

Press Release

For Immediate Release

Scruples®

scrupleshaircare.com

Scruples sets **NEW** standards in hair care

We're getting a makeover: PEARLSCRIPTIVES is becoming Pearl CLASSIC COLLECTION in January 2014. This holiday season, catch a sneak peek of the new look plus try two brand new products featured in the Pearl CLASSIC COLLECTION Sulfate-Free Duo.

Introducing Scruples' NEW Total Integrity Ultra Rich Shampoo. This advanced technology, sulfate-free and gluten-free shampoo is gentle for all hair types and works to nourish color and chemically treated hair, while prolonging the life of haircolor.

It also contains Argan and Scruples' exclusive Protective Barrier Complex (PBX), which helps to promote healthy and shiny hair. To use, apply to wet hair, shampoo and rinse.

To finish your hair care routine, follow up with Scruples' Quick Recovery Leave-in Conditioner. This beautiful conditioner not only helps repair dry damaged hair, but also works as a detangler and thermal protector for all hair types.

November/December 2013 Promotion



This holiday season give a gift that never goes out of style with Pearl CLASSIC COLLECTION Sulfate-Free Duo with FREE The "Wet" Brush.



Scruples is a fashion-forward manufacturer of professional hair care products that is dedicated to serving the needs of hairstylists and their clients. We provide smart solutions for hair salons and stylists that enable them to grow their business creatively and profitably. Scruples is headquartered just south of Minneapolis, where it is privately owned and operated. Visit scrupleshaircare.com for more information.

FEATURES & BENEFITS



TOTAL INTEGRITY Ultra Rich Shampoo

- Helps nourish color and chemically treated hair
- Sulfate-free and gentle for all hair types
- Helps prolong the life of haircolor
- Argan promotes healthy, shiny hair

open stock
salon cost:
client cost:



QUICK RECOVERY Leave-in Conditioner

- Helps repair dry damaged hair
- Detangler and thermal protector for all hair types
- Controls frizz and adds shine

open stock
salon cost:
client cost: