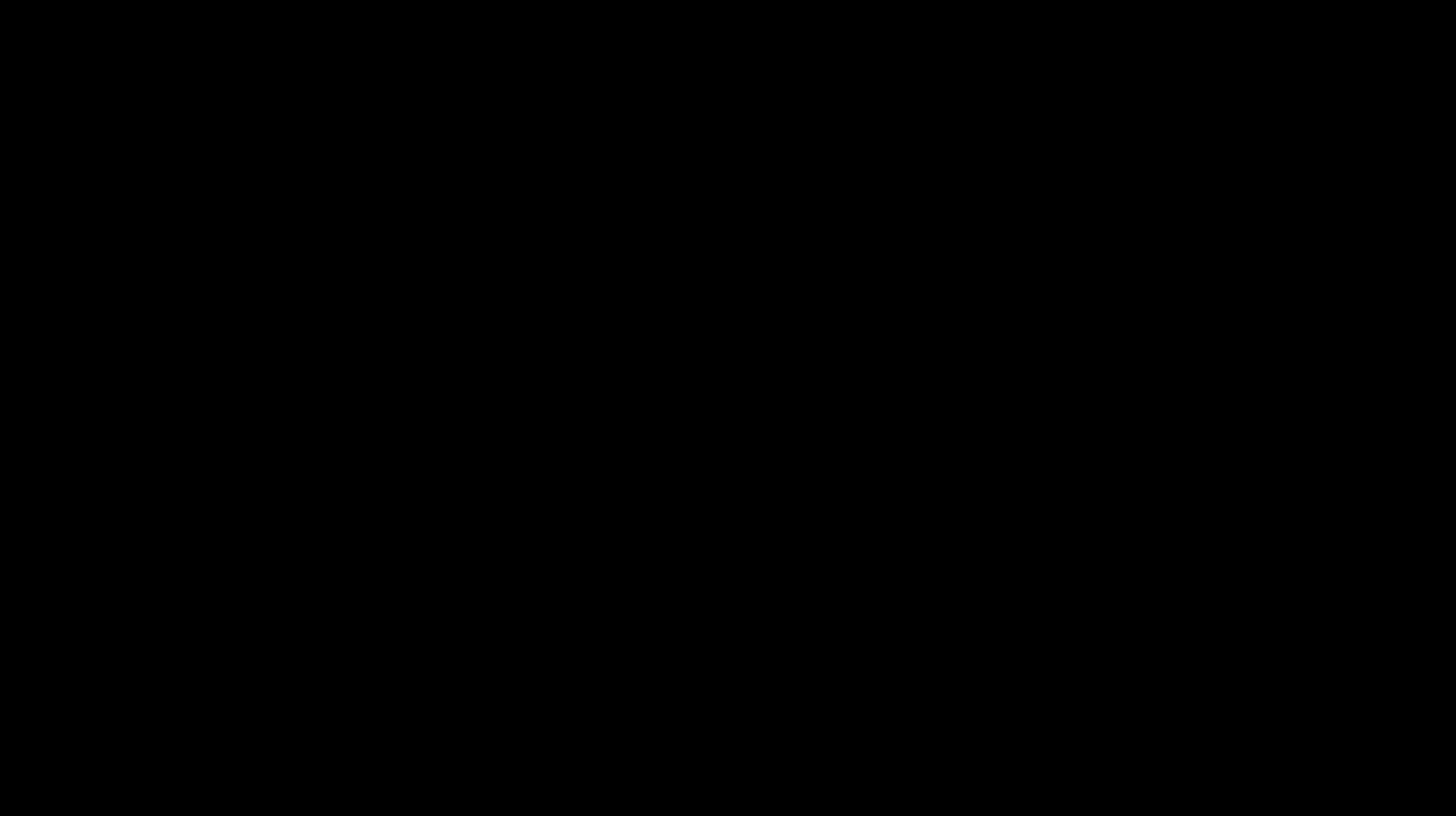




## PRODUCT GUIDE 2020



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





PUREOLOGY<sup>™</sup>  
PROFESSIONAL COLOR CARE

EXTRAORDINARY  
COLOR CARE FOR

*beautiful  
hair*



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

Color care without compromise is the  
**POWER OF PUREOLOGY.**

We created our customized, high performance  
formulations while caring for our planet and animals  
with beauty and integrity in mind.

As the pioneer of VEGAN COLOR CARE &  
ZEROSULFATE<sup>®</sup> formulations, we strive to  
make women feel beautiful inside and out.

*beauty*  
WITH MEANING



PROFESSIONAL COLOR CARE

*Without  
compromise*

PERFORMANCE

EXPERIENCE

ENVIRONMENT

BUSINESS INTEGRITY



**PUREOLOGY**  
PROFESSIONAL

*color care*  
LIKE NO OTHER



ANTIFADE  
COMPLEX

#### ANTIFADE COMPLEX®

Our patented ingredient blend is infused into every formula to protect color vibrancy and ensure lasting color payoff. Sunflower Seed, a UV Filter and Vitamin E fight color-depleting environmental effects while ensuring lasting shine.



ZERO  
SULFATE

#### ZEROSULFATE®

Our exclusive formulas gently cleanse without stripping color, thanks to a blend of corn, coconut and sugar.



100%  
VEGAN

#### 100% VEGAN

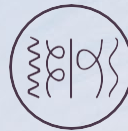
Every formula is made without animal products or by-products. Pureology never tests on animals.



CONCENTRATED  
FORMULAS

#### CONCENTRATED FORMULAS

Our highly concentrated shampoos boast 70+ applications in a single bottle.



FOR ALL  
HAIR TYPES

#### DUAL BENEFIT FORMULAS FOR ALL HAIR TYPES

Our dual-benefit formulas provide color protection and customized care to address individual hair needs.



MINERAL  
OIL FREE

#### MINERAL OIL FREE AND PARABEN FREE

All Pureology Shampoo & Conditioner formulas are mineral oil-free and paraben-free—they are safe for you and for the environment.



PARABEN  
FREE

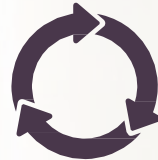
# WE ARE COMMITTED TO *sustainability*

## BEAUTY WITH PURPOSE

Our commitment to sustainability and reducing our carbon footprint is clear in our formulas' ingredients, our packaging's raw materials and our products' effects on the environment during and after use. Our success is not only defined by superior product performance, but also in the way our products are created and recycled.



POST CONSUMER  
RECYCLED MATERIALS



100%  
RECYCLABLE



## JOIN THE MOVEMENT

### BY INCORPORATING THESE IDEAS INTO HABITS



Add meatless, plant-based meals into your diet to make a positive impact on the environment



Run only full loads in washing machines and choose an energy-efficient mode



Fix leaky faucets and toilets & install high-efficiency faucets and toilets



Fit low-flow attachments to faucets to save a massive 70% of water



Rinse out and recycle empty Pureology bottles to minimize waste in our landfills



Use energy-efficient lighting, laundry machines, heating/cooling systems and styling tools

# Color Care for all

DUAL-BENEFIT, PROFESSIONAL-QUALITY COLOR CARE WITH PREMIUM FORMULATIONS, CUSTOMIZED FOR EVERY NEED



**HYDRATE**  
Deeply hydrates dry, normal to thick color-treated hair



**HYDRATE SHEER**  
Lightly hydrates dry, fine color-treated hair with silicone-free formulas



**SUPERFOOD TREATMENTS**  
Nourishing treatments with essential nutrients that hydrate and strengthen color-treated hair



**HYDRATE SOFT SOFTENING TREATMENT**  
Deeply nourishing treatment that softens color-treated hair for a captivating aromatic experience



**STRENGTH CURE**  
Fortifies and repairs damaged, color-treated hair



**STRENGTH CURE BLONDE**  
Fights brass, fortifies and strengthens damaged, chemically lifted hair with purple toning formulas



**STRENGTH CURE TREATMENTS**  
Repairing treatment that helps strengthen and prevent further damage



**PURE VOLUME**  
Enhances volume and restores movement to flat, fine color-treated hair



**SMOOTH PERFECTION**  
Controls and restores manageability to frizz-prone, color-treated hair



**SMOOTH PERFECTION TREATMENTS**  
Smoothing treatments that restore manageability, control frizz and provide heat protection



**NANOWORKS GOLD**  
Renews softness, manageability and shine with a rich, luxurious formula for dulling, color-treated hair



**COLOR FANATIC**  
Primes, protects and perfects color-treated hair with 21 essential benefits



**STYLE + PROTECT**  
Effortless stylers designed for color-treated hair



# HYDRATE

HYDRATE TO THE MAX

**HYDRATE SHAMPOO**  
Creamy, luxurious  
shampoo that deeply  
hydrates  
normal to thick dry, color-  
treated hair

## key ingredients



Jojoba



Green Tea



Sage

## fragrance notes



Lavender



Bergamot



Patchouli



**HYDRATE CONDITIONER**  
Creamy, luxurious conditioner  
that deeply softens and  
nourishes  
normal to thick dry, color-  
treated hair

## key ingredients



Jojoba



Green Tea



Sage

## fragrance notes



Mint



Menthol



Greens

# HYDRATE SHEER

## HYDRATE WITHOUT THE WEIGHT

### HYDRATE SHEER SHAMPOO

Silicone free, lightweight shampoo that hydrates fine dry, color-treated hair

#### key ingredients



Jojoba



Green Tea



Sage

#### fragrance notes



Lavender



Bergamot



Patchouli



### HYDRATE SHEER CONDITIONER

Silicone free, lightweight conditioner that softens and nourishes fine dry, color-treated hair

#### key ingredients



Jojoba



Green Tea



Sage

#### fragrance notes



Mint



Menthol



Greens

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

HYDRATE SHEER  
SHAMPOO/SHAMPOOING

FOR FINE, DRY, COLOR-TREATED HAIR  
POUR CHEVEUX FINS, SECS ET COLORÉS

ZEROSULFATE<sup>®</sup>  
ANTIFADECOMPLEX<sup>®</sup>  
100% VEGAN INGREDIENTS\*  
100% INGRÉDIENTS VÉGÉTALENS\*  
CONCENTRATED FORMULA  
FORMULE CONCENTRÉE

266 ml / 9 fl oz

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

HYDRATE SHEER  
CONDITIONER/REVITALISANT

FOR FINE, DRY, COLOR-TREATED HAIR  
POUR CHEVEUX FINS, SECS ET COLORÉS

ANTIFADECOMPLEX<sup>®</sup>  
100% VEGAN INGREDIENTS\*  
100% INGRÉDIENTS VÉGÉTALENS\*

266 ml / 9 fl oz

# HYDRATE SOFT SOFTENING TREATMENT

INDULGE IN SOFTNESS

## HYDRATE SOFT SOFTENING TREATMENT

Deeply nourishing treatment that softens color-treated hair with an intoxicating fragrance that takes you on a captivating, aromatic experience

### *key ingredients*



Shea Butter



Almond Oil

### *fragrance notes*



Cardamom



Cedarwood



Sandalwood

INVIGORATING, NATURAL AND WOODSY AROMA



# STRENGTH CURE

## STRENGTH FROM WITHIN

### STRENGTH CURE SHAMPOO

Gentle, rich-lather shampoo that fortifies and helps repair damaged, color-treated hair

#### key ingredients



Keravis



Astaxanthin

#### fragrance notes



Raspberry



Peach



Water Flowers



### STRENGTH CURE CONDITIONER

Gentle, creamy conditioner that fortifies and helps repair damaged, color-treated hair

#### key ingredients



Keravis



Astaxanthin

#### fragrance notes



Raspberry



Peach



Water Flowers

# STRENGTH CURE TREATMENTS

CURE THE DAMAGE

## STRENGTH CURE SPLIT END SALVE

Leave-in treatment that strengthens and smooths split ends to prevent further damage

### key ingredients



Astaxanthin



Camelina Oil



Olive Oil

### fragrance notes



Raspberry



Peach



Water Flowers



## STRENGTH CURE MIRACLE FILLER

Daily blow-dry reparative lotion that strengthens and repairs the hair's cuticle

### key ingredients



Xylose



Coriander Oil



Chamomile

### fragrance notes



Pear



Rose



Sandalwood

# SUPERFOOD TREATMENTS

GOOD-FOR-YOU HAIRCARE

## HYDRATE SUPERFOOD TREATMENT

Nourishing treatment with essential nutrients that intensely moisturizes and softens hair

### key ingredients



Avocado Oil



Coconut Oil

### fragrance notes



Pineapple



Coconut



Vanilla



## STRENGTH CURE SUPERFOOD TREATMENT

Nourishing treatment with essential nutrients that repairs, strengthens, and protects hair from future damage

### key ingredients



Olive Oil



Goji Berry

### fragrance notes



Mandarin



Peony



Jasmine

# STRENGTH CURE BLONDE

SET THE TONE

## STRENGTH CURE BLONDE SHAMPOO

Rich-lather purple shampoo that tones and fortifies brassy, damaged and lightened hair

### key ingredients



Keravis



Astaxanthin



Purple Orchid

### fragrance notes



Pear



Rose



Sandalwood



## STRENGTH CURE BLONDE CONDITIONER

Creamy purple conditioner that tones and fortifies brassy, damaged and lightened hair

### key ingredients



Keravis



Astaxanthin



Purple Orchid

### fragrance notes



Pear



Rose



Sandalwood

# SMOOTH PERFECTION

SMOOTH IT OVER

## SMOOTH PERFECTION SHAMPOO

Gentle shampoo  
that restores manageability  
for frizz-prone, color-treated hair

### key ingredients



Camellia



Shea butter

### fragrance notes



Cocoa



Marshmallow accord



Woody



SMOOTH PERFECTION  
CONDITIONER  
Gentle conditioner  
that restores manageability  
for frizz-prone, color-treated hair

### key ingredients



Camellia



Shea butter

### fragrance notes



Cocoa



Marshmallow accord



Woody



# SMOOTH PERFECTION TREATMENTS

## SHIELD THE HEAT

### SMOOTH PERFECTION SMOOTHING LOTION

Lightweight lotion that controls frizz and fly-aways while protecting against heat for fine to normal, frizz-prone hair

#### key ingredients



Camellia



Shea butter



Xylose

#### fragrance notes



Cocoa



Marshmallow accord



Woody



### SMOOTH PERFECTION SMOOTHING SERUM

Finishing serum that creates silky smoothness, lasting frizz control and heat protection for normal to thick, frizz-prone hair

#### key ingredients



Camellia



Shea butter



Xylose

#### fragrance notes



Cocoa



Marshmallow accord



Woody

# PURE VOLUME

## TURN UP THE VOLUME

### PURE VOLUME SHAMPOO

Lightweight shampoo that enhances volume and restores movement to flat, fine, color-treated hair

#### key ingredients



Sunflower Seed Oil



Aloe Water

#### fragrance notes



Pink Grapefruit



Wild Rose



Cedarwood



### PURE VOLUME CONDITIONER

Lightweight conditioner that enhances volume and restores movement to flat, fine, color-treated hair

#### key ingredients



Sunflower Seed Oil



Aloe Water

#### fragrance notes



Pink Grapefruit



Wild Rose



Cedarwood

# NANOWORKS GOLD

## THE GOLD STANDARD

### NANOWORKS GOLD SHAMPOO

Rich, transformative shampoo that renews softness, manageability, and shine to cleanse dull, aging color-treated hair

#### key ingredients



Keravis



Golden Marula Oil

#### fragrance notes



Dewy Pear



Ylang Ylang



Golden Amber



### NANOWORKS GOLD CONDITIONER

Creamy, restorative conditioner that strengthens dull, aging color-treated hair and imparts a youthful shine

#### key ingredients



Keravis



Golden Marula Oil

#### fragrance notes



Dewy Pear



Ylang Ylang



Golden Amber

# COLOR FANATIC

SHIELD YOUR SHADE

## COLOR FANATIC

### MULTI-TASKING LEAVE-IN SPRAY

Multitasking leave-in treatment with 21 benefits that primes hair for heat, detangles, protects from damage, and adds shine from root to tip

#### key ingredients



Camelina Oil



Coconut Oil



Olive Oil

#### fragrance notes



Rose



Floral Ginger



Cedarwood



## COLOR FANATIC DEEP TREATMENT MASK

Intensely moisturizing treatment with 21 benefits that restores, protects, and strengthens color-treated hair

#### key ingredients



Camelina Oil



Coconut Oil



Olive Oil

#### fragrance notes



Rose



Floral Ginger



Cedarwood

SALON EXCLUSIVE BACKBAR TREATMENT

# COLOR FANATIC COLOR SEALER

SHIELD YOUR SHADE

## COLOR FANATIC COLOR SEALER

Creamy, extra caring, post-color service treatment that seals the hair cuticle and rebalances hair pH levels, resulting in shiny, smooth, and more vibrant hair

### *key ingredients*



Camellia Oil



Blackberry Fruit



Vinegar

### *fragrance notes*



Floral Ginger



Ylang Ylang



Cedarwood



PUREOLOGY  
PROFESSIONAL COLOR CARE

COLOR  
SEALER

COLOR FANATIC

COLOR SEALER  
FIXATEUR DE COULEUR

PROFESSIONAL USE ONLY  
POUR USAGE PROFESSIONNEL UNIQUEMENT  
FOR COLOR-TREATED HAIR  
POUR CHEVEUX COLORES

ANTIFADECOMPLEX\*

100% VEGAN INGREDIENTS\*  
100% INGRÉDIENTS VÉGÉTALENS\*

400 ml / 13.5 fl oz

# STYLE + PROTECT: IT'S THE WAY YOU WEAR IT

## TALK TEXTURE TO ME

*fragrance notes*



Tuberose



Almond Milk



Cedarwood



### REFRESH & GO DRY SHAMPOO

Non-drying dry shampoo spray that absorbs oil while adding movement and light texture

#### PRO TIP:

Spray on dry roots, wait briefly, then brush through

#### KEY INGREDIENT



Rice Starch



### TEXTURE FINISHING SPRAY

Lightweight texture spray that adds body and shine without crunch or buildup

#### PRO TIP

Hold 6-8 inches from dry hair and mist throughout

#### KEY INGREDIENT



Sunflower Seed Extract



### BEACH WAVES SUGAR SPRAY

Non-drying, non-fading texture spray that creates tousled waves

#### PRO TIP

Mist throughout damp or dry hair and scrunch to create texture

#### KEY INGREDIENT



Sugar Cane



### MESS IT UP TEXTURE PASTE

Medium hold styling paste that provides flexible control with soft texture and shine

#### PRO TIP

On shorter hair lengths, work pea-sized amount through damp or dry hair to create all day texture

#### KEY INGREDIENT



Shea Butter

# STYLE + PROTECT: IT'S THE WAY YOU WEAR IT

## AMPLIFY YOUR LOOK

*fragrance notes*



Tuberose



Almond Milk



Cedarwood



### WEIGHTLESS VOLUME MOUSSE

Conditioning mousse provides weightless volume, heat protection, and shine

#### PRO TIP

Distribute a walnut-sized amount through the lengths of the hair and blowdry

#### KEY INGREDIENT



Xylose



### ON THE RISE ROOT-LIFTING MOUSSE

Medium control mousse that provides body, root lift, and lasting shine

#### PRO TIP

Section wet hair into 2 sections, spray on roots before blowdrying with a round brush

#### KEY INGREDIENT



Vegetable Protein



### INSTANT LEVITATION MIST

Menthol-infused formula elevates hair with 24 hours of weightless volume with heat protection

#### PRO TIP

Apply 3-4 pumps at the root and blowdry for maximum volume

#### KEY INGREDIENT



Xylose

# STYLE + PROTECT: IT'S THE WAY YOU WEAR IT

## EXTEND YOUR STYLE

*fragrance notes*



Tuberose



Almond Milk



Cedarwood



### SHINE BRIGHT TAMING SERUM

Lightweight serum that adds shine, smooths frizz, and tames flyaways

#### PRO TIP

Dispense a pea-sized amount into hands and work throughout hair

#### KEY INGREDIENT



Coriander Seed Oil



### SOFT FINISH HAIRSPRAY

Non-dulling, fast-drying, layerable hairspray with brushable, flexible hold

#### PRO TIP

Hold at arm's length from hair and spray in a short burst

#### KEY INGREDIENT



Orange Peel Oil



### LOCK IT DOWN HAIRSPRAY

Non-dulling, fast-drying hairspray with maximum hold and radiant shine

#### PRO TIP

Hold at arm's length from hair and spray in a short burst

#### KEY INGREDIENT



Olive Oil



# GLOSSARY

## **100%VEGAN INGREDIENTS**

Contains no animal products or animal by-products.

## **ANTIFADE COMPLEX®**

A family/system of ingredients that are blended at different levels and concentrations to protect color vibrancy and ensure lasting color payoff. Sunflower Seed, a UV Filter and Vitamin E work together to fight the color depleting effects from the environment and ensure lasting radiance and shine.

## **ANTIOXIDANTS**

Function as free-radical inhibitors to help protect hair's integrity from damaging sunlight by preventing the oxidation of hair.

## **FREE RADICALS**

Highly unstable molecules that attack hair follicles and color pigments, compromising hair health and color vibrancy.

## **GLYCERIN**

Pureology glycerin is derived from vegetable sources and help to add moisture to the hair and maximize color retention. Glycerin is part of our Micro-Emulsion blend of ingredients.

## **GOLDEN MARULA OIL**

Known as Africa's liquid gold, this ultra-light, fast-absorbing oil extract is rich in antioxidants and omega fatty acids to provide strong antioxidant protection and natural rejuvenation with endless benefits for the hair and scalp.

## **KERAVIS**

Strengthening protein to help protect hair from damage and breakage.

## **MELANIN**

A potent antioxidant that prevents oxidation from UV rays. Naturally, melanin is present in the hair and gives the hair shaft its color. The melanin in Pureology is plant-derived and neutral, so it does not change existing hair color and is very effective in protecting the hair from UV damage.

## **OXIDATION**

Chemical reaction process of combining oxygen with organic and inorganic substances to change, decompose and decolorize. UV rays from sunlight and fluorescent light physically destroy organic materials and accelerate oxidation. Antioxidants counteract the process of oxidation.

## **SIGNATURE AROMABLENDS**

Our products offer a multi-sensory experience with natural essential oils that surround the senses and deliver an unforgettable burst of aroma.

## **SULFATES**

Harsh cleansing agents (esters) found in most common shampoos that possess high irritation properties, strip color and damage hair. Examples include sodium lauryl sulfate and sodium laureth sulfate.

## **SURFACTANTS**

An essential part of a shampoo's cleansing system. Common surfactants, known as sulfates, can fade color vibrancy.

## **VITAMINE**

Natural vitamins that are powerful antioxidants to help protect hair from damage and prevent color fade.

## **SILICONE-FREE**

No unnecessary coating from silicones.

## **ZEROSULFATE®**

A blend of six extra-gentle surfactants, derived from coconut, corn and sugar, which cleanse hair without stripping color or causing damage. These lathering ingredients are sulfate-free and do not contain color-stripping salts.



# PRODUCT FAQ

## **ARE PUREOLOGY PRODUCTS BENEFICIAL FOR ALL HAIR TYPES, EVEN CLIENTS WHO DON'T HAVE COLOR-TREATED HAIR?**

Yes. Whether color-treated or not, thick, fine, texturized or thinning, every hair type will experience noticeable benefits with Pureology. Pureology products nourish, hydrate and strengthen each hair strand, while protecting the hair from chemical, mechanical, and environmental factors.

## **WILL PROVIDING LONGER-LASTING COLOR PREVENT THE CLIENT FROM COMING BACK TO THE SALON AS OFTEN, THUS HAVING A NEGATIVE EFFECT ON MY BUSINESS?**

No. The nature of human hair growth will keep your clients coming back for color services as often as before.

## **MY CLIENT HAS BEEN USING PUREOLOGY SHAMPOOS AND CONDITIONERS, BUT STILL HAS NOTICEABLE COLOR FADE. WHY DOES THIS HAPPEN?**

Pureology's ZeroSulfate® shampoos and our exclusive AntiFade Complex® help keep color from fading. Customers using styling products that do not contain our exclusive AntiFade Complex® are putting their color at risk. Using Pureology's Style + Protect line of stylers after our haircare products will provide continued color protection

throughout the day, particularly from free radicals, harsh environmental elements and damaging UV rays.

## **WHAT ARE SULFATES?**


Sulfates are a common type of surfactant. Sulfates tend to be harsh cleansing agents that can strip color. Examples include sodium lauryl sulfate and sodium laureth sulfate. Surfactants are an essential part of a shampoo's cleansing system, but common surfactants, known as sulfates (such as sodium laureth sulfate) can fade color vibrancy.

Read below to learn about Pureology's surfactant system.

## **WHY DO PUREOLOGY ZEROSULFATE® SHAMPOOS THAT ARE SULFATE-FREE CONTAIN THE FOLLOWING INGREDIENTS: SODIUM LAUREL SULFOACETATE, DISODIUM LAURETH SULFOSUCCINATE? HOW DO THEY DIFFER FROM SULFATE SURFACTANTS SUCH AS SODIUM LAURETH SULFATE?**

Surfactants are an essential part of a shampoo's cleansing system, but common surfactants, known as sulfates (such as sodium laureth sulfate) can fade color vibrancy. Pureology surfactants (such as sodium laurel sulfoacetate and disodium laureth sulfosuccinate) are not sulfates. They have a different molecular structure, thereby providing far superior color preservation while ensuring longer color life. Pureology's sulfate-free surfactants make up the ZeroSulfate technology found in all Pureology shampoos. These products are specifically designed to keep hair in optimum condition and preserve color. This complex is extremely gentle yet effective, making Pureology shampoos an alternative to sulfate-based shampoos.

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