

WHY CHOOSE Scruples?

1. INTEGRITY DEFINES OUR CULTURE

Family owned

2. SCRUPLES' MISSION:

To serve the needs of its stakeholders
with the highest degree of integrity

3. COMMITMENT

Created by hairstylists, think like hairstylists,
here for hairstylists

4. WE'RE HERE FOR YOU

Diversion free - we believe professional products
should be salon exclusive

5. THE STREET IS OUR RUNWAY

Scruples products are available worldwide

6. THE VALUE OF RELATIONSHIPS

- Personal commitment to service
- Live technical support
- Well-trained educators
- Web support

7. COMPLETE SYSTEMS THAT WORK AS HARD AS YOU DO

- Low inventory, high profit
- Save time, make more money and
stretch artistic freedom

8. PROFESSIONAL EDUCATION FOR PROGRESSIVE STYLISTS

- Training For Tomorrow
- Global Design Academy
- SELF-TOUR® of Haircolour
- In-salon classes

9. INTEGRITY SALON PROGRAM

Recognizes, appreciates
and rewards salons



SCRUPLES®

MOTIVATION. EDUCATION. INSPIRATION.

Who is Scruples?

Haircare with integrity for almost 30 years

Scruples Professional Salon Products, Inc. is a family-owned independent manufacturer of upscale haircare products designed exclusively for professional salons and spas. The Minnesota-based company was founded in 1983 by Frank Liguori (CEO) and Jack Storey (Chairman of the Board) – two beauty industry leaders with over 50 years of experience. With a vision centered on integrity, they built a culture where the needs of professional cosmetologists always come first. Carrying on the family tradition, Frank Liguori (Co-President - Distribution Operations), Tracy Liguori (Co-President - Marketing/Advertising) and Mia Liguori McHugh (Co-President - Creative) continue a long legacy of commitment to keeping the professional salon industry strictly professional.

Scruples' product ranges include PEARLSCRIPTIVES™, WHITE TEA Luxury Products, MENZ® 5 Minute Haircolor, BLAZING® Highlighting & Color System, BLAZING® Low Lights, TRUE INTEGRITY® Opalescent Colour Creme, HIGH DEFINITION® Color Gel, ILLUSIONIST™ Brilliant Creme Highlights, URBAN SHOCK® Color Craze, POWER BLONDE® Lightening Powder and more including a full line of permanent waves and chemical accessories.

Scruples products are distributed globally to exclusive, authorized distributors throughout the world. Still, Scruples has maintained a close, family feel - something that's increasingly rare in the corporate beauty industry today.

Be a part of the family
CHOOSE SCRUPLES

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1.800.457.0016 • www.scrupleshaircare.com
72102-1 1109 Printed in USA

