Scruples®


Scruples
blazing lights
1.2V Violet Base
Scruples
high definition
4BV Blue Violet Base
Scruples
shadow lights
4GN Gold Neutral Base
Scruples
hypnotic
Scruples
illusionist
Scruples
true integrity
Scruples
HIGH DEFINITION
TEXTURIZING PASTE
DIRECT VOLUME
CREME PARFAIT
DUAL DESIGN
QUICKSEAL
QUICK RECOVERY

WHY SCRUPLES?



BEAUTY WITH INTEGRITY – A privately operated company for 35 years, everything we do is designed to help make the hair professional more successful.

At Scruples, our mission is to empower stylists with smart solutions to exceed customer expectations, allowing them to save time, make more money and stretch their artistic freedom.

WE MEAN BUSINESS...

- **HIGH PERFORMANCE**, affordable haircare
- **HIGH PROFIT**, low inventory systems that save stylists time while making more money
- **GEL AND CREME COLOR** ranges providing the ultimate freedom of expression
- **INSTANT INSPIRATION & ON-DEMAND** education with how-to videos from Scruples Educators and Guest Artists
- **SCRUPLES ACADEMY** offers a full education menu that takes skills to the next level
- **INTEGRITY SALON PROGRAM** that rewards loyalty

HOW TO GET STARTED WITH SCRUPLES

Take a look at our unique intro offerings and find the right fit for your salon.

creme colour systems 3

gel color systems 6

specialty color systems 8

care and styling 11

salon rewards & education 15



WHY CREME?

THE REFLECTION OF A TRANSLUCENT WITH THE COVERAGE OF AN OPAQUE

Achieve beautiful, bold color with no mixing required.
Get full and striking coverage with hair health intact.
Hair will be shiny with long-lasting vibrant color.

Watch instructional videos for the creme colour system at **youtube.com/scrupleshaircare**

TRUE INTEGRITY Education

true integrity®

opalescent creme colour



OVER 25% SAVINGS

COMPLETE INTRO UNIT

TRUE COLOR, TRUE CONDITION, TRUE BRILLIANCE

With the most beautiful aspects of opaque and translucent color, True Integrity provides full coverage with a unique, opalescent finish. These rich shades are calibrated to every level and true to tone.

$599.00 USA
$804.45 salon value

$778.70 CAN
$1,045.79 salon value

INCLUDES:

- 84 TRUE INTEGRITY Shades (60 ml/2.05 oz)
- 4 PURE OXI Creme Developers: 10, 20, 30 & 40 Volume (liter)
- 1 PURE OXI Creme Developer Demi Permanent (liter)
- 1 COLOR AWAY Haircolor Stain Remover (250 ml/8.5 oz)
- 1 NO H_2O_2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 1 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Tube Key
- 1 TRUE INTEGRITY Brochure/Wall Chart
- 1 TRUE INTEGRITY Swatch Book
- 1 Creme Colour System QR Code Sheet



OVER 40% SAVINGS

TRUE INTEGRITY MIXING INTRO UNIT

$299.00 USA
$506.25 salon value

$388.70 CAN
$658.13 salon value

INCLUDES:

- 42 TRUE INTEGRITY Shades (60 ml/2.05 oz)
- 4 PURE OXI Creme Developers: 10, 20, 30 & 40 Volume (liter)
- 1 PURE OXI Creme Developer Demi Permanent (liter)
- 1 COLOR AWAY Haircolor Stain Remover (250 ml/8.5 oz)
- 1 NO H_2O_2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 1 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Tube Key
- 1 TRUE INTEGRITY Brochure/Wall Chart
- 1 TRUE INTEGRITY Swatch Book
- 1 Creme Colour System QR Code Sheet



OVER 35% SAVINGS

TRUE INTEGRITY STARTER KIT

$99.00 USA
$153.85 salon value

$128.70 CAN
$200.01 salon value

INCLUDES:

- 16 TRUE INTEGRITY Shades, 1 each (60 ml/2.05 oz)
  1A, 6A, 4N, 6N, 10N, 8AG, 5NW, 8NW, 5MG, 6C, 7CC, 6RR, 4VR, 8NC, Conceal Gray Coverage Additive Levels 3 – 6, Conceal Gray Coverage Additive Levels 7 – 10
- 1 PURE OXI Creme Developer 10 Volume (liter)
- 1 PURE OXI Creme Developer Demi Permanent (liter)
- 1 TRUE INTEGRITY Brochure/Wall Chart
- 1 TRUE INTEGRITY Swatch Book 50% OFF Coupon
- 1 Scruples Stylist Color Apron
- 1 Scruples Window Decal



ILLUSIONIST INTRO UNIT

POWERFUL LIFT + ULTIMATE CONTROL

Say goodbye to two-step highlighting processes for good. These dazzling shades will take you to new heights, lifting and depositing in one simple step.

$169.00 USA
$223.40 salon value

$219.70 CAN
$303.41 salon value

illusionist®
BRILLIANT CREME HIGHLIGHTING SYSTEM

OVER 27% SAVINGS

INCLUDES:

- 8 ILLUSIONIST Shades (60 ml/2.05 oz)
- 1 Accelerator Powder (680 g/24 oz)
- 4 PURE OXI Creme Developers: 10, 20, 30 & 40 Volume (liter)
- 1 NO H_2O_2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 50-Pack Haircolor Foils (10" x 4")
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Tube Key
- 1 ILLUSIONIST Brochure/Wall Chart
- 1 ILLUSIONIST Swatch Book
- 1 Creme Colour System QR Code Sheet

CREME SYSTEM HIGHLIGHTS & LOWLIGHTS
Education



HYPNOTIC INTRO UNIT

EXPLORE THE DARK SIDE

Rich, deep shades bring depth and contrast to any style, or enchant as an all-over tint back. Achieve astonishing results by depositing color and filler in one step.

$169.00 USA
$202.90 salon value

$219.70 CAN
$263.77 salon value

hypnotic®
SINGLE-STEP CREME LOWLIGHTING SYSTEM

OVER 16% SAVINGS

INCLUDES:

- 10 HYPNOTIC Shades (60 ml/2.05 oz)
- 2 PURE OXI Creme Developers: Demi Permanent & 10 Volume (liter)
- 1 NO H_2O_2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 50-Pack Haircolor Foils (10" x 4")
- 1 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 1 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Tube Key
- 1 HYPNOTIC Brochure/Wall Chart
- 1 HYPNOTIC Swatch Book
- 1 Creme Colour System QR Code Sheet

WHY GEL?

LIMIT INVENTORY, BUT NEVER CREATIVITY!

Imagine, create and customize any shade with these mixable gel formulas. Shades are soft and natural while still ensuring full gray coverage. High Definition, Blazing and Shadow form a 3-dimensional customized gel color system that will give depth, dimension and versatility to your hair masterpiece.

Watch instructional videos for the gel color system at **youtube.com/scrupleshaircare**



high definition®

CUSTOM MIXING GEL COLOR

OVER 23% SAVINGS



INTRO UNIT

BRING OUT THE ARTIST WITHIN

The possibilities are endless with this unique, highly customizable mixing system. Bring any shade you can imagine to life (over 200 options) from only 10 bottles of color.

$259.00 USA
$338.20 salon value

$336.70 CAN
$439.66 salon value

INCLUDES:

- 10 HIGH DEFINITION Gel Colors (118 ml/4 oz)
- 1 HIGH DEFINITION 00 Clear Base (118 ml/4 oz)
- 1 HIGH DEFINITION LIFT (118 ml/4 oz)
- 2 HIGH DEFINITION Intensifiers 2-Pack (29.6 ml/1 oz)
- 2 PURE OXI Clear Developers: 10 and 20 Volume (liter)
- 1 PURE OXI Liquid Developer Demi-Permanent (liter)
- 3 PURE OXI Creme Developers: 20, 30 & 40 Volume (liter)
- 1 COLOR WHIP Haircolor Thickener (250 ml/8.5 oz)
- 1 COLOR AWAY Haircolor Stain Remover (250 ml/8.5 oz)
- 1 NO H_2O_2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 1 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Applicator Bottle
- 1 HIGH DEFINITION Brochure/Wall Chart
- 1 HIGH DEFINITION Swatch Book
- 1 Gel Color System QR Code Sheet
- 1 BB Caution Statement



BLAZING INTRO UNIT

ILLUMINATE THE PATH TO BRILLIANT BLONDES

This innovative highlighting system lifts up to 7 levels while depositing. Color can lift color!
Did you know Blazing has over 50 million applications? Join the legacy!

$155.00 USA
$245.70 salon value

$201.50 CAN
$319.41 salon value

blazing HIGH lights®

TONER INFUSED GEL COLOR SYSTEM

OVER 36% SAVINGS

INCLUDES:

- 5 BLAZING HIGHLIGHTS Gel Colors (118 ml/4 oz)
- 1 BLAZING HIGHLIGHTS Blue Oil Lightener (118 ml/4 oz)
- 1 BLAZING HIGHLIGHTS Oil Lightener (236 ml/8 oz)
- 1 BLAZING HIGHLIGHTS X-tra Light Booster Concentrate (454 g/16 oz)
- 2 PURE OXI Clear Developers: 10 and 20 Volume (liter)
- 1 NO H2O2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 COLOR WHIP Haircolor Thickener (250 ml/8.5 oz)
- 1 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 1 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)
- 1 50-Pack Haircolor Foils (10" x 4")
- 1 Measuring Cup (6 oz)
- 1 Two-Sided Mixing Bowl
- 2 Applicator Brushes (black and silver)
- 1 Color Tool
- 1 BLAZING HIGHLIGHTS Brochure/Wall Chart
- 1 BLAZING HIGHLIGHTS Swatch Book
- 1 Gel Color System QR Code Sheet

GEL SYSTEM HIGHLIGHTS & LOWLIGHTS
Education



SHADOW INTRO UNIT

BRING DEPTH & DIMENSION OUT OF THE SHADOWS

This simple, time-saving lowlight system combines shades and fillers into one revolutionary product. Extend your gray coverage palette without sacrificing shine, shade or tonality.

$155.00 USA
$214.55 salon value

$201.50 CAN
$278.92 salon value

shadow LOW lights®

FILLER INFUSED GEL COLOR SYSTEM

OVER 27% SAVINGS

INCLUDES:

- 7 SHADOW LOWLIGHTS Gel Colors (118 ml/4 oz)
- 1 PURE OXI Liquid Developer Demi-Permanent (liter)
- 1 PURE OXI Clear Developer 10 Volume (liter)
- 1 NO H2O2 No Peroxide with Trigger Sprayer (250 ml/8.5 oz)
- 1 COLOR WHIP Haircolor Thickener (250 ml/8.5 oz)
- 1 COLOR AWAY Haircolor Stain Remover (250 ml/8.5 oz)
- 1 RENEWAL Color Retention Shampoo (350 ml/12 oz)
- 1 RENEWAL Color Retention Conditioner (250 ml/8.5 oz)
- 1 50-Pack Haircolor Foils (10" x 4")
- 1 Measuring Cup (6 oz)
- 1 Color Tool
- 1 SHADOW LOWLIGHTS Brochure/Wall Chart
- 1 SHADOW LOWLIGHTS Swatch Book
- 1 Gel Color System QR Code Sheet

LIGHTEN UP!

Create long-lasting, beautifully toned haircolor by powering your blonde. Achieve dramatic high lift, subtle balayage or fun fashion tones with the Power Blonde system.



Specialty color instructional videos available at **youtube.com/scrupleshaircare**

power blonde®

LIGHTENING & TONING SYSTEM



POWER BLONDE INTRO UNIT

$99.95 USA
$160.30 salon value

$129.94 CAN
$208.39 salon value

OVER 37% SAVINGS

INCLUDES:

- 8 POWER BLONDE Conditioning Gel Toner Shades (60 ml/2.05 oz)
- 1 POWER BLONDE 9+ Lightening Powder (net wt 300 g/10.6 oz)
- 1 POWER BLONDE Balayage Clay Lightener (net wt 454 g/16 oz)
- 1 PURE OXI Creme Developer 10 Volume (8.5 oz/250 ml)
- 1 PURE OXI Creme Developer 40 Volume (8.5 oz/250 ml)
- 1 POWER BLONDE Enhancing Shampoo (8.5 oz/250 ml)
- 1 POWER BLONDE Enhancing Conditioner (8.5 oz/250 ml)
- 1 POWER BLONDE Swatch Ring
- 1 POWER BLONDE Fashion Toner Swatch Card
- 1 POWER BLONDE Brochure

COLOR OUTSIDE THE LINES

URBAN SHOCK Direct Dye haircolors form a pigment-packed palette that is as limitless as the colorist's imagination.

urban shock® COLOR CRAZE



COLOR CRAZE INTRO UNIT

GO COLOR CRAZY

8 intense haircolor shades and a pastel mixer generate an endless selection of shades that vary from ultra-wild to softly mild. Ditch the damage with these ammonia-free formulas in a conditioner base.

$65.00 USA
$115.00 salon value

$84.50 CAN
$149.50 salon value

OVER 43% SAVINGS

INCLUDES:

- 8 URBAN SHOCK Color Craze Shades (75 ml/2.5 oz)
  Teal, Red, Blue, Purple, Pink, Orange, Green, Yellow
- 2 URBAN SHOCK Pastel Mixers (250 ml/8.5 oz)
- 1 URBAN SHOCK Color Craze Brochure
- 1 URBAN SHOCK Color Craze Swatch Ring
- 1 URBAN SHOCK Mixing Sheet

urban shock® BRIGHTS



BRIGHTS INTRO UNIT

LOOK ON THE BRIGHT SIDE

A bold twist on creative color that supplies 7 shocking direct dye shades, plus a clear mixer that expand the URBAN SHOCK palette. Break the boundaries with these brilliant, statement-making colors!

$60.00 USA
$111.80 salon value

$78.00 CAN
$145.34 salon value

OVER 46% SAVINGS

INCLUDES:

- 8 URBAN SHOCK Brights Shades (90 ml/3.04 fl oz)
  Aqua – Mint, Berry – Magenta, Ruby – Rose, Amethyst – Lilac, Cobalt – Sky, Charcoal – Silver, Lemon – Meringue, Clear Mixer
- 1 URBAN SHOCK Brights Swatch Ring
- 1 URBAN SHOCK Brights Brochure & Mixing Sheet
- 1 URBAN SHOCK Brights Yellow Swatch Card & Formula Sheet



menz®
5 minute haircolor

OVER 37% SAVINGS

MENZ INTRO UNIT

Look years younger in 5 minutes. Ammonia-free, deposit-only permanent haircolor that offers natural looking neutral, cool and warm shades.

$105.00 USA
$166.65 salon value

$136.50 CAN
$216.65 salon value

INCLUDES:

- 9 MENZ 5 Minute Haircolor Shades (60 ml/2.05 oz)
- 1 MENZ 5 Minute Haircolor Activator (liter)
- 1 MENZ 5 Minute Haircolor Stabilizer (250 ml/8.5 oz)
- 1 COLOR WHIP Haircolor Thickener (250 ml/8.5 oz)
- 1 COLOR AWAY Haircolor Stain Remover (250 ml/8.5 oz)
- 1 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 1 MENZ Applicator Bottle with cap (60 ml/2 oz)
- 1 Color Tool
- 1 MENZ Swatch Book

TUNE IN & LEARN MORE...

Learn how to use Scruples' color systems on-demand, from introduction to formulation, even step by step how-to's on top trends from Scruples Guest Artists & Educators.

Get inspired at your own pace!



Scruples
ON-DEMAND VIDEO EDUCATION
at youtube.com/scrupleshaircare

CLASSIC COLLECTION

MODERN STYLE BEGINS WITH A CLASSIC

Since 1983, Scruples has provided hair solutions that work for you. Envision your hair masterpiece, create it using Scruples color and maintain it with nourishing formulas that protect and enhance hair's beauty. Scruples CLASSIC COLLECTION is a specially formulated inclusive line up of cleansing, styling and finishing products that are:

- Designed with solutions for every type & texture
- Gluten-free, paba-free & cruelty-free
- Gentle & color safe
- Not available at mass retail outlets
- Established & trusted formulas



SCIENCE IS SEXY

NOTICE THE DIFFERENCE WITH PBX®

Each product in the CLASSIC COLLECTION is fortified with PBX® (Protective Barrier Complex). This breakthrough additive works to replenish moisture, add protein to help maintain elasticity, and improve hair's inner strength – leaving hair manageable, healthy and noticeably sexy.

PBX®



CLASSIC COLLECTION

OVER 45% SAVINGS

CLASSIC COLLECTION STARTER KIT

$135.00 USA
$249.30 salon value

$175.50 CAN
$324.09 salon value



INCLUDES:

SHAMPOO
- 1 DRY SHAMPOO Fresh Finish (7.5 oz/250 ml)
- 1 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 1 RENEWAL Color Retention Shampoo (12 oz/350 ml)

CONDITION
- 1 TOTAL INTEGRITY Ultra Rich Conditioner (6.7 oz/195 ml)
- 1 COMPLETE RECOVERY Treatment Mask (8 oz/227 ml)
- 1 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)
- 1 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)
- 1 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)

STYLE
- 1 HIGH IMPACT Styling Gel (6 oz/178 ml)
- 1 TEXTURE FIX Sea Salt Spray Gel (8.5 oz/250 ml)
- 1 DESIGN BASE BB Creme For Hair (2.5 oz/71 g)
- 1 BLOW DRY SPRAY Save Time & Protect (6.6 oz/195 ml)
- 1 RENEWAL Hair Therapy Polish (2 oz/60 ml)
- 1 SILK CONTROL Blow Dry Elixir (5 oz/148 ml)
- 1 CREME PARFAIT Volumizing Foam (8.5 oz/250 ml)
- 1 TWISTED CURL Defining Creme (4 oz/142 g)
- 1 ENFORCE Sculpting Glaze (8.5 oz/250 ml)
- 1 DIRECT VOLUME Root Lifter (8.5 oz/250 ml)

FINISH
- 1 HIGH DEFINITION Hair Spray (10.6 oz/350 ml)
- 1 HYPERSHINE Repair Spray (4.2 oz/125 ml)
- 1 TEXTURIZING PASTE Sculpt & Create (3.5 oz/100 g)

LITERS & EXTRAS
- 1 RENEWAL Color Retention Shampoo (liter)
- 1 RENEWAL Color Retention Conditioner (liter)
- 2 Liter Pumps
- 1 Scruples Window Decal
- 1 Scruples All-Purpose Cape
- 1 CLASSIC COLLECTION Shelf Talker & Product Book



OVER 48% SAVINGS



CLASSIC COLLECTION SALON INTRO UNIT

$550.00 USA
$1059.65 salon value

$715.00 CAN
$1,377.55 salon value

INCLUDES:

SHAMPOO
- 3 DRY SHAMPOO Fresh Finish (7.5 oz/250 ml)
- 3 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 2 MOISTURE BATH Replenishing Shampoo (12 oz/350 ml)
- 2 STRUCTURE BATH Volumizing Shampoo (12 oz/350 ml)
- 3 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 2 HAIR CLEARIFIER Deep Cleansing Shampoo (12 oz/350 ml)
- 2 PLATINUM SHINE Toning Shampoo (8.5 oz/250 ml)

CONDITION
- 2 TOTAL INTEGRITY Ultra Rich Conditioner (6.7 oz/195 ml)
- 2 COMPLETE RECOVERY Treatment Mask (8 oz/227 ml)
- 3 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)
- 3 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)
- 3 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)
- 2 MOISTUREX Replenishing Conditioner (8.5 oz/250 ml)
- 2 ER Emergency Repair Conditioner (8.5 oz/250 ml)

STYLE
- 3 HIGH IMPACT Styling Gel (6 oz/178 ml)
- 3 TEXTURE FIX Sea Salt Spray Gel (8.5 oz/250 ml)
- 2 DESIGN BASE BB Creme For Hair (2.5 oz/71 g)
- 3 BLOW DRY SPRAY Save Time & Protect (6.6 oz/195 ml)
- 3 SOOTHING POLISH Conditioning Serum (3.4 oz/100 ml)
- 3 RENEWAL Hair Therapy Polish (2 oz/60 ml)
- 3 SILK CONTROL Blow Dry Elixir (5 oz/148 ml)
- 3 CREME PARFAIT Volumizing Foam (8.5 oz/250 ml)
- 3 TWISTED CURL Defining Creme (4 oz/142 g)
- 3 ENFORCE Sculpting Glaze (8.5 oz/250 ml)
- 3 DIRECT VOLUME Root Lifter (8.5 oz/250 ml)
- 3 SMOOTH OUT Straightening Gel (8.5 oz/250 ml)
- 3 DUAL DESIGN Gel / Wax (4 oz/114 g)
- 2 HEAT UP Styling & Finishing Thermal Spray (8.5 oz/250 ml)

FINISH
- 3 HIGH DEFINITION Hair Spray (10.6 oz/350 ml)
- 3 HYPERSHINE Repair Spray (4.2 oz/125 ml)
- 3 TEXTURIZING PASTE Sculpt & Create (3.5 oz/100 g)
- 2 PEARL FINISH Humectant Pomade (1.24 oz/35 g)
- 2 ENFORCE Working & Finishing Hair Spray (8.5 oz/250 ml)
- 3 ROCK HARD Finishing Spray (10.6 oz/350 ml)

LITERS & EXTRAS
- 5 Shampoo (liters)
- 4 Conditioner (liters)
- 9 Liter Pumps
- 2 HAIR CLEARIFIER Treatment & Trigger Sprayer (8.5 oz/250 ml)
- 1 COMPLETE RECOVERY Treatment Mask (25 oz/739 ml)
- 1 Scruples Window Decal
- 1 CLASSIC COLLECTION Shelf Talker (set of 2) & Product Book
- 1 Scruples Academy Voucher

OVER 46% SAVINGS



CLASSIC COLLECTION INTEGRITY SALON COLLECTION

$1,100.00 USA
$2,046.52 salon value

$1,430.00 CAN
$2,660.48 salon value

INCLUDES: (LISTED BY SHELF ON DISPLAY)

FINISH (1st shelf, top)
- 4 HIGH DEFINITION Hair Spray (10.6 oz/350 ml)
- 4 HYPERSHINE Repair Spray (4.2 oz/125 ml)
- 4 TEXTURIZING PASTE Sculpt & Create (3.5 oz/100 g)
- 4 PEARL FINISH Humectant Pomade (1.24 oz/35 g)
- 4 ENFORCE Working & Finishing Hair Spray (8.5 oz/250 ml)
- 4 ROCK HARD Finishing Spray (10.6 oz/350 ml)

STYLE (2nd shelf)
- 4 BLOW DRY SPRAY Save Time & Protect (6.6 oz/195 ml)
- 4 SOOTHING POLISH Conditioning Serum (3.4 oz/100 ml)
- 4 SMOOTH OUT Straightening Gel (8.5 oz/250 ml)
- 4 DUAL DESIGN Gel / Wax (4 oz/114 g)
- 4 SILK CONTROL Blow Dry Elixir (5 oz/148 ml)
- 4 TEXTURE FIX Sea Salt Spray Gel (8.5 oz/250 ml)

STYLE (3rd shelf)
- 4 HIGH IMPACT Styling Gel (6 oz/178 ml)
- 4 DESIGN BASE BB Creme For Hair (2.5 oz/71 g)
- 4 RENEWAL Hair Therapy Polish (2 oz/60 ml)
- 4 CREME PARFAIT Volumizing Foam (8.5 oz/250 ml)
- 4 TWISTED CURL Defining Creme (4 oz/142 g)
- 4 ENFORCE Sculpting Glaze (8.5 oz/250 ml)
- 4 DIRECT VOLUME Root Lifter (8.5 oz/250 ml)
- 4 HEAT UP Styling & Finishing Thermal Spray (8.5 oz/250 ml)

SHAMPOO (4th shelf)
- 4 DRY SHAMPOO Fresh Finish (7.5 oz/250 ml)
- 4 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 4 MOISTURE BATH Replenishing Shampoo (12 oz/350 ml)
- 4 STRUCTURE BATH Volumizing Shampoo (12 oz/350 ml)
- 4 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 4 HAIR CLEARIFIER Deep Cleansing Shampoo (12 oz/350 ml)
- 4 PLATINUM SHINE Toning Shampoo (8.5 oz/250 ml)

CONDITION (5th shelf, bottom)
- 4 COMPLETE RECOVERY Treatment Mask (8 oz/227 ml)
- 3 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)
- 3 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)
- 4 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)
- 3 MOISTUREX Replenishing Conditioner (8.5 oz/250 ml)
- 3 ER Emergency Repair Conditioner (8.5 oz/250 ml)

LITERS & EXTRAS
- 2 COMPLETE RECOVERY Treatment Mask (25 oz/739 ml)
- 3 TOTAL INTEGRITY Ultra Rich Conditioner (8.5 oz/250 ml)
- 8 Shampoo (liters) *not pictured*
- 4 Conditioner (liters) *not pictured*
- 12 Liter Pumps
- 2 HAIR CLEARIFIER Treatment (8.5 oz/250 ml)
- 2 Trigger Sprayers (8.2 oz/8.5 oz)
- 5 CLASSIC COLLECTION Shelf Talker
- 1 Retail Display
- 1 Salon Literature Kit

REWARD YOUR BUSINESS

with Scruples Integrity Salon Program



The Integrity Salon Program was created to recognize, support & reward salons and independent stylists for their commitment to growing their business with Scruples.

When you enroll into the Scruples Integrity Salon Program, you can earn points for all your Scruples purchases to redeem in our Integrity Salon Rewards studio. Get items such as:

- In-Salon Education
- Salon Signage
- Back Bar Products
- Plus 8,000+ more items including travel and electronics!

To enroll, reach out to your local, authorized Scruples distributor.

NOTE: Terms and Conditions may apply.

BRING EDUCATION TO YOUR LOCATION

As a new customer & ongoing as an Integrity Salon Member

At Scruples, we believe that education never ends and want to set a standard for bringing our salons and stylists the latest and greatest product knowledge and techniques from our network of trained educators.

CLASS TYPE	COURSES
Look & Learn Demonstrations *(1-2 Hours)*	Haircolor product knowledge: • permanent color range • highlight and lowlight systems • technique formats Retail product knowledge
Hands-on Courses *(3-4 Hours)*	

As an Integrity Salon Member, you can keep the education coming by using your membership benefits for Regional Academy Courses or a Custom Technique Driven Class featuring color systems of your salon's choosing.

NOTE: All New Customer In-Salon education requires a min. $500 purchase, that includes the purchase of the products in the selected course. All Integrity Salon Member In-Salon education is based on points, level and benefits available to qualifying Integrity Salons.

GET CERTIFIED

THROUGH SCRUPLES ACADEMY

We offer ongoing education and training all over the country for Salons & Stylists to enhance their skills and continue on their education path through Scruples Academy!

Courses offered in the field through Scruples Distributors:

- Self-Tour of Haircolor
- Self-Tour of Haircutting
- Cutting by Design
- Color by Design: Color Basics
- Color by Design: Blonding
- **PLUS,** specialty classes on leading trends & techniques

Offered in our Corporate Academy:

- Training for Tomorrow
- Global Design Artistry

Check Scruples Bi-Monthly Marketing Guide and scrupleshaircare.com for classes, dates & locations.



SCRUPLES
SOLD WORLDWIDE

PROUDLY SUPPORTING: professional beauty association pbe · Cosmo Prof · City of Hope · NCA National Cosmetology Association · aba ALLIED BEAUTY ASSOCIATION · intercoiffure

Scruples Professional Salon Products, Inc.
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