



**PUREOLOGY**<sup>®</sup>  
PROFESSIONAL COLOR CARE



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PUREOLOGY.COM



**BRAND BOOK**  
*July 2021*

100% VEGAN FORMULAS\*  
ZERO SULFATE®  
ANTIFADE COMPLEX® FOR ALL HAIR TYPES  
95% PCR MATERIALS\*\*  
PARABEN & MINERAL OIL FREE\*\*\*

\*Every formula is made without animal products or by-products. Pureology never tests on animals.

\*\*Our shampoo and conditioner bottles, excluding cap, are created with 95% post consumer recycled materials.

\*\*\*All Pureology shampoo and conditioner formulas are paraben and mineral oil free.



*cali color* STATE OF

*mind*

**PUREOLOGY**

PURE *performance*

PURE *intentions*

PURE *luxury*



## EARLY ADOPTERS OF KEEPING IT PURE

And by pure, we mean our shampoos and conditioners are free from sulfates, parabens and mineral oils. In fact, we're the OGs of pure color care for your hair. And just like the people in our home state of California, we've always been ahead of the rest when it comes to knowing the importance of living mindfully.

Surrounded by a culture that embraces an active outdoor lifestyle, we see first-hand how the sun, sand and surf can begin to take a toll on your tresses.

So we develop our purest products. Professional hair care that maintains your salon color while also protecting your hair's health.

*pure*  
*Origins*







*pure  
performance*

## **WE KNOW COLOR CARE**

That's why 20 years later, Pureology is still the #1 professional color care brand in the US\*.

We were one of the first to use gentle ingredients that also deliver pure performance and results with a carefully selected balance of feel-good ingredients blended with high-performing formulas that truly work. Not only keeping your color alive, but also treating the needs of different hair textures and types.

Our professional-grade systems help you easily maintain that fresh-from-the-salon look and feel, so you can continue to evolve your hair color without affecting your lifestyle.

\*Based on dollar sales reported in Kline's Kline PRO: Salon Retail Products and Services Database for the year ending December 31<sup>st</sup>, 2019.



## ALWAYS DOING BETTER

Our products are made with **100% VEGAN FORMULAS**. Every formula is made without animal products or by-products. Our exclusive formulas contains **ZEROSULFATES®** and gently cleanse without stripping the color.

So you'll still get luxurious lathers, super soft finishes and pure color care.

Our shampoo and conditioner bottles - sans the cap - are created with **95% POST-CONSUMER RECYCLED BOTTLES**. Our highly concentrated shampoos boast 75+ applications in a single bottle. Consciously-made hair care with no compromises.



*pure*

*intentions*

**PUREOLOGY**  
PROFESSIONAL COLOR CARE

HYDRATE  
SHAMPOO/SHAMPOOING  
FOR DRY, COLOR-TREATED HAIR  
POUR CHEVEUX SECS ET COLORÉS





# *pure luxury*

## **TREAT YOURSELF, EVERY SINGLE DAY**

Bring the full salon experience home with you.

Our rich, concentrated formulas, extra-creamy lathers and invigorating aromas, indulge your senses and make every hair care day feel like a spa day. An elevated experience that turns a regimen into a ritual, one that you'll actually look forward to.





100% VEGAN  
FORMULAS\*



ANTIFADE  
COMPLEX®



CONCENTRATED  
FORMULAS



FOR ALL  
HAIR TYPES



ZERO  
SULFATE®



NO PARABEN & MINERAL OIL  
IN PUREOLOGY  
SHAMPOOS AND CONDITIONERS



95%  
POST CONSUMER  
RECYCLED MATERIALS\*\*



Our exclusive, concentrated **FORMULAS** with AntifadeComplex® and Zerosulfates® keep your color-treated hair pure and protected.

We use a carefully selected **BALANCE** of ingredients, that you can count on to deliver immediate results.

Our shampoo and conditioner bottles, excluding cap, are created with 95% post consumer recycled materials.

We respect the well-being of **ANIMALS** by ensuring our formulas are 100% vegan.

Our products treat your **SENSES** with captivating scents and creamy lathers that create a spa-like experience.

We give our professionals holistic education and care, giving them the **SUPPORT** to inspire with their hands, hearts and minds.

*pure* **priorities**

\*No animal-derived ingredients

\*\*Excluding cap





**FOR THE CALIFORNIA GIRL AT HEART**

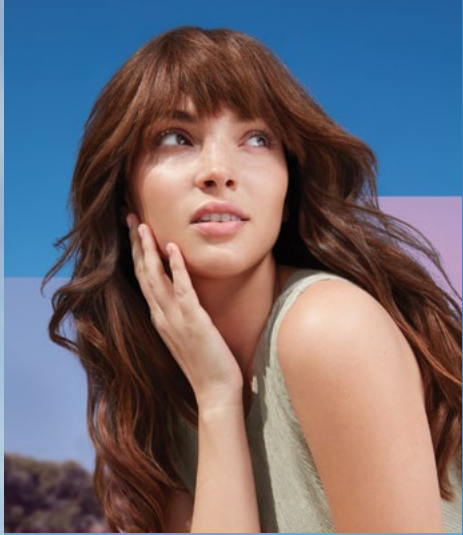
She always keeps her hair color fresh, and doesn't mind splurging to get that effortless look and feel.

Between hikes up Runyon or meetings in the Bay, she always makes sure to take time for herself and wants a luxe-feeling ritual that also maintains her color-treated hair, so she never looks like she's in between appointments.

And of course, she cares about how it's made and making good choices.

*our customer*





## PURE CONFIDENCE

We're brimming with expertise that allows us to give you clear, concise info so you can understand Pureology's benefits without having to read through paragraphs of claims.

We're a down-to-earth California girl who knows the landscape well in terms of landmarks and lifestyle, and work it in naturally throughout our references.

You can count on us to speak to you in a modern way, continually finding the simple ways to always do better.

*our*  
*tone*



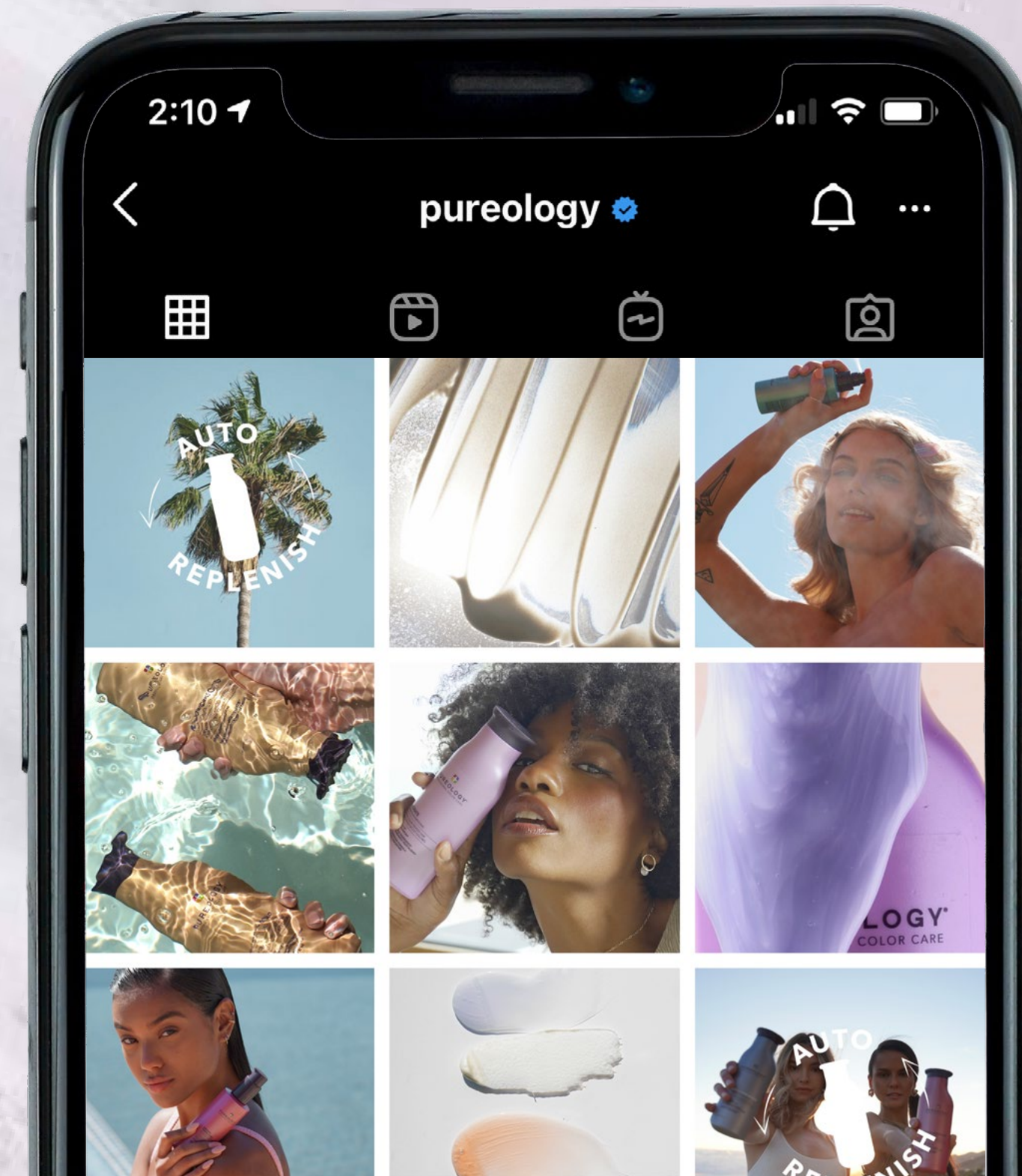
## PURE COMMUNICATION

Just like a sunny, 70° day in SoCal, you can always count on Pureology to give you thumb-stopping content that inspires and guides you on your hair journey.

It's aspirational but informative, presented with easily digestible info and expert insider knowledge from our pros that makes you feel like you've stolen their secrets.

 LIKE,  HEART and  SHARE.

*colorful*  
*content*





A hairdresser with long blonde hair is styling a client's hair. The hairdresser is wearing a white shirt and is holding a purple spray bottle. The client has long, wavy blonde hair and is wearing a black hair clip. The background is a plain, light-colored wall.

*hands.  
heart.  
mind.*

## **PURE ARTISTRY**

Our pros inspire with their **HANDS**. Not only performing quality hair color services, but providing expert cuts and elevated styling.

They care with their **HEARTS**. Ensuring that not only do we infuse mindful, positive energy into our products, but also within our community who spread it to others by creating an uplifting culture.

They excite by using their **MINDS**. Inspiring others with their professional prowess, sharing not only their business skills but also their creative skills via social media, and offering behind-the-scenes peeks at their artistry.



## MEET OUR PRODUCTS

Our collection of dual-benefit shampoos, conditioners, treatments and styling essentials give your colored hair the care it needs while protecting, restoring and always staying clean.

We're not just here for hairstyles with hue, but all hair types that could use a little love.

Always look to the pros to develop your own custom regimen that gives your hair exactly what it needs to look its best until your next hair color service.







*peak range*  
**HYDRATE**

Whether it's rolling waves, rough terrain, extra dry or flat, hair types and textures come just as diverse as the California landscape. Dip into hydration as intense as the Pacific with moisturizing formulas that quench all strands.

*hydrate*



*water drops*  
**HYDRATE SHEER**

Infuse hair with lightweight moisture that feels as fresh as the morning dew in the Muir Woods. Similar to our Hydration line but with a lighter touch, it's the solution for finer strands that crave hydration without heaviness.

*hydrate  
sheer*







*be strong*  
**STRENGTH CURE**

A protein-infused, strengthening formula that fortifies your strands just like the sequoias, from root to tip, while finishing with a soft feel. Great to lessen the strand stress from color transformation.

*strength*  
*cure*



*california cool*  
**STRENGTH CURE BLONDE**

For icy platinums to beachy blondes, enjoy the Malibu sun's warmth on your skin – not on your hair.  
All the benefits of our strength cure formula, cast in a deep purple that calms down brassiness  
for a cooler tone.

*strength cure*  
*blonde*







*a golden state*  
**NANOWORKS GOLD**

When you want to indulge but the spa is booked. A luxe treatment that will instantly revive softness and shine, transforming every single strand and bringing the most mature hair at your ends quickly back to life.

The power is in the formulas – with ingredients like plant protein-based keravis and golden marula oil, they provide ultimate strength and moisturization.

*nanoworks*  
**gold**



*cruise control*  
**SMOOTH PERFECTION**

For taming tangles when the top's down on the Pacific Coast Highway. Rich formulas smooth the hair cuticle to lessen frizz and provide a sleek, near-perfect finish as smooth as a drive down Sunset.

*smooth  
perfection*







*high tides*  
**PURE VOLUME**

Body surf your hair to Sierra Nevada heights with lightweight formulas that never drag you down. Resulting in peak hair with soft volume that moves with you.

*pure  
volume*



*support system*  
**COLOR FANATIC**

The equivalent to your personal assistant, giving you just what you need right when you need it. Shield your colored hair from the elements with multi-tasking treatments that use 21 benefits to restore and protect your hair color.

*color  
fanatic*







*post production*  
**COLOR FANATIC COLOR SEALER**

Put the finishing touch on your process with this post-color service treatment used by our professionals to help seal your hair's cuticle and rebalance pH levels. You'll make your premiere with more vibrant color and a shiny, smooth finish.

*color  
sealer*



*wellness boost*  
**SUPERFOOD TREATMENT**

After you cleanse, nourish yourself with intensely moisturizing formulas that are like a wellness shot for your hair.

*superfood  
treatment*







*perennial color*  
**TOP COAT + TONE™**

Like the vibrant flower fields in Carlsbad, hair colors come in a full spectrum of hues. Stay toned to perfection with this top coat that adds a long-lasting glossy finish and comes in three different shades for your ideal match.

*top coat +*  
*tone™*



*supporting act*  
**STYLE + PROTECT**

Never tame a free spirit, just your hair. Stylers for color-treated hair build up your mane event, then add the finishing touches.

*style +  
protect*





*stay  
connected*



@pureology