

tru beauty

C O N C E P T S



SEPTEMBER | OCTOBER 2025

HOLIDAY
EDITION



NEW

EUGÈNE
PERMA
REPAIRING
MASKS
page 3

NEW

OLAPLEX
MASKS
SAVE 25%
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Photo courtesy of Eugène Perma

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SCAN NOW TO SHOP
SEPTEMBER | OCTOBER
PROMOTIONS

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts



WELCOME TO OUR HOLIDAY 2025 EDITION

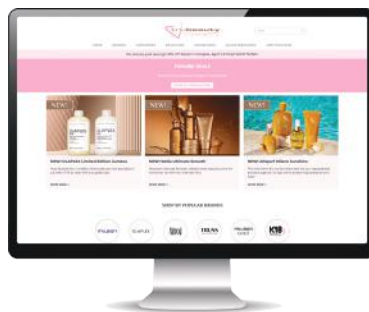
Find the perfect gifts, stocking stuffers and savings to offer your clients this holiday season.
Don't forget something for yourself!



5 EASY WAYS TO ORDER

- ◆ Online ordering 24/7 at trubeautyconcepts.com
- ◆ Email us at cs@trubeautyconcepts.com
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- ◆ Visit one of our convenient store locations: Southampton, PA and Rockville, MD.

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- And more!

TRU EDUCATION: PAGES 20-21

STAY INFORMED ON EDUCATION



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SOLARIS

2 NEW MASKS

FOR A POST-LIGHTENING
RADIANCE ENHANCING
RITUEL

- Brings a beautiful shine.
- Makes hair stronger.
- Makes styling easier.

\$20.00
RADIANCE ENHANCING
MASK 16.9 OZ.

Choose From:

Fine Hair **SOL-03-FHM16**

Thick Hair **SOL-03-THM16**



EUGÈNE PERMA

PROFESSIONNEL | PARIS



\$52.00
SOLARIS + MASK

Purchase 2 (Your Choice):

Poudre6 Bleaching Powder 15.87 oz.

Poudre7 Bleaching Powder 15.87 oz.

Poudre9 Bleaching Powder 15.87 oz.

Receive **FREE:**

1 Neutralizing Milk 16.9 oz.

3 Radiance Enhancing Mask 16.9 oz.

(Choose from Fine or Thick)

SALON VALUE \$76.50

SOL-25-SOSM

SAVE
32%



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

CARMEN RITUEL

Choose From:

Rebalancing Cleansing Gel Liter . . . **\$14.60** **CRU-02-RCJ33**

Perfecting Care Balm 16 oz. **\$13.48** **CRU-03-CRB16**

Activating Cream 5 Vol. Liter **\$8.44** **CRU-04-R5VL**

Activating Cream 9 Vol. Liter **\$8.44** **CRU-04-R9VL**

Activating Cream 20 Vol. Liter **\$8.44** **CRU-04-R20VL**

Activating Cream 30 Vol. Liter **\$8.44** **CRU-04-R30VL**

SALON VALUE UP TO \$20.95

SAVE
30%



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

Choose From:

ALL Carmen Rituel Shades

SALON VALUE \$9.85

MILBON



GOLD HOLIDAY GIFT BOX

SAVE 20%



\$42.80
SHAMPOO & CONDITIONER
DUOS 6.8 OZ./7.1 OZ.

Choose From:

Enhancing Vivacity Refine	MGO-19-H25ER
Enhancing Vivacity Soften	MGO-19-H25ES
Illuminating Glow	MGO-19-H25IG
Indulging Hydration	MGO-19-H25IH
Vitalizing Dimension	MGO-19-H25VD
SALON VALUE \$53.50	



MILBON SOPHISTONE ELITE LIGHTENERS



NEW



ELITE MULTI POWDER LIGHTENER

Offering up to 7 levels of lift, this multi-purpose powder lightener features Chelating Encapsulation Technology—designed to prevent swelling and deliver more even results. Ideal for on-scalp application.

SAVE 20%

ELITE LIGHTENERS

Choose From:

Elite Multi Powder Lightener 35.3 oz NEW!	\$38.40	SOT-04-EMP35
Elite Clay lightener 35.3 oz.	\$38.40	SOT-04-ECLAY
Elite Powder Lightener 35.3 oz	\$36.00	SOT-04-EPOW

SALON VALUE UP TO \$48.00



MILBON

Find Your Beauty



SAVE
20%

SIGNATURE HOLIDAY GIFT BOX

SHAMPOO & CONDITIONER
DUOS 6.8 OZ./7.1 OZ.

Choose From:

REAWAKEN.....	\$30.40	MLB-19-H25RA
BLONDE PLUS	\$28.80	MLB-19-H25BL
CURL	\$28.80	MLB-19-H25CU
CURL ENRICHED	\$28.80	MLB-19-H25CE
REPAIR HEAT.....	\$28.80	MLB-19-H25RH
REPAIR	\$27.20	MLB-19-H25RE
ANTI-FRIZZ	\$27.20	MLB-19-H25AF
VOLUME	\$27.20	MLB-19-H25VO
SCALP.....	\$27.20	MLB-19-H25SP
SMOOTH For Fine Hair	\$25.60	MLB-19-H25SF
SMOOTH For Medium Hair	\$25.60	MLB-19-H25SM
SMOOTH For Coarse Hair.....	\$25.60	MLB-19-H25SC
MOISTURE.....	\$25.60	MLB-19-H25MO

SALON VALUE UP TO \$38.00



TAKE CONTROL
ELEVATING YOUR COLOR
AND LIGHTENING SERVICES

\$44.25
CONTROLLER
PRODUCTS

Choose From:

Controller No.1 16.9 oz. **MLB-03-EC1**
Controller No.2 16.9 oz. **MLB-03-EC2**

SALON VALUE \$59.00

SAVE
25%



ULTIMATE BOND-BUILDING
TREATMENT

Advanced 4-in-1 care for healthier,
stronger, and more desirable finishes.





DUOMO

HOLIDAY GIFTS

AVAILABLE SEPTEMBER 1st

SAVE
31%



\$55.00 HOLIDAY TRIOS

Includes:

- 1 Shampoo 10 oz.
- 1 Conditioner 10 oz.
- 1 Mask 10 oz.
- 1 Microfiber Towel
- 1 Satin Product Bag

Choose From:

- Hydrate DUO-25-H25H
- Repair DUO-25-H25R
- SALON VALUE \$80.00

SAVE
27%



\$72.00 HOLIDAY MINIS MIX & MATCH

Purchase 12 (Your Choice):

- Hydrate Shampoo 3.4 oz.
- Hydrate Conditioner 3.4 oz.
- Repair Shampoo 3.4 oz.
- Repair Conditioner 3.4 oz.
- Blonde Shampoo 3.4 oz.
- Clarify Shampoo 3.4 oz.
- Leave In Conditioner 3.4 oz.

Receive FREE:

- 4 Duomo Travel Pouches
- SALON VALUE \$99.00
- DUO-25-H25M

SAVE
21%



\$55.00 RADIANT SHINE HOLIDAY SET

Includes:

- 1 Leave In Conditioner 8.4 oz.
- 1 Hair Oil 1.7 oz.
- 1 Detangling Brush
- 1 Microfiber Towel

- SALON VALUE \$70.00
- DUO-25-H25RS

FREE



SAVE
10%

\$400.00 COLOR + BACKBAR

Purchase \$400:

- Duomo Color 2 oz.

Receive FREE:

- 1 Hydrate OR Repair Shampoo Liter
- 1 Hydrate OR Repair Conditioner Liter

- SALON VALUE \$445.10
- DUO-25-SOCB



FREE

UP TO \$70.00 LIGHTENER + DEVELOPER

Purchase 2 (Your Choice):

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

Receive 2 FREE (Your Choice):

- Liquid IQ 5 Vol Developer 30.4 oz.
- 5 Vol Developer 30.4 oz.
- 10 Vol Developer 30.4 oz.
- 20 Vol Developer 30.4 oz.
- 30 Vol Developer 30.4 oz.
- 40 Vol Developer 30.4 oz.

- SALON VALUE UP TO \$94.00
- DUO-25-SOLD



SAVE
26%

FREE

LIMITED EDITION • AVAILABLE SEPTEMBER 1st

ALFAPARF
MILANO
PROFESSIONAL

Semi di Lino Holiday Sets

Experience the freedom to define your own beauty with new Semi di Lino sets. Each collection comes beautifully packaged in a limited-edition box, perfect for gifting, reusing, or adding to your collection.

SAVE
UP TO
23%



\$31.00 DIAMOND SET

Includes:

- 1 Diamond Illuminating Shampoo 8.45 oz.
- 1 Diamond Illuminating Mask 6.98 oz.
- 1 Sublime Cristalli Liquidi 0.51 oz.

SALON VALUE \$40.00
SDL-19-H25D



\$32.00 MOISTURE SET

Includes:

- 1 Moisture Nutritive Shampoo 8.45 oz.
- 1 Moisture Nutritive Mask 6.98 oz.
- 1 Sublime Cristalli Liquidi 0.51 oz.

SALON VALUE \$40.00
SDL-19-H25M



\$32.00 RECONSTRUCTION SET

Includes:

- 1 Reporative Low Shampoo 8.45 oz.
- 1 Reporative Mask 6.98 oz.
- 1 Sublime Cristalli Liquidi 0.51 oz.

SALON VALUE \$40.00
SDL-19-H25R



\$33.00 SMOOTH SET

Includes:

- 1 Smoothing Shampoo 8.45 oz.
- 1 Smoothing Mask 6.98 oz.
- 1 Smooth Smoothing Cream 4.23 oz.

SALON VALUE \$42.00
SDL-19-H25S



\$32.00 BLONDE SET

Includes:

- 1 Blonde Anti-Yellow Shampoo 8.45 oz.
- 1 Blonde Anti-Yellow Conditioner 6.76 oz.
- 1 Blonde Anti-Yellow Spray 4.23 oz.

SALON VALUE \$41.00
SDL-19-H25B



\$40.00 DENSITY SET

Includes:

- 1 Thickening Low Shampoo 8.45 oz.
- 1 Thickening Conditioner 6.76 oz.
- 1 Thickening Cream 4.23 oz.

SALON VALUE \$50.00
SDL-19-H25DT



SAVE
23%



FREE

IT'S GLOSS TIME!

\$58.50 TONE & SHINE

Purchase:

- 8 Color Wear Gloss Toner 2.05 oz.
- 1 Color Wear Gloss Toner Activator Liter

Receive FREE:

- 1 Semi Di Lino Sublime Cristalli Liquidi 1.01 oz.

SALON VALUE \$75.50
CLW-25-SOCW

KERATINCOMPLEX.

Beautiful hair every day

TRANSFORM FRIZZ INTO SMOOTH, MANAGEABLE HAIR WITH KCSMOOTH



SAVE 30%

\$486.50 KCSMOOTH LITER SYSTEM KIT

Includes:

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

SALON VALUE \$695.00

KCX-19-KCS32

\$84.00 KCSMOOTH 4 OZ. SYSTEM KIT

Includes:

- 1 KCSMOOTH Smoothing Treatment 4 oz.
- 4 KCSMOOTH Restorative Leave-in Lotion 5 oz.

SALON VALUE \$120.00

KCX-19-KCS4

REVENUE POTENTIAL \$ (LITER)

33 applications X \$275 service price = **\$9,075**



SAVE 20%



\$65.60 SHE'S ON FIRE! COLOR TECHNIQUE

This technique delivers a vibrant red that can be tailored and customized for each client.

Includes:

- 3 KeraLuminous Permanent Color 3.4 oz.
- 1 KeraBrilliance Demi-Permanent Color 3.4 oz.
- 1 It's a Blonde Thing Lightener 16 oz.
- 1 5 Vol. Activator 32 oz.
- 1 20 Vol. Developer 32 oz.

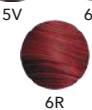
SALON VALUE \$82.00

KCX-25-SOSOF



DOWNLOAD
SHE'S ON FIRE!
TECHNIQUE

KeraLuminous



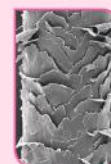
KeraBrilliance



BOOST YOUR PROFITS IN ONE SHOT. ONE CONCENTRATED DOSE OF KERATIN REBUILDS & REPAIRS THE BONDS OF THE HAIR



HAIR SHAFT
BEFORE
VITALSHOT



HAIR SHAFT
AFTER
VITALSHOT



\$28.00 VITALSHOT 10-PACK

Includes:

- 10 Ampules 0.27 oz.

SALON VALUE \$35.00

KCX-03-VSA10

SAVE 20%



YOUR PASSPORT TO HYDRATION

Moisture Shampoo & Conditioner

NEW



KERATINCOMPLEX®
Beautiful hair every day



SAVE
22%

- Replenishes and rehydrates normal to dry hair
- Powered by quinoa, lentil and chick pea seed extracts to strengthen, smooth and softer
- Hyaluronic acid and borage oil help combat signs of aging hair while adding shine
- Helps renew, repair and restore hair
- No added sodium chloride, sulfates or parabens

FREE



\$180.00 KCHYDRATE LAUNCH PROMOTION

Purchase:

- 6 KCHYDRATE Moisture Shampoo 13.5 oz.
- 6 KCHYDRATE Moisture Conditioner 13.5 oz.

Receive FREE:

- 1 KCHYDRATE Moisture Shampoo Liter
- 1 KCHYDRATE Moisture Conditioner Liter

SALON VALUE \$230.00
KCX-25-JAHD

BOOST RETAIL SALES WITH PRE-PACKED KITS



SAVE
17%



\$140.00 RED CARPET BLOW DRY DUO BUY 5, GET 1 FREE

Includes:

- 1 Infusion Keratin Replenisher 2.5 oz.
- 1 Intense RX Repair Serum 1.5 oz.

SALON VALUE \$168.00
KCX-25-SORC

PRO TIP FOR SALON MERCHANDISING:

Place the Red Carpet Blow Dry Duo & Healthy Hair Trio Kits at the counter or near the entrance to grab attention. Use festive decorations and signs to show it's a great holiday gift.

\$70.00 HEALTHY HAIR TRIO BUY 5, GET 1 FREE

Includes:

- 1 Keratin Care Smoothing Shampoo 3 oz.
- 1 Keratin Care Smoothing Conditioner 3 oz.
- 1 Keratin Obsessed® Multi-Benefit Treatment Spray 1.7 oz.

SALON VALUE \$84.00
KCX-25-SOHH



HOLIDAY HAIR KITS

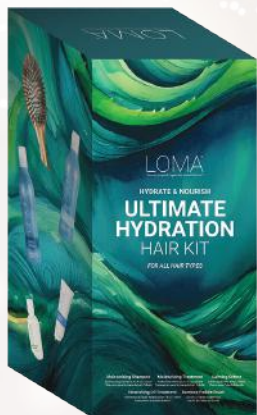


\$11.00 HYDRATION BOOST TRAVEL HAIR KIT

Includes:

- 1 Moisturizing Shampoo 3 oz.
- 1 Moisturizing Treatment 3 oz.
- 1 Calming Crème 3 oz.

LOM-19-H25MT



\$30.25 ULTIMATE HYDRATION HAIR KIT

HYDRATE
& NOURISH

Includes:

- 1 Moisturizing Shampoo 12 oz.
- 1 Moisturizing Treatment 12 oz.
- 1 Calming Crème 3 oz.
- 1 Nourishing Oil Treatment 1 oz.
- 1 Bamboo Paddle Brush

LOM-19-H25MB



\$30.25 REPAIR & RESTORE HAIR KIT

REBUILD
& PROTECT

Includes:

- 1 Nourishing Shampoo 12 oz.
- 1 Nourishing Conditioner 12 oz.
- 1 Deep Conditioner 3 oz.
- 1 Fortifying Repair Tonic 1 oz.
- 1 Detangle Flexi Brush

LOM-19-H25NB

\$11.00 RESTORE & SMOOTH TRAVEL HAIR KIT

Includes:

- 1 Nourishing Shampoo 3 oz.
- 1 Nourishing Conditioner 3 oz.
- 1 Smoothing Crème 3 oz.

LOM-19-H25NT



\$11.00 BALANCE & LIFT TRAVEL HAIR KIT

Includes:

- 1 Daily Shampoo 3 oz.
- 1 Daily Conditioner 3 oz.
- 1 Maximum Volumizing Solution 3 oz.

LOM-19-H25DT

\$10.00 STYLER SAMPLE BOX

Includes:

- 1 Calm Crème 0.5 oz.
- 1 Curvy Crème 0.5 oz.
- 1 Maximum Volumizing Solution 0.5 oz.
- 1 Smoothing Crème 0.5 oz.
- 1 Firm Hold Gel 0.5 oz.

LOM-19-H25BS



FIND YOUR
MATCH



SAVE
25%

\$8.25 STYLING TUBES 8 OZ.

Choose From:

- | | |
|-----------------------------|-------------|
| Curvy Crème | LOM-12-CC8 |
| Firm Hold Gel | LOM-12-FHG8 |
| Molding Crème | LOM-12-MC8 |
| Smoothing Crème | LOM-12-SC8 |
| Maximum Volumizing Solution | LOM-12-VS8 |

SALON VALUE \$11.00



SAVE
30%

\$16.75 NOURISHING DUO

Includes:

- 1 Nourishing Shampoo 12 oz.
- 1 Nourishing Conditioner 12 oz.
- 1 **FREE** Deep Conditioner 0.5 oz.

SALON VALUE \$33.50

LOM-19-SONDS



SAVE
20%

NOURISHING GALLONS

Choose From:

- | | | |
|------------------------------|----------------|-----------|
| Nourishing Shampoo | \$48.75 | LOM-02-NG |
| Nourishing Conditioner . . . | \$52.78 | LOM-03-NG |

SALON VALUE UP TO \$66.00

AVAILABLE SEPTEMBER 1st

HOLIDAY KITS



SAVE
39%

\$28.50 HOLIDAY GHOST GEMS KIT

Includes:
1 Ghost Shampoo 12 oz.
1 Ghost Conditioner 12 oz.
1 Ghost Flexible Hairspray 7 oz.
1 Ghost Oil 2 oz.
1 Frizz Defense Smoothing
Spray 1 oz.

SALON VALUE \$46.50
VRB-19-H25G



\$21.50 HOLIDAY THE DAZZLER KIT

Includes:
1 Hydrate Shampoo 12 oz.
1 Hydrate Conditioner 12 oz.
1 Hydrate Oil 2 oz.
1 Glossy Shine Spray 2 oz.

SALON VALUE \$35.50
VRB-19-H25H

\$18.50 HOLIDAY TREASURE TRESS KIT

Includes:
1 Ghost Oil 2 oz.
1 Volume Dry Texture Spray 1.6 oz.
1 Glossy Shine Spray 2 oz.
1 Ghost Flexible Hairspray 1.7 oz.
1 Amber & Jasmine Fragrance
and Body Mist 1 oz.

SALON VALUE \$31.00
VRB-19-H25S



SAVE
40%

SAVE
25%

\$33.00 GHOST FAVES MIX & MATCH BUY 3, GET 1 FREE

Choose From:
Ghost Shampoo 12 oz.
Ghost Conditioner 12 oz.
Ghost Oil 2 oz.

SALON VALUE \$44.00
VRB-25-SOGT



NOW IN
TRAVEL
SIZE



\$5.00 GHOST FLEXIBLE HAIRSPRAY 1.7 OZ.

VRB-05-GTHS1

SAVE
25%



\$16.50 GHOST HEAT DEFENSE SPRAY 5.5 OZ.

BUY 1,
GET 1 50% OFF

SALON VALUE \$22.00
VRB-25-SOHD

SAVE
20%



\$8.80 AMBER + JASMINE HAIR AND BODY MIST 5 OZ.

SALON VALUE 11.00
VRB-07-VRBM5

NEW



\$51.00 JUMBO AEROSOLS! Your style just got bigger. MIX & MATCH

BUY 3, GET 1 FREE

Choose From:
Dry Shampoo Light 10 oz.
Dry Shampoo Dark 10 oz.
Volume Dry Texture Spray 10 oz.

SALON VALUE \$68.00
VRB-25-SOJA

SAVE
25%





HOLIDAY 2025

K18 is for everyone



AVAILABLE SEPTEMBER 15th



\$26.00
2025 HOLIDAY
TRAVEL KIT

Includes:

- 1 Peptide Prep Detox Shampoo 1.8 oz.
- 1 Leave-In Molecular Repair Hair Mask 0.5 oz.
- 1 AstroLift Reparative Volume Spray 1.6 oz.

SALON VALUE \$32.50
K18-19-H25H

SAVE
20%

AVAILABLE OCTOBER 1st

limited-edition scent

\$37.50
FUTURE SOCIETY
LEAVE-IN
MOLECULAR REPAIR
HAIR MASK 1.7 OZ.

K18-03-RML1



scented with
Floating Forest
fragrance
inspired by
extinct flower
DNA

AVAILABLE OCTOBER 1st

LIMITED-EDITION TRAVEL SIZES

Choose From:

- | | | |
|---|----------------|--------------|
| Molecular Repair Oil 0.34 oz. | \$13.50 | K18-03-HO.33 |
| AirWash Dry Shampoo 1.6 oz. | \$12.00 | K18-02-AWDS1 |
| AstroLift Reparative Volume Spray 1.6 oz. . . | \$11.00 | K18-12-ALVS1 |
| Peptide Prep Detox Shampoo 1.8 oz. | \$7.00 | K18-02-DTX1 |
| Damage Shield Shampoo 1.8 oz. | \$7.00 | K18-02-DS1 |
| Damage Shield Conditioner 1.8 oz. | \$7.00 | K18-03-DS1 |





HOLIDAY GIFT SETS

SAVE
UP TO
33%



Surface®
HAIR HEALTH ART



\$33.63 AWAKEN

Includes:

- 1 Awaken Shampoo 10 oz.
- 1 Awaken Conditioner 6 oz.

Receive **FREE**:

- 1 Awaken Texture Spray 4 oz.

SALON VALUE \$53.05
SUR-19-H25AS



\$38.88 TRINITY

Includes:

- 1 Trinity Shampoo 10 oz.
- 1 Trinity Conditioner 8 oz.

Receive **FREE**:

- 1 Trinity Protein Cream 4 oz.

SALON VALUE \$57.06
SUR-19-H25TS



\$33.72 BLOWOUT

Includes:

- 1 Blowout Primer 4 oz.
- 1 Blowout Memory Foam 5 oz.

Receive **FREE**:

- 1 Blowout Texture Spray 4 oz.

SALON VALUE \$50.32
SUR-19-H25BLS



\$39.98 BASSU

Includes:

- 1 Bassu Shampoo 10 oz.
- 1 Bassu Conditioner 8 oz.

Receive **FREE**:

- 1 Bassu Oil 2 oz.

SALON VALUE \$59.76
SUR-19-H25BAS



\$29.17 VIOLET

Includes:

- 1 Violet Shampoo 9 oz.
- 1 Violet Conditioner 7 oz.

SALON VALUE \$37.76
SUR-19-H25VS

HOLIDAY BONUS OFFER

Purchase 12 (Your Choice):
Retail Size Holiday Box Sets

Receive **FREE**:

- 6 Awaken Shampoo 2 oz.
- SUR-25-H25GWP

FREE



\$6.00

HOLIDAY STOCKING SUFFERS

Choose From:

- Awaken Shampoo 2 oz.
- Awaken Conditioner 2 oz.
- Bassu Shampoo 2 oz.
- Bassu Conditioner 2 oz.
- Bassu Masque 2 oz.
- Curls Shampoo 2 oz.
- Curls Conditioner 2 oz.
- Curls Firm Styling Mousse 2 oz.
- Curls Finishing Spray 2 oz.
- Purify Shampoo 2 oz.
- Taffy Whip 2 oz.
- Trinity Shampoo 2 oz.
- Trinity Conditioner 2 oz.
- Trinity Repair Tonic 2 oz.

- SUR-02-A2
- SUR-03-A2
- SUR-02-BM2
- SUR-03-BM2
- SUR-03-BMM2
- SUR-02-CU2
- SUR-03-CU2
- SUR-12-CUM2
- SUR-05-CUS2
- SUR-02-PS2
- SUR-12-TW2
- SUR-02-T2
- SUR-03-T2
- SUR-03-TRT2



SALON VALUE UP TO \$10.66

HOLIDAY TRAVEL SETS

SAVE
20%

\$18.50 AWAKEN TRAVEL

Includes:

- 1 Awaken Shampoo 2 oz.
- 1 Awaken Conditioner 2 oz.
- 1 Awaken Texture Spray 1.5 oz.

SALON VALUE \$22.08
SUR-19-H25AT



SAVE
28%

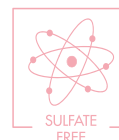
\$18.50 CURLS TRAVEL

Includes:

- 1 Curls Shampoo 2 oz.
- 1 Curls Conditioner 2 oz.
- 1 Curl Finishing Spray 2 oz.

SALON VALUE \$26.03
SUR-19-H25CT





2 FOR \$32.00

TRINITY COLOR CARE

MIX & MATCH

Choose From:

- Trinity Shampoo 10 oz.
- Trinity Conditioner 8 oz.
- Trinity Protein Cream 4 oz.
- Trinity Repair Tonic 6 oz.
- Trinity Dry Shampoo 5 oz.
- Trinity Bonding Masque 6 oz.
- Trinity Bond Repair Treatment 2.3 oz.

SUR-25-SOTRM



2 FOR \$31.00

GET THE LOOK

MIX & MATCH

Choose From:

- Awaken Protein Mousse 8.8 oz.
- Awaken Hair Spray 10 oz.
- Blowout Hair Spray 4 oz..
- Blowout Gel Mousse 5.5 oz.
- Curls Firm Styling Mousse 8 oz.
- Curls Finishing Spray 10 oz.

SUR-25-SOGTL



**SAVE
30%**

SEPTEMBER ONLY

THERMAL PROTECTANTS

Choose From:

- Awaken Blow Dry Foam 5 oz. . . . **\$13.64** SUR-12-ABDF5
- Blowout Primer 4 oz. **\$11.51** SUR-12-BOPR4
- Blowout Memory Foam 5 oz. . . **\$12.09** SUR-12-BOMF5

SALON VALUE UP TO \$19.49



**SAVE
25%**

SEPTEMBER ONLY

\$13.12

ALL IN LEAVE-IN CONDITIONER 6 OZ.

SALON VALUE \$17.50
SUR-03-AILI6





OCTOBER ONLY



SAVE
25%

SCALP & SKIN SALE

Choose From:

Awaken Scalp Detox 6 oz	\$13.87	SUR-02-ASD6
Awaken Treatment 2 oz.	\$13.98	SUR-03-AT2
Awaken Treatment 6 oz.	\$28.96	SUR-03-AT6
Awaken Elixir 4 oz.	\$15.42	SUR-03-AE4
Awaken Masque 6 oz.	\$18.72	SUR-03-AM6
CBD Salve 2.5 oz	\$21.25	SUR-07-CBDSS

SALON VALUE UP TO \$38.61

OCTOBER ONLY

\$8.77
PURE COLOR
THICKENER 4 OZ.

SALON VALUE \$11.69
SUR-04-CTH14



SAVE
25%

OCTOBER ONLY



SAVE
17%

\$48.00
TRINITY ONE
SHOT 0.75 OZ.

**BUY 5,
GET 1 FREE**

MIX & MATCH

SALON VALUE \$57.60
SUR-25-SOTOS

SEPTEMBER ONLY



SAVE
25%

TOOL SALE

Choose From:

Diamond Contour Swivel Shear. . .	\$535.43	SUR-14-675DC
Swivel Shear 7"	\$535.43	SUR-14-7SS
Notch 16 Shear.	\$490.88	SUR-14-N16SS
Contour Swivel Shear 6"	\$490.88	SUR-14-6CS
Swivel Shear 5.75"	\$490.88	SUR-14-575SS
RZ Blender Shear	\$490.88	SUR-14-RZBS
RZ FINE Blender Shear	\$452.92	SUR-12-BOMF5
Titanium Razor	\$119.63	SUR-14-RAZOR
Boar Bristle Paddle Brush	\$17.29	SUR-15-BOPB
Diamond Blades.	\$16.48	SUR-14-BLADE
Round Brush 3"	\$15.64	SUR-15-3RB
Round Brush 2.5"	\$15.64	SUR-15-2.5RB
Paddle Brush 3"	\$15.64	SUR-15-PADB
TK2 Contour Brush.	\$15.64	SUR-15-TK2CB
Cutting Comb	\$8.25	SUR-15-COMB
Curl Comb	\$8.24	SUR-14-7SS
Pick Rake	\$7.43	SUR-15-TK2RP

SALON VALUE UP TO \$713.90

OLAPLEX



NEW

MASKS

LOCK IN STRENGTH
& HYDRATION UP
TO 5 WASHES

\$126.00
MASK INTRO

Includes:

- 2 Weightless Nourishing Mask 6.7 oz.
- 2 Rich Hydration Mask 6.7 oz.
- 1 Weightless Nourishing Mask 12.5 oz.
- 1 Rich Hydration Mask 12.5 oz.

SALON VALUE \$168.00
OLX-25-SOMSK

SAVE
25%



Weightless Nourishing Mask

- 2X volume instantly & all day
- 2X hydration instantly with 75% retention after 5 washes
- 32% reduction in breakage instantly with protection up to 5 washes
- 63% more shine on virgin hair (fine to medium hair textures)

Rich Hydration Mask

- 16X instant hydration with 6x hydration after 5 washes
- 71% reduction in breakage instantly
- 119% more shine
- 74% frizz reduction all day on bleached hair, even in high humidity (medium to coarse hair textures)

SEPTEMBER ONLY

SAVE
19%

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

Choose From:

- N°.4, N°.5, N°.4F, N°.5F, N°.4P, N°.5P & N°.4C Shampoo 8.5 oz.
- N°.4, N°.5, N°.4F, N°.5F, N°.4P, N°.5P & N°.4C Conditioner 8.5 oz.
- N°.5 Moisturize & Mend Leave-In Conditioner 3.3 oz.

SALON VALUE \$32.00
OLX-25-SSC



SEPTEMBER ONLY

\$60.00
BOND SHAPER BUNDLE

Purchase:

- 1 Bond Shaper Curl Rebuilding Treatment Kit*

Receive FREE:

- 1 N°.4C Bond Maintenance Clarifying Shampoo 8.5 oz.
- 1 N°.10 Bond Shaper Curl Defining Gel 6.7 oz.

SALON VALUE \$91.00
OLX-25-SBDB



SAVE
34%

FREE



*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.

OCTOBER ONLY



TECHNICAL SERVICES

Choose From:

Salon Intro Kit* **\$158.40** OX-19-SIK
Traveling Stylist Kit** . . . **\$52.00** OX-19-TSK

SALON VALUE UP TO \$198.00

SAVE
20%

SAVE
30%



\$98.00
N°2 BOND
PERFECTOR
67.62 OZ.

SALON VALUE \$140.00
OLX-03-NO282



2 FOR \$25.00
STYLING

MIX & MATCH

Choose From:

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

SALON VALUE \$30.00
OLX-25-OSTY

SAVE
17%

*Salon Intro 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.

OLAPLEX

HOLIDAY



GIVE THE GIFT OF
HEALTHY HAIR

AVAILABLE SEPTEMBER 1st



SAVE
24%

\$29.00
THE HEALTHY HAIR
CLEANSING SET

Includes:

1 N°4 Bond Maintenance Shampoo 8.5 oz.
1 N°5 Bond Maintenance Conditioner 8.5 oz.
1 N°0.5 Scalp Longevity Treatment 0.17 oz.
1 N°5 Moisturize & Mend Leave-In 1 oz.

SALON VALUE \$38.00
OLX-19-H25HH



SAVE
30%



\$28.50
THE ICONIC SHINE SET

Includes:

1 N°6 Bond Smoother 3.3 oz.
1 N°7 Bonding Oil 1 oz.

SALON VALUE \$40.50
OLX-19-H25IS

15% OFF OLAPLEX 4 DAYS ONLY! SEPTEMBER 15-19
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VIRTUE®

Real science. True beauty.



OVERNIGHT SCALP & HAIR ELIXIR

NEW

restores hair's strength and vitality overnight

A transformative nightly serum that restores and revitalizes scalp and hair health while you sleep. Its calming blend of lavender, chamomile, and sandalwood promotes restful sleep and relaxation.

\$30.00

OVERNIGHT SCALP & HAIR ELIXIR 1.7 OZ.

VTU-03-OHSE1



HOLIDAY DUOS

AVAILABLE SEPTEMBER 15th



\$22.00 HAND & HAIR REVIVAL DUO

Includes:

- 1 Limited Edition Hand Cream 2 oz.
- 1 Restoration Hair Mask 1.7 oz.

SALON VALUE \$35.50

VTU-19-H25HH

SAVE
30%



\$22.50 HEALING OIL HOME & AWAY DUO

Includes:

- 1 Healing Oil 1.7 oz.
- 1 Healing Oil 0.6 oz. Travel Size

SALON VALUE \$35.50

VTU-19-H25HO

SAVE
38%



SAVE
25%



\$62.50 JUMBO SHAMPOO & CONDITIONER DUOS

Choose From:

- Recovery Shampoo & Conditioner 17oz. VTU-19-H25R
- Full Shampoo & Conditioner 17oz. VTU-19-H25F
- Smooth Shampoo & Conditioner 17oz. VTU-19-H25S

SALON VALUE \$84.00



LIMITED EDITION

GET LUCKY COLLECTION

Choose From:

Pop Up Foil 5x11 500 Sheets	\$23.99	FMR-10-500LK
Embossed Foil Roll 350 Feet	\$19.99	FMR-10-EMBLK
Bamboo Color Bowls 2 Pack	\$14.99	FMR-10-CBLK
Paddle Pack 2 Pack	\$10.99	FMR-10-PPLK
Gator Grip Clips 4 Pack	\$10.29	FMR-10-GGLK
Triple Threat Set Color Brushes 3 Pack . .	\$10.99	FMR-10-TTSLK
Detangle Brush Lucky	\$10.49	FMR-15-DTLKL
Detangle Brush Charm	\$10.49	FMR-15-DTLKC
Detangle Brush Ace	\$10.49	FMR-15-DTLKA

get lucky

SAVE
20%

\$7.99
KOLOR
KILLER WIPES
100 COUNT

SALON VALUE \$9.99
FMR-10-KKWWT

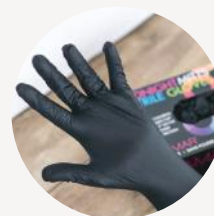


\$14.99
MIDNIGHT MITTS
NITRILE GLOVES
100 COUNT

Choose From:

Large	FMR-10-MMLRG
Medium	FMR-10-MMED
Small	FMR-10-MMSML

SALON VALUE \$16.99

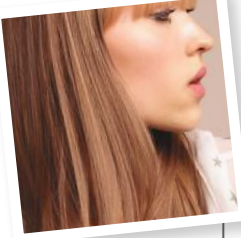


SAVE
17%



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	SURFACE AWAKEN HEAD SPA	MONDAY SEPTEMBER 15, 2025 \$100 • 10AM-2PM MONDAY DECEMBER 8, 2025 \$100 • 10AM-2PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966 ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Learn everything you need to know to offer Japanese Head Spa services! Experience a live Head Spa demo covering techniques, service flow, and equipment. Learn to offer consultations, scalp analysis, fumigation, and light therapy. Get pricing, timing, and marketing guidance.
	DEVACURL DEVACUT LEVEL 2	MONDAY SEPTEMBER 15, 2025 \$495 • 10AM-5PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Elevate your cutting skills with Coily and Wavy curl patterns. Build on the Level 1 DevaCut to unlock endless possibilities for creating modern shapes on all textures and curl types. This program will help boost your cutting precision, build confidence, and unleash your creativity across the full texture spectrum.
	MILBON HEAD SPA	MONDAY SEPTEMBER 22, 2025 \$50 • 10AM-1PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn about scalp care and the best product recommendations with two different price point options as well as hands-on massage techniques that can be utilized in any salon environment. We've also added a unique spin on how to offer the service within your current salon space.
	ALFAPARF MILANO MASTER COLORIST 1	SUNDAY-MONDAY SEPTEMBER 28-29, 2025 \$250 • 10AM-5PM SUNDAY-MONDAY NOVEMBER 2-3, 2025 \$250 • 10AM-5PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road, Southampton, PA 18966	Learn in-depth color theory and advanced gray coverage. 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 the first in a three-part Master Colorist series.
	EUGÈNE PERMA ZIG ZAG BALAYAGE X CRISTAL GLOSS	MONDAY SEPTEMBER 29, 2025 Look & Learn \$50 • 10AM-12:30PM Hands-On \$150 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Step into the world of French elegance with an exclusive masterclass led by Morgan Ouatta. Discover a 100% French balayage technique that is fast, for every type of hair, efficient, and modern. The new Cristal Gloss Carmen Rituel shades add custom tones, mirror-like shine, and deep care.

TRU
EDUCATION



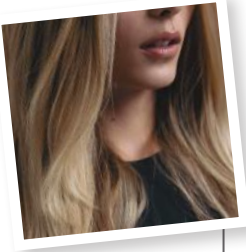
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FOR CLASSES

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CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 DUOMO LIVED-IN BROWN BLONDE	MONDAY OCTOBER 6, 2025 Look & Learn \$50 • 10AM-1PM Hands-On \$125 • 10AM-4PM MONDAY OCTOBER 27, 2025 Same Cost & Times	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road, Southampton, PA 18966	Learn how to craft stunning dimension on levels 1-6, using highlights that range from rich caramel tones to deep blondes. Learn how to subtly shift the base color and incorporate key pops of color, all while effectively managing warmth. Master techniques that deliver a sophisticated, understated blonde look—perfect for clients seeking elegance without excessive brassiness.
 DJW 365 IMMERSIVE	MONDAY OCTOBER 13, 2025 Educational Experience \$50 • 10AM-1PM Precision Cutting \$250 • 10AM-5PM Formal Design \$99 • 10AM-5PM Men's Cutting/ Biomimetic Coloring \$199 • 10AM-5PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	This dynamic course aims to enhance your skills in precision haircutting, hairstyling, and biomimetic hair coloring through a blend of advanced knowledge and hands-on practice. Explore the latest trends in men's haircutting, and learn sophisticated hairstyling and formal hair design.
 WELLA COLOR MELTING	MONDAY OCTOBER 20, 2025 \$125 • 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Learn how to break down toning to work with underlying pigment and effectively apply it behind the chair. The content also clarifies which products are ideal for each technique and highlights key differences between root smudge and color melt, so you can confidently choose the best option for your client.
 SEMINARIO DE TENDENCIAS Y TECNICAS	27 DE OCTUBRE DE 2025 \$50 OBSERVA Y APRENDE 10AM-12:30PM 27 DE OCTUBRE DE 2025 \$199 TALLER PRÁCTICO 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Adéntrate en la temporada con nuestro Seminario de Tendencias Otoño/ Invierno: un taller práctico diseñado para llevar tu talento al siguiente nivel con los looks imprescindibles de la temporada. Esta experiencia dinámica y en vivo te preparará para transformar a tus clientes con estilos vanguardistas. Saldrás con ideas frescas y una inspiración infinita.

SAVE THE DATES!
UPCOMING CLASSES

- **SEPTEMBER 8: Lash Certification** Southampton, PA
- **SEPTEMBER 22: Olaplex** Designed to Defy Event - Rockville, MD
- **OCTOBER 5: RefectoCil** Browista Certification - Southampton, PA
- **OCTOBER 6: K18** Innovative Blonding - Southampton, PA
- **OCTOBER 12: Milbon** Head Spa Level 2 - Southampton, PA
- **OCTOBER 13: Curlisto** Mastering The Art of Curls - Rockville, MD
- **OCTOBER 19: Virtue** Lived-In Curls - Southampton, PA
- **NOVEMBER 10: Curlisto** Mastering The Art of Curls - Southampton, PA

WATCH FOR DETAILS!

FOLLOW US

New classes are added often. Follow us to stay up to date on education, promotions and special offers.



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

KERATHERAPY™

SAVE
32%

\$29.50
MOISTURE+KERATIN

Purchase:

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

Receive FREE:

- 1 Moisture+Keratin Leave-In Conditioner 8.5 oz.

SALON VALUE \$43.45

KRT-25-MSO25

SAVE
25%

\$41.85
BAMBOOMIRACLE
ALL-IN-ONE
LEAVE-IN 6 OZ.

**BUY 3,
GET 1 FREE**

SALON VALUE \$55.80

KRT-25-BSO25

SAVE
20%

\$23.60
STYLE+KERATIN
VOLUMIZING &
STYLING FOAM 6 OZ.

**BUY 2,
GET 20% OFF**

SALON VALUE \$29.50

KRT-25-SSO25

SAVE
28%

\$395.95
TREATMENT OFFER

Choose Your 1 Liter Smoothing Treatment Formula:

- Brazilian Renewal KRT-25-BRSO5
- Extreme Renewal Creme de Cocoa KRT-25-ERCSO
- Extreme Renewal KRT-25-ERSO2
- Pure Renewal PLUS+ KRT-25-PRPSO
- BAMBOOMIRACLE Blowout KRT-25-BMSO5
- BAMBOOMIRACLE Blowout ZERO KRT-25-BMZSO

Receive FREE:

- 1 Clean Start Pre-Treatment Shampoo Liter
- 1 Deep Conditioning Masque 16.9 oz.
- 1 Curved Vent Brush (Black)
- 1 Thermal Square Brush Small (1.25")
- 1 Thermal Square Brush Medium (1.75")
- 1 Thermal Square Brush Large (2")
- 1 Wide Tooth Comb
- 1 Fine Tooth Comb
- 1 Shark Clips (4-Pack)
- 1 Client Cape
- 1 Application Brush
- 1 Mixing Bowl

SALON VALUE \$500.00

FREE



KERATHERAPY™ HOLIDAY BUNDLES

SAVE
36%

\$49.95 HERO 5 PACKS

Choose From:

Moisture+Keratin	KRT-25-HROMH
Repair+Keratin	KRT-25-HRORH
ColorProtect+Keratin	KRT-25-HROCH
Style+Keratin**	KRT-25-HROSH

SALON VALUE UP TO \$77.65

Shampoo & Conditioner Hero 5 Packs includes a Shampoo 10 oz., Conditioner 10 oz., KeratinFixx 20-in-1 Leave-In Conditioner 4.2 oz., Style+Keratin Daily Smoothing cream 6.8 oz. and Bamboo Miracle Vegan Reconstructor 6 oz.

Style+Keratin Hero 5 Pack includes a Style+Keratin Daily Smoothing Cream 6.8 oz., Argan Oil 1.7 oz., Define, Shine & Style Cream 4.2 oz., Ultra Fast Blow-Dry Mist Spray & Rapid Rescue 4.2 oz.



SAVE
32%

\$29.95 RETAIL TRIOS

Choose From:

Moisture+Keratin	KRT-25-TRIMH
Repair+Keratin	KRT-25-TRIRH
ColorProtect+Keratin	KRT-25-TRICH
Volume+Keratin	KRT-25-TRIVH
Blonde+Keratin	KRT-25-TRIBH
Strength+Vegan	KRT-25-TRISH

SALON VALUE UP TO \$44.85

Each Retail Trio includes a Shampoo 10 oz., Conditioner 10 oz. and retail size Leave-In.

\$9.95 TRAVEL SIZE TRIOS

Choose From:

Moisture+Keratin	KRT-25-TVLMH
Repair+Keratin	KRT-25-TVLRH
ColorProtect+Keratin	KRT-25-TVLCH

SALON VALUE \$13.85

Travel Size Trios includes a Shampoo 2 oz., Conditioner 2 oz. and Style+Keratin Daily Smoothing Cream 2 oz.



SAVE
28%



nioxin®

— PRO CLINICAL —

SAVE
25%

\$9.75

SCALP + HAIR RETAIL CARE

Choose From:

SYSTEM 1 Shampoo 10.1 oz.	NIX-02-S1C10
SYSTEM 1 Conditioner 10.1 oz.	NIX-03-S1T10
SYSTEM 1 Thickening Treatment 3.3 oz	NIX-03-S1T3
SYSTEM 2 Shampoo 10.1 oz.	NIX-02-S2C10
SYSTEM 2 Conditioner 10.1 oz.	NIX-03-S2T10
SYSTEM 2 Thickening Treatment 3.3 oz	NIX-03-S2T3
SYSTEM 3 Shampoo 10.1 oz.	NIX-02-S3C10
SYSTEM 3 Conditioner 10.1 oz.	NIX-03-S3T10
SYSTEM 3 Thickening Treatment 3.3 oz	NIX-03-S3T3
SYSTEM 4 Shampoo 10.1 oz.	NIX-02-S4C10
SYSTEM 4 Conditioner 10.1 oz.	NIX-03-S4T10
SYSTEM 4 Thickening Treatment 3.3 oz	NIX-03-S4T3
SALON VALUE \$13.00	



SAVE
20%



TREATMENTS

Choose From:

Diamax Advanced Hair Thickening Serum 3.3 oz.	\$22.00	NIX-03-DA3
SCALP RENEW Dermabrasion Treatment 2.5 oz. . .	\$20.80	NIX-03-S1TL
SALON VALUE UP TO \$27.50.50		

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
 - 1 Vitality's Foil
 - 1 Spatula
- VIT-25-SOGWP



ART ABSOLUTE

High-lasting colouring cream with a mixture of protective oils. Natural essences to enhance the shine of the color.

TONE INTENSE

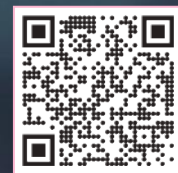
Covers up to 70% of grey hair and gradually fades over time. Ideal for bringing the customer closer to the first coloring.

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.



SHINEFINITY, KOLESTON & COLOR TOUCH SHADES



Choose From:

Koleston 6/98	KPM-04-698
Koleston 8/98	KPM-04-898
Shinefinity 07/0	WSF-04-070
Shinefinity 07/39	WSF-04-0739
Shinefinity 07/97	WSF-04-0797
Shinefinity 09/39	WSF-04-0939
Color Touch 4/19	WCT-04-419
Color Touch 5/19	WCT-04-519
Color Touch 7/19	WCT-04-719



SURREAL COLLECTION

Purchase 36 Tubes (Your Choice):

Koleston Perfect ME+ 2 oz.
Shinefinity Zero Lift Glaze 2 oz.
Color Touch Demi-Permanent Hair Color 2.02 oz.

Receive **FREE**:

1 Welloxon Perfect 6 Vol. Developer Liter
1 Shinefinity Activator 2% Bottle Application Liter
1 Color Touch Intensive Emulsion Developer 6 Vol. Liter
1 Swatch Insert **NEW!** (While Supplies Last)

WEL-25-SONCS

FREE



PROFESSIONAL SEBASTIAN™

SAVE
20%



SEPTEMBER ONLY

\$21.16
DARK OIL STYLING
OIL 3.2 OZ.

SALON VALUE \$26.45
SEB-03-DO3

- Leaves no residue
- Nourishes the hair from the inside
- Adds body to the hair
- Incredible fragrance



Perricone MD



SAVE
15%

COLD PLASMA PLUS+

Choose From:

Advanced Eye Cream 0.5 oz.	\$48.88	PMD-07-CPE.5
Fragile Skin Therapy 6 oz.	\$23.38	PMD-07-CPFS6
Hand Therapy 2 oz.	\$13.60	PMD-07-CPHT2
The Intensive Hydrating Complex 1 oz.	\$44.63	PMD-07-CPIHC1
Lip Therapy 0.15 oz.	\$13.60	PMD-07-CPLT
Neck & Chest Broad Spectrum SPF 25 1 oz. .	\$40.38	PMD-07-CPNC1
Advanced Serum Concentrate 1 oz.	\$65.88	PMD-07-CPSC1
Concentrated Treatment Sheet Mask 6 pack. .	\$44.63	PMD-07-CPSP6P

SALON VALUE UP TO \$77.50



ELEVATE
YOUR
STYLE



SAVE
20%



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

BEJEWELLED KIT

Get a Jewel Tone Look

\$63.60

24 SEASONAL KIT

Includes:

- 8 ULTRA HOT Intense Semi-Permanent Fashion Color 4.4 oz. (Clear, Blue, Neon Green, Neon Teal, Pink, Red, Violet, Yellow)
- 1 INSTABOOST Gloss Boss 6.8 oz.
- 1 COLOURPRIME 10.1 oz.
- 1 ULTRA HOT Paper Swatch Chart

SALON VALUE \$99.60

ALX-19-SO24S



SAVE
36%

Aloxxi



BLONDE GLOW UP!

Get the Look of Glowtini

\$49.00

23 SEASONAL KIT

Includes:

- 6 TONES Demi-Permanent Color Shades 2 oz. (Clear, 7GV, 8K, 9G, 9NT, 10G)
- 1 Blonde78 Blue Lightener 14.1 oz.
- 1 All Inclusive Swatch Chart
- 1 Technique Card

SALON VALUE \$69.20

ALX-19-JA23S

SAVE
29%



SAVE
33%

\$25.00

BRUNETTE COLOR
INSTABOOST CONDITIONING
COLOR MASQUES

BUY 2, GET 1 FREE

Purchase 2 (Mix & Match):

- INSTABOOST Cool Cocoa Beans 6.8 oz.
- INSTABOOST Hazel-Nuts For You 6.8 oz.

Receive FREE:

- 1 INSTABOOST Gloss Boss 6.8 oz.

SALON VALUE UP TO \$37.50

ALX-25-SOBBF



SAVE
20%

\$50.00

INSTABOOST BRUNETTE
MAINTENANCE KIT

Includes:

- 4 INSTABOOST Conditioning Color Masques 6.8 oz. (Gloss Boss, Hazel-Nuts For You, Cool Cocoa Beans, Golden Heiress)
- 1 INSTABOOST Conditioning Color Shampoo 6.8 oz. (Golden Heiress)

SALON VALUE \$62.50

ALX-19-SOBBK



SAVE
20%

\$24.00

ANTI-FRIZZ LITERS

Choose From:

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

SALON VALUE \$30.00



TRUSS

PROFESSIONAL



FREE

\$165.00 THE ULTIMATE LIGHTENING SOLUTION

SAVE
35%

Purchase:

5 Lightening Powder 17.64 oz.

Receive **FREE**:

1 8x Powder 7.05 oz.

SALON VALUE UP TO \$106.50

TRS-25-SOLSL



\$210.80 FAST REPAIR

SAVE
15%

Includes:

2 Bidimensional Shampoo Liter

2 Lipidic 21.98 oz.

2 Intensive Nutrition Liter

SALON VALUE \$248.00

TRS-25-SOFR

SAVE
16%



\$82.50 THERAPY SHAMPOO 10.1 OZ. **BUY 5, GET 1 FREE**

SALON VALUE \$99.00

TRS-25-SOTS

SAVE
16%



\$125.00 AMINO 7.61 OZ. **BUY 5, GET 1 FREE**

SALON VALUE \$150.00

TRS-25-SOA

Deluxe Prime;

NEW LOOK. NEW SCENT. BIGGER LINE UP.
EVEN BETTER RESULTS.

TRUSS
PROFESSIONAL



NEW

SAVE
19%

\$86.00 DELUXE PRIME LIGHT DAMAGE TREATMENT

Purchase:

- 2 Deluxe Prime Shampoo 10.1 oz.
- 2 Deluxe Prime Conditioner 10.1 oz.
- 1 Deluxe Prime Reconstructive Oil 2 oz.

Receive **FREE**:

- 1 Deluxe Prime 8.7 oz.

SALON VALUE UP TO \$106.50
TRS-25-SODPL



FREE

SAVE
18%

\$86.00 DELUXE PRIME MODERATE DAMAGE TREATMENT

Purchase:

- 2 Deluxe Prime Shampoo 10.1 oz.
- 2 Deluxe Prime Conditioner 10.1 oz.
- 1 Deluxe Prime Reconstructive Oil 2 oz.

Receive **FREE**:

- 1 Deluxe Prime Mask 6.3 oz.

SALON VALUE UP TO \$106.00
TRS-25-SODPM



FREE

SAVE
22%

\$72.00 DELUXE PRIME EXTREME DAMAGE TREATMENT

Purchase:

- 1 Deluxe Prime Shampoo 10.1 oz.
- 1 Deluxe Prime Conditioner 10.1 oz.
- 1 Deluxe Prime Reconstructive Oil 2 oz.
- 1 Deluxe Prime Mask 6.3 oz.

Receive **FREE**:

- 1 Deluxe Prime 8.7 oz.

SALON VALUE UP TO \$92.50
TRS-25-SODPE



FREE

SAVE
19%

\$84.00 DELUXE PRIME PROFESSIONAL TREATMENT

Purchase:

- 1 Deluxe Prime Shampoo Liter
- 1 Deluxe Prime Conditioner Liter

Receive **FREE**:

- 1 Deluxe Prime 8.7 oz.

SALON VALUE UP TO \$104.50
TRS-25-SOPT



FREE

DevaCurl®



**SAVE NOW,
THANK US LATER!**

25% OFF
SELECT STYLERS



INCLUDING
**NEW QUENCH'N™
DEFINE GEL**
12 oz. **\$12.00** DEV-12-QNG12
SALON VALUE \$16.00

EXPERIENCE
LASTING
DEFINITION
UP TO **7 DAYS***



**FRIZZ-FIGHTING
VOLUMIZING
FOAM**

8 oz. **\$12.75**
DEV-12-FFVF8

SALON VALUE \$17.00

SUPERMOUSSE®

5 oz. **\$12.75**
DEV-12-SM5

SALON VALUE \$17.00



ULTRA DEFINING GEL

12 oz. **\$12.00**
DEV-12-UDG12

SALON VALUE \$16.00

SUPERCREAM™

5.1 oz. **\$12.75**
DEV-12-SCR5

SALON VALUE \$17.00

WAVE MAKER™

5 oz. **\$12.75**
DEV-12-WM5

SALON VALUE \$17.00

LIGHT DEFINING GEL

5 oz. **\$12.00**
DEV-12-LDG12

SALON VALUE \$16.00

STYLING CREAM

5.1 oz. **\$12.75**
DEV-12-SC5

SALON VALUE \$17.00



20% OFF

**MIST OF WONDERS™
LEAVE-IN**

10 oz. **\$16.00** DEV-03-MOW10

SALON VALUE \$20.00



CURLHEIGHTS™ CREAM

6 oz. **\$12.75** DEV-12-CHC6

SALON VALUE \$17.00

** vs untreated hair in high-humidity conditions*



HOTHEADS®

100% REMY HUMAN HAIR TAPE-IN EXTENSIONS



Hotheads are the innovators of the groundbreaking Tape-In Hair Extension method, it's a concept that literally revolutionized the professional salon industry. Developed as a solution to original extension methods known to be expensive, damaging and hugely time-consuming, Hotheads premium 100% Remy Human Hair extensions pioneered the concept of stunning transformations in under an hour. With innovative products, Hotheads changed the game for scores of stylists across the country – saving time, generating profit and minimizing damage to clients' hair.

At Hotheads, it's not just about hair. It's about bringing you the tools and the confidence you need so you can shine as a true extension specialist.

Babe
HAIR EXTENSIONS™



GET CERTIFIED. GET REWARDED.

20% OFF
Babe extensions

when you complete a Quick Fit Tape Weft Certification Course

SEPTEMBER 1 – OCTOBER 31

*valid for one purchase within 7 days of class completion

UPCOMING CLASSES

BABE SEW-IN WEFT CERTIFICATION

Learn the quickest, best approach for applying seamless weft extensions, while still focusing on preserving the integrity of your client's hair! Learn the methods of both Hand-Tied and Machine-Tied Weft brought to you by a top professional extension brand. Each attendee will receive a complete Babe Weft Kit.

\$399

SUNDAY, SEPTEMBER 7, 2025 | 10AM - 4PM

SOUTHAMPTON

109 Street Road, Southampton, PA 18966

\$399

SUNDAY, OCTOBER 19, 2025 | 10AM - 4PM

ROCKVILLE

5054 Nicholson Lane, Rockville, MD 20852

BABE 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, Flat Tip and Fusion methods, including micro bonding and hand tied wefts.

\$575

SUNDAY, NOV. 23 + MONDAY, NOV. 24, 2025
10AM - 4PM

SOUTHAMPTON

109 Street Road, Southampton, PA 18966



20% OFF EXTENSIONS
FOR OCTOBER CLASS ONLY

Quick Fit Tape Weft

CERTIFICATION COURSE

Master The Tape Weft Method

Build length and volume faster with our hands-on course. Perfect for both new and experienced stylists, you'll learn efficient sectioning and placement, blending and styling techniques, removal and reapplication, and proper aftercare for long-lasting results.

\$250

SUNDAY, OCT. 26, 2025 | 10AM - 3PM

SOUTHAMPTON

109 Street Road, Southampton, PA 18966

\$250

MONDAY, NOV. 10, 2025 | 10AM - 3PM

ROCKVILLE

5054 Nicholson Lane, Rockville, MD 20852

\$250

MONDAY, NOV. 17, 2025 | 10AM - 3PM

SOUTHAMPTON

109 Street Road, Southampton, PA 18966



CHRISTOPHE
ROBIN
PARIS

DISCOVER
a complete ritual offering
hair a shot of hydration
for a sleek, shiny finish.

HYDRATING REGIMEN WITH ALOE VERA

Choose From:

Hydrating Shampoo 8.4 oz.	\$15.73	CRR-02-HP8
Hydrating Shampoo Liter	\$32.30	CRR-02-HP33
Hydrating Melting Mask 2.5 oz.	\$7.65	CRR-03-HMM2
Hydrating Melting Mask 6.7 oz.	\$17.00	CRR-03-HMM6
Hydrating Leave-In Mist 5.1 oz.	\$16.58	CRR-03-HLIM5
Hydrating Leave-In Cream 5 oz.	\$17.85	CRR-12-HLIC5
Hydrating Cream Scrub 8.4 oz.	\$18.28	CRR-02-HCS8
Hydrating Cream Scrub 16.9 oz.	\$20.40	CRR-02-HCS16

SALON VALUE UP TO \$38.00

SAVE
15%



SAVE
25%

TOGETHER WE CURL

STYLING SALE

Choose From:

The Curl Amplifier Primer 6 oz.	\$10.13	CUL-12-CAP6
The Curl Complete Cream 5.07 oz.	\$11.63	CUL-12-CCC5
The Curl Dream Cream 5.07 oz.	\$11.63	CUL-12-CDC5
The Uplifting Frizz Free Foam 6.76 oz.	\$11.63	CUL-12-UFFF6
The Frizz Free Serum 1.4 oz.	\$11.25	CUL-12-FFS1
The Holding One Hair Spray 8 oz.	\$10.88	CUL-12-HOS8
The Light One Styling Gel 12 oz.	\$10.88	CUL-12-LOG12
The Perfect One Spray Gel 8 oz.	\$10.88	CUL-12-POSG8
The Strong One Styling Gel 12 oz.	\$10.88	CUL-12-HOS8

SALON VALUE UP TO \$15.50



curlisto





SEMI-ANNUAL PERM SALE

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

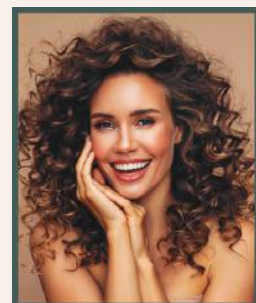
\$9.80

TRUE SHAPES HERBAL THERAPY ACID WAVE

SALON VALUE \$14.00

ABA-01-TSAW

SAVE 30%



TRADITIONAL PERM

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



BEACH WAVE

Soft, tousled for an effortlessly chic look.

TOCCOMAGICO
[CRAFT YOUR ARTISTRY]

MIX. TONE. TRANSFORM.

Perfect for vibrant looks, color correcting, or creating customized formulas.

PRO TIP:

Intermix Color switch shades to create custom cocktail mixes and truly craft your artistry!



FREE



\$107.50
COLOR-TON OFFER

Purchase:

10 Color-Ton Permanent Hair Color 3.3 oz.

Receive **FREE:**

3 Color Switch Semi Permanent Hair Color 5.07 oz.

SALON VALUE \$157.00

TCM-25-SOCTS

SAVE 32%

COLOR SWITCH

Featuring 11 shades of ready-to-use pure pigment. This easy-to-use gel formula delivers ease of application and is fully intermixable to create a variety of customized results.



SAVE
UP TO
29%



INTRODUCTORY SPECIALS

SAVE **29%**

\$49.00

BRONZE INTRO

Purchase:

- 1 Classic Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.
- 1 Sea Salt Spray 8.45 oz.

Get \$20 of FREE SWAG:

- 1 Capt Fawcett Tin Sign (30x30cm)
- 5 CF Beer Mats

SALON VALUE \$69.00

FAW-25-BRNMJ

SAVE **27%**

\$94.00

SILVER INTRO

Purchase:

- 1 Classic Pomade 3.53 oz.
- 1 Clay Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.
- 1 Expedition Reserve Hair Powder 0.7 oz.
- 1 Hair Tonic 8.45 oz.
- 1 Sea Salt Spray 8.45 oz.

Get \$35 of FREE SWAG:

- 1 Capt Fawcett Tin Sign (30x30cm)
- 2 A2 CF Hair Couture Poster
- 4 Hair Couture Postcard
- 5 CF Beer Mats

SALON VALUE \$129.00

FAW-25-SLVMJ

SAVE **29%**

\$300.00

GOLD INTRO

Purchase:

- 1 Classic Pomade 3.53 oz.
- 2 Clay Pomade 3.53 oz.
- 3 Putty Pomade 3.53 oz.
- 3 Strong Hold Pomade 3.53 oz.
- 3 Expedition Reserve Hair Powder 0.7 oz.
- 2 Hair Tonic 8.45 oz.
- 3 Sea Salt Spray 8.45 oz.
- 1 Bianco Classico Purple Shampoo 8.45 oz.

Get \$90 of FREE SWAG:

- 1 Embroidered Keyring
- 1 Open/Close Aluminum Plate Sign
- 1 Capt Fawcett Tin Sign (30x30cm)
- 1 Capt Fawcett Rubber Bar Mat
- 2 A2 Hair Couture Poster
- 4 CF Hair Couture Postcard
- 8 CF Beer Mats
- 8 CF Monogram Green Sticker

Get \$32.50 of FREE BACKBAR:

- 1 Classic Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.

SALON VALUE \$422.50

FAW-25-GLDMJ

SAVE **28%**

\$600.00

PLATINUM INTRO

Purchase:

- 4 Classic Pomade 3.53 oz.
- 4 Clay Pomade 3.53 oz.
- 5 Putty Pomade 3.53 oz.
- 4 Strong Hold Pomade 3.53 oz.
- 5 Expedition Reserve Hair Powder 0.7 oz.
- 4 Hair Tonic 8.45 oz.
- 4 Sea Salt Spray 8.45 oz.
- 1 Expedition Reserve Shampoo 8.45 oz.
- 2 Expedition Reserve Shampoo Liter
- 2 Bianco Classico Purple Shampoo 8.45 oz.

Get \$161 of FREE SWAG:

- 4 Embroidered Keyring
- 1 Open/Close Aluminum Plate Sign
- 1 Capt Fawcett Tin Sign (30x30cm)
- 2 Capt Fawcett Rubber Bar Mat
- 4 A2 Hair Couture Poster
- 8 CF Hair Couture Postcard
- 15 CF Beer Mats
- 8 CF Monogram Green Sticker
- 8 CF Brown Logo Sticker

Get \$78.50 of FREE BACKBAR:

- 1 Classic Pomade 3.53 oz.
- 1 Clay Pomade 3.53 oz.
- 1 Putty Pomade 3.53 oz.
- 1 Expedition Reserve Hair Powder 0.7 oz.
- 1 Sea Salt Spray 8.45 oz.

SALON VALUE \$839.50

FAW-25-PLTMJ

A Comprehensive Range of
Gentleman's Grooming Essentials



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

IT'S TIME FOR EFFICIENCY

Our endothermic foils create a consistent temperature for the **hair cuticle to open gently and consistently**. It enhances the incubation period to **speed up your processing safely**.



\$21.24
 5x11" POP-UP
 Light Weight
 SALON VALUE \$24.99
 FFO-10-PUS11

SAVE
 15%



\$27.19
 8" 350' ROLL
 Medium Weight
 SALON VALUE \$31.99
 FFO-10-8R35



8" ROLL
THE WIDEST ROLL
IN THE MARKET
 More coverage.
 More efficiency.



Valera

SAVE
 25%

SELECT APPLIANCES

Choose From:

Unlimited Pro 5000 - Pearl White	\$224.25	VLR-09-UP50PW
Unlimited Pro 5000 - Rose Gold	\$224.25	VLR-09-UP50RG
Unlimited Pro 5000 - Soft Black	\$224.25	VLR-09-UP50SB
Dynamic Pro 4200 - Soft Black	\$224.25	VLR-09-DP42
Dynamic Pro 4100 - Soft Black	\$149.25	VLR-09-DP41
Dynamic Pro 4000 Light - Soft Black	\$141.75	VLR-09-DPL40
Master Pro 3200 - Pearl White	\$149.25	VLR-09-M32PW
Master Pro 3200 - Rose Gold	\$149.25	VLR-09-M32RG
Master Pro 3200 - Soft Black	\$149.25	VLR-09-M32SB
Master Pro 3000 Light - Pearl White	\$134.25	VLR-09-ML30W
Master Pro 3000 Light - Rose Gold	\$134.25	VLR-09-ML30R
Master Pro 3000 Light - Soft Black	\$134.25	VLR-09-ML30B
Classic 1955 Original - Metallic	\$149.25	VLR-09-C1955
Color Pro 3000 Light - Black	\$141.75	VLR-09-CP30L
Academy Pro 2100 - Soft Black	\$126.75	VLR-09-A21SB
Academy Pro 2000 Light - Soft Black	\$111.75	VLR-09-A20LB
Sleek Pro 6.0 Hair Straightener	\$89.25	VLR-09-SP6

SALON VALUE UP TO \$299.00



NEW LOOK SAME ICONIC CARE!

YELLOW
PROFESSIONAL



COLOR CARE



COLOR CARE PRODUCT RANGE

Choose From:

Shampoo 16.9 oz.	\$9.50	YLW-02-CC16
Shampoo Liter	\$15.00	YLW-02-CC50
Conditioner 16.9 oz.	\$11.50	YLW-03-CC16
Mask 10.1 oz.	\$9.50	YLW-03-CCM16
Mask 16.9 oz.	\$11.50	YLW-03-CCM33
Leave-In Serum 5.07 oz.	\$10.00	YLW-03-CCL15

**+18% COLOR PROTECTION
AGAINST UV RAYS***

**+15% COLOR MAINTENANCE
AFTER 18 WASHES****

**+83% PROTECTION AGAINST
DAMAGE FROM
THERMAL SOURCES*****

*Instrumental test conducted on the Color Care treatment (Shampoo + Mask + Serum) compared to basic treatment.

**Instrumental test conducted on the Color Care treatment (Shampoo + Conditioner/ Mask + Serum) compared to basic treatment.

***Instrumental test conducted on the Color Care treatment (Shampoo + Conditioner + Serum) compared to basic treatment.

A NEW ERA OF YELLOW COLOR CARE IS HERE.

- Seals in color vibrancy while enhancing shine
- Protects against environmental damage & fading
- Ensures long-lasting salon-quality results

\$120.00 COLOR CARE BUNDLE

Purchase:

- 3 Color Care Shampoo 16.9 oz.
- 3 Color Care Conditioner 16.9 oz.
- 3 Color Care Mask 10.1 oz.
- 3 Color Care Leave-In Serum 5.07 oz.

Receive **FREE**:

- 1 Color Care Shampoo Liter
- 1 Color Care Mask 16.9 oz.

**SALON VALUE \$114.00
YLW-25-SOCC**

NEW
LOOK!

SAVE
19%

FREE



ORI LAB

A U S T R A L I A



\$100.00
BAG DEAL

Purchase \$100:
ORI LAB Products

Receive FREE:
50 ORI LAB Paper Shopping Bags*

SALON VALUE \$125.00

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

FREE



NAK HAIR

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



\$34.45
LIQUID GLOSS HAIR
TONER 2.03 OZ.

**BUY 6,
GET 15% OFF**

MIX & MATCH

SALON VALUE \$40.50
NAC-25-SOLG

**SAVE
15%**



\$30.00
POWDER + DEVELOPER

Purchase:
1 BLOND360 SugarPlex Blonde Advanced
Powder Lightener 17.6 oz.

Receive FREE:
1 Conditioning Activator Liter (Your Choice)
Choose From: 10, 20, 30 or 40 Volume

SALON VALUE \$38.00
NAC-25-SOSP

FREE





NAK HAIR

A U S T R A L I A



COMING OCTOBER 1st



MEET THE NAK SIGNATURE RANGE:

A paramount and all-encompassing retail collection, meticulously crafted for exquisite cleansing, luxurious treatments, and seamless styling routines.

Unleash your styling and finishing techniques with a range designed to elevate your expertise

SUPERCHARGED FORMULA

Now infused with upgraded, hair-loving ingredients of Signature Peptides and Ectoin Barrier Booster.

SIGNATURE PEPTIDES

Formulated to deliver effective scalp care and hair repair, ensuring healthier-looking hair and scalp with regular use.

ECTOIN BARRIER BOOSTER

Ectoin is renowned for its protective and moisturizing abilities, aiming to fortify scalp and hair strands.

Formulated **WITHOUT:** Sulfates, Parabens & Gluten | **100% Vegan & Cruelty Free**



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.

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BURMAX

BLONDOR

BARBICIDE®

HOT TOOLS™



BEYOND BLONDE
charcool

PREMIERLASH
CANADA

KOLESTON PERFECT™

CRICKET®
INNOVATION. QUALITY. STYLE.

product**club.**

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MAGIC SLEEK

OG
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Cameo
BEAUTY

STYLE
EDIT

nufree® | finipil®
nudesse®

RefectoCil

MK
PROFESSIONAL

BERODIN

Wet
brush-pro



SCAN THE CODE
TO SHOP ALL THESE
BRANDS TODAY!

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@TruBeautyConcepts

