

| | USA | |
|---|--|--------|
| CREME COLOR SYSTEM | TRUE INTEGRITY Opalescent Creme Colour | |
| | creme color 87 shades (60m/net wt 2.05 oz/58.2 g) | 8.88 |
| | intensifiers 6 colors (60m/net wt 2.05 oz/58.2 g) | 8.86 |
| | conceal levels 3-6 & levels 7-10 (60m/net wt 2.05 oz/58.2 g) | 8.88 |
| | clear (60m/net wt 2.05 oz/58.2 g) | 8.88 |
| | creme booster (60m/net wt 2.05 oz/58.2 g) | 8.86 |
| | swatch book | 143.46 |
| | ILLUSIONIST Brilliant Creme Highlight | |
| | creme highlights 8 shades (60m/net wt 2.05 oz/58.2 g) | 8.88 |
| | illusionist accelerator powder packet (10 g/.35 oz oz) | 8.50 |
| illusionist accelerator powder (680 g/24 oz) | 43.04 | |
| swatch book | 87.32 | |
| HYPNOTIC Single-Step Creme Lowlights | | |
| creme lowlights 10 shades (60m/net wt 2.05 oz/58.2 g) | 8.88 | |
| swatch book | 87.33 | |
| GEL COLOR SYSTEM | HIGH DEFINITION Custom Mixing Gel Color System | |
| | gel colors 11 shades (118 ml/4 oz) | 12.23 |
| | LIFT for ultra light blondes (118 ml/4 oz) | 12.23 |
| | intensifiers 2 shades (29.6 ml/1 oz) | 8.86 |
| | swatch book | 146.69 |
| | BLAZING HIGHLIGHTS Toner Infused Gel Color System | |
| | gel colors 5 shades (118 ml/4 oz) | 12.23 |
| | oil lightener (236 ml/8 oz) | 17.04 |
| | blue oil lightener (118 ml/4 oz) | 10.62 |
| | blue oil lightener (237ml/8oz) | 15.45 |
| x-tra light booster concentrate (net wt 454 g/ 16oz) | 33.28 | |
| swatch book | 112.28 | |
| SHADOW LOWLIGHTS Filler Infused Gel Color System | | |
| gel colors 7 shades (118 ml/4 oz) | 12.23 | |
| swatch book | 112.28 | |
| SPECIALTY COLOR SYSTEM | URBAN SHOCK Brights | |
| | haircolor 7 shades (90 ml/3.04 oz) | 8.86 |
| | clear mixer strong hold finishing spray (90 ml/3.04 oz) | 8.86 |
| | swatch ring | 62.38 |
| | URBAN SHOCK Color Craze | |
| | haircolor 8 shades (75 ml/2.5 oz) | 7.82 |
| pastel mixer (250 ml/8.5 oz) | 9.37 | |
| swatch ring | 62.38 | |
| URBAN SHOCK | | |
| direct dye remover | 24.90 | |
| SPECIALTY COLOR SYSTEM | POWER BLONDE Lightening & Toning System | |
| | balayage clay lightener kit | 36.76 |
| | balayage clay lightener (net wt 454 g/16 oz) | 33.70 |
| | 9+ lightener powder (net wt 300 g/10.6 oz) | 22.46 |
| | 9+ lightener powder (net wt 650 g/22.93 oz) | 41.18 |
| | lightening powder (net wt 400 g/14.1 oz) | 27.45 |
| lightening powder (net wt 800 g/28.2 oz) | 45.54 | |

| | | USA | |
|------------------------|---|-------|-------|
| SPECIALTY COLOR SYSTEM | conditioning gel toner 8 shades (60 ml/net wt 2.05 oz) | 8.86 | |
| | power blonde enhancing shampoo (8.5 oz/250 ml) | 13.12 | 26.24 |
| | power blonde enhancing conditioner (8.5 oz/250 ml) | 13.12 | 26.24 |
| | swatch ring | 31.18 | |
| | MENZ 5 Minute Haircolor | | |
| | haircolor 9 shades (60 ml/2 oz) | 10.49 | |
| | activator (liter) | 9.37 | |
| | 1 minute stabilizer (250 ml/8.5 oz) | 12.17 | |
| | applicator bottle (60 ml/2 oz) | 2.12 | |
| | swatch book | 62.38 | |
| PURE OXI DEVELOPERS | clear (60m/net wt 2.05 oz/58.2 g) | 10.49 | |
| | demi-permanent liquid developer (liter) | 9.05 | |
| | 10 volume clear developer (liter) | 7.19 | |
| | 20 volume clear developer (liter) | 7.19 | |
| | demi-permanent creme developer (liter) | 10.92 | |
| | 10 volume creme developer (liter) | 9.05 | |
| | 20 volume creme developer (liter) | 9.05 | |
| | 30 volume creme developer (liter) | 10.92 | |
| | 40 volume creme developer (liter) | 10.92 | |
| | PBX bond builder (4 oz/118 ml) | 93.51 | |
| HAIRCOLOR ACCESSORIES | color delete permanent haircolor remover (net wt 4 oz/113.4g) | 24.90 | |
| | color whip haircolor thickener (250 ml/8.5 oz) | 6.87 | |
| | color whip haircolor thickener (liter) | 17.16 | |
| | color away haircolor stain remover (250 ml/8 oz) | 6.87 | |
| | NO H2O2 no peroxide (250 ml/8.5 oz) | 7.19 | |
| | NO H2O2 no peroxide (liter) | 29.63 | |
| | NO H2O2 no peroxide (gallon) | 59.26 | |
| | two-sided mixing bowl | 8.42 | |
| | balayage board | 6.24 | |
| | applicator brush black or silver | 1.63 | |
| | color tool | 3.00 | |
| | applicator bottle | 2.63 | |
| | measuring cup | 1.63 | |
| | 400-pack haircolor foils (10" x 4") | 18.10 | |
| | 400-pack haircolor jumbo foils (10" x 6") | 25.90 | |
| | 200-pack color papers (10" x 5") | 25.90 | |
| | scruples stylist color apron | 22.46 | |
| | scruples all-purpose cape | 21.91 | |
| | tube key | 2.63 | |
| | texture fusion | 17.75 | |
| texture fusion kit | 11.23 | | |
| SPECIALTY COLOR SYSTEM | COLOR ART FRESH | | |
| | haircolor 36 shades (90ml/2 oz) | 6.72 | |
| | clear (473 ml/16 oz) | 25.52 | |
| | activator (90ml/2 oz) | 2.35 | |
| | activator (473 ml/16 oz) | 3.47 | |
| | activator (liter/33.8 oz) | 6.44 | |
| swatchbook | 55.96 | | |

SHAMPOO

| | USA | |
|---|------------|------------------|
| | salon cost | suggested retail |
| dry shampoo fresh finish (7.5 oz/250 ml) | 13.71 | 27.41 |
| total integrity ultra rich shampoo (2 oz/60 ml) | 4.67 | 9.35 |
| total integrity ultra rich shampoo (12 oz/350 ml) | 13.71 | 27.41 |
| total integrity ultra rich shampoo (liter) | 34.29 | 68.57 |
| moisture bath replenishing shampoo (12 oz/ 350ml) | 8.72 | 17.44 |
| moisture bath replenishing shampoo (liter) | 16.20 | 32.40 |
| moisture bath replenishing shampoo (gallon) | 46.15 | |
| structure bath volumizing shampoo (12 oz/ 350ml) | 8.72 | 17.44 |
| structure bath volumizing shampoo (liter) | 16.20 | 32.40 |
| structure bath volumizing shampoo (gallon) | 46.15 | |
| renewal color retention shampoo (12 oz/ 350ml) | 8.72 | 17.44 |
| renewal color retention shampoo (liter) | 16.20 | 32.40 |
| renewal color retention shampoo (gallon) | 46.15 | |
| platinum shine toning shampoo (8.5 oz/250 ml) | 11.84 | 23.68 |
| platinum shine toning shampoo (liter) | 23.68 | 47.36 |

CONDITION

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| total integrity ultra rich conditioner (6.7 oz/195 ml) | 13.73 | 27.45 |
| moisturex replenishing conditioner (8.5 oz/250 ml) | 9.37 | 18.73 |
| moisturex replenishing conditioner (liter) | 20.55 | 41.10 |
| ER emergency repair conditioner (8.5 oz/250 ml) | 9.37 | 18.73 |
| ER emergency repair conditioner (liter) | 19.03 | 38.06 |
| renewal color retention conditioner (8.5 oz/250 ml) | 9.37 | 18.73 |
| renewal color retention conditioner (liter) | 19.03 | 38.06 |
| renewal color retention conditioner (gallon) | 54.90 | |
| quickseal detangling conditioner (8.5 oz/250 ml) | 9.37 | 18.73 |
| quickseal detangling conditioner (liter) | 20.55 | 41.10 |
| quickseal detangling conditioner (gallon) | 59.30 | |
| quick recovery leave-in conditioner (6 oz/175 ml) | 11.23 | 22.46 |
| complete recovery treatment masque (8 oz/227 g) | 16.22 | 32.44 |
| complete recovery treatment masque (net wt 25 oz/710g) | 36.80 | 73.60 |

PURIFY

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|--|-------|-------|
| hair clarifier treatment (8.5 oz/250 ml) | 7.19 | 14.37 |
| hair clarifier treatment (liter) | 20.60 | 41.20 |

STYLE

gloss:

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|--|-------|-------|
| renewal hair therapy polish (2 oz/60 ml) | 11.86 | 23.72 |
| soothing polish conditioning serum (3.4 oz/100 ml) | 12.49 | 24.98 |

flexible:

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|--|-------|-------|
| creme parfait volumizing foam (8.5 oz/250 ml) | 10.60 | 21.21 |
| dual design gel/ wax (net wt 4oz/114 ml) | 11.23 | 22.46 |
| twisted curl defining creme (net wt 5 oz/142 ml) | 11.23 | 22.46 |
| smooth out straightening gel (8.5 oz/250 ml) | 12.27 | 24.55 |

CLASSIC COLLECTION

CLASSIC COLLECTION (CONT'D)

heat up | styling & finishing thermal spray (8.5 oz/250 ml)

salon cost suggested retail

10.60 21.21

extra firm:

enforce | sculpting glaze (8.5 oz/250 ml)

10.91 21.82

enforce | sculpting glaze (liter)

28.64 57.27

enforce | sculpting glaze (gallon)

109.09

FINISH

volumizing:

high definition | volumizing mousse (2 oz)

4.08 8.17

high definition | volumizing mousse (10.6 oz/315 ml)

14.98 29.97

high definition | volumizing root lifter (2 oz)

4.08 8.17

high definition | volumizing root lifter (10.6 oz/315 ml)

14.98 29.97

high definition | volumizing & finishing hair spray (2 oz)

4.08 8.17

high definition | volumizing & finishing hair spray (10.6 oz/315 ml)

14.98 29.97

gloss:

hypershine| repair spray (4.2 oz/125 ml)

12.49 24.98

silk serum | smooth & shine (3 oz/89 ml)

12.49 24.98

silk serum | smooth & shine (6 oz/177 ml)

17.79 35.58

silk serum | smooth & shine (12 oz/355 ml)

30.55 61.11

firm:

texturizing paste | sculpt & clean (3.5 oz/100 g)

12.71 25.42

enforce | working & finishing hair spray (8.5 oz/250 ml)

9.37 18.73

enforce | working & finishing hair spray (liter)

24.96 49.92

high definition | hair spray (net wt 1.5oz/50 ml)

4.87 9.74

high definition | hair spray (net wt 10.6oz/350 ml)

11.86 23.72

extra firm:

rock hard | finishing spray (10.6oz/350 ml)

11.86 23.72

pumps:

liter pump

1.75 3.50

gallon pump

4.38

accessories:

scruples water bottle

9.05

scruples window decal

2.20