

SEPTEMBER • OCTOBER 2026

tru beauty

C O N C E P T S



HOLIDAY
EDITION

NEW

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SHAPE SET
HAIRSPRAY
page 12

NEW

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COMING SOON!

Sweet
professional

Photo courtesy of Olaplex.

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SCAN NOW TO SHOP
SEPTEMBER | OCTOBER
PROMOTIONS

FOLLOW US ON SOCIAL MEDIA

@TruBeautyConcepts



RING IN THE HOLIDAYS

The holiday gifting season is here! Increase retail sales with limited edition gift sets and stocking stuffers. Save on your favorites to keep clients looking their best for the holidays.



5 EASY WAYS TO ORDER

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

VISIT US ONLINE FOR 24-HOUR ORDERING



trubeautyconcepts.com

- 📖 How-To's & Product Education
 - 🛒 Create Shopping Lists
 - 🔍 Item Quick Search
 - 📍 Easy Navigation
 - 📍 Salon Locator
- And more!

TRU EDUCATION: PAGES 20-21

STAY INFORMED ON EDUCATION



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

Not all products available in all territories - contact us for more information. Not responsible for typographical errors. Pictures may not exactly match advertised promotions. Promotions limited to on-hand quantities unless otherwise specified. TBC reserves the right to correct errors and limit quantities. All material contained herein is subject to trademark and copyright protection. Copyright 2026 TruBeauty Concepts, Inc. All rights reserved.

1



HOLIDAY KIT #1

Includes:

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

K18-19-H261

2



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

SAVE
20%



HEATBOUNCE
CONDITIONING HEAT
PROTECTANT 8 OZ.

K18-03-HB8

NEW



K18
BIOMIMETIC
HAIRSCIENCE

Future IQ™
biomimetic hair longevity serum

**19,000
MORE HAIRS,**
fewer grays
improved scalp barrier



hair by Serena Radaelli



SAVE
24%

FUTUREIQ SALON OFFER

Purchase:

12 FutureIQ Biomimetic Hair Longevity Serum 3.04 oz.

Receive **FREE**:

3 FutureIQ Biomimetic Hair Longevity Serum 3.04 oz.
1 Merch Kit*

K18-21-SOFI

FUTUREIQ
BIOMIMETIC
HAIR LONGEVITY
SERUM 3.04 OZ.

K18-03-FIQ3

month 1 | renewal

- 100% showed reduced hair fall
- 82% agree the product did not contribute to hair oiliness
- 95% agree the product did not increase scalp sensitivity

month 2 | momentum

- Up to +10,000 hairs for more volume
- 87% showed increased density
- 100% showed improved scalp barrier

month 3 | visible transformation

- 70% show fewer grays
- Up to +19,000 hairs for more volume
- 54% said scalp was revitalized

*Kit includes 25 FutureIQ Brochures, 4 Mirror Clings and 1 Analysis Card

MILBON

GOLD LINE SCALP CARE

ENHANCING VIVACITY

Choose From:

Shampoo Refine 6.8 oz.

Shampoo Refine Liter

Shampoo Soften 6.8 oz.

Shampoo Soften Liter

Cleansing Balm 4.6 oz.

Cleansing Exfoliant 4.6 oz.

Treatment 7.1 oz.

Treatment Liter

Effervesce Leave-In Balm 5.3 oz.

Essence Leave-In Treatment 2 oz.

Moisturizing Spa Cream 21.2 oz.

Aroma Oil - Bitter Citrus 1 oz.

Aroma Oil - Cedarwood 1 oz.

Aroma Oil - Geranium 1 oz.

Aroma Oil - Herbal Mint 1 oz.

MGO-02-EVR6

MGO-02-EVRBS

MGO-02-EVS6

MGO-02-EVSB5

MGO-02-EVCB4

MGO-02-EVCE4

MGO-03-EVV7

MGO-03-EVVB5

MGO-03-EVEF5

MGO-03-EVES2

MGO-03-EVMS21

MGO-03-AOBC1

MGO-03-AOCE1

MGO-03-AOGE1

MGO-03-AOHH1

SAVE
15%



MILBON

Find Your Beauty

SAVE
15%



SIGNATURE SCALP CARE

Choose From:

SCALP Purifying Gel Shampoo 6.8 oz.

SCALP Purifying Gel Shampoo Liter

SCALP Hydrating Treatment 7.1 oz.

SCALP Hydrating Treatment 35.3 oz.

SCALP Soothing Moisturizer 4.1 oz.

SCALP Cleansing Spa Gel - Citrus 5.3 oz.

SCALP Cleansing Spa Gel - Rose 5.3 oz.

SCALP Cleansing Spa Gel - Vanilla 5.3 oz.

MLB-02-SG6

MLB-02-SGB33

MLB-03-ST7

MLB-03-ST35

MLB-03-SSM4

MLB-03-SGC5

MLB-03-SGR5

MLB-03-SGV5



MILBON SOPHISTONE

SAVE
15%



SCALP CONSCIOUS COLOR

Choose From:

Permanent Clear 2.8 oz.

Elite Powder Lightener 35.3 oz.

Scalp Support Oil 6 oz.

SOT-04-CLEAR

SOT-04-EPOW

MLB-04-SSOIL

AVAILABLE OCTOBER 1ST

DUALMENSION LAUNCH PROMO

Purchase:

- 1 7CC Sunlit Papaya 2 oz.
- 1 6BRR Chocolate Lava 2 oz.
- 1 7GAB Smoky Taupe 2 oz.

Receive **FREE**:

- 1 6RV Raspberry Beret 2 oz.
- 1 5 Volume Cream Developer 6.8 oz.

SOT-25-OLP

SAVE
34%

FREE



DUALMENSION DEMI COLOR 2 OZ.

Choose From:

- 7C Lucky Penny
- 7CC Sunlit Papaya
- 6RR Ruby Slippers
- 6RV Raspberry Beret
- 6BRR Chocolate Lava
- 8VG Gilded Iridescence
- 7GAB Smoky Taupe
- Tone Blender

- SOT-04-DM7C
- SOT-04-DM7CC
- SOT-04-DM6RR
- SOT-04-DM6RV
- SOT-04-DM6BRR
- SOT-04-DM8VG
- SOT-04-DM7GAB
- SOT-04-DMT8



DUALMENSION CLEAR LITER

SOT-04-DMCCL

MILBON SOPHISTONE

NEW

Dualmension

*High impact starts with
reflective dimension*

Dualmension expands SOPHISTONE with 7 core shades and 2 specialty items designed to create longer-lasting, high-impact, dual-layered color. Powered by Alkaline Demi Color and a versatile gel-cream hybrid formula, it preserves dimension with no lift or delivers a subtle half-level shift* while enhancing vibrancy and luminosity.

New Revenue Opportunity: "Dual Layer Gloss" Service

Create a premium gloss service that delivers:

- Layered reflection
- Dimensional color impact
- Longer-lasting gloss

Revenue Example

Standard Gloss \$80
Dual Layer Gloss \$110

+\$30 per guest



*Choice of Cream Developer: 5 Vol. for no lift and 10 Vol. for up to 0.5 level of shift

EDUCATION: COLOR DISCOVERY & HEAD SPA ADVANCED

COLOR DISCOVERY

This is an interactive look-and-learn color party where stylists dive into Milbon Color and Milbon Lighteners learning fearless formulation, playful experimentation, and real-world application. See page 20

\$99

MONDAY, SEPT. 12, 2026 • 10AM-3PM

SOUTHAMPTON

109 Street Road, Southampton, PA 18966

HEAD SPA ADVANCED CERTIFICATION

You will go through 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. See page 21

\$199 Choose From:

SUNDAY, OCT. 25, 2026 • 10AM-3PM

SOUTHAMPTON 109 Street Road, Southampton, PA 18966

MONDAY, OCT. 26, 2026 • 10AM-3PM

ROCKVILLE 5054 Nicholson Lane, Rockville, MD 20852





NEW

STYLING JUST GOT A KERATIN GLOW-UP.

KCRESET Reparative Dry Shampoo

- Absorbs oil without powdery residue
- Helps repair and reduce breakage
- Prevents salt buildup from sweat
- Adds soft lift and natural texture
- Enhances shine while refreshing
- Modern, luminous scent with notes of fresh citrus, floral, amber & sandalwood

KCRESET 6.5 OZ.
**BUY 3,
GET 1 FREE**

KCX-25-SOKCR

KCRESET
REPARATIVE
DRY SHAMPOO
6.5 OZ.

KCX-02-KCRDP

SAVE
25%



BEFORE



AFTER

KCDEFINITION Strengthening Texture Spray

- Adds texture and creates separation
- Enhances curls and waves
- Provides flexible, buildable hold
- Delivers body and bounce without stiffness
- Helps strengthen hair and reduce breakage
- Supports shine and natural movement
- Ideal for tousled, undone styles

KCDEFINITION 6.5 OZ.
**BUY 3,
GET 1 FREE**

KCX-25-SOKCD

KCDEFINITION
STRENGTHENING
TEXTURE SPRAY
6.5 OZ.

KCX-05-KCDTS



BEFORE



AFTER



FREE

NKST LITER DUO

Purchase:

- 1 KC PRIMER Liter
- 1 NKST Smoothing Treatment Liter

Receive **FREE:**

- 2 KCRESET Dry Shampoo 6.5 oz.
- KCX-25-SONKL

NKST 16 OZ. DUO

Purchase:

- 1 KC PRIMER 16 oz.
- 1 NKST Smoothing Treatment 16 oz.

Receive **FREE:**

- 1 KCRESET Dry Shampoo 6.5 oz.
- KCX-25-SONK16



FREE

KCEXPRESS LITER DUO

Purchase:

- 1 KC PRIMER Liter
- 1 KCEXPRESS Smoothing Treatment Liter

Receive **FREE:**

- 2 KCDEFINITION Texture Spray 6.5 oz.
- KCX-25-SOEXL





SAVE
20%

NKSTB LITER DUO

Includes:

- 1 KC PRIMER Liter
- 1 NKSTB Smoothing Treatment Liter

KCX-19-BNKS

NKSTB 4 OZ. SYSTEM KIT

Includes:

- 1 KC PRIMER 4 oz.
- 1 NKSTB Smoothing Treatment 4 oz.
- 1 Keratin Obsessed Multi-Benefit Treatment Spray 5 oz.

KCX-19-BNKS



SAVE
20%

KCSMOOTH LITER SYSTEM

Includes:

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

KCX-19-KCS32

KCSMOOTH 4 OZ. SYSTEM KIT

Includes:

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

KCX-19-KCS4

KERATINCOMPLEX®

Beautiful hair every day

SAVE
17%

GIFT-READY KITS

BEST-EVER BLOWOUT KIT* BUY 5, GET 1 FREE

KCX-25-H26BK



HEALTHY HAIR TRIO* BUY 5, GET 1 FREE

KCX-25-H26HH

TRAVEL DUOS* BUY 5, GET 1 FREE

NO MIX & MATCH

Choose From:

Keratin Care KCX-25-H26CTD

Color Care KCX-25-H26CCD



*Best-Ever Blowout Kit includes 1 each Keratin Care Smoothing Shampoo & Conditioner 3 oz., 1 KeraBalm 3-in-1 Hair Balm 1.7 oz. & 1 Travel Brush. Healthy Hair Trio includes 1 Keratin Care Smoothing Shampoo 3 oz., Keratin Care Smoothing Conditioner 3 oz. & Keratin Obsessed Multi-Benefit Treatment Spray 1.7 oz. Travel Duos includes 1 each Shampoo & Conditioner 3 oz.

SAVE
18%

KeraLuminous¹⁰ 10-Minute Express Permanent Color



FREE

FAST COLOR. FASTER PROFITS.

Purchase (Your Choice):

- 5 KeraLuminous¹⁰ 10-Minute Express Permanent Shades 3.4 oz.

Receive FREE:

- 1 20 Vol. Developer Liter

KCX-25-SOKLD

Semi di Lino Sublime Liquid Light Illuminating Lamellar Water

NEW

A first-of-its-kind lamellar water treatment with a **silky-liquid texture enriched with hyaluronic acid** and the signature Sublime Water fragrance.

Works in seconds, **penetrates the fiber instantly** – extraordinarily lightweight, extraordinarily radiant.

- Seals the cuticles and gives **extraordinary shine**
- Protects cosmetic color for **up to 18 washes***
- **5X** more manageable hair*
- **72h** frizz protection

THE SHINE EDIT

Includes:

- 1 SDL Sublime Cristalli Liquidi 0.51 oz.
- 1 SDL Sublime Cristalli Liquidi 1.01 oz.
- 1 SDL Sublime Cristalli Liquidi 1.69 oz.
- 1 SDL Sublime Cristalli di Seta 1.5 oz.
- 1 SDL Sublime Cristalli Spray 4.23 oz.
- 1 SDL Sublime Liquid Light Illuminating Lamellar Water 8.45 oz. **NEW!**

SDL-25-SOSE

SAVE
50%



SDL LIQUIDI LIGHT ILLUMINATING LAMELLAR WATER 8.45 OZ.

SDL-03-SSLW8



*Instrumental test conducted on hair treated with Liquid Light compared to untreated hair.

COLOR WITHOUT COMPROMISE

COLOR WITHOUT COMPROMISE

Purchase (Your Choice):

12 Evolution of Color Shades 2 oz.

Receive **FREE**:

2 Pigments 3.04 oz. (Your Choice)

APF-25-SOEP

SAVE
27%



FREE



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: MASTER COLORIST COURSE 2

BEYOND REDS & MASTERING BLONDES • Theory + Hands-On
REDS-Choosing the correct red formulation can be challenging. Adjust tonal quality utilizing natural underlying pigmentations to create benchmark radiant reds.
BLONDES-Learn to define and create bold blonde statements. Perfect the art of blonding using Alfaparf Milano color.

See page 20 for more info

\$599

**SUNDAY, OCT. 11 +
MONDAY OCT. 12, 2026
10AM-5PM**

SOUTHAMPTON
109 Street Road
Southampton, PA 18966





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



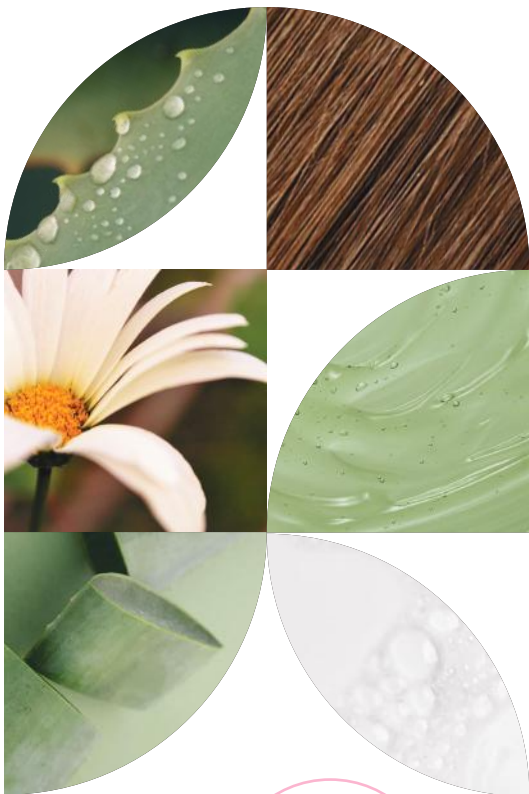
ACT VI - Harmonious Vocals with Piano

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[®]



**New Look.
Consistent Salon Quality.
Refocused Identity.**

AloeMoist Complex

Powered by our signature AloeMoist Complex, every formula delivers hydration-driven performance that strengthens hair over time.

Botanical Intelligence. Formulated to Perform.

Maker's Integrity

Made by professionals for professionals, we formulate and manufacture with intention and accountability, prioritizing efficacy, purity, and control at every step.

We are makers, not marketers.

Systems of Care

Every product is designed to work within a system, supporting healthier hair through consistent, long-term routines.

Care for You. Care for the Stylist. Care for the Planet.



**SAVE
25%**

LOMA CORE NEW PACKAGING*



LOMA CORE OLD PACKAGING*

**SAVE
25%**

*We will need to run out first of old packaging in order to start shipping the new one.

OLAPLEX



SAVE
37%

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

HOLIDAY SETS



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

NEW

SHAPE SET™ HAIRSPRAY

KEY BENEFITS

- Medium, buildable, healthy hold
- Lasting frizz control
- Repairs damage and strengthens hair with every use
- Dry touch, brushable finish with no crunch, flakes or stiffness



SAVE
25%

96-Hr Healthy Hold.
96-Hr Frizz Control.
0% Hairspray Feel.
450°F Heat Protection.

SHAPE SET
HAIRSPRAY RETAIL
BUY 3,
GET 1 FREE

OLX-25-SOSSR



SHAPE SET
HAIRSPRAY TRAVEL
BUY 3,
GET 1 FREE

OLX-25-SOSST

SHAPE SET
HAIRSPRAY 7.5 OZ.
OLX-05-SSH8



SHAPE SET
HAIRSPRAY 2 OZ.
OLX-05-SSH2

OLAPLEX

SAVE
14%

SEPTEMBER ONLY



2 STYLING

MIX & MATCH

Choose From:

- Nº.4D Clean Volume Detox Dry Shampoo 6.3 oz.
- Nº.6 Bond Smoother Leave-In Styling Treatment 3.3 oz.
- Nº.7 Bonding Oil 1 oz.
- Nº.9 Bond Protector Nourishing Hair Serum 3 oz.
- Nº.10 Bond Shaper Curl Defining Gel 6.7 oz.
- Volumizing Blow Dry Mist 5 oz.

OLX-25-SS

OCTOBER ONLY

SAVE
19%

2 SHAMPOOS + CONDITIONERS AND Nº.5 LEAVE-IN

MIX & MATCH

Choose From:

- Nº.4, Nº.5, Nº.4F, Nº.5F, Nº.4P, Nº.5P & Nº.4C Shampoo 8.5 oz.
- Nº.4, Nº.5, Nº.4F, Nº.5F, Nº.4P, Nº.5P & Nº.4C Conditioner 8.5 oz.
- Nº.5 Moisturize & Mend Leave-In Conditioner 3.3 oz.

OLX-25-OSC



OCTOBER ONLY

SAVE
25%

SALON INTRO KIT

Includes:

- 1 Nº.1 Bond Multiplier 17.75 oz.
- 2 Nº.2 Bond Perfector 17.75 oz.

OLX-19-SIK



BOND SHAPER PACKAGE

Purchase:

- 1 Bond Shaper Curl Rebuilding Treatment Kit

Receive **FREE**:

- 1 Nº.4C Bond Maintenance Clarifying Shampoo 8.5 oz.
- 1 Nº.10 Bond Shaper Curl Defining Gel 6.7 oz.

OLX-25-SBSP



FREE

TRAVELING STYLIST KIT

Includes:

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

OLX-19-TSK



SEPTEMBER 14-18 ONLY!

**OLAPLEX BRAND
WIDE SALE
15% OFF**

CHECK OUR WEBSITE
& SOCIAL MEDIA



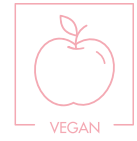
PRO PRODUCTS

Choose From:

- Nº.1 Bond Multiplier Refill 17.75 oz.
- Nº.2 Bond Perfector Refill 17.75 oz.
- Nº.1 & Nº.2 Single Use Sachets



- OLX-04-NO117
- OLX-03-NO217
- OLX-19-SAT



SAVE
20%



TRINITY COLOR CARE

Choose From:

Shampoo 10 oz.	SUR-02-T10
Conditioner 8 oz.	SUR-03-T10
Protein Cream 4 oz.	SUR-03-TPC4
Repair Tonic 6 oz.	SUR-03-TRT6
Dry Shampoo 5 oz.	SUR-02-TDS5
Bonding Masque 6 oz.	SUR-03-TBM6
Bond Repair Treatment 2.3 oz.	SUR-03-TBR

GET THE LOOK

MIX & MATCH

Choose From:

Blowout Firm Hair Spray 8.8 oz.
Theory Finishing Hair Spray 12 oz.
Theory Firm Hair Spray 10 oz.

SUR-25-SO220

MIX & MATCH

Choose From:

Awaken Finishing Hair Spray 10 oz.
Curls Hair Spray 10 oz.

SUR-25-SO225



SEPTEMBER ONLY

THERMAL PROTECTANTS

Choose From:

Blowout Gel Mousse 5.5 oz.	SUR-12-BOGM5
Blowout Memory Foam 5 oz.	SUR-12-BOMF5
Curls Firm Mousse 8.8 oz	SUR-12-CUM8

SAVE
30%



TOOL SALE

Choose From:

Diamond Contour Swivel Shear	SUR-14-675DC
Swivel Shear 7"	SUR-14-7SS
Contour Swivel Shear 6"	SUR-14-6CS
Swivel Shear 5.75"	SUR-14-575SS
RZ Blender Shear	SUR-14-RZBS
RZ FINE Blender Shear	SUR-14-RZFBS
Boar Bristle Paddle Brush	SUR-15-BOPB
Tool Holster	SUR-10-THOLS
Cutting Apron	SUR-10-APRON
Cutting Cape	SUR-10-CAPE

Round Brush 3"	SUR-15-3RB
Round Brush 2.5"	SUR-15-2.5RB
Paddle Brush 3"	SUR-15-PADB
TK2 Contour Brush	SUR-15-TK2CB
Cutting Comb	SUR-15-COMB
Curl Comb	SUR-15-CCOMB
Pick Rake	SUR-15-TK2RP
Cushion Grip Clips	SUR-10-CLIP
Scalp Brush	SUR-15-SCABR

SAVE
25%



OCTOBER ONLY



SAVE 30%

SCALP & SKIN SALE

Choose From:

Awaken Scalp Detox 6 oz.	SUR-02-ASD6
Awaken Treatment 2 oz.	SUR-03-AT2
Awaken Treatment 6 oz.	SUR-03-AT6
Awaken Elixir 4 oz.	SUR-03-AE4
Awaken Masque 6 oz.	SUR-03-AM6
CBD Salve 2.5 oz.	SUR-07-CBDSS

PURE COLOR

surface[®]
HAIR HEALTH ART

SAVE 20%

OCTOBER ONLY

WELLNESS SERVICES

Choose From:

Ultra Lift Charcoal Lightening Powder 15.8 oz.
30-Vol. Enzyme Cream Activator Liter
Color Thickener Protein Cream 4 oz.
Trinity One Shot 0.75 oz.

SUR-04-PBCP
SUR-04-30V32
SUR-04-CTH14
SUR-03-TOS.5



SAVE 20%

GOLDEN HOUR MINI LAUNCH INTRO

Purchase:

3 Pure Color 8G 2 oz.
3 Pure Color 10G 2 oz.

Receive FREE:

1 7-Vol. Enzyme Cream Activator Liter
SUR-21-GHMI



PURE COLOR SUITE

Purchase:

44 Pure Color 2 oz.*
1 Pure Blonde Ultra Lift Charcoal Lightening Powder 15.8 oz.
1 7-Vol. Enzyme Cream Activator Liter
1 20-Vol. Enzyme Cream Activator Liter
1 30-Vol. Enzyme Cream Activator Liter
1 40-Vol. Enzyme Cream Activator Liter
1 Color & Lightener Thickener 4 oz.

Receive FREE:

1 Pure Color Cape
1 Trinity Shampoo Liter
1 Trinity Conditioner Liter
1 Pure Color Salon Intro Merch Kit
1 Zoom 60 minute
"Welcome to Pure Color" Class

SUR-21-25PCS1

SAVE 19%

FREE



*Includes 1 Each: 00, 10N, 10NB, 10NA, 10V, 9NB, 9G, 9V, 9C, 9N, 9B, 9R, 9NA, 9WG, 8N, 8WG, 7NB, 7C, 7R, 7N, 7B, 7NA, 7G, 7V, 6N, 6C, 6, 6NB, 6R, 6WG, 5N, 5C, 5NB, 5R, 5V, 5NA, 5G, 4N, 4WG, 3N, 3NB, 3V, 3R



FRIZZ ZERO

Disciplining anti-frizz treatment for all hair types. It instantly detangles damaged strands.

SAVE
17%

FRIZZ ZERO 8.7 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-SOFZ

SAVE
17%



PROTEIC 21.9 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-SOP

SAVE
17%



K RECOVERY 21.9 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-SOK



NET MASK

Web-effect Mask for intelligent hair repair that regenerates damaged strands, restoring strength, elasticity, shine, and control for all hair types.

SAVE
17%



SPECIFIC MASK 6.3 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-SOSM

SAVE
17%



PERFECT MASK 6.3 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-SOPM

SAVE
17%



NET MASK 19.4 OZ.
**BUY 5,
GET 1 FREE**

TRS-25-SONM





TRUSS
PROFESSIONAL

NEW

HYDRA AIR

Revolutionary lightweight technology designed to deliver up to 120 hours of intense, weightless hydration. Formulated to restore 100% of hair softness from the very first use, it features a 6x humidity shield and built-in UV protection for long-lasting, featherlight nourishment.

Experience ultimate hydration without ever weighing your hair down.



OCTOBER ONLY

SAVE
20%

HYDRA AIR - INTENSE SERVICE

Includes:

- 1 Hydra Air Shampoo Liter
- 1 Hydra Air Active Hair Booster 7.6 oz.
- 1 Hydra Air Conditioning Hair Mask 13.5 oz.
- 1 Hydra Air Hydrating Hair Mist 5 oz.

TRS-25-SOHA1



OCTOBER ONLY

SAVE
20%

HYDRA AIR - RETAIL SERVICE

Includes:

- 1 Hydra Air Shampoo 10.1 oz.
- 1 Hydra Air Conditioning Hair Mask 6.7 oz.
- 1 Hydra Air Hydrating Hair Mist 5 oz.

TRS-25-SOHA2

VERB



SAVE
15%



3 GHOST COLLECTION OPEN STOCK MIX & MATCH

Choose From:

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

VRB-25-SOGH

LIMITED EDITION HOLIDAY KITS

SAVE
UP TO
37%



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



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



DISCOVER VERB 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



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



CURL STYLER KIT*

Includes:

- 1 Curl Cream 5.3 oz.
- 1 Curl Foaming Gel 6.7 oz.
- 1 Curl Oil 3 oz.

VRB-19-H26C

LIMITED EDITION

GHOST OIL CRACKER 2 OZ.

VRB-03-H26GT



*Pro Exclusive Kits



NEW

SAVE 25%

SMOOTH REPAIR OIL 2 OZ.
BUY 3, GET 1 FREE
 VRB-25-SOSO2

A lightweight repair oil that helps strengthen strands, enhance shine and reduce breakage.

LIMITED EDITION™

13TH ANNIVERSARY GHOST OIL 4 OZ.
 VRB-03-GTOL4



HEAVY ON HEAT?



PROTECT (+SAVE) WITH VERB STYLERS

Choose From:

Ghost Oil 2 oz.	VRB-03-GTO2
Hydrate Oil 2 oz.	VRB-03-HYDO2
Ghost Heat Defense Spray 5.5 oz.	VRB-03-GTDO5
Ghost Primer 4 oz.	VRB-03-GTP4
Glossy Shine Spray 6.5 oz.	VRB-03-GSP6
Frizz Defense Smoothing Spray 5.4 oz.	VRB-12-FDSS5

SAVE 30%



★ sexyhair.

ELEVATE YOUR STYLE

SAVE 20%

STYLING

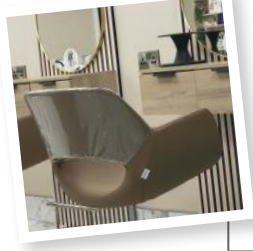
Choose From:

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

TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

VISIT [TRUBEAUTYCONCEPTS.COM](https://trubeauteyconcepts.com) FOR THE FULL SCHEDULE

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	WELLA COLOR CORRECTION 101 SEMINAR	MONDAY SEPTEMBER 14, 2026 \$99 • 10AM-4PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	A seminar designed with all levels of colorists in mind. Learn to understand the principles behind color correction with a straight forward approach. This seminar covers commonly experienced corrective scenarios: too dark, too light, too warm, too cool and how to troubleshoot.
	MILBON COLOR DISCOVERY	MONDAY SEPTEMBER 21, 2026 \$99 • 10AM-3PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	This is an interactive look-and-learn color party where stylists dive into Milbon Color and Milbon Lighteners learning fearless formulation, playful experimentation, and real-world application. You'll mix, lift, and create with confidence while learning the core concepts that make gorgeous, predictable results feel effortless behind the chair.
	THRIVE BEHIND THE CHAIR WITH BETH DEPALMA	MONDAY OCTOBER 5, 2026 \$99 • 10AM-2PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	A 4 hour transformative experience designed to explore the difficult situations stylists face and encourage deep self-reflection. We will dive into the common causes of burnout, rewrite scripts for better communication, discuss healthy boundaries and techniques to help you recharge.
	ALFAPARF MILANO MASTER COLORIST 2	SUNDAY & MONDAY OCTOBER 11-12, 2026 \$500 • 10AM-5PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Perfect for professional colorists committed to growth, this program combines science, technique, and real-world application to help you deliver exceptional results behind the chair. This course is intended for stylists who have completed Alfaparf Milano Professional Master Colorist I coursework.
	BABE FUSION CERTIFICATION	MONDAY OCTOBER 12, 2026 \$360 • 10AM-2PM SUNDAY NOVEMBER 1, 2026 \$360 • 10AM-2PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 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.

TRU
EDUCATION



SCAN NOW
TO REGISTER
FOR CLASSES

CLASSES FILL QUICKLY, SO REGISTER NOW!

Visit our website or contact our education department at (888) 371-5040 x101.

INVEST IN YOURSELF

DON'T MISS THIS VIP & SPECIAL EVENT!

OLAPLEX TOTAL TRANSFORMATION

with Danilo Bozic

AIRTOUCH BLONDING: SEAMLESS BLONDING & HEALTHIER BLONDES

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

\$35

Monday, Sept. 14, 2026 • 10AM-2PM

SOUTHAMPTON 109 Street Road, Southampton, PA 18966

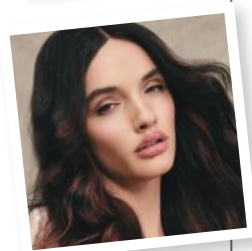


Danilo Bozic

@danilo.bozic

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

SPACE IS LIMITED, REGISTER EARLY

	CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
	MILBON HEAD SPA ADVANCED CERTIFICATION	SUNDAY OCTOBER 25, 2026 \$199 • 10AM-3PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	You will go through 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.
		MONDAY OCTOBER 26, 2026 \$199 • 10AM-3PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	
	BERODIN ADVANCED WAX TECHNIQUES	SUNDAY OCTOBER 25, 2026 \$75 • 10AM-2PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	The latest and greatest technology in polymer formulation makes this a best-selling wax in the industry. Not only is it gentle on the skin, it's strong for hair removal. Berodin's low temperature waxes stay flexible, giving your clients a superior experience. Receive a \$50 product credit!
		MONDAY OCTOBER 26, 2026 \$75 • 10AM-2PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	
	DUOMO THE ART OF LAYERING	MONDAY NOVEMBER 2, 2026 \$150 • 10AM-2PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852	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.
		MONDAY NOVEMBER 16, 2026 \$150 • 10AM-2PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	

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Follow us to stay up to date on education, promotions and special offers.



GET CERTIFIED & EARN MORE

Looking for a great way to add revenue to your current book? We offer convenient online certifications for all your favorite brands. Scan the QR code or visit our website for details!



IN-SALON EDUCATION



SCAN NOW
TO BOOK
IN-SALON
EDUCATION

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

HOTHEADS®

20%
OFF

This sale **won't last long.**



SOLARIS

SOLARIS RADIANCE
ENHANCING MASK
16.9 OZ.

Choose From:

Fine Hair SOL-03-FHM16

Thick Hair SOL-03-THM16

SAVE
10%



SAVE
10%

NEW
SHADES



SOLARIS ULTIMATE
TONERS 2.03 OZ.

Choose From:

T*31 Agate Cream	SOL-04-T031
T*21 Nacre Greige	SOL-04-T021
T*17 Aventurine Grey	SOL-04-T017
T*2 Quartz Beige	SOL-04-T*2
T*7 Jade Grey	SOL-04-T07
T*1 Labradorite Ash	SOL-04-T01
T*06 Opal Pink NEW	SOL-04-T06
T*32 Vanilla Topaz NEW	SOL-04-T032
T*42 Amber Mocha NEW	SOL-04-T042

SAVE
10%



SOLARIS RANGE

Choose From:

Poudr7 Bleaching Powder 15.87 oz.

Poudr6 Bleaching Powder 15.87 oz.

P9 Super Intensive Bleaching Powder 15.87 oz.

P0% Ammonia-Free Lightening Powder 15.87 oz.

Huil4 Lightening Oil 16.9 oz.

Lait Neutralizing Milk 16.9 oz.

Pat7 Lightening Paste 8.82 oz.

Demaq Compact Color Remover 12 x 0.88 oz.

SOL-04-BLCPW

SOL-04-FFAL

SOL-04-P9

SOL-04-P0

SOL-04-LGTOL

SOL-04-LNMLK

SOL-04-PAT7

SOL-19-DEMAK

EUGÈNE PERMA

PROFESSIONNEL | PARIS



SAVE
28%

CARMEN

Purchase (Your Choice):

24 Carmen Shades 2.03 oz.

Receive **FREE**:

3 Developer Liter (Your Choice)

1 Color Bowl

1 Color Brush

CRU-25-JACRU

FREE





STOCK UP. STYLE ON.

25% OFF
RETAIL STYLERS



RETAIL STYLERS

Choose From:

FRIZZ-FIGHTING VOLUMIZING FOAM 8 oz.	DEV-12-FFVF8
STYLING CREAM 5.1 oz.	DEV-12-SC5
SUPERCREAM 5.1 oz.	DEV-12-SCR5
SUPERMOUSSE 5 oz.	DEV-12-SM5
WAVE MAKER 5 oz.	DEV-12-WM5
CURLHEIGHTS CREAM 6 oz.	DEV-12-CHC6
LIGHT DEFINING GEL 12 oz.	DEV-12-LDG12
ULTRA DEFINING GEL 12 oz.	DEV-12-UDG12
QUENCH'N STRETCH CREAM 12 oz.	DEV-12-QNC12
QUENCH'N DEFINE GEL 12 oz.	DEV-12-QNG12



NEW

Aloxxi®

LUMINEXX FASHION & COOL SHADES!

GOLD ASH & ASH GOLDS: 9GA, 8AG & 6AG



LUMINEXX
FASHION &
COOL SHADES
3.3 OZ.

Purchase:

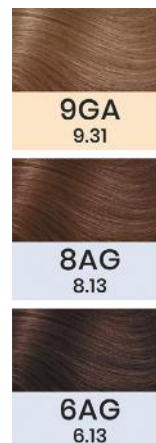
1 9GA
1 8AG
1 6AG

Receive **FREE**:

1 Swatch Insert
ALX-25-LFCS

SAVE
23%

FREE



AVAILABLE OCTOBER 5th–18th

ALL THE COLOUR & SHINE IN
TWO WEEKS' TIME!

SAVE
17%

LUMINEXX
SHADES 3.3 OZ.

BUY 10,
GET 2 FREE

ALX-25-SOLSP



BUY MORE.
TONE MORE.
GET MORE
RESULTS!

SAVE
27%

TONES + LITERS

Purchase (Your Choice):

12 TONES Demi-Permanent
Colour 2 oz.

Receive **FREE**:

1 7 Volume Developer Liter
1 One Violet Shampoo Liter

ALX-25-SOTP



FREE

EDUCATION: 10 MINUTES TO MORE MONEY

Join Jessica Diaz, Aloxxi National Educator, salon owner, and color specialist, for a high-energy class designed to help you create more profitable services, maximize your schedule, and elevate your client experience using Aloxxi's revolutionary 10-Minute Express Permanent Color. Whether you're looking to increase revenue, save time, or create content that actually converts into appointments, you'll leave with actionable strategies you can implement immediately.

\$50

MONDAY OCT. 19, 2026
10AM - 1PM

SOUTHAMPTON

109 Street Road
Southampton, PA 18966

nioxin
— PRO CLINICAL —



OCTOBER ONLY

SAVE
30%



AGE DEFENSE

A 360 approach to youthful-looking hair for longer through its powerful blend of skin-loving ingredients.

Choose From:

Age Defense Shampoo 8.1 oz.	NIX-02-AD8
Age Defense Shampoo Liter	NIX-02-ADL
Age Defense Conditioner 8.1 oz.	NIX-03-AD8
Age Defense Conditioner Liter	NIX-03-ADL
Age Defense Serum 2.3 oz.	NIX-03-ADS2

THICKER, FULLER HAIR IN 30 DAYS



OCTOBER ONLY

SAVE
30%

SYSTEM KITS*

Choose From:

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



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

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.



BLONDOR

SAVE
25%



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**



BLONDORPLEX PERMANENT CREAM TONER 2 OZ.

Choose From:

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



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 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



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



✓ EDUCATION: COLOR CORRECTION 101 SEMINAR

Designed with all levels of colorists in mind! During this seminar you will understand the principles behind color correction with a straight forward approach. Cover commonly experienced corrective scenarios: too dark, too light, too warm, too cool and how to troubleshoot. Gain confidence and select the best product for each problem. *See page 20*

\$99

MONDAY SEPT. 14, 2026

10AM-4PM

ROCKVILLE

5054 Nicholson Lane
Rockville, MD 20852



DUOMO



SAVE
30%



THE PERFECT FINISH

Includes:

- 1 Recall Memory Mousse 9.7 oz.
- 1 Flex Working Spray 9.7 oz.
- 1 Radiant Shine Spray 9.7 oz.

DUO-25-SOT

SAVE
25%



ALL HAIR CARE

Choose From:

Hydrate Shampoo 10.1 oz.	DUO-02-HYD10
Hydrate Shampoo Liter	DUO-02-HYD33
Hydrate Conditioner 10.1 oz.	DUO-03-HYD10
Hydrate Conditioner Liter	DUO-03-HYD33
Hydrate Mask 10.1 oz.	DUO-03-HYM10
Repair Shampoo 10.1 oz.	DUO-02-RPR10
Repair Shampoo Liter	DUO-02-RPR33
Repair Conditioner 10.1 oz.	DUO-03-RPR10
Repair Conditioner Liter	DUO-03-RPR33
Repair Mask 10.1 oz.	DUO-03-RPM10
Blonde Shampoo 10.1 oz.	DUO-02-BLD10
Blonde Shampoo Liter	DUO-02-BLD33
Clarify Shampoo 10.1 oz.	DUO-02-CLR10
Clarify Shampoo Liter	DUO-02-CLR33

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 21

\$150

MONDAY, NOV. 2, 2026
10AM-2PM

ROCKVILLE

5054 Nicholson Lane
Rockville, MD 20852

\$150

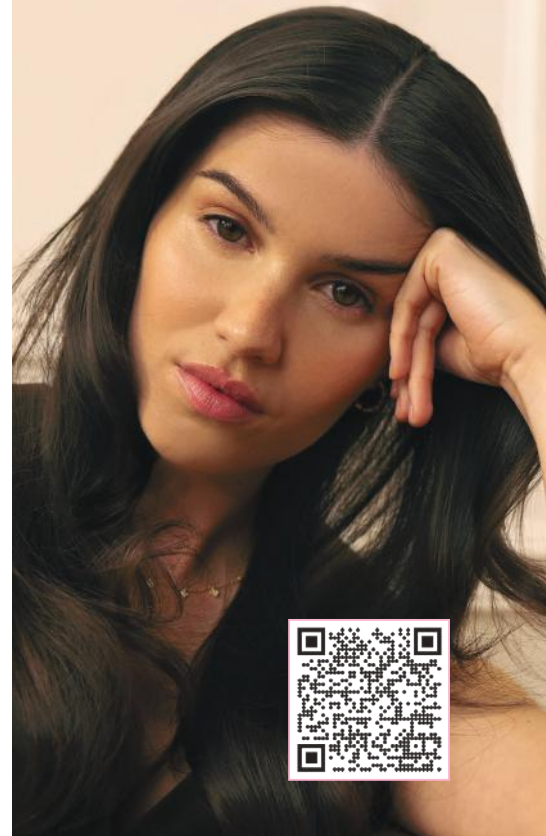
MONDAY, NOV. 16, 2026
10AM-2PM

SOUTHAMPTON

109 Street Road
Southampton, PA 18966



CHRISTOPHE
ROBIN
PARIS



DISCOVER

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

HYDRATING REGIMEN WITH ALOE VERA

Choose From:

- Hydrating Shampoo 8.4 oz. CRR-02-HP8
- Hydrating Melting Mask 6.7 oz. CRR-03-HMM6
- Hydrating Leave-In Mist 5.1 oz. CRR-03-HLIM5
- Hydrating Leave-In Cream 5 oz. CRR-12-HLIC5
- Hydrating Cream Scrub 8.4 oz. CRR-02-HCS8

SAVE
15%



TOGETHER WE CURL

SAVE
15%

STYLING SALE

Choose From:

- The Curl Amplifier Primer 6 oz. CUL-12-CAP6
- The Curl Complete Cream 5.07 oz. CUL-12-CCC5
- The Curl Dream Cream 5.07 oz. CUL-12-CDC5
- The Uplifting Frizz Free Foam 6.76 oz. CUL-12-UFFF6
- The Frizz Free Serum 1.4 oz. CUL-12-FFS
- The Light One Styling Gel 12 oz. CUL-12-LOG12
- The Perfect One Spray Gel 8 oz. CUL-12-POSG8
- The Strong One Styling Gel 12 oz. CUL-12-SOG12



SULFATE
FREE



PARABEN
FREE



GLUTEN
FREE



FORMALDEHYDE
FREE



CRUELTY
FREE



curlisto



Perricone MD

NO MAKEUP

A unique collection of skincare-infused makeup that fuses effortlessly with the skin to create a natural, "no makeup" look.

SAVE
15%



NO MAKEUP SKINCARE

Choose From:

Blush 0.3 oz.
Instant Blur Priming Moisturizer 1 oz.
Easy Rinse Makeup-Removing Cleanser 6 oz.
Eyeshadow Shade 1 0.3 oz.
Eyeshadow Shade 2 0.3 oz.
Instant Blur 0.35 oz.
Mascara 0.28 oz.

PMD-07-NMBLU
PMD-07-NMBM1
PMD-07-NMER6
PMD-07-NMES1
PMD-07-NMES2
PMD-07-NMIBL
PMD-07-NMM

NO MAKEUP LIP OIL 0.18 OZ.

Choose From:

Guava	PMD-07-NMLGU
Lychee	PMD-07-NMLLY
Pink Grapefruit	PMD-07-NMLPG
Plum	PMD-07-NMLPL
Pomegranate	PMD-07-NMLPO
Raspberry	PMD-07-NMLRA



NO MAKEUP FOUNDATION SERUM 1 OZ.

Choose From:

Beige	PMD-07-NMFBE
Buff	PMD-07-NMFBU
Ivory	PMD-07-NMFI
Nude	PMD-07-NMFN
Porcelain	PMD-07-NMFP
Rich	PMD-07-NMFR
Tan	PMD-07-NMFT



G.A.M.A.
ITALY | PROFESSIONAL

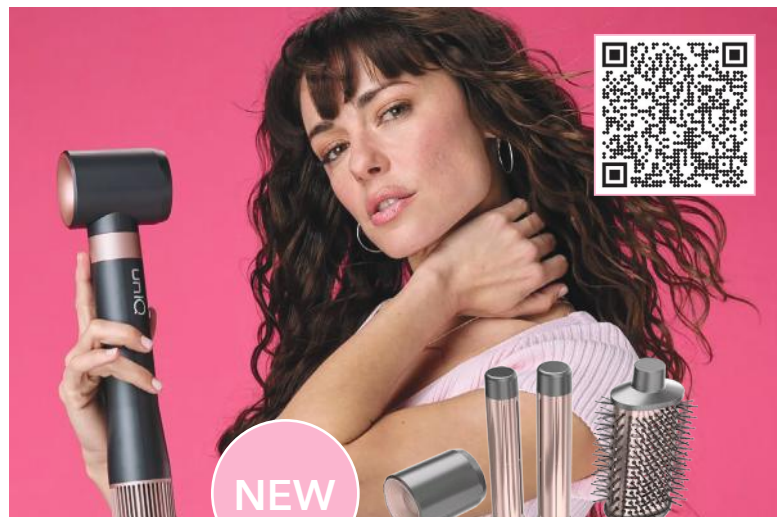
NEW



IQ SFERA HAIRDRYER

GAM-09-IQSFE

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



NEW

UNIQ MULTISTYLER 4-IN-1 TOOL

MSRP \$279.95
GAM-09-UNIQ

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



FREE \$140 IN BACKBARS AND TOOLS WITH SMOOTHING TREATMENT FORMULA LITER

Purchase (Your Choice):

- 1 BrazilianX ONE Smoothing Treatment KRT-25-BXSO6
- 1 Brazilian Renewal KRT-25-BRSO6
- 1 Pure Renewal Plus KRT-25-PRSO6
- 1 Extreme Renewal KRT-25-ERSO6
- 1 Crème de Cocoa Extreme Renewal KRT-25-CCSO6

Receive FREE:

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

SAVE
UP TO
27%

FREE



SAVE
35%

FREE



ALL-IN-ONE LEAVE-IN
TREATMENT 6 OZ.

BUY 2,
GET 1 FREE

KRT-25-BSO25

STYLE+KERATIN
BUY 2,
GET 25% OFF

Choose From:

- Argan Oil 1.7 oz. KRT-25-ARGSO
- Volumizing and Styling Foam 6 oz. KRT-25-BRSO6



SAVE
25%



KERATHERAPY™
The Science of Keratin Care For Healthy Hair

HOLIDAY BUNDLES

SAVE
35%



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

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

SAVE
23%



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 a Shampoo 2 oz.,
Conditioner 2 oz. and Style+Keratin Daily
Smoothing Cream 2 oz.





AVAILABLE
**OCTOBER
2026**

NEW

rooted shades



Rooted Shade
Larisa

rooted in real revenue

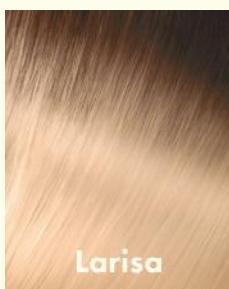
Unlock more revenue with **5 New Rooted Shades**



Lauren

R-8_80

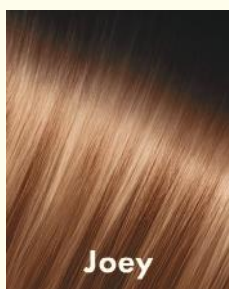
Medium Ash Brown Root
to Lightest Ash Blonde



Larisa

R-4_60

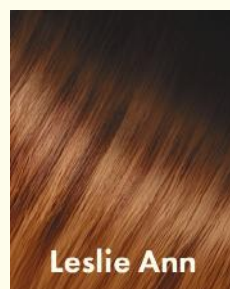
Dark Golden Brown Root
to Light Ash Blonde



Joey

R-2_12/600

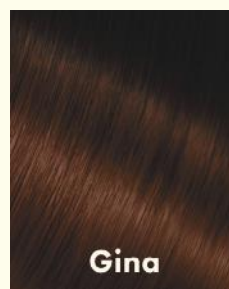
Darkest Brown Root to
Light Ash Brown/Light
Blonde Highlights



Leslie Ann

R-4_6/10

Dark Golden Brown Root
to Dark Chestnut Brown/
Carmel Blonde Highlights



Gina

R-2_6

Darkest Brown Root to
Medium Chestnut Brown

Available in Tape-In, Ideal Hybrid Weft, & Fusion

18" & 22"

100% Virgin Remy Human Hair



match more clients

Perfectly match today's
lived-in color trends.



save service time

No root customization required, which
leaves more time for more bookings.



protect hair quality

Avoid unnecessary processing to protect
the integrity of the extension bands.

✓ EDUCATION: FUSION CERTIFICATIONS

FUSION CERTIFICATION

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. Includes a complete Fusion Kit. *See page 20*

\$360

MONDAY, OCT. 12, 2026 • 10AM-2PM

ROCKVILLE 5054 Nicholson Lane, Rockville, MD 20852

\$360

SUNDAY, NOV. 1, 2026 • 10AM-2PM

SOUTHAMPTON 109 Street Road, Southampton, PA 18966



LIMITED EDITION

PEACH PLEASE COLLECTION



Choose From:

Pop Up Foil 5x11 500 Sheets
Embossed Foil Roll 320 Feet
Big Daddy Pintail Color Brush 2 Pack
Bamboo Bowls 2 Pack
Gator Grip Clips 4 Pack
Georgia Detangle Brush
Belle Detangle Brush
Dottie Detangle Brush

FMR-10-500PPL
FMR-10-EMBPPPL
FMR-10-BDPPPL
FMR-10-PDBUM
FMR-10-GGPPPL
FMR-15-DTGPPL
FMR-15-DTBPPL
FMR-15-DTDPPL

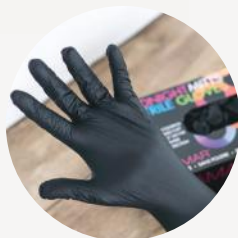
SAVE
28%



MIDNIGHT MITTS NITRILE GLOVES 100 COUNT

Choose From:

Large **FMR-10-MMLRG**
Medium **FMR-10-MMMED**
Small **FMR-10-MMSML**



SAVE
33%

DREAMWEAVER COMBS SET OF 3

Choose From:

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



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-02-DP3 |
| Scalp Energizing Shampoo 16.9 oz. | YLW-02-EP16 |
| Scalp Energizing Lotion 12 x 0.44 oz. | YLW-03-EL12 |
| Scalp Rebalancing Shampoo 16.9 oz. | YLW-02-RP16 |
| Scalp Purifying Shampoo 16.9 oz. | YLW-02-PS16 |
| Scalp Comfort Shampoo 16.9 oz. | YLW-02-SCP16 |
| Scalp Easy Long Shampoo 16.9 oz. | YLW-02-ELS16 |
| Scalp Easy Long Conditioner 16.9 oz. | YLW-03-ELC16 |
| Scalp Easy Long Tonic 5.07 oz. | YLW-03-ELT3 |

MEET
THE JOLIE FILTERED SHOWERHEAD

jolie

CLINICALLY-PROVEN:

40% LESS FRIZZ

**81% NOTICED REDUCED
HAIR SHEDDING**

**IMPROVES COLOR
RETENTION**

**PROTECTS HAIR CUTICLES
FROM FURTHER DAMAGE**



**THE FILTERED
SHOWERHEAD**

Choose From:

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

**THE
REPLACEMENT
FILTER**

JOL-08-RF



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





SEMI-ANNUAL PERM SALE

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

SAVE
30%

TRUE SHAPES HERBAL THERAPY ACID WAVE

ABA-01-TSAW



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



BEACH WAVE
Soft, tousled for an effortlessly chic look.

TOCCOMAGICO
[CRAFT YOUR ARTISTRY]

**MIX. TONE.
TRANSFORM.**

SAVE
32%

COLOR-TON OFFER

Purchase (Your Choice):
10 Color-Ton Permanent
Hair Color 3.3 oz.

Receive FREE:
3 Color Switch Semi Permanent
Hair Color 5.07 oz.*

TCM-25-SOCTS



COLOR SWITCH

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



PRO TIP:

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

*Color Switch shades to choose from:
Yellow, Orange, Red Cherry, Pink, Violet,
Blue, Turquoise, Bottle Green, Acid Green

SEPTEMBER 1-13 ONLY

SAVE
20%



RETAIL STYLERS

Choose From:

Refresh Dry Shampoo 4.5 oz.
Refresh Purifying Leave-in Conditioner 5 oz.
Correct Healing Oil 0.65 oz.
Correct Healing Oil 1.7 oz.
Create Texturizing Spray 5 oz.
Create 6-In-1 Paste 1.7 oz.
Create 6-In-1 Styler 2 oz.
Create 6-In-1 Styler 4 oz.
Curl-Defining Whip 5.5 oz.
Curl-Defining Gel 6.7 oz.
Flourish Thickening Styling Treatment 4 oz.
Smooth Frizz Block™ Smoothing Spray 2 oz.
Smooth Frizz Block™ Smoothing Spray 4 oz.
Full Volumizing Mousse 5.5 oz.
Full Volumizing Primer 5 oz.

VTU-02-RDS4
VTU-03-SSC5
VTU-03-HOL.6
VTU-03-HOL1
VTU-05-TXS5
VTU-12-6N1P1
VTU-12-6N1S2
VTU-12-6N1S4
VTU-12-CDW5
VTU-12-CURG6
VTU-12-FTST4
VTU-12-FZB2
VTU-12-FZB5
VTU-12-VOLM5
VTU-12-VOLP5

SAVE
UP TO
30%

VIRTUE®

Real science. True beauty.

HOLIDAY DUOS



JUMBO SHAMPOO & CONDITIONER 17 OZ. DUOS

Choose From:

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



HEALING OIL DUO

Includes:

1 Healing Oil 1.7 oz.
1 Healing Oil 0.6 oz.
VTU-19-H26HO

OCTOBER 19-31 ONLY



SAVE
20%

FALL FAVORITES

Choose From:

Flourish Shampoo for Thinning Hair 8 oz.
Flourish Shampoo for Thinning Hair 2 oz.
Flourish Conditioner for Thinning Hair 6.7 oz.
Flourish Conditioner for Thinning Hair 2 oz.
Flourish Density Booster 4 oz.
Flourish Density Booster 2 oz.
Scalp Remedy Shampoo 8 oz.
Scalp Remedy Conditioner 17 oz.
Scalp Remedy Conditioner 6.7 oz.
Exfoliating Scalp Treatment 5 oz.
Refresh Topical Scalp Supplement 2 oz.
Correct Overnight Scalp & Hair Elixir 1.7 oz.

VTU-02-FTH8
VTU-02-FTH2
VTU-03-FTH6
VTU-03-FTH2
VTU-03-FDB4
VTU-03-FDB2
VTU-02-SR8
VTU-03-SR17
VTU-03-SR6
VTU-03-REST5
VTU-03-RTSS2
VTU-03-OHSE1



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

AVAILABLE OCTOBER

6-IN-1 FLEXIBLE HOLD HAIRSPRAY 5.8 OZ.

BUY 5,
GET 1 FREE

VTU-25-A6N1S

6-IN-1 FLEXIBLE HOLD HAIRSPRAY 5.8 OZ.

VTU-05-6N1S5



NEW

SAVE
17%

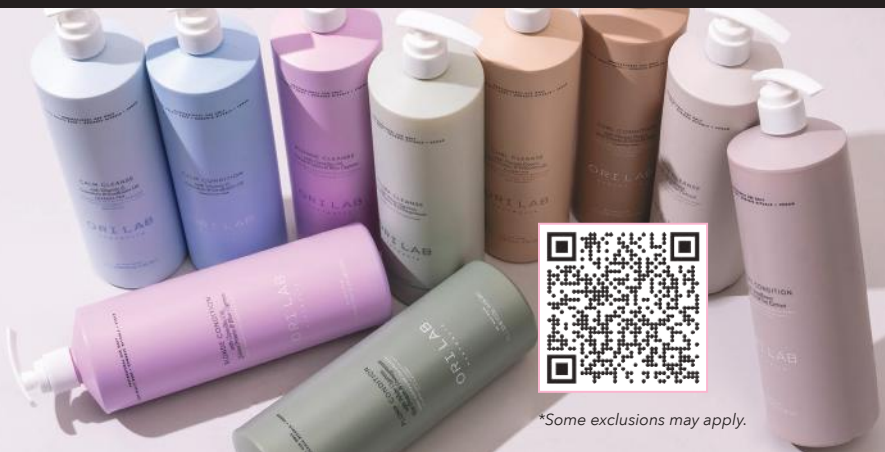


ORILAB

A U S T R A L I A



30% OFF BRAND WIDE SALE*



*Some exclusions may apply.



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

SAVE
17%





SELECT STYLERS

Choose From:

Dry Texture Spray 5.07 oz.
Fixation Finishing Spray 14.11 oz.
High Volume 5.78 oz.
Shine Mist 7.5 oz.
Thermal Shield 4 oz.
Blowout Smooth Mist 8.45 oz.
Curls Crème 5.07 oz.
Done & Dusted 0.21 oz.
Luxe Finishing Crème 3.38 oz.
Root Lift Mist 8.45 oz.
Styling Polish 3.38 oz.
Sea Salt Mist 8.45 oz.
Volume Foam 9.12 oz.
Dry Clean Shampoo 6.76 oz.

NAK-05-NDT55
NAK-05-NFF14
NAK-05-NHV5
NAK-05-NSM5
NAK-05-NTS5
NAK-12-NBOM8
NAK-12-NCC5
NAK-12-NDD1
NAK-12-NLFC3
NAK-12-NRLM8
NAK-12-NSP3
NAK-12-NSS8
NAK-12-NVF8
NAK-02-NDC12



TREATMENTS

Choose From:

Hydrate Detangle Mist 8.45 oz.
Nourish Hair Oil 3.38 oz.
Replends Crème Leave-In Moisturiser 5.07 oz.
Replends Moisture Mask 5.07 oz.
Structure Complex No.3 Bond Enhancer 5.07 oz.
Ultimate Treatment 5.07 oz.
Ultimate Potion 5.07 oz.

NAK-03-NHM8
NAK-03-NN03
NAK-03-NRL15
NAK-03-NRM5
NAK-03-NSB5
NAK-03-NU5
NAK-03-NUP5

NAK HAIR

A U S T R A L I A



SAVE
27%

SOFT COLOR + TREATMENT

Purchase:

24 Soft Color 3.4 oz. (Your Choice)

Receive FREE:

1 Quench Treatment Drops (12 Pack)

NAK-25-MAS



NAK HAIR

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

SAVE
25%

PERMANENT COLOR + TREATMENT

Purchase:

24 Permanent Hair Color 3.4 oz. (Your Choice)

Receive FREE:

1 Fortify Treatment Drops (12 Pack)

NAK-25-MAP





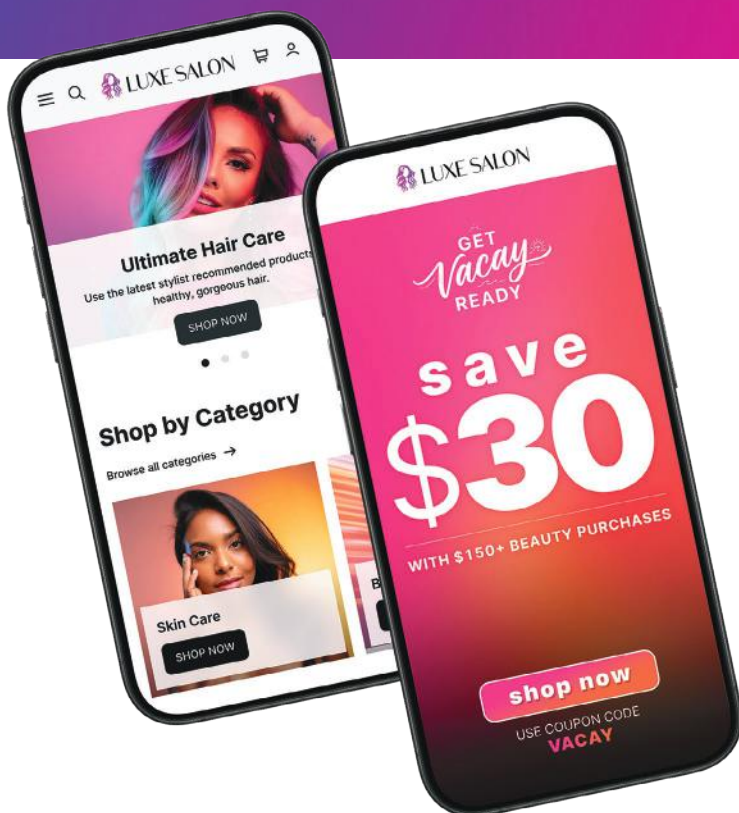
SalonInteractive +



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.

Take advantage of
TruBeauty's OBM program
through SalonInteractive.

Scan to get started!

