

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
Aloxxi17	Milbon GOLD 6
American Dawn	MK Professional
Babe.....32	Morris Flamingo
Barbicide	NAK Hair39
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 Lab38
Clairol	Perricone MD36
Colortrak	PPE
Cricket	PremierLash
Curlisto.....31	Product Club
Cutler Pro	RefectoCil
DevaCurl28	Reynolds
Diane	Roux
Divina	Salonchic
Duomo.....27	Scalpmaster
Eugene Perma.....29	Sebastian.....25
Fastfoils36	SexyHair.....26
Framar30	SH-RD
Fromm	Soft 'n Style
Gama Professional26	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	Virtue33
Intrinsics	Vitality's24
Jolie37	Wahl
K1819	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
-  Email us at 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.

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.

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-RIO8



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

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)

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
KCSMOOTH HEAT ACTIVATED SMOOTHING SYSTEM KIT

Includes:

1 KCSMOOTH Treatment Liter
32 KCSMOOTH Restorative Leave-in Lotion 5 oz.

KCX-19-KCD32



SAVE 25%

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

KCX-25-MAIBT



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

\$100 OFF
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.

KCX-19-PBOL



SAVE 17%

KCSMOOTH RESTORATIVE LEAVE-IN LOTION 5 OZ.
BUY 5, GET 1 FREE

KCX-25-MAKCS



FAST COLOR. FASTER PROFITS.

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



SAVE
12%

EXPRESS COLOR & SMOOTHING SYSTEM KIT

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

KCX-19-ECSSK

EXPRESS COLOR TRY ME DEAL

Purchase (Your Choice):

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

Receive FREE:

- 2 20 Vol. Developer
- 1 KeraLuminous10 Swatchbook

KRL-25-JFECT

FREE



SAVE
14%

KERATINCOMPLEX
Beautiful hair every day

SAVE
25%



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

KCX-21-PCSI

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

BEFORE: Natural Level 5
75% Gray



AFTER

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%



SHAMPOO & CONDITIONER DUOS

Choose From:

- Keratin Care Smoothing KCX-25-MAK
- Color Care Smoothing KCX-25-MACC
- KCHYDRATE Moisture KCX-25-MACKCH
- Timeless Color Fade-Defy KCX-25-MATCFD

MILBON

FULL SPECTRUM BEAUTY

SAVE
15%



GOLD LINE SALON BESTSELLERS

Choose From:

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



SAVE
15%

GOLD LINE SHAMPOO & CONDITIONER PUMP SIZES

Choose From:

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



MILBON

SOPHISTONE

SAVE
17%



PERMANENT COLOR

BUY 5, GET 1 FREE

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

Receive FREE:
1 6N Permanent Color 2.8 oz.
SOT-25-MAP6N



FREE

SAVE
17%



DEMI COLOR

BUY 5, GET 1 FREE

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

Receive FREE:
1 9BV Demi Color 2.8 oz.
SOT-25-MAT9BV



FREE



Find Your Beauty



SAVE 15%

SALON BESTSELLERS

Choose From:

- MOISTURE Replenishing Shampoo 6.8 oz. **MLB-02-M6**
- MOISTURE Replenishing Treatment 7.1 oz. **MLB-03-M7**
- REPAIR Restorative Shampoo 6.8 oz. **MLB-02-SR6**
- REPAIR Restorative Treatment 7.1 oz. **MLB-03-SR7**
- ANTI-FRIZZ Humidity Blocking Oil 4.1 oz. **MLB-12-SDHO4**
- Monochromatic Froth Blowout Foam 7.1 oz. **MLB-12-MFBF7**



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. **MLB-02-SD16**
- ANTI-FRIZZ Defrizzing Treatment 17.6 oz. **MLB-03-SD17**
- CURL Curl Care Shampoo 16.9 oz. **MLB-02-CCP16**
- CURL Curl Care Treatment 17.6 oz. **MLB-03-CCP17**
- CURL Curl Care Enriched Treatment 17.6 oz. **MLB-03-CCR17**
- REPAIR Heat Protective Shampoo 16.9 oz. **MLB-02-SHP16**
- REPAIR Heat Protective Treatment 17.6 oz. **MLB-03-SHP17**
- SCALP Purifying Gel Shampoo 16.9 oz. **MLB-02-SG16**
- SCALP Hydrating Treatment 17.6 oz. **MLB-03-ST17**
- BLONDE PLUS Nourishing Violet Shampoo 16.9 oz. **MLB-02-BPV16**
- BLONDE PLUS Nourishing Violet Treatment 17.6 oz. **MLB-03-BPV17**
- REAWAKEN Renewing Shampoo 16.9 oz. **MLB-02-REA16**
- REAWAKEN Renewing Treatment 17.6 oz. **MLB-03-REA17**
- MOISTURE Replenishing Shampoo 16.9 oz. **MLB-02-MP16**
- MOISTURE Replenishing Treatment 17.6 oz. **MLB-03-MP17**
- REPAIR Restorative Shampoo 16.9 oz. **MLB-02-SR16**
- REPAIR Restorative Treatment 17.6 oz. **MLB-03-SR17**
- SMOOTH Smoothing Shampoo Fine 16.9 oz. **MLB-02-SFP16**
- SMOOTH Smoothing Treatment Fine 17.6 oz. **MLB-03-SFP17**
- SMOOTH Smoothing Shampoo Medium 16.9 oz. **MLB-02-SMP16**
- SMOOTH Smoothing Treatment Medium 17.6 oz. **MLB-03-SMP17**
- SMOOTH Smoothing Shampoo Coarse 16.9 oz. **MLB-02-SCP16**
- SMOOTH Smoothing Treatment Coarse 17.6 oz. **MLB-03-SCP17**
- VOLUME Volumizing Shampoo 16.9 oz. **MLB-02-SV16**
- VOLUME Volumizing Treatment 17.6 oz. **MLB-03-SV17**





BRIGHT BLONDES, BIGGER SAVINGS

Fuel your blonding
season and save!



SAVE
25%

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



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%

GHOST HALF-GALLON

Choose From:
Shampoo 67.6 oz. **VRB-02-GT67**
Conditioner 67.6 oz. **VRB-03-GT67**

SAVE 22%



PROFESSIONAL SIZE GHOST OIL 6.6 OZ.

VRB-03-GTO6



SAVE 28%

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.
VRB-19-MAHK



SAVE 30%

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.
VRB-19-MATK

NEW
SAVE 25%



CURL OIL 3 OZ.
**BUY 3,
GET 1 FREE**

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%

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**



NEW!
SAVE 20%

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**



OLAPLEX



NEW

N°.3PLUS COMPLETE REPAIR TREATMENT

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

N°.3PLUS COMPLETE REPAIR TREATMENT

Includes:
3 N°.3PLUS 3.3 oz.
2 N°.3PLUS 8.5 oz.
1 N°.3PLUS 12.55 oz.
OLX-25-MANO3P

SAVE
20%



MARCH ONLY

SAVE
19%

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.
OLX-25-MSC



MARCH 9-13 ONLY!

OLAPLEX BRAND WIDE SALE 15% OFF

CHECK OUR WEBSITE & SOCIAL MEDIA



APRIL ONLY



OLAPLEX



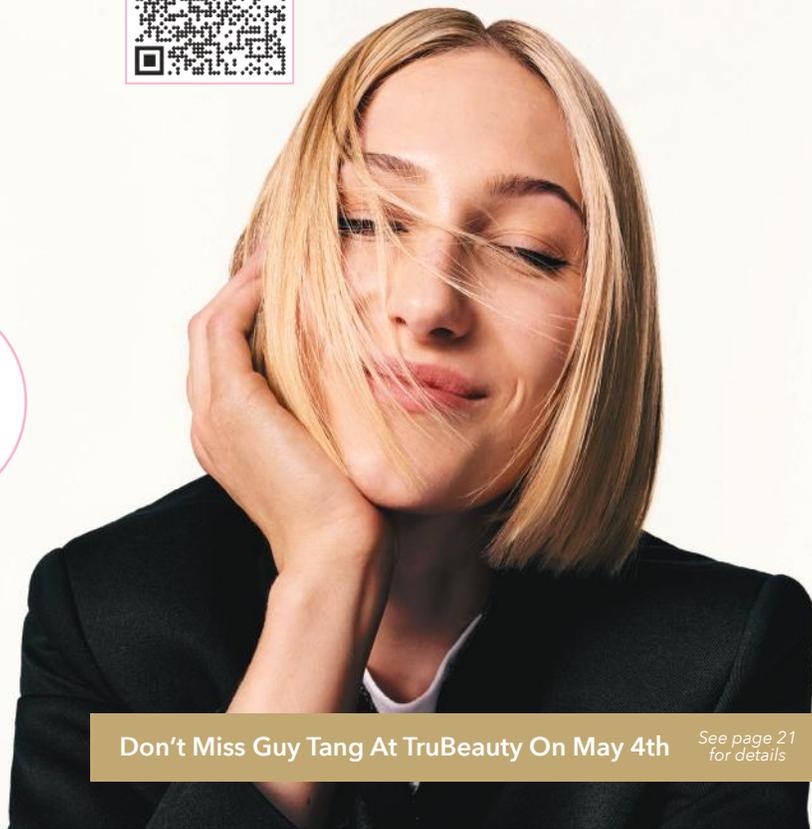
SAVE
14%

STYLERS
MIX & MATCH

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.

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
SÉUL POUR UN PROFESSIONNEL

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

INSURANCE FOR YOUR CLIENT'S HAIR™
L'IMP ASSURANCE POUR LES CHEVEUX DE VOS CLIENTS
¡¡¡¡¡¡¡¡¡¡ PARA EL CABELLO DE SUS CLIENTES



**SALON
INTRO KIT**

Includes:

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

OLX-19-SIK

SAVE
20%

PROFESSIONAL USE ONLY • OLAPLEX.COM

OLAPLEX.
TRAVELING STYLIST KIT

INSURANCE FOR YOUR CLIENT'S HAIR™



**TRAVELING
STYLIST KIT**

Includes:

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

OLX-19-TSK

**PROFESSIONAL
PRODUCTS**

Choose From:

- Broad Spectrum Chelating Treatment 12.55 oz.
- Weightless Nourishing Mask 12.55 oz.
- Rich Hydration Mask 12.55 oz.
- Pro Scalp Concentrate 10x4ml

SAVE
20%



OLX-02-CT15

OLX-03-WNM12

OLX-03-RHM12

OLX-19-PSC10



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. SUR-02-AIO10
 Liter SUR-02-AIOL

ALL IN CONDITIONER

Choose From:
 8 oz. SUR-03-AIO8
 Liter SUR-03-AIOL



SAVE 31%

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

SUR-21-26AI



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%

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.

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

Choose From:

Theory Hair Spray 12 oz.
Theory Firm Hair Spray 10 oz.
SUR-25-A220

Choose From:

Awaken Hair Spray 10 oz.
Curls Finishing Hair Spray 10 oz.
SUR-25-A225



SAVE
30%

MARCH ONLY

THERMAL PROTECTANTS

Choose From:

Awaken Protein Styling Mousse 8 oz. SUR-12-AM8
Blowout Memory Foam 4 oz. SUR-12-BOMF5
Curls Whip Mousse 5.5 oz. SUR-12-CWM5



SAVE
30%

APRIL ONLY

COLOR CARE OBSESSED

Choose From:

Trinity Shampoo 10 oz. SUR-02-T10
Trinity Conditioner 8 oz. SUR-03-T10
Trinity One Shot 0.75 oz. SUR-03-TOS.5



APRIL ONLY

LIGHTENERS COLOR OBSESSED

Choose From:

Pure Blonde Ultra Lift Charcoal Lightening Powder 15.8 oz. SUR-04-PBCP
Pure Blonde Lightening Powder 15.87 oz. SUR-04-PBLP

SAVE
25%



SAVE
20%

ARBOR DAY SALE

Choose From:

Bassu Gold Hydrating Oil 2 oz. SUR-03-BMGO2
Bassu Hydrating Oil 2 oz. SUR-03-BMO2



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

TOOL SALE

Choose From:

Diamond Contour Swivel Shear	SUR-14-675DC	Round Brush 2.5"	SUR-15-2.5RB
Swivel Shear 7"	SUR-14-7SS	Paddle Brush 3"	SUR-15-PADB
Notch 16 Shear	SUR-14-N16SS	TK2 Contour Brush	SUR-15-TK2CB
Contour Swivel Shear 6"	SUR-14-6CS	Cutting Comb	SUR-15-COMB
Swivel Shear 5.75"	SUR-14-575SS	Curl Comb	SUR-15-CCOMB
RZ Blender Shear	SUR-14-RZBS	Pick Rake	SUR-15-TK2RP
RZ FINE Blender Shear	SUR-14-RZFBS	Cushion Grip Clips	SUR-10-CLIP
Titanium Razor	SUR-14-RAZOR	Cutting Apron	SUR-10-APRON
Boar Bristle Paddle Brush	SUR-15-BOPB	Cutting Cape	SUR-10-CAPE
Diamond Blades	SUR-14-BLADE	Tool Holster	SUR-10-THOLS
Round Brush 3"	SUR-15-3RB		



SAVE
25%



TRUSS
PROFESSIONAL



NEW STOP DAMAGE **NO METAL** HOME CARE

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

SAVE 16%



STOP DAMAGE NO METAL INTENSIVE HAIR MASK 6.35 OZ.

TRS-03-NMM6

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

SAVE 17%



STOP DAMAGE NO METAL SHAMPOO 10.14 OZ.

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%

STOP DAMAGE NO METAL PRO

Includes:

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

TRS-25-MANMP

NUTRI INFUSION RETAIL

Purchase:

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

Receive FREE:

- 1 Nutrive Hair Oil 2 oz.

TRS-25-MANIR

SAVE
14%

FREE



SAVE
19%

NUTRI INFUSION PRO - INTENSE

Purchase:

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

Receive FREE:

- 2 Nutrive Hair Oil 2 oz.

TRS-25-MANIP

FREE

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

See page 21 for details

BLOND REVOLUTION RETAIL

Includes:

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

TRS-25-MABRR

SAVE
15%



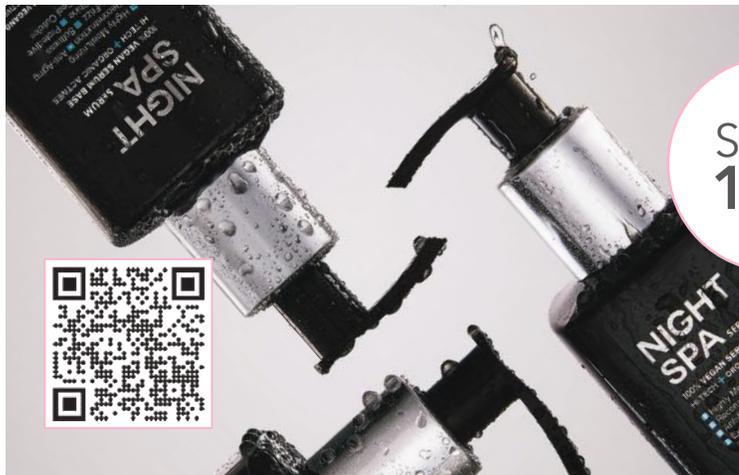
BLOND REVOLUTION - BLOND DAMAGE

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.

TRS-25-MABRBD

SAVE
15%



SAVE
16%



NIGHT SPA 8.45 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-MANS

LOMA[®]

Naturally Inspired, Organically Infused Hair & Body Care[®]



SELECT AEROSOLS

Choose From:

- Finishing Hairspray 9.1 oz. **LOM-05-FHS10**
- Texture Spray 6 oz. **LOM-05-TS6**
- Dry Shampoo 4.4 oz. **LOM-05-DPO05**



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. **LOM-25-MADP**
- Daily Conditioner 12 oz. **LOM-25-MADC**
- Moisturizing Shampoo 12 oz. **LOM-25-MAMP**
- Moisturizing Treatment 12 oz. **LOM-25-MAMT**
- Nourishing Shampoo 12 oz. **LOM-25-MANP**
- Nourishing Conditioner 12 oz. **LOM-25-MANC**
- Violet Shampoo 12 oz. **LOM-25-MAVP**
- Violet Conditioner 12 oz. **LOM-25-MAVC**
- Fragrance Free Moisturizing Shampoo 12 oz. **LOM-25-MAFFP**
- Fragrance Free Moisturizing Conditioner 12 oz. **LOM-25-MAFFC**
- Deep Conditioner 8 oz. **LOM-25-MADEC**



HEAT UP WITH NEW LUMINEXX FASHION SHADES

Aloxxi



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
ALX-19-MANLF

SAVE
16%



FREE

NEW
SHADES

3RRV

4RC

4CC

SAVE
32%

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



FREE

SAVE
13%

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.
ALX-25-MAFCF



FREE

SAVE
33%

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



FREE

SAVE
33%

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)
ALX-25-MAIBG



FREE

YELLOW
PROFESSIONAL

THE ULTIMATE BLONDE BOOST

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



SAVE 41%

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



FREE

COLOR CONFIDENCE

ELEVATE YOUR COLOR RESULTS WITH CARE THAT LASTS.

SAVE 23%

FREE

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.
YLW-25-MAC





K18
BIOMIMETIC
HAIRSCIENCE



AVAILABLE MARCH 1ST



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. K18-02-TB15
- 4.2 oz. K18-02-TB4



easy-to-apply foam



NEW SIZE

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 FOR THE FULL SCHEDULE

CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 <p>DUOMO HAIR PAINTING FOR REDS AND COPPERS</p>	<p>MONDAY MARCH 9, 2026 \$125 • 10AM-2PM</p>	<p>SOUTHAMPTON 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>MILBON COLOR, CARE, & CURL MASTERY</p>	<p>MONDAY MARCH 16, 2026 \$75 • 10AM-3PM</p>	<p>ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852</p>	<p>Become a color, care, & 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>BABE SEW-IN WEFT CERTIFICATION</p>	<p>SUNDAY MARCH 22, 2026 \$399 • 10AM-4PM</p> <p>.....</p> <p>SUNDAY APRIL 12, 2026 \$399 • 10AM-4PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p> <p>.....</p> <p>ROCKVILLE 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>ALOXXI THE COOL BLONDE BLUEPRINT</p>	<p>MONDAY MARCH 23, 2026 \$125 • 10AM-2PM</p>	<p>SOUTHAMPTON 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>CAPTAIN FAWCETT EXCLUSIVE BARBERING MASTERCLASS</p>	<p>SUNDAY, APRIL 26, 2026</p> <p>.....</p> <p>MONDAY, APRIL 27, 2026 Look & Learn \$50 • 10AM-1PM Hands-On \$199 • 10AM-5PM</p>	<p>ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852</p> <p>.....</p> <p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>Haircut: Learn diagonal graduation (controlling weight distribution). The use of modern disconnection techniques helps create a more efficient fluid flow within the haircut.</p> <p>Beard: 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 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
31%



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.

KRT-25-HROCH

SAVE
50%



COLORPROTECT DUO BUNDLE

Includes:

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

KRT-25-CPDUO

SAVE
25%



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

FREE

SAVE
35%



COLOR SEAL LEAVE-IN CONDITIONER 4.2 OZ.

BUY 2, GET 1 FREE

KRT-25-CSLMA

STYLE DUO POWERPACK

Includes:

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

KRT-25-SDPMA

SAVE
25%



FREE

SAVE
50%



BAMBOOMIRACLE RECONSTRUCTOR INTENSE BOND REPAIR TREATMENT 6 OZ.

BUY 1, GET 1 FREE

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®

— PRO CLINICAL —



SAVE
25%

SAVE
30%

SYSTEM KITS*

Choose From:

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

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



SCALP + HAIR RETAIL CARE

Choose From:

- SYSTEM 1 Shampoo 10.1 oz.
- SYSTEM 1 Conditioner 10.1 oz.
- SYSTEM 2 Shampoo 10.1 oz.
- SYSTEM 2 Conditioner 10.1 oz.
- SYSTEM 3 Shampoo 10.1 oz.
- SYSTEM 3 Conditioner 10.1 oz.
- SYSTEM 4 Shampoo 10.1 oz.
- SYSTEM 4 Conditioner 10.1 oz.
- SCALP RELIEF Cleansing Shampoo 6.7 oz.
- SCALP RELIEF Scalp + Hair Conditioner 6.7 oz.
- SCALP RECOVERY Purifying Shampoo 6.7 oz.
- SCALP RECOVERY Moisturizing Conditioner 6.7 oz.
- ULTIMATE POWER Hair Fall Defense Shampoo 8.1 oz.

- NIX-02-S1C10
- NIX-03-S1T10
- NIX-02-S2C10
- NIX-03-S2T10
- NIX-02-S3C10
- NIX-03-S3T10
- NIX-02-S4C10
- NIX-03-S4T10
- NIX-02-SRC6
- NIX-03-SRC6
- NIX-02-RCVY6
- NIX-03-RCVY6
- NIX-02-FDP8

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.



KOLESTON PERFECT PERMANENT CREME HAIR COLOR

SAVE
21%



KOLESTON PERFECT
ME+ TUBES 2 OZ.

Buy 6 **AND SAVE!**
KPM-25-KP6C

WHILE SUPPLIES LAST

HAIR CARE

Choose From:

- | | |
|--|--------------|
| Dark Oil Lightweight Shampoo 8.5 oz. | SEB-02-DOL8 |
| Dark Oil Lightweight Shampoo Liter | SEB-02-DOL33 |
| Dark Oil Lightweight Conditioner 8.5 oz. | SEB-03-DOL8 |
| Dark Oil Lightweight Conditioner Liter. | SEB-03-DOL33 |
| Dark Oil Styling Oil 3.2 oz. | SEB-03-DO3 |
| Dark Oil Silkening Fragrant Mist 4.5 oz. | SEB-12-DOSM4 |
| Dark Oil Lightweight Mask 16.9 oz. | SEB-03-DOM16 |
| Drench Shampoo Liter | SEB-02-DRE33 |
| Drench Conditioner 8.45 oz. | SEB-03-DRE8 |
| Drench Conditioner Liter | SEB-03-DRE33 |
| Penetraitt Shampoo 8.45 oz. | SEB-02-PEN8 |
| Penetraitt Shampoo Liter | SEB-02-PEN33 |
| Penetraitt Conditioner 8.45 oz. | SEB-03-PEN8 |
| Penetraitt Conditioner Liter | SEB-03-PEN33 |
| Penetraitt Treatment 5 oz. | SEB-03-PT5 |
| Penetraitt Overnight Repairing Serum 3.2 oz. | SEB-03-ORS3 |
| Volupt Shampoo 8.45 oz. | SEB-02-VOL8 |
| Volupt Conditioner 8.45 oz. | SEB-03-VOL8 |
| Leave-In Bonding & Styling Cream 4.9 oz. | SEB-03-BSLI4 |
| No. Breaker Leave-In Bonding Spray 3.38 oz. | SEB-03-NBLI3 |
| Craft Clay 1.7 oz. | SEB-12-CRFC1 |
| Gel Forte 6.7 oz. | SEB-12-GFRT6 |
| Mousse Forte 7 oz. | SEB-12-MFRT7 |
| Matte Putty 2.6 oz. | SEB-12-MPTS2 |
| Microweb Fiber 1.6 oz. | SEB-12-MWFB1 |
| Texturizer 5.1 oz. | SEB-12-TEXG5 |
| Thickefy Foam 6.8 oz. | SEB-12-THKF6 |
| Taming Elixir 4.7 oz. | SEB-12-TMEX4 |
| Potion 9 Treatment 1.7 oz. | SEB-03-P9T1 |

PROFESSIONAL
SEBASTIAN™

SAVE
35%

HAIR STYLING & COLOR

Choose From:

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



★ sexyhair®

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.

BSH-25-MABHS

SAVE 22%



MARCH ONLY

SAVE 27%

HARD UP HARD HOLDING GEL 5.1 OZ.

SSH-12-HUG5

STYLING PUCKS 2.5 OZ.

Choose From:

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

G.A.M.A.
ITALY | PROFESSIONAL

NEW

IQ SFERA HAIRDRYER
GAM-09-IQSF

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

NEW

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



BRIGHT + BLONDE

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

DUO-25-MABB

SAVE 39%



SAVE 25%

ALL LIGHTENERS

Choose From:

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



SAVE 50%

HAIR MASKS
BUY 3,
GET 3 FREE

Choose From:

- Hydrate Mask 10 oz.
 - Repair Mask 10 oz.
- DUO-25-MAHM

DevaCurl♥

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.

CURLBOND Mask 8 oz.

LEAVE-IN DECADENCE 8 oz.

HEAVEN IN HAIR 8 oz.

MELT INTO MOISTURE 8 oz.

MIST OF WONDERS LEAVE-IN 10 oz.

WASH DAY WONDER 12 oz.

BUILDUP BUSTER 8 oz.

DEV-03-CBS3

DEV-03-CBM8

DEV-03-DLI8

DEV-03-HIH8

DEV-03-MIM8

DEV-03-MOW10

DEV-03-WDW12

DEV-03-BUB8



SOLARIS

6 NEW Toners
SUPER GLOSSY & TRENDY

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



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



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)

SOL-25-MAST



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

CRU-25-MAC



EUGÈNE PERMA

PROFESSIONNEL | PARIS



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

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



POP UP FOIL
5X11 500 SHEETS
FMR-10-500CCH



EMBOSSSED FOIL
ROLL 320 FEET
FMR-10-EMBCCH



GATOR GRIPS
4 PACK
FMR-10-GGCCH



DETANGLE BRUSH

- Choose From:**
Rosalie FMR-15-DTRCH
Eleanor FMR-15-DTECH
Meadow FMR-15-DTMCH



DIGITAL SCALE
FMR-10-DSCCH

TRIPLE THREAT SET
FMR-10-TTSCCH



PADDLE PACK
FMR-10-PPCCH

SAVE 19%



MIDNIGHT MITTS NITRILE GLOVES 100 COUNT

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





CHRISTOPHE ROBIN PARIS



SAVE 15%



HYDRATING REGIMEN WITH ALOE VERA

- Choose From:
- Hydrating Shampoo 8.4 oz. CRR-02-HP8
 - Hydrating Melting Mask 6.7 oz. CRR-03-HMM6
 - Hydrating Leave-In Mist 5.1 oz. CRR-03-HLIM5
 - Hydrating Leave-In Cream 5 oz. CRR-12-HLIC5
 - Hydrating Cream Scrub 8.4 oz. CRR-02-HCS8

Premium hydrating haircare to nourish dry, dehydrated hair.



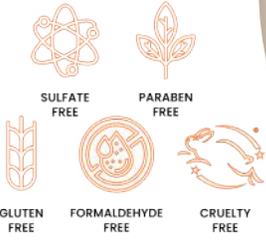
SAVE 20%



TOGETHER WE CURL

SELECTED CURL PRODUCTS

- Choose From:
- The Loving Leave In 8 oz. CUL-03-LLI8
 - The Masque for Curls 8 oz. CUL-03-MC8
 - The Curl Amplifier 6 oz. CUL-12-CAP6
 - The Frizz Free Serum 1.4 oz. CUL-12-FFS1



curlisto



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.



TRUE SHAPES HERBAL THERAPY ACID WAVE
ABA-01-TSAW



TOCCOMAGICO

CRAFT YOUR ARTISTRY



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



FREE

SAVE 26%

BAMBOO CHARCOAL LIGHTENER DEAL

Purchase:
2 Bamboo Charcoal Lightener 17.64 oz.
Receive FREE:
2 Color-Ton Permanent Hair Color 3.4 oz.
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% BRONZE INTRO

Purchase:

- 1 Classic Pomade 3.53 oz.
- 1 Clay 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.

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. | PMD-07-FXC83 |
| Chia Body Oil 4 oz. | PMD-07-FXCBO4 |
| Deep Crease Serum 1 oz. | PMD-07-FXC51 |
| Eyelid Lift Serum 0.5 oz. | PMD-07-FXES.5 |
| Rejuvenating Moisturizer 1 oz. | PMD-07-FXM1 |

FASTFOILS™

HIGH PERFORMANCE FOIL

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**.



5" 300' ROLL
FFO-10-5R3



5" 1250' ROLL
FFO-10-5R12



8" 350' ROLL
FFO-10-8R35

SAVE
15%



**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.**



**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

ORI LAB

A U S T R A L I A



NEW

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*



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

NAK HAIR

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

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

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%

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



Choose From:

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

- NAK-03-KHPM8
- NAK-03-RPM5
- NAK-03-KPLI2

NAK HAIR PROFESSIONAL

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

NAK-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

