

MAY • JUNE 2026

# tru**beauty** C O N C E P T S

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NEW

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Photo courtesy of NAK Hair

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SCAN NOW TO  
SHOP MAY | JUNE  
PROMOTIONS

## FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts



## SHINE BRIGHT

Explore new smoothing and hair care promotions from all your favorites. Offer clients services and retail items to get them ready for vacation and the beach.



## 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).

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.



NEW

MILBON

Find Your Beauty

# COLOR PRESERVE

Vibrancy, locked. Protection, activated.



Locks in color and protects radiance for lasting brilliance



Build it into your service as the final step of professional color.

SAVE 31%

## \$268.00 PROFESSIONAL INTRO

- Includes:**
- 1 Shampoo Refill Bag Liter + Empty Pump
  - 1 Primer Refill Bag Liter
  - 1 No.1 Refill Bag 21.2 oz. + Empty Pump
  - 1 No.2 Refill Bag 21.2 oz. + Empty Pump
  - 1 No.3 Refill Bag 21.2 oz. + Empty Pump
  - 1 No.4 Refill Bag 21.2 oz. + Empty Pump
  - 10 No.5 Weekly Booster Packets
- SALON VALUE \$388.00  
MLB-21-26CPP

SAVE 12%

## \$114.00 BACKBAR INTRO

- Includes:**
- 1 Shampoo Refill Bag Liter + Empty Pump
  - 1 Treatment Refill Bag Liter + Empty Pump
- SALON VALUE \$130.00  
MLB-21-26CPB

SAVE 19%

## \$158.00 RETAIL SET INTRO

- Includes:**
- 3 Color Retaining Shampoo 6.8 oz.
  - 3 Color Retaining Treatment 7.1 oz.
  - 3 Color Retaining Primer 4.1 oz.
  - 20 Milbon Paper Bags
- SALON VALUE \$196.00  
MLB-21-26CPR

### HOMECARE

**Choose From:**

- Color Retaining Shampoo 6.8 oz. . . . . \$16.00 MLB-02-CP6
- Color Retaining Treatment 7.1 oz. . . . . \$22.00 MLB-03-CP7
- Color Retaining Primer 4.1 oz. . . . . \$22.00 MLB-03-CP8

### PROFESSIONAL TREATMENT

**Choose From:**

- No.1 Refill Bag 21.2 oz. . . . . \$40.00 MLB-03-CP1
- No.2 Refill Bag 21.2 oz. . . . . \$40.00 MLB-03-CP2
- No.3 Refill Bag 21.2 oz. . . . . \$40.00 MLB-03-CP3
- No.4 Refill Bag 21.2 oz. . . . . \$40.00 MLB-03-CP4
- No.5 Weekly Booster Packet. . . . . \$6.00 MLB-03-CP5

Find Your Beauty



## STRENGTH STARTS HERE!

### Choose From:

Extended Controller No.1 Refill Bag 16.9 oz. ....	<b>\$50.15</b>	MLB-03-EC1
Extended Controller No.2 Refill Bag 17.6 oz. ....	<b>\$50.15</b>	MLB-03-EC2
BLONDE PLUS Nourishing Violet Shampoo 6.8 oz. ....	<b>\$13.60</b>	MLB-02-BPV6
BLONDE PLUS Nourishing Violet Shampoo Liter. ....	<b>\$40.80</b>	MLB-02-BPVBS
BLONDE PLUS Nourishing Violet Treatment 7.1 oz. ....	<b>\$18.70</b>	MLB-03-BPV7
BLONDE PLUS Nourishing Violet Treatment 35.3 oz. ....	<b>\$56.10</b>	MLB-03-BPVBS
REPAIR HEAT Protective Mist 4.1 oz. ....	<b>\$18.70</b>	MLB-03-SHPM4
CREATIVE STYLE Brilliant Shine Spray 3.5 oz. ....	<b>\$16.15</b>	MLB-05-CSBS3

SALON VALUE UP TO \$66.00



## SIGNATURE IN-SALON TREATMENT REFILL BAGS

### Choose From:

ANTI-FRIZZ No.1 Primer 21.2 oz. ....	<b>\$34.00</b>	MLB-03-AF1P
ANTI-FRIZZ No.2 Defrizz 21.2 oz. ....	<b>\$34.00</b>	MLB-03-AF2D
ANTI-FRIZZ No.3 Shield 21.2 oz. ....	<b>\$34.00</b>	MLB-03-AF3S
MOISTURE No.1 Primer 16.9 oz. ....	<b>\$38.25</b>	MLB-03-M1P
MOISTURE No.2 Repair Foam 16.9 oz. ....	<b>\$38.25</b>	MLB-03-M2RF
MOISTURE No.3 Repair Cream 17.6 oz. ....	<b>\$38.25</b>	MLB-03-M3RC
MOISTURE No.4 Sealer 16.9 oz. ....	<b>\$38.25</b>	MLB-03-M4S
MOISTURE No.5 Cuticle Coat 17.6 oz. ....	<b>\$38.25</b>	MLB-03-M5CC
REAWAKEN No.1 Primer 21.2 oz. ....	<b>\$38.25</b>	MLB-03-REA1
REAWAKEN No.2 Renewing Cream 21.2 oz. ....	<b>\$39.10</b>	MLB-03-REA2
REAWAKEN No.3 Hydration Sealer 21.2 oz. ....	<b>\$38.25</b>	MLB-03-REA3
REAWAKEN No.4 Shine Lock 21.2 oz. ....	<b>\$38.25</b>	MLB-03-REA4
SMOOTH Perfecting Primer 21.2 oz. ....	<b>\$32.30</b>	MLB-03-SPP
SMOOTH No.1 For Fine Hair 21.2 oz. ....	<b>\$29.75</b>	MLB-03-S1F
SMOOTH No.1 For Medium Hair 21.2 oz. ....	<b>\$29.75</b>	MLB-03-S1M
SMOOTH No.1 For Coarse Hair 21.2 oz. ....	<b>\$29.75</b>	MLB-03-S1C
SMOOTH No.2 Hydrate 21.2 oz. ....	<b>\$32.30</b>	MLB-03-S2H
SMOOTH No.3 Topcoat For Fine Hair 21.2 oz. ....	<b>\$29.75</b>	MLB-03-S3F
SMOOTH No.3 Topcoat For Medium Hair 21.2 oz. ....	<b>\$29.75</b>	MLB-03-S3M
SMOOTH No.3 Topcoat For Coarse Hair 21.2 oz. ....	<b>\$29.75</b>	MLB-03-S3C
REPAIR No.1 Primer 21.2 oz. ....	<b>\$34.00</b>	MLB-03-SR1P
REPAIR No.2 Internal Repair 21.2 oz. ....	<b>\$34.00</b>	MLB-03-S3M
REPAIR No.3 Reconstructing Repair 21.2 oz. ....	<b>\$34.00</b>	MLB-03-SR3RR
REPAIR No.4 External Repair For Fine Hair 21.2 oz. ....	<b>\$34.00</b>	MLB-03-SR4FB
REPAIR No.4 External Repair For Coarse Hair 21.2 oz. ....	<b>\$34.00</b>	MLB-03-SR4CB

SALON VALUE UP TO \$66.00



## SIGNATURE IN-SALON TREATMENT EMPTY PUMP BOTTLES & JARS

### Choose From:

ANTI-FRIZZ No.1 Primer	<b>\$4.00</b>	MLB-10-AF1EP
ANTI-FRIZZ No.2 Defrizz	<b>\$4.00</b>	MLB-10-AF2EP
ANTI-FRIZZ No.3 Shield	<b>\$4.00</b>	MLB-10-AF3EP
MOISTURE No.1 Primer	<b>\$3.00</b>	MLB-10-M1PB
MOISTURE No.2 Repair Foam	<b>\$3.00</b>	MLB-10-M2RFP
MOISTURE No.3 Repair Cream	<b>\$3.00</b>	MLB-10-M3EJ
MOISTURE No.4 Sealer	<b>\$2.00</b>	MLB-10-M4SB
MOISTURE No.5 Cuticle Coat	<b>\$3.00</b>	MLB-10-M5EJ
REAWAKEN No.1 Primer	<b>\$4.00</b>	MLB-10-RE1EP
REAWAKEN No.2 Renewing Cream	<b>\$4.00</b>	MLB-10-RE2EP
REAWAKEN No.3 Hydration Sealer	<b>\$4.00</b>	MLB-10-RE3EP
REAWAKEN No.4 Shine Lock	<b>\$4.00</b>	MLB-10-RE4EP
SMOOTH Perfecting Primer	<b>\$2.00</b>	MLB-10-SPPB
SMOOTH No.1 For Fine Hair	<b>\$4.00</b>	MLB-10-S1FP
SMOOTH No.1 For Medium Hair	<b>\$4.00</b>	MLB-10-S1MP
SMOOTH No.1 For Coarse Hair	<b>\$4.00</b>	MLB-10-S1CP
SMOOTH No.2 Hydrate	<b>\$4.00</b>	MLB-10-S2HP
SMOOTH No.3 Topcoat For Fine Hair	<b>\$4.00</b>	MLB-10-S3FP
SMOOTH No.3 Topcoat For Medium Hair	<b>\$4.00</b>	MLB-10-S3MP
SMOOTH No.3 Topcoat For Coarse Hair	<b>\$4.00</b>	MLB-10-S3CP
REPAIR No.1 Primer	<b>\$4.00</b>	MLB-10-SR1EP
REPAIR No.2 Internal Repair	<b>\$4.00</b>	MLB-10-SR2EP
REPAIR No.3 Reconstructing Repair	<b>\$4.00</b>	MLB-10-SR3EP
REPAIR No.4 External Repair For Fine Hair	<b>\$4.00</b>	MLB-10-SR4CE
REPAIR No.4 External Repair For Coarse Hair	<b>\$4.00</b>	MLB-10-SR4FE

SALON VALUE UP TO \$8.00



SAVE 15%



**\$57.80**  
GOLD IN-SALON TREATMENT  
REFILL BAGS 21.2 OZ.

Choose From:

- |  |            |
|--|------------|
| No.1 Primer                                  | MGO-03-G1P |
| No.4 Cuticle Care                            | MGO-03-G4C |
| Illuminating Glow No.2 Internal Glow         | MGO-03-IG2 |
| Illuminating Glow No.3 Restore Shine         | MGO-03-IG3 |
| Illuminating Glow No.5 Illuminating Veil     | MGO-03-IG5 |
| Indulging Hydration No.2 Internal Hydration  | MGO-03-IH2 |
| Indulging Hydration No.3 Restore Hydration   | MGO-03-IH3 |
| Indulging Hydration No.5 Hydration Veil      | MGO-03-IH5 |
| Vitalizing Dimension No.2 Internal Dimension | MGO-03-VD2 |
| Vitalizing Dimension No.3 Restore Body       | MGO-03-VD3 |
| Vitalizing Dimension No.5 Dimension Veil     | MGO-03-VD5 |

SALON VALUE \$68.00

# MILBON

## FULL SPECTRUM BEAUTY

SAVE 50%



**\$4.00**  
GOLD IN-SALON TREATMENT  
EMPTY PUMP BOTTLES

Choose From:

- |  |              |
|--|--------------|
| No.1 Primer                                  | MGO-10-G1EP  |
| No.4 Cuticle Care                            | MGO-10-G4EP  |
| Illuminating Glow No.2 Internal Glow         | MGO-10-IG2EP |
| Illuminating Glow No.3 Restore Shine         | MGO-10-IG3EP |
| Illuminating Glow No.5 Illuminating Veil     | MGO-10-IG5EP |
| Indulging Hydration No.2 Internal Hydration  | MGO-10-IH2EP |
| Indulging Hydration No.3 Restore Hydration   | MGO-10-IH3EP |
| Indulging Hydration No.5 Hydration Veil      | MGO-10-IH5EP |
| Vitalizing Dimension No.2 Internal Dimension | MGO-10-VD2EP |
| Vitalizing Dimension No.3 Restore Body       | MGO-10-VD3EP |
| Vitalizing Dimension No.5 Dimension Veil     | MGO-10-VD5EP |

SALON VALUE \$8.00



LIFT  
YOUR LOOK!



SAVE 15%

**\$7.65**  
PERMANENT COLOR  
CLEAR 2.8 OZ.

SALON VALUE \$9.00  
SOT-04-CLEAR

# MILBON SOPHISTONE



ELITE LIGHTENERS 35.3 OZ.

Choose From:

- |                        |         |              |
|------------------------|---------|--------------|
| Clay Lightener         | \$40.80 | SOT-04-ECLAY |
| Multi Powder Lightener | \$40.80 | SOT-04-EMP35 |
| Powder Lightener       | \$38.25 | SOT-04-EPOW  |

SALON VALUE UP TO \$48.00



EDUCATION  
HEAD SPA ADVANCED CERT.  
Learn 3 service techniques with  
Milbon's "Head Spa" Scalp Treatment.  
See page 20 for details

**BUILD YOUR MOST PROFITABLE SERVICE MENU**  
The strongest service menus are built on three pillars:  
**Transformation, Enhancement, and Efficiency.**

**TRANSFORMATION**

**KCRIO**  
Restorative Keratin System

**STRAIGHTER. SLEEKER. SMOOTHER.**

- Stronger straightening & glass-like shine
- Innovative Spray Formula
- Formulated without formaldehyde
- Results last up to 3 months

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

**Purchase:**

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

**Receive FREE:**

- 3 Color Care Smoothing Shampoo Travel Duo 3 oz.

SALON VALUE \$266.00  
KCX-25-MJRIO

SAVE  
**14%**

FREE



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



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



**SUMMER HYDRATION**



SAVE  
**25%**

**\$48.00**  
PICTUREPERFECT  
HAIR™ BOND  
SEALING  
MASQUE 4 OZ.  
**BUY 3,  
GET 1 FREE**

SALON VALUE \$64.00  
KCX-25-MJPP



SAVE  
**25%**

**\$48.00**  
KCTEXTURE™  
INTENSE  
HYDRATING  
MASQUE 4 OZ.  
**BUY 3,  
GET 1 FREE**

SALON VALUE \$64.00  
KCX-25-MJKT

**EXPANSION**

**THE PERFECT PAIRING TO EVERY COLOR SERVICE**

Add KCEXPRESS® to Every Color. Any Brand. Any time.

**\$320.00**  
KCEXPRESS® LITER DUO

**Includes:**  
1 KC PRIMER Keratin Pre-Treatment Shampoo Liter  
1 KCEXPRESS Smoothing Treatment Liter  
SALON VALUE \$400.00  
KCX-19-EXPL

SAVE  
**20%**



• Stronger, healthier, more vibrant hair • Locks in color & eliminates frizz • Results last up to 6 weeks

**EFFICIENCY**

**FAST COLOR. FASTER PROFITS.**

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

**\$99.00**  
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  
SALON VALUE \$112.00  
KCX-19-ECSSK

SAVE  
**12%**



**10 min** EXPRESS PERMANENT COLOR + **15 min** COLOR-LOCKING, ANTI-FRIZZ TREATMENT



**\$24.00** KERALUMINOUS10 10-MINUTE EXPRESS PERMANENT COLOR 3.4 OZ.  
**BUY 3, GET 1 FREE**  
SALON VALUE \$32.00  
KCX-25-MJKL10

SAVE  
**25%**



**BUILT FOR BLONDES, BACKED BY KERATIN**

- Powered by Triple Protein Protection—a blend of Signature Keratin, collagen, and silk amino acids
- Helps strengthen, restore, and protect every strand during the lightening process
- Dust-free formula that turns from blue to white during processing

SAVE  
**25%**



**\$22.50**  
IT'S A BLONDE THING KERATIN LIGHTENING SYSTEM 16 OZ.  
SALON VALUE \$30.00  
KCX-04-BLEAC

**NEW**

**ALFAPARF  
MILANO  
PROFESSIONAL**

**LIGHTS CO**

BY SEMI DI LINO

**SALON EXCLUSIVE BRAND**



**Stem Bio-Matrix**  
The cross-functional active  
for scalp and hair.

**Pure Bliss**  
The fragrance that  
infuses well-being.

The power of beauty  
in expert hands

LIGHTS CO by Semi di Lino is more than just a professional product line; it's Alfaparf Milano's new standard of beauty. High-performance formulas and sensorial luxury come together to set a new standard of performance and wellbeing.



A touch of light that reveals the hair's natural vitality, enveloping it in a treatment that delivers shine, hydration, and an incredibly weightless feel, leaving it soft, silky, and visibly radiant.

**GLOW COLLECTION**

For all hair types.

- Glow Shampoo 8.45 oz. . . . . **\$17.00** LCO-02-GS8
- Glow Shampoo Liter . . . . . **\$34.00** LCO-02-GS33
- Glow Dual Conditioner 8.45 oz. . . . . **\$17.00** LCO-03-GC6
- Glow Dual Conditioner Liter. . . . . **\$34.00** LCO-03-GC33
- Glow Mask 6.76 oz. . . . . **\$18.00** LCO-03-GM6
- Glow Mask 17.14 oz. . . . . **\$36.00** LCO-03-GM16
- Essential Shine Serum 12 x 0.4 oz. . . . . **\$38.00** LCO-03-ESSV
- Shine Drops 12 x 0.4 oz. . . . . **\$38.00** LCO-03-SDP

**NOURISH COLLECTION**

For dry hair & skin.

- Nourish Shampoo 8.45 oz. . . . . **\$17.00** LCO-02-NRS8
- Nourish Shampoo Liter . . . . . **\$34.00** LCO-02-NRS33
- Nourish Dual Conditioner 8.45 oz. . . . . **\$17.00** LCO-03-NRC6
- Nourish Dual Conditioner Liter . . . . . **\$34.00** LCO-03-NRC33
- Nourish Mask 6.76 oz. . . . . **\$18.00** LCO-03-NRM6
- Nourish Mask 17.14 oz. . . . . **\$36.00** LCO-03-NRM16
- Essential Nourish Serum 6 x 0.4 oz. . . . . **\$19.00** LCO-03-ENSV
- Nutri-Luxe Oil 3.38 oz. . . . . **\$34.00** LCO-03-NLO3
- Nourish Hand Cream 1.67 oz. . . . . **\$8.00** LCO-07-NHC1

A revitalizing ritual that intensely nourishes the hair fiber, transforming dry hair into a veil of extraordinary softness. The formulas envelop the hair with intense hydration, improving manageability and taming frizz, for silky, smooth, and visibly nourished hair.



A regenerating treatment that rebuilds the structure of damaged hair, restoring strength and integrity to the fiber. The formulas work deeply, improving detangling and creating new bonds for hair that is stronger, more compact, and visibly healthier.

**RESCUE COLLECTION**

For damaged hair.

- Rescue Shampoo 8.45 oz. . . . . **\$17.00** LCO-02-RS8
- Rescue Shampoo Liter . . . . . **\$34.00** LCO-02-RS33
- Bond Rescue Mask 6.76 oz. . . . . **\$18.00** LCO-03-BRM6
- Bond Rescue Mask 17.14 oz. . . . . **\$36.00** LCO-03-BRM16
- Essential Bonding Serum 6 x 0.4 oz. . . . . **\$19.00** LCO-03-EBSV
- Bond Protection Cream 4.23 oz. . . . . **\$16.00** LCO-03-BPC4

**SAVE  
52%**

**\$518.00**  
**LIGHTS CO**  
**THE COMPLETE EDIT**

**Purchase:**

- 2 Glow Shampoo 8.45 oz.
- 1 Glow Dual Conditioner 8.45 oz.
- 1 Glow Mask 6.76 oz.
- 2 Essential Shine Serum 12 x 0.4 oz.
- 2 Shine Drops 12 x 0.4 oz.
- 2 Nourish Shampoo 8.45 oz.
- 1 Nourish Dual Conditioner 8.45 oz.
- 1 Nourish Mask 6.76 oz.
- 2 Nutri-Luxe Oil 3.38 oz.
- 2 Essential Nourish Serum 6 x 0.4 oz.
- 2 Rescue Shampoo 8.45 oz.
- 1 Bond Rescue Mask 6.76 oz.
- 2 Essential Bonding Serum 6 x 0.4 oz.
- 2 Bond Protection Cream 4.23 oz.

**Receive FREE:**

- 1 Glow Shampoo Liter
  - 1 Glow Dual Conditioner Liter
  - 1 Glow Mask 17.14 oz.
  - 1 Nourish Shampoo Liter
  - 1 Nourish Dual Conditioner Liter
  - 1 Nourish Mask 17.14 oz.
  - 1 Rescue Shampoo Liter
  - 1 Bond Rescue Mask 17.14 oz.
  - 1 Glow Shampoo Set 10 x 10 ml
  - 1 Glow Mask Set 10 x 10 ml
  - 1 Nourish Shampoo Set 10 x 10 ml
  - 1 Nourish Mask Set 10 x 10 ml
  - 1 Rescue Shampoo Set 10 x 10 ml
  - 1 Rescue Mask Set 10 x 10 ml
  - 2 Nourish Hand Cream 1.67 oz.
  - 3 Leaflet Kits 20 Piece
  - 1 Spatula
  - 5 Dispensers 1 Liter
  - 1 Salon Robe Kit 4 Piece
  - 1 Counter Display
  - 1 Backwash Tray
  - 1 Salon Towel Kit 4 Piece
  - 1 Hair Brush Kit 3 Piece
  - 2 Salon Bowls
  - 2 Application Brushes
- SALON VALUE \$1,086.00  
**LCO-21-TCE**

**FREE**



**SAVE  
30%**

**LIGHTS CO**  
**LIMITED-TIME KITS\***

**Choose From:**

- Glow Kit . . . . **\$34.00** LCO-19-GK
- Nourish Kit. . . **\$35.00** LCO-19-NK
- Rescue Kit . . . **\$35.00** LCO-19-RK

*\* Kits include 1 shampoo 8.45 oz.,  
1 conditioner/mask 6.76 oz. and  
1 Hand cream 1.67 oz.*

**\$104.00**  
**LIGHTS CO KIT TRIO EDIT**

**Purchase 1 Of Each Kit & Receive FREE:**

- 1 Glow Shampoo Set 10 x 0.34 oz.
- 1 Glow Mask Set 10 x 0.34 oz.
- 1 Nourish Shampoo Set 10 x 0.34 oz.
- 1 Nourish Mask Set 10 x 0.34 oz.
- 1 Rescue Shampoo Set 10 x 0.34 oz.
- 1 Rescue Mask Set 10 x 0.34 oz.
- 3 Leaflet Kits 20 Piece

SALON VALUE \$149.00  
**LCO-25-MJLCO**



**ALFAPARF  
MILANO  
PROFESSIONAL**

**SEMI DI LINO  
DUO KITS**

**SAVE  
25%**

**DIAMOND**

**\$29.40**

SHINE EDIT DUO

**Includes:**

- 1 Illuminating Low Shampoo 8.45 oz.
- 1 Illuminating Conditioner 6.76 oz.
- 1 Beauty Bag

SALON VALUE \$39.40

SDL-19-MJSD



**MOISTURE**

**\$30.45**

NUTRITIVE DUO EDIT

**Includes:**

- 1 Nutritive Low Shampoo 8.45 oz.
- 1 Nutritive Mask 6.98 oz.
- 1 Beauty Bag

SALON VALUE \$40.45

SDL-19-MJM



**RECONSTRUCTION**

**\$30.45**

REPAIR DUO EDIT

**Includes:**

- 1 Reparative Low Shampoo 8.45 oz.
- 1 Reparative Mask 6.98 oz.
- 1 Beauty Bag

SALON VALUE \$40.45

SDL-19-MJRD



**FLASH SALE**  
SEMI DI LINO  
**48-HOUR**  
RETAIL SALE

**MAY 7-8 ONLY!**

**30% OFF**



**SAVE  
20%**

**COLOR  
WEAR** THE NATURAL  
EVOLUTION OF  
GLOSS TONER



**\$54.64**

COLOR WEAR  
STOCK-UP BONUS

**Purchase (Your Choice):**

- 12 Color Wear Gloss Toner  
Shades 2.05 oz.

**Receive FREE:**

- 1 Semi Di Lino Diamond  
Extraordinary All-in-1  
Fluid 4.23 oz.

SALON VALUE \$68.29

CLW-25-MJCWG



**FREE**

**\$329.00**

EVOLUTION OF  
COLOR<sup>3</sup> SPECIAL

**Purchase (Your Choice):**

- 36 Evolution of Color<sup>3</sup>  
Permanent Shades 2.06 oz.

**Receive FREE:**

- 1 Evolution of Color<sup>3</sup>  
Swatch Book

SALON VALUE \$355.00

APF-25-MJEOCS



**FREE**





SAVE  
28%

SAVE  
20%



**\$27.50**  
GHOST YOUR  
OLD ROUTINE  
STARTER KIT

**Includes:**  
1 Ghost Shampoo 12 oz.  
1 Ghost Conditioner 12 oz.  
1 Ghost Oil 2 oz.  
1 Ghost Hairspray (Travel) 1.7 oz.

SALON VALUE \$38.00  
VRB-19-GSK

**\$44.00**  
GHOST  
COLLECTION +  
FREE GIFT OFFER  
**BUY 4,  
GET 1 FREE**  
MIX & MATCH

**Choose From:**  
Ghost Shampoo 12 oz.  
Ghost Conditioner 12 oz.  
Ghost Oil 2 oz.  
Ghost Flexible Hairspray 7 oz.  
Ghost Heat Defense Spray 5.5 oz.  
Ghost Mask 6.3 oz.  
Ghost Air Dry Whip 5 oz.  
Ghost Primer 4 oz.  
Ghost Scalp Nectar 2 oz.

SALON VALUE \$55.00  
VRB-25-MAGC



**\$9.35**  
READY.  
REFRESH. GO.

**Choose From:**  
Dry Shampoo  
Powder 2 oz.  
VRB-02-DSPN2

Dry Shampoo Dark 5 oz.  
VRB-02-DSDT5

Dry Shampoo Light 5 oz.  
VRB-02-DSL5T5

SALON VALUE \$11.00



SAVE  
15%

NEW

SAVE  
25%

**\$33.00**  
DRY SHAMPOO  
POWDER 2 OZ.  
**BUY 3,  
GET 1 FREE**  
SALON VALUE \$44.00  
VRB-25-MJDSP



A talc-free formula designed to refresh hair, absorb oil and odors and boost body.



SAVE  
25%

FREE

**\$33.00**  
DANDRUFF  
SHAMPOO 8 OZ.  
**BUY 3,  
GET 1 FREE**  
SALON VALUE \$44.00  
VRB-25-MJDS

SAVE  
18%



**\$18.00**  
JUMBO SIZE  
DENSITY  
PEPTIDE  
SERUM 2 OZ.  
SALON VALUE \$22.00  
VRB-03-DPS2

# OLAPLEX



**NEW**



## 3D CURL REPAIR POWERED BY BOND SHAPER™ TECHNOLOGY

Works on a molecular level to instantly strengthen and infinitely define coils and curls, cut frizz in half, and help protect length over time.

### KEY BENEFITS

- Instantly Strong
- Infinitely Defined
- 7-Day Hydration
- Reduces breakage and protects length
- Cuts frizz in half, even in high humidity
- Instantly easier detangling and static control

**SAVE 26%**

**MAY & JUNE**

**\$96.00  
CURL REPAIR**

**Purchase:**  
1 N°.4CURL Shampoo Liter  
1 N°.5CURL Conditioner Liter

**Receive FREE:**  
1 N°.4CURL Shampoo 8.5 oz.  
1 N°.5CURL Conditioner 8.5 oz.

SALON VALUE \$130.00  
**OLX-25-MJC**



**FREE**

**MAY ONLY**

**SAVE UP TO 21%**



**FREE**



**FREE**

**\$198.00  
STRENGTHEN + TONE SALON**

**Purchase:**  
1 Original Bond Building Kit\*

**Receive FREE:**  
1 N°.4P Blonde Enhancer Toning Shampoo Liter

SALON VALUE \$246.00  
**OLX-25-MPB**

**\$65.00  
STRENGTHEN + TONE STUDIO**

**Purchase:**  
1 Original Bond Building Kit - Travel Size\*\*

**Receive FREE:**  
1 N°.4P Blonde Enhancer Toning Shampoo 8.5 oz.

SALON VALUE \$82.00  
**OLX-25-MPBT**

## EDUCATION

### OLAPLEX TOTAL TRANSFORMATION

Discover the Airtouch Technique

Monday, May 4, 2026

In this class, you'll learn how to use AirTouch to create seamless blends and clean lift, then refine the canvas through intentional toning techniques that deliver luminous blondes and deeply saturated hues.

Guy also dives into formulating rich colors that perform beautifully across diverse hair types—without sacrificing strength—using Olaplex Bond Building Technology™ as the foundation for healthy, high-performance color.

This class is designed for artists ready to elevate their technical skill set, expand creative freedom, and deliver consistent, healthy results—no matter the canvas.

See page 21 for details



**INSTRUCTED BY:**  
**GUY TANG**  
@guy\_tang

\*Original Bond Building Kit Includes N°.1 Bond Multiplier 17.75 oz. and 2 N°.2 Bond Perfector 17.75 oz. \*\*Traveling Stylist Kit Includes 1 N°.1 Bond Multiplier 3.3 oz. and 2 N°.2 Bond Perfector 3.3 oz.

SAVE 44%

MAY ONLY



\$60.00  
CURL BUNDLE

**Purchase:**  
1 Bond Shaper Curl Rebuilding Treatment Kit\*\*\*

**Receive FREE:**  
1 Broad Spectrum Chelating Treatment 12.55 oz.  
1 N°.10 Bond Shaper Curl Defining Gel 6.7 oz.

SALON VALUE \$108.00  
OLX-25-MCB

\*\*\*Bond Shaper Curl Kit Includes 1 each of Step 1: Repair 8.5 oz., Step 2: Enhance 6.1 oz. and Step 3: Define 3.38 oz.



FREE

OLAPLEX

SAVE 20%

JUNE ONLY

\$99.00  
COMPLETE STYLIST SET

- Includes:**  
1 N°.1 & N°.2 Single Use Sachets  
1 N°.3PLUS Complete Repair Treatment 3.3 oz.  
1 N°.4 Bond Maintenance Shampoo 8.5 oz.  
1 N°.5 Bond Maintenance Conditioner 8.5 oz.  
1 N°.6 Bond Smoother 3.3 oz.  
1 N°.7 Bonding Oil 1 oz.  
1 N°.9 Bond Protector Nourishing Hair Serum 3 oz.  
1 **FREE** Olaplex Tote

SALON VALUE \$124.00  
OLX-25-JSS



SAVE 20%

JUNE ONLY



PRO PRODUCTS + SERVICE KITS

- Choose From:**  
Original Bond Building Kit\* . . . . . \$158.40 OLX-19-SIK  
Original Bond Building Kit - Travel Size\*\* . . . \$52.00 OLX-19-TSK  
N°.1 Bond Multiplier Refill 17.75 oz. . . . . \$62.40 OLX-04-NO117  
N°.2 Bond Perfector Refill 17.75 oz. . . . . \$57.60 OLX-03-NO217  
N°.1 & N°.2 Single Use Sachets . . . . . \$9.60 OLX-19-SAT

SALON VALUE UP TO \$198.00

SAVE 36%

JUNE ONLY



\$28.00  
SHINE ON

**Purchase:**  
1 N°.7 Bonding Oil 2 oz.

**Receive FREE:**  
1 N°.7 Bonding Oil 1 oz.

SALON VALUE \$44.00  
OLX-25-JBO



FREE

STARTS JUNE 15TH

SAVE UP TO 30%



LITER & MASK SALE

- Choose From:**  
N°.4 Bond Maintenance Shampoo . . . . . \$31.50 OLX-02-NO4L  
N°.5 Bond Maintenance Conditioner . . . . . \$31.50 OLX-03-NO5L  
N°.4C Bond Maintenance Clarifying Shampoo. . . \$31.50 OLX-02-NO4CL  
N°.4 Fine Bond Maintenance Shampoo . . . . . \$31.50 OLX-02-NO4FL  
N°.5 Fine Bond Maintenance Conditioner. . . . . \$31.50 OLX-03-NO5FL  
N°.4P Blonde Enhancer Toning Shampoo . . . . . \$33.60 OLX-02-NO4PL  
N°.5P Blonde Enhancer Toning Conditioner. . . . \$33.60 OLX-03-NO5PL  
Rich Hydration Mask 12.55 oz. . . . . \$31.50 OLX-03-RHM12  
Weightless Nourishing Mask 12.55 oz. . . . . \$31.50 OLX-03-WNM12

SALON VALUE UP TO \$48.00

JUNE 8-12 ONLY!

**OLAPLEX BRAND WIDE SALE**  
**15% OFF**  
CHECK OUR WEBSITE & SOCIAL MEDIA





# CURLS CARE

**ANIMAL TEST-FREE**  
PETA  
**VEGAN**

**SAVE 20%**

**\$883.75**  
CURLS INTRO

**Purchase:**

- 3 Curls Shampoo 10 oz.
- 3 Curls Shampoo 2 oz.
- 3 Curls Conditioner 6 oz.
- 3 Curls Conditioner 2 oz.
- 3 Curls Replenish 6 oz.
- 3 Curls Intensive Masque 6 oz.
- 3 Curls Cleansing Cream 9 oz.
- 3 Curls Whip Mousse 5.5 oz.
- 3 Curls Smoothing Cream 7 oz.
- 3 Curls Frizz Free Spray Gel 4 oz.
- 3 Curls Oil Gel 6 oz.
- 3 Curls Finishing Spray 10 oz.
- 3 Curls Finishing Spray 2 oz.
- 3 Curls Firm Mousse 8 oz.
- 3 Curls Firm Mousse 2 oz.
- 3 Curls Cream Wax 4 oz.
- 3 Curls Serum 1.7 oz.
- 1 Curls Trio Box Set

**Receive FREE:**

- 1 Curls Shampoo Liter
- 1 Curls Conditioner Liter
- 1 Curls Replenish 6 oz.
- 1 Curls Finishing Spray 10 oz.
- 1 Curls Whip Mousse 5.5 oz.
- 1 Curls Intensive Masque 6 oz.
- 1 Curls Oil Gel 6 oz.
- 10 Curls Duo Foil Packettes
- 2 Liter Pump
- 1 Curls Merch Kit

SALON VALUE \$1,107.75  
SUR-21-MJCAP



**SAVE 20%**



## CURLS RETAIL SIZES

**Choose From:**

- Curls Shampoo 10 oz. . . . . **\$16.80** SUR-02-CU10
- Curls Conditioner 6 oz. . . . . **\$13.20** SUR-03-CU10
- Curls Replenish 6 oz. . . . . **\$14.60** SUR-03-CRL6
- Curls Intensive Masque 6 oz. . . . . **\$20.80** SUR-03-CMAS6
- Curls Cleansing Cream 9 oz. . . . . **\$15.60** SUR-03-CCC9
- Curls Finishing Spray 10 oz. . . . . **\$18.20** SUR-05-CUS10
- Curls Cream Wax 4 oz. . . . . **\$14.40** SUR-12-CCW4
- Curls Oil Gel 6 oz. . . . . **\$15.20** SUR-12-COGE6
- Curls Smoothing Cream 7 oz. . . . . **\$14.60** SUR-12-CSC7
- Curls Serum 1.7 oz. . . . . **\$15.80** SUR-12-CSER1
- Curls Firm Mousse 8 oz. . . . . **\$15.80** SUR-12-CUM8
- Curls Whip Mousse 5.5 oz. . . . . **\$14.00** SUR-12-CWM5

SALON VALUE UP TO \$26.00



**SAVE 16%**

**\$42.14**  
CURLS TRIO  
BOX SET

**Includes:**

- 1 Curls Shampoo 10 oz.
- 1 Curls Conditioner 6 oz.
- 1 Curls Whip Mousse 5.5 oz.

SALON VALUE \$49.00  
SUR-19-CTRIO

**\$245.00**  
CURLS TRIO  
BOX SET

**BUY 5,  
GET 1 FREE**

SALON VALUE \$294.00  
SUR-25-MJCB



**PURE** COLOR  
SUPERIOR COLOR FROM NATURE



## Superior Color From Nature

Rich, pure, crystalline shine formulated with sustainably harvested ingredients, organic botanicals, and Surface Hair's Color Vita-Complex.



SAVE 20%



FREE

## \$54.00 SPRING INTO SUMMER BLENDES

**Purchase:**  
6 Pure Color Level 9 or 10 Shades 2 oz.

**Receive FREE:**  
1 Enzyme Cream Activator 7 Vol. Liter

SALON VALUE \$67.75  
SUR-25-MJSSB



## \$318.75 BLONDE & TONE INTRO

- Purchase:**
- 2 10N Pure Color 2 oz.
  - 2 10NB Pure Color 2 oz.
  - 2 10NA Pure Color 2 oz.
  - 2 10V Pure Color 2 oz.
  - 2 10G Pure Color 2 oz.
  - 2 9N Pure Color 2 oz.
  - 2 9NB Pure Color 2 oz.
  - 2 9B Pure Color 2 oz.
  - 2 9G Pure Color 2 oz.
  - 2 9V Pure Color 2 oz.
  - 2 9C Pure Color 2 oz.
  - 2 9WG Pure Color 2 oz.
  - 2 00 Bassu Clear Pure Color 2 oz.
  - 1 Ultra Lift Charcoal Lightening Powder 15.8 oz.
  - 1 Color Thickener 4 oz.

- Receive FREE:**
- 1 Enzyme Cream Activator 7 Vol. Liter
  - 1 Enzyme Cream Activator 30 Vol. Liter
  - 1 Violet Shampoo 9 oz.
  - 1 Violet Masque 6 oz.

SALON VALUE \$388.00  
SUR-21-25BLTO



SAVE 23%



FREE



## EDUCATION

### PURE COLOR & COCKTAILS

COLOR, CREATIVITY, AND CONNECTION!

Monday, May 18, 2026

As a valued partner, you're invited to an exclusive celebration of creativity, community, and the vibrant world of Surface Pure Color.

Enjoy mingling with the Surface Leadership Team and discover how to leave your mark on your very own canvas.

See page 20 for details



# TRUSS

PROFESSIONAL



## Deluxe Prime;

PRIME. REPAIR. PROTECT.



**\$87.60**  
DELUXE PRIME

SAVE  
**20%**

**Includes:**

- 1 Shampoo Liter
- 1 Conditioner Liter
- 1 Deluxe Prime 8.7 oz.

SALON VALUE \$109.50  
TRS-25-MJDP

SAVE  
**20%**



**\$17.20**  
DELUXE PRIME  
CHAMPAGNE  
BLOND 8.7 OZ.

SALON VALUE \$21.50  
TRS-03-DEPB8

SAVE  
**20%**

**\$14.80**  
DELUXE PRIME  
RECONSTRUCTIVE  
OIL 2 OZ.

SALON VALUE \$18.50  
TRS-03-DPO2



### EDUCATION

#### MODERN BRUNETTE: THE ART OF LIVED-IN LUXURY BALAYAGE

Soft. Dimensional. Effortless.

Monday, June 1, 2026

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

Designed for stylists who want elevated brunette results, attendees will learn how to create an “expensive brunette” look that grows out beautifully and keeps clients coming back. Using TRUSS Professional products, this course breaks down placement, formulation, and finishing techniques that define modern, low-maintenance color.

See page 21 for details



**INSTRUCTED BY:**

**MARINA  
SELLECCHIA**

@colorbymarina





SAVE 15%

## \$126.65 IMMEDIATE RECONSTRUCTION

**Includes:**

- 1 Bidimensional Shampoo Liter
- 1 Deep Reconstruction Fluid 16.9 oz.
- 1 Shock Repair Ampoules 0.59 oz.
- 1 Hair Protector 8.4 oz.

SALON VALUE \$149.00

TRS-25-MJIR

A fast, fiber-rebuilding treatment for slightly to moderately damaged hair. Instantly restores softness, shine, and strength—perfect for clients needing quick repair after color, heat, or chemical services.



SAVE 15%

## \$190.40 FAST REPAIR K+

**Purchase:**

- 1 Bidimensional Shampoo Liter
- 1 Lipidic 21.9 oz.
- 1 Intensive Nutrition Liter
- 1 K- Recovery Vegan 21.9 oz.
- 1 Hair Protector 8.4 oz.

SALON VALUE \$224.00

TRS-25-MJFRK

A restorative hair treatment that rebuilds the fiber, providing mass replenishment and deep conditioning.



SAVE 15%

## \$210.80 EXTREME RECONSTRUCTION

**Purchase:**

- 1 Bidimensional Shampoo Liter
- 1 Deep Reconstruction Fluid 16.9 oz.
- 1 K- Recovery Vegan 21.9 oz.
- 1 Hair Protector 8.4 oz.
- 1 Proteic 21.9 oz.

SALON VALUE \$248.00

TRS-25-MJER

A powerful repair system for severely damaged or over-processed hair. Deeply rebuilds the hair fiber, restores lost mass, and strengthens strands for maximum recovery and long-lasting resilience.

## \$17.20 MASKS 6.35 OZ.

**Choose From:**

- Specific Mask TRS-03-SPEM6
- Miracle Mask TRS-03-MIRM6
- Perfect Mask TRS-03-PMHCO

SALON VALUE \$21.50

SAVE 20%



# LOMA<sup>®</sup>

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

## \$43.20 SALON TOTE BAG SAMPLER

SAVE  
40%

FREE

### Purchase:

- 1 Moisturizing Shampoo 12 oz.
- 1 Moisturizing Conditioner 12 oz.
- 1 Nourishing Oil Treatment 3.4 oz.
- 1 Texture & Finishing Spray 5.4 oz.
- 1 Maximum Volumizing Solution 8 oz.
- 1 Calming Crème 8 oz.

### Receive FREE:

- 1 Stylist Jute Bag

SALON VALUE \$72.00  
LOM-19-25STBS



SAVE  
40%

## \$94.20 HEALTHY HAIR BUILDER INTRO

### Purchase:

- 2 Nourishing Shampoo 12 oz.
- 2 Nourishing Conditioner 12 oz.
- 2 Deep Conditioner 8 oz.
- 2 Fortifying Repairative Tonic 3.4 oz.

### Receive FREE:

- 1 Nourishing Conditioner Liter
- 1 Nourishing Conditioner Liter

SALON VALUE \$157.00  
LOM-19-25HBB



FREE



SAVE  
40%

## \$107.50 FINER SIDE INTRO

### Purchase:

- 2 Daily Shampoo 12 oz.
- 2 Daily Conditioner 12 oz.
- 2 Leave-In Conditioner 8 oz.
- 2 Finishing Hairspray 9.1 oz.
- 2 Nourishing Oil Treatment Light 3.4 oz.
- 2 Maximum Volumizing Solution 8 oz.

### Receive FREE:

- 1 Daily Conditioner Liter
- 1 Daily Conditioner Liter

SALON VALUE \$179.00  
LOM-19-25FSI

FREE



SAVE  
40%

## \$120.25 BLONDE INTRO

### Purchase:

- 2 Violet Shampoo 12 oz.
- 2 Violet Conditioner 12 oz.
- 2 Finishing Hairspray 9.1 oz.
- 2 Volumizing Foam 8 oz.
- 2 Nourishing Oil Treatment Light 3.4 oz.

### Receive FREE:

- 1 Violet Conditioner Liter
- 1 Violet Conditioner Liter
- 1 Oval Bamboo Paddle Brush

SALON VALUE \$200.40  
LOM-19-25BLI

FREE



SAVE  
25%



## SELECT STYLERS & TREATMENTS

### Choose From:

- LIGHT Nourishing Oil Treatment 3.4 oz. . . . . \$11.63 LOM-03-LNOT3
- Nourishing Oil Treatment 3.4 oz. . . . . \$11.63 LOM-03-NOT4
- Fortifying Repairative Tonic 3.4 oz. . . . . \$11.25 LOM-03-RT4
- Crème Pomade 3 oz. . . . . \$8.25 LOM-12-CP3
- Forming Paste 3 oz. . . . . \$8.25 LOM-12-FP3
- Fiber Putty 3 oz. . . . . \$8.25 LOM-12-FPT3
- Calming Crème 8 oz. . . . . \$8.25 LOM-12-CMC8
- Volumizing Foam 8 oz. . . . . \$8.25 LOM-12-VF8
- Firm Hold Non-Aerosol Hair Spray 8 oz. . . . . \$7.50 LOM-12-FHS8
- Leave-In Conditioner 8 oz. . . . . \$7.13 LOM-03-LIC8

SALON VALUE UP TO \$15.50

# BIG LIFT, SMALL PRICE!

# Aloxxi

**\$18.00**  
BLONDE78  
POWDER  
LIGHTENERS  
14.1 OZ.

SAVE  
20%

**Choose From:**  
Blue ALX-04-B78BL  
Ultra ALX-04-B78UL  
White ALX-04-B78W  
SALON VALUE \$22.50



## EDUCATION

### BLONDING CONTOUR BALAYAGE

Join Ariel Cubas for an in-depth Look & Learn on the Contour Balayage technique. Discover how strategic placement of color enhances facial features and creates natural dimension. See page 20 for details

# COOL BLONDES AT A HOT SAVINGS!

SAVE  
20%



**\$20.00**  
BLONDE78 CHARCOAL  
CREAM LIGHTENER  
8.8 OZ.

SALON VALUE \$25.00  
ALX-04-B78CC



# FRIZZ-FREE & FESTIVAL READY!

SAVE  
16%



**\$24.95**  
E7 ANTI-FRIZZ  
GIFT SET



**Includes:**  
1 Shampoo 10.1 oz.  
1 Conditioner 10.1 oz.  
SALON VALUE \$30.00  
ALX-19-H25E7

This duo helps restore vital moisture & elasticity to dry, unruly hair while gently removing dirt and build-up.

# 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>MILBON ADVANCED HEAD SPA CERTIFICATION</b></p>	<p><b>MONDAY</b> MAY 11, 2026 \$199 • 10AM-3PM</p> <p>.....</p> <p><b>MONDAY</b> JUNE 8, 2026 \$199 • 10AM-3PM</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 techniques of three different Head Spa services that can be performed in the chair or the shampoo bowl and learn the importance of scalp health paired with stimulating massage techniques to help improve the overall health of the scalp and hair.</p>
	<p><b>ALOXXI GLAM HOLLYWOOD HAIR LOOK</b></p>	<p><b>MONDAY</b> MAY 11, 2026 \$50 • 10AM-12PM</p>	<p><b>ROCKVILLE</b> 5054 Nicholson Lane Rockville, MD 20852</p>
 <p><b>ALOXXI BLONDING CONTOUR BALAYAGE</b></p>	<p><b>MONDAY</b> MAY 11, 2026 \$50 • 1PM-3PM</p>	<p><b>ROCKVILLE</b> 5054 Nicholson Lane Rockville, MD 20852</p>	<p>Join Ariel Cubas again for an in-depth Look &amp; Learn on the Contour Balayage technique. Discover how strategic placement of color enhances facial features and creates natural dimension. Ariel will break down his signature approach for seamless blends, customized lightening, and elevated balayage results tailored to each client.</p>
 <p><b>ALFAPARF MILANO MASTER COLORIST 2</b></p>	<p><b>SUNDAY &amp; MONDAY</b> MAY 17-18, 2026 \$500 • 10AM-5PM</p>	<p><b>SOUTHAMPTON</b> 109 Street Road Southampton, PA 18966</p>	<p>Perfect for professional colorists committed to growth, this program combines science, technique, and real-world application to help you deliver exceptional results behind the chair. This course is intended for stylists who have completed Alfaparf Milano Professional Master Colorist I coursework.</p>
 <p><b>SURFACE PURE COLOR &amp; COCKTAILS</b></p>	<p><b>MONDAY</b> MAY 18, 2026 \$49 • 12PM-3PM</p>	<p><b>ROCKVILLE</b> 5054 Nicholson Lane Rockville, MD 20852</p>	<p>Join us for an unforgettable canvas painting event. As a valued partner, you're invited to an exclusive celebration of creativity, community, and the vibrant world of Surface Pure Color. Learn how to leave your mark on your very own canvas along with color formulation and science. Mingle with the Surface Leadership Team.</p>

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

### 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.

#### CLASS TITLE

#### DATE, COST & TIME

#### LOCATION

#### DESCRIPTION



#### CALLIGRAPHY CUT PLAYDATE

**SUNDAY**  
**MAY 31, 2026**  
**\$199 • 10AM-4PM**

**ROCKVILLE**  
 5054 Nicholson Lane  
 Rockville, MD 20852

Across Europe, thousands of upscale salons have already proven the power of calligraphy cut. With the patented calligraphy pen and unique education system, they've turned their most important service—the haircut—into both, a signature experience clients rave about and a driver of salon growth and success.



#### BABE MASTERY TOUR CERTIFICATION

**SUNDAY-MONDAY**  
**JUNE 14-15, 2026**  
**\$599 • 10AM-4PM**

**ELEMENTS SALON & WELLNESS SPA**  
 2000 Tower Way #2031  
 Greensburg, PA 15601

Embark on a two-day program perfecting the application and removal of the four critical methods of hair extensions and the spectrum of solutions that you can offer to your clients. Featuring an official Babe Certification on I-Tip, Fusion, Tape, Quick Fit Tape Weft and Sew-In Weft.

### 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 [trubeaducation.com](https://trubeaducation.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.

**K18**  
BIOMIMETIC  
HAIRSCIENCE

**NEW**

# TripleBright

oxidation defense purple shampoo

**SAVE  
19%**

**BRIGHTER, LONGER-  
LASTING BLONDE**

- 1** remove metals + minerals 
- 2** neutralize brassiness 
- 3** defend against future brass 



**\$209.50**  
**TRIPLEBRIGHT  
INTRO**

**FREE**

**Purchase:**  
3 Triplebright Shampoo 4.2 oz.  
1 Professional Molecular Repair  
Hair Mist 10 oz.  
1 Professional Molecular Repair  
Hair Mask 5 oz.

**Receive FREE:**  
1 Triplebright Shampoo 15 oz.  
SALON VALUE \$259.50  
K18-21-AMO



**\$117.00**  
**TRIPLEBRIGHT PURPLE  
SHAMPOO 4.2 OZ.**

**BUY 6,  
GET 1 FREE**

**SAVE  
14%**

SALON VALUE \$136.50  
K18-25-AMO1



## HAIR CARE SAVINGS



**SAVE  
25%**



## YELLOW CARE

**Choose From:**

- NUTRITIVE Nourishing Shampoo 16.9 oz. . . . . **\$7.49** YLW-02-NRH16
- NUTRITIVE Nourishing Shampoo Liter . . . . . **\$11.81** YLW-02-NRH33
- NUTRITIVE Nourishing Leave-In Treatment 6.76 oz. . . . . **\$9.06** YLW-03-NRHL6
- NUTRITIVE Nourishing Oil 3.38 oz. . . . . **\$9.06** YLW-03-NRHO3
- NUTRITIVE Nourishing Mask 10.1 oz. . . . . **\$7.49** YLW-03-NRM10
- NUTRITIVE Nourishing Mask 16.9 oz. . . . . **\$9.06** YLW-03-NRM16
- REPAIR Reparative Shampoo 16.9 oz. . . . . **\$7.49** YLW-02-RPR16
- REPAIR Reparative Shampoo Liter. . . . . **\$11.81** YLW-02-RPR33
- REPAIR Reparative Conditioner 16.9 oz. . . . . **\$9.06** YLW-03-RPR16
- REPAIR Reparative Conditioner Liter . . . . . **\$13.00** YLW-03-RPR33
- REPAIR Bond Hero 3.38 oz. . . . . **\$7.88** YLW-03-RBH3
- REPAIR Molecular Serum 5.07 oz. . . . . **\$9.06** YLW-03-RBS5
- REPAIR Reparative Mask 10.1 oz. . . . . **\$7.49** YLW-03-RPM10
- REPAIR Reparative Mask 16.9 oz. . . . . **\$9.06** YLW-03-RPM16
- COLOR CARE Shampoo 50.7 oz. . . . . **\$11.81** YLW-02-CC50
- COLOR CARE Maintenance Conditioner 16.9 oz. . . . . **\$9.06** YLW-03-CC16
- SILVER Purple Shampoo 16.9 oz. . . . . **\$10.64** YLW-02-SP16
- SILVER Purple Conditioner 16.9 oz. . . . . **\$12.21** YLW-03-SP16
- STYLE Blow Dryer 8.45 oz. . . . . **\$9.45** YLW-12-BD8
- STYLE Curl Creator 8.45 oz. . . . . **\$9.45** YLW-12-CC8
- STYLE Curl & Mold Activator 8.45 oz. . . . . **\$9.45** YLW-12-CMA8
- STYLE Glossy Wax 3.38 oz. . . . . **\$6.30** YLW-12-GW3
- TECH+ Protective Oil 6 x 0.44 oz. . . . . **\$12.60** YLW-03-POV

SALON VALUE UP TO \$17.33

# SALON INTRO PACKAGES



Education, Product, & Savings **All** in **Hotheads 2026 Salon Intros**

SAVE UP TO **36%**



**\$636-\$825**  
**ESTABLISH INTRO KIT**  
*Ideal for stylists who are new to extensions.*

**Client Capacity:** 1-2 clients  
**Purchase:**  
 3 Packs (Tape-In Originals & Ultimates)  
**Receive FREE:**  
 1 Premium Color Ring  
 1 Brush  
 1 Mirror Cling  
**HTH-21-26ESI**



SAVE UP TO **24%**



**\$1,250-\$1,898**  
**EXPAND INTRO KIT**  
*Ideal for stylists who are ready to bolster their offerings with Tape extensions.*

**Client Capacity:** 5 clients (6 Tape-In)  
**Purchase:**  
 6 Packs (Tape-In Originals & Ultimates)  
**Receive FREE:**  
 1 Premium Color Ring  
 2 Brushes  
 2 Mirror Clings  
 1 Stylist Apron  
 1 Salon Cape  
 1 Heatless Curler  
 1 Pack (5) of Extension Hangers  
 1 Marketing Poster  
 1 Express Extension Solution Business Builder  
**HTH-21-26EXI**

SAVE UP TO **32%**



**\$2,378-\$3,446**  
**ELEVATE INTRO KIT**  
*Ideal for stylists growing their extension business or adding team services.*

**Client Capacity:** 8-9 clients (9 Tape-In)  
**Purchase:**  
 9 Packs (Tape-In Originals & Ultimates)  
**Receive FREE:**  
 2 Premium Color Ring  
 3 Brushes  
 3 Mirror Clings  
 1 Counter Display  
 3 Scrunchies  
 2 Stylist Aprons  
 2 Salon Capes  
 2 Heatless Curlers  
 1 Pack (5) of Extension Hangers  
 1 Marketing Poster  
 2 Express Extension Solution Business Builders  
**HTH-21-26ELI**



**NEW**

# BRAZILIANX ONE

**THE WORLD'S FIRST AND ONLY**  
Nanoplastia + Taninoplastia + Hair Botox + Keratin  
Ultimate Strength Formaldehyde-Free Smoothing Treatment



**BrazilianX ONE** works at the hair's deepest molecular level to create a flawless, vibrant, and sleek blowout, leaving you with smoother, stronger, healthier hair with a radiant, long-lasting shine.

### KEY BENEFITS

- Helps reduce frizz and enhance smoothness
- Improves manageability for easier styling
- Provides lightweight hydration and softness
- Enhances shine and radiance
- Supports a polished, salon-quality finish
- Formaldehyde-Free
- Vegan and Eco-Friendly
- For all hair types; lasts up to 4 months, with recommended aftercare



**SAVE 28%**

**\$328.90**  
TREATMENT  
LAUNCH +  
SHAMPOO

**Includes:**  
1 BRAZILIANX ONE Smoothing  
Treatment Liter  
1 CLEAN START Clarifying  
Shampoo Liter

SALON VALUE \$453.90  
KRT-25-BRXMJ



**FREE**

**SAVE 31%**

**\$453.90**  
FREE \$200 FLAT IRON  
WITH BRAZILIANX ONE +  
SHAMPOO

**Purchase:**  
1 BRAZILIANX ONE Smoothing Treatment Liter  
1 CLEAN START Clarifying Shampoo Liter

**Receive FREE:**  
1 KT PRO 450 1.5" Digital Titanium  
Professional Flat Iron

SALON VALUE \$653.85  
KRT-25-BXFMJ





**\$23.18**  
DUO BUNDLES\*\*  
Buy Shampoo, Get Conditioner  
**50% OFF**

Choose From:  
Blonde+Keratin KRT-25-BDMJ  
Volume+Keratin KRT-25-VOLMJ

SALON VALUE \$30.90

\*\* Duo Bundles include 1 shampoo 10.1 oz. and 1 conditioner 10.1 oz.

SAVE  
**25%**



**\$59.95**  
THE HERO 5-PACK  
BUNDLE STYLE+KERATIN

SAVE  
**22%**

Includes:  
1 Daily Smoothing Cream 6.8 oz.  
1 Rapid Rescue 4.2 oz.  
1 Argan Oil 1.7 oz.  
1 Define, Shine & Style Cream 4.2 oz.  
1 Ultra-Fast Blow Dry Mist 4.2 oz.

SALON VALUE \$76.55  
KRT-25-HROMJ

**\$29.90**  
VIOLET TONING  
LEAVE-IN  
CONDITIONER 4.2 OZ.  
**BUY 2,  
GET 1 FREE**



SAVE  
**35%**

FREE

SALON VALUE \$45.85  
KRT-25-VOTMJ

**\$9.95**  
TRAVEL SIZE  
BUNDLES\*



Choose From:  
Moisture KRT-25-TVLMH  
ColorProtect KRT-25-TVLRH  
Repair KRT-25-TVLCH

\* Travel Size Bundles include 1 shampoo 2 oz., 1 conditioner 2 oz. and 1 Daily Smoothing Cream 2 oz.

**\$399.95**  
FREE \$200 FLAT IRON WITH  
SMOOTHING TREATMENT +  
SHAMPOO LITER



FREE

Purchase (Your Choice):  
1 Brazilian Renewal KRT-25-BRZMJ  
1 Pure Renewal Plus KRT-25-PRPMJ  
1 Extreme Renewal KRT-25-ERKMJ  
1 Crème de Cocoa Extreme Renewal KRT-25-ERCMJ

PLUS  
1 CLEAN START Clarifying Shampoo Liter

Receive **FREE**:  
1 KT PRO 450 1.5" Digital Titanium Professional Flat Iron

SALON VALUE \$603.90

SAVE  
**33%**



**nioxin**  
— PRO CLINICAL —



SAVE  
25%

**FORMULATED  
WITH POWERFUL  
INGREDIENTS**



**SCALP + HAIR RETAIL CARE**

**Choose From:**

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

SALON VALUE UP TO \$14.50

**VITALITY'S**  
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



**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.

NEW

# COLOR VIBRANCY UP TO 10 WEEKS\*

\*With regular use of ULTIMATE COLOR regimen from salon to home.



## ULTIMATE COLOR

Choose From:

- Sulfate-Free Shampoo 8.4 oz. . . . . **\$21.50** WEL-02-UC8
- Conditioner 6.7 oz. . . . . **\$21.50** WEL-03-UC6
- Miracle Leave-in Mask 3.2 oz. . . . . **\$30.50** WEL-03-UCM3
- Shine Spray 3.2 oz. . . . . **\$18.50** WEL-03-UCS3



## MAY ONLY

**\$6.74**  
BLONDORPLEX  
PERMANENT  
CREAM TONER 2 OZ.

SAVE 25%

Choose From:

- /05 Scandi Rose **WBL-04-BPT05**
- /16 Lightest Pearl **WBL-04-BPT16**
- /36 Crystal Vanilla **WBL-04-BPT36**
- /81 Pale Silver **WBL-04-BPT81**
- /86 Ultra Cool Booster **WBL-04-BPT86**
- /96 Sienna Beige **WBL-04-BPT96**
- /97 Scandi Beige **WBL-04-BPT97**



**\$6.15**  
BLONDOR  
PERMANENT  
LIQUID TONER 2 OZ.

SAVE 25%

Choose From:

- /01 Medium Beige **WBL-04-LHTMB**
- /03 Lightest Natural **WBL-04-LHTLN**
- /16 Lightest Pearl **WBL-04-LHTLP**
- /18 Pale Platinum **WBL-04-LHTPP**
- /71 Pale Silver **WBL-04-LHTPS**
- /86 Brass Kicker **WBL-04-LHTBK**



SALON VALUE \$8.20

SALON VALUE \$8.99

NEW

**\$50.00**  
ULTIMATE SMOOTH  
GLASS LIQUID  
LAYER 6.2 OZ.

SALON VALUE \$55.00  
**WEL-03-USGL6**



A leave-in spray that delivers frizz control, and humidity protection for up to 3 days—lasting even after your next wash. Ideal for dry or frizzy hair.

## MAY ONLY

## BLONDORPLEX

SAVE 25%

Choose From:

- No.2 Bond Stabilizer 16.9 oz. . . . . **\$56.63** WBL-04-BP216
- 9 Powder Lightener 14 oz. . . . . **\$22.87** WBL-04-BPX14
- 9 Powder Lightener 28.2 oz. . . . . **\$36.26** WBL-04-BRPLX



SALON VALUE UP TO \$75.50

## BLONDOR

Choose From:

- Base Breaker- Cool 19 2 oz. . . . . **\$6.98** WBL-04-BB19
- Base Breaker- Extra Cool 86 2 oz. . . . . **\$6.98** WBL-04-BB86
- Extra Cool Blonde 5.3 oz. . . . . **\$22.73** WBL-04-ECLP
- Soft Blonde 7 Lightening Cream 7.1 oz. . . . . **\$10.05** WBL-04-LC7
- Multi Blonde 7 Powder Lightener 14.1 oz. . . . . **\$21.11** WBL-04-LP14
- Multi Blonde 7 Powder Lightener 28.2 oz. . . . . **\$34.95** WBL-04-LP28

SALON VALUE UP TO \$46.60

## HIGH POTENCY COLLECTION

Choose From:

- CLASSICS Face Finishing & Firming Moisturizer 2 oz. . . . . **\$30.00** PMD-07-HPFFM2
- CLASSICS Face Finishing & Firming Tinted Moisturizer 2 oz. . . . . **\$31.60** PMD-07-HPTMSPF
- CLASSICS Hyaluronic Intensive Moisturizer 1 oz. . . . . **\$30.00** PMD-07-HPHIM1
- CLASSICS Nutritive Cleanser 6 oz. . . . . **\$15.60** PMD-07-HPNC6
- Face Finishing & Firming Toner 4 oz. . . . . **\$19.60** PMD-07-HPFFT4
- Face Finishing & Firming Moisturizer 2 oz. . . . . **\$31.60** PMD-07-HPMSPF
- Growth Factor Firming & Lifting Eye Serum 0.5 oz. . . . . **\$30.00** PMD-07-HPFLES
- Growth Factor Firming & Lifting Serum 2 oz. . . . . **\$54.00** PMD-07-HPFLS2
- Hyaluronic Intensive Body Therapy 6 oz. . . . . **\$22.00** PMD-07-HPHBT6
- Hyaluronic Intensive Hydrating Serum 2 oz. . . . . **\$54.00** PMD-07-HPHIS2
- Hyaluronic Intensive Hydrating Mask 2 oz. . . . . **\$27.60** PMD-07-HPHM2
- Intensive Smoothing Serum 2 oz. . . . . **\$54.00** PMD-07-HPISS2
- Retinol Recovery Overnight Moisturizer 2 oz. . . . . **\$39.60** PMD-07-HPROM2

SALON VALUE UP TO \$67.50



## Perricone MD

SAVE 20%



★ **sexyhair**®

ELEVATE  
YOUR  
**STYLE**



SAVE  
**25%**



**STYLERS**

**Choose From:**

- Control Maniac Styling Wax 2.5 oz. . . . . **\$8.24** SSH-12-CM2
- Frenzy Matte Texturizing Paste 2.5 oz. . . . . **\$8.24** SSH-12-FMP2
- Matte Clay Texturizing Clay 2.5 oz. . . . . **\$8.24** SSH-12-MC2
- Hard Up Hard Holding Gel 5.1 oz. . . . . **\$8.24** SSH-12-HUG5
- Play Dirty Dry Wax Spray 4.8 oz. . . . . **\$8.61** SSH-12-PDDW4

SALON VALUE UP TO \$11.48

**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.



SAVE 18%

\$129.00

RETAIL HAIR CARE  
ADD ON

**Includes:**

- 1 Hydrate Shampoo 10.1 oz.
- 1 Hydrate Conditioner 10.1 oz.
- 1 Repair Shampoo 10.1 oz.
- 1 Repair Conditioner 10.1 oz.
- 1 Clarify Shampoo 10.1 oz.
- 1 Blonde Shampoo 10.1 oz.
- 1 Leave In Conditioner Spray 8.4 oz.
- 1 Hair Oil 1.7 oz.

SALON VALUE \$157.00

DUO-21-RAO

SAVE 45%

\$399.00

RETAIL + BACK BAR  
HAIR CARE ADD ON

**Includes:**

- 3 Hydrate Shampoo 10.1 oz.
- 1 Hydrate Shampoo Liter
- 3 Hydrate Conditioner 10.1 oz.
- 1 Hydrate Conditioner Liter
- 3 Repair Shampoo 10.1 oz.
- 1 Repair Shampoo Liter
- 3 Repair Conditioner 10.1 oz.
- 1 Repair Conditioner Liter
- 3 Clarify Shampoo 10.1 oz.
- 1 Clarify Shampoo Liter
- 3 Blonde Shampoo 10.1 oz.
- 1 Blonde Shampoo Liter
- 3 Leave In Conditioner 8.4 oz.
- 3 Hair Oil 1.7 oz.

SALON VALUE \$719.00

DUO-21-RBAO

D U O M O



NEW

STYLING

SAVE  
UP TO  
45%

SAVE 33%

\$229.00

SMALL INTRO

**Includes:**

- 2 Flex Hair Spray 9.7 oz.
- 2 Flex Hair Spray 3.38 oz.
- 2 Amplify Texture Spray 9.7 oz.
- 2 Radiant Shine Spray 9.7 oz.
- 2 Recall Mousse 9.7 oz.
- 2 Nourish Hydrating Cream 6.76 oz.
- 2 Cascade Forming Gel 6.76 oz.
- 2 Revive Hydrating Spray 6.76 oz.

SALON VALUE \$340.00

DUO-21-SMI



SAVE 37%

\$429.00

MEDIUM INTRO

**Includes:**

- 4 Flex Hair Spray 9.7 oz.
- 4 Flex Hair Spray 3.38 oz.
- 4 Amplify Texture Spray 9.7 oz.
- 4 Radiant Shine Spray 9.7 oz.
- 4 Recall Mousse 9.7 oz.
- 4 Nourish Hydrating Cream 6.76 oz.
- 4 Cascade Forming Gel 6.76 oz.
- 4 Revive Hydrating Spray 6.76 oz.

SALON VALUE \$680.00

DUO-21-MDI

SAVE 45%

\$659.00

LARGE INTRO

**Includes:**

- 7 Flex Hair Spray 9.7 oz.
- 7 Flex Hair Spray 3.38 oz.
- 7 Amplify Texture Spray 9.7 oz.
- 7 Radiant Shine Spray 9.7 oz.
- 7 Recall Mousse 9.7 oz.
- 7 Nourish Hydrating Cream 6.76 oz.
- 7 Cascade Forming Gel 6.76 oz.
- 7 Revive Hydrating Spray 6.76 oz.
- 7 PROMO Bag

SALON VALUE \$1,200.00

DUO-21-LGI

DevaCurl®

# THE STYLERS YOU LOVE

FOR ALL TYPES OF CURLS



**25% OFF**  
SELECT STYLERS



FOR FINE WAVES AND CURLS



FOR FINE TO MEDIUM TO  
COARSE CURLS AND COILS



FOR DRY TO MEDIUM TO  
COARSE CURLS AND COILS



## SELECT STYLERS

Choose From:

- WAVE MAKER 5 oz. . . . . **\$10.88** DEV-12-WM5
  - LIGHT DEFINING GEL 12 oz. . . . . **\$10.50** DEV-12-LDG12
  - ULTRA DEFINING GEL 12 oz. . . . . **\$10.50** DEV-12-UDG12
  - SUPERCREAM 5.1 oz. . . . . **\$10.88** DEV-12-SCR5
  - QUENCH'N DEFINE GEL 12 oz. . . . . **\$10.50** DEV-12-QNG12
  - NEW** QUENCH'N STRETCH CREAM 12 oz. . . . . **\$10.88** DEV-12-QNC12
- SALON VALUE UP TO \$14.50

# EUGÈNE PERMA

PROFESSIONNEL | PARIS



**CARMEN  
RITUEL**

**SAVE  
30%**



**\$6.90**  
CARMEN RITUEL  
AMMONIA-FREE  
COLORING CREAM  
2.03 OZ.

**Choose From:**  
ALL Carmen Rituel Shades  
SALON VALUE \$9.85

**\$14.60**  
CARMEN RITUEL  
REBALANCING  
CLEANSING GEL  
LITER

SALON VALUE \$20.85  
**CRU-02-RCJ33**

**\$8.44**  
CARMEN RITUEL  
ACTIVATING  
CREAM LITERS

**Choose From:**  
5 Volume **CRU-04-R5VL**  
9 Volume **CRU-04-R9VL**  
20 Volume **CRU-04-R20VL**  
30 Volume **CRU-04-R30VL**  
SALON VALUE \$12.05



**\$13.48**  
CARMEN RITUEL  
PERFECTING  
CARE BALM  
16 OZ.

SALON VALUE \$19.25  
**CRU-03-CRB16**



**\$315.00**  
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 \$374.55  
**CRU-25-MAC**

**SAVE  
16%**

**FREE**



**SAVE  
33%**



**\$76.50**  
SOLARIS  
**BUY 2,  
GET 1 FREE**

**Choose From:**  
Poudr6 Bleaching Powder 15.87 oz.  
**OR**  
Poudr7 Bleaching Powder 15.87 oz.

SALON VALUE \$114.75  
**SOL-25-MJSOL**

**SAVE  
20%**

## EQUIVITAL

**Choose From:**  
Post-Color Shampoo Liter . . . . . **\$16.68** **EQV-02-PSTCR**  
Post-Color Treatment Liter . . . . . **\$18.04** **EQV-03-COND**  
Protective Cream 3.38 oz. . . . . **\$4.56** **EQV-04-PRTCR**  
Stain Remover Lotion 8.45 oz. . . . . **\$7.56** **EQV-04-STNRM**

SALON VALUE UP TO \$22.50





## LIMITED EDITION

### EXTRA DIRTY COLLECTION

**Choose From:**

- Pop Up Foil 5x11 500 Sheets . . . . . **\$23.99** FMR-10-500DRT
- Embossed Foil Roll 320 Feet . . . . . **\$19.99** FMR-10-EMBDRT
- Pop Up Foil 8x11 250 Sheets . . . . . **\$18.99** FMR-10-200DRT
- Classic Color Brush Set 3 Pack . . . . . **\$9.99** FMR-10-CBSDRT
- Bamboo Color Bowls 2 Pack . . . . . **\$14.99** FMR-10-BBDRT
- Gator Grip Clips 4 Pack . . . . . **\$10.29** FMR-10-GGDRT
- Detangle Brush Martini Mood . . . . . **\$10.49** FMR-15-DTDMO
- Detangle Brush Extra Olives . . . . . **\$10.49** FMR-15-DTDOL
- Detangle Brush Happy Hour . . . . . **\$10.49** FMR-15-DTDHO



## EXTRA DIRTY



**\$11.99**  
PINE PALMS  
NITRILE GLOVES  
100 COUNT

**Choose From:**

- Large FMR-10-PIPL
- Medium FMR-10-PIPM
- Small FMR-10-PIPS

SALON VALUE \$14.99



SAVE  
20%

**\$9.99**  
DREAMWEAVER  
COMBS SET OF 3

**Choose From:**

- Black FMR-10-DWCCB
- Pastel FMR-10-DWCPL

SALON VALUE \$14.99



SAVE  
33%





CHRISTOPHE  
ROBIN  
PARIS



SAVE  
25%

SHADE VARIATION  
BABY BLONDE

Choose From:

- Shampoo 8.4 oz. . . . . **\$14.25** CRR-02-SVBB8
- Conditioner 6.7 oz. . . . . **\$14.63** CRR-03-SVCBB8
- Mask 8.4 oz. . . . . **\$19.88** CRR-03-SVBB8
- Mask 16.9 oz. . . . . **\$22.50** CRR-03-SVBBL

SALON VALUE UP TO \$30.00



SAVE  
25%

**curlisto**

TOGETHER WE CURL

- SULFATE  
FREE
- PARABEN  
FREE
- GLUTEN  
FREE
- FORMALDEHYDE  
FREE
- CRUELTY  
FREE

REFRESHING CURLS WITH  
SELECT PRODUCTS

Choose From:

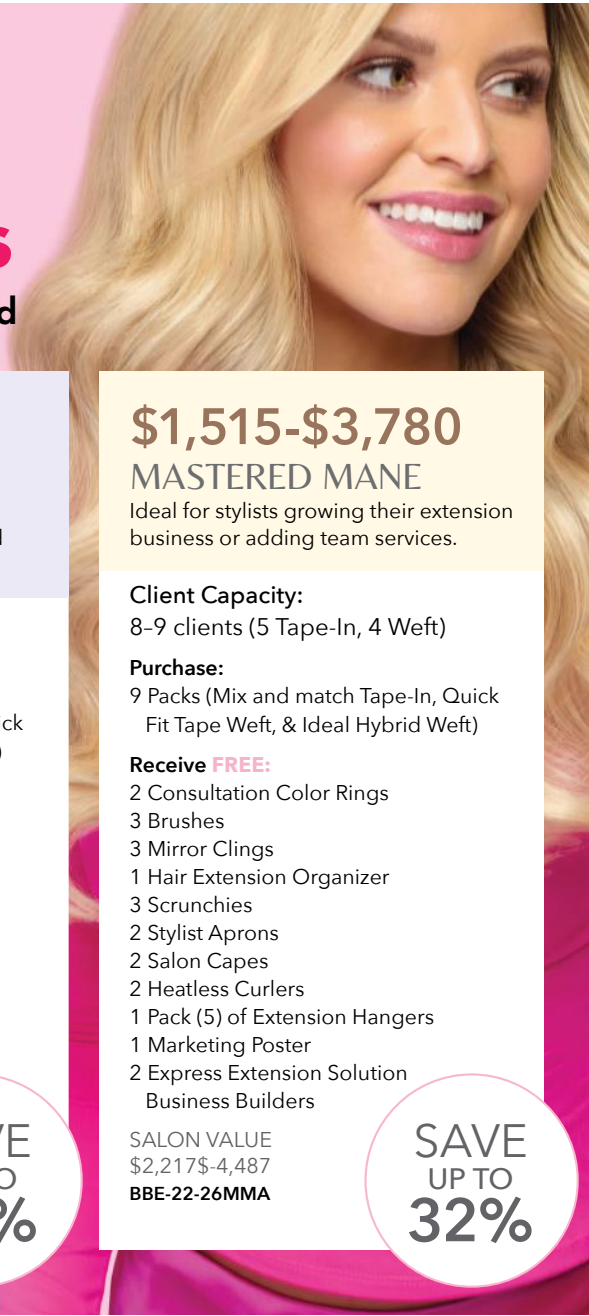
- The Curly One Shampoo 12 oz. . . . . **\$10.88** CUL-02-CO12
- The Curly One Conditioner 12 oz. . . . . **\$10.88** CUL-03-CO12
- The Curly One Shampoo Plus 12 oz. . . . . **\$10.88** CUL-02-COP12
- The Curly One Conditioner Plus 12 oz. . . . . **\$10.88** CUL-03-COP12
- The Masque for Curls 8 oz. . . . . **\$13.13** CUL-03-MC8

SALON VALUE UP TO \$17.50



# Salon Intro Packages

consider your 2026 salon growth goals achieved



## \$315-\$450

### STARTER STRANDS

Ideal for stylists who are new to extensions.

**Client Capacity:**

1-2 clients

**Purchase:**

3 Packs (Tape-In Extensions)

**Receive FREE:**

- 1 Consultation Color Ring
- 1 Brush
- 1 Mirror Cling

SALON VALUE \$526-\$661

BBE-21-26SST

## \$1,010-\$2,520

### GAINING INCHES

Ideal for stylists who are ready to bolster their offerings with Tape and Weft extensions.

**Client Capacity:**

5 clients (3 Tape-In, 2 Weft)

**Purchase:**

6 Packs (Mix and match Tape-In, Quick Fit Tape Weft, & Ideal Hybrid Weft)

**Receive FREE:**

- 1 Consultation Color Ring
- 2 Brushes
- 2 Mirror Clings
- 1 Stylist Apron
- 1 Salon Cape
- 1 Heatless Curler
- 1 Pack (5) of Extension Hangers
- 1 Marketing Poster
- 1 Express Extension Solution Business Builder

SALON VALUE

\$1,328-\$2,838

BBE-21-26GIN

## \$1,515-\$3,780

### MASTERED MANE

Ideal for stylists growing their extension business or adding team services.

**Client Capacity:**

8-9 clients (5 Tape-In, 4 Weft)

**Purchase:**

9 Packs (Mix and match Tape-In, Quick Fit Tape Weft, & Ideal Hybrid Weft)

**Receive FREE:**

- 2 Consultation Color Rings
- 3 Brushes
- 3 Mirror Clings
- 1 Hair Extension Organizer
- 3 Scrunchies
- 2 Stylist Aprons
- 2 Salon Capes
- 2 Heatless Curlers
- 1 Pack (5) of Extension Hangers
- 1 Marketing Poster
- 2 Express Extension Solution Business Builders

SALON VALUE

\$2,217-\$4,487

BBE-22-26MMA

FREE

SAVE UP TO 40%

SAVE UP TO 23%

SAVE UP TO 32%

# BOGO 30% OFF

Hand Tied & Machine Wefts

Be install-ready

all summer



## EDUCATION

### BABE MASTERY TOUR CERTIFICATION

Sunday-Monday, June 14-15, 2026

Embark on a two-day program perfecting the application and removal of the four critical methods of hair extensions and the spectrum of solutions that you can offer to your clients. Featuring an official Babe Certification in I-Tip, Flat Tip and Fusion methods, including micro bonding and hand tied wefts.

See page 21 for details

MEET  
**THE JOLIE FILTERED SHOWERHEAD**

jolie

**CLINICALLY-PROVEN:**

**40% LESS FRIZZ**

**81% NOTICED REDUCED  
HAIR SHEDDING**

**IMPROVES COLOR  
RETENTION**

**PROTECTS HAIR CUTICLES  
FROM FURTHER DAMAGE**



**\$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

**\$22.50**  
THE  
REPLACEMENT  
FILTER

JOL-08-RF



**REMOVES  
CHLORINE,  
HEAVY METALS  
& OTHER  
CONTAMINANTS.**





# SUMMER ESSENTIAL:

Abyssinian, Coconut and Watermelon Seed Oils take this bestselling leave-in conditioner to a new level of performance. Created with superior combability, this lightweight conditioner improves elasticity, moisturizes and strengthens hair while reducing breakage.

**\$8.05**  
COMPLETE ALL-IN-ONE  
LEAVE IN CONDITIONER 8 OZ.

SALON VALUE \$11.50  
ABA-03-AIOC8

SAVE  
30%



CLEAN INGREDIENTS  
WITH UNPARALLELED  
PERFORMANCE



100% Vegan



Gluten-free



Paraben-free



Cruelty-free



No synthetic  
color additives



Commitment  
to purity

# TOCCOMAGICO

[ CRAFT YOUR ARTISTRY ]



TAKE  
BLONDING  
TO THE NEXT  
LEVEL THIS  
SUMMER!

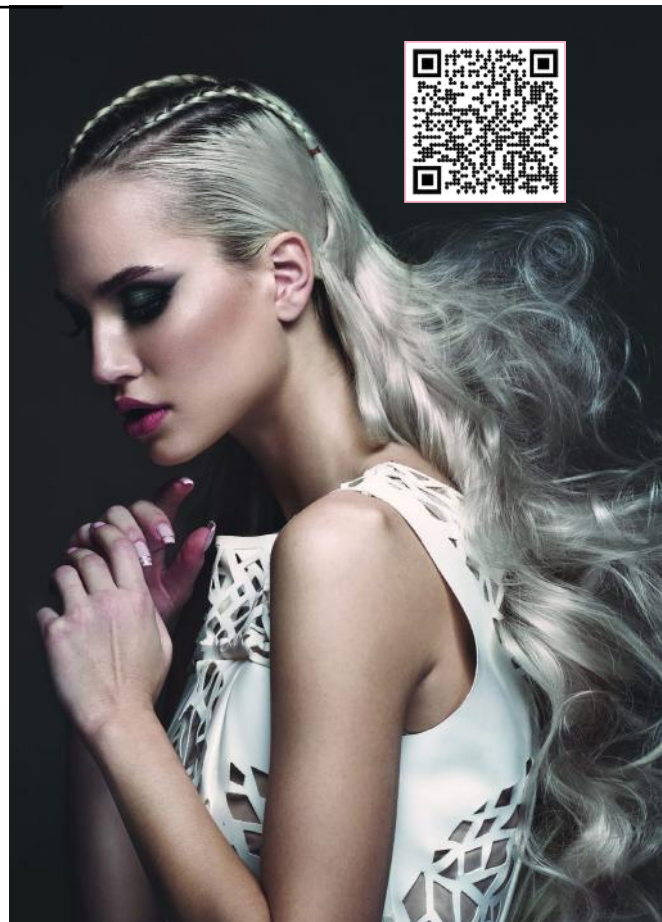
## DE LIGHT LIGHTENERS

Choose From:

- Free Blond Decolor Cream 17.6 oz. . . . . **\$23.63** DLS-04-DLDF
- Power Lift Plus Powder 17.6 oz. . . . . **\$20.44** DLS-04-DLP
- Universal Lightening Powder 17.6 oz. . . . . **\$20.44** DLS-04-DLU

SALON VALUE UP TO \$31.50

SAVE  
25%





MAY 1-7 ONLY

VIRTUE®

Real science. True beauty.

SAVE 30%



FLOURISH COLLECTION

Choose From:

- Shampoo for Thinning Hair 8 oz. . . . . **\$16.10** VTU-02-FTH8
- Shampoo for Thinning Hair 2 oz. . . . . **\$7.00** VTU-02-FTH2
- Conditioner for Thinning Hair 8 oz. . . . . **\$16.10** VTU-03-FTH6
- Conditioner for Thinning Hair 2 oz. . . . . **\$7.00** VTU-03-FTH2
- Density Booster 4 oz. . . . . **\$17.50** VTU-03-FDB4
- Density Booster 2 oz. . . . . **\$10.50** VTU-03-FDB2
- Mask for Thinning Hair 5 oz. . . . . **\$24.50** VTU-03-FLM5
- Women's 5% Minoxidil Foam 4 oz. . . . . **\$10.50** VTU-03-FM5C2
- Thickening Styling Treatment 4 oz. . . . . **\$16.10** VTU-12-FTST4
- Volumizing Styler 4 oz. . . . . **\$14.70** VTU-12-FVS4

SALON VALUE UP TO \$35.00

FLOURISH KITS

Choose From:

- Hair Growth Kit 30 Day . . . . . **\$22.75** VTU-19-FHG30
- Hair Growth Kit 90 Day . . . . . **\$46.90** VTU-19-FHG90
- Hair Rejuvenation Kit 30 Day . . . . . **\$22.75** VTU-19-FHR30
- Hair Rejuvenation Kit 90 Day . . . . . **\$44.10** VTU-19-FHR90

SALON VALUE UP TO \$67.00



JUNE ONLY

BEAT THE HEAT COLLECTION

SAVE 20%



Choose From:

- ColorKick De-Brassing Shampoo 8 oz. . . . . **\$18.40** VTU-02-CKDB8
- ColorKick De-Brassing Shampoo NFS 8 oz. . . . . **\$14.25** VTU-02-NCKD8
- ColorKick Illuminating Mask 5 oz. . . . . **\$28.00** VTU-03-CKM5
- Dry Shampoo 4.5 oz. . . . . **\$15.20** VTU-02-RDS4
- Dry Shampoo NFS 4.5 oz. . . . . **\$11.56** VTU-02-NRDS4
- Healing Oil 1.7 oz. . . . . **\$18.40** VTU-03-HOL1
- Healing Oil NFS 1.7 oz. . . . . **\$15.36** VTU-03-NHO1
- Healing Oil 0.65 oz. . . . . **\$10.40** VTU-03-HOL.6
- Refresh Purifying Leave-in Conditioner 5 oz. . . . . **\$13.60** VTU-03-RLI5
- Refresh Purifying Leave-in Conditioner NFS 5 oz. . . . . **\$11.20** VTU-03-NRLI5
- Strength & Shield Leave-In Conditioner 5 oz. . . . . **\$15.20** VTU-03-SSC5
- Frizz Block Smoothing Spray 5 oz. . . . . **\$18.40** VTU-12-FZB5
- Frizz Block Smoothing Spray NFS 5 oz. . . . . **\$15.20** VTU-12-NFZB5
- Frizz Block Smoothing Spray 2 oz. . . . . **\$10.40** VTU-12-FZB2
- Un-Frizz Cream 4 oz. . . . . **\$17.60** VTU-03-PUC4
- Un-Frizz Cream NFS 4 oz. . . . . **\$16.00** VTU-03-NPUC1
- Un-Frizz Cream 2 oz. . . . . **\$8.80** VTU-03-PUC2

SALON VALUE UP TO \$35.00

# ORI LAB

A U S T R A L I A



JUNE ONLY



## TREATMENTS

Choose From:

- Rescue Masque Liter . . . . . **\$33.70** ORL-03-RM33
  - Restore Treatment Liter . . . . . **\$33.70** ORL-03-RT33
  - Overnight Dew Serum 3.52 oz. . . . . **\$14.95** ORL-03-ODS3
- SALON VALUE UP TO \$31.50



STYLING  
BUY 2,  
GET 1  
50% OFF

SAVE  
17%

NO MIX & MATCH

Choose From:

- Expedition Reserve Hair Powder 0.7 oz. . . . . **\$33.50** FAW-25-ERHMJ
- Strong Hold Pomade 3.53 oz. . . . . **\$40.50** FAW-25-SHPMJ
- Putty Pomade 3.53 oz. . . . . **\$40.50** FAW-25-PUTMJ
- Sea Salt Spray 8.45 oz. . . . . **\$40.50** FAW-25-SSSMJ
- Hair Tonic 8.45 oz. . . . . **\$38.50** FAW-25-HTNMJ

SALON VALUE UP TO \$48.75



# NAK HAIR

A U S T R A L I A



## K.REVIVE

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



**\$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.

SAVE  
**20%**

**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



SAVE  
**24%**

**\$99.95**

### LIQUID GLOSS TOP 15 KIT

**Includes:**

- 15 Liquid Gloss Hair Toner 2.03 oz.  
(1 of each: Caramel, Latte, Mushroom, Wood, Eucalyptus, Driftwood, Sahara, Clear, Graphite, Mocha, Luna, Maple, Espresso, Oyster, Haze)
- 1 Liquid Gloss Activator Liter
- 1 Liquid Gloss Wall Chart

SALON VALUE \$132.25

NAK-25-LGSM



# NAK HAIR

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



SAVE  
**20%**

## BLONDING

**Choose From:**

- Blonde Crème Lightener 8.5 oz. . . . . **\$20.00** NAC-04-BLC8
- BLOND360 Clay Balayage Paint-On Powder Lightener 12.3 oz. . . . . **\$20.00** NAC-04-CBL12
- BLOND360 SugarPlex Blonde Advanced Powder Lightener 17.6 oz. . . . . **\$24.00** NAC-04-SPL16
- BLOND360 Ultra Lift Platinum Premium Powder Lightener 17.6 oz. . . . . **\$21.60** NAC-04-ULP16

SALON VALUE UP TO \$30.00



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 KP

HOT TOOLS

productclub

BEYOND BLONDE charcoal

colortrak

KERACOLOR

CRICKET INNOVATION. QUALITY. STYLE.

BARBICIDE

Wet brush-pro

cutler PRO

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MK PROFESSIONAL

PREMIERLASH CANADA

MS MAGIC SLEEK

PROFESSIONAL SEBASTIAN

Valera

OLIVIA GARDEN

nufree nudesse | finipil

GK HAIR PROFESSIONAL

RefectoCil

Cameo BEAUTY

FASTFOILS

STYLE EDIT

BERODIN



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