



PUREOLOGY®
PROFESSIONAL COLOR CARE

color fanatic

WHO IT'S FOR?

For all hair types and textures.

WHAT DOES IT DO?

Prime, protect, perfect. A beautiful multi-tasking blend of sensorial styling and luxurious care, packed with 21 benefits for all color-treated hair.

WHAT IS THE ANTI-FADE 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.

discover your routine



prime
LEAVE-IN



treat
RINSE-OUT

color fanatic collection



color fanatic multi-tasking leave-in spray

FOR: All hair types and textures

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

DIRECTIONS: Mist all over clean, damp hair and comb through evenly. Style as usual.

KEY INGREDIENTS: Camelina seed oil, coconut oil, olive oil, xylose

FRAGRANCE NOTES: Rose, floral ginger, cedarwood

TIP: For ultimate color protection, use prior to any Pureology styling product.



color fanatic multi-tasking deep conditioning mask

FOR: All hair types and textures

WHAT IT IS: Intensely moisturizing treatment with 21 benefits that restores, protects, and strengthens color-treated hair.

DIRECTIONS: Apply a quarter-sized amount of mask to shampooed hair, focusing on the mid-lengths and ends. Gently comb or massage through hair and leave on for 5 minutes. Rinse.

KEY INGREDIENTS: Camelina seed oil, olive oil

FRAGRANCE NOTES: Rose, floral ginger, cedarwood



100% VEGAN FORMULAS*



CONCENTRATED FORMULAS



NO PARABENS & MINERAL OIL**



ZEROSULFATE®



95% POST-CONSUMER RECYCLED MATERIALS***



CRADLE TO CRADLE CERTIFIED

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

**In Pureology shampoos and conditioners

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