

JULY • AUGUST 2026

tru beauty

C O N C E P T S

NEW

ALFAPARF
MILANO
SDL CURLS
page 3

NEW

OLAPLEX
N°.7 SHINE
SERUM OIL
MIST
page 12

NEW

TRUSS
COLOR SHIELD
SYSTEM
page 17

Photo courtesy of Verb

BRANDS

Abba.....36	Magic Sleek
Alfaparf Milano..... 3-5	Milbon 6-7
Aloxxi19	Milbon GOLD 7
American Dawn	MK Professional
Babe.....34	Morris Flamingo
Barbicide	NAK Hair39
Berodin	NAK Professional39
Burmax	Nioxin.....26
Cameo	Nufree Nudesse
Capt Fawcett..... 38	O2
Charcoal	Olaplex..... 12-13
Chihtsai	Olivia Garden
Christophe Robin..... 33	ORI Lab 38
Clairol	Perricone MD 30
Colortrak	PPE
Cricket	PremierLash
Curlisto..... 33	Product Club
Cutler Pro	RefectoCil
DevaCurl 32	Reynolds
Diane	Roux
Divina	Salonchic
Duomo..... 28-29	Scalpmaster
Eugène Perma..... 23	Sebastian
Fastfoils	SexyHair..... 24
Framar 31	SH-RD
Fromm	Soft 'n Style
Gama Professional . . . 30	Style Edit
Gamma+	StyleCraft
GHD	Surface Hair..... 14-15
GiGi	Tocco Magico 36
Graham	Truss 16-17
Gray Away	Turbo Power
HairArt	Valera
Hotheads..... 22	Verb 11
HOT Tools	Virtue 37
Intrinsics	Vitality's 27
Jolie 35	Wahl
K18 10	Wella..... 27
Keracolor	Wet Brush
Keratherapy..... 25	XFusion
Keratin Complex. 8-9	Yellow Professional. 24
Loma..... 18	Zotos



SCAN NOW TO
SHOP JULY | AUGUST
PROMOTIONS

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts



FREE TO SPARKLE

Explore this edition for our favorite new arrivals, unbeatable savings and new education opportunities. Stock up to keep clients looking their best for every summer activity.



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.

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



ALFAPARF
MILANO
PROFESSIONAL

Reintroducing Semi di Lino Curls

The **new Semi di Lino Curls** collection is formulated to enhance, define, and celebrate every curl pattern. From cleansing to finishing, this is the complete professional curl system your clients have been waiting for.

DEFINES. HYDRATES. CONTROLS.



THE COMPLETE SEMI DI LINO CURLS RELAUNCH

- | | | |
|--|----------------|--------------|
| SDL Curls Enhancing Low Shampoo 8.45 oz. | \$14.70 | SDL-02-CELS8 |
| SDL Curls Enhancing Low Shampoo Liter | \$29.40 | SDL-02-CEL33 |
| SDL Curls Hydrating Co-Wash 8.45 oz. | \$15.23 | SDL-02-CHCW6 |
| SDL Curls Enhancing Conditioner 8.45 oz. | \$14.70 | SDL-03-CEC6 |
| SDL Curls Enhancing Conditioner Liter | \$29.40 | SDL-03-CEC33 |
| SDL Curls Enhancing Mask 6.76 oz. | \$15.75 | SDL-03-CEM6 |
| SDL Curls Enhancing Mask 16.9 oz. | \$31.50 | SDL-03-CEM16 |
| SDL Curls Defining Cream 6.76 oz. | \$14.70 | SDL-12-CDC4 |
| SDL Curls Reactivating Spray 4.23 oz. | \$13.65 | SDL-03-CRS4 |
| SDL Curls Multi-Benefit Oil 3.38 oz. | \$29.40 | SDL-03-CMBO3 |
| SDL Curls Enhancing Milk 6.67 oz. NEW! | \$14.70 | SDL-03-CEM4 |
| SDL Curls Perfecting Balm 6.67 oz. NEW! | \$14.70 | SDL-03-CPB3 |
| SDL Curls Multiplier 5.07 oz. | \$19.95 | SDL-03-CMCM5 |

\$147.53
THE FULL SDL
CURLS EXPERIENCE

- Purchase:**
- 1 SDL Curls Enhancing Low Shampoo 8.45 oz.
 - 1 SDL Curls Hydrating Co-Wash 8.45 oz.
 - 1 SDL Curls Enhancing Conditioner 6.76 oz.
 - 1 SDL Curls Enhancing Mask 6.76 oz.
 - 1 SDL Curls Defining Cream 6.76 oz.
 - 1 SDL Curls Reactivating Spray 4.23 oz.
 - 1 SDL Curls Multi-Benefit Oil 3.38 oz.
 - 1 SDL Curls Enhancing Milk 6.67 oz. **NEW!**
 - 1 SDL Curls Perfecting Balm 6.67 oz. **NEW!**

- Receive FREE:**
- 1 SDL Curls Enhancing Low Shampoo Liter
 - 1 SDL Curls Enhancing Conditioner Liter
 - 1 SDL Curls Enhancing Mask 16.9 oz.
 - 10 SDL Curls Enhancing Low Shampoo 0.34 oz.
 - 10 SDL Curls Enhancing Conditioner 0.34 oz.
 - 10 SDL Curls Defining Cream 0.17 oz.
 - 10 SDL Curls Perfecting Balm 0.17 oz. **NEW!**
 - 10 SDL Curls Multi-benefit Oil 0.10 oz.

SALON VALUE \$269.33
SDL-25-JAC

**STOCK UP
& SAVE**



MAXIMIZE YOUR BACK BAR. MINIMIZE YOUR COSTS.



**SAVE
30%**

SEMI DI LINO CARE LITERS

Choose From:

- Diamond Illuminating Low Shampoo **\$20.58** SDL-02-DS33
- Diamond Illuminating Conditioner **\$20.58** SDL-03-DC33
- Moisture Nutritive Low Shampoo **\$20.58** SDL-02-MS33
- Moisture Nutritive Leave-in Conditioner **\$20.58** SDL-03-LIC33
- Reconstruction Reparative Low Shampoo **\$20.58** SDL-02-RS33
- Volumizing Low Shampoo **\$20.58** SDL-02-VOL33
- Curls Enhancing Low Shampoo **\$20.58** SDL-02-CEL33
- Curls Enhancing Conditioner **\$20.58** SDL-03-CEC33
- Smoothing Low Shampoo **\$20.58** SDL-02-SSL33
- Smooth Smoothing Conditioner **\$20.58** SDL-03-SSC33
- Blonde Intense Anti-Yellow Low Shampoo **\$20.58** SDL-02-BBB33
- Brunette Intense Anti-Orange Low Shampoo **\$20.58** SDL-02-BBS33
- Density Thickening Low Shampoo **\$24.26** SDL-02-TL33
- Density Thickening Conditioner **\$27.20** SDL-03-TC33
- Sublime Detoxifying Low Shampoo **\$20.58** SDL-02-DT33

SALON VALUE UP TO \$38.85

\$22.05

SEMI DI LINO MASKS 16.9 OZ.

Choose From:

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

SALON VALUE UP TO \$31.50

**SAVE
30%**



DEEP REPAIR. DEEP SAVINGS.

SUMMER Essentials

LIMITED EDITION SDL KITS

SAVE 29%

FREE SDL POUCH

\$25.00
SEMI DI LINO KITS*

Choose From:

- Diamond **SDL-19-JADM**
- Moisture **SDL-19-JAMM**
- Reconstruction **SDL-19-JARM**
- Smooth **SDL-19-JASM**
- Curls **SDL-19-JACM**

SALON VALUE \$35.00

DIAMOND FOR DAZZLING SHINE



MOISTURE FOR DEEP HYDRATION



RECONSTRUCTION FOR DAMAGED HAIR



SMOOTH FOR FRIZZ-FREE, SLEEK HAIR



CURLS FOR DEFINED, BOUNCY CURLS



*EACH KIT INCLUDES: 1 Mini Shampoo 2.54 oz., 1 Mini Conditioner or Mask 1.69 oz., 1 Cristalli Liquid 0.51 oz., 1 FREE SDL Pouch

ALFAPARF
MILANO
PROFESSIONAL

Sun-Kissed & Protected

SAVE 37%



\$56.00
THE SEMI DI LINO
SUNSHINE RITUAL

Purchase:

- 1 SDL Sunshine After-Sun Low Shampoo 8.45 oz.
- 1 SDL Sunshine After-Sun Treatment 6.76 oz.
- 1 SDL Sunshine Hair Protective Oil 4.23 oz.
- 1 SDL Sunshine Hair Protective Milk 4.23 oz.

Receive **FREE**:

- 1 SDL Sunshine After-Sun Hydra Cream 6.76 oz.
- 1 SDL Sunshine Pochette
- 1 SDL Sunshine Beach Towel

SALON VALUE \$90.00

SDL-25-JAS

FREE



SAVE 33%



\$48.00
KERATIN THERAPY LISSE
DESIGN THE OIL 1.69 OZ.

BUY 2,
GET 1 FREE

SALON VALUE \$72.00

LSD-25-JALO

The Oil

The new reformulated version prevents hair breakage and split ends, improves combability, and reduces frizz. For silky and visibly shiny hair.





**SAVE
20%**



**SAVE
50%**

SIGNATURE SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

NEW COLOR PRESERVE Color Retaining Shampoo Liter	\$38.40	MLB-02-CPBS
NEW COLOR PRESERVE Color Retaining Treatment 35.3 oz.	\$50.40	MLB-03-CPBS
ANTI-FRIZZ Defrizzing Shampoo Liter	\$36.00	MLB-02-SDBS
ANTI-FRIZZ Defrizzing Treatment 35.3 oz.	\$50.40	MLB-03-SDBS
BLONDE PLUS Nourishing Violet Shampoo Liter	\$38.40	MLB-02-BPVBS
BLONDE PLUS Nourishing Violet Treatment 35.3 oz.	\$52.80	MLB-03-BPVBS
CURL Care Shampoo Liter	\$36.00	MLB-02-CCBS
CURL Curl Care Treatment 35.3 oz.	\$50.40	MLB-03-CCBS
CURL Curl Care Enriched Treatment 35.3 oz.	\$50.40	MLB-03-CCRB3
MOISTURE Replenishing Shampoo Liter	\$36.00	MLB-02-MB33
MOISTURE Replenishing Treatment 35.3 oz.	\$50.40	MLB-03-MB35
REAWAKEN Renewing Shampoo Liter	\$40.80	MLB-02-REABS
REAWAKEN Renewing Treatment 35.3 oz.	\$55.20	MLB-03-REABS
REPAIR Restorative Shampoo Liter	\$38.40	MLB-02-SRBS
REPAIR Restorative Treatment 35.3 oz.	\$52.80	MLB-03-SRBS
REPAIR HEAT Protective Shampoo Liter	\$38.40	MLB-02-SHPSB
REPAIR HEAT Protective Treatment 35.3 oz.	\$52.80	MLB-03-SHPSB
SCALP Purifying Gel Shampoo Liter	\$38.40	MLB-02-SGB33
SCALP Hydrating Treatment 35.3 oz.	\$52.80	MLB-03-ST35
SMOOTH Smoothing Shampoo For Fine Hair Liter	\$36.00	MLB-02-SFB33
SMOOTH Smoothing Treatment For Fine Hair 35.3 oz.	\$50.40	MLB-03-SFB35
SMOOTH Smoothing Shampoo For Medium Hair Liter	\$36.00	MLB-02-SMB33
SMOOTH Smoothing Treatment For Medium Hair 35.3 oz.	\$50.40	MLB-03-SMB35
SMOOTH Smoothing Shampoo For Coarse Hair Liter	\$36.00	MLB-02-SCB33
SMOOTH Smoothing Treatment For Coarse Hair 35.3 oz.	\$50.40	MLB-03-SCB35
VOLUME Volumizing Shampoo Liter	\$36.00	MLB-02-SVBS
VOLUME Volumizing Treatment 35.3 oz.	\$50.40	MLB-03-SVBS

SALON VALUE UP TO \$69.00

\$4.00 SIGNATURE SHAMPOO & CONDITIONER EMPTY BOTTLES 16.9 OZ. WITH PUMP

Choose From:

NEW COLOR PRESERVE Color Retaining Shampoo	MLB-10-CPSEP
NEW COLOR PRESERVE Color Retaining Treatment	MLB-10-CPTEP
ANTI-FRIZZ Defrizzing Shampoo	MLB-10-SDSEP
ANTI-FRIZZ Defrizzing Treatment	MLB-10-SDEP
BLONDE PLUS Nourishing Violet Shampoo	MLB-10-BPVSP
BLONDE PLUS Nourishing Violet Treatment	MLB-10-BPVTP
CURL Care Shampoo	MLB-10-CCSEP
CURL Curl Care Treatment	MLB-10-CCTEP
CURL Curl Care Enriched Treatment	MLB-10-CCRTEP
MOISTURE Replenishing Shampoo	MLB-10-MSP
MOISTURE Replenishing Treatment	MLB-10-MTP
REAWAKEN Renewing Shampoo	MLB-10-RESEP
REAWAKEN Renewing Treatment	MLB-10-RETEP
REPAIR Restorative Shampoo	MLB-10-SRSEP
REPAIR Restorative Treatment	MLB-10-SRCEP
REPAIR HEAT Protective Shampoo	MLB-10-SHPSEP
REPAIR HEAT Protective Treatment	MLB-10-SHPTEP
SCALP Purifying Gel Shampoo	MLB-10-SGEP
SCALP Hydrating Treatment	MLB-10-STEP
SMOOTH Smoothing Shampoo For Fine Hair	MLB-10-SSFP
SMOOTH Smoothing Treatment For Fine Hair	MLB-10-STFP
SMOOTH Smoothing Shampoo For Medium Hair	MLB-10-SSMP
SMOOTH Smoothing Treatment For Medium Hair	MLB-10-STMP
SMOOTH Smoothing Shampoo For Coarse Hair	MLB-10-SSCMP
SMOOTH Smoothing Treatment For Coarse Hair	MLB-10-STCP
VOLUME Volumizing Shampoo	MLB-10-SVSEP
VOLUME Volumizing Treatment	MLB-10-SVCEP

SALON VALUE \$8.00



SAVE 20%



GOLD SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

- Enhancing Vivacity Shampoo Refine Liter . . . **\$60.00** MGO-02-EVRBS
- Enhancing Vivacity Shampoo Soften Liter . . . **\$60.00** MGO-02-EVSBS
- Enhancing Vivacity Treatment 35.3 oz. **\$70.80** MGO-03-EVVB
- Illuminating Glow Shampoo Liter **\$60.00** MGO-02-IGBS
- Illuminating Glow Treatment 35.3 oz. **\$70.80** MGO-03-IGBS
- Indulging Hydration Shampoo Liter **\$60.00** MGO-02-IHBS
- Indulging Hydration Treatment 35.3 oz. **\$70.80** MGO-03-IHBS
- Vitalizing Dimension Shampoo Liter **\$60.00** MGO-02-VDBS
- Vitalizing Dimension Treatment 35.3 oz. **\$70.80** MGO-03-VDBS

SALON VALUE UP TO \$88.50

MILBON

REDUCE. REUSE. RECYCLE.

SAVE 50%



\$4.00 GOLD SHAMPOO & CONDITIONER EMPTY BOTTLES 16.9 OZ. WITH PUMP

Choose From:

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

SALON VALUE \$8.00

SAVE 15%

DEVELOPERS & SUPPORT ITEMS

MILBON SOPHISTONE



SUPPORT ITEMS

Choose From:

- Face Protect Cream 7 oz. . . **\$20.40** MLB-04-FPC
- Color Remover 8.5 oz. **\$16.15** MLB-04-MCR

SALON VALUE UP TO \$24.00



\$5.95 DEVELOPER 32 OZ.

Choose From:

- 5 Volume **SOT-04-5VOL**
- 10 Volume **SOT-04-10VOL**
- 20 Volume **SOT-04-20VOL**
- 30 Volume **SOT-04-30VOL**
- 40 Volume **SOT-04-40VOL**

Processing
Lotion 6.6 Vol. **SOT-04-6VOL**

SALON VALUE \$7.00

KERATIN COMPLEX

Beautiful hair every day

Transform your business this summer with PROFITABLE SERVICES FOR EVERY HAIR TYPE.

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



BEFORE



AFTER



SAVE 20%

\$348.00
NKSTB LITER DUO

Includes:
1 KC PRIMER Liter
1 NKSTB Smoothing Treatment Liter

SALON VALUE \$435.00
KCX-19-BNKS L

\$120.00
NKSTB 4 OZ. SYSTEM KIT

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

SALON VALUE \$150.00
KCX-19-BNKS N

EARN \$8,050
WITH JUST ONE LITER OF NKSTB

HERE'S HOW:
23 applications x \$350 service price = \$8,050



SAVE 25%

\$48.75
KERATIN CARE
GALLON SALE

Choose From:

Smoothing Shampoo KCX-02-CASGA
Smoothing Conditioner KCX-03-CASGA

SALON VALUE \$65.00



SIGNATURE SCENT

A fusion of fresh floral greens inspired by tropical gardens surrounding the brand's headquarters in Florida. With top notes of leafy greens, lime and peach, this scent embodies timeless elegance.



KeraLuminous 10



KERATINCOMPLEX®
Beautiful hair every day

FAST COLOR. FASTER PROFITS.

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

\$192.00 EXPRESS COLOR TRY ME DEAL

Purchase (Your Choice):
24 KeraLuminous10 10-Minute
Express Permanent Shades 3.4 oz.

Receive FREE:
2 20 Vol. Developer Liters
1 KeraLuminous10 Swatchbook

SALON VALUE \$224.00
KCX-25-JFECT



FREE

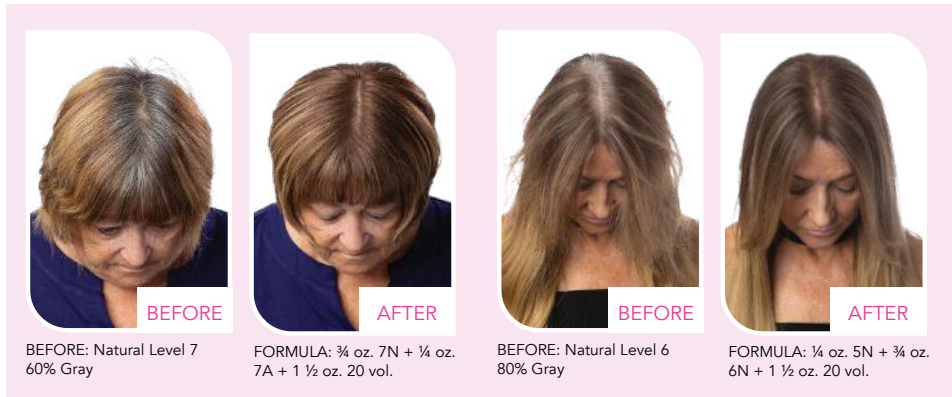
SAVE
14%

SAVE
12%



\$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 KC EXPRESS® Smoothing Treatment 4 oz.
1 Mixing Bowl
1 Applicator Brush
SALON VALUE \$112.00
KCX-19-ECSK



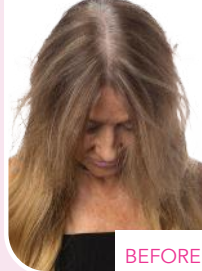
BEFORE

BEFORE: Natural Level 7
60% Gray



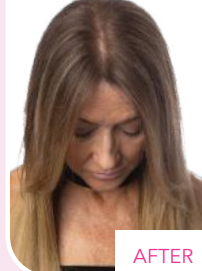
AFTER

FORMULA: ¾ oz. 7N + ¼ oz.
7A + 1 ½ oz. 20 vol.



BEFORE

BEFORE: Natural Level 6
80% Gray



AFTER

FORMULA: ¼ oz. 5N + ¾ oz.
6N + 1 ½ oz. 20 vol.

\$18.75 STOCK THE BACKBAR: LITER

Choose From:

- KCHYDRATE Moisture Shampoo
- KCHYDRATE Moisture Conditioner
- Keratin Care Smoothing Shampoo
- Keratin Care Smoothing Conditioner
- Color Care Smoothing Shampoo
- Color Care Smoothing Conditioner
- Timeless Color Fade Defy Shampoo
- Timeless Color Fade Defy Conditioner
- Keratin Volume Amplifying Shampoo
- Keratin Volume Amplifying Conditioner
- Blondeshell Debrass Shampoo
- Blondeshell Debrass Conditioner

- KCX-02-KCH33
- KCX-03-KCH33
- KCX-02-CAS33
- KCX-03-CAS33
- KCX-02-CC33
- KCX-03-CC33
- KCX-02-TML33
- KCX-03-TML33
- KCX-02-VOL33
- KCX-03-VOL33
- KCX-02-BLD33
- KCX-03-BLD33

SALON VALUE \$25.00

SAVE
25%



K18
BIOMIMETIC
HAIRSCIENCE



JULY ONLY

SAVE
20%

\$18.40
ASTROLIFT
REPARATIVE VOLUME
SPRAY 4 OZ.

SALON VALUE \$23.00
K18-12-ALV54



\$40.00
SHAMPOO & CONDITIONER LITER

Choose From:

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

SALON VALUE \$50.00

\$39.50
HOLIDAY KIT #1

Includes:

1 Leave-In Molecular Repair Mask 1.7 oz.
1 Airwash Dry Shampoo 1.6 oz.

K18-19-H261

\$32.00
HOLIDAY KIT #2

Includes:

1 Leave-In Molecular Repair Mask 1.7 oz.
1 HeatBounce Conditioning Heat
Protectant 1.6 oz.
1 Molecular Repair Hair Oil 0.34 oz.

K18-19-H262





SAVE
30%



JUMBO SALE SHAMPOO & CONDITIONER

Choose From:

- Ghost Shampoo 32 oz. **\$16.10** VRB-02-GT32
- Ghost Conditioner 32 oz. . . . **\$16.10** VRB-03-GT32
- Curl Shampoo 32 oz. **\$16.10** VRB-02-CLN32
- Curl Conditioner 32 oz. **\$16.10** VRB-03-CLN32
- Glossy Shampoo 32 oz. **\$16.10** VRB-02-GLN32
- Glossy Conditioner 32 oz. . . . **\$16.10** VRB-03-GLN32
- Volume Shampoo 32 oz. **\$16.10** VRB-02-VLN32
- Volume Conditioner 32 oz. . . . **\$16.10** VRB-03-VLN32
- Hydrate Shampoo 32 oz. **\$16.10** VRB-02-HYN32
- Hydrate Conditioner 32 oz. . . **\$16.10** VRB-03-HYN32
- Purple Shampoo 32 oz. **\$16.10** VVRB-02-PRP32
- Dandruff Shampoo 16 oz. . . . **\$12.60** VRB-02-DDP16

SALON VALUE UP TO \$23.00

Get your summer essentials in a stylish woven tote bag!

\$66.00 STYLIST BAG DEAL

SAVE
14%

Includes:

- 1 Curl Foaming Gel 6.7 oz.
- 1 Strong Finishing Spray 7 oz.
- 1 Volume Dry Texture Spray 5 oz.
- 1 Frizz Defense Smoothing Spray 5.4 oz.
- 1 Ghost Heat Defense Spray 5.5 oz.
- 1 Hydrate Leave In Mist 6.5 oz.
- 1 Hydrate Oil 2 oz.
- 1 Woven Bag

SALON VALUE \$77.00
VRB-25-JABD



SAVE
20%



\$13.60 JUMBO SALE STYLERS

Choose From:

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

SALON VALUE \$17.00



AVAILABLE AUGUST 1ST

NEW

Introducing Verb's second fragrance mist. This super-fine fragrance mist provides a long-lasting scent without any residue.



SAVE
25%

\$33.00 CURRANT + FLORAL HAIR + BODY MIST 5 OZ. BUY 3, GET 1 FREE

SALON VALUE \$44.00
VRB-25-AHBMB

OLAPLEX

NEW

N°.7 SHINE SERUM OIL MIST

KEY BENEFITS

- Instant weightless shine + replenishing hydration
- Visibly healthier looking hair and reduced breakage
- Hands free super-fine mist application for replenishment without disrupting styles
- 450°F Heat Protection

\$57.00
SHINE SERUM MIST
LAUNCH TRY ME

Purchase:
3 N°.7 Shine Serum Oil Mist 2 oz.

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

SALON VALUE \$73.00
OLX-25-JANO7

SAVE
22%

FREE



INSTANT SHINE.
96-HOUR HYDRATION.
ZERO WEIGHT.

\$19.00
N°.7 SHINE
SERUM OIL
MIST 2 OZ.
OLX-03-NO7S2



NEW

SIGNATURE HAIR & BODY MIST

KEY BENEFITS

- An instant boost of salon-fresh energy
- A refreshing, sparkling citrus scent with notes of grapefruit zest and sugared mint

LIMITED EDITION

\$14.00
SIGNATURE HAIR
& BODY MIST 2 OZ.
OLX-07-SHBF2



EDUCATION

OLAPLEX TOTAL TRANSFORMATION

Airtouch Blending: Seamless Blending & Healthier Blondes

Monday, Sept. 14, 2026

Learn how to use the AirTouch Blending Technique to create ultra-soft dimension, seamless blends, and consistently healthier blondes.

Danilo shares his approach to precision sectioning, controlled air direction, and strategic product placement to achieve luminous results without compromising the integrity of the hair.

Through a step-by-step demonstration, you'll learn how to customize AirTouch for different hair types and desired levels of brightness while maintaining strength, shine, and longevity using Olaplex Bond Building Technology™.

See page 21 for details



INSTRUCTED BY:
Danilo Bozic
@danilo.bozic

OLAPLEX

JULY & AUGUST

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



SAVE 25%

JULY ONLY



SUMMER TREATMENTS RETAIL SIZE

Choose From:

- N°.3PLUS Complete Repair Treatment 3.3 oz. **\$12.75** OLX-03-NO3P3
- N°.3PLUS Complete Repair Treatment 8.5 oz. **\$25.50** OLX-03-NO3P8
- N°.5 Moisturize & Mend Leave-In Conditioner 3.3 oz. **\$12.75** OLX-03-NO5M3
- N°.0.5 Scalp Longevity Treatment 1.7 oz. **\$16.50** OLX-03-NO5S1
- Rich Hydration Mask 6.76 oz. **\$15.75** OLX-03-RHM6
- Weightless Nourishing Mask 6.76 oz. **\$15.75** OLX-03-WNM6

SALON VALUE UP TO \$34.00

SAVE 20%

AUGUST ONLY



\$158.40 SALON INTRO KIT

Includes:

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

SALON VALUE \$198.00
OLX-19-SIK



PROFESSIONAL PRODUCTS

Choose From:

- Broad Spectrum Chelating Treatment 12.55 oz. **\$25.60** OLX-02-CT15
- 4-in-1 Moisture Mask 12.55 oz. **\$30.40** OLX-03-MM15
- N°.3PLUS Complete Repair Treatment 12.5 oz. **\$38.40** OLX-03-NO3P12
- Weightless Nourishing Mask 12.55 oz. **\$33.60** OLX-03-WNM12
- Rich Hydration Mask 12.55 oz. **\$33.60** OLX-03-RHM12
- Pro Scalp Rebalancing Concentrate 10x0.14 oz. **\$35.20** OLX-19-PSC10

SALON VALUE UP TO \$48.00



\$52.00 TRAVELING STYLIST KIT

Includes:

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

SALON VALUE \$65.00
OLX-19-TSK

LITER BLITZ



**SAVE
25%**

SHAMPOO & CONDITIONER LITER DUOS

Choose From:

Awaken Liter Duo	\$60.00	SUR-19-JAAL
Trinity Liter Duo	\$60.00	SUR-19-JATL
Curls Liter Duo	\$67.50	SUR-19-JACL
Bassu Liter Duo	\$59.25	SUR-19-JABAL
Pure Blonde Violet Liter Duo . .	\$72.25	SUR-19-JAPBL
Blowout Liter Duo	\$64.13	SUR-19-JABLL
All In Liter Duo	\$54.00	SUR-19-JAAIL

SALON VALUE UP TO \$97.00

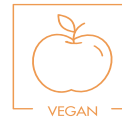
OPEN STOCK LITERS

Choose From:

Awaken Shampoo	\$32.00	SUR-02-A32
Awaken Conditioner	\$32.00	SUR-03-A32
All In Shampoo	\$28.80	SUR-02-AIOL
All In Conditioner	\$28.80	SUR-03-AIOL
Bassu Shampoo	\$31.60	SUR-02-BM32
Bassu Conditioner	\$31.60	SUR-03-BM32
Bassu Masque	\$50.80	SUR-03-BMM32
Blowout Shampoo	\$34.20	SUR-02-BO32
Blowout Conditioner	\$34.20	SUR-03-BO32
Curls Shampoo	\$36.00	SUR-02-CU32
Curls Conditioner	\$36.00	SUR-03-CU32
Pure Blonde Violet Shampoo	\$38.80	SUR-02-PBV32
Pure Blonde Violet Conditioner . . .	\$38.80	SUR-03-PBV32
Purify Shampoo	\$28.80	SUR-02-PS32
Trinity Shampoo	\$32.00	SUR-02-T32
Trinity Conditioner	\$32.00	SUR-03-T32
Trinity Protein Cream	\$67.20	SUR-03-TPC32
Trinity Protein Repair Tonic	\$39.20	SUR-03-TRT32

SALON VALUE UP TO \$84.00

**SAVE
20%**





**SAVE
20%**



SUMMER HAIR REPAIR

Choose From:

- Bassu Moisture Shampoo 10 oz. **\$16.00** SUR-02-BM10
- Bassu Moisture Conditioner 8 oz. **\$16.00** SUR-03-BM8
- Bassu Masque 6 oz. **\$16.20** SUR-03-BMM6
- Bassu Moisture Bond 2.3 oz. **\$17.60** SUR-03-BMB2
- Bassu Gold Hydrating Oil 2 oz. **\$15.20** SUR-03-BMGO2
- Bassu Moisture Mist 5.5 oz. **\$15.20** SUR-03-BMM5
- Bassu Moisture Oil 2 oz. **\$16.20** SUR-03-BMO2



SALON VALUE UP TO \$17.60

**SAVE
20%**

JULY ONLY

**SUMMER
GO-TO'S**

Choose From:

- Awaken Mist 4 oz. **\$14.40** SUR-03-AM4
- Blowout Smoothing Balm 4 oz. **\$16.40** SUR-12-BOSB4
- Push Styling Powder 0.353 oz. **\$15.40** SUR-12-PP.34
- Taffy Whip 4 oz. **\$16.20** SUR-12-TW4

SALON VALUE UP TO \$20.50

**SAVE
UP TO
20%**

AUGUST ONLY

2 FOR \$32.00
HAIR LOSS AWARENESS
MIX & MATCH

Choose From:

- Awaken Shampoo 10 oz.
- Awaken Conditioner 6 oz.
- Awaken Blow Dry Foam 6 oz.
- Awaken Thickening Spray 4 oz.
- Awaken Protein Mousse 8.8 oz.
- Awaken Hairspray 10 oz.
- Awaken Texture Spray 4 oz.

SALON VALUE UP TO \$37.00
SUR-25-JAHLA

**SAVE
20%**

AUGUST ONLY

**PURE
BLONDE
VIOLET**

**SUMMER
COLOR
CARE SALE**

Choose From:

- Violet Shampoo 9 oz. **\$16.80** SUR-02-PBV9
- Violet Conditioner 7 oz. **\$14.00** SUR-03-PBV7
- Violet Toning Spray 4 oz. **\$13.60** SUR-03-PBLI4
- Violet Nourishing Masque 6 oz. **\$16.60** SUR-03-PBNM4
- Violet Blow Dry Cream 4 oz. **\$14.00** SUR-12-PBBDC

SALON VALUE UP TO \$20.75

**SAVE
25%**

AUGUST ONLY

**PURE
COLOR™**

**COLOR OBSESSED
LIGHTENER SALE**

Choose From:

- Pure Blonde Ultra Lift Charcoal Lightening Powder 15.8 oz. **\$37.00** SUR-04-PBCP
- Pure Blonde Lightening Powder 15.87 oz. **\$36.00** SUR-04-PBLP

SALON VALUE UP TO \$37.00



NEW

FAST

7 new shades of 10-minute color with full gray coverage, rich long-lasting results, and hair that shines and feels soft



SAVE 10%

\$8.10
FAST COLOR 2.11 OZ.

Choose From:

- | | |
|------------------|------------|
| 1.0 Black | TRS-04-T1N |
| 3.0 Dark Brown | TRS-04-T3N |
| 4.0 Medium Brown | TRS-04-T4N |
| 5.0 Light Brown | TRS-04-T5N |
| 6.0 Dark Blond | TRS-04-T6N |
| 7.0 Medium Blond | TRS-04-T7N |
| 8.0 Light Blond | TRS-04-T8N |

SALON VALUE \$9.00



SAVE 10%

\$30.60
LIGHTENING POWDER 17.64 OZ.

Choose From:

- | | |
|-------------------------------|--------------|
| Air Libre Lightening Powder | TRS-04-ALB17 |
| Blanc Blond Lightening Powder | TRS-04-BLE17 |

SALON VALUE \$34.00



SAVE 10%

\$23.85
AMINO 7.6 OZ.

SALON VALUE \$26.50
TRS-03-AMIN7



SAVE 10%

\$61.20
STOP DAMAGE NO METAL PROTECT FLUID 16.9 OZ.

SALON VALUE \$21.50
TRS-03-NMP16





TRUSS
PROFESSIONAL

NEW

COLOR SHIELD SYSTEM



Repairs and strengthens color-treated hair, delivers 12 weeks of protection, intense shine, and 7x less breakage



SAVE 15%

\$118.15 COLOR SHIELD ANTIOXIDANT REPAIR SERVICE

- Includes:**
- 1 Color Shield Shampoo Liter
 - 1 Color Shield Conditioner Liter
 - 1 Color Shield Active Hair Booster 8.4 oz.
 - 1 Color Shield Leave-in 6.7 oz.

SALON VALUE \$139.00
TRS-25-JACSA



SAVE 13%



\$163.87 COLOR SHIELD COLOR REFRESH SERVICE

- Includes:**
- 2 Developers 32.12 oz. (Your Choice)
 - 4 Hair Dye 2.11 oz. (Your Choice*)
 - 1 Color Shield Conditioner Liter
 - 1 Color Shield Active Hair Booster 8.4 oz.
 - 1 Color Shield Leave-In 6.7 oz.
 - 1 Color Shield Shampoo Liter

SALON VALUE \$189.80
TRS-25-JACRS



*Excludes new Fast Color.



LITER SALE



FREE
Pump For
Each Liter!

SAVE
30%

LITER DUO SALE

Choose From:

- Daily Collection Duo **\$28.50** LOM-19-JADLD
- Moisturizing Collection Duo **\$31.50** LOM-19-JAMLD
- Nourishing Collection Duo **\$34.50** LOM-19-JANLD
- Fragrance Free Collection Duo **\$36.50** LOM-19-JAFFLD
- Violet Collection Duo **\$34.35** LOM-19-JAVLD

SALON VALUE UP TO \$51.00



SAVE
35%

OPEN STOCK LITER SALE

Choose From:

- Calming Crème **\$15.66** LOM-12-CMC33
- Deep Conditioner **\$17.20** LOM-03-DC33

SALON VALUE UP TO \$24.00

Essentials by LOMA[™]



CLEANSE & CONDITION LITER DUOS



SAVE
30%

\$41.60
COLLECTION DUOS 33 OZ.

Choose From:

- Max Shine **LOM-19-JAMLD**
- Healthy Scalp **LOM-19-JAHLD**

SALON VALUE \$54.00

ESSENTIALS TOTE

SAVE
30%

\$37.45 HEALTHY SCALP SALON INTRO TOTE

Includes:

- 1 Shampoo 12 oz.
- 1 Conditioner 12 oz.
- 1 Style Crème 6.7 oz.
- 1 Treatment 3.4 oz.
- 1 **FREE** Tote

LOM-19-EHSTI



\$46.20 MAX SHINE SALON INTRO TOTE

Includes:

- 1 Shampoo 12 oz.
- 1 Conditioner 12 oz.
- 1 Control Crème 6.7 oz.
- 1 Masque 6.7 oz.
- 1 Spray 2 oz.
- 1 **FREE** Tote

LOM-19-EMSTI



Aloxxi



SAVE
20%

\$24.00
TAME THE WILD. KEEP
THE STYLE! E7 LITERS

Choose From:
E7 Anti-Frizz Shampoo ALX-02-E733
E7 Anti-Frizz Conditioner ALX-03-E733
SALON VALUE \$30.00



SAVE
20%

\$22.00
LITER SALE

Choose From:
Clarifying Shampoo ALX-02-CLA33
Hydrating Shampoo ALX-02-HL
Hydrating Conditioner ALX-03-HL
Reparative Shampoo ALX-02-RSL
Reparative Conditioner ALX-03-RCL
Violet Shampoo ALX-02-VIOL
Volumizing Shampoo ALX-02-VSL
Volumizing Conditioner ALX-03-VSL
SALON VALUE \$27.50

\$27.00
INSTABOOST CONDITIONING
MASQUE 6.8 OZ.
**BUY 2,
GET 1 FREE**

Choose From:
Strictly Platinum
Ultimate Platinum
Golden Heiress
Gloss Boss
SALON VALUE \$40.50
ALX-25-JAICM



SAVE
33%

HAIR MASK 6.8 OZ.
**BUY 1, GET 1
50% OFF**

MIX & MATCH
Choose From:
E7 Anti-Frizz Hair Mask
Reparative Treatment Masque
InstabooSt Conditioning Mask Gloss Boss
SALON VALUE UP TO \$30.00
ALX-25-JAHM



SAVE
25%

SAVE
17%

AVAILABLE AUGUST 13th-26th

IT'S A TWO WEEK COLOUR PARTY!



ALOXXI COLOUR 2 OZ.
BUY 10, GET 2 FREE

Choose From:
ANDIAMO Express Permanent ... **\$89.50** ALX-25-JAAND
CHROMA Permanent Creme ... **\$85.00** ALX-25-JACHR
TONES Demi-Permanent ... **\$85.00** ALX-25-JATON
SALON VALUE UP TO \$107.40



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

VISIT TRUBEAUTYCONCEPTS.COM FOR THE FULL SCHEDULE

CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 <p>BABE MASTERY TOUR CERTIFICATION</p>	<p>SUNDAY-MONDAY AUGUST 23-24, 2026 \$599 • 10AM-4PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>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, Tape-In, Fusion and Sew-In Wefts.</p>
	<p>SUNDAY-MONDAY AUGUST 30-31, 2026 \$599 • 10AM-4PM</p>	<p>CUTS-N-STUFF 1104 W High Street Ebensburg, PA 15931</p>	
 <p>WELLA COLOR CORRECTION 101 SEMINAR</p>	<p>MONDAY SEPTEMBER 14, 2026 \$99 • 10AM-4PM</p>	<p>ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852</p>	<p>A seminar designed with all levels of colorists in mind. Learn to understand the principles behind color correction with a straight forward approach. This seminar covers commonly experienced corrective scenarios: too dark, too light, too warm, too cool and how to troubleshoot.</p>
 <p>MILBON COLOR DISCOVERY</p>	<p>MONDAY SEPTEMBER 21, 2026 \$99 • 10AM-3PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>This is an interactive look-and-learn color party where stylists dive into Milbon Color and Milbon Lighteners learning fearless formulation, playful experimentation, and real-world application. You'll mix, lift, and create with confidence while learning the core concepts that make gorgeous, predictable results feel effortless behind the chair.</p>
 <p>HEAD SPA 102 WITH ERIN ELLIOT</p>	<p>MONDAY SEPTEMBER 28, 2026 \$199 • 10AM-2PM</p>	<p>ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852</p>	<p>This live look-and-learn class is designed to demonstrate effective scalp therapy techniques, massage methods, and seamless service flow through a guided model presentation. Observe how to create a calming, elevated HeadSpa experience while gaining a deeper understanding of treatment execution, pacing, and client comfort.</p>
 <p>THRIVE BEHIND THE CHAIR WITH BETH DEPALMA</p>	<p>MONDAY OCTOBER 5, 2026 \$99 • 10PM-2PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>A 4 hour transformative experience designed to explore the difficult situations stylists face and encourage deep self-reflection. We will dive into the common causes of burnout, rewrite scripts for better communication, discuss healthy boundaries and techniques to help you recharge.</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 Danilo Bozic

AIRTOUCH BLONDING: SEAMLESS BLONDING & HEALTHIER BLONDES

Learn how to use the AirTouch Blonding Technique to create ultra-soft dimension, seamless blends, and consistently healthier blondes. Learn how to customize AirTouch for different hair types and desired levels of brightness in a step-by-step demonstration.

\$75
Monday, Sept. 14, 2026 | 10AM - 2PM
SOUTHAMPTON 109 Street Road
Southampton, PA 18966



Danilo Bozic
@danilo.bozic

An internationally recognized hairstylist and educator with a substantial following of over 330,000 across his social media platforms.

SURFACE SANCTUARY WELLNESS RETREAT

2 DAY EVENT

A transformational experience designed exclusively for hairstylists and salon owners eager to find work and life balance.

DAY 1

- Surface 5 Scenes Experience: PK, Treatments & Live Demos
- HHH: Healthy Mind & Body, Healthy Finances, Healthy Business
- Vision Board Journaling & Yoga Session

DAY 2

- Create 3 Looks: Glamour Waves, Classic Blowout, & Trend Updo
- Mapping, Sectioning, Blow-Dry Technique & Proper Tool Placement
- Discover & Apply The Right Products To Support Your Finished Look



2 DAYS: \$149 | 1 DAY: \$99 EACH
Monday & Sunday, Sept. 27-28, 2026 | 9AM - 5PM & 9AM - 2PM
SOUTHAMPTON 109 Street Road
Southampton, PA 18966

CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 ALFAPARF MILANO MASTER COLORIST 2	SUNDAY & MONDAY OCTOBER 11-12, 2026 \$500 • 10AM-5PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	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.
 BERODIN ADVANCED WAX TECHNIQUES	SUNDAY OCTOBER 25, 2026 \$75 • 10AM-2PM MONDAY OCTOBER 26, 2026 \$75 • 10AM-2PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road Southampton, PA 18966	The latest and greatest technology in polymer formulation makes this a best-selling wax in the industry. Not only is it gentle on the skin, it's strong for hair removal. Berodin's low temperature waxes stay flexible, giving your clients a superior experience. Receive a \$50 product credit!

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.

HOTHEADS®



NEW

STYLIST MASTERY RING

FEATURES ALL 31 SHADES AND 3 METHOD TABS

10" REMY HAIR SWATCHES

PREMIUM QUALITY FOR CONFIDENT INSTALLS

MASTER EVERY CONSULTATION

One ring. Every shade. Every method.

Designed to simplify installs and elevate every client match.



SOLARIS

\$14.00

SOLARIS RADIANCE
ENHANCING MASK
16.9 OZ.

Choose From:

Fine Hair SOL-03-FHM16

Thick Hair SOL-03-THM16

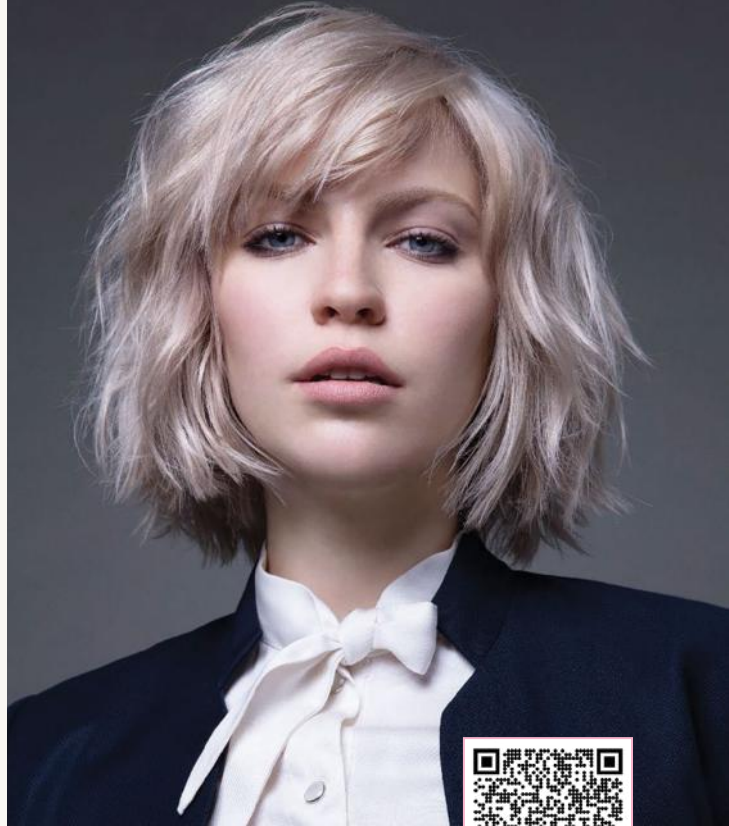
SALON VALUE \$20.00



SAVE
30%

EUGÈNE PERMA

PROFESSIONNEL | PARIS



SAVE
20%

\$7.00

SOLARIS ULTIMATE
TONERS 2.03 OZ.

Choose From:

T*31 Agate Cream SOL-04-T031

T*21 Aventurine Grey SOL-04-T021

T*2 Quartz Beige SOL-04-T*2

T*17 Nacre Cork SOL-04-T017

T*7 Jade Grey SOL-04-T07

T*1 Labradorite Ash SOL-04-T01

SALON VALUE \$8.75



SAVE
20%

SOLARIS RANGE

Choose From:

- Poudr7 Bleaching Powder 15.87 oz. **\$30.60** SOL-04-BLCPW
- Poudr6 Bleaching Powder 15.87 oz. **\$30.60** SOL-04-FFAL
- P9 Super Intensive Bleaching Powder 15.87 oz. **\$32.12** SOL-04-P9
- P0% Ammonia-Free Lightening Powder 15.87 oz. **\$34.76** SOL-04-P0
- Huil4 Lightening Oil 16.9 oz. **\$16.88** SOL-04-LGTOL
- Lait Neutralizing Milk 16.9 oz. **\$28.00** SOL-04-LNMLK
- Pat7 Lightening Paste 8.82 oz. **\$21.96** SOL-04-PAT7
- Demaq Compact Color Remover 12 x 0.88 oz. **\$72.00** SOL-19-DEMAK

SALON VALUE UP TO \$90.00

\$118.20

CARMEN RITUEL
AMMONIA-FREE

Purchase:

12 Carmen Rituel Shades 2.03 oz.

(Your Choice)

Receive **FREE**:

3 Detangle Brushes

SALON VALUE \$168.39

CRU-25-JAR1



SAVE
30%



FREE

\$210.00

CARMEN

Purchase:

24 Carmen Shades 2.03 oz.

(Your Choice)

Receive **FREE**:

3 Detangle Brushes

3 Developer Liter (Your Choice)

SALON VALUE \$292.89

CRU-25-JACRU



SAVE
28%

FREE





POWER YOUR BACKBAR.



SAVE 25%



YELLOW LITERS

Choose From:

- Color Care Shampoo **\$11.81** YLW-02-CC50
- Nutritive Nourishing Shampoo . . . **\$11.81** YLW-02-NRH33
- Repair Reporative Shampoo **\$11.81** YLW-02-RPR33
- Repair Reporative Conditioner **\$13.00** YLW-03-RPR33

SALON VALUE UP TO \$17.33



SAVE 25%



STYLER SAVINGS

Choose From:

- Fun Raiser Volumizing Dry Texture Spray 8.5 oz. **\$8.99** BSH-05-FRDT8
- Spritz & Stay Volumizing Hairspray 10 oz. **\$8.61** BSH-05-SP10
- Spritz & Stay Harder Firm Volumizing Hairspray 10 oz. **\$8.61** BSH-05-SPH10
- Spritz & Stay Intense Hold Hairspray 8.5 oz. **\$8.24** BSH-05-SS8
- Spritz & Stay Intense Hold Hairspray 9 oz. **\$8.61** BSH-05-SS9
- Volume Flex Texture Spray 5.8 oz. **\$8.61** BSH-05-VFT5
- Weather Proof Frizz Control Spray 5 oz. **\$8.61** BSH-05-WPSS5
- Powder Play Volumizing and Texturizing Powder 0.53 oz. **\$8.24** BSH-12-PP53
- Root Pump Volumizing Spray Mousse 10 oz. **\$8.61** BSH-12-RP10
- Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10 oz. . . **\$8.61** BSH-12-RPP10

SALON VALUE UP TO \$11.98



SAVE
25%

\$23.18
DUO BUNDLES*

Buy Shampoo, Get Conditioner
50% OFF

Choose From:

- Repair+Keratin KRT-25-RKDJA
- Strength+Vegan KRT-25-BMDJA

SALON VALUE \$30.90

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



\$54.95
THE HERO
5-PACK BUNDLE
REPAIR+KERATIN

Includes:

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

SALON VALUE \$79.25
KRT-25-HROJA

SAVE
31%



\$23.18
STYLE+KERATIN RAPID
RESCUE 4.2 OZ.
BUY 2,
GET 25% OFF

SALON VALUE \$30.90
KRT-25-RPRJA



SAVE
25%

SAVE
UP TO
33%



FREE

BUY ONE 16.9 OZ TREATMENT,
GET 7 FREE ITEMS

Purchase (Your Choice):

- 1 BrazilianX ONE Smoothing Treatment**\$249.95** KRT-25-BRXJA
- 1 Brazilian Renewal**\$224.95** KRT-25-BJA26
- 1 Pure Renewal Plus**\$224.95** KRT-25-PRPJA
- 1 Extreme Renewal**\$224.95** KRT-25-EXRJA
- 1 Crème de Cocoa Extreme Renewal**\$224.95** KRT-25-CCEJA

Receive **FREE**:

- 1 Clean Start 16.9 oz.
- 1 Daily Smoothing Cream 6.8 oz.
- 1 Rapid Rescue 4.2 oz.
- 1 Argan Oil 1.7 oz.
- 1 Ultra-Fast Blow Dry Mist 4.2 oz.
- 1 Define, Shine & Style Cream 4.2 oz.
- 1 Volumizing and Styling Foam 6 oz.

SALON VALUE UP TO \$361.00



\$47.93
BACKBAR LITER DUOS
Buy Shampoo, Get Conditioner**
50% OFF

Choose From:

- Color Protect Shampoo
- KeratinFixx Repair Shampoo
- Moisture Shampoo
- Bamboo Miracle Smooth & Repair Shampoo
- Totally Blonde Toning Shampoo

SALON VALUE \$63.90

**Your Choice

SAVE
25%

- KRT-25-CPPJA
- KRT-25-KFRJA
- KRT-25-MTPJA
- KRT-25-BMPJA
- KRT-25-TBPJA

nioxin
— PRO CLINICAL —



AUGUST ONLY

HAIR LOSS MONTH



\$19.95
SYSTEM KITS*

Choose From:

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

SALON VALUE \$28.50



\$42.40
LITER DUOS

SAVE
20%

Choose From:

- SYSTEM 1 NIX-25-JAS1D
- SYSTEM 2 NIX-25-JAS2D
- SYSTEM 3 NIX-25-JAS3D
- SYSTEM 4 NIX-25-JAS4D

SALON VALUE \$53.00



\$19.25
SYSTEM KITS*

Choose From:

- SCALP RECOVERY NIX-19-RCVYK
- SCALP RELIEF NIX-19-SRK

SALON VALUE \$27.50

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

SAVE
30%

TREATMENTS

Choose From:

- DENSITY DEFEND Anti-Breakage Strengthening Mask 16.9 oz. **\$18.55** NIX-03-DM16
- DENSITY DEFEND Anti-Breakage Strengthening Mask 5 oz. **\$9.45** NIX-03-DM5
- DENSITY DEFEND Hair Booster Serum 3.3 oz. **\$19.25** NIX-03-HBS3
- Night Density Rescue Serum 2.3 oz. **\$17.50** NIX-03-NDR2
- ULTIMATE POWER Hair Fall Defense Serum 2.3 oz. **\$17.50** NIX-03-UPS2

SALON VALUE UP TO \$27.50





NEW

GLASS LIQUID LAYER

An instant leave-in spray treatment crafted for professional salon use. Deliver glass-like shine, frizz control, and humidity protection for up to 3 days—lasting even after the next wash.

\$55.00
 ULTIMATE SMOOTH GLASS LIQUID LAYER 6.2 OZ.

WEL-03-USGL6



WELLATM
 PROFESSIONALS



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.



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

D U  M O



NEW

STYLING

By combining modern performance with care-driven formulation, each product works as part of a larger system – supporting the structure of the hair while delivering elevated, wearable results. These formulas don't just style; they act as a defense strategy, helping to protect the fiber, preserve color vibrancy, and maintain hair quality over time.

SAVE 24%



\$106.50
STYLE RADIANT & NOURISH

Purchase:
3 Radiant Shine Spray 9.7 oz.
Receive 50% OFF:
3 Nourish Hydrating Cream 6.76 oz.
SALON VALUE \$139.50
DUO-25-JARN

SAVE 24%



\$108.00
STYLE RADIANT & AMPLIFY

Purchase:
3 Radiant Shine Spray 9.7 oz.
Receive 50% OFF:
3 Amplify Texture Spray 9.7 oz.
SALON VALUE \$142.50
DUO-25-JARA

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



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

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

D U ◊ M O



ULTRA PURE PIGMENTS

SAVE
40%

Duomo Ultra-Pure pigments stand out from the rest. Their exceptional quality and ability to deliver brilliant, customizable results make them a unique choice for professional hair colorists.

\$99.00

ULTRA PURE PIGMENTS

Includes:

- 10 Ultra Pure Pigments 2 oz.
(Pink Pink, Red Violet, Red Red, Copper Copper, Yellow Yellow, Violet Violet, Blue Ash, Dark Ash, Light Violet, Light Ash)
- 1 Liquid IQ 5 Volume 30.4 oz.
- 1 Activator 20 Volume 30.4 oz.
- 1 Paper Chart

SALON VALUE \$165.00

DUO-25-JAP



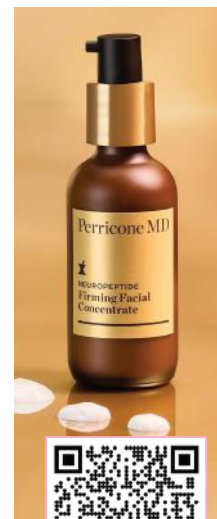
Perricone MD

NEUROPEPTIDE

Designed to address mature skin concerns such as sagging skin, deep wrinkles and loss of elasticity.

NEW

SAVE
15%



NEUROPEPTIDE COLLECTION

Choose From:

The Cleansing Balm 3.4 oz.	\$25.08	PMD-07-NPCB3
Pore-Refining & Resurfacing Cream Cleanser 6 oz.	\$25.08	PMD-07-NPCC6
Deep Crease Serum 1 oz.	\$80.33	PMD-07-NPCS1
Corrective Brightening Under-Eye Cream 0.5 oz.	\$54.83	PMD-07-NPEC.5
Eyelid Lift Serum 0.5 oz.	\$54.83	PMD-07-NPES.5
Firming Facial Concentrate 2 oz.	\$84.58	PMD-07-NPFC2
Pro-Strength Firming Moisturizer 2 oz.	\$80.33	PMD-07-NPFM2
Rejuvenating Moisturizer Broad Spectrum SPF 25 1 oz. ...	\$46.33	PMD-07-NPRMSPF1

SALON VALUE UP TO \$99.50

G.A.M.A.[®]

ITALY | PROFESSIONAL

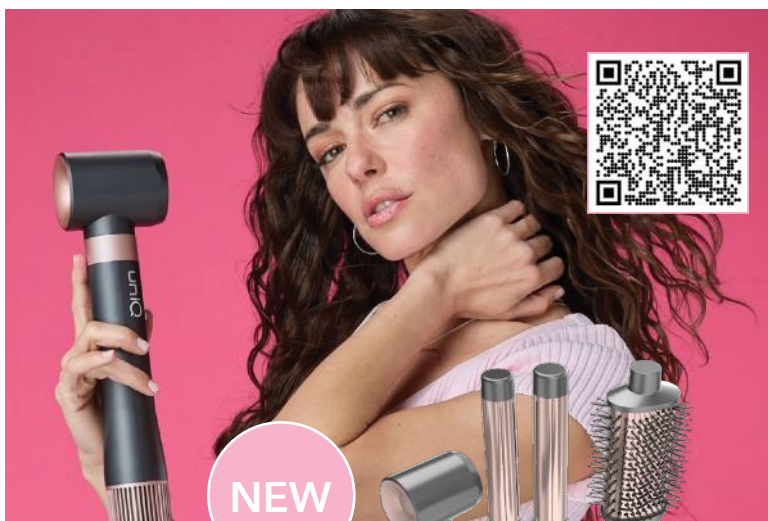
NEW



\$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.



LIMITED EDITION

BEACH BUM COLLECTION

Choose From:

- Pop Up Foil 5x11 500 Sheets **\$23.99** FMR-10-500BUM
- Embossed Foil Roll 320 Feet **\$19.99** FMR-10-EBMBUM
- Big Daddy Pintail Color Brush 2 Pack . . . **\$9.99** FMR-10-BDPBUM
- Detangle Brush **\$10.49** FMR-15-DTBUM
- Gator Grip Clips 4 Pack **\$10.29** FMR-10-GGBUM
- Paddle Daddy **\$11.99** FMR-10-PDBUM



SAVE 24%

\$12.99
STAR STRUCK SILVER
POP UP FOIL

SALON VALUE \$16.99
FMR-10-500SL



SAVE 20%

\$7.99
KOLOR KILLER
WIPES 100 COUNT

SALON VALUE \$9.99
FMR-10-KKWWT



SAVE 20%

\$11.99
PINK PAWS POWDER
FREE NITRILE GLOVES
100 COUNT

Choose From:

- Small FMR-10-PGSMML
- Medium FMR-10-PGMED
- Large FMR-10-PGLRG

SALON VALUE \$14.99



DevaCurl® ♥

BIGGER BOTTLES, BIGGER SAVINGS

20% OFF ALL LITERS

RESTOCK YOUR BACKBAR WITH THE ESSENTIALS



\$20.00 JUMBO SIZES

Choose From:

- CURLBOND Cleanser 32 oz.
- CURLHEIGHTS Cleanser 32 oz.
- NO-POO DECADENCE Cleanser 32 oz.
- NO-POO ORIGINAL Cleanser 32 oz.
- CURLBOND Conditioner 32 oz.
- CURLHEIGHTS Conditioner 32 oz.

- DEV-02-CB32
- DEV-02-CH32
- DEV-02-DNP32
- DEV-02-NP32
- DEV-03-CB32
- DEV-03-CH32

- ONE CONDITION DECADENCE Conditioner 32 oz.
- MIST OF WONDERS LEAVE-IN Spray 24 oz.
- ONE CONDITION ORIGINAL Conditioner 32 oz.
- LIGHT DEFINING GEL Styler 32 oz.
- ULTRA DEFINING GEL Styler 32 oz.
- SALON VALUE \$25.00

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



CHRISTOPHE ROBIN PARIS



SAVE 20%



SUMMER LITERS

Choose From:

- Purifying Shampoo.....\$44.00 CRR-02-PPT16
- Purifying Conditioner Gelée.....\$44.00 CRR-03-DG33
- Colour Shield Shampoo.....\$34.00 CRR-02-CSP33
- Colour Shield Mask.....\$44.00 CRR-03-CSM33
- Delicate Volumizing Shampoo.....\$34.00 CRR-02-DVP33
- Delicate Volumizing Conditioner.....\$44.00 CRR-03-VC33
- Hydrating Shampoo.....\$30.40 CRR-02-HP33
- Hydrating Melting Mask.....\$41.60 CRR-03-HMM33
- Regenerating Shampoo.....\$35.20 CRR-02-RG33

SALON VALUE UP TO \$55.00



SULFATE FREE



PARABEN FREE



GLUTEN FREE



FORMALDEHYDE FREE



CRUELTY FREE

curlisto TOGETHER WE CURL



PUMP INCLUDED!

SAVE 25%

\$21.38 LITER SALE

Choose From:

- The Curly One Shampoo CUL-25-COSLP
- The Curly One Conditioner CUL-25-COCLP
- The Curly One Shampoo Plus CUL-25-CSPP
- The Curly One Conditioner Plus CUL-25-CCPP
- The Light One Styling Gel CUL-25-LOGP
- The Strong One Styling Gel CUL-25-SOGP

SALON VALUE UP TO \$28.50

Babe
HAIR EXTENSIONS®



**Babe's big
summer
blowout.**

**20% OFF
sitewide.**



This sale only happens

once a year.

✓ EDUCATION: MASTERY TOUR CERTIFICATION

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, Tape-In, Fusion and Sew-In Wefts.

\$599
**SUNDAY, AUG. 23 +
MONDAY AUG. 24, 2026**
10AM - 4PM
SOUTHAMPTON
109 Street Road
Southampton, PA 18966

\$599
**SUNDAY, AUG. 30 +
MONDAY AUG. 31, 2026**
10AM - 4PM
CUTS-N-STUFF
1104 W High Street
Ebensburg, PA 15931



Includes A Deluxe Starter Kit

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.**





SAVE 30%

SUMMER LITER SALE

Bigger bottles, hotter deals!

\$14.00
SHAMPOO 32 OZ.

Choose From:

Color Protection **ABA-02-COP32**

Gentle **ABA-02-GEN32**

Moisture **ABA-02-MOI32**

SALON VALUE \$20.00

\$14.70
CONDITIONER 32 OZ.

Choose From:

Color Protection **ABA-03-COP32**

Gentle **ABA-03-GEN32**

Moisture **ABA-03-MOI32**

SALON VALUE \$21.00



TOCCOMAGICO

[CRAFT YOUR ARTISTRY]

DELIVER A STATEMENT OF TIMELESS LUXURY



**FRESH LOOKS,
NEW SHADES**

SAVE 25%

\$7.88
COLOR-TON
PERMANENT HAIR
COLOR 3.3 OZ.

Choose From:

5MF **TCM-04-5MF**

6MF **TCM-04-6MF**

7MF **TCM-04-7MF**

5FM **TCM-04-5FM**

8FM **TCM-04-8FM**

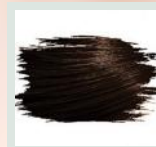
Pearl **TCM-04-PEARL**

Silver **TCM-04-SILVER**

SALON VALUE \$10.50



• 3 Cool Browns



5.81 MF
Cool Brown
Light Brown

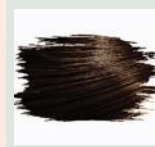


6.81 MF
Cool Brown
Dark Blonde



7.81 MF
Cool Brown
Blonde

• 2 Fashion Browns



5.05 FM
Marron Glace

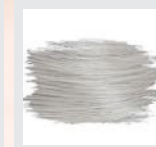


8.05 FM
Hazelnut

• 2 Toners, Pearl & Silver



PEARL



SILVER

JULY 1-15 ONLY

SAVE
25%



TOP 5 PRIME PREVIEW

Choose From:

Recovery Shampoo 17 oz.	\$29.25	VTU-02-REC17
Recovery Shampoo 8 oz.	\$16.50	VTU-02-RECO8
Recovery Shampoo 2 oz.	\$6.75	VTU-02-RECO2
Recovery Conditioner 17 oz.	\$33.75	VTU-03-REC17
Recovery Conditioner 6.7 oz.	\$16.50	VTU-03-RECO6
Recovery Conditioner 2 oz.	\$6.75	VTU-03-RECO2
Healing Oil 1.7 oz.	\$17.25	VTU-03-HOL1
Healing Oil NFS 1.7 oz.	\$14.40	VTU-03-NHO1
Healing Oil 0.6 oz.	\$9.75	VTU-03-HOL6
Restorative Treatment Masque 5 oz.	\$26.25	VTU-03-MBG5
Restorative Treatment Masque NFS 5 oz.	\$22.31	VTU-03-NMBG5
Restorative Treatment Masque 1.7 oz.	\$13.50	VTU-03-MSML1
Restorative Treatment Masque 0.5 oz.	\$12.00	VTU-03-MSM.5
6-In-1 Styler 4 oz.	\$14.25	VTU-12-6N1S4
6-In-1 Styler NFS 4 oz.	\$11.48	VTU-12-N6N1S4
6-In-1 Styler 2 oz.	\$7.50	VTU-12-6N1S2

SALON VALUE UP TO \$45.00

AVAILABLE AUGUST

SAVE
17%

NEW



\$80.00

6-IN-1 FLEXIBLE HOLD
HAIRSPRAY 5.8 OZ.

BUY 5, GET 1 FREE

SALON VALUE \$96.00

VTU-25-A6N1S

\$16.00

6-IN-1 FLEXIBLE HOLD
HAIRSPRAY 5.8 OZ.

VTU-05-6N1S5



VIRTUE®

Real science. True beauty.

NEW

HEALING GLOSS

Repair that
Radiates

Premium add-on
service for cut
and style or retail
hero for between-
appointment
radiance.



Ultra smooth hair through 5 washes*
2.5x more shine, instantly*
Repairs damage at the core*

SAVE
20%



SAVE
17%



\$110.00

HEALING GLOSS 8 OZ.

**BUY 5,
GET 1 FREE**

SALON VALUE \$132.00

VTU-25-JAHO

\$136.00

HEALING GLOSS
INTRO

Purchase:

- 3 Healing Gloss 8 oz.
- 1 Recovery Shampoo 17 oz.
- 1 Recovery Conditioner 17 oz.

Receive FREE:

- 3 Healing Gloss 8 oz.
- SALON VALUE \$216.00
- VTU-25-JALS

\$22.00

HEALING GLOSS 8 OZ.

VTU-03-HG8

*Independent, third party bioinstrumentation clinical study

ORILAB

A U S T R A L I A



SAVE
20%

20% OFF BRAND WIDE SALE*



*Some exclusions may apply.



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



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.

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

SAVE
20%

NAK HAIR

A U S T R A L I A



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

LIQUID GLOSS

A no base-break colour, designed for gentle no-lift toning and demi-colouring techniques. Replenishing hydration, condition and shine each time you gloss.



NAK HAIR

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

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

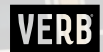
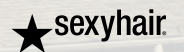
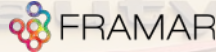
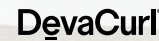
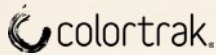
SALON VALUE \$132.25

NAK-25-LGSM



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.



SCAN THE CODE TO SHOP ALL THESE BRANDS TODAY!

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts

