



 **PUREOLOGY**
serious colour care
ZEROSULFATE® • ANTIFADE COMPLEX™ • 100% VEGAN

*If you love your haircolour,
choose no other.*

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If you love your haircolour, choose no other.

Created specifically for professional colourists and their clients, Pureology is a brand unlike any other:

- ⌘ **Dual Benefit** formulas provide custom care for every type of colour-treated hair
- ⌘ Highly concentrated **ZeroSulfate®** shampoos deliver **70+ shampoos per bottle***—approximately **two times more than other professional shampoos**—and contain naturally derived surfactants of corn, coconut and sugar to cleanse gently without stripping colour
- ⌘ The exclusive **AntiFade Complex®** with antioxidants and full spectrum UVA/UVB sunscreens helps colour-treated hair retain its fresh-from-the-salon vibrancy
- ⌘ **100% vegan** formulas feature natural plant extracts and our signature aromatherapy fragrances
- ⌘ **Bottles contain up to 50% post-consumer recycled materials**, are **100% recyclable**, and use the latest **FDA approved plastics** for unparalleled safety and environmental sustainability

86% of consumers agree Pureology helps maximize colour retention**



OUR EXCLUSIVE TECHNOLOGIES

ZeroSulfate® Shampoos

- ⌘ Natural cleansing with coconut, corn and sugar
- ⌘ Extra-gentle lathering ingredients are **sulfate-free** and **salt-free**
- ⌘ Won't strip haircolour
- ⌘ Concentrated to deliver up to **70 shampoos per bottle**

AntiFade Complex®

- ⌘ Potent antioxidants and full spectrum **UVA/UVB** sunscreens including **Heliogenol** and **Vitamins C and E**
- ⌘ Shields colour from free radical damage and harsh environmental aggressors
- ⌘ Maximizes colour retention

Strengthening AntiFade Complex

- ⌘ Contains all the benefits of the **AntiFade Complex**, plus a fortifying blend of **Keravis** to reinforce hair and help prevent breakage
- ⌘ Formulated into our range of styling products

Oleo AntiFade Complex

- ⌘ Contains all the benefits of the **AntiFade Complex**, plus a nourishing blend of **triple-action micro oils** to replenish the protective lipid layer, equalize porosity, restore manageability and enhance colour vibrancy
- ⌘ Formulated into our **Precious Oil** and **Reviving Red** systems

Thermal AntiFade Complex

- ⌘ Contains all the benefits of the **AntiFade Complex**, plus a heat-resistant crystalline barrier, **Xylose**, to protect against frequent hot tool use
- ⌘ Formulated into our **Super Smooth** system

Asta-Repair

- ⌘ Contains **Astaxanthin**, a powerful nature-derived antioxidant, and our **AntiFade Complex** for beautiful colour-treated hair
- ⌘ **Keravis**, **ceramide** and **arginine** help replace the cysteine bonds and heal the micro-scarred cuticle to restore strength and velvety softness
- ⌘ Formulated into our **NEW Strength Cure** system

*Based on a 3.5 gram dose **In a consumer shampoo test

PUREOLOGY HAIRCARE SYSTEMS



Hydrate
for dry colour-treated hair



Pure Volume
for fine colour-treated hair



NEW Strength Cure
for micro-scarred, damaged colour-treated hair



Super Smooth
for unmanageable colour-treated hair



Perfect 4 Platinum
for fragile, highlighted and highly lifted hair



Precious Oil
for rough, brittle colour-treated hair



Reviving Red
for vibrant colour-treated hair



Nano Works
for aging colour-treated hair



Purify
clarifying for colour-treated hair

Dual Benefit formulas provide custom care
for every type of colour-treated hair

HYDRATE

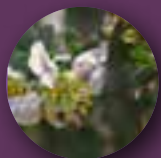
FOR DRY COLOUR-TREATED HAIR

Ultra-hydrating formulas provide superior replenishment, touchable softness and extraordinary colour protection.



BENEFITS:

- ✦ **Advanced Hydrating Micro-Emulsion Technology** deeply hydrates to revitalize dry hair and enhance colour radiance
- ✦ Multi-weight proteins of **soy**, **oat** and **wheat** help strengthen, rebuild and repair
- ✦ **Jojoba**, **green tea** and **sage** condition
- ✦ Signature aromatherapy blend of **ylang ylang**, **bergamot** and **patchouli**



Hydrating Jojoba



Green Tea



AntiFade Complex®



Shampoo

BENEFITS:

- ✦ Concentrated moisturizing shampoo
- ✦ Gently cleanses with rich lather
- ✦ Infuses hair with essential hydration

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary.



Condition

BENEFITS:

- ✦ Concentrated daily hydrating conditioner
- ✦ Intensely hydrates without weighing hair down
- ✦ Eases detangling

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse. For sensitive scalps, rinse after 30 seconds.



Light Condition

BENEFITS:

- ✦ Lightweight daily conditioner
- ✦ Ideal for fine hair types
- ✦ Moisturizes and restores suppleness without weighing hair down

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.



Hydra Whip

BENEFITS:

- ✦ Deep replenishing masque
- ✦ Dramatically improves moisture, movement and manageability
- ✦ Leaves hair soft, touchable and shiny

USAGE: Apply to clean, damp hair. Leave on 2-5 minutes. Rinse.



Shine Max

BENEFITS:

- ✦ Weightless serum
- ✦ Instantly smoothes flyaways and adds vibrant shine
- ✦ Delivers light nourishment and softness

USAGE: Distribute 2-3 drops through clean, damp hair. Style. For extra slip and shine after shampooing, mix 2-3 drops into your favorite Pureology conditioner. Rinse. Finish with 1-2 drops on dry hair, as necessary. Do not rinse.

PURE VOLUME

FOR FINE COLOUR-TREATED HAIR

Body-boosting formulas remove volume-inhibiting buildup to provide magnificent volume and extraordinary colour protection.



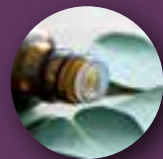
Flexible volumizers weightlessly elevate hair with
24 hours of magnificent volume*

BENEFITS:

- ✦ **Fortifying wheat protein** and **refreshing eucalyptus** help stimulate the scalp and add shine
- ✦ **Ultra gentle cleansers** remove volume-inhibiting buildup to infuse hair with fullness
- ✦ Signature aromatherapy blend of **musk, amber, peach** and **jasmine**



Fortifying Wheat Protein



Refreshing Eucalyptus



AntiFade Complex®

Shampoo

BENEFITS:

- ✦ Concentrated volumizing shampoo
- ✦ Gentle but deep cleansing formula
- ✦ Elevates hair with **24 hours of magnificent volume***
- ✦ Removes volume-inhibiting buildup to help hair achieve maximum body and root elevation

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary. For best results, follow with **Pure Volume Condition**.



Condition

BENEFITS:

- ✦ Daily volumizing conditioner
- ✦ Detangles, replenishes and magnifies volume

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1–2 minutes. Rinse.



Instant Levitation Mist

BENEFITS:

- ✦ Elevates hair with **24 hours of magnificent volume***
- ✦ Menthol-infused formula
- ✦ Stimulates the scalp to provide root lift and all-over fullness

USAGE: Spray on damp hair at the roots. Air-dry or blow-dry for extra volume.



Blow Dry Amplifier

BENEFITS:

- ✦ Lightweight heat-activated leave-in formula
- ✦ Plumps up hair with magnificent volume
- ✦ Protects from heat while boosting shine

USAGE: Apply evenly through clean, damp hair. Blow-dry using a round brush for maximum volume.



NEW STRENGTH CURE

FOR MICRO-SCARRED, DAMAGED COLOUR-TREATED HAIR

Luxuriously creamy formulas help repair and strengthen hair for the perfect balance of strength and velvety softness with extraordinary colour protection.



97% Improved Strength After Only 1 Use*
of Shampoo, Condition and Split End Salve

BENEFITS:

- ✦ Exclusive **Asta-Repair** with **astaxanthin**, a powerful nature-derived antioxidant, plus **keravis**, **ceramide** and **arginine** to help heal and repair damaged hair
- ✦ Replaces the cysteine bonds to restore strength and add softness
- ✦ Signature aromatherapy blend of **lavender**, **honey**, **peach** and **vanilla**



Asta-Repair



Astaxanthin



AntiFade Complex®

Shampoo

BENEFITS:

- ✦ Concentrated fortifying shampoo
- ✦ Removes dulling residues with maximum respect for the scarred, sensitized cuticle

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary.



Condition

BENEFITS:

- ✦ Concentrated daily conditioner
- ✦ Instantly conditions and detangles
- ✦ Improves hair's touch and light reflection

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.



Restorative Masque

BENEFITS:

- ✦ Intense fortifying masque
- ✦ Boosts strength and reduces breakage

USAGE: Apply to clean, damp hair. Leave on 2-5 minutes. Rinse.



Fabulous Lengths

BENEFITS:

- ✦ Luxurious fortifying serum
- ✦ Helps strengthen the hair fiber to reduce breakage
- ✦ Bring softness to even the oldest of strands

USAGE: Apply 1-2 pumps evenly through damp hair from mid-lengths to ends. Style as usual.



Split End Salve

BENEFITS:

- ✦ Leave-in split-end smoothing treatment
- ✦ Helps strengthen, smooth split end and prevent further damage
- ✦ Shiny, beautiful results

USAGE: Work 1 pump through towel-dried hair, concentrating on ends. Apply more if needed. Style as usual.



SUPER SMOOTH

FOR UNMANAGEABLE COLOUR-TREATED HAIR

Ultra-smoothing formulas provide lasting smoothness, frizz control and extraordinary colour protection.



BENEFITS:

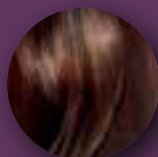
- ✦ **Advanced Smoothing Micro-Emulsion Technology** adds softness and moisture to tame frizz and flyaways
- ✦ **Camellia oil, sesame oil and shea butter** smooth while **geranium extract** deeply conditions to increase manageability
- ✦ Humidity-resistant formulas lock in moisture and lock out frizz
- ✦ Signature aromatherapy blend of **raspberry, jasmine and cocoa powder**



Smoothing Camellia



Shea Butter



Thermal AntiFade Complex®



Shampoo

BENEFITS:

- ✦ Concentrated smoothing shampoo
- ✦ Gently cleanses and tames with a rich lather

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary.



Condition

BENEFITS:

- ✦ Concentrated daily conditioner
- ✦ Detangles, smoothes and replenishes

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.



Relaxing Hair Masque

BENEFITS:

- ✦ Concentrated nourishing masque
- ✦ Subdues frizz, softens and boosts shine

USAGE: Apply to clean, damp hair and comb through. Leave on 2-5 minutes. Rinse.



Smoothing Cream

BENEFITS:

- ✦ Leave-in conditioning cream
- ✦ Helps control frizz and unruly volume
- ✦ Adds long-lasting smoothness and style memory

USAGE: Apply evenly through clean, damp hair. Style as usual.



Relaxing Serum

BENEFITS:

- ✦ Lightweight serum
- ✦ Smoothes and eliminates frizz and flyaways
- ✦ Adds long-lasting smoothness and style memory
- ✦ Reduces blow-drying time

USAGE: Apply evenly through clean, damp hair and blow-dry. Style with a brush or flat iron.

PERFECT 4 PLATINUM

FOR FRAGILE, HIGHLIGHTED AND HIGHLY LIFTED HAIR

Ultra-fortifying formulas clarify and strengthen fragile hair while providing extraordinary colour protection.



Hair is 78% stronger after one application*

BENEFITS:

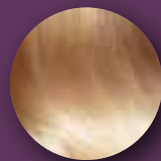
- ✦ **Breakthrough Strengthening Technology** with protein-rich **keravis**—nature's most powerful anti-breakage hair fortifier—provides internal and external strengthening
- ✦ **Chamomile, lemon** and **coriander** extracts soften, clarify to increase brightness and nourish to magnify shine
- ✦ Signature aromatherapy blend of **pear, peony** and **vanilla**



Strengthening Keravis



Brightening Lemon Extract



AntiFade Complex®

Shampoo

BENEFITS:

- ✦ Concentrated strengthening cleanser
- ✦ Enhances brightness and shine

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary.



Condition

BENEFITS:

- ✦ Daily conditioner
- ✦ Strengthens, moisturizes and detangles
- ✦ Enhances brightness and shine

USAGE: Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.



Reconstruct Repair Masque

BENEFITS:

- ✦ Weightless nourishing masque
- ✦ Penetrates deep into hair's cuticle with an intense dose of strength and nourishment

USAGE: After shampooing, apply to damp hair. Leave on 2-5 minutes. Rinse.



Miracle Filler Treatment

BENEFITS:

- ✦ Daily blow-dry reparative lotion fills in gaps in hair's cuticle
- ✦ Hair is **78% stronger after one application***
- ✦ **15X more keravis** than other **Perfect 4 Platinum** products
- ✦ Provides increased strength with continued use

USAGE: Apply to damp hair. Blow-dry and style as usual.



*After one application of Miracle Filler, hair recovers up to 78% of the strength lost during chemical lightening

PRECIOUS OIL

FOR ROUGH, BRITTLE COLOUR-TREATED HAIR

Intense softening formulas help rough, dull, brittle, colour-treated hair achieve **10X more softness*** with extraordinary colour protection.



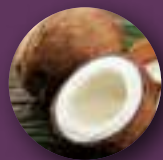
Triple-action micro oils repair, replenish and lock in colour pigments leaving hair **10x softer***

BENEFITS:

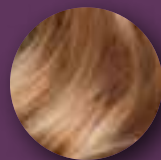
- ▣ Features the first of its kind **Shamp'Oil**, an oil-infused **ZeroSulfate®** shampoo
- ▣ **Sunflower, coconut, olive** and **jojoba oils** provide softness, vitality and moisture
- ▣ Signature aromatherapy blend of **white flower, orange blossom** and **sandalwood**



Sunflower Oil



Coconut, Olive & Jojoba Oils



Oleo AntiFade Complex®



Shamp'Oil

BENEFITS:

- ▣ Concentrated oil-infused formula
- ▣ Restores and replenishes hair
- ▣ Intensely softens and intensifies shine

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary.



Softening Condition

BENEFITS:

- ▣ Concentrated daily conditioner
- ▣ Instantly detangles and leaves hair exceptionally soft
- ▣ Improves manageability and boosts shine

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.



Softening Masque

BENEFITS:

- ▣ Deep penetrating treatment
- ▣ Intensely nourishes and delivers a concentrated dose of softness
- ▣ Fortifies the cuticle to illuminate shine

USAGE: Highly recommended for medium to coarse hair. After shampooing, apply to damp hair. Leave on 2-5 minutes. Rinse.



Versatile Caring Oil

BENEFITS:

- ▣ Multi-use oil treatment
- ▣ 100% biodegradable, silicone-free and paraben-free
- ▣ Softens, smoothes and controls frizz
- ▣ First beauty product to become **Green Seal** certified

USAGE: Apply a small amount in palm and work through clean, dry or damp hair. **Can be used:** as a softening pre-shampoo treatment, add 3-5 drops to your favorite Pureology masque, as an overnight treatment, or as a smoothing finishing oil (1-2 drops)

REVIVING RED

FOR VIBRANT COLOUR-TREATED HAIR

Oil-infused formulas revitalize and replenish red and copper shades of colour-treated hair while providing extraordinary colour protection.



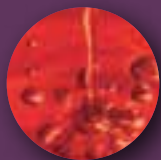
86% of consumers agreed that hair was visibly more vibrant and shiny when treated with the Reviving Red system*

BENEFITS:

- ✦ Triple-action micro oils including **jaljala oil**, provide colour protection and nourishment
- ✦ Encapsulated lycopene helps fight oxidation and colour fade from free radicals to **maintain haircolour's vibrancy even after 30 washes****
- ✦ Signature aromatherapy blend of **bergamot, black currant, mandarin, rose, basil and musk**



Encapsulated Lycopene Extract



Jaljala Oil



Oleo AntiFade Complex®

Shamp'Oil

BENEFITS:

- ✦ Concentrated oil-infused formula
- ✦ Softens, maintains vibrancy and replenishes hair's protective lipid layer
- ✦ Reduces colour bleeding

USAGE: Apply a quarter-sized amount to wet hair and lather. Rinse. Repeat if necessary.



Reflective Condition

BENEFITS:

- ✦ Daily conditioner
- ✦ Gently detangles and helps restore the hair fiber
- ✦ Intensifies light reflection for increased vibrancy and shine

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.



Illuminating Caring Oil

BENEFITS:

- ✦ Concentrated yet lightweight formula seals the cuticle and leaves hair smooth and supple
- ✦ Softens and prevents frizz
- ✦ Enhances vibrancy and richness

USAGE: Apply a small amount in palm and work through clean, dry or damp hair.



Red and Copper Reflect Enhancers

BENEFITS:

- ✦ Colour-depositing, replenishing conditioners
- ✦ **Red Reflect** infuses hair with red tones between salon visits
- ✦ **Copper Reflect** infuses hair with copper tones between salon visits
- ✦ Helps maintain vibrancy for 30 washes**
- ✦ Adds colour-enhancing shine

USAGE: Work one tube through damp hair from root to tip. Wear gloves and leave on for 5 minutes before rinsing. In case of contact with eyes, rinse immediately. Can be used once or twice a week as needed.



NANO WORKS

FOR AGING COLOUR-TREATED HAIR

Ultra-restorative formulas dramatically improve hair's condition to renew youthful softness and shine while providing extraordinary colour protection.



Shampoo

BENEFITS:

- ✦ Concentrated, luxurious restorative shampoo
- ✦ Rich lather and extra gentle cleansing
- ✦ Dramatically improves hair's condition

USAGE: Apply to wet hair and lather. Rinse. Repeat if necessary.



Condition

BENEFITS:

- ✦ Concentrated, luxurious restorative conditioner
- ✦ Instantly detangles and revives hair
- ✦ Provides youthful vibrancy and intense shine

USAGE: Apply to clean, damp hair. Massage gently into hair and scalp. Wait 1-2 minutes. Rinse.

BENEFITS:

- ✦ **Advanced Restoring Micro-Emulsion Technology** strengthens and intensely moisturizes to leave hair feeling more youthful and manageable
- ✦ **Anti-Age Complex** of **green tea, sugar cane, citrus, apple** and **wine extracts** rejuvenates, smoothes and strengthens hair to restore youthful condition and shine
- ✦ **Mushroom extract** and **shea butter** provide exceptional conditioning and shine
- ✦ Signature aromatherapy blend of **jasmine, vanilla, rose** and **amber**



Shea Butter



Anti-Age Complex



AntiFade Complex®

PURIFY

CLARIFYING FOR COLOUR-TREATED HAIR

Clarifying formula offers gentle yet effective cleansing and extraordinary colour protection.



Shampoo

BENEFITS:

- ✦ Detoxifying treatment shampoo
- ✦ Extra gentle formula clarifies without stripping colour
- ✦ Removes colour-dulling residue and buildup caused by chlorine, hard water minerals and styling products

USAGE: Apply to wet hair and lather. Wait 1-2 minutes. Rinse. Repeat if necessary.

TIP: To remove extreme buildup or "swimmer's green", shampoo hair again but don't rinse immediately. Place a cap over hair and have client sit under a dryer for 20 minutes, then rinse.

BENEFITS:

- ✦ Triple chelators of **witch hazel, baking soda** and **tea tree oil** remove impurities and buildup
- ✦ **Chamomile, aloe** and **rosemary** condition
- ✦ Enhances vibrancy and shine
- ✦ Signature aromatherapy blend of **tea tree oil, witch hazel, rosemary** and **peppermint**



Rosemary



Tea Tree Oil



Clarifying Witch Hazel



GET TO KNOW PUREOLOGY *styling icons*

Our Styling Icons are categorized into four different segments – each contributes to the finished look by providing support that colour-treated hair needs for maximum iconic style.

1 PRIME

Prepare hair to achieve the best results

2 CREATE

For lasting body and fullness

For hold, frizz control and shine

For added texture, waves and curls

3 FINISH

Get lasting hold and control

4 REFRESH

Keep your style looking fresh and revived

VOLUME



CONTROL



TEXTURE



1 PRIME

Priming hair before applying styling products helps even out porosity, provides better shine and manageability, and ultimately delivers a better, healthier-looking end result.

21 Benefit Leave-in Beautifier for Colour-Treated Hair

Colour Fanatic multi-tasking hair beautifier

BENEFITS:

☛ Prime

1. Protects Against Colour Fade
2. Excellent Leave-In Conditioner
3. Instantly Detangles
4. Makes Blow-Drying Easier
5. Moisturizes Parched Hair
6. Helps Even Out Porosity
7. Weightlessly Conditions
8. Ideal Cutting Lotion

☛ Protect

9. Helps Prevent Split Ends
10. Helps Prevent Breakage From Brushing & Combing
11. Helps Strengthen The Hair Fiber
12. Protects Against Heat Damage
13. Shields Against Environmental Damage

☛ Perfect

14. Smooths Out Hair Surface
15. Creates Silkiness
16. Helps Seal Hair Cuticle
17. Reduces Dryness
18. Controls Frizz
19. Reduces Static
20. Refreshes Hair For Restyling
21. Adds Shine

USAGE: Spray on damp hair daily after your favorite Pureology shampoo and condition. Follow with **VOLUME**, **CONTROL**, and **TEXTURE** products to create your style.



21

BEAUTIFUL BENEFITS

WARNING:
MAY CAUSE
OBSESSIVE
BEHAVIOR

2 CREATE: VOLUME

For Voluminous Body & Texture



Highlight Stylist Bodifying Luminator texturizing shine-foam

HOLD: Mild Control

BENEFITS:

- ✦ Provides lasting body, texture and shine for highlighted hair
- ✦ Illuminates with multi-dimensional shine
- ✦ Provides shape memory

USAGE: Dispense foam in palm and apply to damp hair. Blow-dry and style.

For Soft Volume Root to End



Colour Stylist Silk Bodifier volumizing mousse

HOLD: Mild Control

BENEFITS:

- ✦ Adds fullness and volume throughout hair
- ✦ Leaves hair soft and shiny

USAGE: Apply to damp hair.

For Lift at the Roots



Colour Stylist Root Lift spray hair mousse

HOLD: Medium Control

BENEFITS:

- ✦ For body and lift with lasting shine
- ✦ Builds noticeable volume at the root area
- ✦ All-day volume and shine

USAGE: Apply to clean, damp hair using the direct-to-root applicator or dispense product in palm and distribute evenly from scalp to ends.

For Full-Scale Volume



Colour Stylist Lustrous Volumizer bodifying glaze

HOLD: High Control

BENEFITS:

- ✦ Volume with high hold, heat protection and shine
- ✦ Protects hair from heat styling tools

USAGE: Apply to damp hair and blow-dry for maximum volume.

2 CREATE: CONTROL

For Shine & Smoothing



Colour Stylist Cuticle Polisher shine serum

HOLD: Mild Control

BENEFITS:

- ✦ Seals and smoothes with high shine
- ✦ Increases shine without adding weight

USAGE: Apply to damp or dry hair.

For an Easy Blow-Dry



Colour Stylist Anti-Split Blow Dry styling cream

HOLD: Mild Control

BENEFITS:

- ✦ Adds moisture for an easy blow-dry
- ✦ Provides lasting shape memory and shine

USAGE: Apply evenly to damp hair and blow-dry.

For Building Shape & Body



Colour Stylist Nourishing Nectar sculpting gel

HOLD: Medium Control

BENEFITS:

- ✦ Builds a foundation and shape with shine
- ✦ Excellent for setting hair

USAGE: Apply evenly to damp hair and blow-dry.

For Smoothing & Frizz Control



Highlight Stylist Gold Definer contour shine-gel

HOLD: Medium Control

BENEFITS:

- ✦ Smoothes, controls frizz
- ✦ Gold mica-infused formula accentuates and adds shine to highlights

USAGE: Apply evenly to damp hair. Blow-dry or air-dry. Use on dry hair to smooth frizz and flyaways.

2 CREATE: TEXTURE



For Definition, Texture & Shine

Colour Stylist Antibreakage Twist shine-texturizer

HOLD: Mild to Medium Control

BENEFITS:

- ✦ Defines, texturizes and adds shine
- ✦ Provides increased hold when used with thermal tools

USAGE: Emulsify in palms and apply to damp or dry hair.



For Tousled Waves

Highlight Stylist Sea-Kissed Texturizer salt-free tousle mist

HOLD: Mild to Medium Control

BENEFITS:

- ✦ Non-stripping, salt-free spray
- ✦ Creates beachy texture on highlighted and coloured hair
- ✦ Fast-acting wave/texture activation

USAGE: Mist on damp or dry hair and tousle. Style as usual. Can be layered for additional hold and texture.



For Shaping Waves & Curls

Colour Stylist Illuminating Curl 24 hour shaping lotion

HOLD: Medium Control

BENEFITS:

- ✦ Shapes waves and curls
- ✦ Delivers 24 hours of definition and moisture

USAGE: Apply to damp hair and air-dry or diffuse.



For High Hold Texture

Colour Stylist Control Twist high hold liquid wax

HOLD: Maximum Control

BENEFITS:

- ✦ Creates lasting, flexible definition with maximum hold
- ✦ Moldable so you can rework styles
- ✦ Ideal for short cuts or anyone who wants definition

USAGE: Pump a small amount in palms and apply to damp or dry hair. Piece and place hair into desired style.



For Bodifying Texture

NEW Colour Stylist Density Definer medium hold creme wax

HOLD: Medium Control

BENEFITS:

- ✦ Creates depth and bodifying texture with a satin finish
- ✦ Provides flexibility and discipline
- ✦ Perfect on all hair types and lengths

USAGE: Apply a small amount to damp or dry hair. Layer more if desired.

Available
July 2014



For High Definition & Hold

NEW Colour Stylist Piecing Sculpt high hold sculpting fiber paste

HOLD: Maximum Control

BENEFITS:

- ✦ Creates stay-put separation with high definition
- ✦ Detail layers with strong support and control
- ✦ Especially good for short to medium hair lengths

USAGE: Apply a small amount to damp or dry hair. Layer more if desired.

Available
July 2014



For Heat Protection & Frizz Control

Colour Stylist Fortifying Heat Spray protective primer

HOLD: Mild Control

BENEFITS:

- ✦ Lightweight thermal-protective spray
- ✦ Primes and protects hair up to 400° when using heat styling tools
- ✦ Provides frizz control and shine

USAGE: Lightly mist on damp or dry hair before styling with thermal tools.

3 FINISH

For Flexible Hold



Colour Stylist Strengthening Control zero dulling hairspray

HOLD: Medium control

BENEFITS:

- ✦ Non-dulling, fast-drying, micro-fine spray
- ✦ Provides flexible hold and radiant shine
- ✦ Shapes styles
- ✦ Easy brush-through with no residue

USAGE: Use as a working or finishing spray on dry hair.

For Maximum Hold



Colour Stylist Supreme Control maximum hold zero dulling hairspray

HOLD: Maximum Control

BENEFITS:

- ✦ Non-dulling, fast-drying, micro-fine spray
- ✦ Provides maximum hold and radiant shine
- ✦ Controls and holds for a longer lasting style

USAGE: Spray 8-12 inches from dry styled hair.

For Shine & Frizz Control



Colour Stylist Radiance Amplifier anti frizz shine spray

HOLD: Mild Control

BENEFITS:

- ✦ Concentrated shine spray
- ✦ Seals and smoothes hair with intense shine
- ✦ Forms a humidity-resistant barrier to control frizz

USAGE: Hold 10-12 inches from hair and lightly mist 1-2 sprays on dry hair. For additional shine and to smooth flyaways, mist into palms and smooth over hair.

4 REFRESH

For Refreshing & Cleansing



Fresh Approach Dry Shampoo

BENEFITS:

- ✦ Mineral-infused formula
- ✦ Cleanses and absorbs oil to refresh your style
- ✦ Provides a satin finish

USAGE: Spray evenly onto dry hair, focusing on the roots. Brush through.

For Softness, Conditioning & Shine



Fresh Approach Dry Condition

BENEFITS:

- ✦ Mineral-infused formula
- ✦ Conditions, restores softness and adds shine
- ✦ Manages frizz and controls static

USAGE: Spray evenly onto dry hair, focusing on mid-lengths to ends. Brush through.

- ✦ **Fresh Approach Dry Shampoo** and **Fresh Approach Dry Condition** can each be used alone or together depending on type of hair
- ✦ When used twice a week, they help **reduce water abrasion by 40%** and **extend the life of your haircolour by up to 4 weeks***

FAQ

Are Pureology products beneficial for all hair types, even clients who don't have colour-treated hair?

Yes. Whether colour-treated or not, thick, fine, texturized or thinning, every hair type will experience noticeable benefits with Pureology. Formulated with superior ingredients and advanced technology, Pureology products nourish, hydrate and strengthen each hair strand, therefore helping to maintain healthy hair colour.

If someone does not have product buildup on their hair, do they still need to use Purify Shampoo?

Yes. The triple chelators in Purify Shampoo will help remove colour-dulling residue from chlorine, hard water mineral deposits and product buildup. Purify Shampoo is recommended once or twice per week as needed, but is gentle enough to use daily.

What products can I use before and after a colour service to ensure better results?

First, cleanse with Purify Shampoo to remove any hard water minerals, chlorine or product buildup. Follow with Strength Cure Restorative Masque to restore strength and even out the porosity of the hair. Be sure not to rub the client's scalp while cleansing and conditioning so it will not become irritated during the colour service. After processing, cleanse with Hydrate Shampoo and rinse. Apply the appropriate Pureology intense conditioning masque that best fits your client's hair needs.

INGREDIENT FAQ

What are sulfates?

Sulfates are a common type of surfactant, which is an essential part of a shampoo's cleansing system. Sulfates tend to be harsh cleansing agents that can strip colour. Examples include sodium lauryl sulfate and sodium laureth sulfate.

Are Pureology's sulfate-free shampoos really more mild than most commonly used shampoos containing sulfate-based surfactants?

Yes. To gently cleanse without stripping colour, Pureology's shampoos include a mild cleansing system, with no added salt, derived from coconut, corn, and sugar to deliver a rich lather and help optimize colour retention. In fact, Pureology shampoos are gentle enough to help prevent damage often caused by most shampoos made with harsh, colour-stripping sulfates.

Other shampoos claim they do not contain sodium laureth sulfate. Does this mean they are sulfate-free?

No. Sulfates exist in a variety of forms. Even if sodium laureth sulfate is not one of the listed ingredients, other companies' products may still contain other forms of sulfates. Examples: ammonium laureth sulfate, TEA laureth sulfate, and C-14 olin sulfinate.

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 colour 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 colour preservation while ensuring longer colour 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 colour. This complex is extremely gentle yet effective, making Pureology shampoos an alternative to sulfate-based shampoos.

I have seen other shampoos that contain extracts from sunflower seeds. How does that differ from Heliogenol?

Heliogenol is a unique antioxidant ingredient in Pureology products that is derived from cold pressing the sunflower seed cake, not the sunflower seed. It is a completely different ingredient from other sunflower extracts. Heliogenol is one of several ingredients in Pureology's exclusive AntiFade Complex and is documented to guarantee longer lasting haircolour.

What are the pH levels of the shampoos and conditioners?

Our shampoos have an average pH of 5.3. This optimum pH is needed to effectively cleanse the hair while preserving colour and improving the overall condition.

Our conditioners have an average pH of 4.5, which is the optimum pH balance needed for maximum performance. At this pH range the conditioners work much more efficiently, ensuring the preservation of colour for vibrant, healthy hair.

Does the glycerin derived from vegetable sources used in Pureology products remove colour? What is the purpose of glycerin?

No. Our glycerin is derived from natural vegetable sources. This is completely different from petroleum-derived glycerins, which are commonly found in other haircare products. Glycerin provides necessary moisture to the hair while assisting in colour retention.

What is sodium chloride?

Sodium chloride is a salt that is used by many companies to thicken products, including haircare products. Sodium chloride in levels above 2% can be drying and stripping to the hair, decreasing the levels of moisture, minerals, nutrients and colour deposits. Hair can be dulled and colour vibrancy reduced.

Do Pureology products contain sodium chloride?

Trace amounts of salts are present in most haircare products. Pureology does not add any salts or sodium chloride to its products. Any trace amounts are a by-product formed during the manufacturing of some ingredients. As a result, you may sometimes see sodium chloride listed on one of our products and this is because it is derived from other raw materials.

GLOSSARY

100% Vegan Ingredients

Contains no animal products or animal by-products.

AntiFade Complex®

Contains a blend of potent antioxidants and full spectrum UVA/UVB sunscreens, including Heliogenol and Vitamins C and E, to defend hair against damaging free radical activity, optimize colour retention, and protect from harsh environmental factors.

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 colour pigments, compromising hair health and colour vibrancy.

Full Spectrum Sunscreens

Inhibit the effects of ultraviolet light (UVA and UVB) from damaging the hair fiber and causing colour to fade. Pureology sunscreens are UV filters, which absorb UV radiation. Since our products are made for the hair and not the skin, there is no SPF (Sun Protection Factor) available.

Glycerin

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

Heliogenol

Cold-pressed from the sunflower seed cake, this potent antioxidant is rich in proteins and minerals to repair hair and protect against colour loss from the stress of UV exposure.

Melanin

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

Micro-Emulsion Technology

An advanced delivery system with molecules that are small enough to easily penetrate the hair fiber, allowing hair to dry faster and detangle easily. They also provide superior conditioning, colour enhancement, and colour preservation.

Multi-Weight Proteins

A combination of three proteins (soy, oat, and wheat) adds strength and shine to the hair from within.

Multi-Weight Silicones

A combination of small silicone molecules that repair and protect the hair. Tiny silicone molecules penetrate deep into the hair shaft to repair and strengthen, increasing elasticity and suppleness and eliminating frizz. Small silicone molecules strengthen and protect the cuticle, protecting the outer surface of the hair shaft, maximizing colour retention and increasing colour vibrancy and shine.

Oleo AntiFade Complex

Formulated in our Precious Oil and Reviving Red systems, it contains all the aspects of AntiFade Complex, plus triple-action micro oils to replenish the protective lipid layer, equalize porosity, restore manageability and enhance colour vibrancy. This is in combination with a blend of potent antioxidants and full spectrum UVA/UVB sunscreens, including Heliogenol and Vitamins C and E, to defend hair against damaging free radical activity, optimize colour retention, and protect from harsh environmental factors.

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 Aromatherapy Blends

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

Sodium Chloride

Sodium chloride is a salt that is used by many companies to thicken products, including haircare products. Sodium chloride in levels above 2% can be drying and stripping to the hair, decreasing the levels of moisture, minerals, nutrients and colour deposits.

Strengthening AntiFade Complex

Formulated especially for our **Colour Stylist** line, it contains all the aspects of **AntiFade Complex**, plus a fortifying blend of Keravis to reinforce hair from within to prevent breakage. This is in combination with a blend of potent antioxidants and full spectrum UVA/UVB sunscreens, including Heliogenol and Vitamins C and E, to defend hair against damaging free radical activity, optimize colour retention, and protect from harsh environmental factors and mechanical damage.

Sulfates

Harsh cleansing agents (esters) found in most common shampoos that possess high irritation properties, strip colour 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 colour vibrancy.

Thermal AntiFade Complex

Formulated especially for our **Super Smooth** system, it contains all the aspects of **AntiFade Complex**, including heat-resistant crystalline barrier, Xylose, to protect against frequent hot tool use. This is in combination with a blend of potent antioxidants and full spectrum UVA/UVB sunscreens, including Heliogenol and Vitamins C and E, to defend hair against damaging free radical activity, optimize colour retention, and protect from harsh environmental factors.

Vitamins C and E

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

ZeroSilicone

No unnecessary coating from silicones.

ZeroSulfate

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