

JULY • AUGUST 2026

tru beauty

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Photo courtesy of Verb

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SCAN NOW TO
SHOP JULY | AUGUST
PROMOTIONS

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FREE TO SPARKLE

Explore this edition for our favorite new arrivals, unbeatable savings and new education opportunities. Stock up to keep clients looking their best for every summer activity.



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

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TRU EDUCATION: PAGES 20-21

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NEW



ALFAPARF
MILANO
PROFESSIONAL

Reintroducing Semi di Lino Curls

The **new Semi di Lino Curls** collection is formulated to enhance, define, and celebrate every curl pattern. From cleansing to finishing, this is the complete professional curl system your clients have been waiting for.

DEFINES. HYDRATES. CONTROLS.



THE COMPLETE SEMI DI LINO CURLS RELAUNCH

- SDL Curls Enhancing Low Shampoo 8.45 oz. **SDL-02-CELS8**
- SDL Curls Enhancing Low Shampoo Liter **SDL-02-CEL33**
- SDL Curls Hydrating Co-Wash 8.45 oz. **SDL-02-CHCW6**
- SDL Curls Enhancing Conditioner 8.45 oz. **SDL-03-CEC6**
- SDL Curls Enhancing Conditioner Liter **SDL-03-CEC33**
- SDL Curls Enhancing Mask 6.76 oz. **SDL-03-CEM6**
- SDL Curls Enhancing Mask 16.9 oz. **SDL-03-CEM16**
- SDL Curls Defining Cream 6.76 oz. **DL-12-CDC4**
- SDL Curls Reactivating Spray 4.23 oz. **SDL-03-CRS4**
- SDL Curls Multi-Benefit Oil 3.38 oz. **SDL-03-CMBO3**
- SDL Curls Enhancing Milk 6.67 oz. **NEW!** **SDL-03-CEM4**
- SDL Curls Perfecting Balm 6.67 oz. **NEW!** **SDL-03-CPB3**
- SDL Curls Multiplier 5.07 oz. **SDL-03-CMCM5**

THE FULL SDL CURLS EXPERIENCE

Purchase:

- 1 SDL Curls Enhancing Low Shampoo 8.45 oz.
- 1 SDL Curls Hydrating Co-Wash 8.45 oz.
- 1 SDL Curls Enhancing Conditioner 6.76 oz.
- 1 SDL Curls Enhancing Mask 6.76 oz.
- 1 SDL Curls Defining Cream 6.76 oz.
- 1 SDL Curls Reactivating Spray 4.23 oz.
- 1 SDL Curls Multi-Benefit Oil 3.38 oz.
- 1 SDL Curls Enhancing Milk 6.67 oz. **NEW!**
- 1 SDL Curls Perfecting Balm 6.67 oz. **NEW!**

Receive **FREE**:

- 1 SDL Curls Enhancing Low Shampoo Liter
 - 1 SDL Curls Enhancing Conditioner Liter
 - 1 SDL Curls Enhancing Mask 16.9 oz.
 - 10 SDL Curls Enhancing Low Shampoo 0.34 oz.
 - 10 SDL Curls Enhancing Conditioner 0.34 oz.
 - 10 SDL Curls Defining Cream 0.17 oz.
 - 10 SDL Curls Perfecting Balm 0.17 oz. **NEW!**
 - 10 SDL Curls Multi-benefit Oil 0.10 oz.
- SDL-25-JAC**

**ALFAPARF
MILANO
PROFESSIONAL**

**STOCK UP
& SAVE**

S
SEMI
DI LINO



MAXIMIZE YOUR BACK BAR. MINIMIZE YOUR COSTS.



SEMI DI LINO CARE LITERS

Choose From:

- | | |
|--|--------------|
| Diamond Illuminating Low Shampoo | SDL-02-DS33 |
| Diamond Illuminating Conditioner | SDL-03-DC33 |
| Moisture Nutritive Low Shampoo | SDL-02-MS33 |
| Moisture Nutritive Leave-in Conditioner | SDL-03-LIC33 |
| Reconstruction Reparative Low Shampoo | SDL-02-RS33 |
| Volumizing Low Shampoo | SDL-02-VOL33 |
| Curls Enhancing Low Shampoo | SDL-02-CEL33 |
| Curls Enhancing Conditioner | SDL-03-CEC33 |
| Smoothing Low Shampoo | SDL-02-SSL33 |
| Smooth Smoothing Conditioner | SDL-03-SSC33 |
| Blonde Intense Anti-Yellow Low Shampoo | SDL-02-BBB33 |
| Brunette Intense Anti-Orange Low Shampoo | SDL-02-BBS33 |
| Density Thickening Low Shampoo | SDL-02-TL33 |
| Density Thickening Conditioner | SDL-03-TC33 |
| Sublime Detoxifying Low Shampoo | SDL-02-DT33 |

DEEP REPAIR. DEEP SAVINGS.

SEMI DI LINO MASKS 16.9 OZ.

Choose From:

- | | |
|--------------------------------------|--------------|
| Curls Enhancing Mask | SDL-03-CEM16 |
| Diamond Illuminating Mask | SDL-03-DM16 |
| Moisture Nutritive Mask | SDL-03-MM16 |
| Reconstruction Reparative Mask | SDL-03-RCM16 |
| Reconstruction Reparative Light Mask | SDL-03-RCT16 |
| Smooth Smoothing Mask | SDL-03-SSM16 |



SUMMER Essentials

LIMITED EDITION SDL KITS

SAVE 29%

FREE SDL POUCH

SEMI DI LINO KITS*

Choose From:

Diamond	SDL-19-JADM
Moisture	SDL-19-JAMM
Reconstruction	SDL-19-JARM
Smooth	SDL-19-JASM
Curls	SDL-19-JACM

DIAMOND FOR DAZZLING SHINE



MOISTURE FOR DEEP HYDRATION



RECONSTRUCTION FOR DAMAGED HAIR



SMOOTH FOR FRIZZ-FREE, SLEEK HAIR



CURLS FOR DEFINED, BOUNCY CURLS



*EACH KIT INCLUDES: 1 Mini Shampoo 2.54 oz., 1 Mini Conditioner or Mask 1.69 oz., 1 Cristalli Liquid 0.51 oz., 1 FREE SDL Pouch

ALFAPARF MILANO PROFESSIONAL

Sun-Kissed & Protected

SAVE 37%



THE SEMI DI LINO SUNSHINE RITUAL

Purchase:

- 1 SDL Sunshine After-Sun Low Shampoo 8.45 oz.
- 1 SDL Sunshine After-Sun Treatment 6.76 oz.
- 1 SDL Sunshine Hair Protective Oil 4.23 oz.
- 1 SDL Sunshine Hair Protective Milk 4.23 oz.

Receive FREE:

- 1 SDL Sunshine After-Sun Hydra Cream 6.76 oz.
- 1 SDL Sunshine Pochette
- 1 SDL Sunshine Beach Towel

SDL-25-JAS

FREE



SAVE 33%



The Oil

The new reformulated version prevents hair breakage and split ends, improves combability, and reduces frizz. For silky and visibly shiny hair.

KERATIN THERAPY LISSE DESIGN THE OIL 1.69 OZ.

BUY 2, GET 1 FREE

LSD-25-JALO





SAVE
20%



SAVE
50%

SIGNATURE SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

- NEW** COLOR PRESERVE Color Retaining Shampoo Liter
- NEW** COLOR PRESERVE Color Retaining Treatment 35.3 oz.
- ANTI-FRIZZ Defrizzing Shampoo Liter
- ANTI-FRIZZ Defrizzing Treatment 35.3 oz.
- BLONDE PLUS Nourishing Violet Shampoo Liter
- BLONDE PLUS Nourishing Violet Treatment 35.3 oz.
- CURL Care Shampoo Liter
- CURL Curl Care Treatment 35.3 oz.
- CURL Curl Care Enriched Treatment 35.3 oz.
- MOISTURE Replenishing Shampoo Liter
- MOISTURE Replenishing Treatment 35.3 oz.
- REAWAKEN Renewing Shampoo Liter
- REAWAKEN Renewing Treatment 35.3 oz.
- REPAIR Restorative Shampoo Liter
- REPAIR Restorative Treatment 35.3 oz.
- REPAIR HEAT Protective Shampoo Liter
- REPAIR HEAT Protective Treatment 35.3 oz.
- SCALP Purifying Gel Shampoo Liter
- SCALP Hydrating Treatment 35.3 oz.
- SMOOTH Smoothing Shampoo For Fine Hair Liter
- SMOOTH Smoothing Treatment For Fine Hair 35.3 oz.
- SMOOTH Smoothing Shampoo For Medium Hair Liter
- SMOOTH Smoothing Treatment For Medium Hair 35.3 oz.
- SMOOTH Smoothing Shampoo For Coarse Hair Liter
- SMOOTH Smoothing Treatment For Coarse Hair 35.3 oz.
- VOLUME Volumizing Shampoo Liter
- VOLUME Volumizing Treatment 35.3 oz.

- MLB-02-CPBS
- MLB-03-CPBS
- MLB-02-SDBS
- MLB-03-SDBS
- MLB-02-BPVBS
- MLB-03-BPVBS
- MLB-02-CCBS
- MLB-03-CCBS
- MLB-03-CCRBS
- MLB-02-MB33
- MLB-03-MB35
- MLB-02-REABS
- MLB-03-REABS
- MLB-02-SRBS
- MLB-03-SRBS
- MLB-02-SHPSB
- MLB-03-SHPSB
- MLB-02-SGB33
- MLB-03-ST35
- MLB-02-SFB33
- MLB-03-SFB35
- MLB-02-SMB33
- MLB-03-SMB35
- MLB-02-SCB33
- MLB-03-SCB35
- MLB-02-SVBS
- MLB-03-SVBS

SIGNATURE SHAMPOO & CONDITIONER EMPTY BOTTLES 16.9 OZ. WITH PUMP

Choose From:

- NEW** COLOR PRESERVE Color Retaining Shampoo
- NEW** COLOR PRESERVE Color Retaining Treatment
- ANTI-FRIZZ Defrizzing Shampoo
- ANTI-FRIZZ Defrizzing Treatment
- BLONDE PLUS Nourishing Violet Shampoo
- BLONDE PLUS Nourishing Violet Treatment
- CURL Care Shampoo
- CURL Curl Care Treatment
- CURL Curl Care Enriched Treatment
- MOISTURE Replenishing Shampoo
- MOISTURE Replenishing Treatment
- REAWAKEN Renewing Shampoo
- REAWAKEN Renewing Treatment
- REPAIR Restorative Shampoo
- REPAIR Restorative Treatment
- REPAIR HEAT Protective Shampoo
- REPAIR HEAT Protective Treatment
- SCALP Purifying Gel Shampoo
- SCALP Hydrating Treatment
- SMOOTH Smoothing Shampoo For Fine Hair
- SMOOTH Smoothing Treatment For Fine Hair
- SMOOTH Smoothing Shampoo For Medium Hair
- SMOOTH Smoothing Treatment For Medium Hair
- SMOOTH Smoothing Shampoo For Coarse Hair
- SMOOTH Smoothing Treatment For Coarse Hair
- VOLUME Volumizing Shampoo
- VOLUME Volumizing Treatment

- MLB-10-CPSEP
- MLB-10-CPTEP
- MLB-10-SDSEP
- MLB-10-SDEP
- MLB-10-BPVSP
- MLB-10-BPVTP
- MLB-10-CCSEP
- MLB-10-CCTEP
- MLB-10-CCRTEP
- MLB-10-MSP
- MLB-10-MTP
- MLB-10-RESEP
- MLB-10-RETEP
- MLB-10-SRSEP
- MLB-10-SRCEP
- MLB-10-SHPSEP
- MLB-10-SHPTEP
- MLB-10-SGEP
- MLB-10-STEP
- MLB-10-SSFP
- MLB-10-STFP
- MLB-10-SSMP
- MLB-10-STMP
- MLB-10-SSCMP
- MLB-10-STCP
- MLB-10-SVSEP
- MLB-10-SVCEP



SAVE 20%



GOLD SHAMPOO & CONDITIONER BACKBAR STOCK UP REFILL BAGS

Choose From:

- Enhancing Vivacity Shampoo Refine Liter MGO-02-EVRBS
- Enhancing Vivacity Shampoo Soften Liter MGO-02-EVSBS
- Enhancing Vivacity Treatment 35.3 oz. MGO-03-EVVS
- Illuminating Glow Shampoo Liter MGO-02-IGBS
- Illuminating Glow Treatment 35.3 oz. MGO-03-IGBS
- Indulging Hydration Shampoo Liter MGO-02-IHBS
- Indulging Hydration Treatment 35.3 oz. MGO-03-IHBS
- Vitalizing Dimension Shampoo Liter MGO-02-VDBS
- Vitalizing Dimension Treatment 35.3 oz. MGO-03-VDBS

MILBON

REDUCE. REUSE. RECYCLE.

SAVE 50%



GOLD SHAMPOO & CONDITIONER EMPTY BOTTLES 16.9 OZ. WITH PUMP

Choose From:

- Enhancing Vivacity Shampoo Refine MGO-10-EVSREP
- Enhancing Vivacity Shampoo Soften MGO-10-EVSSEP
- Enhancing Vivacity Treatment MGO-10-EVTEP
- Illuminating Glow Shampoo MGO-10-IGSEP
- Illuminating Glow Treatment MGO-10-IGTEP
- Indulging Hydration Shampoo MGO-10-IHSEP
- Indulging Hydration Treatment MGO-10-IHTEP
- Vitalizing Dimension Shampoo MGO-10-VDSEP
- Vitalizing Dimension Treatment MGO-10-VDTEP

SAVE 15%

DEVELOPERS & SUPPORT ITEMS

MILBON SOPHISTONE



SUPPORT ITEMS

Choose From:

- Face Protect Cream 7 oz. MLB-04-FPC
- Color Remover 8.5 oz. MLB-04-MCR8



DEVELOPER 32 OZ.

Choose From:

- 5 Volume SOT-04-5VOL
- 10 Volume SOT-04-10VOL
- 20 Volume SOT-04-20VOL
- 30 Volume SOT-04-30VOL
- 40 Volume SOT-04-40VOL
- Processing Lotion 6.6 Vol. SOT-04-6VOL

KERATIN COMPLEX

Beautiful hair every day

Transform your business this summer with PROFITABLE SERVICES FOR EVERY HAIR TYPE.

Reparative treatment specially formulated for fine, fragile, or over-processed hair with results that last up to 5 months!



BEFORE



AFTER



SAVE 20%

NKSTB LITER DUO

Includes:
1 KC PRIMER Liter
1 NKSTB Smoothing Treatment Liter
KCX-19-BNKSL

NKSTB 4 OZ. SYSTEM KIT

Includes:
1 KC PRIMER 4 oz.
1 NKSTB Smoothing Treatment 4 oz.
4 Keratin Obsessed® Multi-Benefit Treatment Spray 4 oz.
KCX-19-BNKS

EARN \$8,050
WITH JUST ONE LITER OF NKSTB

HERE'S HOW:
23 applications x \$350 service price = \$8,050



SAVE 25%

KERATIN CARE GALLON SALE

Choose From:

- Smoothing Shampoo KCX-02-CASGA
- Smoothing Conditioner KCX-03-CASGA



SIGNATURE SCENT

A fusion of fresh floral greens inspired by tropical gardens surrounding the brand's headquarters in Florida. With top notes of leafy greens, lime and peach, this scent embodies timeless elegance.



KeraLuminous 10



KERATINCOMPLEX
Beautiful hair every day

**FAST COLOR.
FASTER PROFITS.**

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

EXPRESS COLOR TRY ME DEAL

Purchase (Your Choice):
24 KeraLuminous10 10-Minute
Express Permanent Shades 3.4 oz.

Receive FREE:
2 20 Vol. Developer Liters
1 KeraLuminous10 Swatchbook
KCX-25-JFECT



FREE

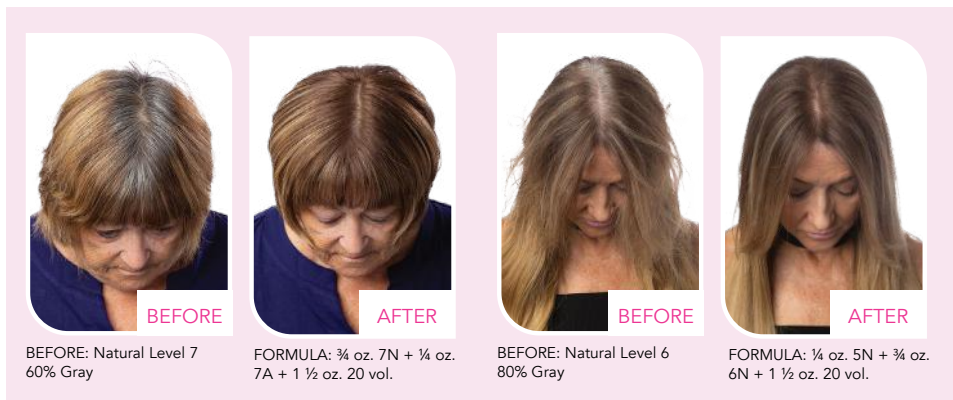
SAVE
14%

SAVE
12%



EXPRESS COLOR & SMOOTHING SYSTEM KIT

- Includes:**
- 3 KeraLuminous10 10-Minute Express Permanent Shades 3.4 oz. (5N, 6N, 7N)
 - 1 20 Vol. Developer 8 oz.
 - 1 KC PRIMER Keratin Pre-Treatment Shampoo 4 oz.
 - 1 KCEXPRESS® Smoothing Treatment 4 oz.
 - 1 Mixing Bowl
 - 1 Applicator Brush
- KCX-19-ECSSK



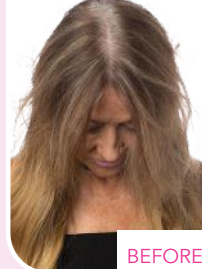
BEFORE

BEFORE: Natural Level 7
60% Gray



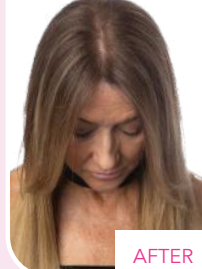
AFTER

FORMULA: ¾ oz. 7N + ¼ oz. 7A + 1 ½ oz. 20 vol.



BEFORE

BEFORE: Natural Level 6
80% Gray



AFTER

FORMULA: ¼ oz. 5N + ¾ oz. 6N + 1 ½ oz. 20 vol.

SAVE
25%

STOCK THE BACKBAR: LITER

Choose From:

- | | |
|---------------------------------------|--------------|
| KCHYDRATE Moisture Shampoo | KCX-02-KCH33 |
| KCHYDRATE Moisture Conditioner | KCX-03-KCH33 |
| Keratin Care Smoothing Shampoo | KCX-02-CAS33 |
| Keratin Care Smoothing Conditioner | KCX-03-CAS33 |
| Color Care Smoothing Shampoo | KCX-02-CC33 |
| Color Care Smoothing Conditioner | KCX-03-CC33 |
| Timeless Color Fade Defy Shampoo | KCX-02-TML33 |
| Timeless Color Fade Defy Conditioner | KCX-03-TML33 |
| Keratin Volume Amplifying Shampoo | KCX-02-VOL33 |
| Keratin Volume Amplifying Conditioner | KCX-03-VOL33 |
| Blondeshell Debrass Shampoo | KCX-02-BLD33 |
| Blondeshell Debrass Conditioner | KCX-03-BLD33 |



K18
BIOMIMETIC
HAIRSCIENCE



JULY ONLY

SAVE
20%

ASTROLIFT
REPARATIVE
VOLUME SPRAY
4 OZ.

K18-12-ALV54



SAVE
20%

SHAMPOO & CONDITIONER LITER

Choose From:

- Damage Shield pH Protective Shampoo 31.5 oz. K18-02-DSP31
- Damage Shield Protective Conditioner 31.5 oz. K18-03-DSP31
- Peptide Prep Detox Shampoo 31.5 oz. K18-02-DTX31

HOLIDAY KIT #1

Includes:

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

K18-19-H261

HOLIDAY KIT #2

Includes:

- 1 Leave-In Molecular Repair Mask 1.7 oz.
- 1 HeatBounce Conditioning Heat Protectant 1.6 oz.
- 1 Molecular Repair Hair Oil 0.34 oz.

K18-19-H262



1



2



JUMBO SALE SHAMPOO & CONDITIONER

Choose From:

- | | |
|----------------------------|---------------|
| Ghost Shampoo 32 oz. | VRB-02-GT32 |
| Ghost Conditioner 32 oz. | VRB-03-GT32 |
| Curl Shampoo 32 oz. | VRB-02-CLN32 |
| Curl Conditioner 32 oz. | VRB-03-CLN32 |
| Glossy Shampoo 32 oz. | VRB-02-GLN32 |
| Glossy Conditioner 32 oz. | VRB-03-GLN32 |
| Volume Shampoo 32 oz. | VRB-02-VLN32 |
| Volume Conditioner 32 oz. | VRB-03-VLN32 |
| Hydrate Shampoo 32 oz. | VRB-02-HYN32 |
| Hydrate Conditioner 32 oz. | VRB-03-HYN32 |
| Purple Shampoo 32 oz. | VVRB-02-PRP32 |
| Dandruff Shampoo 16 oz. | VRB-02-DDP16 |

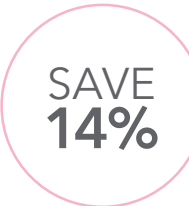
Get your summer essentials in a stylish woven tote bag!

STYLIST BAG DEAL

Includes:

- 1 Curl Foaming Gel 6.7 oz.
- 1 Strong Finishing Spray 7 oz.
- 1 Volume Dry Texture Spray 5 oz.
- 1 Frizz Defense Smoothing Spray 5.4 oz.
- 1 Ghost Heat Defense Spray 5.5 oz.
- 1 Hydrate Leave In Mist 6.5 oz.
- 1 Hydrate Oil 2 oz.
- 1 Woven Bag

VRB-25-JABD



JUMBO SALE STYLERS

Choose From:

- | | |
|---------------------------------|--------------|
| Dry Shampoo Light 10 oz. | VRB-02-DSL10 |
| Dry Shampoo Dark 10 oz. | VRB-02-DSD10 |
| Volume Dry Texture Spray 10 oz. | VRB-05-VDT10 |



AVAILABLE AUGUST 1ST



Introducing Verb's second fragrance mist. This super-fine fragrance mist provides a long-lasting scent without any residue.



CURRENT + FLORAL HAIR + BODY MIST 5 OZ.
BUY 3, GET 1 FREE

VRB-25-AHBMB

OLAPLEX

NEW

N°.7 SHINE SERUM OIL MIST

KEY BENEFITS

- Instant weightless shine + replenishing hydration
- Visibly healthier looking hair and reduced breakage
- Hands free super-fine mist application for replenishment without disrupting styles
- 450°F Heat Protection

SHINE SERUM MIST LAUNCH TRY ME

Purchase:

3 N°.7 Shine Serum Oil Mist 2 oz.

Receive FREE:

1 N°.7 Bonding Oil 1 oz.

OLX-25-JANO7

SAVE 22%

FREE



INSTANT SHINE.
96-HOUR HYDRATION.
ZERO WEIGHT.

N°.7 SHINE SERUM OIL MIST 2 OZ.

OLX-03-NO7S2



NEW

SIGNATURE HAIR & BODY MIST

KEY BENEFITS

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

LIMITED EDITION

SIGNATURE HAIR & BODY MIST 2 OZ.

OLX-07-SHBF2



EDUCATION

OLAPLEX TOTAL TRANSFORMATION

Airtouch Blending: Seamless Blending & Healthier Blondes

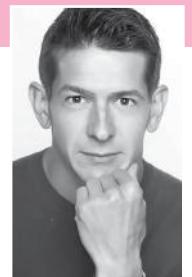
Monday, Sept. 14, 2026

Learn how to use the AirTouch Blending Technique to create ultra-soft dimension, seamless blends, and consistently healthier blondes.

Danilo shares his approach to precision sectioning, controlled air direction, and strategic product placement to achieve luminous results without compromising the integrity of the hair.

Through a step-by-step demonstration, you'll learn how to customize AirTouch for different hair types and desired levels of brightness while maintaining strength, shine, and longevity using Olaplex Bond Building Technology™.

See page 21 for details



INSTRUCTED BY:
Danilo Bozic
@danilo.bozic

OLAPLEX

JULY & AUGUST

SAVE
UP TO
30%



LITER & MASK SALE

Choose From:

- N°.4 Bond Maintenance Shampoo
- N°.5 Bond Maintenance Conditioner
- N°.4C Bond Maintenance Clarifying Shampoo
- N°.4 Fine Bond Maintenance Shampoo
- N°.5 Fine Bond Maintenance Conditioner
- N°.4P Blonde Enhancer Toning Shampoo
- N°.5P Blonde Enhancer Toning Conditioner
- Rich Hydration Mask 12.55 oz.
- Weightless Nourishing Mask 12.55 oz.

- OLX-02-NO4L
- OLX-03-NO5L
- OLX-02-NO4CL
- OLX-02-NO4FL
- OLX-03-NO5FL
- OLX-02-NO4PL
- OLX-03-NO5PL
- OLX-03-RHM12
- OLX-03-WNM12



SAVE
25%

JULY ONLY

SUMMER TREATMENTS RETAIL SIZE

Choose From:

- N°.3PLUS Complete Repair Treatment 3.3 oz. **OLX-03-NO3P3**
- N°.3PLUS Complete Repair Treatment 8.5 oz. **OLX-03-NO3P8**
- N°.5 Moisturize & Mend Leave-In Conditioner 3.3 oz. **OLX-03-NO5M3**
- N°.0.5 Scalp Longevity Treatment 1.7 oz. **OLX-03-NO5S1**
- Rich Hydration Mask 6.76 oz. **OLX-03-RHM6**
- Weightless Nourishing Mask 6.76 oz. **OLX-03-WNM6**

SAVE
20%

AUGUST ONLY

SALON INTRO KIT

Includes:

- 1 N°.1 Bond Multiplier 17.75 oz.
 - 2 N°.2 Bond Perfector 17.75 oz.
- OLX-19-SIK**



PROFESSIONAL PRODUCTS

Choose From:

- Broad Spectrum Chelating Treatment 12.55 oz. **OLX-02-CT15**
- 4-in-1 Moisture Mask 12.55 oz. **OLX-03-MM15**
- N°.3PLUS Complete Repair Treatment 12.5 oz. **OLX-03-NO3P12**
- Weightless Nourishing Mask 12.55 oz. **OLX-03-WNM12**
- Rich Hydration Mask 12.55 oz. **OLX-03-RHM12**
- Pro Scalp Rebalancing Concentrate 10x0.14 oz. **OLX-19-PSC10**



TRAVELING STYLIST KIT

Includes:

- 1 N°.1 Bond Multiplier 3.3 oz.
 - 2 N°.2 Bond Perfector 3.3 oz.
- OLX-19-TSK**

LITER BLITZ



**SAVE
25%**

SHAMPOO & CONDITIONER LITER DUOS

Choose From:

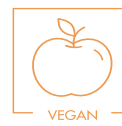
- | | |
|------------------------------|---------------------|
| Awaken Liter Duo | SUR-19-JAAL |
| Trinity Liter Duo | SUR-19-JATL |
| Curls Liter Duo | SUR-19-JACL |
| Bassu Liter Duo | SUR-19-JABAL |
| Pure Blonde Violet Liter Duo | SUR-19-JAPBL |
| Blowout Liter Duo | SUR-19-JABLL |
| All In Liter Duo | SUR-19-JAAIL |

OPEN STOCK LITERS

Choose From:

- | | |
|--------------------------------|---------------------|
| Awaken Shampoo | SUR-02-A32 |
| Awaken Conditioner | SUR-03-A32 |
| All In Shampoo | SUR-02-AIOL |
| All In Conditioner | SUR-03-AIOL |
| Bassu Shampoo | SUR-02-BM32 |
| Bassu Conditioner | SUR-03-BM32 |
| Bassu Masque | SUR-03-BMM32 |
| Blowout Shampoo | SUR-02-BO32 |
| Blowout Conditioner | SUR-03-BO32 |
| Curls Shampoo | SUR-02-CU32 |
| Curls Conditioner | SUR-03-CU32 |
| Pure Blonde Violet Shampoo | SUR-02-PBV32 |
| Pure Blonde Violet Conditioner | SUR-03-PBV32 |
| Purify Shampoo | SUR-02-PS32 |
| Trinity Shampoo | SUR-02-T32 |
| Trinity Conditioner | SUR-03-T32 |
| Trinity Protein Cream | SUR-03-TPC32 |
| Trinity Protein Repair Tonic | SUR-03-TRT32 |

**SAVE
20%**





SAVE
20%



SUMMER HAIR REPAIR

Choose From:

- Bassu Moisture Shampoo 10 oz. **SUR-02-BM10**
- Bassu Moisture Conditioner 8 oz. **SUR-03-BM8**
- Bassu Masque 6 oz. **SUR-03-BMM6**
- Bassu Moisture Bond 2.3 oz. **SUR-03-BMB2**
- Bassu Gold Hydrating Oil 2 oz. **SUR-03-BMGO2**
- Bassu Moisture Mist 5.5 oz. **SUR-03-BMM5**
- Bassu Moisture Oil 2 oz. **SUR-03-BMO2**



SAVE 20% **JULY ONLY**

SUMMER GO-TO'S

Choose From:

- Awaken Mist 4 oz. **SUR-03-AM4**
- Blowout Smoothing Balm 4 oz. **SUR-12-BOSB4**
- Push Styling Powder 0.353 oz. **SUR-12-PP.34**
- Taffy Whip 4 oz. **SUR-12-TW4**

SAVE UP TO 20% **AUGUST ONLY**

HAIR LOSS AWARENESS MIX & MATCH

Choose From:

- Awaken Shampoo 10 oz.
- Awaken Conditioner 6 oz.
- Awaken Blow Dry Foam 6 oz.
- Awaken Thickening Spray 4 oz.
- Awaken Protein Mousse 8.8 oz.
- Awaken Hairspray 10 oz.
- Awaken Texture Spray 4 oz.

SUR-25-JAHLA

SAVE 20% **AUGUST ONLY**

PURE BLONDE VIOLET

SUMMER COLOR CARE SALE

Choose From:

- Violet Shampoo 9 oz. **SUR-02-PBV9**
- Violet Conditioner 7 oz. **SUR-03-PBV7**
- Violet Toning Spray 4 oz. **SUR-03-PBLI4**
- Violet Nourishing Masque 6 oz. **SUR-03-PBNM4**
- Violet Blow Dry Cream 4 oz. **SUR-12-PBBDC**

SAVE 25% **AUGUST ONLY**

PURE COLOR

COLOR OBSESSED LIGHTENER SALE

Choose From:

- Pure Blonde Ultra Lift Charcoal Lightening Powder 15.8 oz. **SUR-04-PBCP**
- Pure Blonde Lightening Powder 15.87 oz. **SUR-04-PBLP**



NEW

FAST

7 new shades of 10-minute color with full gray coverage, rich long-lasting results, and hair that shines and feels soft



SAVE 10%



FAST COLOR 2.11 OZ.

Choose From:

- 1.0 Black TRS-04-T1N
- 3.0 Dark Brown TRS-04-T3N
- 4.0 Medium Brown TRS-04-T4N
- 5.0 Light Brown TRS-04-T5N
- 6.0 Dark Blond TRS-04-T6N
- 7.0 Medium Blond TRS-04-T7N
- 8.0 Light Blond TRS-04-T8N



SAVE 10%

LIGHTENING POWDER 17.64 OZ.

Choose From:

- Air Libre Lightening Powder TRS-04-ALB17
- Blanc Blond Lightening Powder TRS-04-BLE17



SAVE 10%

AMINO 7.6 OZ.

TRS-03-AMIN7



SAVE 10%

STOP DAMAGE NO METAL PROTECT FLUID 16.9 OZ.

TRS-03-NMP16





TRUSS
PROFESSIONAL

NEW

COLOR SHIELD SYSTEM



Repairs and strengthens color-treated hair, delivers 12 weeks of protection, intense shine, and 7x less breakage



SAVE 15%

COLOR SHIELD ANTIOXIDANT REPAIR SERVICE

Includes:

- 1 Color Shield Shampoo Liter
- 1 Color Shield Conditioner Liter
- 1 Color Shield Active Hair Booster 8.4 oz.
- 1 Color Shield Leave-in 6.7 oz.

TRS-25-JACSA



SAVE 13%



COLOR SHIELD COLOR REFRESH SERVICE

Includes:

- 2 Developers 32.12 oz. (Your Choice)
- 4 Hair Dye 2.11 oz. (Your Choice*)
- 1 Color Shield Conditioner Liter
- 1 Color Shield Active Hair Booster 8.4 oz.
- 1 Color Shield Leave-In 6.7 oz.
- 1 Color Shield Shampoo Liter

TRS-25-JACRS



*Excludes new Fast Color.



LITER SALE



FREE Pump For Each Liter!

SAVE 30%

LITER DUO SALE

Choose From:

- Daily Collection Duo **LOM-19-JADLD**
- Moisturizing Collection Duo **LOM-19-JAMLD**
- Nourishing Collection Duo **LOM-19-JANLD**
- Fragrance Free Collection Duo **LOM-19-JAFFLD**
- Violet Collection Duo **LOM-19-JAVLD**



SAVE 35%

OPEN STOCK LITER SALE

Choose From:

- Calming Crème **LOM-12-CMC33**
- Deep Conditioner **LOM-03-DC33**

Essentials by LOMA[™]

CLEANSE & CONDITION LITER DUOS



SAVE 30%

COLLECTION DUOS 33 OZ.

Choose From:

- Max Shine **LOM-19-JAMLD**
- Healthy Scalp **LOM-19-JAHLD**

ESSENTIALS TOTE

SAVE 30%

HEALTHY SCALP SALON INTRO TOTE

Includes:

- 1 Shampoo 12 oz.
- 1 Conditioner 12 oz.
- 1 Style Crème 6.7 oz.
- 1 Treatment 3.4 oz.

1 **FREE** Tote

LOM-19-EHSTI



MAX SHINE SALON INTRO TOTE

Includes:

- 1 Shampoo 12 oz.
- 1 Conditioner 12 oz.
- 1 Control Crème 6.7 oz.
- 1 Masque 6.7 oz.
- 1 Spray 2 oz.

1 **FREE** Tote

LOM-19-EMSTI



Aloxxi



SAVE
20%

TAME THE WILD. KEEP THE STYLE! E7 LITERS

Choose From:

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



SAVE
20%

LITER SALE

Choose From:

- Clarifying Shampoo ALX-02-CLA33
- Hydrating Shampoo ALX-02-HL
- Hydrating Conditioner ALX-03-HL
- Reparative Shampoo ALX-02-RSL
- Reparative Conditioner ALX-03-RCL
- Violet Shampoo ALX-02-VIOL
- Volumizing Shampoo ALX-02-VSL
- Volumizing Conditioner ALX-03-VSL

INSTABOOST
CONDITIONING
MASQUE 6.8 OZ.

BUY 2,
GET 1 FREE

Choose From:

- Strictly Platinum
- Ultimate Platinum
- Golden Heiress
- Gloss Boss

ALX-25-JAICM



SAVE
33%

HAIR MASK 6.8 OZ.
BUY 1, GET 1
50% OFF

MIX & MATCH

Choose From:

- E7 Anti-Frizz Hair Mask
- Reparative Treatment Masque
- InstabooSt Conditioning Mask Gloss Boss

ALX-25-JAHM



SAVE
25%

SAVE
17%

AVAILABLE AUGUST 13th-26th

IT'S A TWO WEEK COLOUR PARTY!

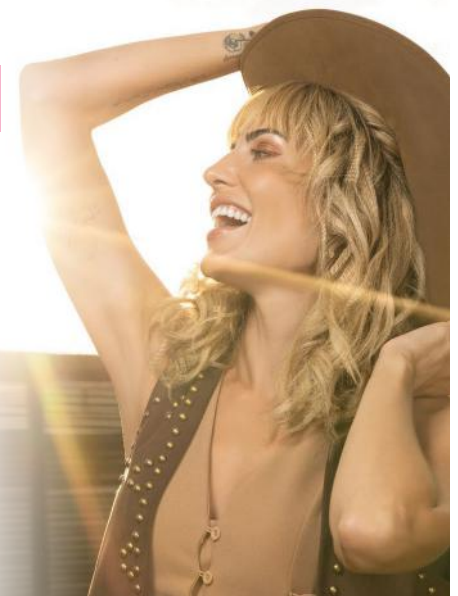


ALOXXI COLOUR 2 OZ.

BUY 10, GET 2 FREE

Choose From:

- ANDIAMO Express Permanent ALX-25-JAAND
- CHROMA Permanent Creme ALX-25-JACHR
- TONES Demi-Permanent ALX-25-JATON



TRUBEAUTY EDUCATION

UPCOMING CLASSES AT A GLANCE

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CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 <p>BABE MASTERY TOUR CERTIFICATION</p>	<p>SUNDAY-MONDAY AUGUST 23-24, 2026 \$599 • 10AM-4PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>Embark on a two-day program perfecting the application and removal of the four critical methods of hair extensions and the spectrum of solutions that you can offer to your clients. Featuring an official Babe Certification in I-Tip, Tape-In, Fusion and Sew-In Wefts.</p>
	<p>SUNDAY-MONDAY AUGUST 30-31, 2026 \$599 • 10AM-4PM</p>	<p>CUTS-N-STUFF 1104 W High Street Ebensburg, PA 15931</p>	
 <p>WELLA COLOR CORRECTION 101 SEMINAR</p>	<p>MONDAY SEPTEMBER 14, 2026 \$99 • 10AM-4PM</p>	<p>ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852</p>	<p>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.</p>
 <p>MILBON COLOR DISCOVERY</p>	<p>MONDAY SEPTEMBER 21, 2026 \$99 • 10AM-3PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>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.</p>
 <p>HEAD SPA 102 WITH ERIN ELLIOT</p>	<p>MONDAY SEPTEMBER 28, 2026 \$199 • 10AM-2PM</p>	<p>ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852</p>	<p>This live look-and-learn class is designed to demonstrate effective scalp therapy techniques, massage methods, and seamless service flow through a guided model presentation. Observe how to create a calming, elevated HeadSpa experience while gaining a deeper understanding of treatment execution, pacing, and client comfort.</p>
 <p>THRIVE BEHIND THE CHAIR WITH BETH DEPALMA</p>	<p>MONDAY OCTOBER 5, 2026 \$99 • 10PM-2PM</p>	<p>SOUTHAMPTON 109 Street Road Southampton, PA 18966</p>	<p>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.</p>

TRU
EDUCATION



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TO REGISTER
FOR CLASSES

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SPACE IS LIMITED, REGISTER EARLY

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.

\$75
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.

SURFACE SANCTUARY WELLNESS RETREAT

2 DAY EVENT

A transformational experience designed exclusively for hairstylists and salon owners eager to find work and life balance.

DAY 1

- Surface 5 Scenes Experience: PK, Treatments & Live Demos
- HHH: Healthy Mind & Body, Healthy Finances, Healthy Business
- Vision Board Journaling & Yoga Session

DAY 2

- Create 3 Looks: Glamour Waves, Classic Blowout, & Trend Updo
- Mapping, Sectioning, Blow-Dry Technique & Proper Tool Placement
- Discover & Apply The Right Products To Support Your Finished Look



2 DAYS: \$149 | 1 DAY: \$99 EACH
Monday & Sunday, Sept. 27-28, 2026 | 9AM - 5PM & 9AM - 2PM
SOUTHAMPTON 109 Street Road
Southampton, PA 18966

CLASS TITLE	DATE, COST & TIME	LOCATION	DESCRIPTION
 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.
 BERODIN ADVANCED WAX TECHNIQUES	SUNDAY OCTOBER 25, 2026 \$75 • 10AM-2PM MONDAY OCTOBER 26, 2026 \$75 • 10AM-2PM	ROCKVILLE 5054 Nicholson Lane Rockville, MD 20852 SOUTHAMPTON 109 Street Road Southampton, PA 18966	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!

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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®



NEW

STYLIST MASTERY RING

FEATURES ALL 31 SHADES AND 3 METHOD TABS

10" REMY HAIR SWATCHES

PREMIUM QUALITY FOR CONFIDENT INSTALLS

MASTER EVERY CONSULTATION

One ring. Every shade. Every method.
Designed to simplify installs and elevate every client match.



SOLARIS

SOLARIS RADIANCE
ENHANCING MASK
16.9 OZ.

Choose From:

Fine Hair SOL-03-FHM16

Thick Hair SOL-03-THM16



SAVE
30%



SAVE
20%

SOLARIS ULTIMATE
TONERS 2.03 OZ.

Choose From:

T*31 Agate Cream SOL-04-T031

T*21 Aventurine Grey SOL-04-T021

T*2 Quartz Beige SOL-04-T*2

T*17 Nacre Cork SOL-04-T017

T*7 Jade Grey SOL-04-T07

T*1 Labradorite Ash SOL-04-T01



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



SAVE
20%

CARMEN RITUEL AMMONIA-FREE

Purchase:

12 Carmen Rituel Shades 2.03 oz.
(Your Choice)

Receive **FREE**:

3 Detangle Brushes

CRU-25-JAR1

SAVE
30%



FREE

CARMEN

Purchase:

24 Carmen Shades 2.03 oz.
(Your Choice)

Receive **FREE**:

3 Detangle Brushes

3 Developer Liter (Your Choice)

CRU-25-JACRU

SAVE
28%



FREE

YELLOW
PROFESSIONAL

**POWER YOUR
BACKBAR.**



SAVE
25%



YELLOW LITERS

Choose From:

- | | |
|-------------------------------|--------------|
| Color Care Shampoo | YLW-02-CC50 |
| Nutritive Nourishing Shampoo | YLW-02-NRH33 |
| Repair Reporative Shampoo | YLW-02-RPR33 |
| Repair Reporative Conditioner | YLW-03-RPR33 |

★ **sexyhair**®



SAVE
25%



STYLER SAVINGS

Choose From:

- | | |
|--|--------------|
| Fun Raiser Volumizing Dry Texture Spray 8.5 oz. | BSH-05-FRDT8 |
| Spray & Play Volumizing Hairspray 10 oz. | BSH-05-SP10 |
| Spray & Play Harder Firm Volumizing Hairspray 10 oz. | BSH-05-SPH10 |
| Spritz & Stay Intense Hold Hairspray 8.5 oz. | BSH-05-SS8 |
| Spray & Stay Intense Hold Hairspray 9 oz. | BSH-05-SS9 |
| Volume Flex Texture Spray 5.8 oz. | BSH-05-VFT5 |
| Weather Proof Frizz Control Spray 5 oz. | BSH-05-WP55 |
| Powder Play Volumizing and Texturizing Powder 0.53 oz. | BSH-12-PP53 |
| Root Pump Volumizing Spray Mousse 10 oz. | BSH-12-RP10 |
| Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10 oz. | BSH-12-RPP10 |

**BIGGER IS
BETTER**



SAVE
25%

DUO BUNDLES*

Buy Shampoo, Get Conditioner
50% OFF

Choose From:

- Repair+Keratin KRT-25-RKDJA
- Strength+Vegan KRT-25-BMDJA

*Duo Bundles include 1 shampoo 10.1 oz. and 1 conditioner 10.1 oz.



**THE HERO
5-PACK BUNDLE
REPAIR+KERATIN**

Includes:

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

KRT-25-HROJA



SAVE
31%

**STYLE+KERATIN RAPID
RESCUE 4.2 OZ.**

BUY 2,
GET 25% OFF

KRT-25-RPRJA



SAVE
25%

SAVE
UP TO
33%



FREE

**BUY ONE 16.9 OZ TREATMENT,
GET 7 FREE ITEMS**

Purchase (Your Choice):

- 1 BrazilianX ONE Smoothing Treatment KRT-25-BRXJA
- 1 Brazilian Renewal KRT-25-BJA26
- 1 Pure Renewal Plus KRT-25-PRPJA
- 1 Extreme Renewal KRT-25-EXRJA
- 1 Crème de Cocoa Extreme Renewal KRT-25-CCEJA

Receive FREE:

- 1 Clean Start 16.9 oz.
- 1 Daily Smoothing Cream 6.8 oz.
- 1 Rapid Rescue 4.2 oz.
- 1 Argan Oil 1.7 oz.
- 1 Ultra-Fast Blow Dry Mist 4.2 oz.
- 1 Define, Shine & Style Cream 4.2 oz.
- 1 Volumizing and Styling Foam 6 oz.



BACKBAR LITER DUOS

Buy Shampoo, Get Conditioner**
50% OFF

Choose From:

- Color Protect Shampoo KRT-25-CPPJA
- KeratinFixx Repair Shampoo KRT-25-KFRJA
- Moisture Shampoo KRT-25-MTPJA
- Bamboo Miracle Smooth & Repair Shampoo KRT-25-BMPJA
- Totally Blonde Toning Shampoo KRT-25-TBPJA

SAVE
25%

**Your Choice



AUGUST ONLY

HAIR LOSS MONTH



SYSTEM KITS*

Choose From:

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



LITER DUOS

Choose From:

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

SAVE
20%



SYSTEM KITS*

Choose From:

- SCALP RECOVERY NIX-19-RCVYK
- SCALP RELIEF NIX-19-SRK

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



TREATMENTS

Choose From:

- DENSITY DEFEND Anti-Breakage Strengthening Mask 16.9 oz. NIX-03-DM16
- DENSITY DEFEND Anti-Breakage Strengthening Mask 5 oz. NIX-03-DM5
- DENSITY DEFEND Hair Booster Serum 3.3 oz. NIX-03-HBS3
- Night Density Rescue Serum 2.3 oz. NIX-03-NDR2
- ULTIMATE POWER Hair Fall Defense Serum 2.3 oz. NIX-03-UPS2



An instant leave-in spray treatment crafted for professional salon use. Deliver glass-like shine, frizz control, and humidity protection for up to 3 days—lasting even after the next wash.

ULTIMATE SMOOTH GLASS LIQUID LAYER 6.2 OZ.

WEL-03-USGL6



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.



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



D U  M O



NEW

STYLING

By combining modern performance with care-driven formulation, each product works as part of a larger system – supporting the structure of the hair while delivering elevated, wearable results. These formulas don't just style; they act as a defense strategy, helping to protect the fiber, preserve color vibrancy, and maintain hair quality over time.

SAVE UP TO 45%

SAVE 33% SMALL INTRO

- Includes:**
 2 Flex Hair Spray 9.7 oz.
 2 Flex Hair Spray 3.38 oz.
 2 Amplify Texture Spray 9.7 oz.
 2 Radiant Shine Spray 9.7 oz.
 2 Recall Mousse 9.7 oz.
 2 Nourish Hydrating Cream 6.76 oz.
 2 Cascade Forming Gel 6.76 oz.
 2 Revive Hydrating Spray 6.76 oz.
- DUO-21-SMI**

SAVE 37% MEDIUM INTRO

- Includes:**
 4 Flex Hair Spray 9.7 oz.
 4 Flex Hair Spray 3.38 oz.
 4 Amplify Texture Spray 9.7 oz.
 4 Radiant Shine Spray 9.7 oz.
 4 Recall Mousse 9.7 oz.
 4 Nourish Hydrating Cream 6.76 oz.
 4 Cascade Forming Gel 6.76 oz.
 4 Revive Hydrating Spray 6.76 oz.
- DUO-21-MDI**

SAVE 24%



STYLE RADIANT & NOURISH

- Purchase:**
 3 Radiant Shine Spray 9.7 oz.
- Receive 50% OFF:**
 3 Nourish Hydrating Cream 6.76 oz.
- DUO-25-JARN**

SAVE 24%



STYLE RADIANT & AMPLIFY

- Purchase:**
 3 Radiant Shine Spray 9.7 oz.
- Receive 50% OFF:**
 3 Amplify Texture Spray 9.7 oz.
- DUO-25-JARA**

SAVE 45% LARGE INTRO

- Includes:**
 7 Flex Hair Spray 9.7 oz.
 7 Flex Hair Spray 3.38 oz.
 7 Amplify Texture Spray 9.7 oz.
 7 Radiant Shine Spray 9.7 oz.
 7 Recall Mousse 9.7 oz.
 7 Nourish Hydrating Cream 6.76 oz.
 7 Cascade Forming Gel 6.76 oz.
 7 Revive Hydrating Spray 6.76 oz.
- DUO-21-LGI**



SAVE 45%
RETAIL + BACK BAR
HAIR CARE ADD ON

Includes:

- 3 Hydrate Shampoo 10.1 oz.
- 1 Hydrate Shampoo Liter
- 3 Hydrate Conditioner 10.1 oz.
- 1 Hydrate Conditioner Liter
- 3 Repair Shampoo 10.1 oz.
- 1 Repair Shampoo Liter
- 3 Repair Conditioner 10.1 oz.
- 1 Repair Conditioner Liter
- 3 Clarify Shampoo 10.1 oz.
- 1 Clarify Shampoo Liter
- 3 Blonde Shampoo 10.1 oz.
- 1 Blonde Shampoo Liter
- 3 Leave In Conditioner 8.4 oz.
- 3 Hair Oil 1.7 oz.

DUO-21-RBAO



SAVE 18%
RETAIL HAIR CARE
ADD ON

Includes:

- 1 Hydrate Shampoo 10.1 oz.
- 1 Hydrate Conditioner 10.1 oz.
- 1 Repair Shampoo 10.1 oz.
- 1 Repair Conditioner 10.1 oz.
- 1 Clarify Shampoo 10.1 oz.
- 1 Blonde Shampoo 10.1 oz.
- 1 Leave In Conditioner Spray 8.4 oz.
- 1 Hair Oil 1.7 oz.

DUO-21-RAO

D U ◊ M O



ULTRA PURE PIGMENTS

**SAVE
40%**

Duomo Ultra-Pure pigments stand out from the rest. Their exceptional quality and ability to deliver brilliant, customizable results make them a unique choice for professional hair colorists.

ULTRA PURE PIGMENTS

Includes:

- 10 Ultra Pure Pigments 2 oz.
(Pink Pink, Red Violet, Red Red, Copper Copper, Yellow Yellow, Violet Violet, Blue Ash, Dark Ash, Light Violet, Light Ash)
- 1 Liquid IQ 5 Volume 30.4 oz.
- 1 Activator 20 Volume 30.4 oz.
- 1 Paper Chart

DUO-25-JAP



Perricone MD

NEUROPEPTIDE

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

NEW

SAVE
15%



NEUROPEPTIDE COLLECTION

Choose From:

- The Cleansing Balm 3.4 oz.
- Pore-Refining & Resurfacing Cream Cleanser 6 oz.
- Deep Crease Serum 1 oz.
- Corrective Brightening Under-Eye Cream 0.5 oz.
- Eyelid Lift Serum 0.5 oz.
- Firming Facial Concentrate 2 oz.
- Pro-Strength Firming Moisturizer 2 oz.
- Rejuvenating Moisturizer Broad Spectrum SPF 25 1 oz.

- PMD-07-NPCB3
- PMD-07-NPCC6
- PMD-07-NPCS1
- PMD-07-NPEC.5
- PMD-07-NPES.5
- PMD-07-NPFC2
- PMD-07-NPFM2
- PMD-07-NPRMSPF1

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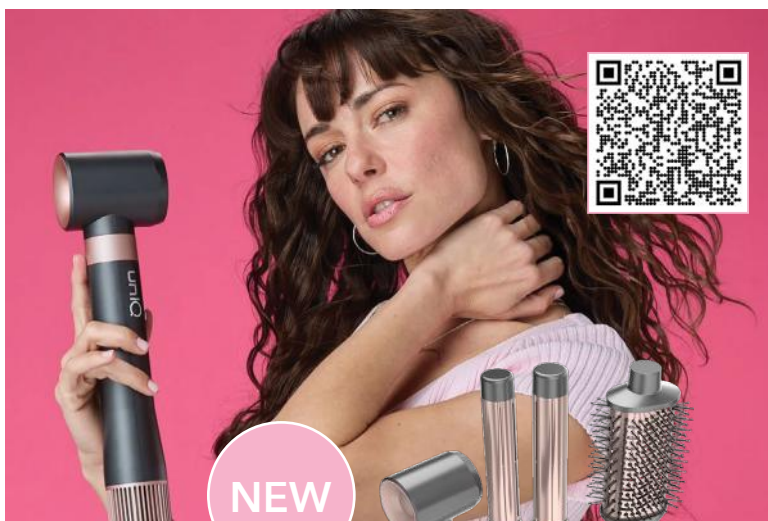
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IQ SFERA HAIRDRYER

GAM-09-IQSF

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



NEW

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MSRP \$279.95
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Dry, smooth, volumize, and curl with salon-quality precision. Lightweight and powerful, it includes 4 styling attachments (hair dryer, oval brush, 2 curlers), 3 heat settings, and 3 speeds—perfect for effortless, everyday hair styling at home.



LIMITED EDITION

BEACH BUM COLLECTION

Choose From:

- Pop Up Foil 5x11 500 Sheets **FMR-10-500BUM**
- Embossed Foil Roll 320 Feet **FMR-10-EBMBUM**
- Big Daddy Pintail Color Brush 2 Pack **FMR-10-BDPBUM**
- Detangle Brush **FMR-15-DTBUM**
- Gator Grip Clips 4 Pack **FMR-10-GGBUM**
- Paddle Daddy **FMR-10-PDBUM**



SAVE 24%

STAR STRUCK SILVER
POP UP FOIL
FMR-10-500SL



SAVE 20%

KOLOR KILLER
WIPES 100 COUNT
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SAVE 20%

PINK PAWS POWDER
FREE NITRILE GLOVES
100 COUNT

Choose From:

- Small **FMR-10-PGSML**
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BIGGER BOTTLES, BIGGER SAVINGS

20% OFF ALL LITERS

RESTOCK YOUR BACKBAR WITH THE ESSENTIALS



JUMBO SIZES

Choose From:

- CURLBOND Cleanser 32 oz.
- CURLHEIGHTS Cleanser 32 oz.
- NO-POO DECADENCE Cleanser 32 oz.
- NO-POO ORIGINAL Cleanser 32 oz.
- CURLBOND Conditioner 32 oz.
- CURLHEIGHTS Conditioner 32 oz.

- DEV-02-CB32
- DEV-02-CH32
- DEV-02-DNP32
- DEV-02-NP32
- DEV-03-CB32
- DEV-03-CH32

- ONE CONDITION DECADENCE Conditioner 32 oz.
- MIST OF WONDERS LEAVE-IN Spray 24 oz.
- ONE CONDITION ORIGINAL Conditioner 32 oz.
- LIGHT DEFINING GEL Styler 32 oz.
- ULTRA DEFINING GEL Styler 32 oz.

- DEV-03-DOC32
- DEV-03-MOW24
- DEV-03-OC32
- DEV-12-LDG32
- DEV-12-UDG32



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SUMMER LITERS

Choose From:

- Purifying Shampoo **CRR-02-PPT16**
- Purifying Conditioner Gelée **CRR-03-DG33**
- Colour Shield Shampoo **CRR-02-CSP33**
- Colour Shield Mask **CRR-03-CSM33**
- Delicate Volumizing Shampoo **CRR-02-DVP33**
- Delicate Volumizing Conditioner **CRR-03-VC33**
- Hydrating Shampoo **CRR-02-HP33**
- Hydrating Melting Mask **CRR-03-HMM33**
- Regenerating Shampoo **CRR-02-RG33**



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- The Curly One Conditioner **CUL-25-COCLP**
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- The Curly One Conditioner Plus **CUL-25-CCPP**
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Choose From:

- 5MF **TCM-04-5MF**
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- 8FM **TCM-04-8FM**
- Pearl **TCM-04-PEARL**
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• 3 Cool Browns



• 2 Fashion Browns



• 2 Toners, Pearl & Silver



JULY 1-15 ONLY

SAVE
25%



TOP 5 PRIME PREVIEW

Choose From:

- Recovery Shampoo 17 oz.
- Recovery Shampoo 8 oz.
- Recovery Shampoo 2 oz.
- Recovery Conditioner 17 oz.
- Recovery Conditioner 6.7 oz.
- Recovery Conditioner 2 oz.
- Healing Oil 1.7 oz.
- Healing Oil NFS 1.7 oz.
- Healing Oil 0.6 oz.
- Restorative Treatment Masque 5 oz.
- Restorative Treatment Masque NFS 5 oz.
- Restorative Treatment Masque 1.7 oz.
- Restorative Treatment Masque 0.5 oz.
- 6-In-1 Styler 4 oz.
- 6-In-1 Styler NFS 4 oz.
- 6-In-1 Styler 2 oz.

- VTU-02-REC17
- VTU-02-RECO8
- VTU-02-RECO2
- VTU-03-REC17
- VTU-03-RECO6
- VTU-03-RECO2
- VTU-03-HOL1
- VTU-03-NHO1
- VTU-03-HOL.6
- VTU-03-MBG5
- VTU-03-NMBG5
- VTU-03-MSML1
- VTU-03-MSM.5
- VTU-12-6N1S4
- VTU-12-6N1S4
- VTU-12-6N1S2

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6-IN-1 FLEXIBLE HOLD
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service for cut
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Ultra smooth hair through 5 washes*
2.5x more shine, instantly*
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SAVE
17%



HEALING
GLOSS 8 OZ.

BUY 5,
GET 1 FREE

VTU-25-JAHO

HEALING GLOSS 8 OZ.

VTU-03-HG8



HEALING GLOSS
INTRO

Purchase:

- 3 Healing Gloss 8 oz.
- 1 Recovery Shampoo 17 oz.
- 1 Recovery Conditioner 17 oz.

Receive FREE:

- 3 Healing Gloss 8 oz.

VTU-25-JALS

*Independent, third party bioinstrumentation clinical study

ORILAB

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20% OFF BRAND WIDE SALE*



*Some exclusions may apply.



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50% OFF

SAVE
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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**



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CLINICALLY PROVEN TO
STRENGTHEN & REPAIR HAIR
UP TO 97% IN 2 MINUTES.



K.REVIVE INTRO

Purchase:

- 1 Hair Power Mist 8.45 oz.
- 1 Express Power Mask 5.07 oz.
- 1 Peptide Leave-In Power Mask 2.7 oz.

Receive FREE:

- 1 Peptide Leave-In Power Mask 2.7 oz.
- 10 Peptide Leave-In Treatment Sachets 0.17 oz.
- 1 Set of Mirror Decals (3 Pack)

NAK-25-JFR

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Choose From:

- | | |
|---|--------------|
| Hair Power Mist 8.45 oz. Professional | NAK-03-KHPM8 |
| Express Repair Power Mask 5.07 oz. Professional | NAK-03-RPM5 |
| Peptide Leave-In Power Mask 2.7 oz. | NAK-03-KPLI2 |



NAK HAIR

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LIQUID GLOSS

A no base-break colour, designed for gentle no-lift toning and demi-colouring techniques. Replenishing hydration, condition and shine each time you gloss.



NAK HAIR

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LIQUID GLOSS TOP 15 KIT

Includes:

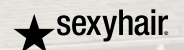
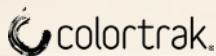
- 15 Liquid Gloss Hair Toner 2.03 oz.
(1 of each: Caramel, Latte, Mushroom, Wood, Eucalyptus, Driftwood, Sahara, Clear, Graphite, Mocha, Luna, Maple, Espresso, Oyster, Haze)
- 1 Liquid Gloss Activator Liter
- 1 Liquid Gloss Wall Chart

NAC-25-LGSM



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