

SCRUPLES®

always ethical...always professional

www.scrupleshaircare.com

Press Release

For Immediate Release – March 2008

trueIntegrity™

opalescent colour creme



○ The reflection of a **translucent** with the coverage of an **opaque**

Scruples, a leader in haircolor innovation, introduces the latest in haircolor technology, TRUE INTEGRITY Opalescent Colour Creme. This low ammonia, permanent and demi permanent haircolour system delivers the reflection of a translucent with the coverage of an opaque. It contains 63 beautiful haircolour selections and provides expert gray coverage. It always mixes easily to a beautiful, creamy consistency for smooth and even application. The superior formula is enhanced with Scruples Protective Barrier Complex (PBX®), which protects the colour molecule and the integrity of the hair. PBX® provides deeper penetration of colour for vibrant, radiant, shiny results. A proven nutrient rich botanical blend, made up of orange flower, orange oil, panthenol, vitamin E, sunflower, and aloe, produces beautiful, rich tones and silky hair.

TRUE INTEGRITY Opalescent Colour Creme offers salons two inventory options. Stock all tubes for easy colour selection or stock selected colours for reduced inventory and mixing options. All ranges of haircolour are calibrated at every level for accuracy in mixing and are true to level, true to shade.

A unique feature of the TRUE INTEGRITY Opalescent Colour Creme system is the introduction of the Scruples SELF-TOUR® of Haircolour which promises to take a colourist to the next level. SELF-TOUR® is a journey the haircolourist takes with a client to explore their key characteristics and determine the perfect haircolour selection and placement to best enhance the client's overall look.

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