

A woman with dark hair and a silver streak, looking to the right. The background is a soft, light blue gradient. There are purple geometric shapes in the top-left and bottom-right corners.

SCRUPLES®

MOTIVATION. EDUCATION. INSPIRATION.

Celebrating the Vision

Scruples celebrates almost 30 years of excellence in the professional salon industry.

Scruples has been family owned since its inception in 1983 and has held to its vision of what's important:

- **Service**
- **Professionalism**
- **Integrity**



Scruples has always been a family-owned business. Meet the family:

OFFICE OF THE PRESIDENT



Frank J. Liguori
CO-PRESIDENT
DISTRIBUTION OPERATIONS



Tracy Liguori
CO-PRESIDENT
MARKETING/ADVERTISING



Mia Liguori McHugh
CO-PRESIDENT
CREATIVE



Scruples Corporate Headquarters - Minneapolis, Minnesota

Integrity
defines our
culture

From this vision, a culture emerged that embraces the needs of professional cosmetologists. Constantly focused on creating innovative products, outstanding promotions and marketing support that works, everything we do is designed to help make salons more successful.

**Experience
the difference - be a
part of the family.**

Scruples' mission:

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

Scruples' stakeholders include:

- Professional salons and spas
as well as their clients
- Salon owners and stylists
- Distributors and distributor
sales consultants
- Scruples vendors
- Scruples employees



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

Commitment

The Scruples family includes many dedicated and talented people who understand the company vision. As we grow and develop new ideas, one thing remains the same: our commitment to doing what's best for professional salons.

Created by hairstylists.

Think like hairstylists.

Here for hairstylists.

We're here for YOU

We believe professional products should be salon exclusive.

Professional only:

when we say it, we mean it.

Scruples has zero tolerance for diversion – our products are simply not available at drug stores or mass retailers. We also believe that haircolor is a salon service, not a home remedy. Our color gets clients out of the box and into the salon.



**SCRUPLES PRODUCTS ARE
AVAILABLE WORLDWIDE**



USA



Australia



Bermuda



Cambodia



Canada



China



France



Guam



Ireland



Italy



Japan



Lebanon



Malaysia



Mexico



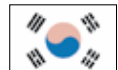
The Netherlands



New Zealand



Norway



South Korea



Puerto Rico



Sweden



Taiwan



Thailand



United Kingdom



Vietnam



The street is our runway

From casual street fashions and magazines to diverse cultures and architecture, Scruples' expert Design Team seeks creative inspiration everywhere. Through the Design Team's innovative vision, Scruples creates the products that take looks from concept to reality.

We provide the product,
you provide the talent.

**Together we
achieve greatness.**

The value of relationships

We take service seriously and recognize that people make the difference.

You can always count on Scruples':

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

scrupleshaicare.com

Scruples' Web site is an invaluable resource for stylists and clients to learn about the company, browse products, and locate salons and distributors.





Complete systems
that work as hard
as you do

Dedicated to:

- In-depth research and development
- Salon-approved formulas
- Innovative salon service programs
- Business-building ideas
- Improving the salon's bottom line



**Low inventory,
high profit options.**



Save time, make more
money and stretch
artistic freedom.

Professional Education for Progressive Stylists

Scruples Academy

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

Shows

The skilled Scruples Design Team style watchers always keep a close eye on the developing direction of hair fashion. You can see, experience and learn about Scruples' collections and creative vision at hair shows and on Scruples' Web site.

SCRUPLES® Academy



Self-Tour® of Haircolour

Scruples' education is second to none with well-trained professional educators teaching in an enjoyable environment that makes you proud to be a hairstylist.

Whether education takes place in your salon, at an industry event or at Scruples' Corporate Headquarters, you will be energized and excited about your craft.



See page 13 for details on Scruples' Academy programs.