SUR-04-PBLP

Color Thickener 4 oz.

SUR-04-CTH4

Trinity Bonding Masque 6 oz.

SUR-03-TBM6



OPEN STOCK LITER BLITZ

Choose From:

Purify Shampoo

SUR-02-PS32

Trinity Color Care Protein Repair Tonic

SUR-03-TRT32

Trinity Color Care Protein Cream

SUR-03-TPC32

Trinity Color Care Shampoo

SUR-02-T32

Trinity Color Care Conditioner

SUR-03-T32

Bassu Moisture Shampoo

SUR-02-BM32

Bassu Moisture Conditioner

SUR-03-BM32

Bassu Hydrating Masque

SUR-03-BMM32

Awaken Therapeutic Shampoo

SUR-02-A32

Awaken Therapeutic Conditioner

SUR-03-A32

Curls Shampoo

SUR-02-CU32

Curls Conditioner

SUR-03-CU32

7 VOL Enzyme Cream Activator

SUR-04-7V32

20 VOL Enzyme Cream Activator

SUR-04-20V32

30 VOL Enzyme Cream Activator

SUR-04-30V32

40 VOL Enzyme Cream Activator

SUR-04-40V32

Blowout Shampoo

SUR-02-BO32

Blowout Conditioner

SUR-03-BO32

Pure Blonde Violet Shampoo

SUR-02-PBV32

Pure Blonde Violet Conditioner

SUR-03-PBV32

SAVE
UP TO
25%





SAVE
20%

LITER SALE

Choose From:

- | | |
|---|---------------------|
| Damage Shield pH Protective Shampoo 31.5 oz. | K18-02-DSP31 |
| Damage Shield Protective Conditioner 31.5 oz. | K18-03-DSP31 |
| Peptide Prep Detox Shampoo 31.5 oz. | K18-02-DTX31 |

SAVE
10%

DAMAGE REPAIR STARTER SET

Includes:

- 1 Leave-In Molecular Repair Hair Mask 1.7 oz.
- 1 Molecular Repair Hair Oil 0.33 oz.
- 1 Peptide Prep Detox Shampoo 1.7 oz.

K18-19-DRSS



SAVE
10%

PRO HAIR REPAIR MINI KIT

Includes:

- 1 Professional Molecular Repair Hair Mist 1 oz.
- 1 Leave-In Molecular Repair Hair Mask 0.5 oz.

K18-19-PHRMK



PRO PEPTIDE STARTER KIT

Includes:

- 2 Professional Molecular Repair Hair Mist 5 oz.
- 1 Professional Molecular Repair Hair Mask 5 oz.

K18-19-PPSK

SAVE
10%



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

K18-03-RML1



SAVE
20%

JUMBO AEROSOLS

Choose From:

- Dry Shampoo Light 10 oz. **VRB-02-DSL10**
 Dry Shampoo Dark 10 oz. **VRB-02-DSD10**
 Volume Dry Texture Spray 10 oz. **VRB-05-VDT10**



SAVE
20%

SCALP FAVORITES

Choose From:

- Density Peptide Shampoo 12 oz. **VRB-02-DP12**
 Density Peptide Serum 1 oz. **VRB-03-DPS1**
 Ghost Exfoliating Scalp Nectar 2 oz. **VRB-02-GESN2**



SAVE
20%

OIL JUMBO SIZES

Choose From:

- Ghost Oil 4 oz. **VRB-03-GTO4**
 Hydrate Oil 4 oz. **VRB-03-HYO4**



VERB



SAVE
30%

BACKBAR LITERS

Choose From:

- | | |
|---------------------|---------------------|
| Curl Shampoo | VRB-02-CLN32 |
| Curl Conditioner | VRB-03-CLN32 |
| Glossy Shampoo | VRB-02-GLN32 |
| Glossy Conditioner | VRB-03-GLN32 |
| Ghost Shampoo | VRB-02-GT32 |
| Ghost Conditioner | VRB-03-GT32 |
| Hydrate Shampoo | VRB-02-HYN32 |
| Hydrate Conditioner | VRB-03-HYN32 |
| Volume Shampoo | VRB-02-VLN32 |
| Volume Conditioner | VRB-03-VLN32 |



COMING FEBRUARY

ESSENTIALS FULL LINEUP INTRO

Purchase:

- 2 Healthy Scalp Shampoo 12 oz.
- 2 Healthy Scalp Conditioner 12 oz.
- 2 Healthy Scalp Style Crème 6.7 oz.
- 2 Healthy Scalp Treatment 3.4 oz.
- 2 Max Shine Shampoo 12 oz.
- 2 Max Shine Conditioner 12 oz.
- 2 Max Shine Masque 6.7 oz.
- 2 Max Shine Control Creme 6.7 oz.
- 2 Max Shine Spray 2 oz.
- 2 Healthy Scalp 3 oz. Try Me Sample Pack
- 2 Max Shine 3 oz. Try Me Sample Pack

Receive FREE:

- 1 Healthy Scalp Shampoo 33 oz.
- 1 Healthy Scalp Conditioner 33 oz.
- 1 Max Shine Shampoo 33 oz.
- 1 Max Shine Conditioner 33 oz.
- 10 Healthy Scalp 1 oz. Trio Sample Pack
- 10 Max Shine 1 oz. Trio Sample Pack

LOM-19-EFLI

SAVE
30%

NEW

ESSENTIALS by LOMA

Two Focused Collections.
Quiet care. Clean results.



Healthy Scalp

Balances oil. Soothes the root.
Restores clarity.

Max Shine

Smooths the cuticle. Weightless hydration.
Reflective Radiance.

SAVE
30%

Comes with
Attached
Liter Pump!



LITER SALE

Choose From:

- Daily Shampoo
- Daily Conditioner
- Moisturizing Shampoo
- Moisturizing Treatment
- Nourishing Shampoo
- Nourishing Conditioner
- Violet Shampoo
- Violet Conditioner
- Moisturizing Fragrance Free Shampoo
- Moisturizing Fragrance Free Conditioner

- LOM-02-D33
- LOM-03-D33
- LOM-02-M33
- LOM-03-M33
- LOM-02-N33
- LOM-03-N33
- LOM-02-V33
- LOM-03-N33
- LOM-02-MFF33
- LOM-03-MFF33

SAVE
25%

DRY SHAMPOO
4.4 OZ.

LOM-05-DPO05



SAVE
25%



TOOLS

Choose From:

- Comb LOM-15-COMB
- Oval Paddle Brush LOM-15-OPB
- Round Brush LOM-15-RB



SAVE
13%



FLEX YOUR BEST TONES YET!

Purchase (Your Choice):

12 Blonde78 Liquid Acid Toner 2 oz.

Receive **FREE**:

1 Blonde78 OxiGel Developer Liter

ALX-25-JFLAT

FREE



Aloxxi



SAVE
17%



PREP IN YOU STEP. COLOUR ON LOCK!

Purchase:

1 ColourPrime Pre-Color Treatment 10.1 oz.

1 ColourLock Post-Color Finisher 16.9 oz.

Receive **FREE**:

1 Apron

ALX-19-JFCL

FREE

SAVE
UP TO
27%



FREE

UNLEASH THE BOMBSHELL WITHIN

Purchase 1 (Your Choice):

Bombshell Shampoo 8 oz.

Bombshell Conditioner 8 oz.

Bombshell Shine Mist 6.5 oz.

Bombshell Volumizing Grip

Styler Spray 6.5 oz.

Receive **FREE**:

1 Bombshell Volumizing

Grip Styler Spray 1.5 oz.

ALX-25-JFUBW

SAVE
20%

LITER OF LOVE FOR ALL LOCKS

Choose From:

Clarifying Shampoo	ALX-02-CLA33
Hydrating Shampoo	ALX-02-HL
Reparative Shampoo	ALX-02-RSL
Reparative Conditioner	ALX-03-RCL
Violet Shampoo	ALX-02-VIOL
Volumizing Shampoo	ALX-02-VSL
Volumizing Conditioner	ALX-03-VSL



SAVE
20%

KEEP THE RIZZ, BANISH THE FRIZZ E7 LITERS

Choose From:

E7 Anti-Frizz Shampoo	ALX-02-E733
E7 Anti-Frizz Conditioner	ALX-03-E733



BIG BOTTLES. BIG RESULTS.



**SAVE
15%**

LITERS DEAL

Choose From:

Therapy Shampoo	TRS-02-THE35
Deluxe Prime Shampoo	TRS-02-DLX33
Deluxe Prime Conditioner	TRS-03-DLX33
Infusion Shampoo	TRS-02-INF33
No Metal Equalizer Shampoo	TRS-02-NMS33
Bidimensional Shampoo	TRS-02-BID35
Clarifying Shampoo	TRS-02-CLA35
Blond Revolution Shampoo	TRS-02-BRP33
Nutri Infusion Conditioner	TRS-03-NI33

**SAVE
16%**



**MIRACLE
SHAMPOO
10.14 OZ.
BUY 5,
GET 1 FREE**

TRS-25-JFMS

**SAVE
16%**



**MIRACLE
CONDITIONER
10.14 OZ.
BUY 5,
GET 1 FREE**

TRS-25-JFMC

**SAVE
16%**



**MIRACLE MASK
6.35 OZ.
BUY 5,
GET 1 FREE**

TRS-25-JFMM

THERAPY AND AMINO BUNDLE

Purchase:
5 Therapy Shampoo 10.14 oz.

Receive FREE:
1 Amino 7.61 oz.

TRS-25-JFTA



**SAVE
23%**

**INFUSION
21.98 OZ.**

TRS-03-INF22



**SAVE
15%**



SAVE
18%



TRUSS
PROFESSIONAL

PERFECT BALAYAGE SYSTEM & LIGHTENING POWDER

Purchase:

- 1 Intensive Nutrition Liter
- 1 No Metal Equalizer Shampoo Liter
- 1 Deep Reconstruction Fluid 16.9 oz.

Receive **FREE**:

- 1 Lightening Powder 17.64 oz.
(Your Choice)

TRS-25-JFPBL

FREE

Choose From:

- Air Libre OR
- Blanc Blond



SAVE
20%



LIGHTENING POWDER DEAL

Choose From:

- Air Libre Lightening Powder 17.64 oz. TRS-04-ALB17
- Blanc Blond Lightening Powder 17.64 oz. TRS-04-BLE17

SAVE
20%

8X POWDER
7.05 OZ.

TRS-04-8XBB7



FAST REPAIR SYSTEM & K-RECOVERY

Includes:

- 1 Bidimensional Shampoo Liter
- 1 Lipidic 21.97 oz.
- 1 Bidimensional Shampoo Liter
- 1 K-Recovery Vegan 21.97 oz.

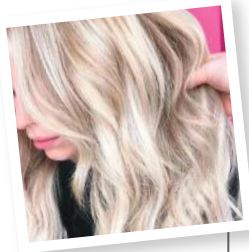
TRS-25-JFFR

SAVE
18%



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	BABE MASTERY TOUR CERTIFICATION	SUNDAY-MONDAY JANUARY 18-19, 2026 \$599 • 10AM-4PM SUNDAY-MONDAY FEBRUARY 15-16, 2026 \$599 • 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 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 on I-Tip, Fusion, Tape, Quick Fit Tape Weft and Sew-In Weft.
	MILBON HEAD SPA ESSENTIALS	MONDAY JANUARY 19, 2026 \$100 • 10AM-1PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn about scalp care and the best product recommendations with two different price point options as well as hands-on massage techniques that can be utilized in any salon environment. We've also added a unique spin on how to offer the service within your current salon space.
	SURFACE AWAKEN HEAD SPA	MONDAY JANUARY 26, 2026 \$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.
	MILBON HEAD SPA CERTIFICATION	MONDAY FEBRUARY 9, 2026 \$199 • 10AM-3PM MONDAY FEBRUARY 23, 2026 \$199 • 10AM-3PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road Southampton, PA 18966	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.
	PREMIERLASH LASH CERTIFICATION	MONDAY MARCH 16, 2026 \$499 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	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.

TRU
EDUCATION



SCAN NOW
TO REGISTER
FOR CLASSES

CLASSES FILL QUICKLY, SO REGISTER NOW!

Visit our website or contact our education department at (888) 371-5040 x101.

INVEST IN YOURSELF

VISIT TRUBEAUTYCONCEPTS.COM FOR THE FULL SCHEDULE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	BABE SEW-IN WEFT CERTIFICATION	SUNDAY MARCH 29, 2026 \$399 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn the quickest, best approach for applying seamless weft extensions, while still focusing on preserving the integrity of your client's hair! Learn the methods of Hand-Tied, Hybrid, and Machine Sewn Weft, brought to you by a top professional extension brand. Each attendee will receive a complete Babe Weft Kit.
	MILBON HEAD SPA CERTIFICATION	MONDAY APRIL 6, 2026 \$199 • 10AM-3PM MONDAY APRIL 13, 2026 \$199 • 10AM-3PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966 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.

DON'T MISS EDUCATION AT **HOPE** for beauty

Follow us on social and register for emails to receive the latest updates on class release info.



Hands-On Cutting Class

Exclusive intimate hands-on cutting experience with
Anh Co Tran

MONDAY, APRIL 20, 2026
2 separate classes, AM & PM opportunity
\$375

*Space is
limited so
register early!*

SOUTHAMPTON
109 Street Road
Southampton, PA 18966



Olaplex Advanced Color Correction with Guy Tang

MONDAY, MAY 4, 2026

Learn advanced color correction, extreme lightening, high-contrast blonding, and major texture/length changes—all powered by the science of the OLAPLEX Bond Building System to maintain hair integrity.

*Call us, sign up for
emails or check
social for details!*

FOLLOW US

Follow us to stay up to date on education, promotions and special offers.



GET CERTIFIED & EARN MORE

Looking for a great way to add revenue to your current book? We offer convenient online certifications for all your favorite brands. Scan the QR code or visit our website for details!



IN-SALON EDUCATION



SCAN NOW
TO BOOK
IN-SALON
EDUCATION

Visit trubeautyconcepts.com and go to the education section for Online Certifications. These complementarity self-paced classes allow you to learn new skills and ways to add revenue.

KERATHERAPY™



SAVE
36%



THE HERO 5-PACK BUNDLE MOISTURE+KERATIN

Includes:

- 1 Moisture+Keratin Shampoo 10.1 oz.
- 1 Moisture+Keratin Conditioner 10.1 oz.
- 1 KeratinFIXX 20-in-1 Leave-In Conditioner 4.2 oz.
- 1 Style+Keratin Daily Smoothing Cream 6.8 oz.
- 1 BambooMiracle Vegan Reconstructor 6 oz.

KRT-25-HROMH

SAVE
33%



MOISTURE DUO BUNDLE

Includes:

- 1 Moisture+Keratin Shampoo 10.1 oz.
- 1 Moisture+Keratin Conditioner 10.1 oz.

KRT-19-MODUO

SAVE
25%



FREE

MOISTURE LEAVE-IN CONDITIONER SPRAY 8.5 OZ.

BUY 2,
GET 1 FREE

KRT-25-MOLJF

SAVE
28%



FREE

MOISTURE DEEP CONDITIONING DEAL

Purchase:

- 6 Deep Conditioning Masque 8 oz.

Receive FREE:

- 1 Deep Conditioning Masque Backbar 16.9 oz.
- 6 Deep Conditioning Masque Sachets 0.33 oz.

KRT-25-MDCJF

SAVE
20%



LITER SMOOTHING TREATMENTS \$75 OFF

Choose From:

- | | |
|----------------------------------|--------------|
| Brazilian Renewal | KRT-11-BZR33 |
| Crème de Cocoa Extreme Renewal | KRT-11-ERC33 |
| Extreme Renewal | KRT-11-ERK33 |
| Pure Renewal | KRT-11-PRP33 |
| BambooMiracle Blowout Vegan | KRT-03-VBS33 |
| BambooMiracle Blowout ZERO Vegan | KRT-03-VBZ33 |



LIMITED EDITION

AURASCOPE COLLECTION

Choose From:

Pop Up Foil 5x11 500 Sheets
Embossed Foil Roll 320 Feet
Root Repair Color Brushes 2 Pack
Detangle Brush
All Purpose Cape
Gator Grip Clips 4 Pack
Mist Assist

FMR-10-500AU
FMR-10-EMBAU
FMR-10-RRSAU
FMR-15-DTAU
FMR-10-CAPAU
FMR-10-GGAU
FMR-10-MAAU



PINK PAWS POWDER FREE NITRILE GLOVES 100 COUNT

Choose From:

Large **FMR-10-PGLRG**
Medium **FMR-10-PGMED**
Small **FMR-10-PGSML**



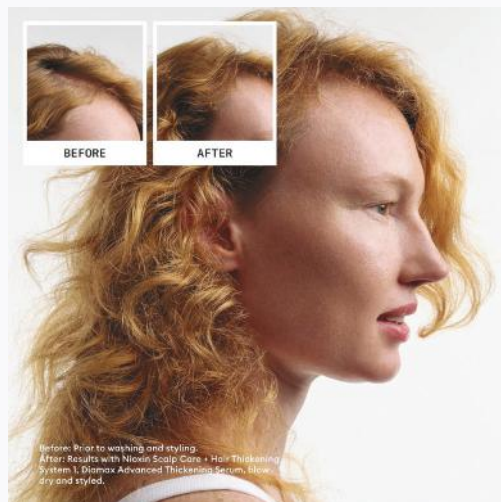
**SAVE
20%**

nioxin[®]
— PRO CLINICAL —



SAVE
25%

ADVANCED SCALP SCIENCE



SCALP + HAIR THICKENING CARE LITERS

Choose From:

SYSTEM 1 Shampoo	NIX-02-S1CL
SYSTEM 1 Conditioner	NIX-03-S1TL
SYSTEM 2 Shampoo	NIX-02-S2CL
SYSTEM 2 Conditioner	NIX-03-S2TL
SYSTEM 3 Shampoo	NIX-02-S3CL
SYSTEM 3 Conditioner	NIX-03-S3TL
SYSTEM 4 Shampoo	NIX-02-S4CL
SYSTEM 4 Conditioner	NIX-03-S4TL
SCALP RELIEF Cleansing Shampoo	NIX-02-SRCL
SCALP RELIEF Scalp + Hair Conditioner	NIX-03-SRCL
SCALP RECOVERY Purifying Shampoo	NIX-02-RCVYL
SCALP RECOVERY Moisturizing Conditioner	NIX-03-RCVYL

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



FREE

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.



SAVE
20%

HAIR CARE LITERS

Choose From:

INVIGO Brilliance Color Protection Shampoo for Coarse Hair
 INVIGO Brilliance Vibrant Color Conditioner For Coarse Hair
 INVIGO Brilliance Color Protection Shampoo for Fine/Normal Hair
 INVIGO Brilliance Vibrant Color Conditioner For Fine/Normal Hair
 INVIGO Nutri-Enrich Deep Nourishing Shampoo
 INVIGO Nutri-Enrich Deep Nourishing Conditioner
 FusionPlex Intense Repair Shampoo
 FusionPlex Intense Repair Conditioner
 ColorMotion+ Color Protection Shampoo
 ColorMotion+ Color Reflection Conditioner

WEL-02-BRC33
 WEL-03-BRC33
 WEL-02-BRF33
 WEL-03-BRF33
 WEL-02-NE33
 WEL-03-NE33
 WEL-02-FP33
 WEL-03-FP33
 WCM-02-CP33
 WCM-03-CON33



PROFESSIONAL
SEBASTIAN™

SAVE
30%



HAIR CARE LITERS

Choose From:

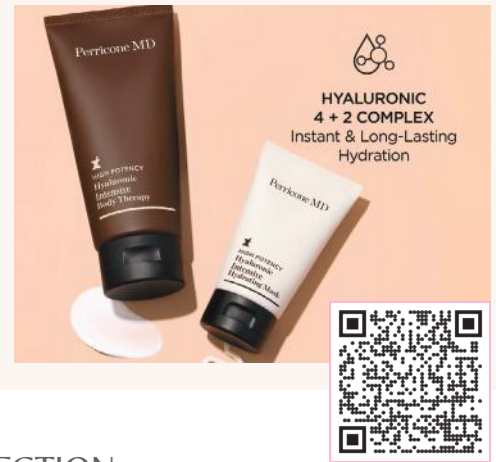
Dark Oil Lightweight Shampoo
 Dark Oil Lightweight Conditioner
 Drench Shampoo
 Drench Conditioner
 Penetraitt Shampoo
 Penetraitt Conditioner
 Volupt Shampoo
 Volupt Conditioner

SEB-02-DOL33
 SEB-03-DOL33
 SEB-02-DRE33
 SEB-03-DRE33
 SEB-02-PEN33
 SEB-03-PEN33
 SEB-02-VOL33
 SEB-03-VOL33

Perricone MD

HIGH POTENCY

This collection addresses lines, wrinkles, uneven texture and tone, as well as loss of firmness.



SAVE
15%



HIGH POTENCY COLLECTION

Choose From:

CLASSICS Face Finishing & Firming Moisturizer 2 oz.
CLASSICS Face Finishing & Firming Tinted Moisturizer 2 oz.
CLASSICS Hyaluronic Intensive Moisturizer 1 oz.
CLASSICS Nutritive Cleanser 6 oz.
Face Finishing & Firming Toner 4 oz.
Face Finishing & Firming Moisturizer 2 oz.
Growth Factor Firming & Lifting Eye Serum 0.5 oz.
Growth Factor Firming & Lifting Serum 2 oz.
Hyaluronic Intensive Body Therapy 6 oz.
Hyaluronic Intensive Hydrating Serum 2 oz.
Hyaluronic Intensive Hydrating Mask 2 oz.
Intensive Smoothing Serum 2 oz.
Retinol Recovery Overnight Moisturizer 2 oz.

PMD-07-HPFFM2
PMD-07-HPTMSPF
PMD-07-HPHIM1
PMD-07-HPNC6
PMD-07-HPFFT4
PMD-07-HPMSPF
PMD-07-HPFLES
PMD-07-HPFLS2
PMD-07-HPHBT6
PMD-07-HPHIS2
PMD-07-HPHM2
PMD-07-HPISS2
PMD-07-HPROM2

G.A.M.A.
ITALY | PROFESSIONAL

NEW

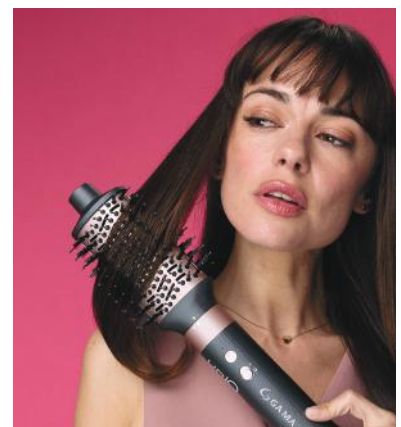
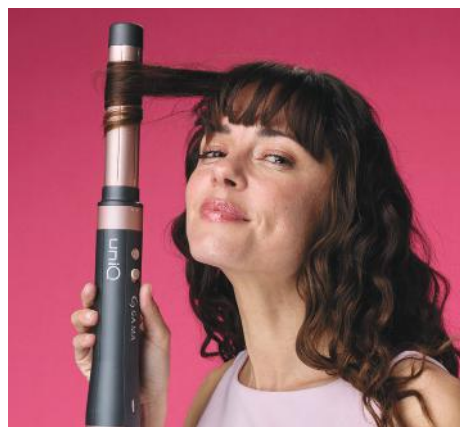


UNIQ MULTISTYLER 4-IN-1

Dry, smooth, volumize, and curl with salon-quality precision. Lightweight and powerful, it includes 4 styling attachments (hair dryer, oval brush, 2 curlers), 3 heat settings, and 3 speeds—perfect for effortless, everyday hair styling at home.

UNIQ MULTISTYLER 4-IN-1 TOOL

MSRP \$279.95
GAM-09-UNIQ



SAVE
UP TO
32%



LITER SIZE HAIR CARE

Choose From:

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

SAVE
18%



ANY 10 VIVIDS 3.4 OZ.

Choose From:

Empress Purple
Rosa Moscato Neon Pink
Negroni Red
Sapphire Martini Blue
Specchio Nero Black Mirror
Clear Diluter 3.4 oz
Rosé All Day Light Pink
Cardamom Rose
Venetian Sunrise Orange
Limoncello Neon Yellow
Lemon Bourbon Yellow
Emerald Isle Green
Azzurro Neon Blue
Vino Grigio Grey
Absinthe Neon Green
DUO-25-JFV

SAVE
UP TO
35%



MADE IN ITALY



RETAIL SIZES 10.1 OZ.

**BUY 3 SHAMPOOS,
GET 3
CONDITIONERS
50% OFF**

MIX & MATCH

Choose From: Hydrate Shampoo, Repair Shampoo, Blonde Shampoo, Clarify Shampoo, Hydrate Conditioner, Repair Conditioner
DUO-25-JFR

DevaCurl®

CURLS ♥ JUMBOS

25% OFF

ALL JUMBO SIZES



Choose From:

CURLBOND Cleanser Liter
CURLBOND Conditioner Liter
CURLBOND PRO BOOST Treatment Liter
CURLHEIGHTS Cleanser Liter
CURLHEIGHTS Conditioner Liter
LOW-POO ORIGINAL Cleanser Liter
NO-POO ORIGINAL Cleanser Liter

DEV-02-CB32
DEV-03-CB32
DEV-03-CBB32
DEV-02-CH32
DEV-03-CH32
DEV-02-LP32
DEV-02-NP32

NO-POO DECADENCE Cleanser Liter
ONE CONDITION ORIGINAL Conditioner Liter
ONE CONDITION DECADENCE Conditioner Liter
LIGHT DEFINING GEL Styler Liter
ULTRA DEFINING GEL Styler Liter
MIST OF WONDERS LEAVE-IN Curl Spray 24 oz.

DEV-02-DNP32
DEV-03-OC32
DEV-03-DOC32
DEV-12-LDG32
DEV-12-UDG32
DEV-03-MOW24



CRISTAL GLOSS

5 GLOSSY & TRENDY NEW SHADES

GLOSSY EFFECT
A luminous veil that reveals the color richness.

LONG-LASTING PERFORMANCE
Brilliance and color preserved shampoo after shampoo.

INFINITY OF POSSIBILITIES
Mix & match without limits with other Carmen Rituel shades.



CRISTAL GLOSS

BUY 5, GET 1 FREE

MIX & MATCH
CRU-25-NDRG

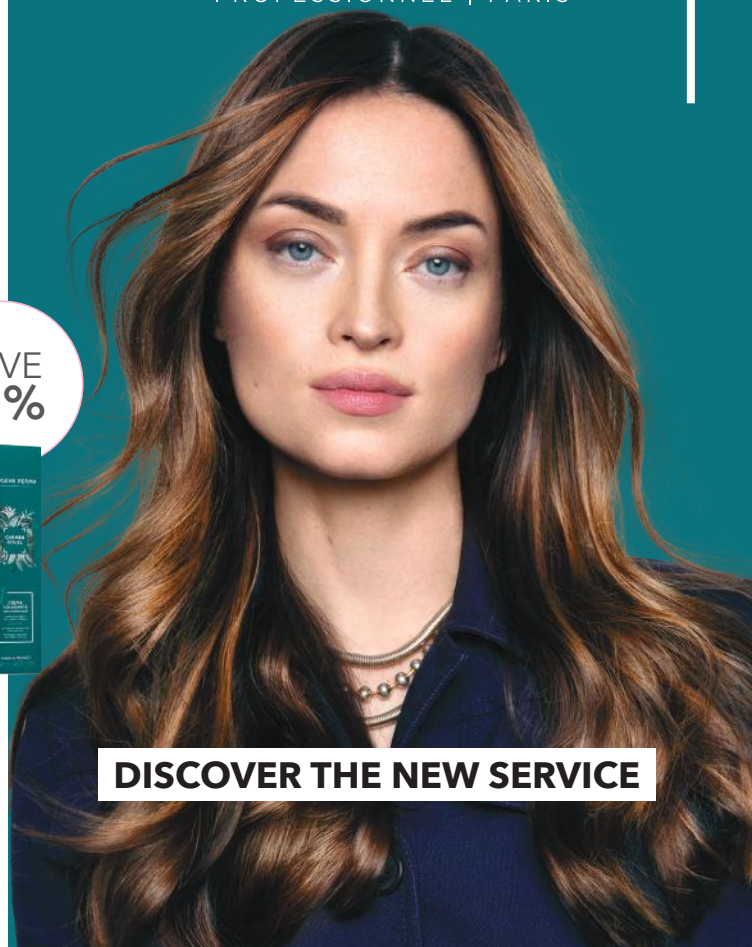
SAVE
17%



CRISTAL GLOSS 2.03 OZ.

Choose From:

- | | |
|---------------------|-------------|
| G12 Ash Iridescent | CRU-04-RG12 |
| G22 Deep Iridescent | CRU-04-RG22 |
| G23 Gold Iridescent | CRU-04-RG23 |
| G08 Natural Moka | CRU-04-RG08 |
| G34 Golden Copper | CRU-04-RG34 |



DISCOVER THE NEW SERVICE

SAVE
16%

FREE



CARMEN & TONE ON TONE

Purchase:

12 Carmen & Tone on Tone Shades
2.03 oz. (Your Choice)

Receive **FREE**:

1 Gloss Tone on Tone Shade 2.03 oz.
1 Oxycrem Developer Liter (Your Choice)

CRU-25-JFCM

SAVE
33%



SOLARIS

BUY 2, GET 1 FREE

Choose From:

Poudr6 Bleaching Powder 15.87 oz.
OR
Poudr7 Bleaching Powder 15.87 oz.
SOL-25-JFSOL



SAVE
25%

BLUSH FLASHY MIX & BLUSH SATINE 3.38 OZ.

BLUSH FLASHY MIX

Choose From:

- | | |
|---------|--------------|
| Purple | BLS-04-FPRP |
| Pink | BLS-04-FPNK |
| Magenta | BLS-04-FMGNT |
| Blue | BLS-04-FBLUE |

BLUSH SATINE

Choose From:

- | | |
|-------------------|--------------|
| White Silver | BLS-04-WHSLV |
| White Gold | BLS-04-WHGD |
| Very Light Blonde | BLS-04-VLBL |
| Red | BLS-04-RED |
| Medium Steel Gray | BLS-04-MSGRY |
| Light Steel Gray | BLS-04-LSGRY |
| Light Brown | BLS-04-LBR |
| Darkest Brown | BLS-04-SDBR |
| Dark Steel Gray | BLS-04-DSGRY |

- | | |
|-----------------------|--------------|
| Dark Brown | BLS-04-DBR |
| Dark Blonde | BLS-04-DBL |
| Copper | BLS-04-CPPR |
| Chestnut Medium Brown | BLS-04-CHNT |
| Brown | BLS-04-BR |
| Blonde | BLS-04-BL |
| Ash Dark Blonde | BLS-04-ADBL |
| Dark Auburn | BLS-04-DABRN |



STOCK BIG. SAVE BIGGER.



YELLOW LITERS

Choose From:

Color Care Shampoo	YLW-02-CC50
Nutritive Nourishing Shampoo	YLW-02-NRH33
Repair Reparative Shampoo	YLW-02-RPR33
Repair Reparative Conditioner	YLW-03-RPR33

SAVE
25%



SAVE
25%

STYLER SAVINGS

Choose From:

Fun Raiser Volumizing Dry Texture Spray 8.5 oz.
 Spritz & Stay Intense Hold Hairspray 8.5 oz.
 Volume Flex Texture Spray 5.8 oz.
 Weather Proof Frizz Control Spray 5 oz.
 Powder Play Volumizing and Texturizing Powder 0.53 oz.
 Root Pump Volumizing Spray Mousse 10 oz.
 Root Pump Plus Volumizing Spray Mousse 10 oz.
 Blow Dry Volumizing Gel 8.5 oz.

BSH-05-FRDT8
 BSH-05-SS8
 BSH-05-VFT5
 BSH-05-WPS5
 BSH-12-PP53
 BSH-12-RP10
 BSH-12-RPP10
 BSH-12-VBDG8



CHRISTOPHE
ROBIN
PARIS

SAVE
15%

HAIR CARE SUPERSIZE

Choose From:

Purifying Shampoo Liter
Purifying Conditioner Gelée Liter
Purifying Mask 16.9 oz.
Colour Shield Shampoo Liter
Colour Shield Cleansing Mask 16.9 oz.
Colour Shield Mask Liter
Cleansing Thickening Paste 16.9 oz.
Cleansing Volumizing Paste 16.9 oz.
Cleansing Purifying Scrub 15 oz.
Delicate Volumizing Shampoo Liter
Delicate Volumizing Conditioner Liter
Hydrating Shampoo Liter
Hydrating Melting Mask Liter
Hydrating Cream Scrub 16.9 oz.
Regenerating Shampoo Liter
Regenerating Mask 16.9 oz.

CRR-02-PPT16
CRR-03-DG33
CRR-02-PPP16
CRR-02-CSP33
CRR-03-CSC16
CRR-03-CSM33
CRR-02-CTP16
CRR-02-CVP16
CRR-02-CP533
CRR-02-DVP33
CRR-03-VC33
CRR-02-HP33
CRR-03-HMM33
CRR-02-HCS16
CRR-02-RG33
CRR-03-RM33



SULFATE
FREE



PARABEN
FREE



GLUTEN
FREE



FORMALDEHYDE
FREE



CRUELTY
FREE

curlisto
TOGETHER WE CURL

PUMP INCLUDED!

SAVE
20%

LITER SALE

Choose From:

The Curly One Shampoo
The Curly One Conditioner
The Curly One Shampoo Plus
The Curly One Conditioner Plus
The Light One Styling Gel
The Strong One Styling Gel

CUL-25-COSLP
CUL-25-COCLP
CUL-25-CSPP
CUL-25-CCPP
CUL-25-LOGP
CUL-25-SOGP





START THE NEW YEAR WITH SAVINGS

SAVE
15%

ALL BABE
TOOLS & KITS



Calling all hair extension stylists:
restock essentials, prep stations,
& be Babe ready for 2026

Valid January 1, 2026 - February 27, 2026.





NEW

STRENGTH & SHIELD LEAVE-IN CONDITIONER

DETANGLES

PROTECTS

STRENGTHENS

Powered by Virtue's
patented Alpha
Keratin 60ku®



Clinically proven results:

- 11x easier to comb
- 6x softer hair* after 1 use
- 2.5 x less breakage**
- 450°F/232°C Heat Protection
- Significantly improves strength** & elasticity

*Based on independent, third-party instrumental data

** After 5 uses

SAVE
17%



STRENGTH & SHIELD LEAVE-IN
CONDITIONER 5 OZ.

BUY 5, GET 1 FREE

VTU-25-JFSSL



THE A-LIST STYLING COLLECTION

Purchase:

- 3 Healing Oil 1.7 oz.
- 3 6-in-1 Styler 4 oz.
- 1 Volumizing Primer 5 oz. NFS
- 1 **NEW** Strength & Shield Leave-In Conditioner 5 oz. NFS

Receive **FREE**:

- 1 Healing Oil 1.7 oz. NFS
- 1 6-in-1 Styler 4 oz. NFS
- 1 Un-Frizz Cream 4 oz. NFS

VTU-25-JFAL

SAVE
25%



Order Online at trubautyconcepts.com



JANUARY | FEBRUARY 2026



SAVE
25%



SHAMPOO 32 OZ.

Choose From:

Color Protection **ABA-02-COP32**
Gentle **ABA-02-GEN32**
Moisture **ABA-02-MOI32**

CONDITIONER 32 OZ.

Choose From:

Color Protection **ABA-03-COP32**
Gentle **ABA-03-GEN32**
Moisture **ABA-03-MOI32**
Recovery **ABA-03-REC32**

SAVE
25%

COMPLETE
ALL-IN-ONE LEAVE
IN SPRAY 8 OZ.

**BUY 3,
GET 1 FREE**

ABA-25-JFAIO



100% Vegan



Gluten-Free



Paraben & Sulfate Free



Cruelty Free



No Synthetic Color Additives



Commitment to Purity

TOCCOMAGICO

[CRAFT YOUR ARTISTRY]

Create a waterproof shield that protects the skin from color, while allowing the color to penetrate the hair when applied correctly.

PROTECT

SAVE
25%

BARRIER CREAM
3.3 OZ.

**BUY 3,
GET 1 FREE**

TCM-25-JFBC



FINISH

SAVE
25%

ALLERBAD
CONDITIONER

Choose From:

8 oz. **TCM-03-AC250**
Liter **TCM-03-ACL**



- Works to soothe the scalp and recovers hair after a chemical treatment.

- Enriched with Olive fruit extract, Betaine and Pomegranate extract, moisturizes the capillary fiber in depth, protects color and has a strong antioxidant effect.





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 simply delectable range of first class gentlemen's grooming requisites.

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100% REMY HUMAN HAIR TAPE-IN EXTENSIONS

THE HOTHEADS DIFFERENCE

Experience premium hair with gorgeous results in multi-method options, tools, and education for instant solutions.

Hotheads has returned to its origins as a distributor-only brand, offering a curated assortment of the best-selling extensions you love, now available exclusively through trusted distribution partners.



FASTFOILS™
HIGH PERFORMANCE FOIL

**OVER 25% FASTER
PROCESSING THAN
TRADITIONAL FOILS.**
FASTER, HEALTHIER LIFT

SAVE
UP TO
25%

**BUY ANY 3 PACKS,
GET 1 FREE
BRUSH SET**

FREE



FOIL PACKS WITH GIFT

Choose From:

- Embossed Pop Up Foil 5"x11" 500 Sheets
- Pre Cut Foil 5"x12" 500 Sheets
- Pre Cut Foil 8"x10" 250 Sheets
- Foil Roll 5" 300 Feet
- Foil Roll 5" 1250 Feet
- Foil Roll 8" 350 Feet

FFO-25-GWP



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

NOW AVAILABLE

jolie

SAY HELLO TO
THE JOLIE FILTERED SHOWERHEAD

CLINICALLY-PROVEN:

40% LESS FRIZZ

**81% NOTICED REDUCED
HAIR SHEDDING**

**IMPROVES COLOR
RETENTION**

**PROTECTS HAIR CUTICLES
FROM FURTHER DAMAGE**

REMOVES CHLORINE, HEAVY METALS
& OTHER CONTAMINANTS.



THE
REPLACEMENT
FILTER

JOL-08-RF

**3 MONTHS OF
CLEAN WATER**



THE FILTERED
SHOWERHEAD

Choose From:

Chrome	JOL-08-MCS
Brushed Steel	JOL-08-BS
Brushed Gold	JOL-08-BG
Jet Black	JOL-08-JB



Created to replenish, smooth, and detangle strands with a nourishing blend of Organic Oils. Provides soft to touch results and a layer of protection from environmental factors.

SMOOTH OIL 3.52 OZ.
ORL-03-SO3



SHAMPOO & CONDITION LITERS

Choose From:

Blonde Cleanse	ORL-02-BC33
Blonde Condition	ORL-03-BC33
Calm Cleanse	ORL-02-CAC33
Calm Condition	ORL-03-CAL33
Curl Cleanse	ORL-02-CC33
Curl Condition	ORL-03-CC33
Plump Cleanse	ORL-02-PC33
Plump Condition	ORL-03-PC33
Restore Cleanse	ORL-02-RC33
Restore Condition	ORL-03-RC33
Restore Treatment	ORL-03-RT33
Rescue Masque	ORL-03-RM33

NAK HAIR PROFESSIONAL

SAVE
27%

SOFT COLOR + TREATMENT

Purchase:

24 Soft Color 3.4 oz. (Your Choice)

Receive FREE:

1 Quench Treatment Drops (12 Pack)

NAC-25-MAS

FREE



FREE

SAVE
25%

PERMANENT COLOR + TREATMENT

Purchase:

24 Permanent Hair Color 3.4 oz.
(Your Choice)

Receive FREE:

1 Fortify Treatment Drops (12 Pack)

NAC-25-MAP



MEET THE K.REVIVE RANGE

A 3-step system that offers visible results in just 2 minutes. K.REVIVE empowers both stylists and clients to unlock the hair's full potential, instantly restoring strength, vitality and radiance to even the most damaged strands.

Choose From:

Hair Power Mist 8.45 oz. Professional	NAK-03-KHPM8
Express Repair Power Mask 5.07 oz. Professional	NAK-03-RPM5
Peptide Leave-In Power Mask 2.7 oz.	NAK-03-KPLI2

K.REVIVE INTRO

Purchase:

- 1 Hair Power Mist 8.45 oz.
- 1 Express Power Mask 5.07 oz.
- 1 Peptide Leave-In Power Mask 2.7 oz.

Receive **FREE**:

- 1 Peptide Leave-In Power Mask 2.7 oz.
- 10 Peptide Leave-In Treatment Sachets 0.17 oz.
- 1 Set of Mirror Decals (3 Pack)

NAK-25-JFR

SAVE
20%



NAK HAIR

A U S T R A L I A

K.REVIVE

CLINICALLY PROVEN TO
STRENGTHEN & REPAIR HAIR
UP TO 97% IN **2 MINUTES**.

NEW



SHAMPOO & CONDITION LITERS

Choose From:

Blonde Shampoo	NAK-02-NB33
Blonde Condition	NAK-03-NB33
Blonde Plus Shampoo	NAK-02-NBP33
Platinum Blonde Anti-Yellow Shampoo	NAK-02-NPB33
Hydrate Shampoo	NAK-02-NH33
Hydrate Condition	NAK-03-NH33
Nourish Shampoo	NAK-02-NN33
Nourish Condition	NAK-03-NN33
Volume Shampoo	NAK-02-NV33
Volume Condition	NAK-03-NV33
Structure Complex Protein Shampoo	NAK-02-NS33
Structure Complex Protein Condition	NAK-03-NS33
Ultimate Cleanse Shampoo	NAK-02-NU33
Ultimate Treatment	NAK-03-NU33
Replenishes Moisture Mask	NAK-03-NRM33

NEW

SAVE
25%





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Allowing the stylists and beauty professionals of the finest
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