

SEPTEMBER • OCTOBER 2026

tru beauty

C O N C E P T S



HOLIDAY
EDITION

NEW

OLAPLEX
SHAPE SET
HAIRSPRAY
page 12

NEW

MILBON
SOPHISTONE
DUALMENSION
page 5

COMING SOON!

Sweet
professional

NEW

TRUSS
HYDRA AIR
page 17

Photo courtesy of Olaplex.

BRANDS

❄️ See holiday promotions

Abba.....36	Milbon 4-5
❄️ Alfaparf Milano..... 8-10	Milbon GOLD 4
Aloxxi25	MK Professional
American Dawn	Morris Flamingo
Babe.....32	NAK Hair39
Barbicide	NAK Professional39
Berodin	Nioxin.....26
Burmax	Nufree Nudesse
Cameo	O2
Capt Fawcett.....38	❄️ Olaplex..... 12-13
Charcool	Olivia Garden
Chihtsai	ORI Lab38
Christophe Robin.....29	Perricone MD30
Clairol	PPE
Colortrak	PremierLash
Cricket	Product Club
Curlisto.....29	RefectoCil
Cutler Pro	Reynolds
DevaCurl24	Roux
Diane	Salonchic
Divina	Scalpmaster
Duomo.....28	Sebastian
Eugène Perma.....23	SexyHair.....29
Fastfoils	SH-RD
Framar33	Soft 'n Style
Fromm	Style Edit
Gama Professional....30	StyleCraft
Gamma+	Surface Hair..... 14-15
GHD	Sweet Professional COMING SOON!
GiGi	Tocco Magico36
Graham	Truss.....16-17
Gray Away	Turbo Power
HairArt	Valera
Hotheads.....22	❄️ Verb18-19
HOT Tools	❄️ Virtue37
Intrinsics	Vitality's26
Jolie35	Wahl
❄️ K183	Wella.....27
Keracolor	Wet Brush
❄️ Keratherapy.....31	XFusion
❄️ Keratin Complex..... 6-7	Yellow Professional....34
Loma.....11	Zotos
Magic Sleek	



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



\$39.50 HOLIDAY KIT #1

Includes:

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

K18-19-H261

2



\$32.00 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%



\$32.00 HEATBOUNCE CONDITIONING HEAT PROTECTANT 8 OZ.

SALON VALUE \$40.00
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%

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

\$720.00 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*

SALON VALUE \$950.00
K18-21-SOFI

\$60.00 FUTUREIQ BIOMIMETIC HAIR LONGEVITY SERUM 3.04 OZ.

K18-03-FIQ3

*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.	\$21.25	MGO-02-EVR6
Shampoo Refine Liter	\$63.75	MGO-02-EVRBS
Shampoo Soften 6.8 oz.	\$21.25	MGO-02-EVS6
Shampoo Soften Liter	\$63.75	MGO-02-EVSBS
Cleansing Balm 4.6 oz.	\$22.50	MGO-02-EVCB4
Cleansing Exfoliant 4.6 oz.	\$22.50	MGO-02-EVCE4
Treatment 7.1 oz.	\$25.08	MGO-03-EV7
Treatment Liter	\$75.23	MGO-03-EVBS
Effervesce Leave-In Balm 5.3 oz.	\$16.58	MGO-03-EVEF5
Essence Leave-In Treatment 2 oz.	\$26.35	MGO-03-EVES2
Moisturizing Spa Cream 21.2 oz.	\$42.50	MGO-03-EVMS21
Aroma Oil - Bitter Citrus 1 oz.	\$32.30	MGO-03-AOBC1
Aroma Oil - Cedarwood 1 oz.	\$32.30	MGO-03-AOCE1
Aroma Oil - Geranium 1 oz.	\$32.30	MGO-03-AOGE1
Aroma Oil - Herbal Mint 1 oz.	\$32.30	MGO-03-AOHM1

SALON VALUE UP TO \$88.50

SAVE
15%



MILBON

Find Your Beauty

SAVE
15%



SIGNATURE SCALP CARE

Choose From:

SCALP Purifying Gel Shampoo 6.8 oz.	\$13.60	MLB-02-SG6
SCALP Purifying Gel Shampoo Liter	\$40.80	MLB-02-SGB33
SCALP Hydrating Treatment 7.1 oz.	\$18.70	MLB-03-ST7
SCALP Hydrating Treatment 35.3 oz.	\$56.10	MLB-03-ST35
SCALP Soothing Moisturizer 4.1 oz.	\$20.40	MLB-03-SSM4
SCALP Cleansing Spa Gel - Citrus 5.3 oz.	\$14.45	MLB-03-SGC5
SCALP Cleansing Spa Gel - Rose 5.3 oz.	\$14.45	MLB-03-SGR5
SCALP Cleansing Spa Gel - Vanilla 5.3 oz.	\$14.45	MLB-03-SGV5

SALON VALUE UP TO \$66.00



MILBON SOPHISTONE

SAVE
15%



SCALP CONSCIOUS COLOR

Choose From:

Permanent Clear 2.8 oz.	\$7.65	SOT-04-CLEAR
Elite Powder Lightener 35.3 oz.	\$38.25	SOT-04-EPOW
Scalp Support Oil 6 oz.	\$20.40	MLB-04-SSOIL

SALON VALUE UP TO \$45.00

AVAILABLE OCTOBER 1ST

\$22.50 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.

SALON VALUE \$34.00

SOT-25-OLP

SAVE
34%

FREE

\$7.50 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-DMTB



\$39.50 DUALMENSION CLEAR LITER

SOT-04-DMCCL

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

\$45.00
KCRESET 6.5 OZ.
**BUY 3,
GET 1 FREE**

SALON VALUE \$60.00
KCX-25-SOKCR

\$15.00
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

\$45.00
KCDEFINITION 6.5 OZ.
**BUY 3,
GET 1 FREE**

SALON VALUE \$60.00
KCX-25-SOKCD

\$15.00
KCDEFINITION
STRENGTHENING
TEXTURE SPRAY
6.5 OZ.

KCX-05-KCDTS



BEFORE



AFTER



FREE

\$450.00
NKST LITER DUO

Purchase:

- 1 KC PRIMER Liter
- 1 NKST Smoothing Treatment Liter

Receive FREE:

- 2 KCRESET Dry Shampoo 6.5 oz.

SALON VALUE \$480.00
KCX-25-SONKL

\$250.00
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.

SALON VALUE \$265.00
KCX-25-SONK16



FREE

\$400.00
KCEXPRESS LITER DUO

Purchase:

- 1 KC PRIMER Liter
- 1 KCEXPRESS Smoothing Treatment Liter

Receive FREE:

- 2 KCDEFINITION Texture Spray 6.5 oz.

SALON VALUE \$430.00
KCX-25-SOEXL





\$348.00 NKSTB LITER DUO

Includes:

- 1 KC PRIMER Liter
- 1 NKSTB Smoothing Treatment Liter

SALON VALUE \$435.00

KCX-19-BNKS

\$120.00 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.

SALON VALUE \$150.00

KCX-19-BNKS



\$476.00 KCSMOOTH LITER SYSTEM

Includes:

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

SALON VALUE \$595.00

KCX-19-KCS32

\$96.00 KCSMOOTH 4 OZ. SYSTEM KIT

Includes:

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

SALON VALUE \$120.00

KCX-19-KCS4

KERATINCOMPLEX®

Beautiful hair every day

SAVE
17%

GIFT-READY KITS

\$135.00 BEST-EVER BLOWOUT KIT* BUY 5, GET 1 FREE

SALON VALUE \$162.00

KCX-25-H26BK



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

SALON VALUE \$84.00

KCX-25-H26HH



\$60.00 TRAVEL DUOS* BUY 5, GET 1 FREE

NO MIX & MATCH

Choose From:

Keratin Care KCX-25-H26CTD

Color Care KCX-25-H26CCD

SALON VALUE \$72.00



*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%

KeraLuminous 10 10-Minute Express Permanent Color



FREE



\$40.00 FAST COLOR. FASTER PROFITS.

Purchase (Your Choice):

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

Receive FREE:

- 1 20 Vol. Developer Liter

SALON VALUE \$49.00

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

\$59.74
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!**

SALON VALUE \$119.48
SDL-25-SOSE

SAVE
50%



\$20.60
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

\$107.52
COLOR WITHOUT
COMPROMISE

Purchase (Your Choice):

12 Evolution of Color Shades 2 oz.

Receive FREE:

2 Pigments 3.04 oz. (Your Choice)

SALON VALUE \$146.66
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%**

\$35.32
GLOW KIT
SALON VALUE \$45.32
LCO-19-H26G

\$36.35
NOURISH KIT
SALON VALUE \$46.35
LCO-19-H26N

\$36.35
RESCUE KIT
SALON VALUE \$46.35
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%**

\$29.40
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.

SALON VALUE \$53.90
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 **\$30.64** DIAMOND

Includes:

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

SALON VALUE \$42.64
SDL-19-H26D



ACT II - Joyous Symphony **\$31.72** MOISTURE

Includes:

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

SALON VALUE \$43.72
SDL-19-H26M



ACT III - Enchanted Fairy Tale **\$31.72** RECONSTRUCTION

Includes:

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

SALON VALUE \$43.72
SDL-19-H26R



ACT IV - Graceful Classical Ballet **\$31.77** SMOOTH

Includes:

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

SALON VALUE \$45.42
SDL-19-H26S



ACT V - Pulsing Modern Dance **\$33.61** DENSITY

Includes:

- 1 Thickening Low Shampoo 8.45 oz.
- 1 Thickening Conditioner 6.98 oz.
- 1 Thickening Cream 4.23 oz.

SALON VALUE \$54.09
SDL-19-H26DT

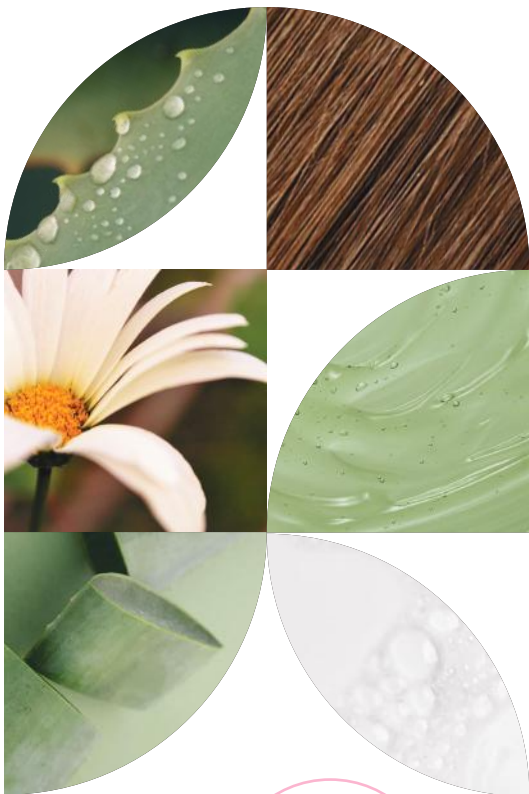


ACT VI - Harmonious Vocals with Piano **\$32.25** CURLS

Includes:

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

SALON VALUE \$61.65
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%

\$29.00

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.

SALON VALUE \$46.00

OLX-19-H26TR

HOLIDAY SETS



SAVE
50%



\$15.00 THE KEY TO SHINE SET

Includes:

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

SALON VALUE \$30.00

OLX-19-H26SS



SAVE
50%

\$22.00 ICONIC STYLERS SET

Includes:

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

SALON VALUE \$44.00

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.

\$51.00
SHAPE SET
HAIRSPRAY RETAIL
**BUY 3,
GET 1 FREE**

SALON VALUE \$68.00
OLX-25-SOSSR

\$17.00
SHAPE SET
HAIRSPRAY 7.5 OZ.
OLX-05-SSH8



\$24.00
SHAPE SET
HAIRSPRAY TRAVEL
**BUY 3,
GET 1 FREE**

SALON VALUE \$32.00
OLX-25-SOSST



\$8.00
SHAPE SET
HAIRSPRAY 2 OZ.
OLX-05-SSH2

OLAPLEX

SAVE
14%

SEPTEMBER ONLY



2 FOR \$26.00

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.

SALON VALUE \$30.00

OLX-25-SS

OCTOBER ONLY

SAVE
19%

2 FOR \$26.00

SHAMPOOS +
CONDITIONERS

AND N°.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.

SALON VALUE \$32.00

OLX-25-OSC



OCTOBER ONLY

SAVE
25%



\$148.50

SALON INTRO KIT

Includes:

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

SALON VALUE \$198.00

OLX-19-SIK

\$60.00

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.

SALON VALUE \$93.00

OLX-25-SBSP

SAVE
35%



FREE

\$48.75

TRAVELING STYLIST KIT

Includes:

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

SALON VALUE \$65.00

OLX-19-TSK



SEPTEMBER 14-18 ONLY!

**OLAPLEX BRAND
WIDE SALE
15% OFF**

CHECK OUR WEBSITE
& SOCIAL MEDIA



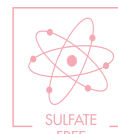
PRO PRODUCTS

Choose From:

- No. 1 Bond Multiplier Refill 17.75 oz. . . . **\$58.50** OLX-04-NO117
- No. 2 Bond Perfector Refill 17.75 oz. . . . **\$54.00** OLX-03-NO217
- No. 1 & No. 2 Single Use Sachets **\$9.00** OLX-19-SAT

SALON VALUE UP TO \$78.00





SAVE
20%



TRINITY COLOR CARE

Choose From:

Shampoo 10 oz.	\$16.00	SUR-02-T10
Conditioner 8 oz.	\$16.00	SUR-03-T10
Protein Cream 4 oz.	\$14.80	SUR-03-TPC4
Repair Tonic 6 oz.	\$16.80	SUR-03-TRT6
Dry Shampoo 5 oz.	\$14.80	SUR-02-TDS5
Bonding Masque 6 oz.	\$20.40	SUR-03-TBM6
Bond Repair Treatment 2.3 oz.	\$17.60	SUR-03-TBR

SALON VALUE UP TO \$24.48

GET THE LOOK

2 FOR \$20.00

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

2 FOR \$25.00

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. ...	\$12.78	SUR-12-BOGM5
Blowout Memory Foam 5 oz. ...	\$12.08	SUR-12-BOMF5
Curls Firm Mousse 8.8 oz.	\$13.83	SUR-12-CUM8

SALON VALUE UP TO \$17.98

SAVE
30%



TOOL SALE

Choose From:

Diamond Contour Swivel Shear. ...	\$535.50	SUR-14-675DC
Swivel Shear 7"	\$535.50	SUR-14-7SS
Contour Swivel Shear 6"	\$490.88	SUR-14-6CS
Swivel Shear 5.75"	\$490.88	SUR-14-575SS
RZ Blender Shear.	\$490.88	SUR-14-RZBS
RZ FINE Blender Shear.	\$453.00	SUR-14-RZFB5
Boar Bristle Paddle Brush.	\$17.44	SUR-15-BOPB
Tool Holster.	\$53.63	SUR-10-THOLS
Cutting Apron.	\$26.25	SUR-10-APRON
Cutting Cape.	\$27.00	SUR-10-CAPE

Round Brush 3"	\$15.75	SUR-15-3RB
Round Brush 2.5"	\$15.75	SUR-15-2.5RB
Paddle Brush 3"	\$15.75	SUR-15-PADB
TK2 Contour Brush.	\$15.75	SUR-15-TK2CB
Cutting Comb.	\$9.00	SUR-15-COMB
Curl Comb.	\$8.25	SUR-15-CCOMB
Pick Rake.	\$7.50	SUR-15-TK2RP
Cushion Grip Clips.	\$6.75	SUR-10-CLIP
Scalp Brush.	\$5.63	SUR-15-SCABR

SALON VALUE UP TO \$714.00

SAVE
25%



OCTOBER ONLY



SAVE 30%

SCALP & SKIN SALE

Choose From:

- Awaken Scalp Detox 6 oz. **\$13.30** SUR-02-ASD6
- Awaken Treatment 2 oz. **\$13.48** SUR-03-AT2
- Awaken Treatment 6 oz. **\$27.13** SUR-03-AT6
- Awaken Elixir 4 oz. **\$14.70** SUR-03-AE4
- Awaken Masque 6 oz. **\$17.50** SUR-03-AM6
- CBD Salve 2.5 oz. **\$19.95** SUR-07-CBDSS

SALON VALUE UP TO \$35.27

PURE COLOR

SURFACE[®]
HAIR HEALTH ART

SAVE 20%

OCTOBER ONLY

WELLNESS SERVICES

Choose From:

- Ultra Lift Charcoal Lightening Powder 15.8 oz. **\$29.60** SUR-04-PBCP
- 30-Vol. Enzyme Cream Activator Liter. **\$11.00** SUR-04-30V32
- Color Thickener Protein Cream 4 oz. **\$9.40** SUR-04-CTH14
- Trinity One Shot 0.75 oz. **\$7.80** SUR-03-TOS.5

SALON VALUE UP TO \$35.52



SAVE 20%

\$54.00 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

SALON VALUE \$67.75
SUR-21-GHMI



\$508.75 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

SALON VALUE \$624.75
SUR-21-25PCSI

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%

\$112.50
FRIZZ ZERO 8.7 OZ.
**BUY 5,
GET 1 FREE**

SALON VALUE \$135.00
TRS-25-SOFZ

SAVE
17%



\$210.00
PROTEIC 21.9 OZ.
**BUY 5,
GET 1 FREE**

SALON VALUE \$252.00
TRS-25-SOP

SAVE
17%



\$370.00
K RECOVERY 21.9 OZ.
**BUY 5,
GET 1 FREE**

SALON VALUE \$444.00
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%



\$107.50
SPECIFIC MASK 6.3 OZ.
**BUY 5,
GET 1 FREE**

SALON VALUE \$129.00
TRS-25-SOSM

SAVE
17%



\$107.50
PERFECT MASK 6.3 OZ.
**BUY 5,
GET 1 FREE**

SALON VALUE \$129.00
TRS-25-SOPM

SAVE
17%



\$140.00
NET MASK 19.4 OZ.
**BUY 5,
GET 1 FREE**

SALON VALUE \$168.00
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%

\$103.20

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.

SALON VALUE \$129.00

TRS-25-SOHA1



OCTOBER ONLY

SAVE
20%

\$46.00

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.

SALON VALUE \$57.50

TRS-25-SOHA2

VERB



SAVE
15%



3 FOR \$28.00 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.

SALON VALUE \$33.00

VRB-25-SOGH

LIMITED EDITION HOLIDAY KITS

SAVE
UP TO
37%



\$15.00 SKY HIGH VOLUME KIT

Includes:

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

SALON VALUE \$22.00

VRB-19-H26HV



\$28.00 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.

SALON VALUE \$44.00

VRB-19-H26G



\$24.00 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.

SALON VALUE \$38.00

VRB-19-H26H



\$16.00 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.

SALON VALUE \$23.50

VRB-19-H26D



\$24.00 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.

SALON VALUE \$38.00

VRB-19-H26V



\$21.50 CURL STYLER KIT*

Includes:

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

SALON VALUE \$33.00

VRB-19-H26C

*Pro Exclusive Kits

LIMITED EDITION

\$11.00 GHOST OIL CRACKER 2 OZ.

VRB-03-H26GT





NEW

SAVE 25%

\$33.00
SMOOTH REPAIR OIL 2 OZ.
BUY 3, GET 1 FREE

SALON VALUE \$44.00
VRB-25-SOSO2

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

★ **sexyhair.**



ELEVATE YOUR STYLE



LIMITED EDITION

\$18.00
13TH ANNIVERSARY GHOST OIL 4 OZ.
VRB-03-GTOL4



HEAVY ON HEAT?

\$7.70
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**
- SALON VALUE \$11.00



SAVE 30%

SAVE 20%

STYLING

Choose From:

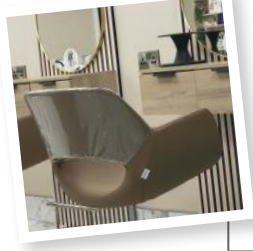
- Control Maniac Styling Wax 2.5 oz. . . . **\$8.78** SSH-12-CM2
 - Frenzy Matte Texturizing Paste 2.5 oz. . . **\$8.78** SSH-12-FMP2
 - Matte Clay Texturizing Clay 2.5 oz. . . . **\$8.78** SSH-12-MC2
 - Hard Up Hard Holding Gel 5.1 oz. . . . **\$8.78** SSH-12-HUG5
 - Play Dirty Dry Wax Spray 4.8 oz. **\$9.18** SSH-12-PDDW4
- SALON VALUE UP TO \$11.48



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

VISIT [TRUBEAUTYCONCEPTS.COM](https://trubeaautyconcepts.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	

FOLLOW US

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



GET CERTIFIED & EARN MORE

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



IN-SALON EDUCATION



SCAN NOW
TO BOOK
IN-SALON
EDUCATION

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

HOTHEADS®

20%
OFF

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



SOLARIS

\$18.00

SOLARIS RADIANCE
ENHANCING MASK
16.9 OZ.

Choose From:

Fine Hair SOL-03-FHM16

Thick Hair SOL-03-THM16

SALON VALUE \$20.00

SAVE
10%



SAVE
10%

NEW
SHADES



\$7.88

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

SALON VALUE \$8.75



SAVE
10%

SOLARIS RANGE

Choose From:

Poudr7 Bleaching Powder 15.87 oz.	\$34.43	SOL-04-BLCPW
Poudr6 Bleaching Powder 15.87 oz.	\$34.43	SOL-04-FFAL
P9 Super Intensive Bleaching Powder 15.87 oz.	\$36.14	SOL-04-P9
P0% Ammonia-Free Lightening Powder 15.87 oz.	\$39.11	SOL-04-P0
Huil4 Lightening Oil 16.9 oz.	\$18.88	SOL-04-LGTOL
Lait Neutralizing Milk 16.9 oz.	\$31.50	SOL-04-LNMLK
Pat7 Lightening Paste 8.82 oz.	\$24.71	SOL-04-PAT7
Demaq Compact Color Remover 12 x 0.88 oz.	\$81.00	SOL-19-DEMAK

SALON VALUE UP TO \$90.00

EUGÈNE PERMA

PROFESSIONNEL | PARIS



SAVE
28%

\$210.00
CARMEN

Purchase (Your Choice):

24 Carmen Shades 2.03 oz.

Receive **FREE**:

3 Developer Liter (Your Choice)

1 Color Bowl

1 Color Brush

SALON VALUE \$292.89

CRU-25-JACRU



FREE



STOCK UP. STYLE ON.

25% OFF
RETAIL STYLERS



RETAIL STYLERS

Choose From:

FRIZZ-FIGHTING VOLUMIZING FOAM 8 oz.	\$10.88	DEV-12-FFVF8
STYLING CREAM 5.1 oz.	\$10.88	DEV-12-SC5
SUPERCREAM 5.1 oz.	\$10.88	DEV-12-SCR5
SUPERMOUSSE 5 oz.	\$10.88	DEV-12-SM5
WAVE MAKER 5 oz.	\$10.88	DEV-12-WM5
CURLHEIGHTS CREAM 6 oz.	\$10.88	DEV-12-CHC6
LIGHT DEFINING GEL 12 oz.	\$10.50	DEV-12-LDG12
ULTRA DEFINING GEL 12 oz.	\$10.50	DEV-12-UDG12
QUENCH'N STRETCH CREAM 12 oz.	\$10.88	DEV-12-QNC12
QUENCH'N DEFINE GEL 12 oz.	\$9.00	DEV-12-QNG12

SALON VALUE UP TO \$14.50



NEW

Aloxxi®

LUMINEXX FASHION & COOL SHADES!

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

\$32.85
LUMINEXX
FASHION &
COOL SHADES
3.3 OZ.

Purchase:

1 9GA
1 8AG
1 6AG

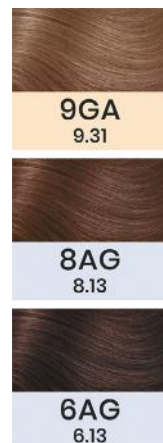
Receive **FREE**:

1 Swatch Insert

SALON VALUE \$42.85
ALX-25-LFCS

SAVE
23%

FREE



AVAILABLE OCTOBER 5th–18th

ALL THE COLOUR & SHINE IN
TWO WEEKS' TIME!

SAVE
17%

\$109.50
LUMINEXX
SHADES 3.3 OZ.

BUY 10,
GET 2 FREE

SALON VALUE \$131.40
ALX-25-SOLSP



BUY MORE.
TONE MORE.
GET MORE
RESULTS!

SAVE
27%

\$102.00
TONES + LITERS

Purchase (Your Choice):

12 TONES Demi-Permanent
Colour 2 oz.

Receive **FREE**:

1 7 Volume Developer Liter
1 One Violet Shampoo Liter

SALON VALUE \$139.00
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. **\$10.15** NIX-02-AD8
Age Defense Shampoo Liter **\$25.55** NIX-02-ADL
Age Defense Conditioner 8.1 oz. . . **\$10.15** NIX-03-AD8
Age Defense Conditioner Liter . . . **\$25.55** NIX-03-ADL
Age Defense Serum 2.3 oz. **\$17.50** NIX-03-ADS2

SALON VALUE UP TO \$36.50

THICKER, FULLER HAIR IN 30 DAYS



OCTOBER ONLY

SAVE
30%

\$19.95
SYSTEM KITS*

Choose From:

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

SALON VALUE \$28.50



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

VITALITY's
LIFE IN THE HAIR



\$250.00
GIFT WITH COLOR
PURCHASE

Purchase \$250 (Your Choice):

Art Absolute Permanent
Coloring Cream 3.4 oz.

OR

Tone on Tone Colour Cream
3.4 oz. (Intense or Shine)

Receive FREE:

1 Cape
1 Apron
2 Color Bowls
2 Color Brushes

VIT-25-NDGWP



FREE



ART ABSOLUTE

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

TONE INTENSE

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

TONE SHINE

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



BLONDOR

SAVE
25%



BLONDORPLEX

Choose From:

Multi-Blonde Dust Free Powder Lightener 9 14.1 oz... **\$26.24** WBL-04-BP+14
Multi-Blonde Dust Free Powder Lightener 9 28.2 oz... **\$41.25** WBL-04-BPX28
No.2 Bond Stabilizer 16.9 oz... **\$56.63** WBL-04-BP216

SALON VALUE UP TO \$75.50



BLONDORPLEX PERMANENT CREAM TONER 2 OZ.

Choose From:

05 Scandi Rose... **\$6.74** WBL-04-BPT05 86 Ultra Cool Booster... **\$6.74** WBL-04-BPT86
16 Lightest Pearl... **\$6.74** WBL-04-BPT16 96 Sienna Beige... **\$6.74** WBL-04-BPT96
36 Crystal Vanilla... **\$6.74** WBL-04-BPT36 97 Scandi Beige... **\$6.74** WBL-04-BPT97
81 Pale Silver... **\$6.74** WBL-04-BPT81

SALON VALUE UP TO \$8.99



\$6.15 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 Lightest Platinum **WBL-04-LHTPP**
81 Pale Silver **WBL-04-LHTPS**
96 Brass Kicker **WBL-04-LHTBK**

SALON VALUE \$8.20



\$6.98 BLONDOR BASE BREAKER 2 OZ.

Choose From:

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

SALON VALUE \$9.30



BLONDOR MULTI- BLONDE LIGHTENING POWDER

Choose From:

14.1 oz... **\$21.11** WBL-04-LP14
28.2 oz... **\$34.95** WBL-04-LP28

SALON VALUE UP TO \$46.60



\$23.36 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**

SALON VALUE \$31.15



BLONDOR FREELIGHTS

Choose From:

White Lightening Powder 28.2 oz... **\$41.03** WBL-04-FLP8
Developer 20 Volume 6% Liter... **\$11.06** WBL-04-FLD6
Developer 30 Volume 9% Liter... **\$11.06** WBL-04-FLD9
Developer 40 Volume 12% Liter... **\$11.06** WBL-04-FLD12

SALON VALUE UP TO \$54.70



BLONDOR RANGE

Choose From:

Blonde Seal & Care 16.9 oz... **\$13.24** WBL-03-S&C17
Extra Cool Blonde Powder 5.3 oz... **\$22.73** WBL-04-ECLP
Soft Blonde Cream 7.1 oz... **\$10.05** WBL-04-LC7

SALON VALUE UP TO \$30.30



✓ 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%



\$49.00
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.

SALON VALUE \$70.00

DUO-25-SOT

SAVE
25%



ALL HAIR CARE

Choose From:

Hydrate Shampoo 10.1 oz.	\$12.75	DUO-02-HYD10
Hydrate Shampoo Liter	\$30.00	DUO-02-HYD33
Hydrate Conditioner 10.1 oz.	\$13.50	DUO-03-HYD10
Hydrate Conditioner Liter	\$31.50	DUO-03-HYD33
Hydrate Mask 10.1 oz.	\$20.25	DUO-03-HYM10
Repair Shampoo 10.1 oz.	\$12.75	DUO-02-RPR10
Repair Shampoo Liter	\$30.00	DUO-02-RPR33
Repair Conditioner 10.1 oz.	\$13.50	DUO-03-RPR10
Repair Conditioner Liter	\$31.50	DUO-03-RPR33
Repair Mask 10.1 oz.	\$20.25	DUO-03-RPM10
Blonde Shampoo 10.1 oz.	\$14.25	DUO-02-BLD10
Blonde Shampoo Liter	\$33.00	DUO-02-BLD33
Clarify Shampoo 10.1 oz.	\$12.75	DUO-02-CLR10
Clarify Shampoo Liter	\$30.00	DUO-02-CLR33

SALON VALUE UP TO \$44.00

✓ 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

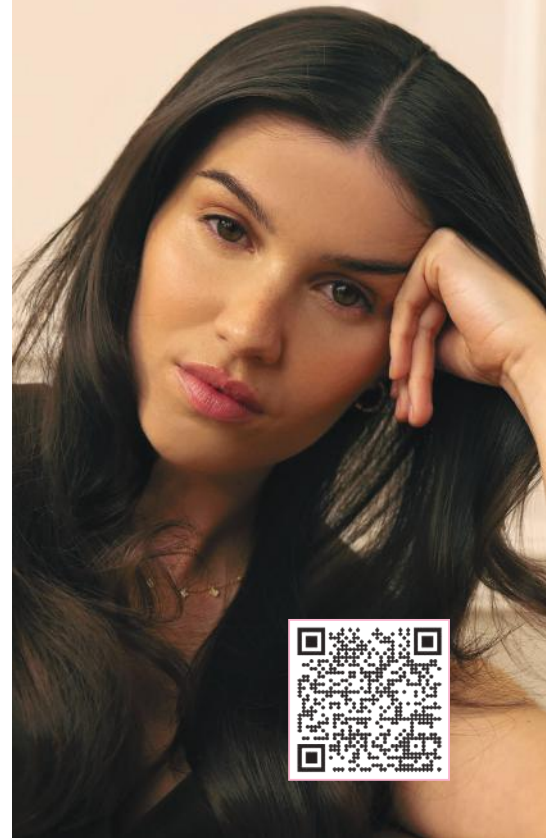
ROCKVILLE
5054 Nicholson Lane
Rockville, MD 20852

\$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.	\$15.73	CRR-02-HP8
Hydrating Melting Mask 6.7 oz.	\$17.00	CRR-03-HMM6
Hydrating Leave-In Mist 5.1 oz.	\$16.58	CRR-03-HLIM5
Hydrating Leave-In Cream 5 oz.	\$17.85	CRR-12-HLIC5
Hydrating Cream Scrub 8.4 oz.	\$18.28	CRR-02-HCS8

SALON VALUE UP TO \$21.50

SAVE
15%



TOGETHER WE CURL

SAVE
15%

STYLING SALE

Choose From:

The Curl Amplifier Primer 6 oz.	\$11.48	CUL-12-CAP6
The Curl Complete Cream 5.07 oz.	\$13.18	CUL-12-CCC5
The Curl Dream Cream 5.07 oz.	\$13.18	CUL-12-CDC5
The Uplifting Frizz Free Foam 6.76 oz.	\$13.18	CUL-12-UFFF6
The Frizz Free Serum 1.4 oz.	\$12.75	CUL-12-FFS
The Light One Styling Gel 12 oz.	\$12.33	CUL-12-LOG12
The Perfect One Spray Gel 8 oz.	\$12.33	CUL-12-POSG8
The Strong One Styling Gel 12 oz.	\$12.33	CUL-12-SOG12

SALON VALUE UP TO \$15.50



SULFATE
FREE



PARABEN
FREE



GLUTEN
FREE



FORMALDEHYDE
FREE



CRUELTY
FREE



curlisto

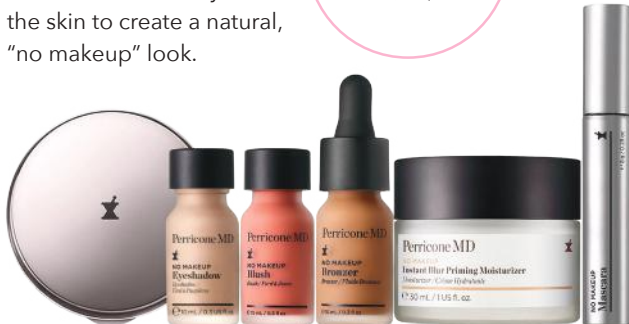


Perricone MD

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.	\$16.58	PMD-07-NMBLU
Instant Blur Priming Moisturizer 1 oz.	\$25.08	PMD-07-NMBM1
Easy Rinse Makeup-Removing Cleanser 6 oz.	\$16.58	PMD-07-NMER6
Eyeshadow Shade 1 0.3 oz.	\$16.58	PMD-07-NMES1
Eyeshadow Shade 2 0.3 oz.	\$16.58	PMD-07-NMES2
Instant Blur 0.35 oz.	\$25.08	PMD-07-NMIBL
Mascara 0.28 oz.	\$14.88	PMD-07-NMM

SALON VALUE UP TO \$29.50

\$14.88
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

SALON VALUE \$17.50



\$25.50
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

SALON VALUE \$30.00



G.A.M.A.
ITALY | PROFESSIONAL

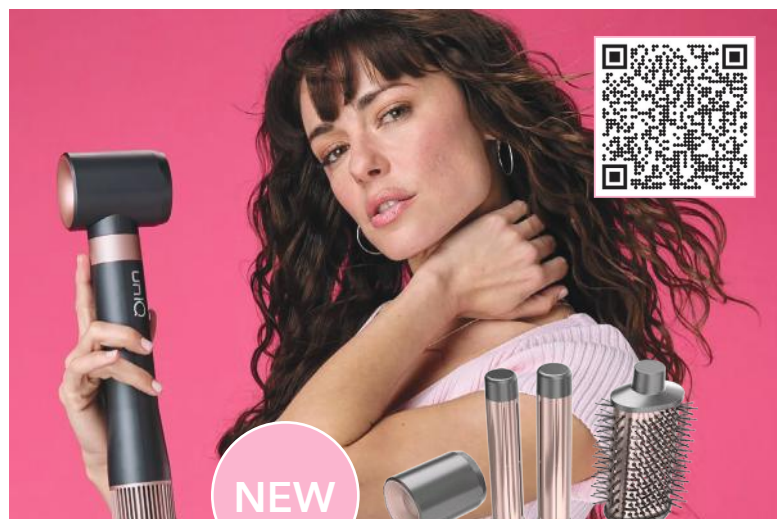
NEW



\$298.50
IQ SFERA HAIRDRYER

GAM-09-IQSFE

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



NEW

\$208.90
UNIQ
MULTISTYLER
4-IN-1 TOOL

MSRP \$279.95

GAM-09-UNIQ

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

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

Purchase (Your Choice):

1 BrazilianX ONE Smoothing Treatment . . .	\$419.95	KRT-25-BXSO6
1 Brazilian Renewal	\$369.95	KRT-25-BRSO6
1 Pure Renewal Plus	\$369.95	KRT-25-PRSO6
1 Extreme Renewal	\$369.95	KRT-25-ERSO6
1 Crème de Cocoa Extreme Renewal	\$369.95	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

SALON VALUE UP TO \$560.00

**SAVE
UP TO
27%**

FREE



**SAVE
35%**

FREE



\$29.90
ALL-IN-ONE LEAVE-IN
TREATMENT 6 OZ.

**BUY 2,
GET 1 FREE**

SALON VALUE \$45.85
KRT-25-BSO25

STYLE+KERATIN
**BUY 2,
GET 25% OFF**

Choose From:

Argan Oil 1.7 oz.	\$23.63	KRT-25-ARGSO
Volumizing and Styling Foam 6 oz.	\$22.43	KRT-25-BRSO6

SALON VALUE UP TO \$31.50

**SAVE
25%**



KERATHERAPY™
The Science of Keratin Care For Healthy Hair

HOLIDAY BUNDLES

**SAVE
35%**



\$29.95
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

SALON VALUE UP TO \$45.85

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

**SAVE
23%**



\$9.95
TRAVEL SIZE HOLIDAY TRIOS

Choose From:

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

SALON VALUE \$12.85

*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

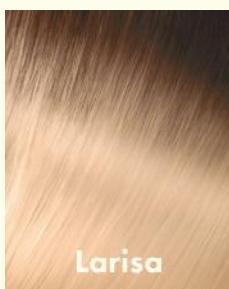
Unlock more revenue with **5 New Rooted Shades**



Lauren

R-8_80

Medium Ash Brown Root
to Lightest Ash Blonde



Larisa

R-4_60

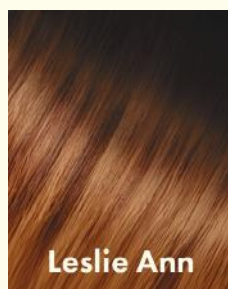
Dark Golden Brown Root
to Light Ash Blonde



Joey

R-2_12/600

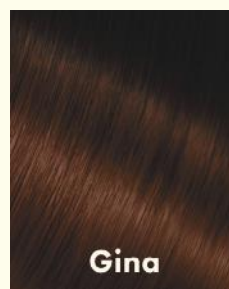
Darkest Brown Root to
Light Ash Brown/Light
Blonde Highlights



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	\$23.99	FMR-10-500PPL
Embossed Foil Roll 320 Feet	\$19.99	FMR-10-EMBPPPL
Big Daddy Pintail Color Brush 2 Pack	\$11.99	FMR-10-BDPPPL
Bamboo Bowls 2 Pack	\$14.99	FMR-10-BBPPPL
Gator Grip Clips 4 Pack	\$10.29	FMR-10-GGPPPL
Georgia Detangle Brush	\$10.49	FMR-15-DTGPPL
Belle Detangle Brush	\$10.49	FMR-15-DTBPPPL
Dottie Detangle Brush	\$10.49	FMR-15-DTDPPL

SAVE
28%

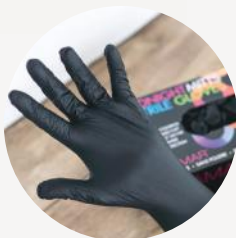


\$12.29
MIDNIGHT MITTS NITRILE
GLOVES 100 COUNT

Choose From:

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

SALON VALUE \$16.99



SAVE
33%

\$9.99
DREAMWEAVER
COMBS SET OF 3

Choose From:

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

SALON VALUE \$14.99



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%

\$129.27
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.

SALON VALUE \$163.26

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.	\$11.85	YLW-02-SPS6
Scalp Detox Spray 5.07 oz.	\$11.85	YLW-02-DP3
Scalp Energizing Shampoo 16.9 oz.	\$9.79	YLW-02-EP16
Scalp Energizing Lotion 12 x 0.44 oz.	\$32.96	YLW-03-EL12
Scalp Rebalancing Shampoo 16.9 oz.	\$9.79	YLW-02-RP16
Scalp Purifying Shampoo 16.9 oz.	\$9.79	YLW-02-PS16
Scalp Comfort Shampoo 16.9 oz.	\$9.79	YLW-02-SCP16
Scalp Easy Long Shampoo 16.9 oz.	\$9.79	YLW-02-ELS16
Scalp Easy Long Conditioner 16.9 oz.	\$11.85	YLW-03-ELC16
Scalp Easy Long Tonic 5.07 oz.	\$11.85	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**



\$86.00
**THE FILTERED
SHOWERHEAD**

Choose From:

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

\$22.50
**THE
REPLACEMENT
FILTER**

JOL-08-RF



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





SEMI-ANNUAL PERM SALE

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

\$9.80

TRUE SHAPES HERBAL
THERAPY ACID WAVE

SALON VALUE \$14.00

ABA-01-TSAW

SAVE
30%



TRADITIONAL PERM

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



BEACH WAVE

Soft, tousled for an effortlessly chic look.

TOCCOMAGICO
[CRAFT YOUR ARTISTRY]

**MIX. TONE.
TRANSFORM.**

SAVE
32%

\$107.50

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.*

SALON VALUE \$157.00

TCM-25-SOCTS

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



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!

SEPTEMBER 1-13 ONLY

SAVE
20%



RETAIL STYLERS

Choose From:

Refresh Dry Shampoo 4.5 oz.	\$15.20	VTU-02-RDS4
Refresh Purifying Leave-in Conditioner 5 oz.	\$15.20	VTU-03-SSC5
Correct Healing Oil 0.65 oz.	\$10.40	VTU-03-HOL.6
Correct Healing Oil 1.7 oz.	\$18.40	VTU-03-HOL1
Create Texturizing Spray 5 oz.	\$16.80	VTU-05-TXS5
Create 6-In-1 Paste 1.7 oz.	\$16.00	VTU-12-6N1P1
Create 6-In-1 Styler 2 oz.	\$8.00	VTU-12-6N1S2
Create 6-In-1 Styler 4 oz.	\$15.20	VTU-12-6N1S4
Curl-Defining Whip 5.5 oz.	\$16.80	VTU-12-CDW5
Curl-Defining Gel 6.7 oz.	\$16.00	VTU-12-CURG6
Flourish Thickening Styling Treatment 4 oz.	\$18.40	VTU-12-FTST4
Smooth Frizz Block™ Smoothing Spray 2 oz.	\$10.40	VTU-12-FZB2
Smooth Frizz Block™ Smoothing Spray 4 oz.	\$18.40	VTU-12-FZB5
Full Volumizing Mousse 5.5 oz.	\$16.00	VTU-12-VOLM5
Full Volumizing Primer 5 oz.	\$16.00	VTU-12-VOLP5

SALON VALUE UP TO \$23.00

SAVE
UP TO
30%

VIRTUE®

Real science. True beauty.

HOLIDAY DUOS



\$62.50 JUMBO SHAMPOO & CONDITIONER 17 OZ. DUOS

Choose From:

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

SALON VALUE \$125.00



\$24.50 HEALING OIL DUO

Includes:

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

SALON VALUE \$49.00
VTU-19-H26HO



\$34.50 STRENGTH & SHIELD DUO

Includes:

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

SALON VALUE \$69.00
VTU-19-H26P



AVAILABLE OCTOBER

\$80.00 6-IN-1 FLEXIBLE HOLD HAIRSPRAY 5.8 OZ. BUY 5, GET 1 FREE

SALON VALUE \$96.00
VTU-25-A6N1S

\$16.00 6-IN-1 FLEXIBLE HOLD HAIRSPRAY 5.8 OZ.

VTU-05-6N1S5



NEW

SAVE
17%



OCTOBER 19-31 ONLY



SAVE
20%

FALL FAVORITES

Choose From:

Flourish Shampoo for Thinning Hair 8 oz.	\$18.40	VTU-02-FTH8
Flourish Shampoo for Thinning Hair 2 oz.	\$8.00	VTU-02-FTH2
Flourish Conditioner for Thinning Hair 6.7 oz.	\$18.40	VTU-03-FTH6
Flourish Conditioner for Thinning Hair 2 oz.	\$8.00	VTU-03-FTH2
Flourish Density Booster 4 oz.	\$20.00	VTU-03-FDB4
Flourish Density Booster 2 oz.	\$12.00	VTU-03-FDB2
Scalp Remedy Shampoo 8 oz.	\$17.60	VTU-02-SR8
Scalp Remedy Conditioner 17 oz.	\$36.00	VTU-03-SR17
Scalp Remedy Conditioner 6.7 oz.	\$17.60	VTU-03-SR6
Exfoliating Scalp Treatment 5 oz.	\$20.00	VTU-03-REST5
Refresh Topical Scalp Supplement 2 oz.	\$23.20	VTU-03-RTSS2
Correct Overnight Scalp & Hair Elixir 1.7 oz.	\$24.00	VTU-03-OHSE1

SALON VALUE UP TO \$45.00

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...	\$33.50	FAW-25-ERHJM
Strong Hold Pomade 3.53 oz.	\$40.50	FAW-25-SHPMJ
Putty Pomade 3.53 oz.	\$40.50	FAW-25-PUTMJ
Sea Salt Spray 8.45 oz.	\$40.50	FAW-25-SSSMJ
Hair Tonic 8.45 oz.	\$38.50	FAW-25-HTNMJ

SALON VALUE UP TO \$48.75





SAVE
20%

\$11.20

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-NDTS5
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

SALON VALUE \$14.00



NEW

SAVE
20%



TREATMENTS

Choose From:

Hydrate Detangle Mist 8.45 oz.	\$12.00	NAK-03-NHM8
Nourish Hair Oil 3.38 oz.	\$12.80	NAK-03-NN03
Replends Crème Leave-In Moisturiser 5.07 oz.	\$12.00	NAK-03-NRLI5
Replends Moisture Mask 5.07 oz.	\$12.80	NAK-03-NRM5
Structure Complex No.3 Bond Enhancer 5.07 oz. ...	\$12.80	NAK-03-NSB5
Ultimate Treatment 5.07 oz.	\$12.80	NAK-03-NU5
Ultimate Potions 5.07 oz.	\$12.00	NAK-03-NUP5

SALON VALUE UP TO \$16.00



SAVE
27%

\$190.80

SOFT COLOR + TREATMENT

Purchase:

24 Soft Color 3.4 oz. (Your Choice)

Receive **FREE**:

1 Quench Treatment Drops (12 Pack)

SALON VALUE \$262.80

NAK-25-MAS



FREE

FREE

NAK HAIR PROFESSIONAL

SAVE
25%

\$214.80

PERMANENT COLOR + TREATMENT

Purchase:

24 Permanent Hair Color 3.4 oz.
(Your Choice)

Receive **FREE**:

1 Fortify Treatment Drops (12 Pack)

SALON VALUE \$286.80

NAK-25-MAP



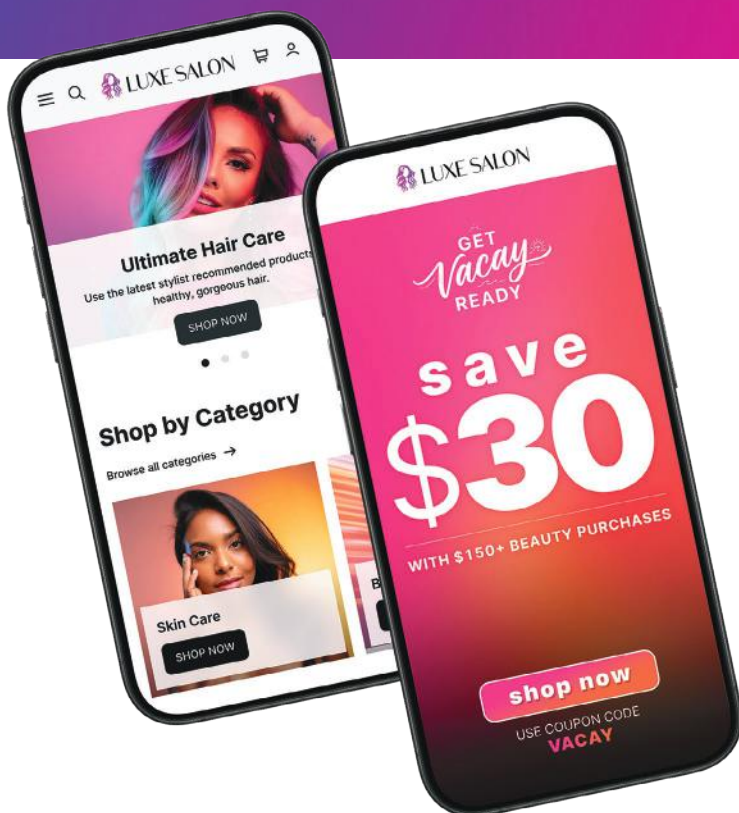
SalonInteractive +



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!

