



Reliable

SALON RESOURCE GROUP

BRANDS

Catalog







# The Start

Tom's job began taking a toll on his health and body and Mavis saw an ad in the paper for an outside sales beauty supply job.

She encouraged him to apply for it to get him away from such a physically hard job which he had been doing for many years. He was hesitant because he knew nothing about beauty products, but Mavis assured him she would help teach him the industry.

Tom got the job and it was far less physical but now he had the stress of sales and the mental pressure of being able to provide for his family. He excelled at the sales and did very well but wanted more for his family. With the encouragement from Mavis, Tom broke away and started his own distributorship, Reliable Beauty and Barber Supply, 57 years ago.

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# Not Just a Name



We are a family you can rely on. Our customers know this, so they trust that their products will be of the highest quality, delivered on time, and with care. We are a family owned full service wholesale beauty distributor, we look forward to giving you great service and providing you with the highest quality brands in the beauty industry.

## THE BEGINNING

Our father/grandfather Thomas Jones was a true patriot who fought in the Navy in WWII. After receiving a purple heart and celebrating the end of the war, he met the love of his life, our mother/grandmother Mavis Jones. Our father hitchhiked to his job from Edgerton to Janesville 5 days a week for over 2 years because they could not afford a car. After saving for years they bought a lot in Edgerton in the late 50's and Thomas built a home himself from the ground up.

This house became a large gathering place for many people and would soon become the home of Mavis' Beauty Salon. Mavis was a hard working woman in the 50's opening and owning her own very successful beauty salon.



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# We are Family

Tom called on salons in southern Wisconsin 4 days a week and drove into Milwaukee, where the headquarters of Reliable were, to help run the business. When Tom developed health problems, Connie (his daughter and current owner), filled in for him in outside sales on a "temporary" basis.

This temporary job became a 45 year and counting career for Connie. Tom drove 3 hours a day, 4 days a week into Milwaukee to work because he did not want to disrupt Mavis' Beauty Salon and uproot his family. He thrived in the industry he once knew nothing about and worked extremely hard to make Reliable a very successful business.

## STILL FAMILY OWNED

Connie was eventually brought into the office to learn the business end of Reliable and took over the business so Tom and Mavis could retire to enjoy their golden years together. Tonya (Connie's daughter) followed suit and began calling on salons in Southern Wisconsin. Through Reliable's prosperity and Mavis' Beauty Salon, Tom and Mavis have blessed our family in countless ways.

It is such an incredible honor to carry on our dad/grandfather's and mom/grandmother's legacy through Reliable. We have also been very blessed with many loyal salon customers throughout all these years. We sincerely thank all of you for believing in us.

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## Where we are Today

Reliable is still going strong and is still family owned! As if 2020 was not enough for everyone in the industry, we decided to move our warehouse from Milwaukee to Janesville in 2021.

Being a family owned business is something we are so very proud of and it is because of YOU and our VERY loyal employees we are able to continue to carry on our family's legacy.

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# REDKEN

5TH AVENUE NYC

Widest range of professional hair color, hair care & hair styling products. Discover conditioners, shampoos, hair masks, dry shampoos, hair dyes & more.

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# EMERA

No.1 professional EMERA CBD hair care infused with 100% natural CBD oil to repair, balance & renew hair growth, scalp health, & hair color. Infused with the power of nature

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Made in Italy with Love. Care, Styling, Color. A complete 360° range of professional products for all hair types for you to boost your game behind the chair

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# ONESTA

High quality professional products for wellbeing and hair care.  
With innovative and cutting-edge hair solutions.  
The BBCOS world is your spokesperson for all matters of look.

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With innovative and cutting-edge hair solutions.  
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**ISIS**  
NAMI-TECH EFFECT

**CURLING**  
**STYLE-BASE**  
**LEAVE-IN**

Reviva e definisce  
Revives and defines  
Reviva y define

**ALGA & ORC**  
**ALOE VERA**  
**FERMENTED**  
POLYMER





# tressa<sup>®</sup> Professional

The best state-of-the-art hair products and education, giving professional stylists the tools, the knowledge, and the skills to deliver unequalled services to their clients. We have not wavered from that goal since 1969.

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# Lis'n

Each multi-purpose hair care product utilizes nature's bounties wherever possible: de-ionized water for purity; proteins from sheep wool; moisturizers from soybeans, beeswax, macadamia seed and corn; and scented with ruby-red grapefruit.

Our hair care products are sulfate, paraben and gluten free and there is no animal testing. We are Minnesota made and ship directly from our farm.

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sustainable beauty

**mks**  
eco

wonders of  
**WOW**  
the world

We strive to make sure that your hair is healthy and beautiful,  
and all of our formulas are created especially just for you, our valued customer.

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# mks eco

At MKS eco, an Earthly Body company, each products is carefully crafted with natural ingredients that benefit hairs health, including Argan Oil, and Hemp Seed Oil. Each has a unique fragrance meant to transport you on an aromatic journey that will delight your senses and give you that needed escape.



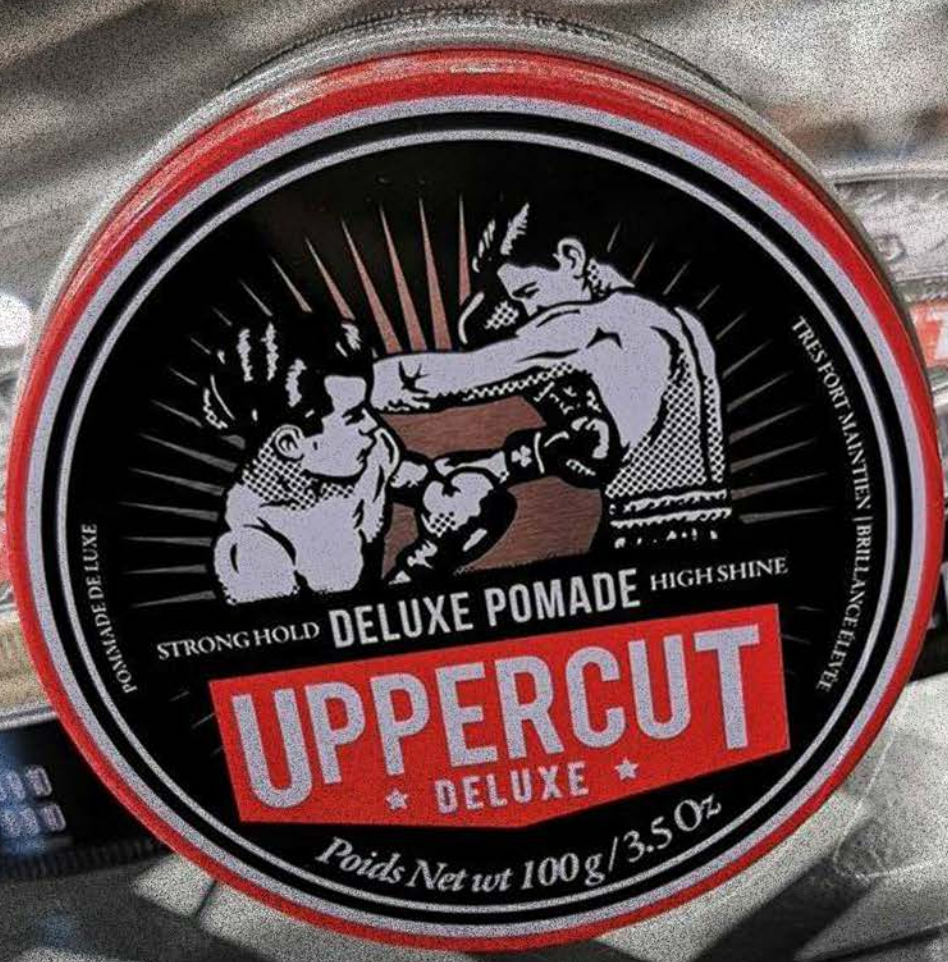






Inspired by the timeless style of the 1950s barbershop and its spiritual founder, Willy Uppercut OShea, Uppercut Deluxe is a modern, yet traditional approach to mens grooming. An Australian born brand proudly made with only the finest ingredients.









# PRORITUALS

PRORITUALS is an eco-friendly, stylistically advanced hair care and color line. We feature Paraben and Sulfate-Free formulas inspired by nature and driven by fashion that deliver superior results. PRORITUALS boasts a full wet-styling and color line that covers gray like no other.

PRORITUALS hair color is the only color known for patented ChromaPrism™ technology. ChromaPrism™ technology allows for deeper, longer-lasting color results that help condition the hair.

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# bodyography®

Professional boutique makeup & skincare line for beauty junkies & makeup professionals alike. We offer cruelty free products with clean ingredients.

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bodyography® SKIN

EYE SERUM

Net Wt. 19g / 0.6oz.  
MADE IN USA

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# CBD DAILY

CBD Daily is a CBD-infused skin care line that soothes and moisturizes while relieving overall discomfort. CBD Daily comes to you in a variety of forms, fragrances, and strengths to fit every lifestyle and need.

CBD Daily represents the highest quality, ethically sourced and created products that benefit you and the planet.

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# überliss

World's most advanced formulas based on the most cutting-edge methods available in the sciences. Continuously tested and improved formulas. Uberliss makes its own equipment to test their own experiments.

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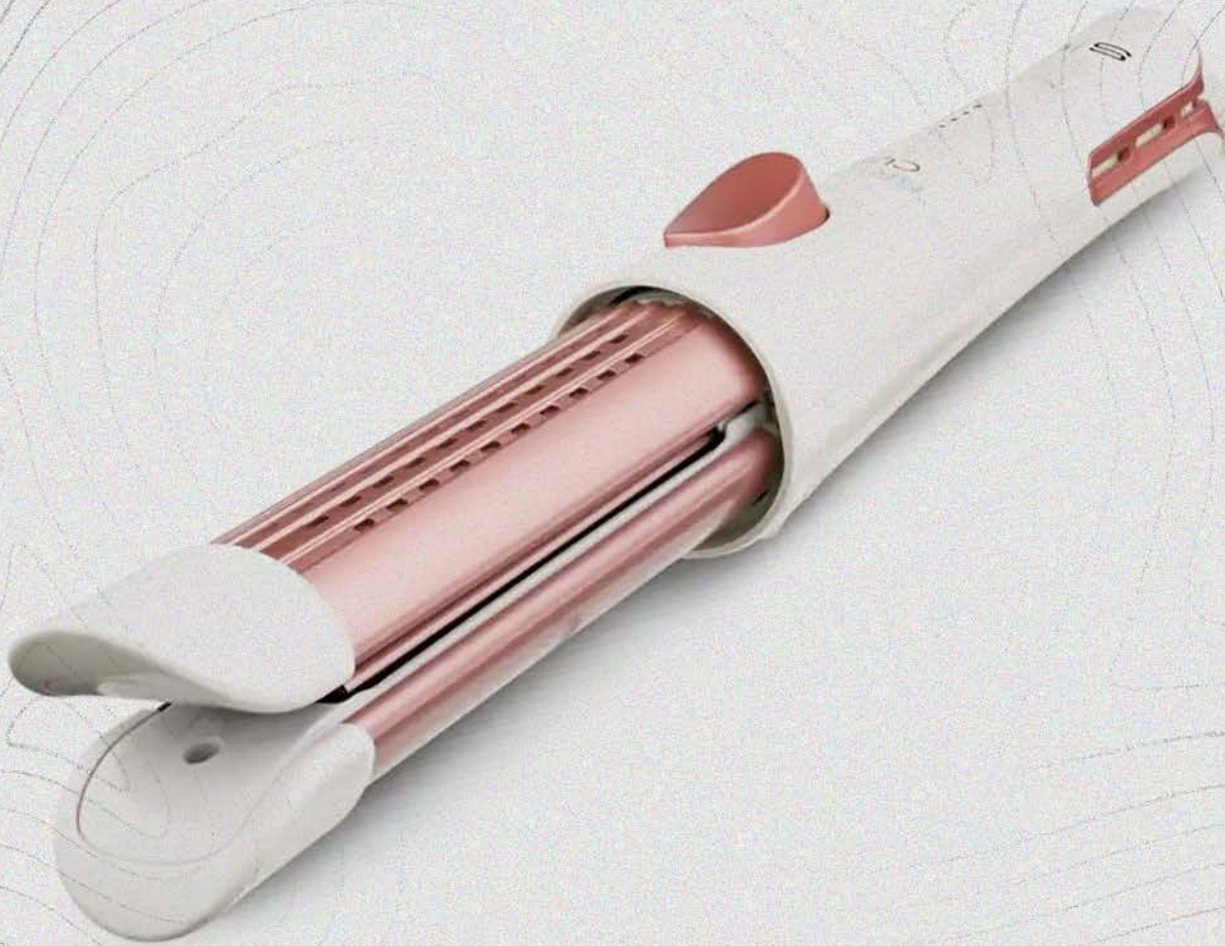
# STYLECRAFT™

From professional barbers and stylists to personal home use, these tools stand apart from the rest. Along with product design and development they put superior care through the entire process.

A goal to create edgy, modern, and technically innovative products. Quality materials, attention to detail, and design capabilities provide exclusive and truly unique tools for hair professionals

BRANDS *Catalog*









productclub®

COLOR ACCESSORIES

Premium hair color tools that elevate your craft. Salon supplies for safety and protection. Premium hair color accessories brand providing high-quality tools and valuable education to professional colorists to help them elevate their craft and excel in the industry.

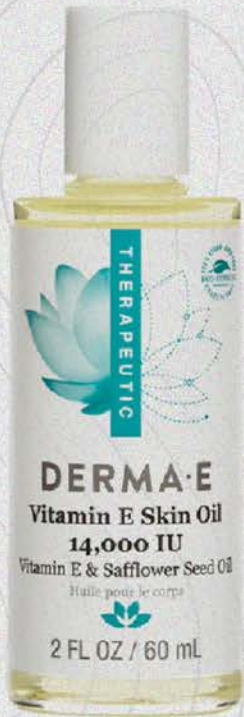
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# DERMA·E

Full line of natural skin care products that are rich in vitamins, antioxidants & botanicals. Derma E combines potent natural antioxidants, vitamins and botanicals with our doctor formulated expertise to ensure our products deliver unmatched results and provide our consumers with the best skin care possible.

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# ENTITY®

Entity Beauty empowers users with the highest quality products, technology, tools, training and ideas. Entity demands innovation in all products raising the bar of the industry.

We offer superior service and are committed to the highest safety standards.

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SINCE 1907  
**FROMM**

Curated a selection of must-have tools for all stylists.  
Committed to bringing the best in engineering, design,  
aesthetics and performance.

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# HALO PRO<sup>®</sup> extensions

REPLACEMENT TAPES  
for Tape-In Extensions

QUANTITY 60 / WIDTH 1.6"  
PROFESSIONAL USE ONLY



High Quality Hair Extensions for Salons and Professional Stylists.

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**JAGUAR**<sup>®</sup>

Jaguar works intensively on innovations for hairdressing shears. Jaguar also offers a high-grade range of brushes, and electrical appliances. And with the introduction of the ThermoCut-System, Jaguar TC in 2000, hair cutting has become a wellness treatment.

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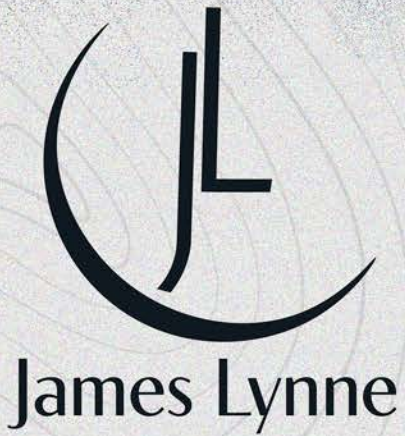


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James Lynne

James Lynne Hair Care products - designed by people who know hair - with people who value quality, honesty and integrity in mind.

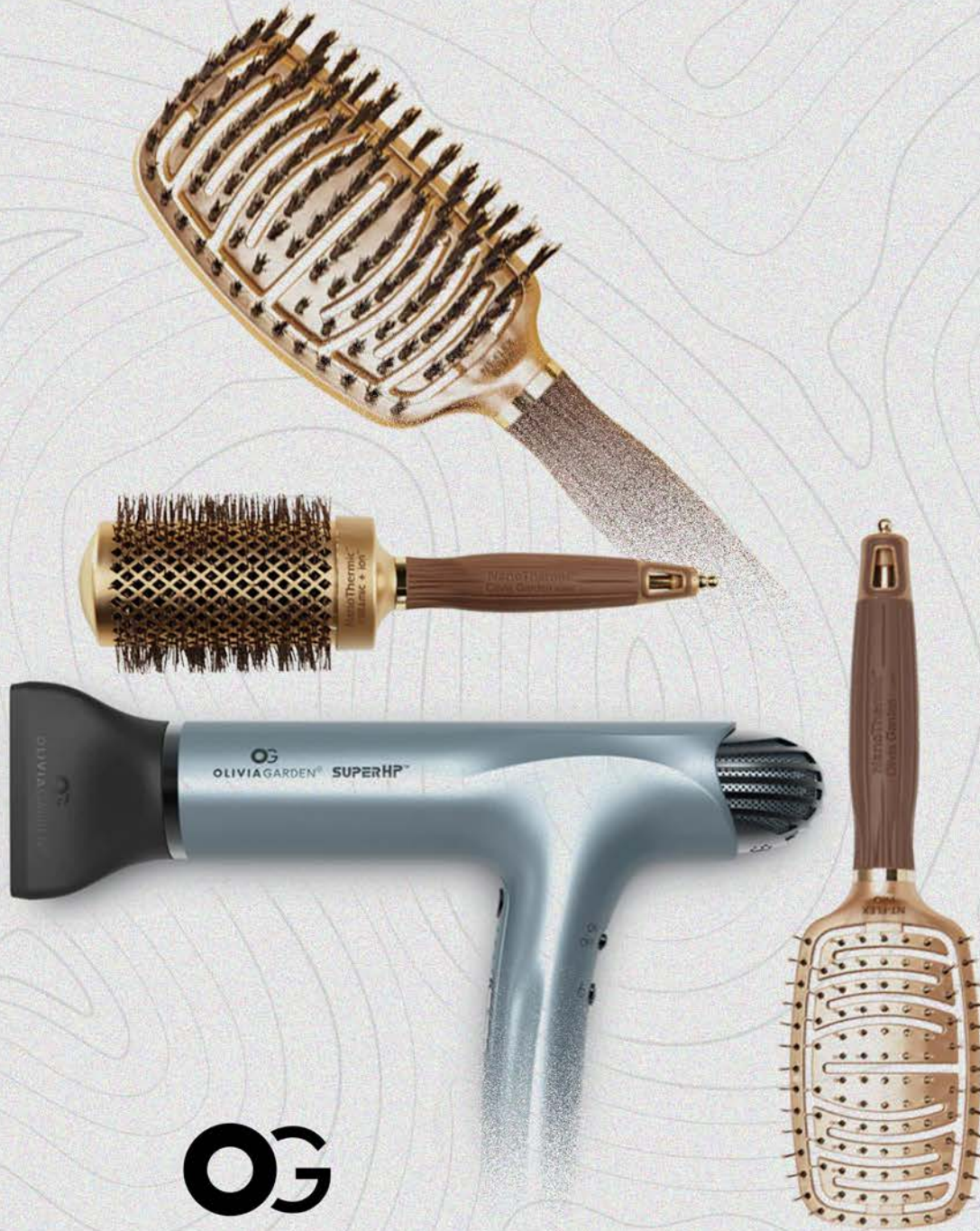
Their goal is to bring back that "family owned" service and fantastic products - because we know that's what you deserve!

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# OG OLIVIAGARDEN®

Olivia Garden develops and manufactures high quality, innovative hair brushes, shears, apparel, combs, curlers, hair clips, hair dryers and salon tools for professional stylists to boost their game behind the chair.

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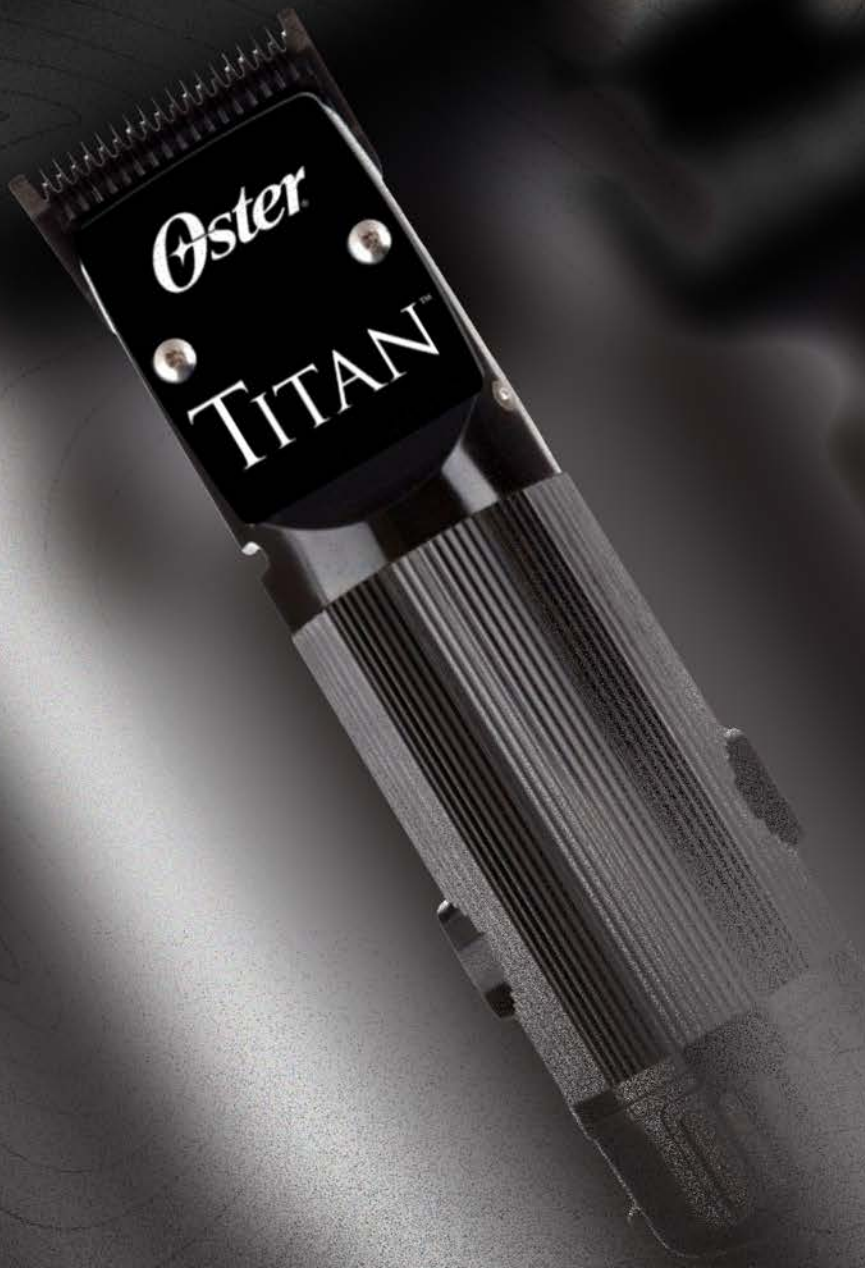
# Oster®

Oster Pro is a leading producer in barber and hair stylist products for professionals  
Corded professional clippers. Trusted by Professional Barbers and Groomers.

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Technology-forward designs, available in an assortment of trend-driven colors and fun, limited-edition prints. Together, hair professionals and their clients alike make up a global, multi-generational community of loyal fans that continues to grow—spreading smiles and good hair days to all.

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# BABE ORIGINAL

Babe Original is a unique cosmetic line will deliver dramatic results and dramatic reactions. All Babe Original cosmetics are formulated with ingredients complementary to their high quality standards

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