



**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



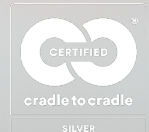
NO PARABENS & MINERAL OIL\*\*



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.



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# color fanatic topcoat

## WHAT DOES IT DO?

Our collection of high-shine glosses that can add shine, tone, refresh, or neutralize hair for up to 6 washes. Designed for use between salon visits, these formulas help to intensely condition and seal the cuticle for a smooth, silky feel, enhanced softness, and shine restoration.

## 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.

## 3 shades to neutralize

FOR LEVELS  
10-8



purple/violet  
TONER

FOR LEVELS  
7-4



blue  
TONER

FOR ALL  
LEVELS



clear  
NO TONE

## 3 shades to enhance

FOR LEVELS  
9-7



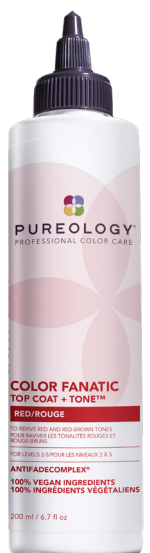
gold  
TONER

FOR LEVELS  
6-4



copper  
TONER

FOR LEVELS  
5-2



red  
TONER

# color fanatic topcoats

## toning shade selections



**PURPLE**  
Levels 10-8

Purple and Blue for toning unwanted warm tones between salon services



**BLUE**  
Levels 7-4



**CLEAR**  
All Levels

Clear for long-lasting shine restoration and softness without adding tone



Levels 10-8

Levels 7-4

Levels 3-1

## enhancing shade selections



**GOLD**  
Levels 9-7



**COPPER**  
Levels 6-4



**RED**  
Levels 3-1

Gold, Copper and Red for refreshing warm tones that have faded between salon services



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# strength cure

## WHO IT'S FOR?

For color-treated, damaged and/or bleached hair from straight to curly.

## WHAT DOES IT DO?

Introducing new Strength Cure, reformulated with our Triple Strength Healing Blend infused lactic, citric and amino acids to help restore hair's virgin-like strength.\*

## WHAT IS THE TRIPLE STRENGTH HEALING BLEND?

Our Triple Strength Healing Blend helps to deliver multi-level repair:

1. Targets damaged areas to smooth the cuticle.
2. Helps mitigate future breakage with strengthening.
3. Strengthens the weak bonds in the hair cortex.

\*With continued use of Strength Cure system of shampoo, conditioner & serum vs unbleached hair/virgin hair + non-conditioning shampoo.

## discover your routine

### STEP 1



cleanse  
SHAMPOO

### STEP 2



condition  
CONDITIONER

### STEP 3



treat  
TREATMENT MASK

### STEP 4



treat  
LEAVE-IN

# strength cure collection



## strength cure shampoo

**FOR:** For color-treated, damaged and/or bleached hair from straight to curly.

**WHAT IT IS:** A fortifying shampoo to help repair damaged, color-treated hair while providing nourishment and softness.

**DIRECTIONS:** Apply a dime-sized amount of this sweet-scented, smooth shampoo to wet hair at the scalp. Emulsify with your hands into a rich lather and work down to the ends. Rinse. For extra cleansing and nourishment, repeat the process.

**KEY INGREDIENTS:** Triple Strength Healing Blend, astaxanthin, ceramide, arginine

**FRAGRANCE NOTES:** Raspberry, peach, water flowers

**TIP:** To give your hair the most strength, follow with Strength Cure Conditioner and Dream Healer Serum.



## strength cure conditioner

**FOR:** For color-treated, damaged and/or bleached hair from straight to curly.

**WHAT IT IS:** Gentle, rich-lather conditioner that fortifies and helps repair damaged, color-treated hair.

**DIRECTIONS:** Apply a dime-sized amount to freshly shampooed hair, focusing on the mid-lengths and ends where there's more breakage. Using your fingers, gently massage through hair to deeply penetrate. Relax and wait 1-2 minutes. Rinse.

**KEY INGREDIENTS:** Triple Strength Healing Blend, astaxanthin, ceramide, arginine

**FRAGRANCE NOTES:** Raspberry, peach, water flowers

**TIP:** For extra strength, shampoo with Strength Cure Shampoo and follow conditioner with Dream Healer Serum.



## strength cure superfood deep treatment mask

**FOR:** For color-treated, damaged and/or bleached hair from straight to curly.

**WHAT IT IS:** Fortifying mask treatment that strengthens & smooths split ends to prevent further damage.

**DIRECTIONS:** Apply a quarter-sized amount of this ultra-creamy, thick mask to shampooed hair, focusing on the mid-lengths and ends where there's most breakage. Use your fingers to gently massage through hair. Wait 5 minutes & enjoy the floral scent. Rinse.

**KEY INGREDIENTS:** Olive fruit oil, gogi berry

**FRAGRANCE NOTES:** Mandarin, peony, jasmine

**TIP:** For the most repair, use following the Strength Cure, Strength Cure Blonde or Pure Volume hair care systems.



## strength cure dream healer serum

**FOR:** For color-treated, damaged and/or bleached hair from straight to curly.

**WHAT IT IS:** An instantly absorbing lightweight leave-in serum that leaves hair looking and feeling less damaged after a single use.

**DIRECTIONS:** Can be used as often as needed. Apply on dry or towel-dried hair. Warm 1 to 2 pumps in the palm & spread evenly from mid-lengths to ends. Do not rinse. Style as usual.

**KEY INGREDIENTS:** Triple Strength Healing Blend with lactic acid, amino acid, citric acid

**FRAGRANCE NOTES:** Bergamot, jasmine, amber

**TIP:** For the deepest level of repair, use following the Strength Cure haircare systems.



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