

IT MATTERS

2026



PSC



PROFESSIONAL SALON CONCEPTS

WHERE YOUR STORY MATTERS.

We began in 1983 out of a passion and love for the hairdresser.

Our goal was to develop a company that would: improve the position of the hairdresser, become the salon owner's best business relationship, and stand behind everything we did. Today, we continue working hard to achieve that goal.

Servicing Illinois, Indiana, Kentucky, and Tennessee we aim to deliver the highest quality hair care products and offer innovative educational programs.

PSC is the first beauty products distributor ever to join the prestigious ranks of Inc. 500's list of fastest growing privately held companies.

We are recognized as leaders in the industry who not only apply sound business strategies, but also

employ the imagination and creativity that keeps us on the cutting edge.

Most importantly, we work side by side with our guests. Listening to you. Evaluating your needs.

Together we can, develop successful strategies and programs that make your salons the best they can be.

At PSC, we have never lost sight of our dream.

We ask that you let us work for you, and together we can build a strong foundation for the future.



Steve Cowan, *Founder & President*

Terri Cowan, *Executive Vice President & Managing Director*

WHAT YOU CAN EXPECT FROM US



Leading Brands & Products

We deliver industry-leading hair care products, partnering with founder and family-owned brands dedicated to supporting hairdressers. Each brand is carefully curated for its ability to foster growth and success in the professional hair industry.



Cutting-Edge Education

Learn from top industry artists through engaging sessions, whether in person or virtually. Our programs blend skill-building with a touch of luxury, offering a day filled with creative challenges, innovative techniques, and moments of pampering.



Digital Salon Solutions

Stay ahead of the curve with our cutting-edge digital solutions, including The Space Online and SalonInteractive. Access the latest trends, resources, and insights to keep your salon connected, informed, and competitive in a dynamic landscape.



Unparalleled Coaching

We strive to be your best business partner. By working closely with you, we listen carefully to understand your unique needs and develop tailored strategies that help your salon reach its fullest potential.



First-Class Service

Our Salon Matters team is dedicated to your needs offering support with a 24/7 answering service and a promise of same-day shipping for all orders from our warehouse.



PSC Plus

Designed to elevate every single visit to your salon and enhance your guest relationships. Enjoy personalized one-on-one coaching with your Salon Consultant, who serves as a direct conduit for Terri and Steve's vision and expertise. Stay ahead with our bi-monthly business topics that offer actionable insights to inspire growth.

EDUCATION

THE CORNERSTONE OF PSC



At PSC, education is one of our core values, reflected in our state-of-the-art education Theater and Academy. These spaces embody our commitment to the professional growth and artistry of every hairdresser we support. When you join us for education, you'll learn from today's leading artists, experiencing a day filled with inspiration, challenges, and a touch of pampering.



To enhance the value we provide, we also offer in-salon education to our partner salons committed to PSC, bringing training directly to your team.

Additionally, our Education on the Road program brings together local salons and hairdressers to foster a community of learning through classes hosted across the region.

At PSC, we are always seeking passionate hairdressers eager to inspire others and join our team as educators.

Our educators are skilled, dedicated professionals who thrive on sharing their creativity and supporting the success of fellow hairdressers. In return, they sharpen their own skills and grow their expertise behind the chair.

Alongside in-person training at PSC and on the road, we now offer virtual education from our dedicated studio—bringing PSC's resources and insights directly to your home or salon.

To explore our current classes, both in person and virtually, simply click or scan the QR code.

PAUL MITCHELL



Creating the highest quality products, *no compromises.*

Forty years ago, two friends were inspired to start a company that would support the success of hairdressers and provide luxury hair care at an affordable price.

With just \$700, John Paul DeJoria and Paul Mitchell launched a revolutionary hair care system featuring three products. This is our story.



People

Success doesn't happen overnight or on its own. John Paul Mitchell Systems® is a testament to the great people who work to bring the brand's vision to life, from stylists in the salon to the platform artists and educators who inspire them. Built on expertise, creativity and dedication, we're more than just a company—we're a talented family, changing the hair care game in more ways than one.

Product

We know that great tools are essential to supporting great talent, and that's why we've dedicated our business to developing the best in professional hair care products. Using the highest-quality ingredients and the latest technologies, every one of our innovative contributions is made with both hairdresser and client in mind, working to best complement their needs.

Planet

Within all of us here at John Paul Mitchell Systems® is the fire to make a difference. From training our Future Professionals at Paul Mitchell Schools to philanthropic partnerships aimed at preserving the planet, igniting change across the globe is just another part of our culture.

davines

FOR A GOOD LIFE



It all started in Parma, Italy, in 1983. What began as a husband-wife pair formulating hair care in their garage became Davines, a brand breaking ground in sustainable beauty. The name is a combination of letters from the names of founders Gianni and Silvana Bollati's two children, Davide and Stefania.

By 1993, the first products labeled Davines were sold for professional use. Despite its tremendous growth, Davines stayed true to its values. The

family continued seeking harmony between science and nature, and Davines' chemists made a passion out of that pursuit.

Through the years, we have gone deeper and deeper down the path of sustainability, partnering with local farmers, becoming part of the B Corp movement, and, now, doing revolutionary research at our very own education and research lab, the European Regenerative Organic Center (EROC).



Davines: For a Good Life

We believe that a good life is the harmony of purpose and wonder. And that we are all unique with the right to create meaning through good actions that have a positive impact on humanity and nature.

We don't create products as an end. To do our best for the world, creating good life for all, through beauty, ethics, and sustainability — that's our mission at Davines.

milk_shake[®] PRO

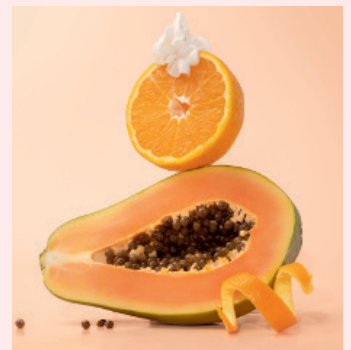


At the heart of milk_shake[®] are multi-sensory experiences that transform the health and feeling of all hair types, in the salon and at home.

There's a moment that happens in every great salon — the moment when someone looks in the mirror and their whole face lights up. Something inside them lifts.

At milk_shake, that's the moment we live for.

For salons like yours, milk_shake[®] offers something magical: products that deliver real, visible, professional performance while creating experiences that clients feel instantly and remember.



We are milk_shake[®] — professional at the roots, playful at the ends. Powered by the goodness of milk proteins and guided by the belief that when people feel good, they share that good with the world.

Our formulas spark joy before they even hit the hair. Scents that turn heads. Textures that feel luxurious. Results that make clients say “wow” out loud. Suddenly, a routine service becomes an experience worth coming back for.

Our mission is simple: bring joy to the world, one feel-great hair day at a time.

DEPOT®

THE MALE TOOLS & Co.



Established in 2016 in Varese, Italy, DEPOT® was born from the son of a barber based on a simple belief: that men's grooming deserves the same heritage, craft, and attention to detail as the classic barbershop — but reimagined for today's modern man.

DEPOT® draws inspiration from the timeless rituals of traditional barbering, when grooming was a craft and every detail mattered.

It reinterprets those old-school essentials with a contemporary edge: clean, functional formulas, thoughtfully selected ingredients, and minimalist, intuitive packaging that fits today's fast-paced lifestyle.



Crafted For Real Life

From the barbershop chair to any daily routine, DEPOT® makes grooming simple. Designed for the precision of professionals and the ease every man deserves.



Connection to Nature

DEPOT® formulas are enriched with essential oils and plant extracts, carefully selected to nourish, protect, and respect the natural life cycle of hair, skin, and beard.



Enduring Quality

Every DEPOT® formula is developed with a craftsman's care — barbershop tested, performance-driven, and created to deliver reliable results day after day.

Babe

HAIR EXTENSIONS®



Premium Hair Extension Solutions

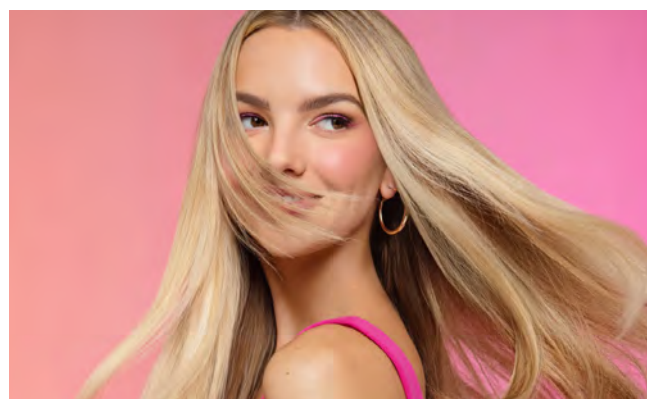
Renowned for our hand-crafted, ethically sourced hair extensions since 2009, we deliver solutions for all hair needs. Our 100% Remy human hair maintains shine and smoothness and is gently treated without harsh chemicals.

Industry-Leading Education

At the heart of Babe Hair lies a commitment to stylist growth. Our robust education program transforms novice extension stylists into experts equipped with the tools needed to achieve financial freedom.

A Community of Empowered Stylists

We are invested in fostering a culture of positivity, where stylist professionals can thrive and evolve alongside the ever-changing beauty landscape. Embrace your authentic self as part of the Babe family



**MEET BABE HAIR EXTENSIONS®,
WHERE PASSION MEETS PURPOSE.**





We are family owned and operated, aussie born and raised brand that has been providing salons across the globe with top-notch professional haircare since 2005.

At evo™, we're here to give anyone and everyone good hair. No miracle cures, gimmicks, hyped-up ingredients or answers to love, life and other woes...just quality, professional haircare that speaks the truth with personality.

From humble beginnings to big ideas, our mission has remained the same: saving ordinary humans from themselves™

We challenge the status quo

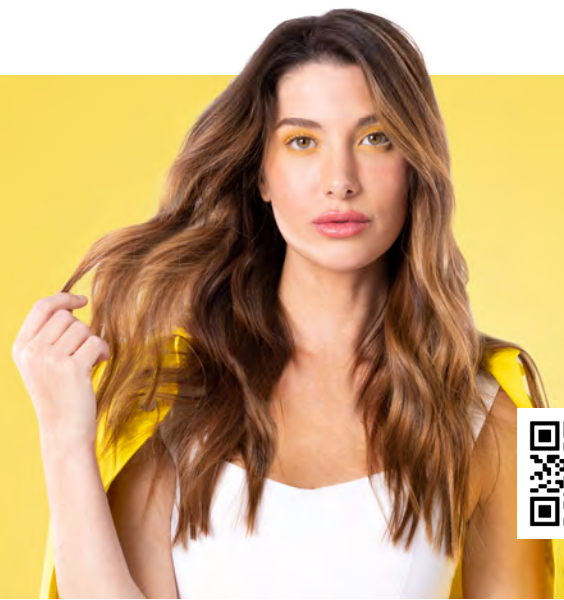
- To make people think for themselves
- To inspire change for the better
- With honest products that respect people and the planet



Since the start, we have been on a journey of truth, beauty and justice. We were born from a desire to produce honest products that do what they say, without selling you the answer to life, love and other woes. We see beauty differently. We believe beauty

is abundant, not in a bottle. Feeling good is looking good. We seek justice by holding ourselves and the beauty industry to a higher standard. We want a little less of the truth-stretching blah blah and a little more honesty. For all.

SUNLIGHTS®



MEET SUNLIGHTS®

Sunlights® mission is to empower stylists worldwide and equip them with the skills, tools, and techniques to earn a better living and make a better life using the power of the paint brush.

Sunlights® was founded on the core principles of delivering a better highlighting experience. Our founder Candy Shaw, aka the “Balay Lama™”, has always been a big believer in the power of education to drive sustainable growth and profitability in the salon.

As the daughter of former world-champion competition-hairdresser Jamison Shaw, Candy Shaw literally grew up in the beauty business. Trained in Paris, Candy’s been a French Cutter and Balayage Highlighter her entire life.

Widely regarded as the world’s foremost authority on balayage education, Candy teaches a hair painting system that’s fast, efficient, beautiful, and profitable.



Candy utilizes her decades of experience as a stylist, educator and salon owner to custom formulate every product in Sunlights® portfolio. Each line features the highest grade of ingredients and raw materials to deliver exceptional, salon-quality results every time.



epres™



CREDIBLE SCIENCE INCREDIBLE RESULTS™

Created by world renowned material scientist Eric Pressly, Ph.D., epres is the future of high-performance haircare. Whether used at home or in the salon, epres' patented one-step bond repair technology delivers professional-level, consistently superior results.

epres™ founder Eric Pressly first discovered his talent for innovation while pursuing his Ph.D. in materials science, working on everything from developing life-saving pharmaceuticals to inventing the bond-building category in haircare.

Now he has created epres™, the future of high performance haircare.

Powered by Pressly's cutting-edge chemistry, epres™ is dedicated to creating scientifically advanced haircare solutions in patented, professional-grade formulas that are easy to use, easier on the environment—and truly perform.

Built on relentless innovation and our patented bond-repairing Biodiffusion™ Technology, our breakthrough quat-free formulas deliver multi-layered repair for all hair types and textures.



Photos Courtesy of epres™



O2 Professional offers high-end luxury hair appliances and accessories with the latest technology and high performance. Developed by a pro industry veteran, hairdresser and beauty executive that understands the needs of salon professionals.

At the core of O2 Professional's success lies President and CEO Shauky Gulamani's unwavering passion, innate talent, and unmatched creativity in the professional hairdressing industry.



His transition from a dedicated hairdresser to a visionary entrepreneur highlights his deep understanding of the industry.

O2 represents the pinnacle of luxury in the professional realm, exclusively catering to seasoned experts.

As a professional only brand, O2 prides itself on delivering cutting-edge technology and advanced design in its state-of-the-art hair appliances.

These premium products are distributed exclusively through professional only distributors, ensuring salons and stylists have access to the latest innovations to enhance their craft.



Craft Luxury Haircare



“äz Craft Luxury Haircare is a bespoke product range curated to meet all of your professional needs.”

Not Just Another Haircare Line

Our Mission as a brand is to raise our industry's standard once again, elevating our craft and the art of hairdressing to a level of excellence without compromise.

We are craft hairdressers celebrating passionate hair professionals who focus on constantly striving to master their craft and refine their art.

äz Haircare is engineered for the discerning individual who demands quality in everything and in every way.



Craft

äz Craft Luxury Haircare contains only the highest quality ingredients, delivering pure product performance. Without any extraneous and unnecessary elements, äz epitomizes the quintessential product range for encouraging hair mastery.

Luxury

Created by craft hairdressers celebrating passionate hair professionals, our mission is to heighten the industry standard and the value of the art of hairdressing. Focusing on the fundamental principles of hair design, äz Haircare is engineered for the skilled hairdresser who demands quality in every step of the trade.

Haircare

We believe that the hairdresser is the hero and äz is the perfect partner to help obtain the best results. äz Craft Luxury Haircare aspires to be the hair industry's partner in raising standards and strengthening hairdressing as a craft.

DESIGNME



Design

Design is as much an art as it is a science. A complex yet subtle process and it is the driving force behind everything that we do. From behind the chair to your at-home beauty routine, our products are designed to nurture confidence and authenticity.

Me

ME stands for every single one of you. Each person has their own unique haircare needs and their own definition of beauty.

WE DESIGN THE PRODUCT.
YOU DESIGN THE BEAUTY.

We design clean, performance-driven hair products, so you can celebrate your individual style with one less thing to worry about.

Our entire product line is 100% vegan, cruelty-free, and PETA certified. Our products are also free from irritating ingredients like SLS, SLES, parabens, and gluten. With DESIGNME, clean ingredients meet high-performance formulas for hair that feels as good as it looks.



SHIPPING & SERVICE POLICIES

PSC's goal is to provide you with the highest level of customer service possible.

Our Salon Matters team is ready to assist you during our business hours, Monday - Friday: 8:00am - 4:30pm (CST). Should an emergency arise, a live operator is available 24 hours a day.

HOW TO PLACE AN ORDER:

Phone: 800-343-5289 or 815-744-3384

Fax: 815-744-6931

Email: orders@pscspace.com

Online: shopprofessionalsalonconcepts.com

PAYMENT OPTIONS:

We accept Credit Card, and A.C.H.

SHIPPING:

Shipping is determined by order dollar amount in a tiered fashion -

Order Amount:

\$0-\$250	\$10.00
\$251-\$500	\$12.00
\$501-\$750	\$17.00
\$751-\$1,000	\$19.00
\$1,001-\$1,500	\$21.00
\$1,501 +	\$23.00

The Space Online:

Orders over \$99	\$5.00
Orders under \$99	\$10.00

BABE HAIR EXTENSIONS:

Should you place an order and an item from Babe is not in stock at PSC, we will have the item not available ship from our partner warehouse if you choose.

FedEx Standard (4-6 business days, Mon-Fri)	No additional cost
FedEx 2 Day (2 business days, Mon-Fri)	\$25.00
FedEx Overnight (1 business day, Mon-Fri)	\$50.00

SAME DAY SHIPPING:

We make every effort to ship all orders placed before 3:00 p.m. (CST) the same business day. Orders placed after 3:00 p.m. (CST) will be scheduled for shipment the following business day.

BACKORDERS:

Any item that is out of stock will be put on a separate order and remain pending in your account. Once a backorder becomes available, we will contact you to let you know that your items are in stock and ship to you with no shipping charge.

RETURN POLICY: RETURNS IN EXCESS OF \$300.00 ARE SUBJECT TO APPROVAL.

1. Defective products may be returned to PSC for full credit. (A picture may be required)
2. Products must be returned to PSC within 6 months of purchase date in order to be eligible for credit
3. Products must be in resalable condition, in current packaging, and free of any price stickers, residue or damages from removal of stickers
4. Products returned with non-removable price stickers or salon labels will be returned to the salon with no credit due
5. Returns that are brought to The Space location that are under \$50.00 will be processed immediately, all others will be processed by our returns department within 24 hours
6. To ensure that your return arrives at PSC intact, please be sure to use adequate packing material

NON-RETURNABLE ITEMS:

- Products not purchased within the last 6 months or discontinued packaging
- Products that are available as a limited time offer
- Products originally shipped at no charge as part of a promotion or opening order
- Paul Mitchell Tools (see full warranty information)
- Wahl Tools (refer to your instruction booklet for warranty)
- Hair Extensions are non-returnable if opened

RETURNED CHECKS (NSF)

A \$36 bank processing fee will be automatically added to any checks that are returned to PSC due to non-sufficient funds. Your account will be placed on hold and no orders will be shipped until the full amount has been paid inclusive of the \$36 bank fee. Non-sufficient funds checks need to be paid within 30 days, otherwise a finance charge will accrue at 4% of the total amount due. If more than one NSF occurs, PSC reserves the right to require a credit card for all future purchases.

INTRODUCTORY OFFERS

Introductory orders, by design, are created to influence the salon to become more involved with a product line for the first time. These packages are not meant for restocking purposes. PSC reserves the right to limit quantities on the purchase of introductory offers. Any introductory quotes received from PSC will be honored for 5 business days. After the 5 days, introductory offers are subject to change.

CONTACT

Here's how you can connect with us:



WEBSITE

Explore our website at professionalsalonconcepts.com.

Click or scan the code to go there now!



PHONE

Speak to our Salon Matters team by phone at (815) 744-3384.



EMAIL

Get in touch with us via email at info@pscspace.com.



THE SPACE ONLINE

Make an account and shop our online storefront at shopprofessionalsalonconcepts.com.



P S C

(815) 744-3384 • info@pscspace.com
www.professionalsalonconcepts.com