

Scruples®

USA
MARCH
APRIL
2014

NEW
BLACKBERRY
SERIES

CLASSIC
CUT

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

New Ways to Grow Your Business



TRACY LIGUORI
Co-President
Marketing/Advertising



MIA LIGUORI MCHUGH
Co-President
Creative

WHAT'S NEW IN RETAIL

Scruples is excited to introduce the latest addition to its Pearl CLASSIC COLLECTION line - Blow Dry Spray Save Time & Protect. Similar to priming the skin before applying makeup, the BLOW DRY SPRAY is used as a style primer for hair. In other words, this kind of product is applied before other styling and or finishing products in the line to help reduce blow dry time as well as protect hair from thermal styling damage. Its lightweight formula also conditions, reduces frizz, adds shine and creates a great styling base.

Best of all, this product is perfect for all hair types and can be used on almost every client. In fact, using Scruples' new BLOW DRY SPRAY Save Time & Protect on your clients during their service is a great way to introduce them to a new product and continue to grow your residual business. Just think, when your client leaves with products from Scruples, the only place they can get it again is through you.

To further help promote this new addition; flip to page 12 for your complimentary cut & frame to cut out, frame and display in your salon's reception area or stylist station. Salons can also download print & frames by logging in as a professional at scrupleshaicare.com and clicking on Merchandising to choose which promotions they want to draw attention to.

With Scruples, you truly get to own and keep the business you've worked hard to build.

– TRACY

WHAT'S NEW IN COLOR

When it comes to being fashion forward - gorgeous blackberry shades are what's happening.

From the runway to the streets, vibrant plum and purple shades are making a bold statement in fashion. With Scruples' new TRUE INTEGRITY Blackberry Series, now you can help daring clients achieve gorgeous plum and purple shades they've been seeing throughout the fashion world.

These bold shades are also enhanced with a nutrient-rich botanical blend and Scruples' exclusive Protective Barrier Complex (PBX®), which works to condition, while protecting the color molecule and delivering a deeper penetration of color.

So whether your next client decides on an all-over color or just wants to add some bold accents with blackberry panels, you can be sure to increase your color revenue, ensure strong client retention and see your referrals multiply with Scruples' new TRUE INTEGRITY Blackberry Series.

– MIA

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.



NEW BLACKBERRY SERIES

true integrity.
OPALESCENT CREMA COLOUR

- Vibrant purple base provides beautiful plum and purple shades
- 100% gray coverage when used with TRUE INTEGRITY Conceal Levels 3 – 6
- Mixing ratio: 1 : 1½
- Part of a low-ammonia permanent and demi-permanent haircolor system
- Fortified with Scruples' exclusive Protective Barrier Complex (PBX®) that shields the haircolor molecule and deposits it deep into the hair



BLACKBERRY SHADES

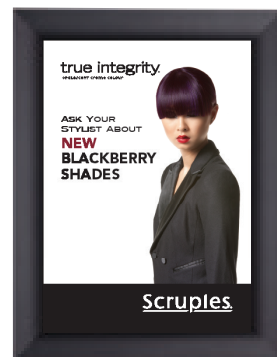


OVER
33%
SAVINGS

PURCHASE: 1 **NEW** TRUE INTEGRITY Blackberry Series Kit

BLACKBERRY SERIES KIT INCLUDES:

- 3 TRUE INTEGRITY Blackberry Shades, 1 each (60 ml/2.05 oz)
 - 1 3VR Dark Violet Red Brown
 - 1 4VR Medium Violet Red Brown
 - 1 5VR Violet Red Brown
- 1 TRUE INTEGRITY Conceal Levels 3 – 6 (60 ml/2.05 oz)
- 1 TRUE INTEGRITY Blackberry Swatch Book Page
- 1 Instruction Sheet



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

New Way to Save Time & Protect



Introducing **NEW** BLOW DRY SPRAY Save Time & Protect

- Reduces blow dry time
- Helps protect hair from thermal styling damage
- Lightweight formula creates great styling base
- Conditions, reduces frizz and adds shine

PURCHASE: 1 BLOW DRY SPRAY Save Time & Protect (6.6 oz /195 ml)



PEARL CLASSIC COLLECTION
Trailer

Aerosol Sale

2 For \$12

Download

**Print &
Frame**

See page 12
for details

Shape your style while providing volume, hold and shine with **HIGH DEFINITION** or finish your styling routine with **ROCK HARD**.

HIGH DEFINITION Hair Spray

PURCHASE: 2 HIGH DEFINITION Hair Spray (net wt 10.6 oz/350 ml)

25%
SAVINGS

ROCK HARD Finishing Spray

PURCHASE: 2 ROCK HARD Finishing Spray (net wt 10.6 oz/350 ml)

OVER
29%
SAVINGS

SUCCESS TIP: Stock up for updo season and don't forget to send these favorites home with your clients so they can recreate their favorite styles all year long!

— MIA



May receive in either PEARLSCRIPTIVES or new Pearl CLASSIC COLLECTION packaging.

Hair Care Duo Sale

Download

Print & Frame

See page 12 for details

PURCHASE: 1 Pearl CLASSIC COLLECTION Duo

ESSENTIAL

- 1 TOTAL INTEGRITY Ultra Rich Shampoo (12 oz/350 ml)
- 1 QUICK RECOVERY Leave-In Conditioner (6 oz/175 ml)

OVER
22%
SAVINGS



ESSENTIAL

PURCHASE: 1 Pearl CLASSIC COLLECTION Duo
CHOOSE FROM:

HYDRATE

- 1 MOISTURE BATH Replenishing Shampoo (12 oz/350 ml)
- 1 MOISTUREX Replenishing Conditioner (8.5 oz/250 ml)

STRENGTH

- 1 STRUCTURE BATH Volumizing Shampoo (12 oz/350 ml)
- 1 ER Emergency Repair Conditioner (8.5 oz/250 ml)

PURIFY

- 1 HAIR CLEARIFIER Deep Cleansing Shampoo (12 oz/350 ml)
- 1 QUICKSEAL Detangling Conditioner (8.5 oz/250 ml)

COLOR CARE

- 1 RENEWAL Color Retention Shampoo (12 oz/350 ml)
- 1 RENEWAL Color Retention Conditioner (8.5 oz/250 ml)

20%
SAVINGS



HYDRATE



STRENGTH



PURIFY



COLOR CARE

May receive in either PEARLSCRIPTIVES or new Pearl CLASSIC COLLECTION packaging.

Gallon Sale

Lowest Prices of the Year

Whether you're looking to strengthen, restore or condition, Pearl CLASSIC COLLECTION products are designed with your customized needs in mind.

PURCHASE: 1 Pearl CLASSIC COLLECTION Gallon

CHOOSE FROM:

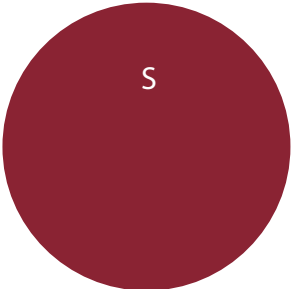
- MOISTURE BATH Replenishing Shampoo
- STRUCTURE BATH Volumizing Shampoo
- HAIR CLEARIFIER Deep Cleansing Shampoo
- RENEWAL Color Retention Shampoo

PURCHASE: 1 ENFORCE Sculpting Glaze Gallon

PURCHASE: 1 Pearl CLASSIC COLLECTION Gallon

CHOOSE FROM:

- QUICKSEAL Detangling Conditioner
- RENEWAL Color Retention Conditioner
- NO H₂O₂ No Peroxide



SUCCESS TIP: No client is the same. So keep your back bar stocked all year long with Pearl CLASSIC COLLECTION must-haves.

– TRACY

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May receive in either PEARLSCRIPTIVES or new Pearl CLASSIC COLLECTION packaging.

Upgrade Your Gallon Offer:

50%	Off	Complete	Recovery
Treatment	Masque	With	Any
Gallon Purchase			

Helps nourish, soften and restore damaged or chemically treated hair while adding strength, moisture and shine.

PURCHASE: 1 Pearl CLASSIC COLLECTION Gallon (see above)

RECEIVE FOR \$6: 1 COMPLETE RECOVERY Treatment Masque (8 oz/227 g)



Buy 1, Get 1 Free

APRIL ONLY

SOOTHING POLISH Conditioning Serum formula detangles, adds shine and leaves hair looking and feeling healthy.

PURCHASE: 1 SOOTHING POLISH Conditioning Serum (34 oz/100 ml)
RECEIVE FREE: 1 SOOTHING POLISH Conditioning Serum (34 oz/100 ml)



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

Free Color Tool & Menz Shaving Bag

Ammonia-free and deposit-only permanent haircolor with natural looking neutral, cool and warm shades.

PURCHASE: 12 MENZ 5 Minute Haircolor (2.65 oz/60 ml)
RECEIVE FREE: 1 Color Tool and 1 MENZ Shaving Bag



Free Blazing Highlights Try-Me Kit

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 HIGH DEFINITION Gel Color Open Stock (118 ml/4 oz)

RECEIVE FREE: 1 BLAZING HIGHLIGHTS Try-Me Kit



Free High Definition Try-Me Kit

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

RECEIVE FREE: 1 HIGH DEFINITION Try-Me Kit

or

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

RECEIVE FREE: 1 HIGH DEFINITION Try-Me Kit



Hair Care Duo Sale

These luxurious duo's will not only protect your finest investment, but also give your hair the strength, moisture and shine it needs to feel healthy all year round.

PURCHASE: 1 WHITE TEA Luxury Collection Duo

RESTORATIVE

- 1 WHITE TEA Sulfate Free Restorative Shampoo (350 ml/12 oz)
- 1 WHITE TEA Restorative Conditioner (150 ml/5 oz)

or

PURCHASE: 1 WHITE TEA Luxury Collection Duo

DAILY

- 1 WHITE TEA Sulfate Free Restorative Shampoo (350 ml/12 oz)
- 1 WHITE TEA Soothing Daily Conditioner (250 ml/8.5 oz)

Download

Print & Frame

See page 12 for details



Aerosol Sale

2 For \$12

WHITE TEA Luxury Hair Spray provides expert styling, working and shaping as well as a wealth of color protection, volume and hold.

PURCHASE: 2 WHITE TEA Luxury Hair Spray (265 ml/net wt 8 oz)



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

Buy 1, Get 1 Free

APRIL ONLY

WHITE TEA Magical Serum magically protects, conditions and provides soft styling memory with shine.

PURCHASE: 1 WHITE TEA Magical Serum (150 ml/5 oz)

RECEIVE FREE: 1 WHITE TEA Magical Serum (150 ml/5 oz)



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

Cut & Frame

PEARL CLASSIC COLLECTION

SAVE TIME & PROTECT

BLOW DRY SPRAY
Save Time & Protect

- Reduces blow dry time
- Helps protect hair from thermal styling damage
- Lightweight formula creates great styling base
- Conditions, reduces frizz and adds shine

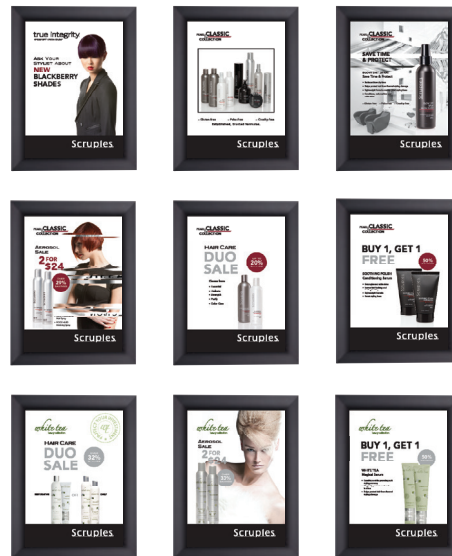
– Gluten-free – Parabens-free – Cruelty-free

scruples

BLOW DRY SPRAY
save time & protect
blow-dry style primer
Conditionador de secado rápido
spray de alisado
16.9 FL OZ • 500 mL

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 scrupleshaircare.com and click on Merchandising to download your print & frame promotional display.

**Frame not included*

MARCH – APRIL 2014

print & frames are now available online.

Scruples & Charlie Price
Introduce

The Whisper Collection



CHARLIE PRICE



THE WHISPER COLLECTION is all about getting lost in beautiful, translucent color. Wearable haircuts magnified with soft, sexy texture, perfectly enhance the layered color placement. From the calico gold which enlightens the natural texture of a shaggy bob to a burnished auburn overlaid with warm sultry reds and browns flowing through voluptuous shoulder length layers to a mesmerizing mirrored ombré with a loose braided set.

To recreate these iconic looks, log in as a professional at scrupleshaire.com and check out the Step-by-Step under Education.

CHARLIE PRICE

Over the last 25 years Charlie Price has become one of the most recognizable faces in the professional beauty industry.

From owning salons and creating hairstyles for international fashion runways to becoming a platform artist and appearing on the reality TV hit series "Shear Genius," Price's diverse portfolio and passion continue to set him apart from the masses.

He has received a plethora of prestigious awards including International Hairstylist of the Year (2002, 2008) and garnered a total of 22 career NAHA nominations. In collaboration with Scruples, Charlie Price has produced memorable, award-winning collections and is now the International Creative Consultant for the brand.

CREDITS

STYLIST: Charlie Price

HAIRCOLOR: Jacque Alexander-Hansen, Amie Breckenridge Goltz, Amanda Evans and Rochelle Prette

HAIRCUT: Charlie Price

MAKEUP: Kumi

PHOTOGRAPHY: Melanie Watson