

# tru**beauty**

C O N C E P T S

MARCH | APRIL 2026

NEW

KERATIN  
COMPLEX  
KCRIO  
page 3

NEW

OLAPLEX  
N°.3PLUS  
TREATMENT  
page 10

NEW

TRUSS  
STOP DAMAGE  
NO METAL  
HOME CARE  
page 14

# BRANDS

Abba.....34	Magic Sleek
Alfaparf Milano..... 8	Milbon ..... 6-7
Aloxxi .....17	Milbon GOLD ..... 6
American Dawn	MK Professional
Babe.....32	Morris Flamingo
Barbicide	NAK Hair .....39
Berodin	NAK Professional .. 38-39
Burmax	Nioxin.....24
Cameo	Nufree Nudesse
Capt Fawcett.....35	O2
Charcoal	Olaplex..... 10-11
Chihtsai	Olivia Garden
Christophe Robin.....31	ORI Lab .....38
Clairol	Perricone MD .....36
Colortrak	PPE
Cricket	PremierLash
Curlisto.....31	Product Club
Cutler Pro	RefectoCil
DevaCurl .....28	Reynolds
Diane	Roux
Divina	Salonchic
Duomo.....27	Scalpmaster
Eugene Perma.....29	Sebastian.....25
Fastfoils .....36	SexyHair.....26
Framar .....30	SH-RD
Fromm	Soft 'n Style
Gama Professional.....26	Style Edit
Gamma+	StyleCraft
GHD	Sultra
GiGi	Surface Hair..... 12-13
GK Hair	Tocco Magico ..... 34
Graham	Truss..... 14-15
Gray Away	Turbo Power
HairArt	Valera
Hotheads.....23	Verb ..... 9
HOT Tools	Virtue .....33
Intrinsics	Vitality's .....24
Jolie .....37	Wahl
K18 .....19	Wella.....25
Keracolor	Wet Brush
Keratherapy.....22	XFusion
Keratin Complex..... 3-5	Yellow Professional.... 18
Loma.....16	Zotos



SCAN NOW TO  
SHOP MARCH | APRIL  
PROMOTIONS

## FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts     

*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 2026 TruBeauty Concepts, Inc. All rights reserved.*

## THINK SPRING!

Blonding and smoothing season is here.  
Discover special savings and boost  
revenue while helping your clients look  
amazing for the warmer months.



## 5 EASY WAYS TO ORDER

-  Online ordering 24/7 at [trubeautyconcepts.com](http://trubeautyconcepts.com)
-  Email us at [cs@trubeautyconcepts.com](mailto:cs@trubeautyconcepts.com)
-  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.

## 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](http://trubeautyconcepts.com).

NEW

# KCRIO®

Restorative Keratin System

**KERATINCOMPLEX®**  
*Beautiful hair every day*



### Introducing

**KCRIO® Restorative Keratin System: Stronger straightening, extraordinary shine, and faster services designed to help stylists thrive.**

Inspired by the vibrant energy and diversity of Rio de Janeiro, KCRIO is formulated for all hair types, delivering up to 3 months of smooth, sleek, radiant results your clients will love.

Formulated without formaldehyde, KCRIO features a proprietary blend of Signature Keratin, Creatine, and Murumuru Butter designed to restore hair from the inside out.

**\$230.00**  
**KCRIO RESTORATIVE KERATIN SYSTEM**

**Includes:**

- 1 KCRIO Pre-Treatment Shampoo 16 oz.
- 2 KCRIO Restorative Keratin Treatment 8 oz.
- 1 KCRIO Reconstruction Masque 16 oz.

**KCX-19-RI08**



BEFORE



AFTER

**GET CERTIFIED TODAY,  
IT'S ON US!**



1. Watch a quick video
2. Take a short quiz
3. Receive your Free Certificate



BEFORE



AFTER

**SAVE ON YOUR FAVORITE TREATMENTS TOGETHER**

**\$376.00**  
FAVORITE TREATMENTS TOGETHER

- Includes:**  
1 NKST-Natural Keratin Smoothing Treatment (Includes 1 KC PRIMER Keratin Pre-Treatment Shampoo 16 oz. & 1 NKST Smoothing Treatment)  
1 KCEXPRESS-Express Blowout Smoothing Kit (Includes 1 KC PRIMER Keratin Pre-Treatment Shampoo 16 oz. & 1 KCEXPRESS Smoothing Treatment)

SALON VALUE \$470.00  
KCX-25-MANKE

SAVE 20%



**EARN \$3,500 WITH JUST 16 OZ.**  
**HERE'S HOW:**  
10 applications x \$350 service price = \$3,500



**+\$1,125 WEEK +\$4,500 MONTH +\$58,500 YEAR**  
**HERE'S HOW:**  
Example based on 3 add-ons per day at \$75 each, 5 days per week.

**Liter Intro Kit worth \$9,075 in revenue + retail built in!**

**\$100 OFF**  
**\$595.00**  
KCSMOOTH HEAT ACTIVATED SMOOTHING SYSTEM KIT

- Includes:**  
1 KCSMOOTH Treatment Liter  
32 KCSMOOTH Restorative Leave-in Lotion 5 oz.  
SALON VALUE \$695.00  
KCX-19-KCD32



SAVE 25%

**\$90.00**  
IT'S A BLONDE THING KERATIN LIGHTENING SYSTEM 16 OZ.  
**BUY 3, GET 1 FREE**



SALON VALUE \$120.00  
KCX-25-MAIBT

**Liter Intro Kit worth \$6,900 in revenue + retail built in!**

**\$100 OFF**  
**\$595.00**  
PBO PERSONALIZED BLOW OUT SMOOTHING SYSTEM KIT

- Includes:**  
1 KC PRIMER Keratin Pre-Treatment Shampoo Liter  
1 PBO Smoothing Treatment Liter  
24 PicturePerfectHair Bond Sealing Masque 4 oz.  
SALON VALUE \$695.00  
KCX-19-PBOL



SAVE 17%

**\$75.00**  
KCSMOOTH RESTORATIVE LEAVE-IN LOTION 5 OZ.  
**BUY 5, GET 1 FREE**



SALON VALUE \$90.00  
KCX-25-MAKCS

# FAST COLOR. FASTER PROFITS.

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

**KERATINCOMPLEX**  
Beautiful hair every day

SAVE  
25%



## \$99.00 EXPRESS COLOR & SMOOTHING SYSTEM KIT

SAVE  
12%

**Includes:**

- 3 KeraLuminous10 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 KCEXPRESS® Smoothing Treatment 4 oz.
- 1 Mixing Bowl
- 1 Applicator Brush

SALON VALUE \$112.00  
KCX-19-ECSSK



## \$499.00 PERFECT COLOR SERVICE INTRO KIT

**Includes:**

- 1 KCEXPRESS 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
- 1 Mixing Bowl
- 1 Applicator Brush
- 1 KeraLuminous10 Swatchbook

SALON VALUE \$716.50  
KCX-21-PCSI

## \$192.00 EXPRESS COLOR TRY ME DEAL

FREE



**Purchase (Your Choice):**

- 24 KeraLuminous10 10-Minute Express Permanent Shades 3.4 oz.

**Receive FREE:**

- 2 20 Vol. Developer
- 1 KeraLuminous10 Swatchbook

SALON VALUE \$224.00  
KRL-25-JFECT

SAVE  
14%

## It's not a demo. IT'S A DARE.

Keratin Complex stepped into real salons, daring stylists to put the Express Color & Smoothing System to the test. Then **Tabatha Coffey** walked in. No script. No retakes. No filters.



Watch the dare unfold.



BEFORE: Natural Level 5 75% Gray



FORMULA: 1 oz. 6N + 1/2 oz. 20 Vol.



Don't Miss Tabatha Coffey At TruBeauty On April 6th

See page 21 for details

SAVE  
20%



## \$24.00 SHAMPOO & CONDITIONER DUOS

**Choose From:**

- Keratin Care Smoothing **KCX-25-MAKC**
- Color Care Smoothing **KCX-25-MACC**
- KHYDRATE Moisture **KCX-25-MACKCH**
- Timeless Color Fade-Defy **KCX-25-MATCFD**

SALON VALUE \$30.00

# MILBON

## FULL SPECTRUM BEAUTY

SAVE  
15%



### GOLD LINE SALON BESTSELLERS

Choose From:

- Indulging Hydration Shampoo 6.8 oz. ... **\$21.25** MGO-02-IH6
- Indulging Hydration Treatment 7.1 oz. ... **\$25.08** MGO-03-IH7
- Illuminating Glow Oil 2 oz. .... **\$25.50** MGO-03-IGO2

SALON VALUE UP TO \$30.00



SAVE  
15%



### GOLD LINE SHAMPOO & CONDITIONER PUMP SIZES

Choose From:

- Enhancing Vivacity Shampoo Refine 16.9 oz. ... **\$42.50** MGO-02-EVR16
- Enhancing Vivacity Shampoo Soften 16.9 oz. ... **\$42.50** MGO-02-EVS16
- Enhancing Vivacity Treatment 17.6 oz. .... **\$50.15** MGO-03-EVV17
- Illuminating Glow Shampoo 16.9 oz. .... **\$42.50** MGO-02-IG16
- Illuminating Glow Treatment 17.6 oz. .... **\$50.15** MGO-03-IG17
- Indulging Hydration Shampoo 16.9 oz. .... **\$42.50** MGO-02-IH16
- Indulging Hydration Treatment 17.6 oz. .... **\$50.15** MGO-03-IH17
- Vitalizing Dimension Shampoo 16.9 oz. .... **\$42.50** MGO-02-VD16
- Vitalizing Dimension Treatment 17.6 oz. .... **\$50.15** MGO-03-VD17

SALON VALUE UP TO \$59.00

# MILBON

## SOPHISTONE

SAVE  
17%



**\$45.00**  
PERMANENT COLOR  
**BUY 5,  
GET 1 FREE**



6N

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

Receive **FREE**:  
1 6N Permanent Color 2.8 oz.

SALON VALUE \$54.00  
SOT-25-MAP6N

FREE

SAVE  
17%



**\$31.25**  
DEMI COLOR  
**BUY 5,  
GET 1 FREE**



9BV

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

Receive **FREE**:  
1 9BV Demi Color 2.8 oz.

SALON VALUE \$37.50  
SOT-25-MAT9BV

FREE



Find Your Beauty



SALON BESTSELLERS

Choose From:

- MOISTURE Replenishing Shampoo 6.8 oz. . . . . **\$12.75** MLB-02-M6
  - MOISTURE Replenishing Treatment 7.1 oz. . . . . **\$17.85** MLB-03-M7
  - REPAIR Restorative Shampoo 6.8 oz. . . . . **\$13.60** MLB-02-SR6
  - REPAIR Restorative Treatment 7.1 oz. . . . . **\$18.70** MLB-03-SR7
  - ANTI-FRIZZ Humidity Blocking Oil 4.1 oz. . . . . **\$18.70** MLB-12-SDHO4
  - Monochromatic Froth Blowout Foam 7.1 oz. . . . . **\$16.58** MLB-12-MFBF7
- SALON VALUE UP TO \$22.00

SAVE 15%



Don't Miss Anh Co Tran At TruBeauty On April 20th *See page 21 for details*



SAVE 15%

SIGNATURE HAIRCARE SHAMPOO & CONDITIONER PUMP SIZES

Choose From:

- ANTI-FRIZZ Defrizzing Shampoo 16.9 oz. . . . . **\$25.50** MLB-02-SD16
- ANTI-FRIZZ Defrizzing Treatment 17.6 oz. . . . . **\$35.70** MLB-03-SD17
- CURL Curl Care Shampoo 16.9 oz. . . . . **\$25.50** MLB-02-CCP16
- CURL Curl Care Treatment 17.6 oz. . . . . **\$35.70** MLB-03-CCP17
- CURL Curl Care Enriched Treatment 17.6 oz. . . . . **\$35.70** MLB-03-CCRP17
- REPAIR Heat Protective Shampoo 16.9 oz. . . . . **\$27.20** MLB-02-SHP16
- REPAIR Heat Protective Treatment 17.6 oz. . . . . **\$37.40** MLB-03-SHP17
- SCALP Purifying Gel Shampoo 16.9 oz. . . . . **\$27.20** MLB-02-SG16
- SCALP Hydrating Treatment 17.6 oz. . . . . **\$37.40** MLB-03-ST17
- BLONDE PLUS Nourishing Violet Shampoo 16.9 oz. . . . . **\$27.20** MLB-02-BPV16
- BLONDE PLUS Nourishing Violet Treatment 17.6 oz. . . . . **\$27.20** MLB-03-BPV17
- REAWAKEN Renewing Shampoo 16.9 oz. . . . . **\$28.90** MLB-02-REA16
- REAWAKEN Renewing Treatment 17.6 oz. . . . . **\$39.10** MLB-03-REA17
- MOISTURE Replenishing Shampoo 16.9 oz. . . . . **\$25.50** MLB-02-MP16
- MOISTURE Replenishing Treatment 17.6 oz. . . . . **\$35.70** MLB-03-MP17
- REPAIR Restorative Shampoo 16.9 oz. . . . . **\$27.20** MLB-02-SR16
- REPAIR Restorative Treatment 17.6 oz. . . . . **\$37.40** MLB-03-SR17
- SMOOTH Smoothing Shampoo Fine 16.9 oz. . . . . **\$25.50** MLB-02-SFP16
- SMOOTH Smoothing Treatment Fine 17.6 oz. . . . . **\$35.70** MLB-03-SFP17
- SMOOTH Smoothing Shampoo Medium 16.9 oz. . . . . **\$25.50** MLB-02-SMP16
- SMOOTH Smoothing Treatment Medium 17.6 oz. . . . . **\$35.70** MLB-03-SMP17
- SMOOTH Smoothing Shampoo Coarse 16.9 oz. . . . . **\$25.50** MLB-02-SCP16
- SMOOTH Smoothing Treatment Coarse 17.6 oz. . . . . **\$35.70** MLB-03-SCP17
- VOLUME Volumizing Shampoo 16.9 oz. . . . . **\$25.50** MLB-02-SV16
- VOLUME Volumizing Treatment 17.6 oz. . . . . **\$35.70** MLB-03-SV17

SALON VALUE UP TO \$44.00





# BRIGHT BLONDES, BIGGER SAVINGS

Fuel your blonding  
season and save!



SAVE  
25%

**\$39.00**

BB BLEACH 14.1 OZ.

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

NO MIX & MATCH

Choose From:

- Easy Lift 7      **BBB-25-MAELF**
- Free Style Lift      **BBB-25-MAFSF**
- High Lift 9      **BBB-25-MAHLF**

**PLUS Receive FREE:**

1 Foil Roll

SALON VALUE \$68.00



### BB Bleach Easy Lift 7

Suitable for use on the scalp for highlights with foils and balayage techniques.

### BB Bleach Free Style Lift

Allows an easy and precise application, ideal for work with freehand technique.

### BB Bleach High Lift 9

Allows an even application, suitable for personalized and flawless services.



NEW SIZE  
SAVE 33%

### \$32.50 GHOST HALF-GALLON

Choose From:  
Shampoo 67.6 oz. **VRB-02-GT67**  
Conditioner 67.6 oz. **VRB-03-GT67**  
SALON VALUE \$46.50

SAVE 22%



### \$23.00 PROFESSIONAL SIZE GHOST OIL 6.6 OZ.

SALON VALUE \$29.70  
**VRB-03-GTO6**



SAVE 28%

### \$27.50 2026 HYDRATE KIT

**Includes:**  
1 Hydrate Shampoo 12 oz.  
1 Hydrate Conditioner 12 oz.  
1 Hydrate Leave-In Conditioner 6.5 oz.  
1 Amber + Jasmine Hair + Body Mist 5 oz.  
SALON VALUE \$38.00  
**VRB-19-MAHK**



SAVE 30%

### \$18.00 2026 TRAVEL KIT

**Includes:**  
1 Ghost Shampoo 2.3 oz.  
1 Ghost Conditioner 2.3 oz.  
1 Volume Dry Texture Spray 1.6 oz.  
1 Ghost Oil 2 oz.  
SALON VALUE \$26.00  
**VRB-19-MATK**

NEW  
SAVE 25%



### \$33.00 CURL OIL 3 OZ. BUY 3, GET 1 FREE

SALON VALUE \$44.00  
**VRB-25-MACO**

A multi-use, silicone-free oil that helps enhance curl definition, adds shine and controls frizz. Powered by a blend of sweet almond, argan and castor oils and our proprietary SunflowerCurl™ Complex, this oil leaves curls soft, bouncy and shiny.



SAVE 30%

### \$7.70 HEAT PROTECTION SALE

**Choose From:**  
Glossy Shine Spray 6.5 oz. **VRB-03-GSP6**  
Heat Defense Spray 5.5 oz. **VRB-03-GTDO5**  
Ghost Primer 4 oz. **VRB-03-GTP4**  
Hydrate Oil 2 oz. **VRB-03-HYDO2**  
Ghost Oil 2 oz. **VRB-03-GTO2**  
Frizz Defense Smoothing Spray 5.4 oz. **VRB-12-FDSS5**  
SALON VALUE \$11.00



NEW!  
SAVE 20%

### \$8.80 CURL OPEN STOCK

**Choose From:**  
Curl Shampoo 12 oz. **VRB-02-CLN12**  
Curl Conditioner 12 oz. **VRB-03-CLN12**  
Curl Cream 5.3 oz. **VRB-12-CLCN5**  
Curl Foaming Gel 6.7 oz. **VRB-12-CFGN6**  
Curl Defining Mask 6.5 oz. **VRB-03-CDM6**  
**NEW** Curl Oil 3 oz. **VRB-03-CLO3**  
SALON VALUE \$11.00



# OLAPLEX



NEW

## N°.3PLUS COMPLETE REPAIR TREATMENT

3 MINUTES. 3 BONDS  
3X STRONGER. 3X SOFTER

**\$133.60**  
N°.3PLUS COMPLETE REPAIR TREATMENT

Includes:

- 3 N°.3PLUS 3.3 oz.
- 2 N°.3PLUS 8.5 oz.
- 1 N°.3PLUS 12.55 oz.

SALON VALUE \$167.00  
OLX-25-MANO3P

SAVE  
**20%**



MARCH ONLY

SAVE  
**19%**

## 2 FOR \$26.00 SHAMPOOS + CONDITIONERS AND N°.5 LEAVE-IN

MIX & MATCH

Choose 2 From:

- N°.4, N°.5, N°.4F, N°.5F,
- N°.4P, N°.5P & N°.4C
- Shampoo + Conditioner 8.5 oz.

AND

- 1 N°.5 Moisturize & Mend  
Leave-In Conditioner 3.3 oz.

SALON VALUE \$32.00  
OLX-25-MSC



MARCH 9-13 ONLY!

## OLAPLEX BRAND WIDE SALE 15% OFF

CHECK OUR WEBSITE & SOCIAL MEDIA



# OLAPLEX



APRIL ONLY



**2 FOR \$26.00**  
STYLERS

MIX & MATCH

SAVE  
14%

Choose From:

- N°.4D Clean Volume Detox Dry Shampoo 6.3 oz.
- N°.6 Bond Smoother Leave-In Styling Treatment 3.3 oz.
- N°.7 Bonding Oil 1 oz.
- N°.9 Bond Protector Nourishing Hair Serum 3 oz.
- N°.10 Bond Shaper Curl Defining Gel 6.7 oz.
- Volumizing Blow Dry Mist 5 oz.

SALON VALUE \$30.00  
OLX-25-AS



Don't Miss Guy Tang At TruBeauty On May 4th

See page 21 for details

APRIL ONLY

SAVE  
20%

PROFESSIONAL USE ONLY • OLAPLEX.COM

USAGE PROFESSIONNEL, ÉQUIPEMENT  
SOUVO PARRA USO PROFESSIONAL

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

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



**\$158.40**  
SALON  
INTRO KIT

Includes:

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

SALON VALUE \$198.00  
OLX-19-SIK

SAVE  
20%

PROFESSIONAL USE ONLY • OLAPLEX.COM

**OLAPLEX.  
TRAVELING STYLIST KIT**

INSURANCE FOR YOUR CLIENT'S HAIR



**\$52.00**  
TRAVELING  
STYLIST KIT

Includes:

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

SALON VALUE \$65.00  
OLX-19-TSK

## PROFESSIONAL PRODUCTS

Choose From:

- Broad Spectrum Chelating Treatment 12.55 oz. . . . . **\$25.60** OLX-02-CT15
- Weightless Nourishing Mask 12.55 oz. . . . . **\$33.60** OLX-03-WNM12
- Rich Hydration Mask 12.55 oz. . . . . **\$33.60** OLX-03-RHM12
- Pro Scalp Concentrate 10x4ml. . . . . **\$35.20** OLX-19-PSC10

SALON VALUE UP TO \$198.00

SAVE  
20%





NEW

## ALL IN SHAMPOO & CONDITIONER

Multitasking Shampoo and Conditioner! A perfect balance of all Surface natural botanicals create antioxidant synergy to prevent oxidative stress and future damage.

**Instantly** soothe, prevent breakage, detangle, shine, repair, condition, strengthen, frizz control, color support, moisturize, and eliminate static.

### ALL IN SHAMPOO

Choose From:

10 oz. . . . \$15.00 SUR-02-AIO10  
 Liter. . . . \$36.00 SUR-02-AIOL

### ALL IN CONDITIONER

Choose From:

8 oz. . . . \$15.00 SUR-03-AIO8  
 Liter. . . . \$36.00 SUR-03-AIOL



SAVE 31%

## \$160.50 ALL IN LAUNCH INTRO

**Purchase:**

- 3 All In Shampoo 10 oz.
- 3 All In Conditioner 8 oz.
- 3 All In Leave-in Conditioner 8 oz.

**Receive FREE:**

- 1 All In Shampoo Liter
- 1 All In Conditioner Liter
- 1 All In Merchandise Kit

SALON VALUE \$232.50  
 SUR-21-26All



## 2 FOR \$30.00 BLOWOUT MIX & MATCH

Choose From:

- Shampoo 10 oz.
- Conditioner 8 oz.
- Primer 4 oz.
- Texture Spray 4 oz.
- Dry Oil Spray 3.5 oz.
- Memory Foam 5 oz.
- Finishing Spray 4 oz.
- Dry Shampoo Foam 4 oz.
- Smoothing Balm 4 oz.
- Protective Oil 2 oz.
- Firm Finishing Spray 8.8 oz.
- Gel Mousse 5.5 oz.
- High Gloss Rinse 8 oz.

SUR-25-MABO



SAVE 26%

## \$725.25 BLOWOUT SALON INTRO

**Purchase:**

- 3 Shampoo 10 oz
- 3 Conditioner 8 oz.
- 3 High Gloss Rinse 8 oz.
- 3 Primer 4 oz.
- 3 Protective Oil 2 oz.
- 2 Memory Foam 5 oz.
- 2 Gel Mousse 5.5 oz.
- 2 Smoothing Balm 4 oz.
- 2 Texture Spray 4 oz.
- 2 Dry Oil Spray 3.5 oz.
- 2 Finishing Spray 4 oz.
- 2 Firm Hair Spray 8.8 oz.
- 2 Dry Shampoo Foam 4 oz.

SALON VALUE \$1,056.75  
 SUR-21-26BLSI

**Receive FREE:**

- 1 Shampoo Liter
- 1 Conditioner Liter
- 1 High Gloss Rinse 8 oz.
- 1 Memory Foam 5 oz.
- 1 Protective Oil 2 oz.
- 1 Texture Spray 4 oz.
- 1 Finishing Spray 4 oz.
- 1 Smoothing Balm 4 oz.
- 1 Merchandise Kit
- 2 Liter Pumps
- 1 Surface Sanctuary 2-Day Event Ticket
- 1 ZOOM "Welcome to Surface" Product Knowledge Class

APRIL ONLY

HAIR SPRAY SALE

2 FOR \$20.00

Choose From:

- Theory Hair Spray 12 oz.
- Theory Firm Hair Spray 10 oz.

SALON VALUE UP TO \$29.50  
SUR-25-A220

2 FOR \$25.00

Choose From:

- Awaken Hair Spray 10 oz.
- Curls Finishing Hair Spray 10 oz.

SALON VALUE UP TO \$33.00  
SUR-25-A225



SAVE 30%

MARCH ONLY

THERMAL PROTECTANTS

Choose From:

- Awaken Protein Styling Mousse 8 oz. **\$13.30** SUR-12-AM8
  - Blowout Memory Foam 4 oz. **\$12.08** SUR-12-BOMF5
  - Curls Whip Mousse 5.5 oz. **\$12.25** SUR-12-CWM5
- SALON VALUE UP TO \$20.62



APRIL ONLY

SAVE 30%

COLOR CARE OBSESSED

Choose From:

- Trinity Shampoo 10 oz. . . . **\$14.00** SUR-02-T10
- Trinity Conditioner 8 oz. . . **\$14.00** SUR-03-T10
- Trinity One Shot 0.75 oz. . . . **\$6.83** SUR-03-TOS.5

SALON VALUE UP TO \$20.00



APRIL ONLY

LIGHTENERS COLOR OBSESSED

Choose From:

- Pure Blonde Ultra Lift Charcoal Lightening Powder 15.8 oz. . . **\$27.75** SUR-04-PBCP
- Pure Blonde Lightening Powder 15.87 oz. . . . . **\$27.00** SUR-04-PBLP

SALON VALUE UP TO \$37.00

SAVE 25%



SAVE 20%

ARBOR DAY SALE

Choose From:

- Basu Gold Hydrating Oil 2 oz. **\$15.20** SUR-03-BMGO2
- Basu Hydrating Oil 2 oz. **\$16.20** SUR-03-BMO2

SALON VALUE UP TO \$20.25



Each bottle of Basu Oil sold supports Arbor Day Foundation to plant a tree.

TOOL SALE

Choose From:

- |   |   |
|---|---|
| Diamond Contour Swivel Shear . . . <b>\$535.50</b> SUR-14-675DC | Round Brush 2.5" . . . . . <b>\$15.75</b> SUR-15-2.5RB  |
| Swivel Shear 7" . . . . . <b>\$535.50</b> SUR-14-7SS            | Paddle Brush 3" . . . . . <b>\$15.75</b> SUR-15-PADB    |
| Notch 16 Shear . . . . . <b>\$490.88</b> SUR-14-N16SS           | TK2 Contour Brush . . . . . <b>\$15.75</b> SUR-15-TK2CB |
| Contour Swivel Shear 6" . . . . . <b>\$490.88</b> SUR-14-6CS    | Cutting Comb . . . . . <b>\$9.00</b> SUR-15-COMB        |
| Swivel Shear 5.75" . . . . . <b>\$490.88</b> SUR-14-575SS       | Curl Comb . . . . . <b>\$8.25</b> SUR-15-CCOMB          |
| RZ Blender Shear . . . . . <b>\$490.88</b> SUR-14-RZBS          | Pick Rake . . . . . <b>\$7.50</b> SUR-15-TK2RP          |
| RZ FINE Blender Shear . . . . . <b>\$453.00</b> SUR-14-RZFBS    | Cushion Grip Clips . . . . . <b>\$6.75</b> SUR-10-CLIP  |
| Titanium Razor . . . . . <b>\$119.63</b> SUR-14-RAZOR           | Cutting Apron . . . . . <b>\$26.25</b> SUR-10-APRON     |
| Boar Bristle Paddle Brush . . . . . <b>\$17.44</b> SUR-15-BOPB  | Cutting Cape . . . . . <b>\$27.00</b> SUR-10-CAPE       |
| Diamond Blades . . . . . <b>\$16.88</b> SUR-14-BLADE            | Tool Holster . . . . . <b>\$53.63</b> SUR-10-THOLS      |
| Round Brush 3" . . . . . <b>\$15.75</b> SUR-15-3RB              |   |

SALON VALUE UP TO \$713.91

SAVE 25%



**TRUSS**  
PROFESSIONAL



**NEW**

**STOP DAMAGE  
NO METAL**

**HOME  
CARE**

*The solution against heavy metals.*  
Prevents, repairs and protects.

**SAVE  
16%**



**\$18.00**  
STOP DAMAGE NO  
METAL INTENSIVE  
HAIR MASK 6.35 OZ.

SALON VALUE \$21.50  
TRS-03-NMM6

Hair mask for pre- and post-chemical fiber reconstruction, forming a barrier against damage.

**SAVE  
17%**



**\$14.50**  
STOP DAMAGE NO  
METAL SHAMPOO  
10.14 OZ.

SALON VALUE \$17.50  
TRS-02-NMS10

Gentle cleansing with heavy metal removal and cuticle protection.

**PREVENTS,  
REPAIRS AND  
PROTECTS**

*Before, during and after the coloring and lightening process.*



**SAVE  
15%**

**\$153.00**  
STOP DAMAGE  
NO METAL PRO

- Includes:**
- 1 Shampoo Liter
  - 1 Protect Fluid 16.9 oz.
  - 1 Intensive Mask 21.9 oz.

SALON VALUE \$180.00  
TRS-25-MANMP

## \$114.00 NUTRI INFUSION RETAIL

**Purchase:**

- 2 Shampoo 10.14 oz.
- 2 Conditioner 10.14 oz.
- 2 Mask 6.35 oz.

**Receive FREE:**

- 1 Nutritive Hair Oil 2 oz.
- SALON VALUE \$132.50  
TRS-25-MANIR

SAVE  
14%

FREE



Don't Miss Marina Sellecchia At TruBeauty On June 1st

See page 21  
for details



SAVE  
19%

## \$156.00 NUTRI INFUSION PRO - INTENSE

**Purchase:**

- 1 Shampoo Liter
- 1 Conditioner Liter
- 1 Wax 20.2 oz.

**Receive FREE:**

- 2 Nutritive Hair Oil 2 oz.
- SALON VALUE \$193.00  
TRS-25-MANIP

FREE

## \$54.83 BLOND REVOLUTION RETAIL

**Includes:**

- 1 Shampoo 10.14 oz.
- 1 Net Blond Mask 6.35 oz.
- 1 Impassable Blond Finisher 3.3 oz.

SALON VALUE \$64.50  
TRS-25-MABRR

SAVE  
15%



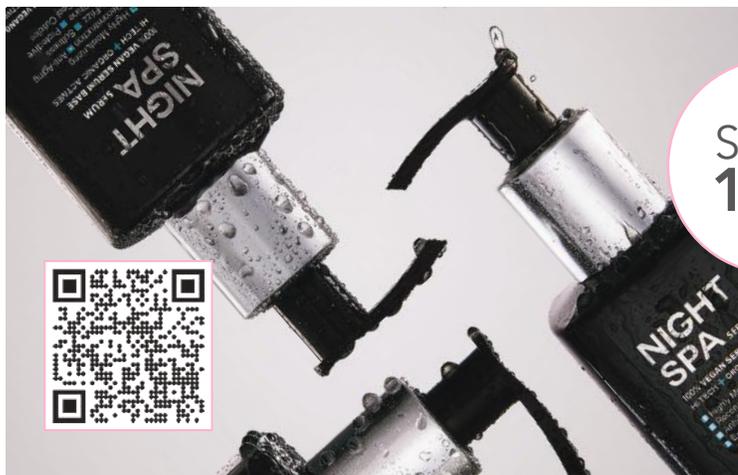
## \$150.40 BLOND REVOLUTION - BLOND DAMAGE

**Purchase:**

- 1 Pro Antioxidant Shampoo Liter
- 1 Restructure Soft Cream 21.9 oz.
- 1 Pro Acid Anti-Breakage 16.9 oz.
- 1 Impassable Blond Finisher 3.3 oz.

SALON VALUE \$177.00  
TRS-25-MABRBD

SAVE  
15%



SAVE  
16%



## \$130.00 NIGHT SPA 8.45 OZ. BUY 5, GET 1 FREE

SALON VALUE \$156.00  
TRS-25-MANS

# LOMA<sup>®</sup>

Naturally Inspired, Organically Infused Hair & Body Care<sup>®</sup>



## SELECT AEROSOLS

### Choose From:

- Finishing Hairspray 9.1 oz. . . . . **\$10.15** LOM-05-FHS10
- Texture Spray 6 oz. . . . . **\$9.40** LOM-05-TS6
- Dry Shampoo 4.4 oz. . . . . **\$9.40** LOM-05-DPOO5

SALON VALUE UP TO \$13.50



## STYLING TUBES 8 OZ.

## BUY 2, GET 1 FREE

MIX & MATCH

### Choose From:

- Firm Hold Gel
- Molding Crème
- Maximum Volumizing Solution
- Curvy Crème
- Smoothing Crème

LOM-25-MAST2



## CLEANSING & CONDITIONING

## BUY 2, GET 1 FREE

NO MIX & MATCH

### Choose From:

- Daily Shampoo 12 oz. . . . . **\$19.00** LOM-25-MADP
- Daily Conditioner 12 oz. . . . . **\$23.00** LOM-25-MADC
- Moisturizing Shampoo 12 oz. . . . . **\$21.00** LOM-25-MAMP
- Moisturizing Treatment 12 oz. . . . . **\$23.00** LOM-25-MAMT
- Nourishing Shampoo 12 oz. . . . . **\$23.00** LOM-25-MANP
- Nourishing Conditioner 12 oz. . . . . **\$25.00** LOM-25-MANC
- Violet Shampoo 12 oz. . . . . **\$23.00** LOM-25-MAVP
- Violet Conditioner 12 oz. . . . . **\$25.00** LOM-25-MAVC
- Fragrance Free Moisturizing Shampoo 12 oz. . . . . **\$24.00** LOM-25-MAFFP
- Fragrance Free Moisturizing Conditioner 12 oz. . . . . **\$27.00** LOM-25-MAFFC
- Deep Conditioner 8 oz. . . . . **\$24.00** LOM-25-MADEC

SALON VALUE UP TO \$40.50



# HEAT UP WITH NEW LUMINEXX FASHION SHADES

# Aloxxi

## \$65.70 LUMINEXX FASHION SHADES DEAL

**Includes:**  
 2 3RRV Luminexx 3.3 oz.  
 2 4RC Luminexx 3.3 oz.  
 2 4CC Luminexx 3.3 oz.  
 1 Whisk  
 1 Swatch Insert  
 SALON VALUE \$78.65  
 ALX-19-MANLF

SAVE 16%



FREE



NEW SHADES

3RRV

4RC

4CC

SAVE 32%



FREE

## \$17.90 FAST COLOUR. FREE TONE. TOTAL WIN!

**Purchase:**  
 2 ANDIAMO Express Permanent Colour 2 oz.  
**Receive FREE:**  
 1 TONES Demi-Permanent Colour 2 oz.

**Select From:**  
 Version 4N ALX-19-ANT4N  
 Version 6N ALX-19-ANT6N  
 SALON VALUE \$26.40

SAVE 13%



FREE

## \$107.40 FAST COLOUR, FREE PERKS

**Purchase (Your Choice):**  
 12 ANDIAMO Express Permanent Colour 2 oz.

**Receive FREE:**  
 1 Developer Liter (Your Choice)  
 1 Barrier Creme 5 oz.

SALON VALUE \$123.85  
 ALX-25-MAFCF

SAVE 33%



FREE

## \$17.00 MIX.MATCH. TONE IT UP!

**Purchase:**  
 2 CHROMA Permanent Creme Colour 2 oz.  
**Receive FREE:**  
 1 TONES Demi-Permanent Colour 2 oz.

**Select From:**  
 Version 4N ALX-19-BTB4N  
 Version 5N ALX-19-BTB5N  
 Version 6N ALX-19-BTB6N  
 Version 7N ALX-19-BTB7N  
 SALON VALUE \$25.50

SAVE 33%



FREE

## \$27.00 COLOUR WITH A GLASS-LIKE FINISH IN MINUTES!

**Purchase (Your Choice):**  
 2 INSTABOOST Conditioning Colour Masque 6.8 oz.

**Receive FREE:**  
 1 INSTABOOST Gloss Boss 6.8 oz. (Clear)

SALON VALUE \$40.50  
 ALX-25-MAIBG

**YELLOW**  
PROFESSIONAL

# THE ULTIMATE BLONDE BOOST

**MORE LIFT.  
MORE SHINE.  
MORE SAVINGS.**



SAVE 41%

**\$60.00**  
BLEACH POWDER  
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-NDSL7
- 9 Levels White Bleach YLW-25-NDL9

**PLUS Receive FREE:**

- 1 Pin Tail Comb
- 1 Foil Roll

SALON VALUE \$101.00

FREE

# COLOR CONFIDENCE

**ELEVATE YOUR COLOR RESULTS WITH CARE THAT LASTS.**

**\$87.00**  
ELEVATE YOUR  
COLOR RESULTS

**Purchase (Your Choice):**  
12 Permanent High Lift Color 3.4 oz.

**Receive FREE:**  
2 Color Care Maintenance Mask 16.9 oz.

SALON VALUE \$113.00  
YLW-25-MAC

SAVE 23%

FREE





**K18**  
BIOMIMETIC  
HAIRSCIENCE



AVAILABLE MARCH 1ST



**\$49.00**  
SALON BLOWOUT  
AT HOME KIT

- Includes:**
- 1 Leave-In Molecular Repair Hair Mask 1.7 oz.
  - 1 HeatBounce Conditioning Heat Protectant 1.6 oz.
  - 1 AstroLift Volume Spray 1.6 oz.
- K18-19-SKBO



**TRIPLEBRIGHT  
PURPLE  
SHAMPOO**

Breakthrough triple-action purple shampoo removes metals + minerals, neutralizes existing + defends against future brassiness.

**Choose From:**

- 15 oz. . . . **\$50.00** K18-02-TB15
- 4.2 oz. . . . **\$19.50** K18-02-TB4



easy-to-apply  
foam



**NEW  
SIZE**

**\$29.50**  
JUMBO WASH  
CARE 16 OZ.

**Choose From:**

- Peptide Prep Detox Shampoo K18-02-DTX16
- Damage Shield pH Protective Shampoo K18-02-DSP16
- Damage Shield Protective Conditioner K18-03-DSP16

# TRUBEAUTY EDUCATION

## UPCOMING CLASSES AT A GLANCE

VISIT [TRUBEAUTYCONCEPTS.COM](http://TRUBEAUTYCONCEPTS.COM) FOR THE FULL SCHEDULE

CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 <p><b>DUOMO HAIR PAINTING FOR REDS AND COPPERS</b></p>	<p><b>MONDAY</b> <b>MARCH 9, 2026</b> <b>\$125 • 10AM-2PM</b></p>	<p><b>SOUTHAMPTON</b> 109 Street Road Southampton, PA 18966</p>	<p>Create rich, multi-tonal color that moves naturally with the hair. This hands on class focuses on adding glimmers of warm tones to enhance dimension and customize any red or copper shade. Learn how to elevate color work with modern painting techniques and proven formulas for beautiful, wearable results.</p>
 <p><b>MILBON COLOR, CARE, &amp; CURL MASTERY</b></p>	<p><b>MONDAY</b> <b>MARCH 16, 2026</b> <b>\$75 • 10AM-3PM</b></p>	<p><b>ROCKVILLE</b> 5054 Nicholson Lane Rockville, MD 20852</p>	<p>Become a color, care, &amp; curl master. This class is all about empowering you with the tools, tips, and confidence to deliver next-level results for your curly-haired clients. Whether you're looking to perfect color application or master frizz-free styling, this is your chance to learn, create, and have fun!</p>
 <p><b>BABE SEW-IN WEFT CERTIFICATION</b></p>	<p><b>SUNDAY</b> <b>MARCH 22, 2026</b> <b>\$399 • 10AM-4PM</b></p> <p>.....</p> <p><b>SUNDAY</b> <b>APRIL 12, 2026</b> <b>\$399 • 10AM-4PM</b></p>	<p><b>SOUTHAMPTON</b> 109 Street Road Southampton, PA 18966</p> <p>.....</p> <p><b>ROCKVILLE</b> 5054 Nicholson Lane Rockville, MD 20852</p>	<p>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. Each attendee will receive a complete Babe Weft Kit.</p>
 <p><b>ALOXXI THE COOL BLONDE BLUEPRINT</b></p>	<p><b>MONDAY</b> <b>MARCH 23, 2026</b> <b>\$125 • 10AM-2PM</b></p>	<p><b>SOUTHAMPTON</b> 109 Street Road Southampton, PA 18966</p>	<p>Discover how to neutralize unwanted warmth and control underlying pigments for beautifully cool, luminous results. This hands-on class is designed to give you real, behind the chair strategies and confidence building techniques you can immediately apply in the salon.</p>
 <p><b>CAPTAIN FAWCETT EXCLUSIVE BARBERING MASTERCLASS</b></p>	<p><b>SUNDAY, APRIL 26, 2026</b></p> <p>.....</p> <p><b>MONDAY, APRIL 27, 2026</b> <b>Look &amp; Learn</b> <b>\$50 • 10AM-1PM</b> <b>Hands-On</b> <b>\$199 • 10AM-5PM</b></p>	<p><b>ROCKVILLE</b> 5054 Nicholson Lane Rockville, MD 20852</p> <p>.....</p> <p><b>SOUTHAMPTON</b> 109 Street Road Southampton, PA 18966</p>	<p><b>Haircut:</b> Learn diagonal graduation (controlling weight distribution). The use of modern disconnection techniques helps create a more efficient fluid flow within the haircut.</p> <p><b>Beard:</b> Shapes and creating the unique style for your client's facial hair. Beard product aftercare.</p>

**COMING SOON:** MILBON HEAD SPA

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

## DON'T MISS THESE VIP & SPECIAL EVENTS!

SPACE IS LIMITED, REGISTER EARLY

### THE VIP BUSINESS EXPERIENCE with Tabatha Coffey

**KERATIN COMPLEX ON TOUR:  
LIVE DEMO**

Featuring the bold new KCRIO®, delivering stronger straightening and extraordinary shine with no added formaldehyde, and the EXPRESS Color & Smoothing System offering 100% gray coverage with smoothing in less time than a traditional color service.

**\$125**

**Monday, April 6, 2026 | 12PM - 3PM**  
SOUTHAMPTON 109 Street Road  
Southampton, PA 18966



**Tabatha Coffey**  
@tabathacoffey

Learn to boost profits, build confidence, and elevate your business with renowned salon business expert, reality TV personality, and industry leader, Tabitha.

### CUT & STYLE WORKSHOP with Anh Co Tran

**CLEAN LINE CLASSIC: A HANDS-ON  
CUTTING WORKSHOP**

Anh Co Tran will walk you through his cutting techniques and styling know-hows. Learn long layers cut with Lived-in Waves, Lived-in Styling breakdowns and Milbon product knowledge. 2 classes available.

**\$375**

**Monday, April 20, 2026**  
10:00AM - 12:30PM **OR**  
1:30PM - 4:00PM

SOUTHAMPTON 109 Street Road  
Southampton, PA 18966

ONLY 20  
SPOTS PER  
CLASS!



**Anh Co Tran** @anhcotran

Global Creative Director for Milbon, Anh is one of the world's top hair stylists who has worked with A-list clientele like Jessica Biel, Selena Gomez, Anna Sawai, and more.

### OLAPLEX TOTAL TRANSFORMATION with Guy Tang

**BLONDING, PRECISION TONING  
& RICH COLOR MASTERY**

Learn how to use the AirTouch Technique to create seamless blends and clean lift, then refine the canvas through intentional toning techniques that deliver luminous blondes and deeply saturated hues. Formulate rich, high-impact color using Olaplex Bond Building Technology™.

**\$125**

**Monday, May 4, 2026 | 1PM - 5PM**  
SOUTHAMPTON 109 Street Road  
Southampton, PA 18966



**Guy Tang** @guy\_tang

An internationally renowned hair artist, educator, and creative visionary known for redefining modern hair color through innovation, artistry, and unapologetic self-expression.

### TRUSS MODERN BRUNETTE with Marina Sellecchia

**THE ART OF LIVED-IN  
LUXURY BALAYAGE**

A deep dive into creating rich, dimensional, lived-in brunette balayage with Marina's signature high-end, luxury finish. This class focuses on achieving soft brightness, seamless blending, and maximum shine—without sacrificing depth or longevity.

**\$299**

**Monday, June 1, 2026 | 10AM - 3PM**  
SOUTHAMPTON 109 Street Road  
Southampton, PA 18966



**Marina Sellecchia**  
@colorbymarina

TRUSS Global Ambassador, Marina breaks down placement, formulation, and finishing techniques that define modern, low-maintenance color.

## 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 [trubautyconcepts.com](https://trubautyconcepts.com) and go to the education section for Online Certifications. These complementary self-paced classes allow you to learn new skills and ways to add revenue.

# KERATHERAPY™



SAVE  
31%

## \$54.95 THE HERO 5-PACK BUNDLE COLORPROTECT+KERATIN

Includes:

- 1 ColorProtect+Keratin Shampoo 10.1 oz.
- 1 ColorProtect+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.

SALON VALUE \$79.25  
KRT-25-HROCH



SAVE  
50%



## \$337.50 TREATMENT OFFER 16.9 OZ.

BUY 1,  
GET 50% OFF

Purchase 1:

Brazilian Renewal

Choose Your 50% OFF Smoothing Formula:

- Brazilian Renewal KRT-25-BRBR
- Extreme Renewal Creme de Cocoa KRT-25-BRERC
- Extreme Renewal KRT-25-BRER
- Pure Renewal PLUS+ KRT-25-BRPRP

OR

Purchase 1:

Extreme Renewal

Choose Your 50% OFF Smoothing Formula:

- Extreme Renewal Creme de Cocoa KRT-25-ERCPR
- Extreme Renewal KRT-25-ERER
- Pure Renewal PLUS+ KRT-25-ERPRP

OR

Purchase 1:

Extreme Renewal Creme de Cocoa

Choose Your 50% OFF Smoothing Formula:

- Extreme Renewal Creme de Cocoa KRT-25-ERCRC
- Extreme Renewal KRT-25-ERCER

OR

Purchase 1:

Pure Renewal PLUS+

Receive 50% OFF:

- Pure Renewal PLUS+ KRT-25-PRPRP

SALON VALUE \$450.00

## \$23.18 COLORPROTECT DUO BUNDLE

Includes:

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

SALON VALUE \$30.90  
KRT-25-CPDUO



SAVE  
25%

FREE



SAVE  
35%

## \$29.90 COLOR SEAL LEAVE-IN CONDITIONER 4.2 OZ.

BUY 2, GET 1 FREE

SALON VALUE \$45.85  
KRT-25-CSLMA

## \$22.80 STYLE DUO POWERPACK

Includes:

- 1 Daily Smoothing Cream 6.8 oz.
- 1 KeratinFIXX 20-in-1 Leave-In 4.2 oz.

SALON VALUE \$30.40  
KRT-25-SDPMA



SAVE  
25%

FREE



SAVE  
50%

## \$17.95 BAMBOOMIRACLE RECONSTRUCTOR INTENSE BOND REPAIR TREATMENT 6 OZ.

BUY 1, GET 1 FREE

SALON VALUE \$35.90  
KRT-25-BMRMA

# BIG THANKS, BIGGER SAVINGS



Hot deals just for you:

**10% OFF** purchases of **\$300+**

**15% OFF** purchases of **\$400+**

**20% OFF** purchases of **\$500+**



# nioxin<sup>®</sup>

— PRO CLINICAL —



SAVE  
30%

SAVE  
25%

## \$19.95 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

SALON VALUE \$28.50

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



## SCALP + HAIR RETAIL CARE

### Choose From:

- SYSTEM 1 Shampoo 10.1 oz. .... \$10.13 NIX-02-S1C10
- SYSTEM 1 Conditioner 10.1 oz. .... \$10.13 NIX-03-S1T10
- SYSTEM 2 Shampoo 10.1 oz. .... \$10.13 NIX-02-S2C10
- SYSTEM 2 Conditioner 10.1 oz. .... \$10.13 NIX-03-S2T10
- SYSTEM 3 Shampoo 10.1 oz. .... \$10.13 NIX-02-S3C10
- SYSTEM 3 Conditioner 10.1 oz. .... \$10.13 NIX-03-S3T10
- SYSTEM 4 Shampoo 10.1 oz. .... \$10.13 NIX-02-S4C10
- SYSTEM 4 Conditioner 10.1 oz. .... \$10.13 NIX-03-S4T10
- SCALP RELIEF Cleansing Shampoo 6.7 oz. .... \$10.13 NIX-02-SRC6
- SCALP RELIEF Scalp + Hair Conditioner 6.7 oz. .... \$10.13 NIX-03-SRC6
- SCALP RECOVERY Purifying Shampoo 6.7 oz. .... \$9.75 NIX-02-RCVY6
- SCALP RECOVERY Moisturizing Conditioner 6.7 oz. .... \$10.13 NIX-03-RCVY6
- ULTIMATE POWER Hair Fall Defense Shampoo 8.1 oz. .... \$10.88 NIX-02-FDP8

SALON VALUE UP TO \$14.50

# VITALITY<sup>s</sup>

LIFE IN THE HAIR



## \$250.00 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.



## KOLESTON PERFECT PERMANENT CREME HAIR COLOR

SAVE  
21%

**6 FOR \$59.70**  
KOLESTON PERFECT  
ME+ TUBES 2 OZ.

Buy 6, Receive For **\$9.95 Each**

SALON VALUE \$75.30  
KPM-25-KP6C



### WHILE SUPPLIES LAST

#### HAIR CARE

Choose From:

Dark Oil Lightweight Shampoo 8.5 oz. ....	<b>\$7.18</b>	SEB-02-DOL8
Dark Oil Lightweight Shampoo Liter .....	<b>\$16.48</b>	SEB-02-DOL33
Dark Oil Lightweight Conditioner 8.5 oz. ....	<b>\$7.80</b>	SEB-03-DOL8
Dark Oil Lightweight Conditioner Liter .....	<b>\$17.19</b>	SEB-03-DOL33
Dark Oil Styling Oil 3.2 oz. ....	<b>\$17.19</b>	SEB-03-DO3
Dark Oil Silkening Fragrant Mist 4.5 oz. ....	<b>\$7.77</b>	SEB-12-DOSM4
Dark Oil Lightweight Mask 16.9 oz. ....	<b>\$16.48</b>	SEB-03-DOM16
Drench Shampoo Liter .....	<b>\$15.96</b>	SEB-02-DRE33
Drench Conditioner 8.45 oz. ....	<b>\$7.18</b>	SEB-03-DRE8
Drench Conditioner Liter .....	<b>\$15.96</b>	SEB-03-DRE33
Penetraitt Shampoo 8.45 oz. ....	<b>\$7.18</b>	SEB-02-PEN8
Penetraitt Shampoo Liter .....	<b>\$24.55</b>	SEB-02-PEN33
Penetraitt Conditioner 8.45 oz. ....	<b>\$7.18</b>	SEB-03-PEN8
Penetraitt Conditioner Liter .....	<b>\$15.96</b>	SEB-03-PEN33
Penetraitt Treatment 5 oz. ....	<b>\$7.28</b>	SEB-03-PT5
Penetraitt Overnight Repairing Serum 3.2 oz. ....	<b>\$16.38</b>	SEB-03-ORS3
Volupt Shampoo 8.45 oz. ....	<b>\$7.18</b>	SEB-02-VOL8
Volupt Conditioner 8.45 oz. ....	<b>\$7.18</b>	SEB-03-VOL8
Leave-In Bonding & Styling Cream 4.9 oz. ....	<b>\$13.65</b>	SEB-03-BSLI4
No. Breaker Leave-In Bonding Spray 3.38 oz. ....	<b>\$13.91</b>	SEB-03-NBLI3
Craft Clay 1.7 oz. ....	<b>\$8.39</b>	SEB-12-CRFC1
Gel Forte 6.7 oz. ....	<b>\$7.80</b>	SEB-12-GFRT6
Mousse Forte 7 oz. ....	<b>\$7.80</b>	SEB-12-MFRT7
Matte Putty 2.6 oz. ....	<b>\$7.80</b>	SEB-12-MPTS2
Microweb Fiber 1.6 oz. ....	<b>\$8.39</b>	SEB-12-MWFB1
Texturizer 5.1 oz. ....	<b>\$7.80</b>	SEB-12-TEXG5
Thickeyf Foam 6.8 oz. ....	<b>\$7.80</b>	SEB-12-THKF6
Taming Elixir 4.7 oz. ....	<b>\$7.80</b>	SEB-12-TMEX4
Potion 9 Treatment 1.7 oz. ....	<b>\$3.09</b>	SEB-03-P9T1

SALON VALUE UP TO \$26.45



## PROFESSIONAL SEBASTIAN™

SAVE  
35%



#### HAIR STYLING & COLOR

Choose From:

Shaper Hairspray 1.5 oz. ....	<b>\$3.90</b>	SEB-05-SO1
Shaper Hairspray 10.6 oz. ....	<b>\$11.25</b>	SEB-05-SO10
Shaper Plus Hairspray 1.5 oz. ....	<b>\$3.90</b>	SEB-05-SOP1
Shaper Plus Hairspray 10.6 oz. ....	<b>\$11.25</b>	SEB-05-SOP10
Shaper Fierce Hairspray 10.6 oz. ....	<b>\$11.25</b>	SEB-05-SFR10
Shaper Zero Gravity Hairspray 1.5 oz. ....	<b>\$3.90</b>	SEB-05-SZG1
Shaper Zero Gravity Hairspray 10.6 oz. ....	<b>\$11.25</b>	SEB-05-SZG10
Re-Shaper Hairspray 1.5 oz. ....	<b>\$3.90</b>	SEB-05-RES1
Re-Shaper Hairspray 10.6 oz. ....	<b>\$11.25</b>	SEB-05-RES10
Texture Maker 5.1 oz. ....	<b>\$8.13</b>	SEB-12-TXMK5
Dry Clean Only Dry Shampoo 4.9 oz. ....	<b>\$8.52</b>	SEB-02-DCO4
Volupt Spray Gel 5.1 oz. ....	<b>\$8.13</b>	SEB-12-VPSG5
Cellophanes Shine Cranberry Red 10.2 oz. ....	<b>\$12.32</b>	SEB-04-CRBRD
Cellophanes Shine Caramel Brown 10.2 oz. ....	<b>\$12.32</b>	SEB-04-CRMBR

SALON VALUE UP TO \$18.95



★ **sexyhair**®

**2 FOR \$18.00**  
SELECT BIG  
HAIRSPRAYS

MIX & MATCH

**Choose From:**

- Spray & Play Volumizing Hairspray 10 oz.
- Spray & Play Harder Firm Volumizing Hairspray 10 oz.
- Spray & Stay Intense Hold Hairspray 9 oz.

SALON VALUE \$22.96  
BSH-25-MABHS

SAVE  
**22%**



MARCH ONLY

SAVE  
**27%**

**\$8.00**  
HARD UP  
HARD HOLDING  
GEL 5.1 OZ.

SALON VALUE \$10.98  
SSH-12-HUG5

**\$8.00**  
STYLING PUCKS 2.5 OZ.

**Choose From:**

- Control Maniac SSH-12-CM2
- Matte Clay SSH-12-MC2

SALON VALUE \$10.98

**G.A.M.A.**  
ITALY | PROFESSIONAL

NEW

**\$298.50**  
IQ SFERA HAIRDRYER  
GAM-09-IQSFE

A small and lightweight handheld dryer with a turbo motor. It has four temperature settings, three speed settings, and a cool shot function.

NEW

**\$208.90**  
UNIQ  
MULTISTYLER  
4-IN-1 TOOL

MSRP \$279.95  
GAM-09-UNIQ

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.



# D U O M O



**\$99.00**  
BRIGHT + BLONDE

SAVE  
39%

**Includes:**

- 6 Toning Shades 2 oz. (9AG, 9N, 9VA, 9G, 9A, 10VA)
- 1 30 Vol Developer 30.4 oz.
- 1 Liquid IQ 5 Vol Developer 30.4 oz.
- 1 7 Level Clay Lightener (Low Ammonia) 17.6 oz.
- 1 Duomo Paper Color Chart
- 1 Duomo Color Applicator Bottle

SALON VALUE \$162.00  
DUO-25-MABB



SAVE  
25%

## ALL LIGHTENERS

**Choose From:**

- |  |                |              |
|--|----------------|--------------|
| 5 Level Clay Lightener (Ammonia Free) 17.6 oz. . . . . | <b>\$26.25</b> | DUO-04-5L500 |
| 6 Level Lightener (Ammonia Free) 17.6 oz . . . . .     | <b>\$26.25</b> | DUO-04-6L500 |
| 7 Level Clay Lightener (Low Ammonia) 17.6 oz . . . . . | <b>\$26.25</b> | DUO-04-7L500 |
| 9 Level Lightener (Low Ammonia) 17.6 oz. . . . .       | <b>\$22.50</b> | DUO-04-9L500 |

SALON VALUE UP TO \$35.00



SAVE  
50%

**\$81.00**  
HAIR MASKS  
BUY 3,  
GET 3 FREE

**Choose From:**

- Hydrate Mask 10 oz.
- Repair Mask 10 oz.

SALON VALUE \$162.00  
DUO-25-MAHM

TREAT YOUR CURLS

**25% OFF**  
TREATMENT MASKS  
AND LEAVE-INS



**CURLBOND™  
SERUM**



**CURLBOND™  
MASK**

**LEAVE-IN  
DECADENCE®**



**HEAVEN  
IN HAIR®**



**MELT INTO  
MOISTURE®**



**MIST OF  
WONDERS™  
LEAVE-IN**



**WASH DAY  
WONDER®**



**BUILDUP  
BUSTER®**



TREATMENT MASKS AND LEAVE-INS

Choose From:

CURLBOND Serum 3 oz.....	<b>\$13.88</b>	DEV-03-CBS3
CURLBOND Mask 8 oz.....	<b>\$16.50</b>	DEV-03-CBM8
LEAVE-IN DECADENCE 8 oz.....	<b>\$12.00</b>	DEV-03-DLI8
HEAVEN IN HAIR 8 oz.....	<b>\$12.75</b>	DEV-03-HIH8
MELT INTO MOISTURE 8 oz.....	<b>\$16.50</b>	DEV-03-MIM8
MIST OF WONDERS LEAVE-IN 10 oz.....	<b>\$15.00</b>	DEV-03-MOW10
WASH DAY WONDER 12 oz.....	<b>\$12.75</b>	DEV-03-WDW12
BUILDUP BUSTER 8 oz.....	<b>\$12.00</b>	DEV-03-BUB8

SALON VALUE UP TO \$22.00



# SOLARIS

## 6 NEW Toners

SUPER GLOSSY & TRENDY

New technique shades with the names of precious stones to enhance each hair.

**\$9.49**

SOLARIS ULTIMATE TONERS 2.03 OZ.

Choose From:

- T\*1 Labradorite Ash SOL-04-T01
- T\*2 Quartz Beige SOL-04-T\*2
- T\*7 Jade Grey SOL-04-T07
- T\*17 Nacre Cork SOL-04-T017
- T\*21 Aventurine Grey SOL-04-T021
- T\*31 Agate Cream SOL-04-T031



# EUGÈNE PERMA

PROFESSIONNEL | PARIS



SAVE 41%



**\$82.60**  
SOLARIS LIGHTENER + TONER

Purchase 2 (Your Choice):

- Poudre6 Bleaching Powder 15.87 oz.
- Poudre7 Bleaching Powder 15.87 oz.
- Poudre9 Bleaching Powder 15.87 oz.

Receive **FREE**:

- 6 Solaris Ultimate Toners 2.03 oz.
- (1 Each: T\*1, T\*2, T\*7, T\*17, T\*21, T\*31)

SALON VALUE \$139.54  
SOL-25-MAST

SAVE 16%



**\$341.64**  
CARMEN & TONE ON TONE

Purchase (Your Choice):

36 Carmen & Tone on Tone Shades 2.03 oz.

Receive **FREE**:

- 1 Oxycrem 10 Vol. Developer Liter
- 1 Oxycrem 20 Vol. Developer Liter
- 1 Color Bowl
- 1 Color Brush
- 1 Apron

SALON VALUE \$401.19  
CRU-25-MAC



SAVE 25%

**\$213.00**  
CARMEN RITUEL AMMONIA-FREE

Purchase:

20 Top Carmen Rituel Shades 2.03 oz. (Pre-Selected\*)

Receive **FREE**:

- 1 Activating Cream 20 Vol. Liter
- 1 Activating Cream 30 Vol. Liter
- 1 Cleansing Jelly Liter
- 1 Care Balm 16.91 oz.
- 1 Carmen Rituel Technical Guide

SALON VALUE \$281.80

CRU-25-MAR



\*1.00 Black, 3.00 Dark Chestnut, 4.00 Chestnut, 4.35 Mahogany Golden Chestnut, 5.00 Light Chestnut, 5.1 Light Ash Brown, 6.00 Dark Blond, 6.3 Dark Golden Blond, 6.34 Dark Golden Copper Blond, 6.4 Dark Copper Blonde, 6.5 Dark Mahogany Blond, 7.00 Blond, 7.1 Ash Blond, 7.40 Intense Copper Blond, 8.00 Light Blond, 8.21 Light Iridescent Ash Blond, 8.3 Light Golden Blond, 8.34 Light Golden Copper Blond, 9.00 Very Light Blond, 10.00 Platinum



LIMITED EDITION

## COUNTRY CHARM COLLECTION



**\$23.99**  
POP UP FOIL  
5X11 500  
SHEETS  
FMR-10-500CCH



**\$19.99**  
EMBOSSED FOIL  
ROLL 320 FEET  
FMR-10-EMBCCH



**\$10.99**  
GATOR GRIPS  
4 PACK  
FMR-10-GGCCCH



**\$10.49**  
DETANGLE  
BRUSH  
Choose From:  
Rosalie FMR-15-DTRCH  
Eleanor FMR-15-DTECH  
Meadow FMR-15-DTMCH



NEW



**\$34.99**  
DIGITAL  
SCALE  
FMR-10-DSCCH

**\$10.99**  
TRIPLE  
THREAT SET  
FMR-10-TTSCCH



**\$10.99**  
PADDLE  
PACK  
FMR-10-PPCCH

SAVE  
**19%**



**\$13.79**  
MIDNIGHT MITTS NITRILE  
GLOVES 100 COUNT

Choose From:  
Large FMR-10-MMLRG  
Medium FMR-10-MMMED  
Small FMR-10-MMSML

SALON VALUE \$16.99





CHRISTOPHE ROBIN PARIS



SAVE 15%



HYDRATING REGIMEN WITH ALOE VERA

Choose From:

- Hydrating Shampoo 8.4 oz. . . . . **\$15.73** CRR-02-HP8
- Hydrating Melting Mask 6.7 oz. . . . **\$17.00** CRR-03-HMM6
- Hydrating Leave-In Mist 5.1 oz. . . . **\$16.58** CRR-03-HLIM5
- Hydrating Leave-In Cream 5 oz. . . . **\$17.85** CRR-12-HLIC5
- Hydrating Cream Scrub 8.4 oz. . . . **\$18.28** CRR-02-HCS8

SALON VALUE UP TO \$21.50

Premium hydrating haircare to nourish dry, dehydrated hair.



SAVE 20%



TOGETHER WE CURL

curlyto

SELECTED CURL PRODUCTS

Choose From:

- The Loving Leave In 8 oz. . . . **\$11.60** CUL-03-LLI8
- The Masque for Curls 8 oz. . . . **\$14.00** CUL-03-MC8
- The Curl Amplifier 6 oz. . . . . **\$10.80** CUL-12-CAP6
- The Frizz Free Serum 1.4 oz. . . . **\$12.00** CUL-12-FFS1

SALON VALUE \$14.50



*Babe*  
HAIR EXTENSIONS®

FROM BABE TO BABE,

**we thank  
you stylists!**

Exciting deals  
because we  
appreciate you:

**10% OFF** purchases of \$300+

**15% OFF** purchases of \$400+

**20% OFF** purchases of \$500+





# VIRTUE®

Real science. True beauty.



MARCH 1-16 ONLY!

SAVE  
**25%**

# Birthday SALE

ALL VIRTUE RETAIL\* PRODUCTS

# 25% OFF

CHECK OUR WEBSITE & SOCIAL MEDIA



**\$600.00**  
FREE DELUXE MINIS  
WITH PURCHASE

**Purchase \$600:**

Virtue Products

**Receive FREE:**

6 Damage Reverse Serum 0.5 oz.\*

6 **NEW** Strength & Shield Leave-In  
Conditioner 0.5 oz.\*

\*add minis to your cart after  
the \$600 threshold is met.





## SEMI-ANNUAL PERM SALE

Achieve texture, volume, and long-lasting style with Abba's gentle, plant-based perm formulas. Whether you're creating waves, curls, or added body now is the time to stock up and save!

SAVE 30%



**TRADITIONAL PERM**  
Bouncy, shiny curls that last-full of life and style!



**BEACH WAVE**  
Soft, tousled for an effortlessly chic look.

**\$9.80**

**TRUE SHAPES HERBAL THERAPY ACID WAVE**

SALON VALUE \$14.00  
ABA-01-TSAW



**TOCCOMAGICO**  
CRAFT YOUR ARTISTRY



STOCK UP & CREATE SHOW STOPPING BLONDES JUST IN TIME FOR SPRING!



FREE

SAVE 26%

**\$60.00**  
**BAMBOO CHARCOAL LIGHTENER DEAL**

**Purchase:**  
2 Bamboo Charcoal Lightener 17.64 oz.

**Receive FREE:**  
2 Color-Ton Permanent Hair Color 3.4 oz.

SALON VALUE \$81.00  
DLS-25-MACLD

### BAMBOO CHARCOAL LIGHTENER

Lightening powder contains vegetable charcoal with detoxifying and moisturizing properties that work to control unwanted warmth. Process black charcoal protects and hydrates hair during the lightening process for optimal results.  
Lift potential: 9 Tones

### COLOR-TON PEARL & SILVER TONERS

Natural and restorative active ingredients work to soothe the hair leaving it soft, shiny and rejuvenated. Contains emollient and moisturizing herbal extracts.

- Pearl: Violet pigment counteracts yellow undertones
- Silver: Ash pigment, counteracts orange undertones



**2 FREE**  
**Color-Ton**  
**Toners**



SAVE  
UP TO  
**29%**



## INTRODUCTORY SPECIALS

SAVE **29%**

**\$49.00**

### 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

SALON VALUE \$69.00

FAW-25-BRNMJ

SAVE **27%**

**\$94.00**

### 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

SALON VALUE \$129.00

FAW-25-SLVMJ

SAVE **29%**

**\$300.00**

### GOLD INTRO

**Purchase:**

- 3 Classic Pomade 3.53 oz.
- 2 Clay Pomade 3.53 oz.
- 2 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.

SALON VALUE \$422.50

FAW-25-GLDMJ

SAVE **28%**

**\$600.00**

### 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.

SALON VALUE \$839.50

FAW-25-PLTMJ

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

# Perricone MD

## ESSENTIAL Fx ACYL-GLUTATHIONE

Daringly potent formulas that contain Acyl-Glutathione to smooth deep wrinkles and creases along with a Vitamin F Blend to visibly replenish skin's moisture barrier.



SAVE  
20%

## ESSENTIAL FX ACYL-GLUTATHIONE

### Choose From:

- Chia Cleansing Balm 3.4 oz. . . . . **\$22.00** PMD-07-FXC83
- Chia Body Oil 4 oz. . . . . **\$27.60** PMD-07-FXC804
- Deep Crease Serum 1 oz. . . . . **\$74.00** PMD-07-FXC81
- Eyelid Lift Serum 0.5 oz. . . . . **\$50.00** PMD-07-FXES.5
- Rejuvenating Moisturizer 1 oz. . . . . **\$42.00** PMD-07-FXM1

SALON VALUE UP TO \$92.50



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

## IT'S TIME FOR EFFICIENCY

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**.

SAVE  
15%



**\$14.44**

5" 300' ROLL

SALON VALUE \$16.99  
FFO-10-5R3



**\$46.74**

5" 1250' ROLL

SALON VALUE \$54.99  
FFO-10-5R12



**\$27.19**

8" 350' ROLL

SALON VALUE \$31.99  
FFO-10-8R35



**8" ROLL  
THE WIDEST ROLL  
IN THE MARKET**

More coverage.  
More efficiency.



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.



**\$22.50**  
THE  
REPLACEMENT  
FILTER

JOL-08-RF

**3 MONTHS OF  
CLEAN WATER**



**\$86.00**  
THE FILTERED  
SHOWERHEAD

Choose From:

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

# ORI LAB

A U S T R A L I A



NEW

**\$19.95**  
MOISTURE MIST 5.07 OZ.  
ORI-03-MM5

A hydrating formula designed to refresh, condition, and detangle hair strands.



FREE

**\$100.00**  
BAG DEAL

SAVE  
20%

**Purchase \$100:**  
ORI LAB Products

**Receive FREE:**  
50 ORI LAB Paper Shopping Bags\*  
SALON VALUE \$125.00

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



# NAK HAIR

PROFESSIONAL

**\$322.00**  
PERMANENT

**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

SALON VALUE \$363.00  
NAC-25-MAP

FREE



SAVE  
11%



NEW



# K.REVIVE

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

## MEET THE 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.



SAVE 20%

**\$150.00**  
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)

SALON VALUE \$187.00  
NAK-25-JFR



**Choose From:**

- Hair Power Mist 8.45 oz. Professional . . . . . **\$60.00** NAK-03-KHPM8
- Express Repair Power Mask 5.07 oz. Professional. . . **\$60.00** NAK-03-RPM5
- Peptide Leave-In Power Mask 2.7 oz. . . . . **\$30.00** NAK-03-KPLI2

# NAK HAIR PROFESSIONAL

**\$286.00**  
SOFT AMMONIA-FREE

**Purchase:**

- 36 Demi-Permanent Color 3.4 oz. (Your Choice)

**Receive FREE:**

- 2 Conditioning Activator Liter (Your Choice)  
Choose From: 5 or 7 Volume
- 1 Color Bowl
- 1 Color Brush
- 1 Tech Chart

SALON VALUE \$327.00  
NAC-25-MAS

FREE



SAVE 13%





OFFERING THE MOST UNIQUE AND HIGHEST QUALITY BRANDS

Allowing the stylists and beauty professionals of the finest spas and salons to elevate their business and level of success.

CLAIROL PROFESSIONAL

BURMAX

BLONDOR

KOLESTON PERFECT

HOT TOOLS

productclub

BEYOND BLONDE charcoal

colortrak

KERACOLOR

CRICKET INNOVATION. QUALITY. STYLE.

BARBICIDE

Wet brush-pro

cutler PRO

Gamma+

MK PROFESSIONAL

PREMIERLASH CANADA

MS MAGIC SLEEK

Valera

OLIVIAGARDEN

nufree nudesse | finipil

GK HAIR PROFESSIONAL

RefectoCil

Cameo BEAUTY

STYLE EDIT

BERODIN



SCAN THE CODE TO SHOP ALL THESE BRANDS TODAY!

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts

