

tru**beauty**

C O N C E P T S

JANUARY | FEBRUARY 2026

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SHINE EFFECT

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KERALUMINOUS10

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NEW

NAK HAIR
K.REVIVE

Save 20%
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Photo courtesy of Surface

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SCAN NOW TO SHOP
JANUARY | FEBRUARY
PROMOTIONS

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@TruBeautyConcepts



WELCOME TO 2026!

We're excited for another year and hoping it brings you much success. Explore these savings for a great start. And don't forget to stock up for Valentine's Day.



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.

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TRU EDUCATION: PAGES 20-21

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MILBON SOPHISTONE

SAVE
17%



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

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

Receive FREE:
1 Permanent Color 2.8 oz. (Clear)

SALON VALUE \$54.00
SOT-25-JFPCP

FREE



SAVE
17%



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

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

Receive FREE:
1 Demi Color 7N 2.8 oz.

SALON VALUE \$37.50
SOT-25-JFDCP

FREE



MILBON

Find Your Beauty



SAVE
15%

CURL

FOR DEFINITION
AND HYDRATION

Featuring
Cuticle Enhancing
Technology

CURL HOME CARE & CREATIVE STYLE

Choose From:

Curl Shampoo 6.8 oz.	\$12.75	MLB-02-CC6
Curl Treatment 7.1 oz.	\$17.85	MLB-03-CC7
Curl Enriched Treatment 7.1 oz.	\$17.85	MLB-03-CCR7
Curl Leave-In Treatment 4.1 oz.	\$17.85	MLB-03-CCL14
Curl Control Cream 4.2 oz.	\$12.75	MLB-12-CCC4
Curl Control Gel 4.2 oz.	\$12.75	MLB-12-CCG4

SALON VALUE UP TO \$21.00

Science-backed Curl Care to repair the cuticle, lock in moisture, reduce frizz, and enhance natural bounce for soft, manageable, and healthy-looking curls without crunch.



SIGNATURE SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

ANTI-FRIZZ Defrizzing Shampoo Liter	\$38.25	MLB-02-SDBS
ANTI-FRIZZ Defrizzing Treatment 35.3 oz.	\$53.55	MLB-03-SDBS
BLONDE PLUS Nourishing Violet Shampoo Liter	\$40.80	MLB-02-BPVBS
BLONDE PLUS Nourishing Violet Treatment 35.3 oz.	\$56.10	MLB-03-BPVBS
CURL Care Shampoo Liter	\$38.25	MLB-02-CCBS
CURL Curl Care Treatment 35.3 oz.	\$53.55	MLB-03-CCBS
CURL Curl Care Enriched Treatment 35.3 oz.	\$53.55	MLB-03-CCRB5
MOISTURE Replenishing Shampoo Liter	\$38.25	MLB-02-MB33
MOISTURE Replenishing Treatment 35.3 oz.	\$53.55	MLB-03-MB35
REAWAKEN Renewing Shampoo Liter	\$43.35	MLB-02-REABS
REAWAKEN Renewing Treatment 35.3 oz.	\$58.65	MLB-03-REABS
REPAIR Restorative Shampoo Liter	\$40.80	MLB-02-SRBS
REPAIR Restorative Treatment 35.3 oz.	\$56.10	MLB-03-SRBS
REPAIR HEAT Protective Shampoo Liter	\$40.80	MLB-02-SHPSB
REPAIR HEAT Protective Treatment 35.3 oz.	\$56.10	MLB-03-SHPSB
SCALP Purifying Gel Shampoo Liter	\$40.80	MLB-02-SGB33
SCALP Hydrating Treatment 35.3 oz.	\$56.10	MLB-03-ST35
SMOOTH Smoothing Shampoo For Fine Hair Liter	\$38.25	MLB-02-SFB33
SMOOTH Smoothing Treatment For Fine Hair 35.3 oz.	\$53.55	MLB-03-SFB35
SMOOTH Smoothing Shampoo For Medium Hair Liter	\$38.25	MLB-02-SMB33
SMOOTH Smoothing Treatment For Medium Hair 35.3 oz.	\$53.55	MLB-03-SMB35
SMOOTH Smoothing Shampoo For Coarse Hair Liter	\$38.25	MLB-02-SCB33
SMOOTH Smoothing Treatment For Coarse Hair 35.3 oz.	\$53.55	MLB-03-SCB35
VOLUME Volumizing Shampoo Liter	\$38.25	MLB-02-SVBS
VOLUME Volumizing Treatment 35.3 oz.	\$53.55	MLB-03-SVBS

SALON VALUE UP TO \$66.00



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

Choose From:

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
15%



GOLD SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

Enhancing Vivacity Shampoo Refine Liter	\$63.75	MGO-02-EVRBS
Enhancing Vivacity Shampoo Soften Liter	\$63.75	MGO-02-EVSBS
Enhancing Vivacity Treatment 35.3 oz.	\$75.23	MGO-03-EVVBs
Illuminating Glow Shampoo Liter	\$63.75	MGO-02-IGBS
Illuminating Glow Treatment 35.3 oz.	\$75.23	MGO-03-IGBS
Indulging Hydration Shampoo Liter	\$63.75	MGO-02-IHBS
Indulging Hydration Treatment 35.3 oz.	\$75.23	MGO-03-IHBS
Vitalizing Dimension Shampoo Liter.	\$63.75	MGO-02-VDBS
Vitalizing Dimension Treatment 35.3 oz.	\$75.23	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%

MILBON & Monochromatic

A collaboration by Milbon &
and Anh Co Tran

Froth Blowout Foam

Prep, prime, and protect for a smooth blowout full of body. Controls flyaways and frizz.

Puff Finishing Paste

Boost and create lift for airy, textured movement. Adds cushion with workable hold.

Velvet Texturizing Cream

Hydrates with a lightweight finish while creating definition and separation. Adds a natural sheen.

MONOCHROMATIC

Choose From:

Froth Blowout Foam 7.1 oz.	\$16.58	MLB-12-MFBF7
Puff Finishing Paste 3.5 oz.	\$15.30	MLB-12-MPPF3
Velvet Texturizing Cream 3.5 oz.	\$15.30	MLB-12-MVTC3

SALON VALUE UP TO \$19.50





STOCK UP FOR **BIG** SAVINGS!



**SAVE
30%**

SEMI DI LINO CARE LITERS

Choose From:

Diamond Illuminating Low Shampoo	\$19.60	SDL-02-DS33
Diamond Illuminating Conditioner	\$19.60	SDL-03-DC33
Moisture Nutritive Low Shampoo	\$19.60	SDL-02-MS33
Moisture Nutritive Leave-in Conditioner	\$19.60	SDL-03-LIC33
Reconstruction Reparative Low Shampoo	\$19.60	SDL-02-RS33
Volumizing Low Shampoo	\$19.60	SDL-02-VOL33
Curls Enhancing Low Shampoo	\$19.60	SDL-02-CEL33
Curls Hydrating Co-wash	\$19.60	SDL-02-CHC33
Curls Enhancing Conditioner	\$19.60	SDL-03-CEC33
Smoothing Low Shampoo	\$19.60	SDL-02-SSL33
Smooth Smoothing Conditioner	\$19.60	SDL-03-SSC33
Blonde Intense Anti-Yellow Low Shampoo	\$19.60	SDL-02-BBB33
Brunette Intense Anti-Orange Low Shampoo	\$19.60	SDL-02-BBS33
Density Thickening Low Shampoo	\$23.10	SDL-02-TL33
Density Thickening Conditioner	\$25.90	SDL-03-TC33
Scalp Relief Calming Micellar Low Shampoo	\$19.60	SDL-02-SRC33
Sublime Detoxifying Low Shampoo	\$19.60	SDL-02-DT33

SALON VALUE UP TO \$37.00

\$21.00

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 \$30.00

**SAVE
30%**



ALFAPARF
MILANO
PROFESSIONAL

NEW

EVOLUTION SHINE *effect*

GLOW
BEYOND
COLOR

A new ammonia- and MEA-free permanent color designed to deliver luminous, natural-looking results with superior shine.

Up to **+73%** shine after first application

Up to **+94%** color retention after 12 washes

Up to **+59%** resistance to breakage

5x hair integrity vs ammonia-free formulas

78% easier combing after application

EXPERIENCE THE
SHINE *effect*

SAVE
59%



\$100.00
EXPERIENCE THE
SHINE EFFECT

Purchase:

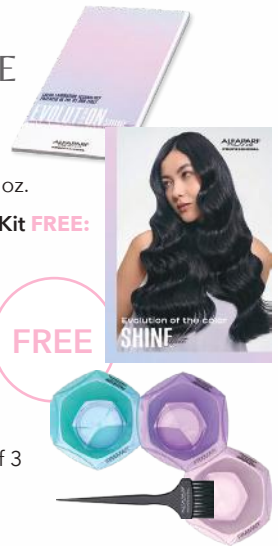
12 Shine Effect Tubes 2.06 oz.

Receive Essential Colorist Kit FREE:

- 1 Swatch Book
- 1 Mini Swatch Book
- 1 Sales Folder
- 2 Shelf Pop Up
- 2 Technical Wall Charts
- 1 Color Book
- 2 Framar Brushes Kit of 3
- 2 Framar Color Bowls Kit of 3
- 2 Color Tube Squeezer

SALON VALUE \$246.50

APF-25-JFETS



LOVE YOUR
COLOR



SAVE
33%



FREE

\$75.50
LOVE YOUR COLOR

Purchase:

10 Color Wear Cream Tubes 2.06 oz.

Receive FREE:

2 Pigments 3.04 oz. (Your Choice)

SALON VALUE \$113.50

CLW-25-JFCW

Order Online at trubautyconcepts.com



JANUARY | FEBRUARY 2026



NEW Express Color & Smoothing System

FAST COLOR. FASTER PROFITS.

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

10 min
EXPRESS
PERMANENT
COLOR



15 min
COLOR-LOCKING,
ANTI-FRIZZ
TREATMENT



- More clients in **less time** = **More \$\$**
- Up to **100%** gray coverage
- **Stronger, healthier, more vibrant** hair
- **Locks in color & eliminates frizz**
- Results last up to **6 weeks**

KeraLuminous 10

SHADE COLLECTION

Combines Signature Keratin, Vitamin C, and **KC FASTLOCK™ Technology** – a color-accelerating system that **drives color deeper and faster** into the hair for consistent, reliable results and up to **100% gray coverage in just 10 minutes.**



\$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
1 KeraLuminous10 Swatchbook

SALON VALUE \$224.00

KCX-25-JFECT



FREE

**SAVE
14%**



Tabatha Coffey
Joins Keratin Complex
to Empower Stylists with
The Perfect Color Service



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

SALON VALUE \$112.00

KCX-19-ECSSK



KERATIN COMPLEX®
Beautiful hair every day



**SAVE
25%**

\$517.50 PERFECT COLOR SERVICE INTRO KIT

Includes:

- 1 KC EXPRESS® Smoothing System Liter
- 24 KeraLuminous10 10-Minute Express Permanent Shades 3.4 oz. (Your Choice)
- 1 It's a Blonde Thing® Keratin Lightening System 1 lb.
- 1 Color Care Smoothing Shampoo Liter
- 1 Color Care Smoothing Conditioner Liter
- 2 20 Vol. Developer Liter

SALON VALUE \$690.00

KCX-21-25PCS1



**SAVE
25%**

\$18.75 STOCK THE BACKBAR: LITERS

Choose From:

KCHYDRATE Moisture Shampoo	KCX-02-KCH33
KCHYDRATE Moisture Conditioner	KCX-03-KCH33
Keratin Care Smoothing Shampoo	KCX-02-CAS33
Keratin Care Smoothing Conditioner	KCX-03-CAS33
Color Care Smoothing Shampoo	KCX-02-CC33
Color Care Smoothing Conditioner	KCX-03-CC33
Timeless Color Fade Defy Shampoo	KCX-02-TML33
Timeless Color Fade Defy Conditioner	KCX-03-TML33
Keratin Volume Amplifying Shampoo	KCX-02-VOL33
Keratin Volume Amplifying Conditioner	KCX-03-VOL33

SALON VALUE \$25.00

FEBRUARY ONLY

\$320.00 KC EXPRESS LITER

SALON VALUE \$400.00

KCX-19-EXPL

\$176.00 KC EXPRESS 16 OZ.

SALON VALUE \$220.00

KCX-19-EXP16

Includes: 1 KC PRIMER Keratin Pre-Treatment Shampoo & 1 KC EXPRESS Smoothing Treatment

**SAVE
20%**



Add **KC EXPRESS®** to
Any brand. Any time.
In just 15 minutes.



BEFORE



AFTER

REVENUE POTENTIAL
+ \$1,125 week + \$4,500 month + \$58,500 year

OLAPLEX



SAVE
UP TO
30%



JANUARY & FEBRUARY

LITER SALE

Choose From:

No.4 Bond Maintenance Shampoo	\$35.25	OLX-02-NO4L
No.5 Bond Maintenance Conditioner	\$35.25	OLX-03-NO5L
No.4C Bond Maintenance Clarifying Shampoo	\$35.25	OLX-02-NO4CL
No.4 Fine Bond Maintenance Shampoo	\$36.75	OLX-02-NO4FL
No.5 Fine Bond Maintenance Conditioner	\$36.75	OLX-03-NO5FL
No.4P Blonde Enhancer Toning Shampoo	\$32.90	OLX-02-NO4PL
No.5P Blonde Enhancer Toning Conditioner	\$32.90	OLX-03-NO5PL

SALON VALUE UP TO \$49.00

JANUARY & FEBRUARY

SAVE
20%

\$180.00

**No.7 SALON PACK
POP DISPLAY**

Purchase:

POP Display (12) 30ml Units No.7

Receive FREE:

1 No.6 Bond Smoother Leave-In Styling Treatment 3.3 oz.

1 No.7 Bonding Oil 1 oz.

1 No.9 Bond Protector Nourishing Hair Serum 3 oz.

SALON VALUE \$225.00

OLX-25-JFNO7



FREE

JANUARY ONLY

SAVE
25%

\$65.00

TRAVELING STYLIST KIT

Includes:

- 1 No.1 Bond Multiplier 3.3 oz.
- 2 No.2 Bond Perfector 3.3 oz.

SALON VALUE \$225.00

OLX-19-TSK



\$9.00

SINGLE USE SACHETS

SALON VALUE \$12.00

OLX-19-SAT



OLAPLEX

AVAILABLE JANUARY 26TH



NEW

N°.1 & N° 2 REFILLS

\$78.00
N°.1 BOND MULTIPLIER
REFILL 17.75 OZ.
OLX-04-NO117

\$72.00
N°.2 BOND PERFECTOR
REFILL 17.75 OZ.
OLX-03-NO217

FEBRUARY ONLY

SAVE
30%

FEBRUARY ONLY

SAVE
18%



NEW
PACKAGING!

\$396.00
ORIGINAL BOND
BUILDING KIT
**BUY 2,
GET 1 FREE**

Includes:
1 N°.1 Bond Multiplier 17.75 oz.
2 N°.2 Bond Perfector 17.75 oz.
SALON VALUE \$594.00
OLX-25-JFBB

FREE

NEW
REFILLS



FREE

\$198.00
N°.1 & N°.2 REFILL OFFER

Purchase 1:
N°.1 Bond Multiplier Refill 17.75 oz.
OR
N°.2 Bond Perfector Refill 17.75 oz.

Receive FREE:
1 Pro Size Mask 12.5 oz.
(Your Choice: Rich Hydration Mask
OR Weightless Nourishing Mask)

SALON VALUE \$240.00
OLX-25-JFNO12





SAVE
31%



\$839.00 AWAKEN INTRO

Purchase:

- 2 Shampoo 2 oz.
- 3 Shampoo 10 oz.
- 2 Conditioner 2 oz.
- 3 Conditioner 6 oz.
- 3 Scalp Detox 6 oz.
- 3 Masque 6 oz.
- 3 Treatment 2 oz.
- 3 Elixir 4 oz.
- 3 Mist 4 oz.
- 3 Thickening Spray 4 oz.
- 3 Thickening Cream 3 oz.
- 3 Blow Dry Foam 5 oz.
- 3 Mousse 8.8 oz.
- 3 Finishing Spray 10 oz.
- 3 Texture Spray 4 oz.
- 1 Awaken Therapy Kit

SALON VALUE \$1,221.75
SUR-21-26AWI

Receive \$372.75

Goods & Education **FREE:**

- 15 Awaken Duo Foil pkt.
- 1 Shampoo 33.8 oz.
- 1 Conditioner 33.8 oz.
- 1 Treatment 6 oz.
- 1 Elixir 4.7 oz.
- 1 Masque 6 oz.
- 1 Detox 6 oz.
- 2 Liter Pumps
- 1 Merch Kit
- 1 Surface Sanctuary 2-Day Event Ticket
- 1 ZOOM 60 minute "Welcome to Surface" Product Knowledge Class

SAVE
16%



\$57.54 AWAKEN THERAPY KIT

Includes:

- 1 Shampoo 10 oz.
- 1 Conditioner 6 oz.
- 1 Scalp Elixir 4 oz.
- 1 Treatment 2 oz.

SALON VALUE \$68.50
SUR-19-ATKIT

\$365.00 HEAD SPA INTRO

Purchase:

- 1 Awaken Scalp Detox 6 oz.
- 1 Awaken Masque 6 oz.
- 1 Awaken Treatment 2 oz.
- 1 Awaken Elixir 4 oz.
- 1 Bassu Hydrating Oil 8 oz.
- 1 CBD Soothing Salve 2.5 oz.
- 1 Bassu Hydrating Masque 6 oz.
- 1 Curls Intensive Masque 6 oz.
- 1 Trinity Color Bond Masque 6 oz.
- 1 Violet Nourishing Masque 6 oz.
- 1 All In Leave-in Conditioner 6 oz.
- 1 Trinity Bond Repair 2.3 oz.
- 1 Bassu Moisture Bond 2.3 oz.
- 3 Trinity One Shot 0.75 oz. Awaken

SALON VALUE \$461.50
SUR-21-26HSI

SAVE
31%



Receive \$96.50 Goods **FREE:**

- 2 Scalp Massager
- 1 Purify Liter
- 1 Awaken Shampoo Liter
- 2 Liter Pumps
- 1 Head Spa Merch Kit
- 1 Digital Download Head Spa Manual



SAVE
20%



AWAKEN THERAPEUTIC

Choose From:

Shampoo 10 oz.	\$16.80	SUR-02-A10
Conditioner 6 oz.	\$13.20	SUR-03-A6
Treatment 2 oz.	\$15.40	SUR-03-AT2
Finishing Spray 10 oz.	\$15.60	SUR-05-AS10
Protein Mousse 8.8 oz.	\$15.20	SUR-12-AM8
Mist 4 oz.	\$14.40	SUR-03-AM4
Masque 6 oz.	\$14.30	SUR-03-AM6
Elixir 4 oz.	\$16.80	SUR-03-AE4
Thickening Spray 4 oz.	\$13.80	SUR-12-ATHS4
Scalp Detox 6 oz.	\$15.20	SUR-02-ASD6
Thickening Cream 3 oz.	\$11.20	SUR-12-AC3
Texture Spray 4 oz.	\$13.60	SUR-05-ATES4
Blow Dry Foam 6 oz.	\$16.00	SUR-12-ABDF5
CBD Soothing Salve 2.5 oz. ..	\$22.80	SUR-07-CBDSS

SALON VALUE \$14.00 TO \$28.50

JANUARY ONLY

SAVE
25%

\$26.25
ALL IN LEAVE-IN
CONDITIONER 6 OZ.
BUY 1, GET 1
50% OFF

SALON VALUE \$35.00
SUR-25-JAID



SAVE
20%



AT HOME MAINTENANCE

Choose From:

Violet Shampoo 9 oz. **\$16.80** SUR-02-PBV9
Trinity Bond Repair 2.3 oz. . . . **\$17.60** SUR-03-TBR
Bassu Moisture Bond 2.3 oz. . . **\$17.60** SUR-03-BMB2

SALON VALUE UP TO \$22.00

SAVE
20%



COLOR EXPRESS SERVICES

Choose From:

Pure Blonde Ultra Lift 15.87 oz. . . **\$29.60** SUR-04-PBLP
Color Thickener 4 oz. **\$9.40** SUR-04-CTH14
Trinity Bonding Masque 6 oz. . . . **\$20.40** SUR-03-TBM6

SALON VALUE UP TO \$37.00

OPEN STOCK LITER BLITZ

Choose From:

Purify Shampoo	\$30.40	SUR-02-PS32
Trinity Color Care Protein Repair Tonic . . .	\$39.20	SUR-03-TRT32
Trinity Color Care Protein Cream	\$67.20	SUR-03-TPC32
Trinity Color Care Shampoo	\$32.00	SUR-02-T32
Trinity Color Care Conditioner	\$32.00	SUR-03-T32
Bassu Moisture Shampoo	\$31.60	SUR-02-BM32
Bassu Moisture Conditioner	\$31.60	SUR-03-BM32
Bassu Hydrating Masque	\$50.80	SUR-03-BMM32
Awaken Therapeutic Shampoo	\$32.00	SUR-02-A32
Awaken Therapeutic Conditioner	\$32.00	SUR-03-A32
Curls Shampoo	\$36.00	SUR-02-CU32
Curls Conditioner	\$36.00	SUR-03-CU32
7 VOL Enzyme Cream Activator	\$11.00	SUR-04-7V32
20 VOL Enzyme Cream Activator	\$11.00	SUR-04-20V32
30 VOL Enzyme Cream Activator	\$11.00	SUR-04-30V32
40 VOL Enzyme Cream Activator	\$11.00	SUR-04-40V32
Blowout Shampoo	\$32.06	SUR-02-BO32
Blowout Conditioner	\$32.06	SUR-03-BO32
Pure Blonde Violet Shampoo	\$36.38	SUR-02-PBV32
Pure Blonde Violet Conditioner	\$36.38	SUR-03-PBV32

SALON VALUE UP TO \$84.00

SAVE
UP TO
25%



K18

BIOMIMETIC
HAIRSCIENCE



SAVE
20%

\$40.00
LITER SALE

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

SAVE
10%

\$45.90
DAMAGE REPAIR
STARTER SET

Includes:

- 1 Leave-In Molecular Repair Hair Mask 1.7 oz.
- 1 Molecular Repair Hair Oil 0.33 oz.
- 1 Peptide Prep Detox Shampoo 1.7 oz.

SALON VALUE \$51.00
K18-19-DRSS



SAVE
10%

\$37.80
PRO HAIR
REPAIR MINI KIT

Includes:

- 1 Professional Molecular Repair Hair Mist 1 oz.
- 1 Leave-In Molecular Repair Hair Mask 0.5 oz.

SALON VALUE \$42.00
K18-19-PHRMK



\$151.20
PRO PEPTIDE STARTER KIT

Includes:

- 2 Professional Molecular Repair Hair Mist 5 oz.
- 1 Professional Molecular Repair Hair Mask 5 oz.

SALON VALUE \$168.00
K18-19-PPSK

SAVE
10%



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

K18-03-RML1



SAVE
20%

\$13.60

JUMBO AEROSOLS

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



SAVE
20%

\$8.80

SCALP FAVORITES

Choose From:

- Density Peptide Shampoo 12 oz. **VRB-02-DP12**
- Density Peptide Serum 1 oz. **VRB-03-DPS1**
- Ghost Exfoliating Scalp Nectar 2 oz. **VRB-02-GESN2**

SALON VALUE \$11.00

SAVE
20%

\$14.40

OIL JUMBO SIZES

Choose From:

- Ghost Oil 4 oz. **VRB-03-GTO4**
- Hydrate Oil 4 oz. **VRB-03-HYO4**

SALON VALUE \$18.00



VERB



SAVE
30%

\$16.10

BACKBAR LITERS

Choose From:

- Curl Shampoo **VRB-02-CLN32**
- Curl Conditioner **VRB-03-CLN32**
- Glossy Shampoo **VRB-02-GLN32**
- Glossy Conditioner **VRB-03-GLN32**
- Ghost Shampoo **VRB-02-GT32**
- Ghost Conditioner **VRB-03-GT32**
- Hydrate Shampoo **VRB-02-HYN32**
- Hydrate Conditioner **VRB-03-HYN32**
- Volume Shampoo **VRB-02-VLN32**
- Volume Conditioner **VRB-03-VLN32**

SALON VALUE \$23.00



COMING FEBRUARY

\$399.16 ESSENTIALS FULL LINEUP INTRO

Purchase:

- 2 Healthy Scalp Shampoo 12 oz.
- 2 Healthy Scalp Conditioner 12 oz.
- 2 Healthy Scalp Style Crème 6.7 oz.
- 2 Healthy Scalp Treatment 3.4 oz.
- 2 Max Shine Shampoo 12 oz.
- 2 Max Shine Conditioner 12 oz.
- 2 Max Shine Masque 6.7 oz.
- 2 Max Shine Control Creme 6.7 oz.
- 2 Max Shine Spray 2 oz.
- 2 Healthy Scalp 3 oz. Try Me Sample Pack
- 2 Max Shine 3 oz. Try Me Sample Pack

Receive FREE:

- 1 Healthy Scalp Shampoo 33 oz.
- 1 Healthy Scalp Conditioner 33 oz.
- 1 Max Shine Shampoo 33 oz.
- 1 Max Shine Conditioner 33 oz.
- 10 Healthy Scalp 1 oz. Trio Sample Pack
- 10 Max Shine 1 oz. Trio Sample Pack

SALON VALUE \$587.00

LOM-19-EFLI

SAVE
30%

NEW

ESSENTIALS by LOMA

Two Focused Collections.
Quiet care. Clean results.



Healthy Scalp

Balances oil. Soothes the root.
Restores clarity.

Max Shine

Smooths the cuticle. Weightless hydration.
Reflective Radiance.

SAVE
30%

Comes with
Attached
Liter Pump!



LITER SALE

Choose From:

Daily Shampoo	\$13.30	LOM-02-D33
Daily Conditioner	\$16.10	LOM-03-D33
Moisturizing Shampoo	\$14.70	LOM-02-M33
Moisturizing Treatment	\$16.10	LOM-03-M33
Nourishing Shampoo	\$16.10	LOM-02-N33
Nourishing Conditioner	\$17.50	LOM-03-N33
Violet Shampoo	\$16.10	LOM-02-V33
Violet Conditioner	\$17.50	LOM-03-N33
Moisturizing Fragrance Free Shampoo.	\$16.80	LOM-02-MFF33
Moisturizing Fragrance Free Conditioner	\$18.90	LOM-03-MFF33

SALON VALUE UP TO \$27.00

SAVE
25%

\$9.38
DRY SHAMPOO
4.4 OZ.

SALON VALUE \$12.50
LOM-05-DPOO5



SAVE
25%



TOOLS

Choose From:

Comb	\$8.98	LOM-15-COMB
Oval Paddle Brush	\$13.03	LOM-15-OPB
Round Brush	\$12.13	LOM-15-RB

SALON VALUE UP TO \$17.37



SAVE
13%



\$83.40
FLEX YOUR BEST
TONES YET!

Purchase (Your Choice):

12 Blonde78 Liquid Acid Toner 2 oz.

Receive FREE:

1 Blonde78 OxiGel Developer Liter

SALON VALUE \$95.90

ALX-25-JFLAT

FREE



Aloxxi.



SAVE
17%



\$60.00
PREP IN YOU STEP.
COLOUR ON LOCK!

Purchase:

1 ColourPrime Pre-Color
Treatment 10.1 oz.

1 ColourLock Post-Color
Finisher 16.9 oz.

Receive FREE:

1 Apron

SALON VALUE \$72.50

ALX-19-JFCL

SAVE
UP TO
27%



FREE

\$12.50-\$13.75
UNLEASH THE
BOMBSHELL WITHIN

Purchase 1 (Your Choice):

Bombshell Shampoo 8 oz.
Bombshell Conditioner 8 oz.
Bombshell Shine Mist 6.5 oz.
Bombshell Volumizing Grip
Styler Spray 6.5 oz.

Receive FREE:

1 Bombshell Volumizing
Grip Styler Spray 1.5 oz.

SALON VALUE \$17.50-\$18.75

ALX-25-JFUBW

\$22.00
LITER OF LOVE
FOR ALL LOCKS

Choose From:

Clarifying Shampoo ALX-02-CLA33
Hydrating Shampoo ALX-02-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

SAVE
20%



\$24.00
KEEP THE RIZZ,
BANISH THE FRIZZ
E7 LITERS

Choose From:

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

SALON VALUE \$30.00

SAVE
20%





SAVE
15%

\$35.70
LITERS DEAL

Choose From:

Therapy Shampoo	TRS-02-THE35
Deluxe Prime Shampoo	TRS-02-DLX33
Deluxe Prime Conditioner	TRS-03-DLX33
Infusion Shampoo	TRS-02-INF33
No Metal Equalizer Shampoo	TRS-02-NMS33
Bidimensional Shampoo	TRS-02-BID35
Clarifying Shampoo	TRS-02-CLA35
Blond Revolution Shampoo	TRS-02-BRP33
Nutri Infusion Conditioner	TRS-03-NI33

SALON VALUE \$42.00

SAVE
16%



\$82.50
MIRACLE
SHAMPOO
10.14 OZ.

BUY 5,
GET 1 FREE

SALON VALUE \$99.00
TRS-25-JFMS

SAVE
16%



\$87.50
MIRACLE
CONDITIONER
10.14 OZ.

BUY 5,
GET 1 FREE

SALON VALUE \$105.00
TRS-25-JFMC

SAVE
16%



\$100.00
MIRACLE MASK
6.35 OZ.

BUY 5,
GET 1 FREE

SALON VALUE \$120.00
TRS-25-JFMM

\$82.50
THERAPY AND
AMINO BUNDLE

Purchase:
5 Therapy Shampoo 10.14 oz.

Receive FREE:
1 Amino 7.61 oz.

SALON VALUE \$107.50
TRS-25-JFTA



SAVE
23%

\$56.10
INFUSION
21.98 OZ.

SALON VALUE \$66.00
TRS-03-INF22



SAVE
15%



TRUSS
PROFESSIONAL



SAVE
18%



\$148.00 PERFECT BALAYAGE SYSTEM & LIGHTENING POWDER

Purchase:

- 1 Intensive Nutrition Liter
- 1 No Metal Equalizer Shampoo Liter
- 1 Deep Reconstruction Fluid 16.9 oz.

Receive **FREE**:

- 1 Lightening Powder 17.64 oz.
(Your Choice)

SALON VALUE \$181.00

TRS-25-JFPBL

FREE

Choose From:

- Air Libre OR
- Blanc Blond

SAVE
20%



\$26.40 LIGHTENING POWDER DEAL

Choose From:

- Air Libre Lightening Powder 17.64 oz. TRS-04-ALB17
- Blanc Blond Lightening Powder 17.64 oz. TRS-04-BLE17

SALON VALUE \$33.00

SAVE
20%



\$72.00 8X POWDER 7.05 OZ.

SALON VALUE \$90.00

TRS-04-8XBB7

\$148.00 FAST REPAIR SYSTEM & K-RECOVERY

Includes:

- 1 Bidimensional Shampoo Liter
- 1 Lipidic 21.97 oz.
- 1 Bidimensional Shampoo Liter
- 1 K-Recovery Vegan 21.97 oz.

SALON VALUE \$181.00

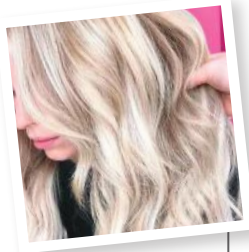
TRS-25-JFFR

SAVE
18%



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	BABE MASTERY TOUR CERTIFICATION	SUNDAY-MONDAY JANUARY 18-19, 2026 \$599 • 10AM-4PM SUNDAY-MONDAY FEBRUARY 15-16, 2026 \$599 • 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road Southampton, PA 18966	Embark on a two-day program perfecting the application and removal of the four critical methods of hair extensions and the spectrum of solutions that you can offer to your clients. Featuring an official Babe Certification on I-Tip, Fusion, Tape, Quick Fit Tape Weft and Sew-In Weft.
	MILBON HEAD SPA ESSENTIALS	MONDAY JANUARY 19, 2026 \$100 • 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.
	SURFACE AWAKEN HEAD SPA	MONDAY JANUARY 26, 2026 \$100 • 10AM-2PM	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. Explore modular to plumbed device options and support tools. Learn to offer consultations, scalp analysis, fumigation, and light therapy. Get pricing, timing, and marketing guidance.
	MILBON HEAD SPA CERTIFICATION	MONDAY FEBRUARY 9, 2026 \$199 • 10AM-3PM MONDAY FEBRUARY 23, 2026 \$199 • 10AM-3PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn the techniques of three different Head Spa services that can be performed in the chair or the shampoo bowl and learn the importance of scalp health paired with stimulating massage techniques to help improve the overall health of the scalp and hair.
	PREMIERLASH LASH CERTIFICATION	MONDAY MARCH 16, 2026 \$499 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Become certified in lash extensions and grow your business. Learn about the theory and growth cycle associated with natural eyelashes as well as proper placement and technique for eyelash extensions. Learn several different styles for placing eyelashes, and the do's and don'ts associated with the placement.

TRU
EDUCATION



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TO REGISTER
FOR CLASSES

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	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	BABE SEW-IN WEFT CERTIFICATION	SUNDAY MARCH 29, 2026 \$399 • 10AM-4PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Learn the quickest, best approach for applying seamless weft extensions, while still focusing on preserving the integrity of your client's hair! Learn the methods of Hand-Tied, Hybrid, and Machine Sewn Weft, brought to you by a top professional extension brand. Each attendee will receive a complete Babe Weft Kit.
	MILBON HEAD SPA CERTIFICATION	MONDAY APRIL 6, 2026 \$199 • 10AM-3PM MONDAY APRIL 13, 2026 \$199 • 10AM-3PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966 ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	Learn the techniques of three different Head Spa services that can be performed in the chair or the shampoo bowl and learn the importance of scalp health paired with stimulating massage techniques to help improve the overall health of the scalp and hair.

DON'T MISS EDUCATION AT **HOPE** for beauty

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Hands-On Cutting Class

Exclusive intimate hands-on cutting experience with
Anh Co Tran

MONDAY, APRIL 20, 2026
2 separate classes, AM & PM opportunity
\$375

*Space is
limited so
register early!*

SOUTHAMPTON
109 Street Road
Southampton, PA 18966



Olaplex Advanced Color Correction with Guy Tang

MONDAY, MAY 4, 2026

Learn advanced color correction, extreme lightening, high-contrast blonding, and major texture/length changes—all powered by the science of the OLAPLEX Bond Building System to maintain hair integrity.

*Call us, sign up for
emails or check
social for details!*

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!



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TO BOOK
IN-SALON
EDUCATION

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
36%



\$49.95 THE HERO 5-PACK BUNDLE MOISTURE+KERATIN

Includes:

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

SALON VALUE \$79.25

KRT-25-HROMH

SAVE
33%



\$23.18 MOISTURE DUO BUNDLE

Includes:

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

SALON VALUE \$30.90

KRT-19-MODUO

SAVE
25%



FREE

\$29.90 MOISTURE LEAVE-IN CONDITIONER SPRAY 8.5 OZ.

BUY 2,
GET 1 FREE

SALON VALUE \$44.85

KRT-25-MOLJF

SAVE
28%



\$92.70 MOISTURE DEEP CONDITIONING DEAL

Purchase:

- 6 Deep Conditioning Masque 8 oz.

Receive FREE:

- 1 Deep Conditioning Masque Backbar 16.9 oz.
- 6 Deep Conditioning Masque Sachets 0.33 oz.

SALON VALUE \$128.65

KRT-25-MDCJF

SAVE
20%

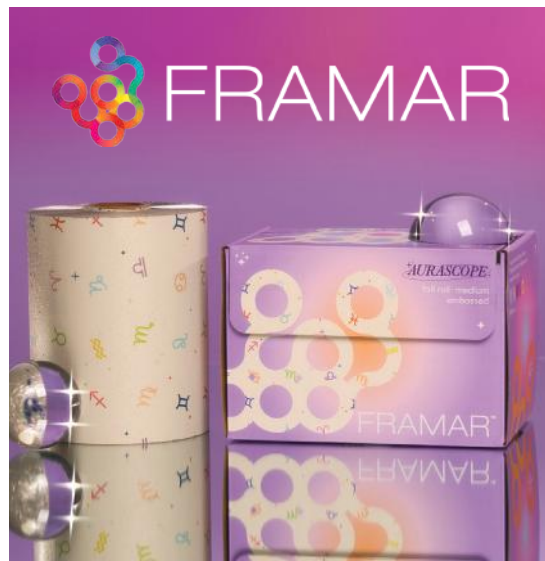


\$294.95 LITER SMOOTHING TREATMENTS \$75 OFF

Choose From:

- | | |
|----------------------------------|--------------|
| Brazilian Renewal | KRT-11-BZR33 |
| Crème de Cocoa Extreme Renewal | KRT-11-ERC33 |
| Extreme Renewal | KRT-11-ERK33 |
| Pure Renewal | KRT-11-PRP33 |
| BambooMiracle Blowout Vegan | KRT-03-VBS33 |
| BambooMiracle Blowout ZERO Vegan | KRT-03-VBZ33 |

SALON VALUE \$369.95



LIMITED EDITION

AURASCOPE COLLECTION

Choose From:

Pop Up Foil 5x11 500 Sheets	\$23.99	FMR-10-500AU
Embossed Foil Roll 320 Feet	\$19.99	FMR-10-EMBAU
Root Repair Color Brushes 2 Pack	\$9.99	FMR-10-RRSAU
Detangle Brush	\$10.49	FMR-15-DTAU
All Purpose Cape	\$29.99	FMR-10-CAPAU
Gator Grip Clips 4 Pack	\$10.29	FMR-10-GGAU
Mist Assist	\$12.99	FMR-10-MAAU



\$11.99

PINK PAWS POWDER FREE NITRILE GLOVES 100 COUNT

Choose From:

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

SALON VALUE \$14.99

**SAVE
20%**



SAVE
25%

ADVANCED SCALP SCIENCE



SCALP + HAIR THICKENING CARE LITERS

Choose From:

SYSTEM 1 Shampoo	\$19.50	NIX-02-S1CL
SYSTEM 1 Conditioner	\$19.50	NIX-03-S1TL
SYSTEM 2 Shampoo	\$19.50	NIX-02-S2CL
SYSTEM 2 Conditioner	\$19.50	NIX-03-S2TL
SYSTEM 3 Shampoo	\$19.50	NIX-02-S3CL
SYSTEM 3 Conditioner	\$19.50	NIX-03-S3TL
SYSTEM 4 Shampoo	\$19.50	NIX-02-S4CL
SYSTEM 4 Conditioner	\$19.50	NIX-03-S4TL
SCALP RELIEF Cleansing Shampoo	\$22.50	NIX-02-SRCL
SCALP RELIEF Scalp + Hair Conditioner	\$22.50	NIX-03-SRCL
SCALP RECOVERY Purifying Shampoo	\$22.50	NIX-02-RCVYL
SCALP RECOVERY Moisturizing Conditioner	\$22.50	NIX-03-RCVYL

SALON VALUE UP TO \$30.00

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



FREE

ART ABSOLUTE

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

TONE INTENSE

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

TONE SHINE

Makes it possible to provide a gloss service that can add shine, even to natural hair. Ideal for use on bleached and/or sensitized hair.



SAVE
20%

HAIR CARE LITERS

Choose From:

INVIGO Brilliance Color Protection Shampoo for Coarse Hair	\$17.76	WEL-02-BRC33
INVIGO Brilliance Vibrant Color Conditioner For Coarse Hair	\$17.76	WEL-03-BRC33
INVIGO Brilliance Color Protection Shampoo for Fine/Normal Hair	\$17.76	WEL-02-BRF33
INVIGO Brilliance Vibrant Color Conditioner For Fine/Normal Hair	\$17.76	WEL-03-BRF33
INVIGO Nutri-Enrich Deep Nourishing Shampoo	\$17.76	WEL-02-NE33
INVIGO Nutri-Enrich Deep Nourishing Conditioner	\$17.76	WEL-03-NE33
FusionPlex Intense Repair Shampoo	\$25.56	WEL-02-FP33
FusionPlex Intense Repair Conditioner	\$25.56	WEL-03-FP33
ColorMotion+ Color Protection Shampoo	\$25.56	WCM-02-CP33
ColorMotion+ Color Reflection Conditioner	\$25.56	WCM-03-CON33

SALON VALUE UP TO \$31.95



PROFESSIONAL SEBASTIAN™

SAVE
30%



HAIR CARE LITERS

Choose From:

Dark Oil Lightweight Shampoo	\$17.75	SEB-02-DOL33
Dark Oil Lightweight Conditioner	\$18.52	SEB-03-DOL33
Drench Shampoo	\$17.19	SEB-02-DRE33
Drench Conditioner	\$17.19	SEB-03-DRE33
Penetraitt Shampoo	\$17.19	SEB-02-PEN33
Penetraitt Conditioner	\$17.19	SEB-03-PEN33
Volupt Shampoo	\$17.19	SEB-02-VOL33
Volupt Conditioner	\$17.19	SEB-03-VOL33

SALON VALUE UP TO \$26.45

Perricone MD

HIGH POTENCY

This collection addresses lines, wrinkles, uneven texture and tone, as well as loss of firmness.



SAVE
15%



HIGH POTENCY COLLECTION

Choose From:

CLASSICS Face Finishing & Firming Moisturizer 2 oz.	\$31.88	PMD-07-HPFFM2
CLASSICS Face Finishing & Firming Tinted Moisturizer 2 oz.	\$33.58	PMD-07-HPTMSPF
CLASSICS Hyaluronic Intensive Moisturizer 1 oz.	\$23.38	PMD-07-HPHIM1
CLASSICS Nutritive Cleanser 6 oz.	\$16.58	PMD-07-HPNC6
Face Finishing & Firming Toner 4 oz.	\$20.83	PMD-07-HPFFT4
Face Finishing & Firming Moisturizer 2 oz.	\$33.58	PMD-07-HPMSPF
Growth Factor Firming & Lifting Eye Serum 0.5 oz.	\$31.88	PMD-07-HPFLES
Growth Factor Firming & Lifting Serum 2 oz.	\$57.38	PMD-07-HPFLS2
Hyaluronic Intensive Body Therapy 6 oz.	\$23.38	PMD-07-HPHBT6
Hyaluronic Intensive Hydrating Serum 2 oz.	\$57.38	PMD-07-HPHIS2
Hyaluronic Intensive Hydrating Mask 2 oz.	\$29.33	PMD-07-HPHM2
Intensive Smoothing Serum 2 oz.	\$57.38	PMD-07-HPISS2
Retinol Recovery Overnight Moisturizer 2 oz.	\$42.08	PMD-07-HPROM2

SALON VALUE UP TO \$67.50



G.A.M.A.
ITALY | PROFESSIONAL

NEW



UNIQ MULTISTYLER 4-IN-1

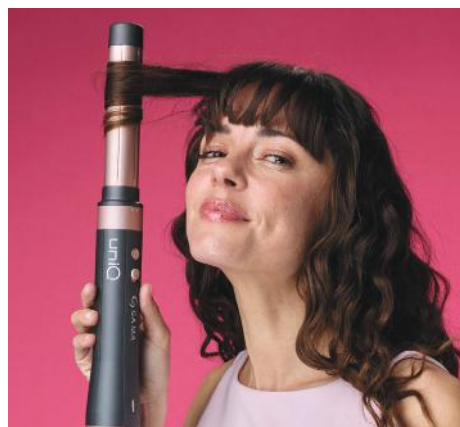
Dry, smooth, volumize, and curl with salon-quality precision. Lightweight and powerful, it includes 4 styling attachments (hair dryer, oval brush, 2 curlers), 3 heat settings, and 3 speeds—perfect for effortless, everyday hair styling at home.

\$208.90

UNIQ MULTISTYLER 4-IN-1 TOOL

MSRP \$279.95

GAM-09-UNIQ



SAVE
UP TO
32%



\$30.00 LITER SIZE HAIR CARE

Choose From:

Hydrate Shampoo	DUO-02-HYD33
Hydrate Conditioner	DUO-03-HYD33
Repair Shampoo	DUO-02-RPR33
Repair Conditioner	DUO-03-RPR33
Blonde Shampoo	DUO-02-BLD33
Clarify Shampoo	DUO-02-CLR33

SALON VALUE UP TO \$44.00

SAVE
18%



\$99.00 ANY 10 VIVIDS 3.4 OZ.

Choose From:

Empress Purple
Rosa Moscato Neon Pink
Negroni Red
Sapphire Martini Blue
Specchio Nero Black Mirror
Clear Diluter 3.4 oz
Rosé All Day Light Pink
Cardamom Rose
Venetian Sunrise Orange
Limoncello Neon Yellow
Lemon Bourbon Yellow
Emerald Isle Green
Azzurro Neon Blue
Vino Grigio Grey
Absinthe Neon Green

SALON VALUE \$120.00
DUO-25-JFV

SAVE
UP TO
35%



MADE IN ITALY



UP TO \$28.50 RETAIL SIZES 10.1 OZ. BUY 3 SHAMPOOS, GET 3 CONDITIONERS 50% OFF

MIX & MATCH

Choose From: Hydrate Shampoo, Repair Shampoo, Blonde Shampoo, Clarify Shampoo, Hydrate Conditioner, Repair Conditioner

SALON VALUE UP TO \$42.75
DUO-25-JFR

DevaCurl®

CURLS ♥ JUMBOS

25% OFF

ALL JUMBO SIZES



Choose From:

CURLBOND Cleanser Liter	\$24.80	DEV-02-CB32	NO-POO DECADENCE Cleanser Liter	\$23.20	DEV-02-DNP32
CURLBOND Conditioner Liter	\$24.80	DEV-03-CB32	ONE CONDITION ORIGINAL Conditioner Liter	\$23.20	DEV-03-OC32
CURLBOND PRO BOOST Treatment Liter	\$67.20	DEV-03-CBB32	ONE CONDITION DECADENCE Conditioner Liter	\$23.20	DEV-03-DOC32
CURLHEIGHTS Cleanser Liter	\$24.80	DEV-02-CH32	LIGHT DEFINING GEL Styler Liter	\$23.20	DEV-12-LDG32
CURLHEIGHTS Conditioner Liter	\$24.80	DEV-03-CH32	ULTRA DEFINING GEL Styler Liter	\$23.20	DEV-12-UDG32
LOW-POO ORIGINAL Cleanser Liter	\$20.16	DEV-02-LP32	MIST OF WONDERS LEAVE-IN Curl Spray 24 oz.	\$21.20	DEV-03-MOW24
NO-POO ORIGINAL Cleanser Liter	\$23.20	DEV-02-NP32			

SALON VALUE UP TO \$67.20



NEW

CRISTAL GLOSS 5 GLOSSY & TRENDY NEW SHADES

GLOSSY EFFECT
A luminous veil that reveals the color richness.

LONG-LASTING PERFORMANCE
Brilliance and color preserved shampoo after shampoo.

INFINITY OF POSSIBILITIES
Mix & match without limits with other Carmen Rituel shades.



\$53.25
CRISTAL GLOSS
**BUY 5,
GET 1 FREE**

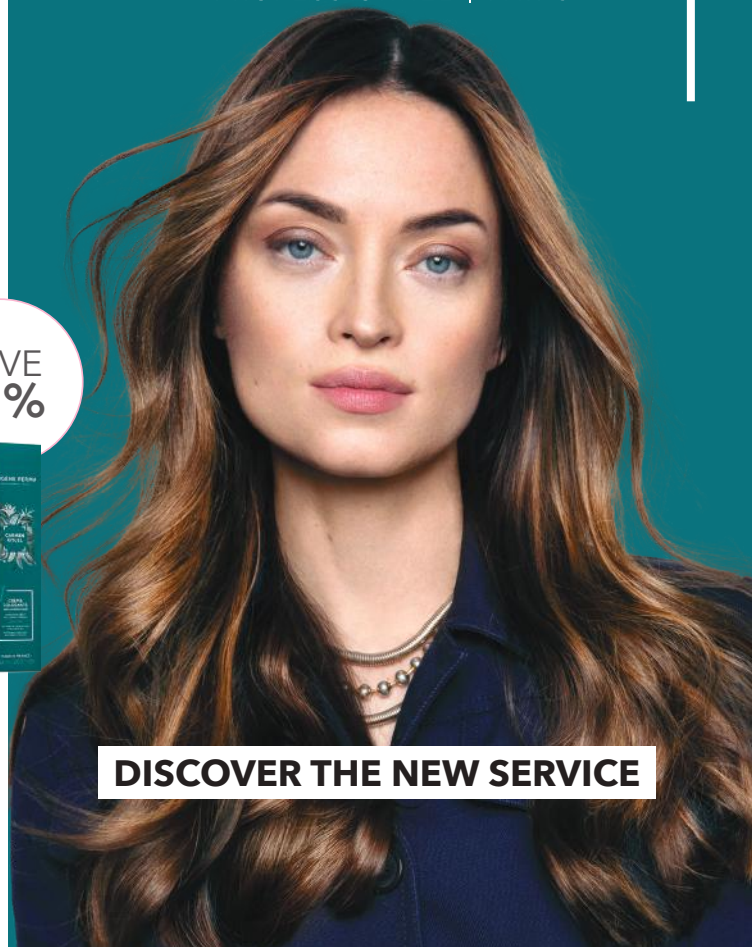
MIX & MATCH
SALON VALUE \$63.90
CRU-25-NDRG

\$10.65
CRISTAL GLOSS 2.03 OZ.

Choose From:
G12 Ash Iridescent CRU-04-RG12
G22 Deep Iridescent CRU-04-RG22
G23 Gold Iridescent CRU-04-RG23
G08 Natural Moka CRU-04-RG08
G34 Golden Copper CRU-04-RG34



SAVE
17%



DISCOVER THE NEW SERVICE



SAVE
16%

FREE

\$113.88
CARMEN &
TONE ON TONE

Purchase:
12 Carmen & Tone on Tone Shades
2.03 oz. (Your Choice)

Receive FREE:
1 Gloss Tone on Tone Shade 2.03 oz.
1 Oxycrem Developer Liter (Your Choice)

SALON VALUE \$135.12
CRU-25-JFCM

SAVE
33%



\$82.60
SOLARIS
**BUY 2,
GET 1 FREE**

Choose From:
Poudr6 Bleaching Powder 15.87 oz.
OR
Poudr7 Bleaching Powder 15.87 oz.
SALON VALUE \$123.90
SOL-25-JFSOL



SAVE
25%

\$11.45
BLUSH FLASHY
MIX & BLUSH
SATINE 3.38 OZ.

BLUSH FLASHY MIX
Choose From:
Purple BLS-04-FPRP
Pink BLS-04-FPNK
Magenta BLS-04-FMGNT
Blue BLS-04-FBLUE

BLUSH SATINE

Choose From:

White Silver
White Gold
Very Light Blonde
Red
Medium Steel Gray
Light Steel Gray
Light Brown
Darkest Brown
Dark Steel Gray

BLS-04-WHSLV
BLS-04-WHGD
BLS-04-VLBL
BLS-04-RED
BLS-04-MSGRY
BLS-04-LSGRY
BLS-04-LBR
BLS-04-SDBR
BLS-04-DSGRY

Dark Brown BLS-04-DBR
Dark Blonde BLS-04-DBL
Copper BLS-04-CPPR
Chestnut Medium Brown BLS-04-CHNT
Brown BLS-04-BR
Blonde BLS-04-BL
Ash Dark Blonde BLS-04-ADBL
Dark Auburn BLS-04-DABRN
SALON VALUE \$15.25



STOCK BIG. SAVE BIGGER.



SAVE
25%

YELLOW LITERS

Choose From:

Color Care Shampoo	\$11.25	YLW-02-CC50
Nutritive Nourishing Shampoo . . .	\$11.25	YLW-02-NRH33
Repair Reparative Shampoo	\$11.25	YLW-02-RPR33
Repair Reparative Conditioner . . .	\$12.38	YLW-03-RPR33

SALON VALUE UP TO \$16.50



SAVE
25%

STYLER SAVINGS

Choose From:

Fun Raiser Volumizing Dry Texture Spray 8.5 oz.	\$8.99	BSH-05-FRDT8
Spritz & Stay Intense Hold Hairspray 8.5 oz.	\$8.24	BSH-05-SS8
Volume Flex Texture Spray 5.8 oz.	\$8.61	BSH-05-VFT5
Weather Proof Frizz Control Spray 5 oz.	\$8.61	BSH-05-WP55
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 Volumizing Spray Mousse 10 oz.	\$8.61	BSH-12-RPP10
Blow Dry Volumizing Gel 8.5 oz.	\$8.78	BSH-12-VBDG8

SALON VALUE UP TO \$11.98



SAVE
15%

HAIR CARE SUPERSIZE

Choose From:

Purifying Shampoo Liter	\$46.75	CRR-02-PPT16
Purifying Conditioner Gelée Liter	\$46.75	CRR-03-DG33
Purifying Mask 16.9 oz.	\$34.00	CRR-02-PPP16
Colour Shield Shampoo Liter	\$36.13	CRR-02-CSP33
Colour Shield Cleansing Mask 16.9 oz.	\$23.38	CRR-03-CSC16
Colour Shield Mask Liter	\$46.75	CRR-03-CSM33
Cleansing Thickening Paste 16.9 oz.	\$45.05	CRR-02-CTP16
Cleansing Volumizing Paste 16.9 oz.	\$45.05	CRR-02-CVP16
Cleansing Purifying Scrub 15 oz.	\$34.00	CRR-02-CP533
Delicate Volumizing Shampoo Liter	\$36.13	CRR-02-DVP33
Delicate Volumizing Conditioner Liter	\$46.75	CRR-03-VC33
Hydrating Shampoo Liter	\$32.30	CRR-02-HP33
Hydrating Melting Mask Liter	\$44.20	CRR-03-HMM33
Hydrating Cream Scrub 16.9 oz.	\$20.40	CRR-02-HCS16
Regenerating Shampoo Liter	\$37.40	CRR-02-RG33
Regenerating Mask 16.9 oz.	\$32.73	CRR-03-RM33

SALON VALUE UP TO \$55.00



CHRISTOPHE
ROBIN
PARIS



SULFATE
FREE



PARABEN
FREE



GLUTEN
FREE



FORMALDEHYDE
FREE



CRUELTY
FREE

curlisto
TOGETHER WE CURL



PUMP INCLUDED!

SAVE
20%

\$22.80
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



START THE NEW YEAR WITH SAVINGS

SAVE
15%

ALL BABE
TOOLS & KITS



Calling all hair extension stylists:
restock essentials, prep stations,
& be Babe ready for 2026

Valid January 1, 2026 - February 27, 2026.





NEW

VIRTUE®

Real science. True beauty.

STRENGTH & SHIELD LEAVE-IN CONDITIONER

DETANGLES

PROTECTS

STRENGTHENS

Powered by Virtue's
patented Alpha
Keratin 60ku®



Clinically proven results:

- 11x easier to comb
- 6x softer hair* after 1 use
- 2.5 x less breakage**
- 450°F/232°C Heat Protection
- Significantly improves strength** & elasticity

*Based on independent, third-party instrumental data

** After 5 uses

SAVE
17%



\$95.00

STRENGTH & SHIELD LEAVE-IN
CONDITIONER 5 OZ.

BUY 5, GET 1 FREE

SALON VALUE \$114.00

VTU-25-JFSSL



\$160.00

THE A-LIST STYLING
COLLECTION

Purchase:

- 3 Healing Oil 1.7 oz.
- 3 6-in-1 Styler 4 oz.
- 1 Volumizing Primer 5 oz. NFS
- 1 **NEW** Strength & Shield Leave-In Conditioner 5 oz. NFS

Receive **FREE**:

- 1 Healing Oil 1.7 oz. NFS
- 1 6-in-1 Styler 4 oz. NFS
- 1 Un-Frizz Cream 4 oz. NFS

SALON VALUE \$213.00

VTU-25-JFAL

SAVE
25%



Order Online at trubautyconcepts.com



JANUARY | FEBRUARY 2026

33



SAVE
25%



\$15.00 SHAMPOO 32 OZ.

Choose From:

Color Protection **ABA-02-COP32**
Gentle **ABA-02-GEN32**
Moisture **ABA-02-MOI32**

SALON VALUE \$20.00

\$15.75 CONDITIONER 32 OZ.

Choose From:

Color Protection **ABA-03-COP32**
Gentle **ABA-03-GEN32**
Moisture **ABA-03-MOI32**
Recovery **ABA-03-REC32**

SALON VALUE \$21.00

SAVE
25%

\$34.50 COMPLETE ALL-IN-ONE LEAVE IN SPRAY 8 OZ.

**BUY 3,
GET 1 FREE**

SALON VALUE \$46.00
ABA-25-JFAIO



100% Vegan



Gluten-Free



Paraben & Sulfate Free



Cruelty Free



No Synthetic Color Additives



Commitment to Purity

TOCCOMAGICO

[CRAFT YOUR ARTISTRY]

Create a waterproof shield that protects the skin from color, while allowing the color to penetrate the hair when applied correctly.

PROTECT

SAVE
25%

\$50.25 BARRIER CREAM 3.3 OZ.

**BUY 3,
GET 1 FREE**

SALON VALUE \$67.00
TCM-25-JFBC



SAVE
25%

FINISH

ALLERBAD CONDITIONER

Choose From:

8 oz. . . . **\$10.65** **TCM-03-AC250**
Liter. . . . **\$23.25** **TCM-03-ACL**

SALON VALUE UP TO \$31.00



- Works to soothe the scalp and recovers hair after a chemical treatment.

- Enriched with Olive fruit extract, Betaine and Pomegranate extract, moisturizes the capillary fiber in depth, protects color and has a strong antioxidant effect.





SAVE
UP TO
29%



INTRODUCTORY SPECIALS

SAVE **29%**

\$49.00

BRONZE INTRO

Purchase:

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

Get \$20 of FREE SWAG:

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

SALON VALUE \$69.00

FAW-25-BRNMJ

SAVE **27%**

\$94.00

SILVER INTRO

Purchase:

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

Get \$35 of FREE SWAG:

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

SALON VALUE \$129.00

FAW-25-SLVMJ

SAVE **29%**

\$300.00

GOLD INTRO

Purchase:

- 3 Classic Pomade 3.53 oz.
- 2 Clay Pomade 3.53 oz.
- 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 simply delectable range of first class gentlemen's grooming requisites.

HOTHEADS®

100% REMY HUMAN HAIR TAPE-IN EXTENSIONS

THE HOTHEADS DIFFERENCE

Experience premium hair with gorgeous results in multi-method options, tools, and education for instant solutions.

Hotheads has returned to its origins as a distributor-only brand, offering a curated assortment of the best-selling extensions you love, now available exclusively through trusted distribution partners.



FASTFOILS™
HIGH PERFORMANCE FOIL

**OVER 25% FASTER
PROCESSING THAN
TRADITIONAL FOILS.**
FASTER, HEALTHIER LIFT

SAVE
UP TO
25%

**BUY ANY 3 PACKS,
GET 1 FREE
BRUSH SET**

FREE



\$50.97-\$164.97
FOIL PACKS WITH GIFT

Choose From:

Embossed Pop Up Foil 5"x11" 500 Sheets

Pre Cut Foil 5"x12" 500 Sheets

Pre Cut Foil 8"x10" 250 Sheets

Foil Roll 5" 300 Feet

Foil Roll 5" 1250 Feet

Foil Roll 8" 350 Feet

FFO-25-GWP



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



NOW AVAILABLE

jolie

SAY HELLO TO
THE JOLIE FILTERED SHOWERHEAD

CLINICALLY-PROVEN:

40% LESS FRIZZ

**81% NOTICED REDUCED
HAIR SHEDDING**

**IMPROVES COLOR
RETENTION**

**PROTECTS HAIR CUTICLES
FROM FURTHER DAMAGE**

REMOVES CHLORINE, HEAVY METALS
& OTHER CONTAMINANTS.



\$22.50
THE
REPLACEMENT
FILTER

JOL-08-RF

**3 MONTHS OF
CLEAN WATER**



\$86.00
THE FILTERED
SHOWERHEAD

Choose From:

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



ORILAB
AUSTRALIA

NEW

SMOOTH
OIL

Created to replenish, smooth, and detangle strands with a nourishing blend of Organic Oils. Provides soft to touch results and a layer of protection from environmental factors.

\$19.95

SMOOTH OIL 3.52 OZ.

ORL-03-SO3



SAVE
25%

\$33.70
SHAMPOO &
CONDITION LITERS

Choose From:

Blonde Cleanse	ORL-02-BC33
Blonde Condition	ORL-03-BC33
Calm Cleanse	ORL-02-CAC33
Calm Condition	ORL-03-CAL33
Curl Cleanse	ORL-02-CC33
Curl Condition	ORL-03-CC33
Plump Cleanse	ORL-02-PC33
Plump Condition	ORL-03-PC33
Restore Cleanse	ORL-02-RC33
Restore Condition	ORL-03-RC33
Restore Treatment	ORL-03-RT33
Rescue Masque	ORL-03-RM33

SALON VALUE \$44.95

NAK HAIR
PROFESSIONAL

SAVE
27%

\$190.80

SOFT COLOR +
TREATMENT

Purchase:

24 Soft Color 3.4 oz. (Your Choice)

Receive **FREE**:

1 Quench Treatment Drops (12 Pack)

SALON VALUE \$262.80

NAC-25-MAS



FREE

FREE

SAVE
25%



\$214.80

PERMANENT COLOR +
TREATMENT

Purchase:

24 Permanent Hair Color 3.4 oz.
(Your Choice)

Receive **FREE**:

1 Fortify Treatment Drops (12 Pack)

SALON VALUE \$286.80

NAC-25-MAP



NAK HAIR

A U S T R A L I A

MEET THE K.REVIVE RANGE

A 3-step system that offers visible results in just 2 minutes. K.REVIVE empowers both stylists and clients to unlock the hair's full potential, instantly restoring strength, vitality and radiance to even the most damaged strands.

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



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%



SHAMPOO & CONDITION LITERS

Choose From:

Blonde Shampoo	\$26.25	NAK-02-NB33
Blonde Condition.	\$26.25	NAK-03-NB33
Blonde Plus Shampoo	\$26.25	NAK-02-NBP33
Platinum Blonde Anti-Yellow Shampoo	\$28.10	NAK-02-NPB33
Hydrate Shampoo	\$26.25	NAK-02-NH33
Hydrate Condition	\$26.25	NAK-03-NH33
Nourish Shampoo	\$26.25	NAK-02-NN33
Nourish Condition	\$26.25	NAK-03-NN33
Volume Shampoo.	\$26.25	NAK-02-NV33
Volume Condition	\$26.25	NAK-03-NV33
Structure Complex Protein Shampoo	\$28.10	NAK-02-NS33
Structure Complex Protein Condition.	\$28.10	NAK-03-NS33
Ultimate Cleanse Shampoo	\$26.25	NAK-02-NU33
Ultimate Treatment.	\$28.10	NAK-03-NU33
Replenishes Moisture Mask.	\$28.10	NAK-03-NRM33

SALON VALUE UP TO \$37.50



SAVE
25%





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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PROFESSIONAL®

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BLONDOR

KOLESTON PERFECT®

HOT TOOLS™

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BRANDS TODAY!

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