

# tru**beauty**

C O N C E P T S

MARCH | APRIL 2020

**GET THE  
COVER LOOK**

WITH VITALITY'S  
pg. 2

**WELCOME!  
BOSLEY**

pg. 3

**NEW  
PRODUCTS**

ALFAPARF pg. 8

ALOXXI pg. 10

AMIKA pgs. 12-13

DEVACURL pg. 17

KERATIN COMPLEX pg. 21

WELLA pg. 29

REUZEL pg. 32

*Photo courtesy of Vitality's*

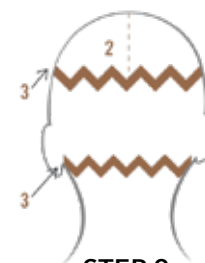
# MANUFACTURERS

Abba..... 29	Keratin Complex ..... 20-21
Alfaparf..... 8-9	Loma..... 7
Aloxxi ..... 10-11	Magic Sleek
Alterna	Milbon..... 6, 34
Amika ..... 12-13	MIN
Babe ..... 28	Moroccan
Berodin	Gold Series..... 5
B.E.S.	Morris Flamingo
Betty Dain	Neuma
Blowpro ..... 30	Nufree Nudesce
Bosley..... 3	Product Club
Burmax	Reuzel..... 32
Cadiveu	RiCi
Cameo	Roux
Clairol	SACO..... 31
ColorProof..... 14-15	Salon Equipment
Cricket	Salon Tech
Curlisto	Scruples ..... 22
DevaCurl..... 16-17	Sebastian
Divina	Style Edit
Education ..... 33	The Joy of CBD..... 24
Elchim	Tocco Magico ..... 29
Eugene Perma ..... 18-19	TruBeauty
Fatboy ..... 23	TruDesign ..... 11
Framar	Truss ..... 26-27
Fromm	Vitality's ..... 1-2, 25
GHD	Wahl
GiGi	Wella ..... 29
Graham	Wellness ..... 4
HOT Tools	Wet Brush
Intrinsics	White Sands
Jatai	X Fusion
jRL Professional	Zotos
Keracolor	

## GET THE COVER LOOK: with VITALITY'S



STEP 1



STEP 2



STEP 3

### COLOR APPLICATION STEPS:

**STEP 1 Fringe:** Standard, medium-size highlights, 1cm from roots.

**STEP 2** Balayage, 2cm from roots.

**STEP 3** Highlights, 3cm from roots.

**STEP 4** Two parts Tone Shine 11/9 + one part Tone Shine 11/71 + Tone Developer 6 Vol. on hair mass.

## 5 easy ways to order

1. Online Ordering 24/7 at [www.trubeautyconcepts.com](http://www.trubeautyconcepts.com)
2. Email us at [cs@trubeautyconcepts.com](mailto:cs@trubeautyconcepts.com)
3. Contact your TruBeauty Concepts Sales Consultant
4. Call our Customer Service Department at (888) 371-5040
5. Visit either of our convenient locations: Southampton and Rockville.

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 2020 TruBeauty Concepts, Inc. All rights reserved.

## VISIT US ONLINE FOR 24-HOUR ORDERING

[www.trubeautyconcepts.com](http://www.trubeautyconcepts.com)

- How-To's & Product Education
- Create Shopping Lists
- Item Quick Search
- Easy Navigation
- Salon Locator and More!



HOPE  
for beauty

### Stay Informed on Education!

Check our website for in-salon education opportunities and the most up-to-date classes! NEW Live Streaming Education now available, visit [trubeautyconceptstv.com](http://trubeautyconceptstv.com)!



NEW

# BOSLEY®

## PROFESSIONAL STRENGTH™

### SCALP & HAIR CARE

#### LARGE SALON OPENER

##### Purchase:

- 2 BosDefense Shampoo for Color-Treated Hair 10 oz.
- 2 BosDefense Conditioner for Color-Treated Hair 10 oz.
- 2 BosDefense Treatment for Color-Treated Hair 6.8 oz.
- 2 BosRevive Shampoo for Color-Treated Hair 10 oz.
- 2 BosRevive Conditioner for Color-Treated Hair 10 oz.
- 2 BosRevive Treatment for Color-Treated Hair 6.8 oz.
- 2 BosRevive Shampoo for Non Color-Treated Hair 10 oz.
- 2 BosRevive Conditioner for Non Color-Treated Hair 10 oz.
- 2 BosRevive Treatment for Non Color-Treated Hair 6.8 oz.
- 2 Women's Healthy Hair Vitality Supplement 60 ct.
- 2 Men's Healthy Hair Vitality Supplement 60 ct.
- 2 Healthy Hair Follicle Energizer 1 oz.
- 1 Volumizing & Thickening Nourishing Leave-In 6.8 oz.
- 1 Rejuvenating Scalp Scrub 4 oz.
- 1 Volumizing & Thickening Styling Hairspray 9 oz.
- 1 Style+ Blow Dry & Styling Gel 5.1 oz.
- 1 Volumizing & Thickening Styling Mousse 6.8 oz.

##### Receive FREE:

- 1 BosDefense Starter Kit for Color-Treated Hair
- 1 BosRevive Starter Kit for Color-Treated Hair
- 1 BosRevive Starter Kit for Non Color-Treated Hair
- 1 BosDefense Shampoo for Color-Treated Hair 33 oz.
- 1 BosDefense Conditioner for Color-Treated Hair 33 oz.
- 1 Large Merch Kit

**Kit Includes:** 6 Small White Retail Bags, 25 Consumer Brochures, 25 BosRevive For Color-Treated Hair Shampoo/Conditioner Foil Packettes, 10 Style+ Blow Dry and Styling Gel Foil Packettes

BOS-21-SALOP

SAVE  
19%

FREE



CREATE THICKER, FULLER LOOKING HAIR

COLOR SAFE + CRUELTY FREE + PARABEN FREE + VEGAN + SULFATE FREE

# WELLNESS

Premium Products



## LARGE INTRO

### Includes:

- 5 Hemp Seed Oil Deep Hydrating Shampoo 17 oz.
- 5 Hemp Seed Oil Deep Hydrating Conditioner 17 oz.
- 5 Hemp Seed Oil Deep Hydrating Hair Mask 16.9 oz.
- 5 Hemp Seed Oil Shampoo 17 oz.
- 5 Hemp Seed Oil Conditioner 17 oz.
- 5 Hemp Seed Oil Hair Mask 16.9 oz.
- 5 Micro Capsules Hair Mask - For Blonde Hair 16.9 oz.
- 5 Hemp Seed Oil Ampoules 0.33 oz.
- 5 Hemp Seed Oil Hair Serum 3.4 oz.
- 5 Hemp Seed Oil Lotion 6 oz.
- 5 Hemp Seed Oil Deep Hydrating Curl Define Cream 17 oz.
- 5 Hemp Seed Oil Deep Hydrating Curl Define Gel 6 oz.
- 5 Hemp Seed Oil Deep Hydrating 20/80 Cream 17 oz.
- 5 Hemp Seed Oil Hydrating Cream 6.08 oz.
- 30 Assorted Packettes

**Includes 6 Each:** Hemp Shampoo, Hemp Conditioner, Hemp Mask, Hemp Oil, Hemp Serum

WLS-21-LGIN



THE OPULENCE OF BOTANICAL HAIRCARE  
ORGANIC COLD-PRESSED HEMP SEED OIL +  
EXCLUSIVE MICRO-CAPSULE TECHNOLOGY

BOTANICAL  
ORGANIC  
VEGAN  
PARABEN-FREE  
SODIUM CHLORIDE-FREE  
GLUTEN-FREE





Introducing at



## SMALL SALON INTRO

### Includes:

- 4 Truffle Shampoo 10 oz.
- 4 Truffle Leave-In Mask 4.2 oz.
- 4 Truffle Mask 8.5 oz.
- 4 Truffle Serum 1.7 oz.
- 1 Truffle Shampoo 16.9 oz.
- 1 Truffle Treatment Mask 16.9 oz.
- 12 Samples Each: Truffle Mask, Shampoo, and Serum
- 4 Retail Bags
- Merchandising Material

MOG-21-SSI

SAVE  
48%



## Hair Care's First Luxury Black Truffle Collection



Introducing the new, exclusive Black Truffle Hair Care Collection by Moroccan Gold Series with the breakthrough beauty benefits of pure Black Truffle

- Formulated to elevate hair to its healthiest, silkier, and smoothest potential
- Rich with antioxidants and micronutrients found exclusively in Black Truffle
- Infuses strands with the highest percentages of potent amino acids, essential fatty acids, proteins, vitamins, and minerals
- Nutrient-rich formula absorbs faster and more deeply with incredible lightness that leaves hair exceptionally soft, hydrated and vibrant



**MILBON**

# SAVE 15% MOISTURE PRO TREATMENTS

## Choose From:

Moisture Pro No.1 Primer 16.9 oz.....**MLB-03-M1P**  
 Moisture Pro No.2 Repair Foam 16.9 oz. ....**MLB-03-M2RF**  
 Moisture Pro No.3 Repair Cream 17.6 oz.....**MLB-03-M3RC**  
 Moisture Pro No.4 Sealer 16.9 oz.....**MLB-03-M4S**  
 Moisture Pro No.5 Cuticle Coat 17.6 oz.....**MLB-03-M5CC**  
 Moisture Pro No.6 Weekly Booster 10 pk .....**MLB-03-M6WB**



## TRIO SAVINGS



### MOISTURE TRIO COLLECTION

#### Purchase:

1 Replenishing Shampoo 6.8 oz.  
 1 Replenishing Treatment 7.1 oz.

#### Receive **FREE**:

1 Weightless Replenishing Mist 4.1 oz.  
**MLB-21-MIOTC**

SAVE  
32%

Weightlessly nourishes and  
 enhances color vibrancy.



### VOLUME TRIO COLLECTION

#### Purchase:

1 Volumizing Shampoo 6.8 oz.  
 1 Volumizing Treatment 7.1 oz.

#### Receive **FREE**:

1 Thickening Mist 4.1 oz.  
**MLB-21-VOLTC**

SAVE  
32%

Fortify hair and create maximum  
 volume with this plumping trio.



Sulfate-free cleansing and aloe vera gel-based  
Gluten-, soy-, and paraben-free.

LOMA<sup>®</sup>  
*Naturally Inspired, Organically Infused Hair Care*



### NOURISHING TRIO

**Includes:**

- 1 Nourishing Shampoo 12 oz.
- 1 Nourishing Conditioner 12 oz.
- 1 Deep Conditioner 8 oz.

LOM-19-NMA20

SAVE  
33%

- For dry, thirsty, and chemically treated hair
- Luxurious cleansing, intensive deep conditioning results!



### MOISTURIZING TRIO

**Includes:**

- 1 Moisturizing Shampoo 12 oz.
- 1 Moisturizing Treatment 12 oz.
- 1 Smoothing Crème 8 oz.

LOM-19-MMA20

SAVE  
33%

- For normal & dry hair types
- Light hold with shine and smoothing results

### FINISHING HAIRSPRAY 9.1 OZ. BUY 6, GET 3 FREE!

LOM-19-FMA20

SAVE  
39%



### CALMING CRÈME INTRO

**Purchase:**

- 9 Calming Crème 8 oz.

**Receive FREE:**

- 3 Calming Crème 8 oz.
- 1 Calming Crème Liter

LOM-19-CMA20

SAVE  
36%



FREE

### SAVE 25% NOURISHING BACKBAR + PUMPS

**Choose From:**

- Nourishing Shampoo.....LOM-02-NG
- Nourishing Conditioner.....LOM-03-NG

LOMA<sup>®</sup> for *Life*

### SAVE 25% BUY 1 BODY LOTION, GET 1 BODY WASH AT 50% OFF

(No Mix & Match)

**Purchase:**

- 1 Body Lotion 8 oz.

**Receive at 50% Off:**

- 1 Body Wash 11.5 oz.

**Choose From:**

- Vanilla.....LOM-21-BODYV
- Citrus.....LOM-21-BODYC
- Mango.....LOM-21-BODYM



# ALFAPARF MILANO

## S SEMI DI LINO



NEW

*Launch Promotion*

## SEMI DI LINO VOLUME

GIVES BODY AND VOLUME TO FINE HAIR



### CLIMATE-PROOF

Protective barrier keeps hair hydrated as humidity & temperature change.



### VOLUME BOOST COMPLEX

Boosts volume & adds thickness to the hair fiber from roots to ends.

+ URBAN DEFENSE PRO, SHINE FIX COMPLEX & COLOR FIX COMPLEX

## SEMI DI LINO VOLUME

### Purchase:

- 4 Semi Di Lino Volumizing Low Shampoo 8.45 oz.
- 4 Semi Di Lino Volumizing Mousse Conditioner 6.76 oz.
- 4 Semi Di Lino Volumizing Spray 4.23 oz.

### Receive as a Gift:

- 2 Semi Di Lino Volumizing Low Shampoo Liter
- 1 Semi Di Lino Volume Poster
- 1 Semi Di Lino Volume Wall Chart
- 1 Semi Di Lino Volume Mirror Cling

SDL-21-MAVLP

SAVE  
36%



# COLOR, COLOR, COLOR... AND MORE COLOR!

ALFAPARF  
MILANO



COLOR WEAR  
2.05 OZ.

\*With minimum purchase of 12  
Color Wear 2.05 oz. Tubes or 3  
Color Wear Activator Liters

SAVE  
25%



PRECIOUS NATURE  
COLOR 2.05 OZ.  
BUY 10, GET 2 FREE!

(Your Choice)  
PCN-21-MAPN

SAVE  
17%



rEVOLUTION  
COLOR 3.04 OZ.  
BUY 3, GET 1 FREE!

(Your Choice)  
RJC-21-MARJC

SAVE  
25%

## FREE PIGMENTS WITH PURCHASE!



## EVOLUTION OF THE COLOR<sup>3</sup> + PIGMENTS

### Purchase:

6 Evolution of the Color<sup>3</sup> 2.05 oz. (Your Choice)

### Receive as a Gift:

1 PIGMENTS Colors 3.04 oz. (Your Choice)

APF-21-MAPIG

SAVE  
28%



X6

## LISSE DESIGN + PIGMENTS

### Purchase:

1 Lisse Design Express Kit

**Kit Includes:** Deep Cleansing Shampoo 1.35 oz.,  
Smoothing Fluid Mousse Maker 3.38 oz., and  
Rehydrating Mask 1.41 oz.

### Receive as a Gift:

1 PIGMENTS Colors 3.04 oz. (Your Choice)

LSD-21-MALDE

SAVE  
38%



## STYLE STORIES

SAVE 20%  
STYLE STORIES  
BANDED DUOS!

(No Mix & Match)

### Includes:

2 Style Stories Stylers

### Choose From:

Spray Wax 6.76 oz. .... STS-19-MASW

Texturizing Dry Shampoo 6.76 oz. .... STS-19-MADSD



## PURIFIES, PERFECTS, & ENHANCES!

SAVE 33%  
SEMI DI LINO SUBLIME  
BUY 4, GET 2 FREE!

### Choose From:

Semi Di Lino Sublime Water 1.69 oz.

Semi Di Lino Sublime Cristalli di Seta 1.5 oz.

Semi Di Lino Sublime Cristalli Liquidi 1.69 oz.

SDL-21-MASUB



# Aloxxi®

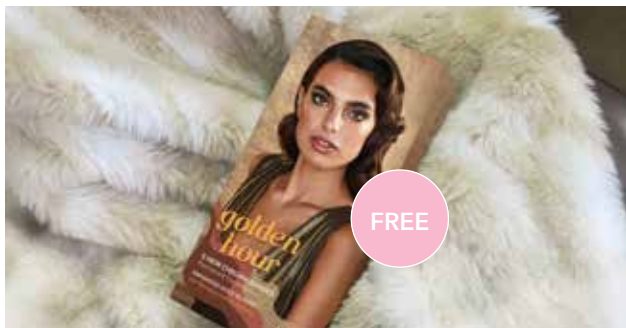
NEW

## BROWN GOLD

CHROMA® PERMANENT CREME COLOUR SHADES 2 OZ.



8.83	7.83	6.83	5.83	4.83
<b>8BrG</b> TUSCAN TOFFEE	<b>7BrG</b> OH MY AFFOGATO	<b>6BrG</b> RICHES OF SAN REMO	<b>5BrG</b> HAZELNUT STRUT	<b>4BrG</b> TRIPLE ESPRESSO
ALX-04-8BRG	ALX-04-7BRG	ALX-04-6BRG	ALX-04-5BRG	ALX-04-4BRG



FREE

### FREE NEW BROWN GOLD SHADES KIT WITH PURCHASE OF 18 TUBES OF CHROMA

**Purchase:**

18 CHROMA Permanent Creme Colour 2 oz. (Your Choice)

**Receive FREE:**

1 BROWN GOLD Shades Kit

**Kit Includes:** 4BrG- Triple Espresso 2 oz., 5BrG- Hazelnut Strut 2 oz., 6BrG- Riches Of San Remo 2 oz., 7BrG- Oh My Affogato 2 oz., 8BrG- Tuscan Toffee 2 oz., BROWN GOLD Shades Swatch Strip, and CHROMA Paper Swatch Chart

ALX-21-BGSK

SAVE  
22%

### FREE BARRIER CREME WITH ANDIAMO PURCHASE

**Purchase:**

3 ANDIAMO Express Permanent Colour 2 oz. (Your Choice)

**Receive FREE:**

1 Barrier Creme 5.07 oz.

ALX-21-ANDBC

FREE

SAVE  
15%



### FREE BOMBSHELL DUO WITH TONES PURCHASE

**Purchase:**

8 TONES Demi-Permanent Colour 2 oz. (Your Choice)

**Receive FREE:**

1 Bombshell Shampoo 8 oz.

1 Bombshell Conditioner 8 oz.

ALX-21-TBSC



FREE

SAVE  
31%



## FREE RRx REPARATIVE SERUM

### Purchase:

1 RRx Replenishing Cream Liter

### Receive FREE:

1 RRx Reporative Serum 16.4 oz.

ALX-21-RRXD

SAVE  
39%



## SAVE 25%

INSTABOOST CONDITIONING  
COLOR MASQUE 6.8 OZ.

BUY 1, GET 1 AT 50% OFF!

(Mix & Match)

### Choose From:

Aquamarine Dreams 6.8 oz.

Copper Cabana 6.8 oz.

Fireball Red 6.8 oz.

Good As Rose Gold 6.8 oz.

Pink, Please 6.8 oz.

Purple Reign 6.8 oz.

ALX-21-INSBO

Silver Fox 6.8 oz.

True Blue 6.8 oz.

Hazel-Nuts For You 6.8 oz.

Golden Heiress 6.8 oz.

Strictly Platinum 6.8 oz.

Gloss Boss 6.8 oz.

# Aloxxi®

SAVE 25%  
BUY 3, GET 1 FREE!

(No Mix & Match)

### Choose From:

Violet Shampoo 10.1 oz. ....ALX-21-VIOSD

Bombshell Volumizing Grip Spray 6.5 oz. ....ALX-21-BVGD



SAVE 25%  
ON SELECT VOLUMIZING  
PRODUCTS AND LIGHTENERS!

### Choose From:

Thickening Serum 3.4 oz. ....ALX-12-TS3

Volumizing Whip 6.7 oz. ....ALX-12-VW6

Ultra Lightener 14.1 oz. ....ALX-04-UL400

Freehand Lightener 14.1 oz. ....ALX-04-FHL14



3 Colors Available!

## DRAPER STYLING CHAIR

(Black - White - Mocha)  
on Flat Square Base or  
Flat Round Base



2 Colors Available!

## WESTYN STYLING CHAIR - SAV 050-B

(Black - Mocha)  
on Flat Square Base  
or Flat Round Base



# trudesign

CONCEPTS



## HALO DRYER PROCESSOR

Portable Stand on Wheels  
Wall Mount with Articulating Arm  
Available in Red, Yellow, and Silver



ECOHEADS

Unique Products That  
Make A Difference

ECOHEADS  
HOSE



ECOHEADS  
SHOWERHEAD



For more information on TruDesign, contact Mark Smith at: [marks@trudesignconcepts.com](mailto:marks@trudesignconcepts.com) | (267) 353-0344

Follow Mark on Facebook - TruDesign by Mark | TruDesign is a division of TruBeauty Concepts

# amika:

## flash instant shine mask 6.7 oz.

AMA-03-FISM6

NEW

- This flash-acting treatment mask instantly seals, softens, and hydrates hair.
- Amino acids + UV filters keep color vibrant.
- It's the boss of gloss.
- **Use it:** after wash, squeeze water from hair, apply in sections from root to tip until fully saturated. Wait at least one minute. Rinse.

## LAUNCH PROMOTION

SAVE **25%**  
BUY 3,  
GET 1 FREE!

AMA-21-FMSL





## THE CONDUCTOR

1" High Precision  
Germanium Styler

NEW



### THE CONDUCTOR STYLER

AMA-09-TCGS1

### THE CONDUCTOR LAUNCH PROMOTION

**Purchase:**

1 the conductor styler

**Receive FREE:**

1 blockade heat defense serum 1.7 oz.

AMA-21-TCLP

SAVE  
12%



FREE

**Supercharged germanium plates deliver high precision temperature control with triple benefits:** ultra smooth, moisture-locking, frizz-free results. The innovative professional design of the conductor harnesses conductive energy to give your styling power a hightech boost. The surfaces of the sleek plates contain a mix of the most efficient heat conductors known to styling: germanium particles embedded in a base of ceramic and tourmaline.

SAVE UP TO 36%

## SAVE ON TOOLS!

**Choose From:**

blowout babe thermal brush ..... **AMK-09-BBTB**  
silk glide titanium styler ..... **AMK-09-DTSOB**  
illuminati diamond ceramic styler ..... **AMA-09-INDS**  
the autopilot rotating curling iron 25mm ..... **AMA-09-ARC25**  
the autopilot rotating curling iron 32mm ..... **AMA-09-ARC32**  
polished perfection straightening brush 2.0 ..... **AMA-09-PPB2**  
blowout babe interchangeable thermal brush ..... **AMK-09-BOBIB**  
high tide deep waver ..... **AMA-09-HTDW**

the confidante styler ..... **AMK-09-COFI1**  
the antidote styler ..... **AMK-09-ANFI1**  
the accomplice dryer ..... **AMK-09-ACCOM**  
the CEO dryer ..... **AMA-09-CEOD**  
the chameleon 5 barrel  
interchangeable curling kit ..... **AMK-09-CHA5B**  
the immortal dryer ..... **AMK-09-IMMO**  
the alpha dryer ..... **AMA-09-ALPD**



### SPRING FLING

**Includes:**

1 perk up dry shampoo 5.3 oz.  
1 brooklyn bombshell blowout spray 6.7 oz.  
1 fluxus touchable hairspray 8.2 oz.  
1 signature silk scarf

**AMA-19-SFL20**

SAVE  
41%



## SAVE 15% HAIRSPRAY SAVINGS!

**Choose From:**

fluxus touchable hairspray 8.2 oz. .... **AMA-05-FTH8**  
headstrong intense hold hairspray 8.2 oz. .... **AMA-05-HHH8**

# SO FRESH & SO CLEAN!



## SuperSheer™ System

ZERO SILICONES | ZERO FRAGRANCE | 100% VEGAN



**SAVE 25%**  
SUPERSHEER STOCK UP  
BUY 3, GET 1 FREE!  
(No Mix & Match)

**Choose From:**

SuperSheer Clean Shampoo 8.5 oz.....**CPF-21-SSCS**  
SuperSheer Clean Conditioner 8.5 oz.....**CPF-21-SSCC**



**OFFER CLIENTS MORE!**

Pro Sizes provide clients even better value than the retail size! Say goodbye forever to red, irritated skin and scalp with the first and only hypoallergenic, fragrance-free, silicone-free formulas.

**SAVE 25%**  
PRO SIZE SUPERSHEER

**Choose From:**

SuperSheer Clean Shampoo 25.4 oz. .... **CPF-02-SSC25**  
SuperSheer Clean Conditioner 25.4 oz. .... **CPF-03-SSC25**





**BioRepair-8®** is clinically-proven to prevent and treat hair loss. Offer clients ColorProof's award-winning Thickening Spray on the house with the purchase of a retail kit.

## BIOREPAIR-8® ANTI-THINNING SCALP & HAIR SYSTEM

The Best Defense  
Against Hair Loss

FREE



BUY A RETAIL KIT,  
GET A THICKENING  
BLOW DRY SPRAY FREE!

**Purchase:**

1 BioRepair-8 Anti-Thinning Scalp & Hair Therapy Kit

**Kit Includes:** BioRepair-8 Anti-Thinning Shampoo 8.5 oz.,  
BioRepair-8 Anti-Thinning Condition 8.5 oz., BioRepair-8 Stem  
Cell Scalp Serum 3.4 oz., Exfoliating Scalp Brush

**Receive FREE:**

1 BioRepair-8 Thickening Blow Dry Spray 5.1 oz.

CPF-21-BR8TD

SAVE  
20%

# THE STYLE EDIT

Spring is in the hair! Time to refresh your styling stock.  
Use your **FREE** product as a tester or at your styling station!

SAVE 25%

## STYLING ESSENTIALS BUY 3, GET 1 FREE!

(No Mix & Match)

**Choose From:**

RuleBreaker Firm Flexible Wax 1.7 oz. .... CPF-21-RBWA  
AllAround Color Protect Working Hairspray 9 oz. .... CPF-21-AAWS  
FiberBlast Texture Crème 2.5 oz. .... CPF-21-FBCD  
SuperPlump Whipped Bodifying Mousse 7.5 oz. .... CPF-21-SPBM



# DevaCurl®

## 3-step routine kits

### Cleanse, Condition, Style

Complete regimens to support clients on their transformation journey.



#### Wavy Kit Includes:

Low-Poo Delight® 8 oz.  
One Condition Delight™ 8 oz.  
Wave Maker™ 3 oz.  
High Shine® 0.17 oz.  
Deva Travel Case  
DVA-19-RWR

#### Curly Kit Includes:

No-Poo® Original 8 oz.  
One Condition® Original 8 oz.  
Styling Cream 3 oz.  
High Shine® 0.17 oz.  
Deva Travel Case  
DVA-19-RCR

#### Super Curly Kit Includes:

No-Poo Decadence® 8 oz.  
One Condition Decadence® 8 oz.  
SuperCream™ 3 oz.  
High Shine® 0.17 oz.  
Deva Travel Case  
DVA-19-RSCR

(31% savings)

## free gift with a \$300 open stock purchase\*

#### March:

Light Defining Gel 32 oz.  
Ultra Defining Gel 32 oz.  
Arc AnGEL Gel™ 32 oz.  
DVA-21-MGWP

B'Leave-In® 16 oz.  
Super Stretch® 8 oz.

\*1 per customer, while supplies last

#### April:

20 | DevaCurl Shopping Bags  
DVA-21-AGWP

\*1 per customer, while supplies last

Visit [Devacurlpro.com](http://Devacurlpro.com) for education, how-tos, and product knowledge.



curls that speak

# VOLUME

New

## supermousse™

### Moisture-Rich Coconut Volumizer

Give Your Clients Day 3 Mega-Volume on Day 1

Moisture-rich, alcohol-free mousse with coconut water, tucuma butter, and the VolumiCurl Complex supercharges curls with maximum volume and moisture plus definition for a soft, no-crunch finish.

5 oz.  
DVA-12-SMCV5

100%  
SULFATE  
PARABEN  
SILICONE  
FREE

#### SALON OFFER

##### Purchase:

6 | SuperMousse 5 oz.

##### Receive Free:

1 | SuperMousse 5 oz.  
4 | SuperMousse 1.7 oz.  
Corrugated Display  
Collateral

(29% savings) DVA-21-SMSO



#### STYLIST OFFER

##### Purchase:

2 | SuperMousse 5 oz.

##### Receive Free:

1 | SuperCream 5 oz.

(33% savings) DVA-21-SMSTO



# EUGÈNE PERMA

PROFESSIONNEL | PARIS

## SOLARIS THE ABSOLUTE BLONDE EXPERT

### SOLARIS PAT7

**Purchase:**

1 Solaris Pat7 8.82 oz.

**Receive FREE:**

1 Oxycrem Liter (Your Choice)

**Choose From:** 10, 20, 30, or 40 Vol.

1 Color Bowl

1 Color Brush

1 Highlight Board

1 Pat7 Lightening Paste Brochure

SOL-21-MASP7

FREE

SAVE  
56%



**POUDR6 LIGHTENING:** Up to 6 tones.

**POUDR7 LIGHTENING:** Up to 7 tones.

**POUDR9 LIGHTENING:** Up to 9 tones.

**PAT7 LIGHTENING:** Up to 7 tones.

**LAIT NEUTRALIZING MILK:** Regulates the porosity  
& promotes the unison of a recoloration.

### SOLARIS

**Purchase:**

2 Poudr9 15.87 oz.

**Receive FREE:**

1 Poudr6 or Poudr7 15.87 oz. (Your Choice)

SOL-21-MASP9

FREE

SAVE  
32%



### SOLARIS + CARMEN

**Purchase:**

2 Poudr6 or Poudr7 15.87 oz. (Your Choice)

1 Solaris Lait Neutralizing Milk 16.9 oz.

**Receive FREE:**

1 Carmen Tone on Tone P\*02 2.03 oz.

1 Carmen Tone on Tone P\*12 2.03 oz.

1 Carmen Tone on Tone P\*23 2.03 oz.

1 Carmen Tone on Tone Developer Liter (Your Choice)

**Choose From:** 5, 9, or 15 Vol.

SOL-21-MASPM

FREE

SAVE  
26%





# CARMEN COLOR

# EUGÈNE PERMA

PROFESSIONNEL | PARIS



## CARMEN HIGH-COVERAGE TRY ME KIT

### Purchase:

- 1 High-Coverage Shade - 4C+ 2.03 oz.
- 1 High-Coverage Shade - 5C+ 2.03 oz.
- 1 High-Coverage Shade - 6C+ 2.03 oz.
- 1 High-Coverage Shade - 7C+ 2.03 oz.

### Receive FREE:

- 1 Oxycrem Liter (Your Choice)
- Choose From:** 10, 20, 30, or 40 Vol.
- 1 High-Coverage Swatch Insert

CRU-21-MAHCT



FREE

SAVE  
30%



## CARMEN

X36

### Purchase:

- 36 Carmen Shades 2.03 oz. (Your Choice)

### Receive FREE:

- 2 Oxycrem Liter (Your Choice)
- Choose From:** 10, 20, 30, or 40 Vol.
- 1 Eugene Perma Branded Tote
- 1 Color Bowl
- 1 Color Brush
- 1 Apron

CRU-21-MACRU

SAVE  
23%



FREE

## FREE YOUR CREATIVITY!



**WHY CHOOSE BLUSH FLASHY MIX?** MIX, CREATE, DILUTE according to your inspiration; invent a new creation for every style. 8 ultra-trendy shades that can be mixed together plus 1 CLEAR formula, allows you to create your own pastels.

## SAVE 40% BLUSH FLASHY MIX!

### Choose From:

- Blue 3.38 oz. .... BLS-04-FBLUE
- Clear 3.38 oz. .... BLS-04-FCLR
- Green 3.38 oz. .... BLS-04-FGRN
- Lavender 3.38 oz. .... BLS-04-FLAV
- Magenta 3.38 oz. .... BLS-04-FMGN
- Pink 3.38 oz. .... BLS-04-FPNK
- Purple 3.38 oz. .... BLS-04-FPRP
- Red 3.38 oz. .... BLS-04-FRED
- Yellow 3.38 oz. .... BLS-04-FYLW

# KERATINCOMPLEX®



## Discover Smooth

### AWARD-WINNING SMOOTH

**Purchase:**  
1 NKST 16. oz.

**Receive FREE:**  
12 Color Care Duo Packettes 0.68 oz.  
1 Smoothing Treatment Guide  
KCX-21-MAAWS



SAVE  
19%

### REPARATIVE SMOOTH

**Purchase:**  
1 NKSTB 8 oz.

**Receive FREE:**  
4 KeraLuminous High-Lift Shades 3.4 oz.  
(Your Choice)  
1 Keratin Obsessed 1.7 oz.  
KCX-21-MARS



FREE

SAVE  
26%

### CUSTOMIZABLE SMOOTH

**Purchase:**  
1 PBO 8 oz.

**Receive FREE:**  
1 Clarify 8 oz.  
1 PPH 8 oz.  
KCX-21-MACS



FREE

SAVE  
29%



FREE

### KERATIN-ENHANCED BLONDE

**Purchase:**  
2 It's a Blonde Thing Keratin Lightening System 1 lb.

**Receive FREE:**  
1 Blondeshell Debrass Shampoo Liter  
1 Blondeshell Debrass Conditioner Liter  
KCX-21-MAKEB

SAVE  
48%



INFUSION KERATIN  
REPLENISHER 4 OZ.  
BUY 3, GET 1 FREE!

KCX-21-MAIKR

SAVE  
25%



# INTRODUCING Try Me Kits



# KERATIN COMPLEX®

## EACH KIT INCLUDES:

- 2-3 Treatment Applications
- Bonus: 2 Color Care Duo Packettes

### EBO

#### Includes:

- 1 Express Blow Out 3 oz.
- 1 Clarify Shampoo 4 oz.
- 2 Color Care Duo Packettes 0.34 oz.

KCX-19-EBOT

### NKST

#### Includes:

- 1 Natural Keratin Smoothing Treatment 3 oz.
- 1 Clarify Shampoo 4 oz.
- 2 Color Care Duo Packettes 0.34 oz.

KCX-19-NKSTK



### NKSTB

#### Includes:

- 1 Natural Keratin Smoothing Treatment for Blonde Hair 3 oz.
- 1 Clarify Shampoo 4 oz.
- 2 Color Care Duo Packettes 0.34 oz.

KCX-19-BNKST

### PBO

#### Includes:

- 1 Personalized Blow Out 3 oz.
- 1 PicturePerfect Hair 4 oz.
- 1 Clarify Shampoo 4 oz.
- 2 Color Care Duo Packettes 0.34 oz.

KCX-19-PBOT

### KCMAX

#### Includes:

- 1 KCMAX Maximum Keratin Smoothing Treatment 3 oz.
- 1 KCMAX Maximum Pre-Treatment Shampoo 3 oz.
- 1 KCMAX Maximum Keratin Treatment Spray 4 oz.
- 2 KCMAX Daily Treatment Spray 5 oz.
- 2 Color Care Duo Packettes 0.34 oz.

KCX-19-KCMTM

NEW

## SAVE 20% on Shampoo & Conditioner Duos

Includes: 1 Shampoo 13.5 oz., 1 Conditioner 13.5 oz.

Keratin Care KCX-21-MACCC	Color Care KCX-21-MACCC	Blondeshell KCX-21-MAVBT	Timeless Color KCX-21-MAVBT	Keratin Volume KCX-21-MAVBT
Fights frizz and smooths for all hair types	Fights frizz and smooths for color-treated hair	Purple formula brightens and debrasses for all shades	Color-protecting and hydrating for color-treated hair	Lightweight volume-boosting duo for all hair types especially fine, flat hair

## BEAT THE HEAT!

### SAVE 10% INTEGRITY TOOLS

#### Choose From:

INTEGRITY TOOLS Blow Dryer ..... **SCR-09-BLOW**  
INTEGRITY TOOLS Flat Iron..... **SCR-09-FLAT**  
INTEGRITY TOOLS Multi-Use Styler..... **SCR-09-STYLE**



### SAVE UP TO 10% SILK SERUM | OPEN STOCK

#### Choose From:

SS Smooth & Shine 2 oz. .... **SCR-12-SS3**  
SS Smooth & Shine 6 oz. .... **SCR-12-SS6**  
SS Smooth & Shine 12 oz. .... **SCR-12-SS12**



### SILK SERUM TRIO BOX

#### Includes:

1 SS Smooth & Shine 2 oz.  
1 SS Smooth & Shine 6 oz.  
1 SS Smooth & Shine 12 oz.

**SCR-19-TRIO**

SAVE  
20%



### POWER BLONDE LIGHTENING & TONING INTRO UNIT

#### Includes:

8 POWER BLONDE Conditioning Gel Toner Shades 2.05 oz.

**Includes 1 Each:** Caramel, Cosmo, Cream, Ice, Iris, Mist, Platinum, Steel  
1 POWER BLONDE 9+ Lightening Powder 10.6 oz.  
1 POWER BLONDE Balayage Clay Lightener 16 oz.  
1 PURE OXI Creme Developer 10 Vol. 8.5 oz.  
1 PURE OXI Creme Developer 40 Vol. 8.5 oz.  
1 POWER BLONDE Enhancing Shampoo 8.5 oz.  
1 POWER BLONDE Enhancing Conditioner 8.5 oz.  
1 POWER BLONDE Swatch Ring  
1 POWER BLONDE Fashion Toner Swatch Card  
1 POWER BLONDE Brochure

**SCR-21-POWER**

SAVE  
40%



## BIG VOLUME LIGHT TOUCH

### SAVE 10% HIGH DEFINITION VOLUMIZING COLLECTION

#### Choose From:

HD Volumizing Mousse 10.6 oz. .... **SCR-12-HDMOO**  
HD Volumizing Root Lifter 10.6 oz. .... **SCR-12-HDLIF**  
HD Volumizing & Finishing Hair Spray 10.6 oz. .... **SCR-05-HDFHS**



### HIGH DEFINITION VOLUMIZING TRIO BOX

#### Includes:

1 HD Volumizing Mousse 10.6 oz.  
1 HD Volumizing Root Lifter 10.6 oz.  
1 HD Volumizing & Finishing Hair Spray 10.6 oz.

**SCR-19-H19HD**

SAVE  
20%



## SAVE 29% URBAN SHOCK SALE!

#### Choose From:

Color Craze 2.5 oz.:

Blue ..... **SCR-04-USB**  
Green ..... **SCR-04-USG**  
Pink ..... **SCR-04-USHP**  
Orange..... **SCR-04-USO**  
Purple..... **SCR-04-USP**  
Red ..... **SCR-04-USR**  
Yellow..... **SCR-04-USY**  
Teal ..... **SCR-04-UST**

Brights 3.04 oz.:

Aqua - Mint ..... **SCR-04-UAQMI**  
Berry - Magenta ..... **SCR-04-UBEMA**  
Ruby - Rose ..... **SCR-04-URURO**  
Lemon Meringue..... **SCR-04-USLEM**  
Amethyst - Lilac..... **SCR-04-UAMLI**  
Cobalt - Sky..... **SCR-04-UCOSK**  
Charcoal - Silver ..... **SCR-04-UCHSI**  
Clear Mixer..... **SCR-04-UCLR**



## SAVE 20% SELECT STYLING!

#### Choose From:

CREME PARFAIT volumizing foam 8.5 oz. .... **SCR-12-PVF8**  
ROCK HARD finishing spray 10.6 oz. .... **SCR-05-PRH10**

# fatboy®



**TOUGH GUY  
WATER WAX 2.2 OZ.  
BUY 6, GET 1 FREE**

**FAT-21-TOUGH**

**SAVE  
14%**

TOUCH GUY WATER WAX provides just the right amount of shine without the grease of traditional, oil-based waxes; achieving a polished and touchable look with a medium strength hold.



## MEDIUM INTRO

### Includes:

- 3 DAILY HYDRATING SHAMPOO 10 oz.
- 3 DAILY HYDRATING CONDITIONER 10 oz.
- 3 TOUSLE & GO TEXTURE SPRAY 6 oz.
- 3 FIBER MOUSSE ROOT BOOSTING FOAM 6 oz.
- 3 ULTRA CLEAN DRY SHAMPOO 3.5 oz.
- 3 MOLDABLE LACQUER STRONG HOLD HAIRSPRAY 8 oz.
- 3 DEFINING FINISH FLEXIBLE HOLD HAIRSPRAY 8 oz.
- 3 TACKY OIL PROTECTIVE STYLER 3 oz.
- 3 SPRAY PUTTY FLEXIBLE MATTE HOLD 4.8 oz.
- 3 STYLING CREAM 3.4 oz.
- 3 PERFECT PUTTY 2.2 oz.
- 3 SEA SALT POMADE 2.2 oz.
- 1 DAILY HYDRATING SHAMPOO Liter
- 1 DAILY HYDRATING CONDITIONER Liter
- 2 ULTRA CLEAN DRY SHAMPOO 1 oz.
- 2 MOLDABLE LACQUER STRONG HOLD HAIRSPRAY 1.5 oz.
- 2 DEFINING FINISH FLEXIBLE HOLD HAIRSPRAY 1.5 oz.

**FAT-21-MEDIU**

**SAVE  
25%**

## LARGE INTRO

### Includes:

- 6 DAILY HYDRATING SHAMPOO 10 oz.
- 6 DAILY HYDRATING CONDITIONER 10 oz.
- 6 TOUSLE & GO TEXTURE SPRAY 6 oz.
- 6 FIBER MOUSSE ROOT BOOSTING FOAM 6 oz.
- 6 ULTRA CLEAN DRY SHAMPOO 3.5 oz.
- 6 MOLDABLE LACQUER STRONG HOLD HAIRSPRAY 8 oz.
- 6 DEFINING FINISH FLEXIBLE HOLD HAIRSPRAY 8 oz.
- 6 TACKY OIL PROTECTIVE STYLER 3 oz.
- 6 SPRAY PUTTY FLEXIBLE MATTE HOLD 4.8 oz.
- 6 STYLING CREAM 3.4 oz.
- 6 PERFECT PUTTY 2.2 oz.
- 6 SEA SALT POMADE 2.2 oz.
- 2 DAILY HYDRATING SHAMPOO Liter
- 2 DAILY HYDRATING CONDITIONER Liter
- 4 ULTRA CLEAN DRY SHAMPOO 1 oz.
- 4 MOLDABLE LACQUER STRONG HOLD HAIRSPRAY 1.5 oz.
- 4 DEFINING FINISH FLEXIBLE HOLD HAIRSPRAY 1.5 oz.

**FAT-21-LARGE**

**SAVE  
18%**



# THE JOY OF CBD

ELEVATE  
YOUR BEAUTY  
ROUTINE.

## EXPERIENCE THE JOY OF CBD

The Joy of CBD collection was designed to deliver the many benefits of CBD through innovative formulas and pure ingredients.

The products contain the highest-quality ingredients that provide anti-aging benefits and relief from pain & inflammation.

The Joy of CBD luxury wellness collection delivers beauty from the inside out.



HELPS  
ANXIETY



PAIN  
RELIEF



ENHANCES  
CREATIVITY



ENHANCES  
WELLNESS



MIND  
RELAXATION

### ULTIMATE CBD TRY ME KIT

#### PURCHASE

1 Hemp Oil Drops Mint 500 MG 1 oz.

1 Relief Roller 150 MG 1 oz.

#### GET FREE

1 Pain Cream 125 MG 1 oz.

CBD-21-UTMK

### BUY 5 GET 1 FREE RELIEF ROLLER

#### PURCHASE

5 Relief Roller 150 MG 1 oz.

#### GET FREE

1 Relief Roller 150 MG 1 oz.

1 Joy of CBD Tent Card

CBD-21-RRD

### HEMP OIL DROPS 1200 MG CBD

Mint Hemp Oil Drops 1200 MG 1 oz.

CBD-10-JO121

Natural Hemp Oil Drops 1200 MG 1 oz.

CBD-10-JO120

### NEW! SUPER STRENGTH

## 10% SAVINGS

CBD MAY HELP TO:  
REDUCE MUSCLE TENSION  
FIGHT INFLAMMATION  
RELIEVE NAUSEA  
REDUCE ANXIETY



# VITALITY'S

## ICE 9 EXTREME BLONDE

- SUITABLE FOR ALL BLEACHING PURPOSES
- USE WITH ANY BLEACHING POWDER TO MAKE A CLAY CONSISTENCY
- DELICATE FRAGRANCE
- UP TO 9 TONES OF COLD
- WITH BETAINE AND MACADAMIA NUT OIL



### ICE9 DEAL

#### Purchase:

1 Ice9 Extra-Lightening Bleaching Powder 17.6 oz.  
1 Ice9 Activating Cream 30 Vol. Liter

#### Receive **FREE**:

1 Ice9 Extra-Lightening Bleaching Powder 17.6 oz.  
1 Ice9 Activating Cream 30 Vol. Liter

VIT-21-I9BG

SAVE  
50%



### GET THE LOOK DEAL

#### Purchase:

1 Ice9 Extra-Lightening Bleaching Powder 17.6 oz.  
1 Ice9 Activating Cream 30 Vol. Liter  
2 Tone Shine 11/9 - Platinum Brown 3.4 oz.

#### Receive **FREE**:

2 Tone Shine 11/71 - Platinum Pearl Ash 3.4 oz.  
1 Tone Activator 6 Vol. Liter  
1 Magic Drops 3.3 oz.

VIT-21-GTLD

SAVE  
32%



Vitality's is your Italian hairstyling partner.





### FLUID DEEP RECONSTRUCTION

- Powerful anti-breakage and anti-excessive elasticity professional treatment that thickens the hair diameter, lowering the risk of hair breakage.
- It neutralizes the action of the lightening powder and makes hair stronger before and after highlighting services.

TRS-03-FDR16



### NO METAL SHAMPOO

- It removes residues and impurities from hair without damaging and without opening the cuticles.
- Absorbs heavy metals (such as copper, lead, mercury) and chlorine.
- Prevents the formation of free radicals and their toxic effects.
- Perfect for post-discoloration and recoloring/tinting.
- Highly recommended in chemical pre-treatments to decrease the possibility of chemical incompatibility.

TRS-02-NME33

**The special foils you see all over Social Media have arrived and we have a special deal for you**

**Buy TRUSS complete line of professional treatments and get free liter sizes for your backbar**



**BUY**  
2 units of Air.Libre  
3 units of Blanc.Blond  
2 units of 8X Powder

**GET**  
2 pack of Foil Paper (Large)  
1 pack of Foil Paper (Short)  
4 units of Deluxe Prime

Foil Paper: 4"X19" | 4"X9"

**29% SAVINGS**

TRS-21-F01



**BUY**  
1 kit of Fast Repair  
1 unit of K Recovery  
1 unit of High Liss Regular  
1 unit of High Liss Blond  
1 unit of Infusion

**GET**  
2 units of Amino  
2 units of Net Mask  
1 unit of Blond Shampoo Liter  
1 unit of Blond Mask Liter  
1 unit of Therapy Shampoo Liter

**31% SAVINGS**

TRS-21-MJ19M

**Foils:** Double-sided foil that does not require the use of a foil board, no need for sealing clips, and does not slide.

**Air.Libre:** Collagen-based lightener for all your balayage techniques. Treat as you bleach!

**Blanc.Blond:** Fast lift for darker and coarse hair.

**8X Powder:** A bond builder in a powder form. Protection, shine, and better viscosity.

**Deluxe Prime:** Detangler, leave-in, porosity equalizer. All-in-one.

**Fast Repair:** 12 minute deep conditioning system. 20 days frizz-free.

**K Recovery:** Instant reconstruction prior to blowouts and highlights.

**High Liss:** A smoothing system that releases no fumes in the air and makes hair soft and manageable.

**Infusion:** A vegan wax for hair reconstruction that gets your clients frizz-free for 45 days.

**FREE:**

**Amino:** Heat protection with shine and amazing fragrance.

**Net Mask:** A mask in fibers for extra hydration and shine.

**Blond Shampoo and Mask:** Keeping your blondes beautiful and brassy-free has never been this easy!

**Therapy:** Your perfect shampoo to treat all scalp disorders.





**OFFER 04**

**BUY**  
2 units of Blanc.Blond

**GET**  
1 unit of K Recovery

**41% SAVINGS**

TRS-21-MJBBK

**Blanc.Blond:** Issues fighting brassiness but concerned of letting it sit for too long? No worries, Blanc.Blond has a very low amount of Ammonia with an ample amount of Argan Oil in a violet base that will take your resistant textures to the next level.

**K Recovery:** Packed with vegetable Keratin and vegetable collagen, this treatment will make hair stronger prior to blowouts and prior to highlights.

**How to use:** On damp hair, apply one or two pumps in the areas where the hair is compromised. Blowout and style or blowout and proceed with highlights normally. Apply K Recovery once again prior to styling.

**Product output:** Up to 40 applications.

**Recommended service charge:** \$10-\$20 per app.

**WINTER 04**

**BUY**  
1 unit of Bidimensional  
1 unit of Infusion  
1 unit of Net Mask

**GET**  
1 unit of Amino  
1 unit of Deluxe Prime

**24% SAVINGS**

TRS-21-F04

**Infusion:** A vegan wax for hair reconstruction that will give your clients frizz-free, healthy, and shiny hair for 45 days.

**How to use:** On dry hair, apply Infusion from the middle shaft to the ends. Let it sit for 30 minutes. Shampoo it twice using Bidimensional Shampoo. Rinse. Apply Net Mask for 5 minutes and rinse. Towel dry hair and spray Amino. Style as desired.

**Product output:** Up to 13 applications.

**Recommended service charge:** \$50-\$75 + blowout.

**Net Mask:** An incredible mask in fibers that will add a lot of shine, moisture, and frizz control. Clap your hands to activate the fibers.

**Amino:** A hair perfume that protects against the damages caused by hot tools and avoids color fading. A top seller!

# Babe

HAIR EXTENSIONS®



*Meet your new  
Solutions Guide!*

Display this conversation starter to  
create the ultimate transformations  
for your clients today.

**GET THE BABE HAIR FLIPBOOK  
FREE WHEN YOU SPEND  
\$300 IN BABE HAIR!**

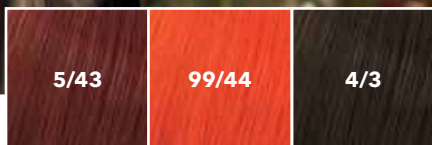
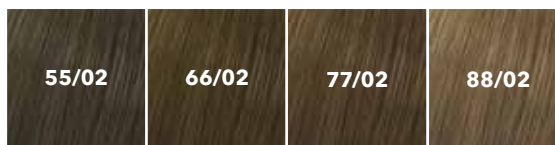


Promotion valid from 3/1 to 4/30.

Limit 2 books per customer.

[BABEHAIREXTENSIONS.COM](http://BABEHAIREXTENSIONS.COM)





## KOLESTON PERFECT ME+ AUBURN MALL OPENER

### Purchase:

6 KP ME+ Permanent Creme Hair Color 2.02 oz. (Your Choice)

### Receive FREE:

1 KP ME+ Welloxon Perfect Crème Developer 20 Vol. (6%) Liter

1 KP ME+ 5/43 2.02 oz.

1 KP ME+ 99/44 2.02 oz.

1 KP ME+ 4/3 2.02 oz.

KPM-21-NASO

SAVE  
39%

## SAVE 10% KOLESTON PERFECT ME+ INTENSE NATURAL SHADES

### Choose From:

KP ME+ Intense Natural 55/02 2.02 oz..... KPM-04-5502

KP ME+ Intense Natural 66/02 2.02 oz. .... KPM-04-6602

KP ME+ Intense Natural 77/02 2.02 oz..... KPM-04-7702

KP ME+ Intense Natural 88/02 2.02 oz. .... KPM-04-8802

Available in TruBeauty's Rockville, MD Store Location (301) 217-0019  
or on our website at [www.trubeautyconcepts.com](http://www.trubeautyconcepts.com)



FREE

## TRUE SHAPES HERBAL THERAPY ACID WAVE KIT BUY 3, GET 1 FREE!

ABA-21-TRSD

SAVE  
25%

- For normal, tinted, and highlighted hair (up to 40%)
- Improved conditioning
- A low odor & low ammonia formula
- True-to-rod size results
- Enhanced elasticity with soft, shiny results

## CRAFT LUMINOUS, YOUTHFUL HAIR COLOR with Multi Complex



FREE

Powered by a blend  
of Hyaluronic acid  
and eco-certified  
green tea extracts

## MULTI COMPLEX

### Purchase:

10 Multi Complex Permanent Shades 3.3 oz. (Your Choice)

### Receive FREE:

3 Multi Complex Oxy Developer Liter (Your Choice)

MCS-21-MA20D

SAVE  
25%

the blowout experts®  
**blowpro®**



## 20% OFF SELECT TOOLS

*Choose from:*

<b>titanium</b>   style dryer .....	BHC-09-DRYER
<b>titanium</b>   curling wand .....	BHC-09-WAND
<b>titanium</b>   flat iron .....	BHC-09-FIRON
<b>titanium</b>   travel dryer .....	BHC-09-TTD
<b>titanium</b>   wave maker curling wand .....	BHC-09-CIRON
<b>pink edition</b>   titanium flat iron .....	BHC-09-PIRON
<b>pink edition</b>   blow dryer .....	BHC-09-PDRY
<b>body by blow</b>   styling iron .....	BHC-09-BIRON



## BUY ONE, GET ONE 20% OFF

**faux dry** | dry shampoo puff 1.7 oz.  
BHC-21-FD1MA



## BUY ONE, GET ONE FREE

*Choose from:*

<b>blow out</b>   serious non-stick hair spray 10 oz. ....	BHC-21-BMA20
<b>after blow</b>   strong hold finishing spray 10 oz. ....	BHC-21-AMA20
<b>faux dry</b>   faux dry aerosol 7 oz. ....	BHC-21-FMA20



## HAIR CARE

*Choose from:*

<b>blow up</b>   daily volumizing shampoo 8 oz. ....	BHC-02-BW6
<b>blow up</b>   daily volumizing conditioner 8 oz. ....	BHC-03-BN6
<b>hydra quench</b>   daily hydrating shampoo 8 oz. ....	BHC-02-BW7
<b>hydra quench</b>   daily hydrating conditioner 8 oz. ....	BHC-03-BN7
<b>damage control</b>   daily repairing shampoo 8 oz. ....	BHC-02-BW8
<b>damage control</b>   daily repairing conditioner 8 oz. ....	BHC-03-BN8

20%  
OFF





# SUPERNATURE SUPERFOOD FOR YOUR HAIR



**FREE** of Sulfates, Petroleum, Parabens, Silicones, Phthalates, Phosphates, and Fragrances!



**Vegan. No Testing on Animals.**  
**Contains Certified Organic Essential Oils. Plant-Derived.**

## PROMOTION #1

### Purchase:

- 1 Revitalize Shampoo 8.4 oz.
- 1 Revitalize Conditioner 8.4 oz.
- 1 Hydrating Mask 8.5 oz.
- 1 Primer 5.2 oz.
- 1 Silk Smooth 3.8 oz.
- 1 Re-Build 6.8 oz.
- 1 Volume Mousse 8.5 oz.
- 1 Big 5.1 oz.

### Receive FREE:

- 1 DVD #3 Pulse Collection
- 1 Month FREE [sacoeducation.com](http://sacoeducation.com)

SAC-21-99PD

SAVE  
42%

## PROMOTION #2

### Purchase:

- 1 Revitalize Shampoo 8.4 oz.
- 1 Revitalize Conditioner 8.4 oz.
- 1 Hydrating Mask 8.5 oz.
- 1 Big 5.1 oz.
- 1 Primer 5.2 oz.
- 1 Hydrating Shampoo 8.4 oz.
- 1 Hydrating Conditioner 8.4 oz.
- 1 Silk Smooth 3.8 oz.
- 1 Re-Build 6.8 oz.
- 1 Volume Mousse 8.5 oz.
- 1 Re-Shape 3.4 oz.

### Receive FREE:

- 1 SACO Collection DVD #4
- 1 DVD #3 Pulse Collection
- 3 Months FREE [sacoeducation.com](http://sacoeducation.com)

SAC-21-149PD

SAVE  
48%

# REUZEL

## SAVE UP TO 16% PIG PEN POMADE INTRO

### Purchase:

1 Pigpen Pomade

**Includes:** 6 Pig Pomades 4 oz.

### Receive FREE:

1 Corresponding Pigpen Pomade Tray Display

### Choose From:

Water Pigpen - 3 Red & 3 Blue Pomade Pig 4 oz. ....REU-21-MAPRB

Wax Pigpen - 3 Green & 3 Pink Pomade Pig 4 oz. ....REU-21-MAPGP

Hybrid Pigpen - 3 Fiber & 3 Clay Pomade Pig 4 oz. ....REU-21-MAPFC

Extreme Pigpen - 6 Extreme Pomade Pig 4 oz. ....REU-21-MAPPE



## CARE INTRO

### Purchase:

3 Daily Shampoo 11.83 oz.

3 3-in-1 Shampoo 11.83 oz.

3 Scrub Shampoo 11.83 oz.

3 Daily Conditioner 11.83 oz.

3 Hair Tonic 11.83 oz.

1 Daily Shampoo Liter

1 3-in-1 Shampoo Liter

### Receive FREE:

1 Scrub Shampoo Liter

1 Daily Conditioner Liter

1 Hair Tonic 16.9 oz.

3 Liter Pumps

2 Care Intro Displays

REU-21-MACAI



SAVE  
36%

## NEW HOGLECTIBLES!

### Purchase:

2 Pigpen Intros  
(Mix and Match)

### Receive FREE:

1 HOGlectible (Your Choice)

### Choose From:

The Mustache.....REU-10-MAMUH

The Combover ...REU-10-MACOH



### Purchase:

4 Pigpen Intros  
(Mix and Match)

### Receive FREE:

1 The Mustache.....REU-10-MAMUH

1 The Combover ....REU-10-MACOH



## PIGS CAN FLY TRAVEL CENTER

### Includes:

4 Red Pomade Piglets 1.3 oz.

2 Green Pomade Piglets 1.3 oz.

4 Blue Pomade Piglets 1.3 oz.

2 Pink Pomade Piglets 1.3 oz.

4 Fiber Pomade Piglets 1.3 oz.

4 Clay Matte Pomade Piglets 1.3 oz.

4 Extreme Hold Matte Pomade Piglets 1.3 oz.

4 Shave Cream 1 oz.

4 Daily Shampoo 3.38 oz.

2 3-in-1 Shampoo 3.38 oz.

2 Scrub Shampoo 3.38 oz.

2 Spray Grooming Tonic 3.38 oz.

2 Surf Tonic 3.38 oz.

### Receive FREE:

1 Travel Center Display

REU-21-MAPFT



SAVE  
23%

AVAILABLE APRIL!

## FIBER CREAM AND MATTE TEXTURE POWDER DIRTY DOZEN!

### Purchase:

5 Fiber Cream 3.38 oz.

5 Matte Texture Powder 0.53 oz.

### Receive FREE:

1 Fiber Cream 3.38 oz. For Backbar Use

1 Matte Texture Powder 0.53 oz. For Backbar Use

1 Super Salon Cape

1 POP Kit

REU-21-MAFTP

NEW



SAVE  
33%



## NEW! FIBER CREAM 3.38 OZ.

REU-12-FC3

Fiber Cream adds texture, has a flexible/medium hold, and leaves hair with a low shine finish. Works well on short to medium length hair.



## MATTE TEXTURE POWDER 0.53 OZ.

REU-12-MTP.5

Matte Texture Powder is a weightless, texturizing powder that adds volume & thickness to hair and is suitable for all hair types.

CREATED BY BARBERS USED BY GENTLEMEN

# 2020 FEATURED EDUCATION

To register, visit [trubautyconcepts.com](http://trubautyconcepts.com) or call (888) 371-5040 x101 | Hurry! Classes fill up quickly.

Follow us on Instagram @trubautyconcepts to stay up-to-date on the latest education!

	CLASS TITLE	DATE	LOCATION	DESCRIPTION
	<b>THE AMIKA EXPERIENCE!</b> <i>Join Naeemah &amp; TruBeauty Concepts For Some Beauty &amp; Fun</i>	MONDAY, MAY 18, 2020 <b>IMMERSION EXPERIENCE</b> 5PM - 7PM <b>NAEEMAH MAINSTAGE</b> 7PM - 8:30PM	SOUTHAMPTON 109 Street Road Southampton, PA 18966	<b>IMMERSION EXPERIENCE:</b> Immerse in all things amika! Be one of the first to experience & play with what is new in amika. Don't miss this Instagram photo op! <b>NAEEMAH MAINSTAGE EVENT:</b> Once you've played and had some fun with the products, stay for an evening of fun and learn the latest trends from the master! <i>Cocktails and hors d'oeuvres served.</i>
	<b>WELLA AN EVENING</b> <i>With Briana Cisneros</i>	SUNDAY, JUNE 7, 2020 6PM - 8PM - VIP EVENT	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Meet Wella Hair Color's Global Ambassador and learn about her revolutionary Brazilian Illuminage blonding techniques. Brazilian Illuminage Service for expressive, illuminated contrasts.
	<b>WELLA BRAZILIAN ILLUMINAGE</b> <i>With Briana Cisneros</i>	MONDAY, JUNE 8, 2020 10AM - 3PM - HANDS-ON	SOUTHAMPTON 109 Street Road Southampton, PA 18966	Briana Cisneros, Wella Hair Color Global Ambassador, has a passion for education and mentoring artists to further their careers. In this class, you will learn the new trending blonding techniques, how to master the latest Brazilian blonding, painting, foilage shapes, proper saturation, and much more!
	<b>FATBOY DOPE NEW PRODUCTS &amp; MASTER CUTTING</b> <i>With Tyson Kennedy</i>	MONDAY, APRIL 27, 2020 10AM - 12PM - DEMO 10AM - 4PM - HANDS-ON	SOUTHAMPTON 109 Street Road Southampton, PA 18966	In this class, you will have the opportunity to learn cutting techniques from Tyson and the Master Cutting Team from Cutler Salon in NYC. Experience the versatility and performance of Fatboy styling products.
	<b>SEBMAN CUTTING</b> <i>With Christopher Perez</i>	SUNDAY, MARCH 22, 2020 9AM - 12PM - DEMO 9AM - 4PM - HANDS-ON	SOUTHAMPTON 109 Street Road Southampton, PA 18966	This class is a review of barbering tools and men's consultation. Learn how to customize cuts based on hair texture, length, desired look, maintenance, lifestyle, personal style, and design work.
	<b>TRUSS THE PERFECT BLONDE</b> <i>With Mickey Colon Jr. &amp; Gabriel Samara</i>	<i>With Mickey Colon Jr.</i> MONDAY, APRIL 6, 2020 9AM - 12PM - DEMO 9AM - 4PM - HANDS-ON  <i>With Gabriel Samara</i> MONDAY, MAY 4, 2020 9AM - 12PM - DEMO 9AM - 4PM - HANDS-ON	SOUTHAMPTON 109 Street Road Southampton, PA 18966  SOUTHAMPTON 109 Street Road Southampton, PA 18966	Discover how to achieve seamless blends and healthy shine. Learn tips and tricks that will help stylists master the most wanted Brazilian balayage techniques! <b>Mickey Colon Jr.</b> is an International Educator, US Truss Ambassador, and a highly sought-after Platform Artist. He is also a 2019 winner for Cool Balayage. <b>Gabriel Samara</b> is also a US Truss Ambassador and Platform Artist who is best known for his expertise in color, specifically his balayage technique.

## FIND EDUCATION THAT FITS YOU!

We offer a variety of platforms to help you further your career.

Find more classes at  
[trubautyconcepts.com](http://trubautyconcepts.com)



In-Salon



Live Streaming  
[trubautyconceptstv.com](http://trubautyconceptstv.com)



m i l b o n  
NEW! SOPHISTONE

Sophisticated Science. Exquisite Tones.



SOPHISTONE embraces Milbon's focus on a healthy hair foundation while inspiring creativity through their streamlined collection. Utilizing advanced technologies and conditioning formulas, this collection imparts captivating colors with a reflective shine.

#### Demi Color

Masterfully formulated, the ammonia-free, deposit-only, liquid gel collection has been designed to deliver consistent and predictable results during creative techniques such as glazing, refreshing, adding depth, gray blending, and color correction.

#### Lightener: Elite Powder and Elite Clay

Scientifically designed to achieve a controlled lift with built-in protection. Boosted with Milbon's exclusive PolyShield, Elite Powder and Elite Clay have a lightening power that lifts up to nine levels while minimizing damage.