NOVEMBER • DECEMBER 2026

trubeauty CONCEPTS



HOLIDAY EDITION

NEW

ALFAPARF MILANO PIGMENTS
page 8

NEW

TRUSS EQUILIBRIUM SCALP
page 16

NEW

EUGÈNE PERMA CARMEN RITUEL
page 23

Photo courtesy of Truss.

BRANDS

See holiday promotions

Abba 36
Alfaparf Milano 8-10
Aloxxi 22
American Dawn
Babe 32
Barbicide
Berodin
Burmax
Cameo
Capt Fawcett 35
Charcool
Chihtsai
Christophe Robin 29
Clairol
Colortrak
Cricket
Curlisto 29
Cutler Pro
DevaCurl 24
Diane
Divina
Duomo 28
Eugène Perma 23
Fastfoils 35
Framar 37
Fromm
Gama Professional 30
Gamma+
GHD
GiGi
Graham
Gray Away
HairArt
Hotheads 25
HOT Tools
Intrinsics
Jolie
K18 19
Keracolor
Keratherapy 31
Keratin Complex 6-7
Loma 11, 33
Magic Sleek
Milbon 4-5
Milbon GOLD 4
MK Professional
Morris Flamingo
NAK Hair 38
NAK Professional 39
Nioxin 26
Nufree Nudesse
O2
Olaplex 12-13
Olivia Garden
ORI Lab 39
Perricone MD 30
PPE
PremierLash
Product Club
RefectoCil
Reynolds
Roux
Salonchic
Scalpmaster
Sebastian
SexyHair
SH-RD
Soft 'n Style
Style Edit
StyleCraft
Surface Hair 14-15
Sweet Professional 3
Tocco Magico 36
Truss 16-17
Turbo Power
Valera
Verb 18
Virtue 33
Vitality's 26
Wahl
Wella 27
Wet Brush
XFusion
Yellow Professional 34
Zotos

SCAN NOW TO SHOP
NOVEMBER | DECEMBER
PROMOTIONS

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts

WELCOME TO OUR 2026 HOLIDAY EDITION

Happy Holidays from our family to yours!

Discover gift sets, stocking stuffers and savings to offer your clients this holiday season.

5 EASY WAYS TO ORDER

- Online ordering 24/7 at trubeautyconcepts.com
- Email us at cs@trubeautyconcepts.com
- Contact your TruBeauty Concepts Sales Consultant
- Call our Customer Service Department at (888) 371-5040 and/or text (888) 511-9221
- Visit one of our convenient store locations: Southampton, PA and Rockville, MD.

VISIT US ONLINE FOR 24-HOUR ORDERING



trubeautyconcepts.com

- How-To's & Product Education
- Create Shopping Lists
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- Salon Locator

And more!

TRU EDUCATION: PAGES 20-21

STAY INFORMED ON EDUCATION

HOPE for beauty

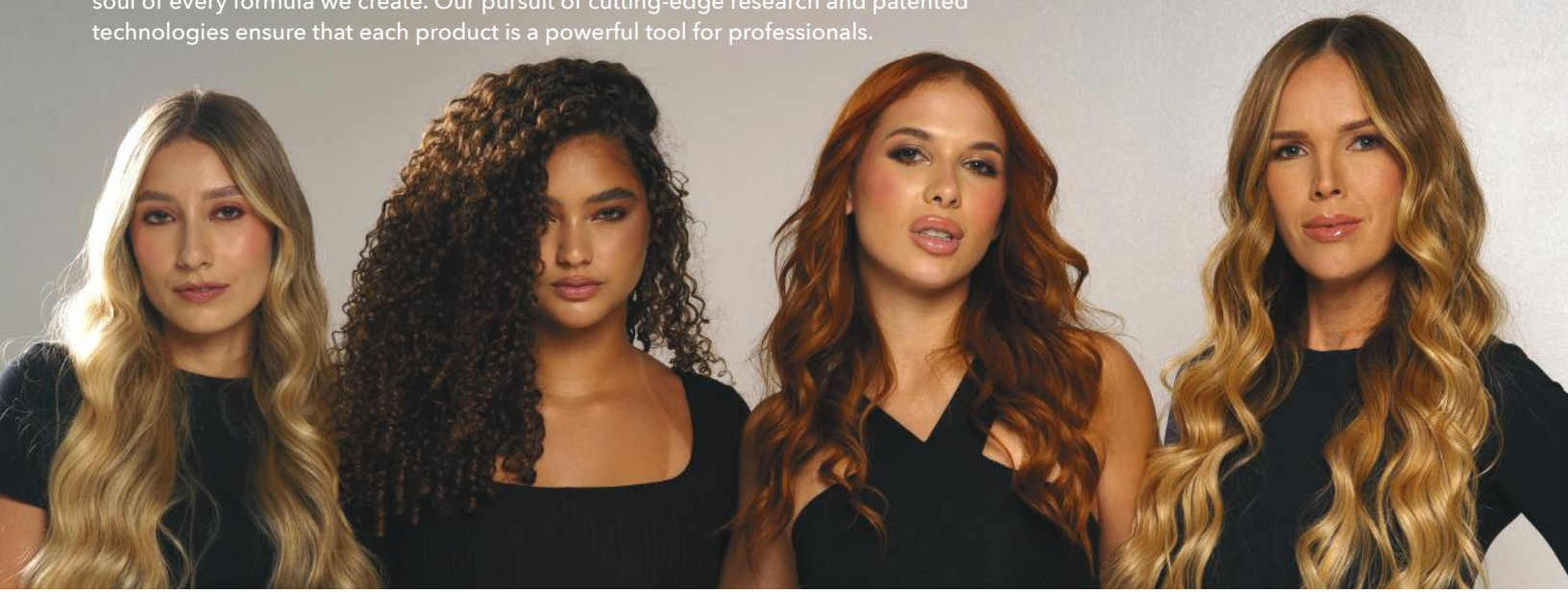
Check our website for in-salon education opportunities and the most up-to-date classes! LIVE Streaming Education is available at trubeautyconcepts.com.

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NOW AVAILABLE

Not just products. Tools to build your reputation

At Sweet Hair Professional, technology and innovation aren't just words–they're the soul of every formula we create. Our pursuit of cutting-edge research and patented technologies ensure that each product is a powerful tool for professionals.



THE FIRST 3 STEP SMOOTHING TREATMENT



Includes:
1 Lovely Step 1 Shampoo Liter
1 The First Shampoo Liter
1 Lovely Step 3 Treatment Liter

SWT-25-FIRST

LOVELY 3 STEP STRAIGHTENING TREATMENT



Includes:
1 Lovely Step 1 Shampoo Liter
1 Lovely Step 2 Cream Liter
1 Lovely Step 3 Treatment Liter

SWT-25-LOVELY



SOS 3 STEP BOND RESCUE TREATMENT

Includes:
1 SOS Step 1 Shampoo Liter
1 SOS Step 2 Spray 16.9 oz.
1 SOS Step 3 Mask Liter

SWT-25-SOS



CHRONOLOGY 2 STEP ANTI-FRIZZ TREATMENT

Includes:
1 Chronology Step 1 Shampoo Liter
1 Chronology Step 2 Mask Liter

SWT-25-CHRON

THE FIRST

The world's first straightening shampoo. In just 10 minutes, delivers smooth, silky hair that lasts up to 3 months. Formaldehyde-free and suitable for every hair type.

LOVELY

The Global Reference in Smoothing. Formaldehyde-free, smoke-free, hyaluronic acid powered. Fast, safe, flawless results that boost salon profitability.

CHRONOLOGY

Intelligent biotechnology treatment that maps each strand's needs, delivers tailored nutrients, restructures hair, balances scalp microbiota, and can also be used on skin with antioxidant action.

SOS

Intensive rescue system that restored up to 85% of hair structure in just one application. Repairs damaged fibers, combats porosity and "rubbery effect," with nano and thermo repair action.

MILBON

GOLD HOLIDAY GIFT SETS



SHAMPOO 6.8 OZ. & CONDITIONER 7.1 OZ. DUOS

Choose From:

Enhancing Vivacity Refine	**MGO-19-H26ER**
Enhancing Vivacity Soften	**MGO-19-H26ES**
Illuminating Glow	**MGO-19-H26IG**
Indulging Hydration	**MGO-19-H26IH**
Vitalizing Dimension	**MGO-19-H26VD**

STOCKING STUFFERS



SAVE 20%

TRAVEL SIZE SHAMPOO 1.7 OZ. & CONDITIONER 1.8 OZ.

BUY 12, **GET 20% OFF**

MGO-25-NDTVD



MILBON SOPHISTONE

SAVE 20%

COLOR

STOCK UP



PERMANENT COLOR 2.8 OZ.

BUY 12, **GET 20% OFF**

MIX & MATCH

SOT-25-NDP20

DEMI COLOR 2 OZ.*

BUY 12, **GET 20% OFF**

MIX & MATCH

SOT-25-NDD20

*Excludes clear.

MILBON

Find Your Beauty



SIGNATURE HOLIDAY GIFT SETS

SHAMPOO 6.8 OZ. & CONDITIONER 7.1 OZ. DUOS

Choose From:

REAWAKEN	**MLB-19-H26RA**
BLONDE PLUS	**MLB-19-H26BL**
CURL	**MLB-19-H26CU**
CURL ENRICHED	**MLB-19-H26CE**
REPAIR HEAT	**MLB-19-H26RH**
REPAIR	**MLB-19-H26RE**
ANTI-FRIZZ	**MLB-19-H26AF**
VOLUME	**MLB-19-H26VO**
SCALP	**MLB-19-H26SP**
SMOOTH For Fine Hair	**MLB-19-H26SF**
SMOOTH For Medium Hair	**MLB-19-H26SM**
SMOOTH For Coarse Hair	**MLB-19-H26SC**
COLOR PRESERVE	**MLB-19-H26CP**
MOISTURE	**MLB-19-H26MO**

STOCKING STUFFERS



SAVE 20%

TRAVEL SIZE SHAMPOO 1.7 OZ. & CONDITIONER 1.8 OZ.

BUY 12, **GET 20% OFF**

MLB-25-NDTVD

EDUCATION: HOLIDAY GLAM DEMONSTRATION

This interactive demonstration is designed to inspire creativity, elevate the guest experience, and provide actionable techniques that support both salon service growth and retail success throughout the holiday season. Attendees will learn how to personalize styling recommendations to meet the unique needs of every guest.

See page 20

$99.00

MONDAY, NOV. 9, 2026

10AM–2PM

SOUTHAMPTON

109 Street Road

Southampton, PA 18966



KERATINCOMPLEX®
Beautiful hair every day

Busy Season?
Bigger Tickets!



Add **KCEXPRESS®** to
EVERY COLOR, ANY BRAND, ANY TIME!
In just 15 minutes!



KCEXPRESS LITER DUO

Purchase:
1 KC PRIMER Liter
1 KCEXPRESS Smoothing Treatment Liter

Receive FREE:
1 Color Care Shampoo Liter
1 Color Care Conditioner Liter

KCX-25-NDEXD

POTENTIAL EARNINGS

+ $1,125 WEEK
+ $4,500 MONTH
+ $58,500 YEAR

HERE'S HOW:
Example based on 3 add-ons per day at $75 each (KCEXPRESS suggested price), with the salon open 5 days per week.

KCEXPRESS is best for:
Clients who regularly lighten or color their hair and want a fast, color-locking smoothing service that eliminates frizz and boosts shine.





KERATIN-ENHANCED COLOR 3.4 OZ.

Choose 10 Tubes of Color From One Of These:

KeraLuminous Permanent Color	**KCX-25-KLS**
KeraBrilliance Demi-Permanent Color	**KCX-25-KBS**
GraffitiGlam Semi-Permanent Color	**KCX-25-GGS**
KeraLuminous10 Express Permanent Color	**KCX-25-K10S**

Receive FREE:
1 Developer Liter (Your choice 10, 20, 30, or 40 Vol.)

BUILT FOR BLONDES, Backed by Keratin.



Powerful lift without compromise. Strengthens, restores & protects every strand during the lightening process.

IT'S A BLONDE THING® KERATIN LIGHTENING SYSTEM® 16 OZ.

KCX-04-BLEAC

SAVE 25%

HOLIDAY STOCKING STUFFERS

KERATINCOMPLEX®
Beautiful hair every day







HEALTHY HAIR TRIO*
BUY 3, **GET 1 FREE**

KCX-25-NDHH

BEST-EVER BLOWOUT KIT**
BUY 3, **GET 1 FREE**

KCX-25-NDBB

RED CARPET BLOW-DRY DUO***
BUY 3, **GET 1 FREE**

KCX-25-NDRC

**Healthy Hair Trio includes 1 each Keratin Care Smoothing Shampoo 3 oz., Keratin Care Smoothing Conditioner 3 oz. & Keratin Obsessed Multi-Benefit Treatment Spray 1.7 oz.*

***Best-Ever Blowout Kit includes 1 each Keratin Care Smoothing Shampoo & Conditioner 3 oz., KeraBalm 3-in-1 Hair Balm 1.7 oz. & Travel Brush.*

****Red Carpet Blow Dry Duo includes 1 each Infusion Keratin Replenisher 2.5 oz. & Intense RX Repair Serum 1.5 oz.*

SAVE 30%



KERATIN-ENHANCED STYLERS

Choose From:

Firm Hold Hairspray 1.8 oz.	**KCX-05-FHHS1**
Flex Hold Hairspray 9 oz.	**KCX-05-FXHH9**
Shine Spray 3 oz.	**KCX-12-SHIS3**
Strong Hold Gel 5 oz.	**KCX-12-SHGE5**
Styling Gel 8 oz.	**KCX-12-STGEL8**
Molding Paste 5 oz.	**KCX-12-MOLP5**

SAVE 25%



Elevate your styling game with these premium hot tools designed to work seamlessly with KC treatments and products.

HOT TOOLS
BUY 1, **GET 1 50% OFF**
MIX & MATCH

Choose From:
HydraDry Professional Smoothing Dryer
KC IRON Professional Smoothing Iron

KCX-25-NDHTS

NEW



SAVE 17%

KCRESET AND KCDEFINITION
MIX & MATCH

Choose From:
KCReset Reparative Dry Shampoo 6.5 oz.
KCDefinition Strengthening Texture Spray 6.5 oz.

KCX-25-NDKRD

ALFAPARF MILANO PROFESSIONAL

NEW

The color code by PIGMENTS

Limitless creativity. Exceptional performance.

Explore the full collection, designed to give colorists the flexibility to create everything from subtle tonal enhancements to bold, customized color expressions.

Featuring **6 direct cream colors**, and **13 ultra-concentrated pure pigments**, this versatile color system delivers endless customization with smooth, easy-to-apply formulas designed for precise, predictable results.

Introducing the new **Color Lab** –a customizable **cream base** that allows colorists to soften, dilute, and personalize color intensity for complete creative control.





SAVE 40%



ULTRA-CONCENTRATED PURE PIGMENTS 3.04 OZ.

Choose From:

Red	**PIG-04-RED**
Copper	**PIG-04-CPPR**
Violet Ash	**PIG-04-VLTAH**
Golden Mahogany	**PIG-04-GMHGY**
Ash Gold	**PIG-04-AHGLD**
Gold	**PIG-04-GLD**
Ash	**PIG-04-ASH**
Golden Violet	**PIG-04-GDVL**
Grey Black	**PIG-04-GRBLK**
Bronze	**PIG-04-BRNZ**
Rose Copper	**PIG-04-CPPRS**
Ultra Violet	**PIG-04-ULVI**
Pearl **NEW!**	**PIG-04-PEARL**

NEW! COLOR LAB CREAM BASE 8.45 OZ.

PIG-04-BASE

DIRECT COLOR CREAM 3.1 OZ.

Choose From:

Magenta	**PIG-04-MAGTA**
Purple	**PIG-04-PURPL**
Pink	**PIG-04-PINK**
Yellow	**PIG-04-YELLW**
Deep Red	**PIG-04-DRED**
True Blue	**PIG-04-TBLUE**

PIGMENTS COLOR LAB CREATIVE COLLECTION

Purchase:

1 Pigment Liquid Red 3.04 oz.
1 Pigment Liquid Copper 3.04 oz.
1 Pigment Liquid Violet Ash 3.04 oz.
1 Pigment Liquid Pearl 3.04 oz. **NEW!**

Receive FREE:

2 Pigment Cream Magenta 3.1 oz.
2 Pigment Cream True Blue 3.1 oz.
1 Color Swatch Book

PIG-25-NDPIG

Lights Co Holiday Kits

Floral Magic.
Ready to Gift.

Andrea Tarella – Renowned Italian illustrator.

ALFAPARF MILANO PROFESSIONAL

SAVE 22%



GLOW KIT
LCO-19-H26G

NOURISH KIT
LCO-19-H26N

RESCUE KIT
LCO-19-H26R

Each Limited Time Holiday Kit includes 1 Shampoo 8.45 oz., 1 Conditioner/Mask 6.76 oz. and 1 Pure Bliss Water 0.34 oz..

Keratin Therapy Lisse Design

Smooth & Gift-Worthy

The complete Lisse Design routine beautifully packaged and nearly half price. A seamless gift for your smoothing service clients.

SAVE 45%



KTLD MAINTENANCE KIT

Includes:
1 Maintenance Shampoo 8.45 oz.
1 Maintenance Conditioner 8.45 oz.
1 The Oil (Enhanced Formula–Sun Color Protection) 1.69 oz.
1 Liquid Glass Lamellar Water 0.34 oz.

LSD-19-H26L

EDUCATION: MASTERING EVOLUTION OF COLOR

Unlock the versatility of Evolution of the Color and Evolution of the Color Shine Effect through two distinct color stories. Explore sophisticated brunette gray coverage and vibrant red/copper results while learning how to confidently choose the right line, shades and techniques for your desired outcome. Includes swag bag valued at $299.

See page 20

$99.00
MONDAY, NOV. 2, 2026
10AM–2PM
SOUTHAMPTON
109 Street Road
Southampton, PA 18966



ALFAPARF MILANO PROFESSIONAL

SEMI DI LINO
MILANO ON STAGE

LIMITED EDITION. ONCE THEY'RE GONE, THEY'RE GONE.

SAVE UP TO 48%

HOLIDAY KITS

Six **limited edition** collector kits inspired by Milan's vibrant theater scene. Curated routines, beautifully packaged – ready to give.

Artwork by Pierluigi Longo– Milan-based illustrator known for modern-retro style, created posters for Italy's leading theaters.



ACT I – Tragic Opera

DIAMOND

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

SDL-19-H26D



ACT II – Joyous Symphony

MOISTURE

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

SDL-19-H26M



ACT III – Enchanted Fairy Tale

RECONSTRUCTION

Includes:
1 Reparative Low Shampoo 8.45 oz.
1 Reparative Mask 6.98 oz.
1 Sublime Cristalli Liquidi 0.51 oz.

SDL-19-H26R



ACT IV – Graceful Classical Ballet

SMOOTH

Includes:
1 Smoothing Shampoo 8.45 oz.
1 Smoothing Mask 6.98 oz.
1 Smooth Smoothing Cream 4.23 oz.

SDL-19-H26S



ACT V – Pulsing Modern Dance

DENSITY

Includes:
1 Thickening Low Shampoo 8.45 oz.
1 Thickening Conditioner 6.98 oz.
1 Thickening Cream 4.23 oz.

SDL-19-H26DT



ACT VI – Harmonious Vocals with Piano

CURLS

Includes:
1 Enhancing Low Shampoo 8.45 oz.
1 Enhancing Mask 6.76 oz.
1 Multi-Benefit Oil 3.38 oz.

SDL-19-H26C

LOMA®
Naturally Inspired, Organically Infused Haircare®

HOLIDAY DUOS & TRIOS



SAVE UP TO 44%

HOLIDAY 12 OZ. DUOS*

Choose From:

Moisturizing	**LOM-19-H26MD**
Nourishing	**LOM-19-H26ND**
Daily	**LOM-19-H26DD**

**Holiday Duos include a 12 oz. shampoo & conditioner.*

SAVE UP TO 33%



HOLIDAY 3 OZ. TRAVEL TRIOS**

Choose From:

Moisturizing	**LOM-19-H26MT**
Nourishing	**LOM-19-H26NT**
Daily	**LOM-19-H26DT**

***Moisturizing 3 oz. Travel Trio includes Shampoo, Conditioner & Calming Crème. Nourishing 3 oz. Travel Trio includes Shampoo, Conditioner & Smoothing Crème. Daily 3 oz. Travel Trio includes Shampoo, Conditioner & Maximum Volumizing Solution.*

SAVE UP TO 24%



HOLIDAY 1 OZ. SAMPLE TRIOS***

Choose From:

Moisturizing	**LOM-19-H26MS**
Nourishing	**LOM-19-H26NS**
Daily	**LOM-19-H26DS**

****Holiday Sample Trios include the same products as the Travel Trios in 1 oz. sizes.*

SAVE UP TO 43%



BAMBOO TOOLS

Choose From:

Bamboo Comb	**LOM-15-COMB**
Oval Bamboo Paddle Brush	**LOM-15-OPB**
Round Bamboo Brush	**LOM-15-RB**

SAVE 25%



AEROSOLS

Choose From:

Texture & Finishing Hairspray 5.4 oz.	**LOM-05-TS6**
Dry Shampoo 4.4 oz.	**LOM-05-DPOO5**
Finishing Hairspray 9.1 oz.	**LOM-05-FHS10**

Meet the new LOMA

Powered by AloeMoist Complex, our formulas combine botanical ingredients with professional performance to restore balance hydration and strength.

OLAPLEX

Gift Like A Pro

Client Faves, Already Wrapped



SAVE 37%



HOLIDAY SETS

TOTAL HAIR REPAIR SET

Includes:

1 N°.4 Bond Maintenance Shampoo 8.5 oz.
1 N°.5 Bond Maintenance Conditioner 8.5 oz.
1 N°.3PLUS Complete Repair Treatment 1.7 oz.

OLX-19-H26TR



SAVE 50%

THE KEY TO SHINE SET

Includes:

3 N°.7 Bonding Oil 0.25 oz.
1 Limited Edition Olaplex Keychain with Charm

OLX-19-H26SS



SAVE 50%

ICONIC STYLERS SET

Includes:

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

OLX-19-H26IS

LIMITED EDITION

SIGNATURE HAIR & BODY MIST

NEW

KEY BENEFITS

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



SIGNATURE HAIR & BODY MIST 2 OZ.

OLX-07-SHBF2

NOVEMBER 16-20 ONLY!

30% OFF OLAPLEX BRAND WIDE PRESELL

CHECK OUR WEBSITE & SOCIAL MEDIA



5 DAYS ONLY!

Stock Up First for the Black Friday-Cyber Monday Pre-Sale

OLAPLEX

NOVEMBER ONLY

SAVE 25%



SALON INTRO KIT

Includes:
1 N°.1 Bond Multiplier 17.75 oz.
2 N°.2 Bond Perfector 17.75 oz.

OLX-19-SIK





TRAVELING STYLIST KIT

Includes:
1 N°.1 Bond Multiplier 3.3 oz.
2 N°.2 Bond Perfector 3.3 oz.

OLX-19-TSK



PRO PRODUCTS

Choose From:

N°.1 Bond Multiplier Refill 17.75 oz.	**OLX-04-NO117**
N°.2 Bond Perfector Refill 17.75 oz.	**OLX-03-NO217**
N°.1 & N°.2 Single Use Sachets	**OLX-19-SAT**

SALON VALUE UP TO $78.00

DECEMBER ONLY

SAVE 30%



BROAD SPECTRUM CHELATING TREATMENT 12.55 OZ.

OLX-02-CT15

DECEMBER ONLY

SAVE UP TO 30%



LITER & MASK SALE

Choose From:

N°.4 Bond Maintenance Shampoo	**OLX-02-NO4L**
N°.5 Bond Maintenance Conditioner	**OLX-03-NO5L**
N°.4C Bond Maintenance Clarifying Shampoo	**OLX-02-NO4CL**
N°.4 Curl Bond Shaper Hydrating Curl Shampoo	**OLX-02-NO4CLL**
N°.5 Curl Bond Shaper Hydrating Curl Conditioner	**OLX-03-NO5CLL**
N°.4 Fine Bond Maintenance Shampoo	**OLX-02-NO4FL**
N°.5 Fine Bond Maintenance Conditione	**OLX-03-NO5FL**
N°.4P Blonde Enhancer Toning Shampoo	**OLX-02-NO4PL**
N°.5P Blonde Enhancer Toning Conditioner	**OLX-03-NO5PL**
Rich Hydration Mask 12.55 oz.	**OLX-03-RHM12**
Weightless Nourishing Mask 12.55 oz.	**OLX-03-WNM12**

SALON VALUE UP TO $48.00

DECEMBER ONLY

SAVE UP TO 36%

RETAIL SIZES

MIX & MATCH

Choose From:
N°.3PLUS, N°.4, N°.4C, N°.4 Curl, N°.4F, N°.4P, N°.4D, N°.5, N°.5C, N°.5F, N°.5 Curl, N°.5 Leave-In, N°.5P, N°.0.5 Scalp Treatment, N°.6, N°.7, N°.9, Rich Hydration Mask, Weightless Nourishing Mask, N°.10, Volumizing Blow Dry Mist

OLX-25-DRET



surface
HAIR HEALTH ART





HAIRSPRAY SALE

Choose From:

Awaken Finishing Hairspray 10 oz.	**SUR-05-AS10**
Blowout Firm Hairspray 8 oz.	**SUR-05-BOFRS8**
Blowout Hairspray 4 oz.	**SUR-05-BOHS4**
Curls Finishing Hairspray 10 oz.	**SUR-05-CUS10**
Impulse Thermal & Finishing Hairspray 8 oz.	**SUR-12-IFS8**
Theory Firm Hairspray 10 oz.	**SUR-05-TFR10**
Theory Finishing Hairspray 12 oz.	**SUR-05-TFN12**

PURE COLOR
LIGHTENERS

SAVE
20%

AMMONIA FREE · FREE OF PPD · VEGAN · PARABEN FREE

LIGHTENING POWDER 15.87 OZ.
SUR-04-PBLP

ULTRA LIFT CHARCOAL LIGHTENING POWDER 15.8 OZ.
SUR-04-PBCP



crueltyfree · NATURAL INGREDIENTS · PARABEN FREE · GLUTEN FREE · SULFATE FREE · VEGAN

HOLIDAY TRAVEL SETS

SAVE
23%



AWAKEN TRAVEL

Includes:
1 Awaken Shampoo 2 oz.
1 Awaken Conditioner 2 oz.
1 Awaken Texture Spray 1.5 oz.
SUR-19-H26ATR

ALL IN TRAVEL

SAVE
20%



Includes:
1 All In Shampoo 2 oz.
1 All In Conditioner 2 oz.
1 All In Leave-in Conditioner 2 oz.
SUR-19-H26AIT

STOCKING STUFFERS





HOLIDAY MINIS

Choose From:

Awaken Shampoo 2 oz.	**SUR-02-A2**
Awaken Conditioner 2 oz.	**SUR-03-A2**
Bassu Shampoo 2 oz.	**SUR-02-BM2**
Bassu Conditioner 2 oz.	**SUR-03-BM2**
Bassu Masque 2 oz.	**SUR-03-BMM2**
Curls Shampoo 2 oz.	**SUR-02-CU2**
Curls Conditioner 2 oz.	**SUR-03-CU2**
Curls Firm Styling Mousse 2 oz.	**SUR-12-CUM2**
Curls Finishing Spray 2 oz.	**SUR-05-CUS2**
Purify Shampoo 2 oz.	**SUR-02-PS2**
Taffy Whip 2 oz.	**SUR-12-TW2**
Trinity Shampoo 2 oz.	**SUR-02-T2**
Trinity Conditioner 2 oz.	**SUR-03-T2**
Trinity Repair Tonic 2 oz.	**SUR-03-TRT2**

SAVE UP TO 35%

HOLIDAY GIFT SETS

surface HAIR HEALTH ART





AWAKEN

Includes:
1 Awaken Shampoo 10 oz.
1 Awaken Conditioner 6 oz.

Receive FREE:
1 Awaken Blow Dry Foam 5 oz.

SUR-19-H26AB

ALL IN

Includes:
1 All In Shampoo 10 oz.
1 All In Conditioner 8 oz.

Receive FREE:
1 All In Leave-in Conditioner 6 oz.

SUR-19-H26AIB

BASSU

Includes:
1 Bassu Shampoo 10 oz.
1 Bassu Conditioner 8 oz.

Receive FREE:
1 Bassu Oil 2 oz.

SUR-19-H26BB

TRINITY

Includes:
1 Trinity Shampoo 10 oz.
1 Trinity Conditioner 8 oz.

Receive FREE:
1 Trinity Protein Cream 4 oz.

SUR-19-H26TB







CURLS

Includes:
1 Curls Shampoo 10 oz.
1 Curls Conditioner 6 oz.

Receive FREE:
1 Curl Oil Gel 6 oz.

SUR-19-H26CB

FREE



HOLIDAY BONUS OFFER

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

Receive FREE:
6 All In Leave-in Conditioner 2 oz.

SUR-25-HFAI2

TRUSS PROFESSIONAL

EQUILIBRIUM SCALP

Reduces **Scalp Discomfort** and **Excess Oil** from the **1st Application**



NEW

SAVE 15%

SCALP COMBAT SERVICE

Includes:
1 Equilibrium Scalp Shampoo Liter
1 Equilibrium Scalp Conditioner Liter
1 Equilibrium Scalp Scrub 5.9 oz.

TRS-25-NDSC



EQUILIBRIUM SCALP SHAMPOO 10.1 OZ.

TRS-02-EQM10

SAVE 15%



EQUILIBRIUM SCALP CONDITIONER 10.1 OZ.

TRS-03-EQM10

SAVE 15%

DELUXE PRIME KIT

Includes:
1 Deluxe Prime Shampoo 10.1 oz.
1 Deluxe Prime Conditioner 10.1 oz.
1 Deluxe Prime Spray 1 oz.

TRS-19-H26D



TRUSS PROFESSIONAL



ILLUMINATTE OIL 2 OZ.

TRS-03-ILLO2

DELUXE PRIME OIL 2 OZ.

TRS-03-DPO2



ULTRA HYDRATION PLUS + DELUXE RECONSTRUCTIVE OIL

Purchase:
3 Ultra Hydration Plus Shampoo 10.1 oz.

Receive FREE:
1 Deluxe Reconstructive Oil 1 oz.

TRS-25-NDU



BLOND FAST SERVICE

Purchase:
1 Blond Revolution Shampoo Liter
2 Blond Revolution Instant Dose (6 Doses)

Receive FREE:
1 Impassable Blond Finisher 3.3 oz.

TRS-25-NDBFS



LIGHTENING POWDER 17.6 OZ.

Choose From:
Air Libre **TRS-04-ALB17**
Blanc Blond **TRS-04-BLE17**



BLOND REVOLUTION SHAMPOO 10.1 OZ.

BUY 5,
GET 1 FREE

TRS-25-NDBS

VERB



SAVE 10%



GHOST HALF GALLONS

Choose From:

Shampoo 67.6 oz. **VRB-02-GT67**
Conditioner 67.6 oz. **VRB-03-GT67**

PRO SIZE GHOST OIL 6.6 OZ.

VRB-03-GTO6



HAIRSPRAY 7 OZ.

BUY 1, **GET 1 50% OFF**

MIX & MATCH

Choose From:

Ghost Flexible Hairspray
Strong Finishing Hairspray

VRB-25-NDHS

Clinically proven formulas that give clients' hair some needed TLC

SAVE 20%



HEALTHY SCALP STAPLES

Choose From:

Density Peptide Shampoo 12 oz. **VRB-02-DP12**
Density Peptide Hair Serum 1 oz. **VRB-03-DPS1**
Dandruff Shampoo 8 oz. **VRB-02-DDP8**

LIMITED EDITION HOLIDAY KITS

SAVE UP TO 37%



LIMITLESS SHINE KIT

Includes:

1 Ghost Shampoo 12 oz.
1 Ghost Conditioner 12 oz.
1 Frizz Defense Smoothing Spray 5.4 oz.
1 Ghost Oil 2 oz.

VRB-19-H26G

STELLAR MOISTURE KIT

Includes:

1 Hydrate Shampoo 12 oz.
1 Hydrate Conditioner 12 oz.
1 Hydrate Oil 2 oz.
1 Amber + Jasmine Hair + Body Fragrance Mist 1 oz.

VRB-19-H26H





GRAVITY DEFYING KIT*

Includes:

1 Volume Shampoo 12 oz.
1 Volume Conditioner 12 oz.
1 Volume Dry Texture Spray 5 oz.
1 Black Currant + Floral Hair + Body Fragrance Mist 1 oz.

VRB-19-H26V

SKY HIGH VOLUME KIT

Includes:

1 Volume Dry Texture Spray 5 oz.
1 Black Currant + Floral Hair + Body Fragrance Mist 5 oz.

VRB-19-H26HV



GHOST OIL ORNAMENT 2 OZ.

VRB-03-H26GO



DISCOVER VERB TRAVEL KIT

Includes:

1 Ghost Shampoo 2.3 oz.
1 Ghost Conditioner 2.3 oz.
1 Ghost Oil 2 oz.
1 Frizz Defense Smoothing Spray 1 oz.

VRB-19-H26D



*Pro Exclusive Kit



HOLIDAY KIT #1

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

K18-19-H261



HOLIDAY KIT #2

Includes:
1 Leave-In Molecular Repair Mask 0.5 oz.
1 HeatBounce Conditioning Heat Protectant 1.6 oz.
1 Molecular Repair Hair Oil 0.34 oz.

K18-19-H262

NOVEMBER ONLY

SAVE 25%



MOLECULAR REPAIR HAIR OIL 1 OZ.

K18-03-HO1



NOVEMBER ONLY

SAVE 14%



FUTUREIQ SERUM + BRUSH

Purchase:
1 FutureIQ Biomimetic Hair Longevity Serum 3.04 oz.

Receive FREE:
1 FutureIQ Brush

K18-25-NFIQB

FREE



DECEMBER ONLY

SAVE 17%



FUTUREIQ SERUM + TRAVEL

Purchase:
2 FutureIQ Biomimetic Hair Longevity Serum 3.04 oz.

Receive FREE:
1 FutureIQ Biomimetic Hair Longevity Serum Travel Size

K18-25-DFIQT

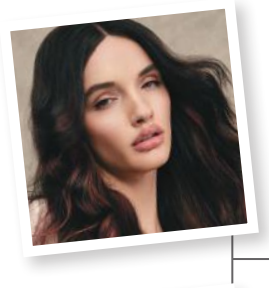
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TRUBEAUTY **EDUCATION**

UPCOMING CLASSES AT A GLANCE

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	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	**BABE FUSION CERTIFICATION**	**SUNDAY** **NOVEMBER 1, 2026** **$360** • 10AM-2PM	**SOUTHAMPTON** 109 Street Road Southampton, PA 18966	Create seamless bonds using the Fusion Melting Connector and a strand-by-strand installation. Learn everything you need to know about Babe Fusion Extensions. Create your most natural-looking transformations yet with this completely customizable method. Receive a complete Babe Fusion Kit.
	**ALFAPARF MILANO MASTERING EVOLUTION OF COLOR**	**MONDAY** **NOVEMBER 2, 2026** **$99** • 10AM-2PM	**SOUTHAMPTON** 109 Street Road Southampton, PA 18966	Unlock the versatility of Evolution of the Color and Evolution of the Color Shine Effect through two distinct color stories. Explore sophisticated brunette gray coverage and vibrant red/copper results while learning how to confidently choose the right line, shades and techniques for your desired outcome. Includes swag bag valued at $299.
	**DUOMO THE ART OF LAYERING**	**MONDAY** **NOVEMBER 2, 2026** **$150** • 10AM-2PM **MONDAY** **NOVEMBER 16, 2026** **$150** • 10AM-2PM	**ROCKVILLE** 5054 Nicholson Lane Rockville, MD 20852 **SOUTHAMPTON** 109 Street Road Southampton, PA 18966	This Look & Learn workshop features precision cutting techniques using Hattori Hanzo Shears, followed by hands-on, styling techniques with the Duomo Styling Collection. Learn how to create seamless layers, elevate your finishing work, and achieve polished, salon-ready results with greater efficiency.
	**MILBON HOLIDAY GLAM**	**MONDAY** **NOVEMBER 9, 2026** **$99** • 10AM-2PM	**SOUTHAMPTON** 109 Street Road Southampton, PA 18966	Designed for stylists of all experience levels, this demonstration highlights techniques that celebrate and support a variety of natural hair textures, from straight and fine to wavy, curly, and coily. Attendees will learn how to personalize styling recommendations to meet the unique needs of every guest.
	**BABE EXTENSIONS MASTERY IN MOTION**	**SUNDAY & MONDAY** **NOVEMBER 15-16, 2026** **$599** • 10AM-4PM **SUNDAY & MONDAY** **NOVEMBER 22-23, 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: Official Babe Certification in I-Tip, Flat Tip, Tape-In, and Fusion Methods, including Micro Bonding and Hand Tied Wefts!

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Take your passion for beauty to the next level by learning how to educate with confidence, purpose and impact. Perfect for beauty professionals who teach, mentor, train or want to make a bigger impact in their industry.

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ROCKVILLE 5054 Nicholson Lane, Rockville, MD 20852



SPACE IS LIMITED, REGISTER EARLY

Invest In You!

Elevate your skills.

Expand your impact.

Empower your future.

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	**THE BLOWOUT BLUEPRINT**	**SUNDAY** **NOVEMBER 15, 2026** **$50** • 10AM–11:30AM	**SOUTHAMPTON** 109 Street Road Southampton, PA 18966	In this hands-on class you'll master volume-driven blowout techniques that hold, learn ergonomic styling habits that help reduce physical strain and support career longevity, and discover how to turn your expertise into engaging online content that attracts new clients and grows your brand.
	**LASH CERTIFICATION**	**MONDAY** **NOVEMBER 30, 2026** **$499** • 10AM–4PM	**SOUTHAMPTON** 109 Street Road Southampton, PA 18966	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.
	**MILBON HEAD SPA ADVANCED CERTIFICATION**	**MONDAY** **DECEMBER 7, 2026** **$199** • 10AM–3PM	**ROCKVILLE** 5054 Nicholson Lane Rockville, MD 20852	This class utilizes Milbon Signature Scalp Care Line and Milbon Gold Enhancing Vivacity Luxury Scalp Care Line. Learn techniques of three different Head Spa services and the importance of scalp health paired with stimulating massage techniques to help improve the overall health of the scalp and hair.

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'TIS THE SEASON TO SPEED UP HOLIDAY BOOKINGS!

SAVE 30%

ANDIAMO EXPRESS PERMANENT COLOUR PROMO

Purchase (Your Choice):
12 ANDIAMO Tubes 2 oz.

Receive FREE:
1 Developer Liter (Your Choice)
1 Aloxxi Cape

ALX-25-NDA



FREE

LIGHTEN UP WITH A WINTER DETOX

SAVE 33%

BLONDE78 CHARCOAL CREAM LIGHTENER 8.8 OZ.

BUY 2, **GET 1 FREE**

ALX-25-ND78C



FREE

WASH DAY, MADE FOR GIVING!

SAVE 20%



WASH DAY DUOS 10.1 OZ.

Choose From:

Hydrating Shampoo & Conditioner	**ALX-19-H26HD**
Volumizing Shampoo & Conditioner	**ALX-19-H26VD**
E7 Shampoo & Conditioner	**ALX-19-H26E7**

SALON VALUE UP TO $30.00

DOUBLE THE STYLE AT A FRACTION OF THE PRICE



E7 STYLERS

BUY 1, **GET 1 50% OFF**

SAVE 25%

Choose From:
E7 Leave-In Conditioning Cream 6.8 oz.
E7 Anti-Frizz Shine Mist 3.4 oz.
E7 Anti-Frizz Curl Styler 3.4 oz.

ALX-25-NDE7S



NEW SHADES





CARMEN RITUEL AMMONIA-FREE COLORING CREAM 2.03 OZ.

Choose From:

COPPERY SHADES

6*44 Deep Copper Dark Blonde	**CRU-04-R644**
6*45 Mahogany Copper Dark Blonde	**CRU-04-R645**
7*46 Red Copper Blonde	**CRU-04-R746**

CRISTAL GLOSS SHADES

G*00 Clear Gloss	**CRU-04-RG00**
G*24 Iridescent Copper Gloss	**CRU-04-RG24**



CARMEN RITUEL NEW SHADES OFFER

Purchase (Your Choice):
24 Carmen Rituel Shades 2.03 oz.

Receive FREE:
5 Carmen Rituel Shades 2.03 oz.
(1 Each of New Shades)
1 Swatch Insert

CRU-25-NDR

EUGÈNE PERMA

PROFESSIONNEL | PARIS



SAVE 30%



SOLARIS P0% AMMONIA-FREE LIGHTENING POWDER 15.87 OZ.

SOL-04-P0

SAVE 11%



CARMEN + SOLARIS*

Purchase (Your Choice):
36 Carmen Shades 2.03 oz.

Receive FREE:
1 Poudr6 Bleaching Powder 15.87 oz.
OR
1 Poudr7 Bleaching Powder 15.87 oz.

FREE



**Add Poudr6 or Poudr7 to your cart after the 36 tube threshold is met.*

SAVE 33%



BLUSH FLASHY MIX 3.38 OZ.

BUY 2, **GET 1 FREE**

MIX & MATCH

BLS-25-NDBLS

DevaCurl

GIVE THE GIFT OF CURL CARE

25% OFF RETAIL SIZE CARE



FOR RICH MOISTURE





FOR ULTRA-RICH MOISTURE





FOR INCREASED VOLUME





REPAIRING + STRENGTHENING BONDS

GIFT WITH PURCHASE

Purchase (Your Choice):
3 DevaCurl Products

Receive FREE:
1 DevaCurl Brush*

DEV-25-NDFBR

**While supplies last.*



RETAIL SIZE CARE

Choose From:

NO-POO ORIGINAL Cleanser 12 oz.	**DEV-02-NP12**
ONE CONDITION ORIGINAL 12 oz.	**DEV-03-OC12**
NO-POO DECADENCE Cleanser 12 oz.	**DEV-02-DNP12**
ONE CONDITION DECADENCE 12 oz.	**DEV-03-DOC12**
LEAVE-IN DECADENCE Conditioner 8 oz.	**DEV-03-DLI8**
LOW-POO ORIGINAL Cleanser 12 oz.	**DEV-02-LP12**
ONE CONDITION DELIGHT 12 oz.	**DEV-03-OCD12**
CURLBOND Cleanser 12 oz.	**DEV-02-CB12**
CURLBOND Conditioner 12 oz.	**DEV-03-CB12**
CURLBOND Mask 8 oz.	**DEV-03-CBM8**
CURLBOND Split-End Serum 3 oz.	**DEV-03-CBS3**
CURLHEIGHTS Cleanser 12 oz.	**DEV-02-CH12**
CURLHEIGHTS Conditioner 12 oz.	**DEV-03-CH12**
BUILDUP BUSTER Cleanser 8 oz.	**DEV-03-BUB8**
HEAVEN IN HAIR Conditioner 8 oz.	**DEV-03-HIH8**
MELT INTO MOISTURE Mask 8 oz.	**DEV-03-MIM8**
MIST OF WONDERS LEAVE-IN Spray 10 oz.	**DEV-03-MOW10**
WASH DAY WONDER Detangler 12 oz.	**DEV-03-WDW12**








HOTHEADS
THESE SAVINGS ARE
delightful
30% OFF
HOTHEADS
Valid from November 23 to December 5, 2026.
Excludes Salon Intro Kits and Clearance. While supplies last.

nioxin®
PRO CLINICAL



NOVEMBER 26-DECEMBER 2 ONLY

CYBER WEEK SALE



SAVE 20%

SYSTEM SHAMPOO & CONDITIONER LITER DUOS

Choose From:

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

VITALITY'S
LIFE IN THE HAIR

GIFT WITH COLOR PURCHASE

Purchase $250 (Your Choice):
Art Absolute Permanent Coloring Cream 3.4 oz.
OR
Tone on Tone Colour Cream 3.4 oz. (Intense or Shine)

Receive FREE:
1 Cape
1 Apron
2 Color Bowls
2 Color Brushes
VIT-25-NDGWP





FREE



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

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

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

NOVEMBER 26-DECEMBER 2 ONLY

CYBER WEEK SALE

WELLA™ PROFESSIONALS

BLONDOR

SAVE 25%





BLONDORPLEX PERMANENT CREAM TONER 2 OZ.

Choose From:

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

SALON VALUE $8.99



BLONDORPLEX

Choose From:

Multi-Blonde Dust Free Powder Lightener 9 14.1 oz.	**WBL-04-BP+14**
Multi-Blonde Dust Free Powder Lightener 9 28.2 oz.	**WBL-04-BPX28**
No.2 Bond Stabilizer 16.9 oz.	**WBL-04-BP216**





BLONDOR PERMANENT LIQUID TONER 2 OZ.

Choose From:

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



BLONDOR BASE BREAKER 2 OZ.

Choose From:

19 Cool	**WBL-04-BB19**
86 Extra Cool	**WBL-04-BB86**



BLONDOR MULTI-BLONDE LIGHTENING POWDER

Choose From:

14.1 oz.	**WBL-04-LP14**
28.2 oz.	**WBL-04-LP28**



MAGMA BY BLONDOR LIGHTENING POWDER 4.2 OZ.

Choose From:

07+ Natural Brown	**WMG-04-BRN7**
17 Ash Brown	**WMG-04-ASH17**
44 Red Intensive	**WMG-04-RED44**
89+ Pearl Cendre Dark	**WMG-04-PCD89**
89 Pearl Cendre Light	**WMG-04-PCL89**



BLONDOR FREELIGHTS

Choose From:

White Lightening Powder 28.2 oz.	**WBL-04-FLP8**
Developer 20 Volume 6% Liter	**WBL-04-FLD6**
Developer 30 Volume 9% Liter	**WBL-04-FLD9**
Developer 40 Volume 12% Liter	**WBL-04-FLD12**





BLONDOR RANGE

Choose From:

Blonde Seal & Care 16.9 oz.	**WBL-03-S&C17**
Extra Cool Blonde Powder 5.3 oz.	**WBL-04-ECLP**
Soft Blonde Cream 7.1 oz.	**WBL-04-LC7**

DUOMO HOLIDAY BOX SETS

STYLING BOX SETS



SAVE 32%

VOLUME BOX

Includes:
1 Nourish Hydration Crème 6.67 oz.
1 Hair Oil 1.7 oz.
1 Flex Hair Spray 9.7 oz.
1 Amplify Texture Spray 9.7 oz.
1 Recall Mousse 9.7 oz.

DUO-19-H26V





SHINE BOX

Includes:
1 Cascade Gel 6.67 oz.
1 Hair Oil 1.7 oz.
1 Flex Hair Spray 9.7 oz.
1 Amplify Texture Spray 9.7 oz.
1 Radiant Shine Spray 9.7 oz.

DUO-19-H26S

TEXTURE BOX

Includes:
1 Nourish Hydration Crème 6.67 oz.
1 Hair Oil 1.7 oz.
1 Flex Hair Spray 9.7 oz.
1 Amplify Texture Spray 9.7 oz.
1 Radiant Shine Spray 9.7 oz.

DUO-19-H26T



HAIR CARE BOX SETS



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HYDRATE BOX

Includes:
1 Hydrate Shampoo 10.1 oz.
1 Hydrate Conditioner 10.1 oz.
1 Leave-In Spray 8.4 oz.

DUO-19-H26H





REPAIR BOX

Includes:
1 Repair Shampoo 10.1 oz.
1 Repair Conditioner 10.1 oz.
1 Leave-In Spray 8.4 oz.

DUO-19-H26R

SAVE 33%



HAIR OIL 1.7 OZ.

BUY 4, **GET 2 FREE**

DUO-25-NDHO

EDUCATION: THE ART OF LAYERING

Create effortless movement, customized shape, and beautiful dimension while maintaining length and weight. This Look & Learn workshop features precision cutting techniques using Hattori Hanzo Shears, followed by hands-on, styling techniques with the Duomo Styling Collection. Learn how to create seamless layers, elevate your finishing work, and achieve polished, salon-ready results with greater efficiency. Receive a FREE gift for attending. *See page 20*

$150
MONDAY, NOV. 2, 2026
10AM–2PM
ROCKVILLE
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Rockville, MD 20852

$150
MONDAY, NOV. 16, 2026
10AM–2PM
SOUTHAMPTON
109 Street Road
Southampton, PA 18966





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SHADE VARIATION MASKS 8.4 OZ.

Pigmented hair masks that provide hair color treatments to neutralize unwanted tones or to enhance your natural hair color.

Choose From:

Ash Brown	**CRR-03-SVAB8**
Baby Blonde	**CRR-03-SVBB8**
Warm Chestnut	**CRR-03-SVWC8**
Chic Copper	**CRR-03-SVCC8**
Golden Blonde	**CRR-03-SVGB8**





SAVE 15%

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Choose From:

The Curly One Shampoo 12 oz.	**CUL-02-CO12**
The Curly One Conditioner 12 oz.	**CUL-03-CO12**
The Curly One Shampoo Plus 12 oz.	**CUL-02-COP12**
The Curly One Conditioner Plus 12 oz.	**CUL-03-COP12**
The Loving Leave In 8 oz.	**CUL-03-LLI8**
The Masque for Curls 8 oz.	**CUL-03-MC8**

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Perricone MD

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



SAVE 15%









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Choose From:

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

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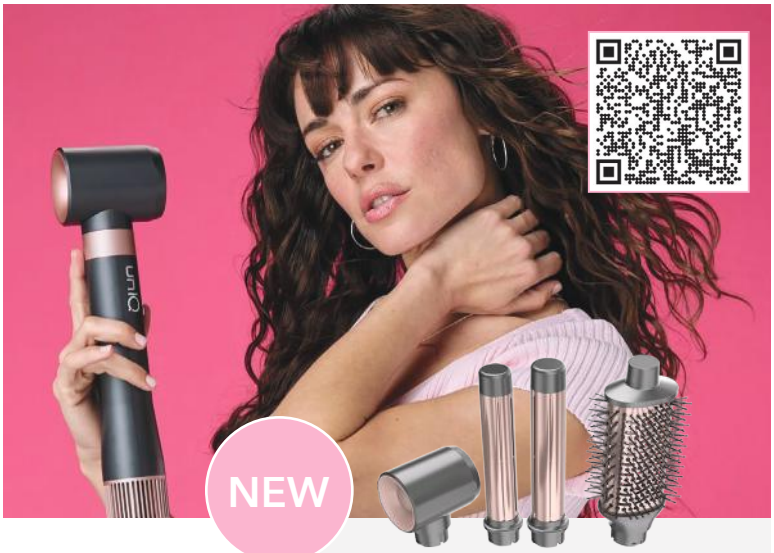
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A small and lightweight handheld dryer with a turbo motor. It has four temperature settings, three speed settings, and a cool shot function.



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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.

KERATHERAPY™
The Science of Keratin Care For Healthy Hair

HOLIDAY TRIOS



SAVE 20%

FEATURED TREATMENT OFFER: STYLIST KITS*

Choose From:

BrazilianX ONE	**KRT-19-BRZXK**
Brazilian Renewal	**KRT-19-BRSK3**
Pure Renewal PLUS+	**KRT-19-PRPSK**
Extreme Renewal Creme de Cocoa	**KRT-19-ERCD3**

**BrazilianX ONE Kit includes 1 BrazilianX ONE Treatment 3 oz. Brazilian Renewal Kit includes 1 Brazilian Renewal Treatment 3 oz., 1 Deep Conditioning Masque Sachets & Daily Smoothing Cream Sachets. Pure Renewal PLUS+ Kit includes 1 Pure Renewal Plus Treatment 3 oz. Extreme Renewal Kit includes 1 Extreme Renewal Creme de Cocoa Treatment 3 oz. All kits contain 1 each: Color Lock & Smooth 2 oz., Clean Start Shampoo 2 oz. & Application Guide.*

SAVE 35%



COLOR LOCK AND SMOOTH EXPRESS TREATMENT 8 OZ.

This 2-in-1 formula can be used after all color or highlighting services to **LOCK COLOR** in and **prevent fading** or as **standalone in-salon EXPRESS keratin smoothing treatment** providing frizz control.

KRT-11-CLSK8

SAVE 20%



HOLIDAY RETAIL TRIOS

Choose From:

Moisture+Keratin	**KRT-19-MHB26**
Repair+Keratin	**KRT-19-RHB26**
ColorProtect+Keratin	**KRT-19-CHB26**
Volume+Keratin	**KRT-19-VHB26**
Blonde+Keratin	**KRT-19-BHB26**
Strength+Vegan	**KRT-19-BMH26**

Retail Trios includes 1 each Shampoo 10 oz., Conditioner 10 oz. and retail size Leave-In.

SAVE 34%



STYLE & VOLUME BUY 2, GET 1 FREE

Choose From:

Style+Keratin Define, Shine & Style Cream 4.2 oz.	**KRT-25-DSSND**
Volume+Keratin Root Boost & Volumizer 8.5 oz.	**KRT-25-RBVND**

SAVE 23%



STYLE+KERATIN ULTRA-FAST BLOW DRY MIST 4.2 OZ.

BUY 2, **GET 25% OFF**

KRT-25-UFBND



SAVE 25%

TRAVEL SIZE HOLIDAY TRIOS

Choose From:

Moisture+Keratin	**KRT-19-MTH26**
Repair+Keratin	**KRT-19-RTH26**
ColorProtect+Keratin	**KRT-19-CTH26**

Travel Size Trios includes 1 each Shampoo 2 oz., Conditioner 2 oz. and Style+Keratin Daily Smoothing Cream 2 oz.



EDUCATION: EXTENSIONS MASTERY IN MOTION

Bid bon voyage to bad hair days and say hello to hair extension mastery! Embark on this two-day program of hands-on hair extension training with Babe's master educator and professional stylist. Includes hand tied wefts and all the tools you need. Featuring: Official Babe Certification in I-Tip, Flat Tip, Tape-In, and Fusion Methods, including Micro Bonding and Hand Tied Wefts! *See page 20*

$599
SUNDAY, NOV. 15 + MONDAY, NOV. 16, 2026 • 10AM–4PM
ROCKVILLE 5054 Nicholson Lane, Rockville, MD 20852

$599
SUNDAY, NOV. 22 + MONDAY, NOV. 23, 2026 • 10AM–4PM
SOUTHAMPTON 109 Street Road, Southampton, PA 18966

HOLIDAY DUOS

SAVE UP TO 30%

VIRTUE®
Real science. True beauty.



HEALING OIL DUO

Includes:
1 Healing Oil 1.7 oz.
1 Healing Oil 0.6 oz.

VTU-19-H26HO



JUMBO SHAMPOO & CONDITIONER 17 OZ. DUOS

Choose From:

Recovery	**VTU-19-H26R**
Full	**VTU-19-H26F**
Smooth	**VTU-19-H26S**



STRENGTH & SHIELD DUO

Includes:
1 Purifying Leave-in Conditioner 5 oz.
1 Healing Oil 1.7 oz.
1 Limited Edition Mini Brush

VTU-19-H26P

INTRO TOTES

SAVE 30%

HEALTHY SCALP SALON INTRO TOTE

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

LOM-19-EHSTI



MAX SHINE SALON INTRO TOTE

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

LOM-19-EMSTI



Essentials by LOMA™



HOLIDAY 3 OZ. TRAVEL TRIO

Choose From:

Healthy Scalp	**LOM-19-EH26HT**
Max Shine	**LOM-19-EH26MT**





HOLIDAY 1 OZ. SAMPLE TRIO

Choose From:

Healthy Scalp	**LOM-19-EH26HS**
Max Shine	**LOM-19-EH26MS**

HOLIDAY 12 OZ. RETAIL DUOS*

Choose From:

Healthy Scalp	**LOM-19-EH26HD**
Max Shine	**LOM-19-EH26MD**

**Holiday 12 oz. Duos include a shampoo and conditioner.*

YELLOW PROFESSIONAL

SCALP CARE

ROOT CAUSE.

NEW

HEALTHY HAIR STARTS HERE.

Science-led formulas with skincare-inspired actives. Salon-prescribable. Home routine-ready.



SAVE 21%

SCALP CARE INTRO

Purchase:

1 Scalp Peel Scrub (Professional Use) 6.76 oz.
1 Scalp Detox Spray 5.07 oz.
1 Scalp Energizing Shampoo 16.9 oz.
1 Scalp Energizing Lotion 12 x 0.44 oz.
1 Scalp Rebalancing Shampoo 16.9 oz.
1 Scalp Purifying Shampoo 16.9 oz.
1 Scalp Comfort Shampoo 16.9 oz.
1 Scalp Easy Long Shampoo 16.9 oz.
1 Scalp Easy Long Conditioner 16.9 oz.
1 Scalp Easy Long Tonic 5.07 oz.

Receive FREE:

1 Pro Care Bowl
1 Pro Scrub Brush
1 Pump Shampoo/Conditioner 16.9 oz.
1 Scalp Energizing Shampoo 10 x 0.34 oz.
1 Scalp Purifying Shampoo 10 x 0.34 oz.
1 Scalp Comfort Shampoo 10 x 0.34 oz.

YLW-21-SCLPI

PREBIOTIC COMPLEX

supports a balanced scalp microbiome for a calmer, healthier-looking scalp (in all SKUs)

ALOETRIX

(aloe + wheat proteins + UV filter) – lightweight hydration, helps protect the hair fiber (in all SKUs)

POWERED BY

PREBIOTIC & SPECIFIC ACTIVE INGREDIENT

DESIGNED FOR

HAIR & SCALP

SCALP CARE

Choose From:

Scalp Peel Scrub (Professional Use) 6.76 oz.	**YLW-02-SPS6**
Scalp Detox Spray 5.07 oz.	**YLW-03-SDS5**
Scalp Energizing Shampoo 16.9 oz.	**YLW-02-SES16**
Scalp Energizing Lotion 12 x 0.44 oz.	**YLW-03-SEL**
Scalp Rebalancing Shampoo 16.9 oz.	**YLW-02-SRP16**
Scalp Purifying Shampoo 16.9 oz.	**YLW-02-SPS16**
Scalp Comfort Shampoo 16.9 oz.	**YLW-02-SCP16**
Scalp Easy Long Shampoo 16.9 oz.	**YLW-02-SELP16**
Scalp Easy Long Conditioner 16.9 oz.	**YLW-03-SELC16**
Scalp Easy Long Tonic 5.07 oz.	**YLW-03-SELT5**





CAPT FAWCETT LIMITED

SAVE 17%

STYLING
BUY 2, GET 1 50% OFF

NO MIX & MATCH

Choose From:

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





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

PROVEN RESULTS
Endothermic foils with 10 Vol. under 15 minutes

READERS CHOICE 2022 LAUNCHPAD AWARD WINNER
READERS CHOICE 2024 LAUNCHPAD AWARD WINNER

FASTFOILS™
HIGH PERFORMANCE FOIL

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**.

COLLECTION

Choose From:

Embossed Pop Up Foil 5X11 500 Sheets	**FFO-10-PU511**
Pre Cut Foil 5x12 500 Sheets	**FFO-10-5X12P**
Pre Cut Foil 5x7 500 Sheets	**FFO-10-5X7P**
Pre Cut Foil 8x10 250 Sheets	**FFO-10-8X10P**
Foil Roll 5" 300 Feet	**FFO-10-5R3**
Foil Roll 5" 1250 Feet	**FFO-10-5R12**
Foil Roll 8" 350 Feet	**FFO-10-8R35**
J Ladner Brush Set	**FFO-19-JLBS**

SAVE 15%



abba pure performance hair care™

HOLIDAY BEST SELLERS

PERFECT STOCKING STUFFERS OR HOLIDAY GIFT BASKETS!

100% VEGAN HAIR CARE PRODUCTS

SAVE 25%

FAN FAVORITES

Choose From:

Complete All-In-One Leave-In Spray 8 oz.	**ABA-03-AIOC8**
Firm Finish Non-Aerosol Hair Spray 8 oz.	**ABA-12-FFHS8**
Volume Foam Styling Mousse 8 oz.	**ABA-12-VOLF8**
Preserving Blow Dry Spray 8 oz.	**ABA-12-PBDS8**



COMPLETE ALL-IN-ONE LEAVE IN

Created with superior combability, this lightweight conditioner improves elasticity, moisturizes and strengthens hair while reducing breakage. Protects from heat damage and leaves hair soft, smooth and protected.



FIRM FINISH NON-AEROSOL HAIR SPRAY

Contains UV filters and uses Grapefruit and Avocado Oil to create a finish to your style with a firm, durable hold for all hair types. Great for creating a "wet" look.



VOLUME FOAM STYLING MOUSSE

Creates movable volume with a light to medium hold. Lemongrass adds volume while Agave Nectar and Grapeseed Oil adds strength, conditioning and shine. Natural UV protectors fight damage and help to preserve color.



PRESERVING BLOW DRY SPRAY

Enjoy a frizz-free blow out with a touch of hold and shine. Packed with vitamins from Avocado and Sunflower Oil. Protects the hair from heat styling with thermal and UV barriers.

TOCCO MAGICO

CRAFT YOUR ARTISTRY

UNWRAP NEW COLOR

SAVE 25%

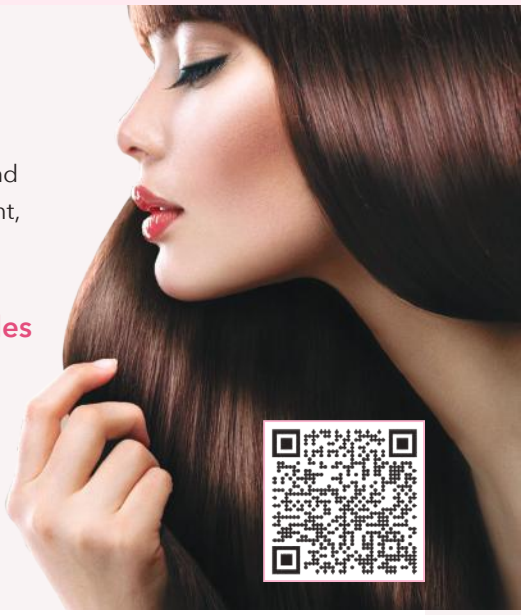


COLOR-TON

Powered by a proprietary blend of 7 herbal extracts designed to restore and protect the hair while providing vibrant, consistent color results.

Why You'll LOVE These 5 Shades

- Bold, fashion forward tones with exceptional coverage
- Infused with natural botanicals for superior hair health
- Predictable results with long-lasting shine



COLOR-TON PERMANENT HAIR COLOR 3.3 OZ.

Choose From:

5MF Cool Brown Light Brown	**TCM-04-5MF**
6MF Cool Brown Dark Blonde	**TCM-04-6MF**
7MF Cool Brown Blonde	**TCM-04-7MF**
5FM Marron Glace	**TCM-04-5FM**
8FM Hazelnut	**TCM-04-8FM**



5MF/5.81 Cool Brown Light Brown

6MF/6.81 Cool Brown Dark Blonde

7MF/7.81 Cool Brown Blonde

5FM/5.05 Marron Glace

8FM/8.05 Hazelnut

Holly Days

FRAMAR









LIMITED EDITION

HOLLY DAYS COLLECTION

Choose From:

Pop Up Foil 5x11 500 Sheets	**FMR-10-500HLY**
Pop Up Foil 6x16 250 Sheets	**FMR-10-616HLY**
Embossed Foil Roll 320 Feet	**FMR-10-EMBHLY**
Triple Threat Set Color Brush 3 Pack	**FMR-10-TTSHLY**
Tight Tension Clips 4 Pack	**FMR-10-TTHLY**
Gator Grip Clips 4 Pack	**FMR-10-GGHLY**
Spiced Detangle Brush	**FMR-15-DTHLYS**
Rudy Detangle Brush	**FMR-15-DTHLYR**
Evergreen Detangle Brush	**FMR-15-DTHLYE**



Bring cozy holiday charm to every color service with Framar Pop Up & Roll Foil from the Holly Days collection, featuring a nostalgic Christmas tree farm pattern inspired by a classic red truck and timeless festive details.

SAVE 20%

KOLOR KILLER WIPES 100 COUNT

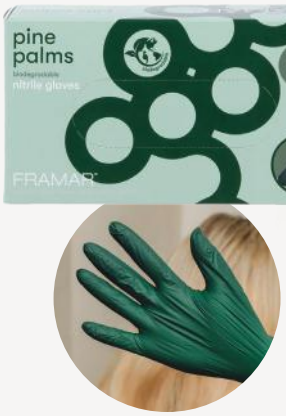
FMR-10-KKWWT



PINE PALMS NITRILE GLOVES 100 COUNT

Choose From:

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



SAVE 20%

NAK HAIR
AUSTRALIA

SAVE UP TO 19%

HOLIDAY DUOS & TRIOS



VOLUME HOLIDAY TRIO

Includes:
1 Volume Shampoo 11.83 oz.
1 Volume Condition 11.83 oz.
1 Replends Crème Leave-In Moisturizer 5.07 oz.
1 NAK HAIR Comb

NAK-19-H26VT



NOURISH HOLIDAY TRIO

Includes:
1 Nourish Shampoo 11.83 oz.
1 Nourish Condition 11.83 oz.
1 Replends Moisture Mask 5.07 oz.
1 NAK HAIR Comb

NAK-19-H26NT



VOLUME HOLIDAY DUO

Includes:
1 Volume Shampoo 11.83 oz.
1 Volume Condition 11.83 oz.

NAK-19-H26VD



NOURISH HOLIDAY DUO

Includes:
1 Nourish Shampoo 11.83 oz.
1 Nourish Condition 11.83 oz.

NAK-19-H26ND



BLONDE PLUS HOLIDAY TRIO

Includes:
1 Blonde Plus Shampoo 11.83 oz.
1 Blonde Condition 11.83 oz.
1 Ultimate Treatment 5.07 oz.
1 NAK HAIR Comb

NAK-19-H26BT



PLATINUM BLONDE HOLIDAY TRIO

Includes:
1 Platinum Blonde Shampoo 11.83 oz.
1 Blonde Condition 11.83 oz.
1 Ultimate Treatment 5.07 oz.
1 NAK HAIR Comb

NAK-19-H26PT



BLONDE PLUS HOLIDAY DUO

Includes:
1 Blonde Plus Shampoo 11.83 oz.
1 Blonde Condition 11.83 oz.

NAK-19-H26BD



PLATINUM BLONDE HOLIDAY DUO

Includes:
1 Platinum Blonde Shampoo 11.83 oz.
1 Blonde Condition 11.83 oz.

NAK-19-H26PD



STRUCTURE COMPLEX HOLIDAY TRIO

Includes:
1 Protein Shampoo 11.83 oz.
1 Protein Condition 11.83 oz.
1 03 Bond Enhancer 5.07 oz.
1 NAK HAIR Comb

NAK-19-H26ST



STRUCTURE COMPLEX HOLIDAY DUO

Includes:
1 Protein Shampoo 11.83 oz.
1 Protein Condition 11.83 oz.

NAK-19-H26SD



30% OFF BRAND WIDE SALE*



ORI LAB
AUSTRALIA







NAK HAIR
PROFESSIONAL



COLOR + DEVELOPER

Purchase:
36 Permanent Hair Color 3.4 oz. (Your Choice)

Receive FREE:
2 Crème Activator Liter (Your Choice)
Choose From: 10, 20, 30 or 40 Volume
1 Color Bowl
1 Color Brush
1 Tech Chart

NAC-25-NDP

FREE



LIQUID GLOSS HAIR TONER 2.03 OZ.

BUY 6,
GET 15% OFF
MIX & MATCH

NAC-25-NDLG

SAVE
15%



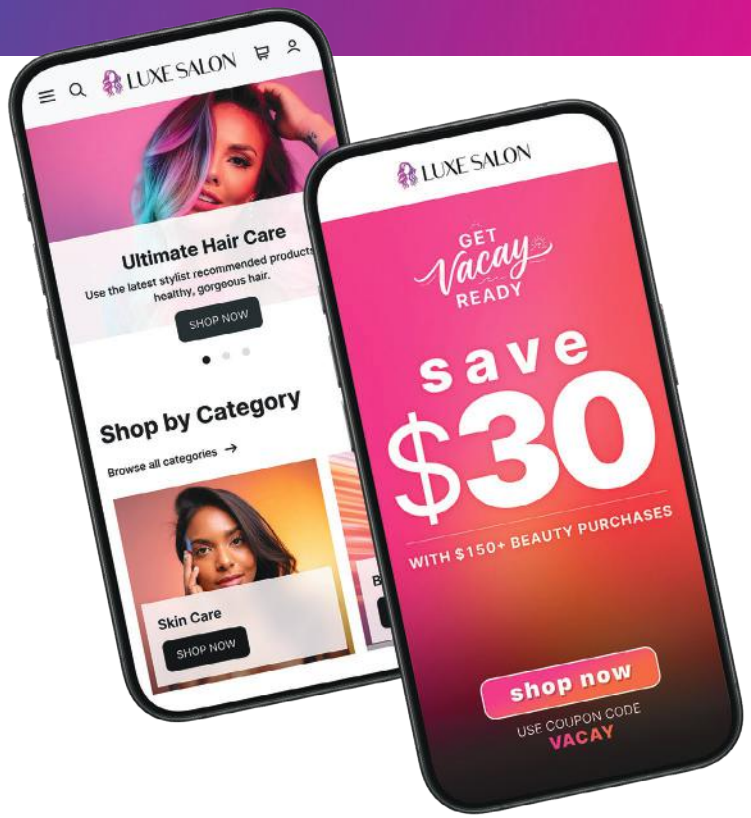
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More Revenue Zero Effort Zero Cost

Boost your bottom line with done-for-you email marketing campaigns sent directly to your clients by **TruBeauty**.

On Behalf Marketing (OBM) features your salon logo and directs clients to your SalonInteractive Online Store, where they can shop the brands you love 24/7.





You get 25% commission
on every order.

Earn up to $233
per OBM campaign.

Hassle free fulfillment
TruBeauty packs & ships for you.

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