



DISTRIBUTOR
MAGAZINE



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Dear Distributor,

"You would think a common factor such as delivering promised results is the primary goal of every brand, right? Well, you would be surprised to know that TRUSS' main goal is to not only deliver what is promised but to constantly exceed our client's expectations and that has been our premise for the last 17 years.

The results? Happy and loyal consumers spread across the world who are also called **#crazyforTRUSS**.

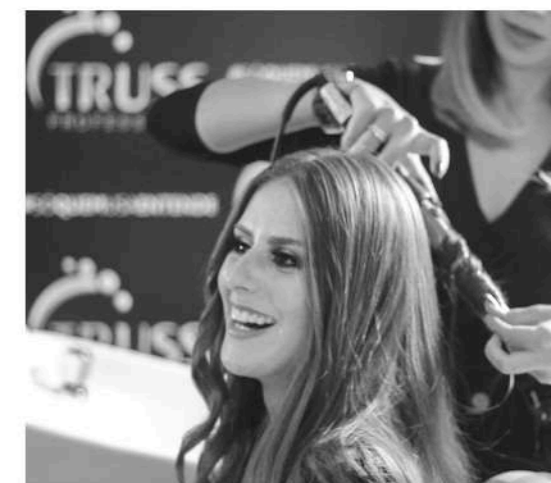
Today, we are proud to introduce you to **TRUSS Professional** and we hope to soon, welcome you to our family".


MANUELLA BOSSA
CEO TRUSS



WHO ARE WE?

- Brazil's major manufacturer of Professional Hair Care products;
- International Headquarters in Boca Raton, FL - USA;
- Present in 15 countries;
- 10-15 International trade shows & launches per year.



WHAT IS OUR GOAL?

- To be recognized as a brand that delivers results beyond expectation; always putting the integrity of the hair first.
- To generate high revenue to salons mostly through services but also through retail.
- To be recognized by distributors as a brand that offers all tools they need in order to be successful in their markets: Aggressive Marketing Strategies; Aggressive Sampling; Field Incentives; Education Programs.

WHAT MAKES OUR PRODUCTS STAND OUT?

- We MANUFACTURE 100% of our products (two laboratories);
- Audacious Quality Control Programs;
- We only use Natural Water in our products while most companies use chlorine treated water;
- Best Ingredients Available Worldwide, including Natural and Organic;
- Exclusive Technologies.
- Modern packaging.

HOW IS OUR MARKETING?

We believe in the power of social media. This has made us #1 in Brazil and one of the fastest growing social media brands in the United States.



Source: Instagram - February/2019



Source: Instagram - February/2019

In the United States alone, we have 61 Influencers consistently generating content (transformations, before and afters, videos) and recommendations to our local distributors.

We constantly engage hairstylists online and some of our campaigns have reached over 2 million views.



trussprofessional trusshair

TRADE MAGAZINES

TRUSS

is the only company to be simultaneously on the back cover of both major publications for the beauty Industry:

Modern Salon and American Salon.

This expands our communication with professional stylists, builds our partnership with the trade media and raises the stylists' perception about our investment in the Industry.



GISELE QUINTINO

@mariohenriqueoficial
Creative Internation Educator

24k



MARIO HENRIQUE

@mariohenriqueoficial
Truss Ambassador

537k



DU NUNES

@dununesoficial
Truss Ambassador

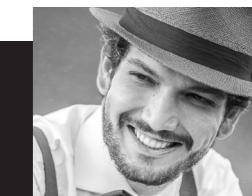
170k



GLAYDA ARTUSO

@glayda
Truss Ambassador

132k



GILSON BITENCOURT

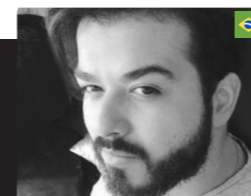
@gilsonbitencourt
Truss Brand Specialist

87k



EDUCATION

We uphold education as one of the most significant factors in growing business and more importantly, changing people's lives. Truss offers to your clients in 6 different languages, an exclusive opportunity to have some of the most requested Platform Artists & Educators in the Industry sharing the latest trends and balayage techniques LIVE!



JOAQUIM FERREIRA

@ojoaquim
Truss Ambassador

280k



KELVELIN

@kelvelin
Truss Ambassador

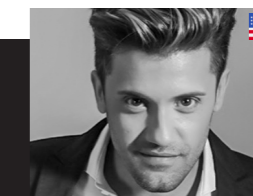
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PHILIP FORESTO

@hairbypf
Truss Ambassador

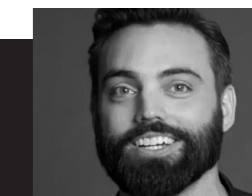
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GABRIEL SAMRA

@gabrielamra
Truss Bleach Specialist

221k



GILSON BITENCOURT

@mickycolorjr
Truss Brand Specialist

41k





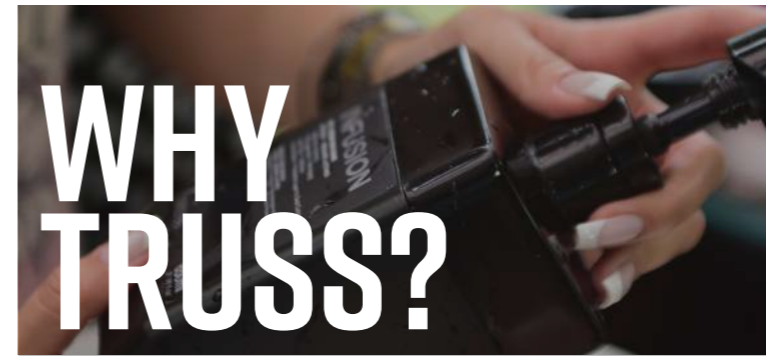
INTERNATIONAL TRADE SHOW PRESENCE:

Truss is growing internationally at high speed and participates in the following trade-shows: Las Vegas, Bologna, Dubai, New York, London, São Paulo, Orlando, Bogota, Chicago, Long Beach and Santiago de Chile.



SAMPLING PROGRAMS

TRUSS supports its distributors in a way that very few manufactures do. We carry samples of most of our products. They're high end and provide a great consumer experience.



In an Industry that has been highly impacted by the internet and diversion, TRUSS took this big challenge and turned it into an opportunity. We are focused on products that generate high revenue to the salons through SERVICES.

Services generate loyalty and loyalty generates recommendations, which is something that can never be taken away from the professional hairstylist.

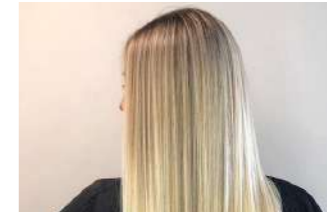
SOME OF OUR CATEGORIES:



BALAYAGE AND BLONDING SYSTEMS EXPERTS:
We are specialists in the hottest category inside hair salons. We can help stylists take hair to the limit keeping its integrity in first place.



RECONSTRUCTION & REPAIR:
Nobody can reconstruct damage hair like we can through services that will take from 1 minute to up to 30 minutes, depending on the hair needs.



SMOOTHING TREATMENTS:
For a smooth and frizz-free hair, 100% formaldehyde free. Special version with violet pigments to neutralize warm tones on blonde hair.



COMPLETE RETAIL LINE:
Our shampoos, conditioners, masks and finishing products deliver the highest performance and allow clients to maintain their in-salon treatments at home.

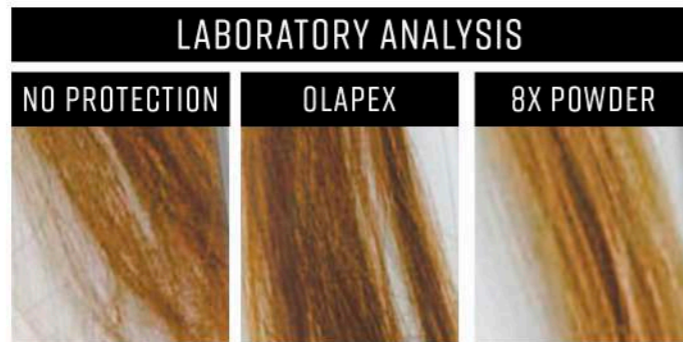
WE NOW WELCOME YOU TO THE WORLD OF TRUSS!
FIND OUT THROUGH YOUR OWN EXPERIENCE WHY TRUSS IS DIFFERENT...

8X POWDER



8x Powder is a BOND BUILDER in a POWDER FORM that reduces breakage and helps prevent damage during all color and decolorizing services.

- With **8x Powder** you do not need to bump up your developer;
- It does not delay lift;
- One step only;
- It costs 30% less than the leading brand – average \$2 per application or less through special deals;
- It delivers 40 applications.



HOW TO USE

Add one scoop of **8x Powder** to any bleach formula up to **75g/2.5oz**. For over **75g/2.5oz**, add an extra scoop. For colors, only one scoop is enough – no matter the amount of color or hair length.



Values for each unit. Revenue numbers in USD for the United States market as an international reference.

AIR.LIBRE



Air Libre is a low-chemical Lightener recommended for all Balayage techniques. It provides 5 levels of lift without foil and 7 levels of lift with foil.

TRUSS Air Libre has COLLAGEN as its main ingredient (it is not clay based), adding elasticity and shine. It also has a group of special oils that add moisture during the application without drying out, lowering the damaging effects of the ammonia without lowering its strength to deliver the expected lift. It can be applied on and off the scalp.



Values for each unit. Revenue numbers in USD for the United States market as an international reference.

BLANC.BLOND



Is a powerful fast lightener with light blue pigments that delivers 7 levels of lift (or more). It contains Argan Oil for maximum hydration while providing ultra-fast lift. It is recommended for coarse & resistant hair, and darker, healthy hair and for those who want to achieve platinum blonde looks.

- It can be used with or without foil;
- No swelling in the bowl;
- Thicker consistency.



Values for each unit. Revenue numbers in USD for the United States market as an international reference.



DELUXE PRIME

TRUSS' best seller and most versatile product. A must have! It is a primer and leave-in that will treat and detangle the hair, leaving it soft, shiny, frizz free and healthy due to its high replenishment of proteins, amino acids and lipids.

HOW TO USE

For best results, apply between shampoo and conditioner. It can also be used as a leave-in, cutting lotion and blow dry lotion.

DELUXE PRIME BLOND



Deluxe Prime Champagne Blond does a lot more than a violet based shampoo as it is free of metals and oxidants that will dry out the hair.

- It detangles the hair;
- It replenishes proteins, amino acids and lipids;
- It reduces frizz and neutralizes warm tones in general.

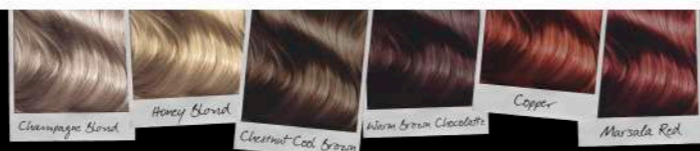
HOW TO USE

Wash hair using Blond Shampoo TRUSS. Rinse. Spray Deluxe Prime Champagne Blond throughout the hair ensuring even saturation. Let it sit according to the density and porosity of the hair. Rinse thoroughly. Apply Blond Conditioner or Blond Mask. Work through the hair and let it sit for a few minutes. Rinse.

PROFESSIONAL TIP

If applied immediately after highlights, start the application from the nape of the neck, working through the length of the hair, massaging section by section until you reach the top of the head and rinse.

Attention: Highly porous hair might absorb excess pigmentation.



DELUXE PRIME COLORS



Treatment that recovers and neutralizes unwanted tones by overlaying noble pigments, free of metals and oxidants that will adhere to the most porous areas of the hair, intensifying the color in colored hair, adding new life and shine to the highlights.

Gray and fine hair will achieve a full color coverage if applied on dry hair.

HOW TO USE

APPLY WHILE IN THE SHOWER

Remove excess water and spray evenly from roots to ends on damp hair, after the **Shampoo** and before applying your favorite **TRUSS Hair Mask** or **Conditioner**.

Let it sit for **3 to 10 min.**

NOTE: For more intense results, apply **BEFORE** the **Shampoo**, on dry hair, section by section. Work through the hair and let it sit for up to **10 min.** and rinse. Must wear gloves.

K RECOVERY



TRUSS K Recovery is a versatile intense hair reconstruction product with a high concentration of Keratin, Collagen and Amino Acids that offers two amazing services at the salon:

HOW TO USE

▪ Reconstructive Blowout:

Before the blowout, apply **K Recovery** in the areas where the hair is compromised. Spray **Amino TRUSS** and blow dry. It only takes a minute to apply and the results are immediate!

▪ Extra Protection Before/After Highlighting:

Apply **2 to 4 pumps** of **TRUSS K Recovery** in the areas where the hair is more sensitive or compromised. Blow dry product completely and proceed with bleaching or coloring on top of it. If after highlighting, follow the same steps as "Reconstructive Blowout".

FAST REPAIR



FAST REPAIR is Truss' back bar 12 minute treatment (4 minutes each step) that replenishes in a high concentration, the lipids lost with chemical services. The proteins and amino acids, will add a lot of shine, elasticity and **AMAZING FRIZZ CONTROL** for 20 days or more.

DELIVERS UP TO **60 APPLICATIONS** and generates up to **U\$1,800.00** of revenue!

HOW TO USE

Start by shampooing hair for **4 minutes** with **Bidimensional shampoo (Step 1)**. Work through the hair for **4 minutes** and rinse. On damp hair, apply **Step 2, Lipidic**, working through the hair for **4 minutes** and rinse. Finish by applying **Step 3, Intensive Nutrition**. Let it process for **4 minutes** and rinse 100%. Towel dry hair, spray **Amino** for heat protection and shine, and style as desired.

Values for each unit. Revenue numbers in USD for the United States market as an international reference.

HIGH LISS



Is a multi-functional smoothing treatment that reduces volume and frizz, restoring and moisturizing damaged hair for immediate recovery in just one application.

High Liss TRUSS provides the hair with an intense treatment, delivering spectacular results from the first application and even better results with future applications leaving the hair recovered with the cuticles sealed.

**PRIOR TO APPLICATION
IDENTIFY WHICH FORMULA
BEST SUITS THE NEEDS OF
YOUR CLIENT**

High Liss
For use on colored or virgin hair.

High Liss Blond
For use on natural or processed
blond hair (this will help
neutralize warm tones).

- Is Formaldehyde free;
- Is Compatible with all other chemical treatments;
- Dermatologically Tested;
- Releases no fumes in the air;
- No irritation in the eyes or throat;
- No waiting time for first wash;
- Lasts 8 to 10 weeks (use 2 weeks before or after coloring services);
- Offers a Blond version that was specially developed for blond, bleached and colored hair, formulated with a blend of violet pigments which neutralizes warm tones leaving hair more vibrant and platinum.

HOW TO USE

- 1 Shampoo hair twice with **TRUSS Clarifying Shampoo** (p.h. 7.5-8.0). This will open the cuticle and prepare the hair to receive the treatment (you may also choose to use **TRUSS Bidimensional Shampoo** if hair is fragile or damaged).
- 2 Blow Dry 100%.
- 3 Application: apply product generously 1/2" from the scalp with a brush, starting from the nape of the neck for a more natural look. Apply evenly from roots to ends and massage gently. Cover hair with a plastic cap to keep the moisture in.

Processing time: while using a hooded dryer, process hair according to hair texture and density:
 - Thin and Damaged: **30 min.**
 - Medium: **45 min.**
 - Thick and Resistant: **60 min.**
- 4 Rinse thoroughly.
- 5 For heat and color protection, apply **TRUSS Amino** and blow dry straight. As product has been completely rinsed, you will notice how easy it will be to blow dry your client's hair.
- 6/7 Spray **TRUSS Amino** evenly and flat iron taking thin sections, sliding slowly and repeating movement until hair is frizz-free (Tip: If hair is damaged or sensitive, you can spray more **TRUSS Amino** for extra heat protection).

Values for each unit. Revenue numbers in USD for the United States market as an international reference.

INFUSION



TRUSS' breakthrough technology for intense hair repair. **Infusion** is a vegan wax for reconstruction that allows clients to be frizz-free for up to 45 days.

It protects the hair by sealing the cuticles, adding intense shine.



HOW TO APPLY

- 1 On dry hair and section by section, apply **TRUSS Infusion** on the length and tips only. Do not apply at the roots.
- 2 Comb through to ensure even distribution.
- 3 Massage gently for better absorption.
- 4 Processing time: **30 minutes.**
- 5 Rinse twice using **TRUSS Bidimensional Shampoo**.
- 6 Apply **TRUSS Intensive Nutrition** or **Net Mask**.
- 7 Massage into hair and rinse thoroughly.
- 8 Blow-dry and style as desired.

Product Output: 13 applications.
(Product yield varies according to the length, density and type of hair.)



DO NOT wash hair prior.
Apply on **DRY** hair.



DO NOT apply on the root



PROCESSING TIME:
30 min.

Values for each unit. Revenue numbers in USD for the United States market as an international reference.

NO MATTER WHAT YOUR CLIENT'S NEED IS, TRUSS HAS THE SOLUTION!

UNDERSTAND THE DIFFERENT PRODUCTS AND SERVICES YOU CAN OFFER AT YOUR SALON:



HIGH LISS

What is it?
Customizable anti-frizz smoothing treatment.

What are the expected results?
Up to 80% of volume reduction in a single application, frizz-free.

Who is the targeted client for this treatment?
A client who wants to reduce frizz and volume, with treatment that will last longer.

How long is it going to last?
Up to 3 months.

How often can you perform the treatment?
As often as desired.

How long does it take to perform the treatment?
1.5hr-2hrs.

How much to charge per treatment?
Prices vary depending on location. Must be charged the equivalent to a Keratin Complex or Brazilian Blowout treatment.
Short hair: \$150.
Medium/Long: \$250 and up.

How many applications per bottle?
Up to 7 applications.

Do I have to combine High Liss with any other treatments?
No. Only Clarifying Shampoo prior and Amino before the blowout and before flat ironing.

What is the recommended take home product?
Truss home care line of shampoos, conditioners and Deluxe Prime.



K RECOVERY

What is it?
Fast reconstruction with Keratin and Collagen prior to blowouts and highlights.

What are the expected results?
Stronger and healthier hair.

How long is it going to last?
Results will vary depending on porosity/damage level as well as the maintenance at home (use of hot tools, hot water, etc). Reconstruction on processed hair may last up to 30 days.

How often can you perform the treatment?
Whenever the hair is damaged/compromised.

How long does it take to perform the treatment?
3 minutes to apply, only on damaged areas.

How much to charge per treatment?
\$10-\$15 by adding K Recovery to your blowout or before highlights (highlight on top of it).

How many applications per bottle?
Up to 40 applications.

Do I have to combine K Recovery with any other treatments?
Yes. You may use Fast Repair prior to applying K Recovery and Amino prior to Styling. It is also recommended that you use K Recovery along with the Keratin Infused Flat Iron treatment.

What is the recommended take home product?
Home care shampoos and conditioners, Net Mask, Brush + Hair Protector.



INFUSION

What is it?
Vegan wax for intense reconstruction.

What are the expected results?
Reconstructs, adds shine, seals the cuticles, reduces frizz.

How long is it going to last?
Up to 1,5 months.

How often can you perform the treatment?
Every month and a half.

How long does it take to perform the treatment?
1.1 hour (10min application + 30min processing time + 30 min wash + 20 min style).

How much to charge per treatment?
\$50 or \$75 with blowout and up.

How many applications per bottle?
Up to 13 applications.

Do I have to combine Infusion with any other treatments?
Yes. You will wash the treatment with Bidimensional Shampoo twice and then apply Intensive Nutrition and Amino prior to styling.

What is the recommended take home product?
Night Spa (weekly) and Infusion Shampoo and Conditioner.



FATS REPAIR

What is it?
3 step back-bar deep conditioning system.

What are the expected results?
Frizz-maintenance, moisture, hydration and shine.

How long is it going to last?
20 days.

How long does it take to perform the treatment?
12 minutes, 4 minutes each step.

How often can you perform the treatment?
As often as desired. It is recommended every 20-30 days.

How much to charge per treatment?
\$20-\$30.

How many applications per bottle?
Up to 60 applications.

Do I have to combine Fast Repair with any other treatments?
Yes. You may use fast repair with Infusion, K Recovery and Amino prior to styling.

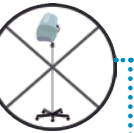
What is the recommended take home product?
Crazy for Truss.



Recovery Complex: Keratin + Jaborandi

KERATIN INFUSED FLAT IRON

The TRUSS Keratin Infused Flat Iron works combined with Recovery Complex, which is rich in Keratin and Jaborandi, to infuse hydrating and re-constructive ingredients into the interior of the hair at the right temperature. The temperature is also ideal for a more intense penetration of the active ingredients from other TRUSS products, without the need of hooded dryers that can cause scalp dysfunctions making hair oily. This versatile flat iron can be used with or without steam, to reconstruct or just give hair beautiful style.



PURCHASING TRUSS' KERATIN INFUSED FLAT IRON, YOU CAN OFFER 3 ADDITIONAL SERVICES AT YOUR SALON

SHOCK RESTORE						
For chemically treated hair Restores Strength, Elasticity, Flexibility and Shine.	PRE TREATMENT	TREATMENT			FINISH	
	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	
	Bidimensional Shampoo	Shock Repair	Net Mask	TRUSS Flat Iron + Recovery Complex	Intensive Nutrition	Brush
	Wash hair twice	Apply one ampoule. Work through the hair.		2 to 3 times on each section	2 parts (20g - 0,7 fl. oz.)	Small quantity
	Execution Time	Execution Time			5 minutes	

DO NOT RINSE HAIR IN BETWEEN STEPS

For daily protection use: Day by Day - daytime/nighttime, Instant Repair and Hair Protector.

BLOND RECOVERY						
Deep Moisturizing Treatment for Blonde, damaged and dull hair, ideal for before and after the decolorizing process.	PRE TREATMENT	TREATMENT			FINISH	
	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	
	Bidimensional Shampoo	K Recovery	Lipidic	TRUSS Flat Iron + Recovery Complex	Blond Mask	SMALL QUANTITY
	Wash hair twice	Enough pumps to cover all hair		2 to 3 times on each section	2 parts (0,7 fl. oz.)	Body Volume: thin hair and no volume or Day by Day: thick and voluminous hair
	Execution Time	Execution Time			5 minutes	

DO NOT RINSE HAIR IN BETWEEN STEPS

For daily protection use: Shampo Blond and Conditioner Blond. For weekly use: Nigth SPA.

SMOOTHING TREATMENT • FRIZZ SOLUTION						
Smoothing treatment for frizz control, restoring dry, unruly and bulky hair.	PRE TREATMENT	TREATMENT		FINISH		
	STEP 1	STEP 2	STEP 3	STEP 4		
	Clarifying Shampoo	High Liss	Lipidic + Intensive Nutrition	Amino + TRUSS Flat Iron + Recovery Complex		STEP BY STEP
	Wash hair twice	Apply ¼ inch from the scalp. Work it into the hair.	1 part (0,35 fl.oz.) 2 parts (0,7 fl.oz.)	1 to 3 sprays on hair section's length and ends 2 to 3 times on each section		QR CODE
	Execution Time Blowdry 100% after rinse	30, 45 or 60 minutes	5 minutes	Execution Time		

RINSE THOROUGHLY **RINSE**

For daily protection use: Day by Day - daytime/nighttime, Net Mask and Night SPA.

OUR PRODUCTS
DELIVER AMAZING
PERFORMANCE
AND HIGH
REVENUE
TO HAIRSTYLISTS.
FIND OUT HOW
PROFITABLE EACH
TRUSS
PROFESSIONAL
PRODUCT IS:

NUMBER OF APPLICATIONS & REVENUE



BACK BAR				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Kit Fast Repair (Bidimensional, Lipidic, Intensive Nutrition)	50-60	\$1.90 - \$1.60	\$20.00 - \$30.00	Up to \$1,800
Therapy Shampoo 1000ml/33.81fl.oz	50-60	\$1.90 - \$1.60	\$5.00	Up to \$300.00
Blond Shampoo 1000ml/33.81fl.oz				
Blond Mask 1000ml/33.81fl.oz				



PERFECT BLOND				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Air Libre Bleaching Powder 500g/17.64oz	5-7	\$6.20 - \$4.42	\$150.00 and up	\$1,050.00 and up
Blanc Blond Lightening Powder 500g/17.64oz	5-7	\$5.80 - \$4.15	\$150.00 and up	\$1,500.00 and up
Bx Powder 200g/7.05oz	40	\$2.05	\$20.00	Up to \$450.00



TREATMENT				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Exclusive Vapor Flat Iron + Recovery Complex 60ml/2.11fl.oz	20-25	\$1.00 - \$0.75	\$40.00 - \$70.00	Up to \$500.00
Infusion 650ml/21.98fl.oz	13	\$3.38	\$50.00 - \$75.00	Up to \$975.00
K Recovery 650ml/21.98fl.oz	Up to 40	\$1.00	\$10.00 - \$15.00	Up to \$600.00
Net Mask 550g/19.40fl.oz	30	\$0.70	\$10.00 - \$15.00	\$800.00



SMOOTHING TREATMENT				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
High Liss 650ML/22.89fl.oz	5-7	\$7.14	\$150.00 and up	\$1,050.00 and up
High Liss Blond 650ML/22.89fl.oz				



COLOR MAINTENANCE				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Deluxe Prime 260ml/8.79fl.oz	25-30	\$0.58 - \$0.49	\$10.00 - \$15.00	Up to \$450.00
Deluxe Prime Blond 260ml/8.79fl.oz				
Deluxe Prime Honey Blond 260ml/8.79fl.oz				
Deluxe Prime Chestnut Cool Brown 260ml/8.79fl.oz				
Deluxe Prime Warm Brown Chocolate 260ml/8.79fl.oz				
Deluxe Prime Copper 260ml/8.79fl.oz				
Deluxe Prime Marsala Red 260ml/8.79fl.oz				

REVENUE NUMBERS IN USD USING THE UNITED STATES MARKET AS AN INTERNATIONAL REFERENCE.

RETAIL

AMINO



First thing hair loses when exposed to hot tools are the amino acids. **Amino** replenishes the hair with 18 different types of amino acids and:

- Is an amazing heat protector;
- Avoids color fading;
- Adds a lot of shine, facilitating brushing and sliding of the flat iron;
- Helps to control the frizz
- Has an amazing fragrance.

CRAZY FOR TRUSS



This is the home care maintenance treatment for **FAST REPAIR**. It has the same concept but less concentrated and in a travel size.

It replenishes the hair with lipids and amino acids, providing elasticity, shine, color maintenance, frizz control and extra hydration.

NIGHT SPA



Night Spa serum is the take home maintenance of the **INFUSION** treatment at the salon. It has a great fragrance and results will last longer by applying this amazing product weekly.

HOW TO USE

At night, apply **TRUSS Night Spa Serum** onto length and tips of dry hair (do not apply at the roots), section by section, and massage well into hair. If necessary, remove excess moisture using a blow dryer. Let it sit overnight. In the morning, wash as usual using your favorite **TRUSS Shampoo** and **TRUSS Conditioner** or **Hair Mask**. WEEKLY USE.

Product Output: 8 applications.
(Product yield varies according to the length, density and type of hair.)

TRUSS: A SHAMPOO AND CONDITIONER FOR EVERY HAIR TYPE. THE SOLUTION FOR ALL YOUR HAIR NEEDS.

FIND OUT WHICH PRODUCT SUITS YOU BETTER.



BLOND

Shampoo, Conditioner and Mask

Blonde/bleached/gray hair that fades too fast?
This line can be used every time you wash your hair to avoid color oxidation, leaving hair shiny and frizz-free. Mask is for weekly use only.



EQUILIBRIUM

Shampoo and Conditioner

Oily scalp, dry ends?
Problem fixed! It cleans the scalp removing the excessive oiliness, replenishing hydration in the ends. Leaves hair strong, vibrant and it won't weigh your hair down!

CURLY

Shampoo and Conditioner

Give life to your curls!
Recommended for curly or wavy hair, since it defines curls, controls frizz, and provides softness and silkiness



PERFECT

Shampoo, Conditioner and Mask

This anti-aging trio has hyaluronic-acid, a bio-synthesized intelligent technology that fulfills the porosity levels bringing elasticity and shine back. Recommended to normal hair types. Mask is for weekly use only.



THERAPY

Shampoo

Your solution to all scalp disorders: dandruff, allergies, psoriasis, etc. It promotes blood circulation on the scalp to ensure healthier and stronger hair growth. This is a shampoo that your male clientele will love!

INFUSION

Shampoo and Conditioner

Product 100% Vegan to fight frizz bring the moisture, elasticity and smoothness back. Highly recommended as a maintenance to prolong results from both Infusion and High Liss Professional Treatments.



ULTRA HYDRATION

Shampoo and Conditioner

Recommended for extremely dry and damaged hair for extra deep hydration and elasticity.



ULTRA HYDRATION PLUS

Shampoo and Conditioner

If chemicals have compromised your hair way too much and if breakage is a problem, these products are your new next best friend. Recommended for extremely damaged and dry hair for extra deep hydration, elasticity and intense hydration.



MIRACLE

Shampoo, Conditioner and Mask

Recommended for all hair types.
It restores elasticity, providing intense 3dimensional shine, strength, softness, color protection and special anti-aging ingredients. Mask is for weekly use only.

SPECIFIC

Mask

If your shampoos and conditioners above do not have their own masks, Specific mask will help you solve all of the specific needs that every hair has! Weekly use.



All TRUSS shampoos, conditioners and mask are color and keratin-safe and will maintain the results obtained at the salon.

WEEKLY CARE

NET MASK



One of TRUSS' top sellers and most innovative technologies. It consists on mask with fibers that will promote intelligent hair repair, cutting off the frizz and adding a lot of hydration and shine.

SHOCK REPAIR



Highly concentrated ampoules for weekly reconstruction. Promotes hydration, strength and protection.

DAILY PROTECTION



DAY BY DAY

Daily leave-in protector. Intense reconstruction during night time.



HAIR PROTECTOR

Gel-based daily leave-in. UV Protection.



INSTANT REPAIR

The last step after finishing and styling hair, for a frizz-free look with extra shine that can be applied whenever you want.

BLOWOUT



BRUSH

Thermal-Reconstruction Activated Keratin. Provides strength and resistance.



BODY VOLUME

Leave-in Gel for extra Body&Volume.

CURLS TREATMENT



CURLY LIGHT

Curl definition. Softness and Shine.



CURLY FIX

Curl definition and hold. Blocks humidity.



FLUID FIX

Curl hold and definition. Thermal Protector.

STYLING



ACQUA GEL

Texture and hold. Moderate Shine.



FIX POMADE

Medium and malleable hold. Matte effect.



VOLUMIZING STYLING POWDER

Powder fibers for styling, texture and volume at the roots. Matte effect.

2019 LAUNCH

Miracle
summer

**THE BEST PROTECTION
FOR THIS SUMMER**



TRUSS
PROFESSIONAL

ARE YOU READY TO
GIVE YOUR
CLIENT'S THEIR
BEST HAIR
EXPERIENCE EVER?

PLEASE CONTACT OUR SALES
DEPARTMENT AND FIND OUT
HOW TRUSS CAN BE PRESENT
IN YOUR MARKET.

Thank you!