

Scruples®

USA
MAY
JUNE
2014



COLLECTION

Log in as a professional
at scrupleshaircare.com
to recreate her look.

Making Waves in Business



TRACY LIGUORI
Co-President
Marketing/Advertising



MIA LIGUORI MCHUGH
Co-President
Creative

LET'S TALK RETAIL

With Scruples' TWISTED Curl Defining Creme and CREME PARFAIT Volumizing Foam, maintaining your natural or salon texture service has never been easier.

TWISTED Curl Defining Creme helps to control, enhance and define curls - without the frizz or stiffness. Meanwhile, CREME PARFAIT Volumizing Foam works great as a weightless styling foam with incredible volume, control and shine. Both products also contain Scruples' Protective Barrier Complex (PBX), a patented technology that works to leave hair manageable, healthy and noticeably sexy.

Best of all, recommending Scruples products to your clients is the perfect way to get your clients to recreate their look at home as well as come back to the salon. Unlike other brands that claim to be professional only while making their brands available in mass retail chains, Scruples retail products are truly salon-exclusive. This means when you retail Scruples products, the only place your client can get the products they love again is through you - allowing you to keep and grow the business you've worked hard to build.

– TRACY

Stay Social

Like us on Facebook and follow us on Twitter for the latest Scruples news, events, education and of course anything and everything hair.



LET'S TALK TEXTURE

Spring is the perfect time to add some beachy texture to your client's style with Scruples' customized texture and perm systems. This season, Scruples is running a perm and texture sale with up to 43% savings including its popular TEXTURE FUSION and CENTURA System among others.

With Scruples' TEXTURE FUSION, you can help clients achieve the iconic soft waves we've been seeing on every red carpet event. To help promote this exciting and innovative service in your salon, login as a professional at scrupleshaircare.com, download your Print & Frame display and place in a frame to get your clients talking texture.

Scruples' CENTURA System is another exciting option, which includes an Acid-Balanced Perm, Non-Thio Perm and Buffered Alkaline Perm all in one system. In fact, Seattle's leading stylist and texture premier Lisa Vann and lisavannstudio.com is recommending CENTURA System as her perm of choice for achieving the best results. Vann has traveled worldwide demonstrating innovative techniques and products to other salon professionals and inspiring them to grow their careers. Her award-winning work has been featured in Harper's Bazaar, Glamour Essence, Marie Claire and a variety of trade magazines.

So next time your client wants a change, give their style an exciting new twist with Scruples' customized texture and perm systems.

– MIA

POWER BLONDE SALE

Unique triple-protection formula offers fast controlled lightening and lifts up to 7 levels, while maintaining the integrity of hair.

PURCHASE: 1 POWER BLONDE Lightening Powder (400 g/14.1 oz)

Salon cost:

Salon value:

PURCHASE: 1 POWER BLONDE Lightening Powder (800 g/28.2 oz)

Salon cost:

Salon value:

OVER
39%
SAVINGS



“Cropped platinum hair is always something I love. It's ultra modern, retro and timeless at the same time. This model – Abella – has wonderful androgynous features and an otherworldly Scandinavian look. She is elegant, strange and beautiful in a Tilda Swinton or Annie Lennox way.”



CHARLIE PRICE
Scruples International
Creative Consultant

– CHARLIE PRICE

Free Mini High Definition Hair Spray



Cut & Frame
See page 12 for details

Shape your style on the go while providing volume, hold and shine.

PURCHASE: 1 HIGH DEFINITION Hair Spray (10.6 oz/350 ml)

RECEIVE FREE: 1 HIGH DEFINITION Hair Spray (1.5 oz/50 ml)

Salon cost:

Salon value:

Client cost:

Client value:

OVER
28%
SAVINGS

SUCCESS TIP: Stock up for updo season and suggest this must-have hair spray in two convenient sizes to go home with your clients.

– TRACY



Styling & Finishing Liter Sale



FREE 8.5 oz of your favorite Pearl CLASSIC COLLECTION styling and finishing products with liter purchase.

ENFORCE Sculpting Glaze

PURCHASE: 1 ENFORCE Sculpting Glaze (liter)
RECEIVE FREE: 1 ENFORCE Sculpting Glaze (8.5 oz/250 ml)

Salon cost:
Salon value:



ENFORCE Working & Finishing Hair Spray

PURCHASE: 1 ENFORCE Working & Finishing Hair Spray (liter)
RECEIVE FREE: 1 ENFORCE Working & Finishing Hair Spray (8.5 oz/250 ml)

Salon cost:
Salon value:



SMOOTH OUT Straightening Gel

PURCHASE: 1 SMOOTH OUT Straightening Gel (liter)
RECEIVE FREE: 1 SMOOTH OUT Straightening Gel (8.5 oz/250 ml)

Salon cost:
Salon value:



Foam & Gel Sale
Buy 1, Get 1 50% Off



SUCCESS TIP: Show clients how to cocktail products together to recreate their look at home.

– MIA



See page 12 for more details on how to obtain Scruples print & frames in your salon.

PURCHASE: 1 ENFORCE Sculpting Glaze (8.5 oz/250 ml)
RECEIVE 50% OFF: 1 ENFORCE Sculpting Glaze (8.5 oz/250 ml)

Salon cost:
Salon value:

Client cost:
Client value:

PURCHASE: 1 Pearl CLASSIC COLLECTION Styling Product
RECEIVE 50% OFF: 1 Pearl CLASSIC COLLECTION Styling Product
CHOOSE FROM:

- CREME PARFAIT Volumizing Foam (8.5 oz/250 ml)
- DIRECT VOLUME Root Lifter (8.5 oz/250 ml)
- SMOOTH OUT Straightening Gel (8.5 oz/250 ml)

Salon cost:
Salon value:

Client cost:

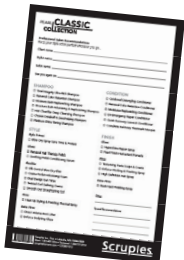
PURCHASE: 1 SILK CONTROL Blow Dry Elixir (5 oz/150 ml)
RECEIVE 50% OFF: 1 SILK CONTROL Blow Dry Elixir (5 oz/150 ml)

Salon cost:
Salon value:

Client cost:
Client value:

Increase sales with your professional recommendation utilizing Pearl CLASSIC COLLECTION Prescription Pad.

PURCHASE: 6 Foam & Gel Buy 1, Get 1 50% Off Promotions
RECEIVE FREE: 1 Pearl CLASSIC COLLECTION Prescription Pad (25/pad)



Foam & Gel Sale

Buy 1, Get 1 50% Off

25%
SAVINGS



See page 12 for more details on how to obtain Scruples print & frames in your salon.

Use alone or style together for a softer hold with impeccable volume and shine.

PURCHASE: 1 WHITE TEA Leave-In Miracle Foam Conditioner (150 ml/5 oz)

RECEIVE 50% OFF: 1 WHITE TEA Leave-In Miracle Foam Conditioner (150 ml/5 oz)

Salon cost:

Salon value:

Client cost:

Client value:

PURCHASE: 1 WHITE TEA Luminous Gel (150 ml/5 oz)

RECEIVE 50% OFF: 1 WHITE TEA Luminous Gel (150 ml/5 oz)

Salon cost:

Salon value:

Client cost:

Client value:



Free New Poster Collection with Open Stock Purchase

Scruples' 3 Dimensional Customized Gel Color System delivers a natural, multidimensional look that is as individual as you are. All three systems process simultaneously, allowing the stylist to save time, make more money and stretch their artistic freedom.

PURCHASE: 6 Gel Color Open Stock (118 ml/4 oz)

RECEIVE FREE: 1 **NEW** Shattered Elegance Poster Collection (3 – 18" x 24" posters)

CHOOSE FROM:

- HIGH DEFINITION Custom Mixing • Gel Color System
- BLAZING HIGHLIGHTS Toner Infused • Gel Color System
- SHADOW LOWLIGHTS Filler Infused • Gel Color System

Salon cost:

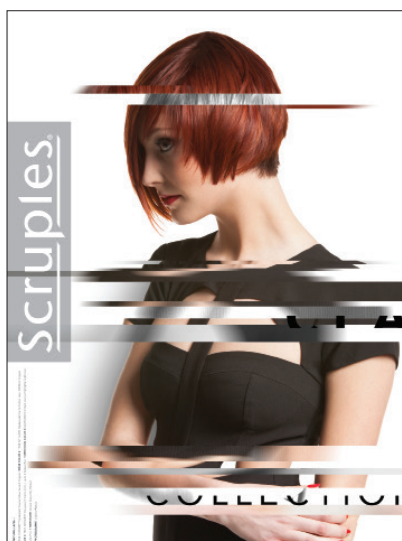
Salon value:



OVER
32%
SAVINGS

Free Posters

From the Shattered Elegance Collection
By Charlie Price



Series Kit Sale

Neutral Ash Series

PURCHASE: 1 TRUE INTEGRITY Neutral Ash Intro Kit

NEUTRAL ASH INTRO KIT INCLUDES:

- 6 TRUE INTEGRITY Shades, 1 each (60 ml/2.05 oz)
5NA, 6NA, 7NA, 8NA, 9NA, 10NA
- 1 TRUE INTEGRITY Conceal Levels 7 – 10 (60 ml/2.05 oz)
- 1 PURE OXI 10 Volume Creme Developer (250 ml/8.5 oz)
- 1 PURE OXI 20 Volume Creme Developer (250 ml/8.5 oz)
- 1 TRUE INTEGRITY Neutral Ash Brochure

RECEIVE FREE: 1 TRUE INTEGRITY Conceal Levels 3 – 6 (60 ml/2.05 oz)



Salon cost:

Salon value:

Strawberry Blonde Series

PURCHASE: 1 TRUE INTEGRITY Vibrant Reds including Strawberry Blonde Series

VIBRANT REDS KIT INCLUDES:

- 6 TRUE INTEGRITY Vibrant Red Shades, 1 each (60 ml/2.05 oz)
6C, 8C, 6CC, 8CC, 6RR, 8RR
- 3 TRUE INTEGRITY Strawberry Blonde Shades, 1 each (60 ml/2.05 oz)
7NC, 8NC, 9NC
- 1 TRUE INTEGRITY Strawberry Blonde Swatch Book Page
- 1 TRUE INTEGRITY Instruction Sheet

RECEIVE FREE: 1 Fire & Ice Poster Collection (3 – 18" x 24" posters)



Salon cost:

Salon value:

Newest True Integrity Shades Available Open Stock

PURCHASE BLACKBERRY SHADES:

- 1 3VR Dark Violet Red Brown (60 ml/2.05 oz)
- 1 4VR Medium Violet Red Brown (60 ml/2.05 oz)
- 1 5VR Violet Red Brown (60 ml/2.05 oz)

**TRUE INTEGRITY
BLACKBERRY SERIES SHADES**



Salon cost:



Perm Sale with Quick Recovery Leave-In Conditioner

UP TO
43%
SAVINGS

EFFECTS & RENEWAL

PURCHASE: 6 Perms

RECEIVE FREE: 1 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)

CHOOSE FROM:

- EFFECTS Buffered Perm System (normal or tinted)
- RENEWAL Conditioning Perm (normal or tinted)



Salon cost:

Salon value:

CENTURA 1, 2 & 3

PURCHASE: 6 Perms

RECEIVE FREE: 1 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)

CHOOSE FROM:

- CENTURA 1 Acid Perm
- CENTURA 2 Non-Thio Perm
- CENTURA 3 Buffered Alkaline Perm



Salon cost:



TEXTURE FUSION

PURCHASE: 6 TEXTURE FUSION and 1 TEXTURE FUSION Sponge Kit

RECEIVE FREE: 1 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)

Salon cost:

SUCCESS TIP: Spring is the perfect time to add texture to your client's style.

– MIA

Free:

Pearl CLASSIC COLLECTION Quick Recovery Leave-In Conditioner

- Helps repair dry damaged hair
- Detangler and thermal protection for all hair types
- Controls frizz and adds shine
- Seals and protects haircolor
- Moisturizing perm pre-wrap

PURCHASE: Any 6 Perms

RECEIVE FREE: 1 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)



Perm Sale with Leave-In Miracle Foam Conditioner

UP TO
43%
SAVINGS

EFFECTS & RENEWAL

PURCHASE: 6 Perms

RECEIVE FREE: 1 WHITE TEA Leave-In Miracle Foam Conditioner (150 ml/5 oz)

CHOOSE FROM:

- EFFECTS Buffered Perm System (normal or tinted)
- RENEWAL Conditioning Perm (normal or tinted)



Salon cost:

CENTURA 1, 2 & 3

PURCHASE: 6 Perms

RECEIVE FREE: 1 WHITE TEA Leave-In Miracle Foam Conditioner (150 ml/5 oz)

CHOOSE FROM:

- CENTURA 1 Acid Perm
- CENTURA 2 Non-Thio Perm
- CENTURA 3 Buffered Alkaline Perm



Salon cost:



TEXTURE FUSION

PURCHASE: 6 TEXTURE FUSION and 1 TEXTURE FUSION Sponge Kit

RECEIVE FREE: 1 WHITE TEA Leave-In Miracle Foam Conditioner (150 ml/5 oz)

Salon cost:

Free:

WHITE TEA Leave-In Miracle Foam Conditioner

- Acts as a moisturizing lotion for hair
- Contains sunscreen
- Works as a shaving cream for skin
- Part of an intensive repair and moisturizing treatment
- Remarkable perm pre-wrap

PURCHASE: Any 6 Perms

RECEIVE FREE: 1 WHITE TEA Leave-In Miracle Foam Conditioner (150 ml/5 oz)



Texture expert **LISA VANN** recommends CENTURA Perms – check out her work at lisavannstudio.com

Cut & Frame



PEARL CLASSIC COLLECTION

FREE MINI

HIGH DEFINITION Hair Spray

- Dry sleeping and finishing spray
- Volume, control and shine
- Never wet or tacky
- Water soluble

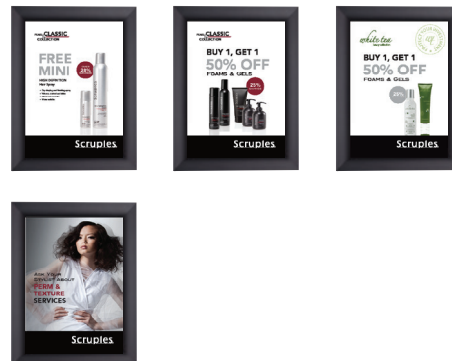
OVER 28% SAVINGS

Scruples

Scruples

DIMENSIONS 5" X 7"

Print & Frames



Scruples **Print & Frames** (5 x 7) are a great way to promote retail products in your salon, increase sales and build your residual business. Log in as a professional at scrupleshaicare.com and click on Merchandising to download your print & frame promotional display.

**Frame not included*

MAY – JUNE 2014

print & frames are now available online.

Scruples Reimagined For ISSE 2014

SCRUPLES AMAZED the crowd at the International Salon and Spa Expo, January 25 – 27, 2014 with the timeless look of its new booth, reimagined Pearl CLASSIC COLLECTION and the latest in cut, color and classic styling.

All eyes were on Scruples' Director of Field Education and Scruples Academy Amie Breckenridge Goltz and Design Team member Katie Nielsen as they showcased exciting new techniques from Scruples' latest collections, enabling hairstylists to save time, make more money and stretch their artistic freedom. Scruples' Artist Chris Venesky also showcased fearless cutting techniques to create a wide range of unique cuts.

In addition to invaluable color and cutting education, Scruples' International Creative Consultant Charlie Price had everyone's undivided attention with classic up styling and an exciting three-part runway segment featuring the latest Orbit, Whisper and Shattered Elegance Collection like never before. With gorgeous custom haircolor, iconic cuts and breathless styling, every collection was as impressive as the next.

Don't miss your chance to meet Pearl and get the latest education from Scruples at upcoming spring shows!



Up styling with Charlie Price



*Amie Breckenridge Goltz
teaching color techniques*



*Scruples runway featuring
Orbit Collection*

	Suggested Salon Each	Suggested Retail Each		Suggested Salon Each	Suggested Retail Each
CREME COLOUR SYSTEM			SPECIALTY COLOR SYSTEM		
TRUE INTEGRITY Opalescent Creme Colour			MENZ 5 Minute Haircolor		
Starter Kit		—	Intro Unit		—
Mixing Intro Unit		—	Haircolor, 9 shades (60 ml/2 oz)		—
Complete Intro Unit		—	Activator (liter)		—
Creme Colour, 76 shades (60 ml/net wt 2.05 oz/58.2 g)	—		1 Minute Stabilizer (250 ml/8.5 oz)	—	
Swatch Book		—	Applicator Bottle (60 ml/2 oz)	—	
Instructional DVD		—	Swatch Book		—
ILLUSIONIST Brilliant Creme Highlights			POWER BLONDE Lightening Powder		
Intro Unit		—	Lightening Powder (net wt 400 g/14.1 oz)		—
Creme Highlights, 10 shades (60 ml/net wt 2.05 oz/58.2 g)	—		Lightening Powder (net wt 800 g/28.2 oz)		—
ILLUSIONIST Accelerator Powder Packet (10 g/.35 oz)	—				
ILLUSIONIST Accelerator Powder (680 g/24 oz)		—	URBAN SHOCK Color Craze		
Swatch Book		—	Intro Unit		—
HYPNOTIC Single-Step Creme Lowlights			Haircolor, 7 shades (75 ml/2.5 oz)		—
Intro Unit		—	Swatch Book		—
Creme Lowlights, 10 shades (60 ml/net wt 2.05 oz/58.2 g)		—			
Swatch Book		—			
GEL COLOR SYSTEM			PURE OXI DEVELOPERS		
HIGH DEFINITION Custom Mixing Gel Color System			Demi-Permanent Liquid Developer (liter)		—
Intro Unit		—	10 Volume Clear Developer (liter)		—
Gel Colors, 10 shades (118 ml/4 oz)		—	20 Volume Clear Developer (liter)		—
LIFT, for Ultra Light Blondes (118 ml/4 oz)		—	Demi-Permanent Creme Developer (liter)		—
2-Pack Intensifiers, 2 shades (29.6 ml/1 oz)		—	10 Volume Creme Developer (liter)		—
Swatch Book		—	20 Volume Creme Developer (liter)		—
BLAZING HIGHLIGHTS Toner Infused Gel Color System			30 Volume Creme Developer (liter)		—
Intro Unit		—	40 Volume Creme Developer (liter)		—
Gel Colors, 5 shades (118 ml/4 oz)		—			
Oil Lightener (236 ml/8 oz)	—				
Blue Oil Lightener (118 ml/4 oz)		—			
X-tra Light Booster Concentrate (net wt 454 g/16 oz)		—			
Swatch Book		—			
SHADOW LOWLIGHTS Filler Infused Gel Color System					
Intro Unit		—			
Gel Colors, 7 shades (118 ml/4 oz)		—			
Swatch Book		—			
SPECIALTY COLOR SYSTEM			HAIRCOLOR ACCESSORIES		
COLOR ART Conditioning Color Gloss			COLOR WHIP Haircolor Thickener (250 ml/8.5 oz)		—
Intro Unit		—	COLOR WHIP Haircolor Thickener (liter)		—
Color Gloss, 12 shades (118 ml/4 oz)		—	COLOR AWAY Haircolor Stain Remover (250 ml/8 oz)		—
Processing Solution (liter)		—	NO H ₂ O ₂ No Peroxide (8.5 oz/250 ml)		—
Swatch Book		—	NO H ₂ O ₂ No Peroxide (liter)		—
			NO H ₂ O ₂ No Peroxide (gallon)		—
			Two-Sided Mixing Bowl		—
			Applicator Brush		—
			Applicator Bottle		—
			Measuring Cup		—
			Color Tool		—
			400-Pack Haircolor Foils (10" × 4")		—
			400-Pack Haircolor Jumbo Foils (10" × 6")		—
			200-Pack Color Papers (10" × 5")		—
			Scruples Stylist Color Apron	—	
			Scruples All-Purpose Cape		—
			Tube Key		—
			TEXTURE & PERMS		
			TEXTURE		
			TEXTURE FUSION		—
			Texture Sponge Kit		—
			PERMS		
			EFFECTS Buffered Perm System (Normal or Tinted)		—
			RENEWAL Conditioning Perm (Normal or Tinted)		—
			CENTURA Perm System		
			1 - Acid-Balanced Perm		—
			2 - Non-Thio Perm		—
			3 - Buffered Alkaline Perm	—	

Suggested
Salon Each

Suggested
Retail Each
(50% margin)

Suggested
Retail Each
(60% margin)

PEARL CLASSIC COLLECTION

INTRO UNITS

Stylist Kit		
Starter Kit	—	—
Salon Intro Unit	—	—
Integrity Salon Collection	—	—

SHAMPOO

TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)		
TOTAL INTEGRITY Ultra Rich Shampoo (liter)		
MOISTURE BATH Replenishing Shampoo (12 oz/350 ml)		
MOISTURE BATH Replenishing Shampoo (liter)		
MOISTURE BATH Replenishing Shampoo (gallon)		
STRUCTURE BATH Volumizing Shampoo (12 oz/350 ml)		
STRUCTURE BATH Volumizing Shampoo (liter)		
STRUCTURE BATH Volumizing Shampoo (gallon)	—	—
RENEWAL Color Retention Shampoo (12 oz/350 ml)		
RENEWAL Color Retention Shampoo (liter)		
RENEWAL Color Retention Shampoo (gallon)	—	—
PLATINUM SHINE Toning Shampoo (8.5 oz/250 ml)		
PLATINUM SHINE Toning Shampoo (liter)		
HAIR CLEARIFIER Deep Cleansing Shampoo (12 oz/350 ml)		
HAIR CLEARIFIER Deep Cleansing Shampoo (liter)		
HAIR CLEARIFIER Deep Cleansing Shampoo (gallon)	—	—
CLEARET Dandruff & Deodorizing Shampoo (8.5 oz/250 ml)		
CLEARET Dandruff & Deodorizing Shampoo (liter)		

CONDITION

MOISTUREX Replenishing Conditioner (8.5 oz/250 ml)		
MOISTUREX Replenishing Conditioner (liter)		
ER Emergency Repair Conditioner (8.5 oz/250 ml)		
ER Emergency Repair Conditioner (liter)		
RENEWAL Color Retention Conditioner (8.5 oz/250 ml)		
RENEWAL Color Retention Conditioner (liter)		
RENEWAL Color Retention Conditioner (gallon)	—	—
QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)		
QUICKSEAL Detangling Conditioner (liter)		
QUICKSEAL Detangling Conditioner (gallon)	—	—
QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)		
COMPLETE RECOVERY Treatment Masque (8 oz/227 g)		

PURIFY

HAIR CLEARIFIER Treatment (8.5 oz/250 ml)	—	—
HAIR CLEARIFIER Treatment (liter)	—	—

STYLE

Style Primer:

BLOW DRY SPRAY Save Time & Protect (6.6 oz/195 ml)

Gloss:

RENEWAL Hair Therapy Polish (2 oz/60 ml)
SOOTHING POLISH Conditioning Serum (3.4 oz/100 ml)

Flexible:

SILK CONTROL Blow Dry Elixir (5 oz/148 ml)
CREME PARFAIT Volumizing Foam (8.5 oz/250 ml)
DUAL DESIGN Gel / Wax (net wt 4 oz/114 ml)
TWISTED Curl Defining Creme (net wt 5 oz /142 ml)
SMOOTH OUT Straightening Gel (8.5 oz/250 ml)
SMOOTH OUT Straightening Gel (liter)

Firm:

HEAT UP Styling & Finishing Thermal Spray (8.5 oz/250 ml)

Extra Firm:

DIRECT VOLUME Root Lifter (8.5 oz/250 ml)		
ENFORCE Sculpting Glaze (8.5 oz/250 ml)		
ENFORCE Sculpting Glaze (liter)		
ENFORCE Sculpting Glaze (gallon)	—	—

Suggested
Salon Each

Suggested
Retail Each
(50% margin)

Suggested
Retail Each
(60% margin)

PEARL CLASSIC COLLECTION

FINISH

Gloss:

HYPERSHINE Repair Spray (4.2 oz/125 ml)
PEARL FINISH Humectant Pomade (1.24 oz/35 g)

Firm:

TEXTURIZING PASTE Sculpt & Create (3.5 oz/100 g)
ENFORCE Working & Finishing Hair Spray (8.5 oz/250 ml)
ENFORCE Working & Finishing Hair Spray (liter)
HIGH DEFINITION Hair Spray (net wt 1.5 oz/50 ml)
HIGH DEFINITION Hair Spray (net wt 10.6 oz/350 ml)

Extra Firm:

ROCK HARD Finishing Spray (net wt 10.6 oz/350 ml)

PUMPS

Trigger Sprayer (8.5 oz)	—	—
Liter Pump		
Gallon Pump	—	—

ACCESSORIES

Scruples Window Decal		—
Retail Product Bag	—	—
INFINITE Ceramic Styler		—
Prescription Pad (25/pad)	—	—
Salon Banner (23" x 62")	—	—

Suggested
Salon Each

Suggested
Retail Each

WHITE TEA LUXURY COLLECTION

Starter Kit		—
Salon Intro Unit	—	
Integrity Salon Collection		—
Sulfate Free Restorative Shampoo (350 ml/12 oz)		
Sulfate Free Restorative Shampoo (950 ml/32 oz)		
Restorative Conditioner (150 ml/5 oz)		
Restorative Conditioner (950 ml/32 oz)		
Soothing Daily Conditioner (250 ml/8.5 oz)		
Soothing Daily Conditioner (950 ml/32 oz)		
Magical Serum (150 ml/5 oz)		
Leave-in Miracle Foam Conditioner (150 ml/5 oz)		
Luminous Gel (150 ml/5 oz)		
Satin Paste (44 g/net wt 1.55 oz)		
Velvet Molding Gloss (44 g/net wt 1.55 oz)		
Luxury Hair Spray (265 ml/net wt 8 oz)		
5% Panthenol Treatment (250 ml/8.5 oz)		
5% Panthenol Treatment (liter)		
Panthenol EDA Creme (80 ml/2.7 oz)		
Hydrating Lotion (250 ml/8.5 oz)		

Scruples Education

Show Schedule					
MAY – JUNE 2014					
Date	Show	Distributor	City/State	Phone	Artist
May 4 – 5	Fashion Focus Show	AMCO	Corpus Christi, TX	800-457-2566	Karla Vazquez
May 4	Mohican Lodge Show	Iorio Beauty Supply	Perrysville, OH	800-922-5580	Megan Terman
May 4	Keys to Salon Success and \$1,000 Cup of Coffee	Reliable Salon Resource Group	Wisconsin Dells, WI	800-657-0750	Amie Breckenridge Goltz and Chris Venesky
May 5	Keys to Salon Success and \$1,000 Cup of Coffee	Reliable Salon Resource Group	Eau Claire, WI	800-657-0750	Amie Breckenridge Goltz and Chris Venesky
May 5 – 6	Fashion Trends in Color	Gregg's Beauty Supply	Linden, NJ	800-624-1927	David Steiner
May 18 – 19	Self-Tour of Haircutting	RWA Serious Beauty	Sacramento, CA	800-446-3987	Randy and Angie Smithhart
May 18 – 19	Self-Tour of Haircolor	AMCO	Tulsa, OK	918-622-6853	Stacey Hainke
May 19	Toledo Show	Iorio Beauty Supply	Toledo, OH	800-922-5580	Stephanie Holland
June 2	Cutting by Design	AMCO	Kerrville, TX	830-792-6888	Margaret Tivis
June 8 – 9	Self-Tour of Haircolor	AMCO	Gulfport, MS	228-868-9071	Yudy Arias
June 9	Keys to Salon Success	J Randazzo Salon Services	St. Louis, MO	800-736-4588	Amie Breckenridge Goltz
June 9 – 10	Razor Cutting	Gregg's Beauty Supply	Linden, NJ	800-624-1927	William Whatley
June 30	Cutting by Design	AMCO	Conroe, TX	936-756-7511	Margaret Tivis

FREE Online Education Webinars		
Contact education@scrupleshaircare.com to register		
Date	Program	Time
May 5	BLAZING HIGHLIGHTS & SHADOW LOWLIGHTS	11:00 a.m. – 11:30 a.m. CST
May 5	ILLUSIONIST Highlights & HYPNOTIC Lowlights	2:00 p.m. – 2:30 p.m. CST
June 9	ILLUSIONIST Highlights & HYPNOTIC Lowlights	11:00 a.m. – 11:30 a.m. CST
June 9	BLAZING HIGHLIGHTS & SHADOW LOWLIGHTS	2:00 p.m. – 2:30 p.m. CST

Academy Schedule 2014		
Scruples Academy registration form available online at scrupleshaircare.com/education		
Date	Program	Artist
May 19 – 21	Cutting by Design	Cutting by Design Team member
June 21 – 24	Training for Tomorrow	Scruples Education Team
Sept 22 – 23	Self-Tour of Haircutting	Self-Tour of Haircutting Team member
Oct 4 – 7	Training for Tomorrow	Scruples Education Team
Oct 9 – 10	Self-Tour of Haircolor	Self-Tour of Haircolor Team member
Oct 11 – 14	Global Design Artistry	Scruples Education Team

Scruples Corporate Headquarters • Lakeville, MN • 1.800.457.0016



HAIRCOLOR FORMULA/CREDITS

MODEL: Jordan
NATURAL LEVEL: 7
BASE COLOR: HIGH DEFINITION Custom Mixing • Gel Color System Level 10 Neutral
DIMENSION COLOR 1: POWER BLONDE Lightening Powder
DIMENSION COLOR 2: BLAZING HIGHLIGHTS Toner Infused • Gel Color System Pale Vanilla Blonde 8G + 12V
STYLIST: Katie Nielsen
HAIRCOLOR: Katie Nielsen
HAIRCUT: Katie Nielsen
MAKEUP: Kumi
PHOTOGRAPHY: Melanie Watson



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