



PUREOLOGY®
PROFESSIONAL COLOR CARE

**HAIRCARE
PRODUCT KNOWLEDGE
GUIDE**

1000%
VEGAN
FORMULAS
ZERO
SULFATE[®]
ANTIFADECOMPLEX[®]
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.

PUREOLOGY HAIRCARE

PURE TOP 5 - BESTSELLERS

peak range

HYDRATE FOR DRY, COLOR-TREATED HAIR



**INTENSE
MOISTURE**



**LUXURIOUS SOFTNESS
& SHINE**



**BLISSFUL
LAVENDER**

support system

COLORFANATIC FOR ALL HAIR TYPES



21

**ESSENTIAL
BENEFITS**



**ANTIFADE
COMPLEX**



**DECADENT
FLOWER**

be strong

STRENGTH CURE FOR DAMAGED, COLOR-TREATED HAIR



**STRENGTH
REPAIR**



**INSTANTLY
SOFTER HAIR**



**FRUITY
FANTASY**



PUREOLOGY HAIRCARE

water drops

HYDRATE SHEER FOR FINE, DRY, COLOR-TREATED HAIR



**WEIGHTLESS
MOISTURE**



AIRY MOVEMENT



**BLISSFUL
LAVENDER**

high tides

PURE VOLUME FOR FLAT, FINE, COLOR-TREATED HAIR



VOLUME BOOST



AIRY MOVEMENT



**BLOOMING WILD
ROSE**

california cool

STRENGTH CURE BLONDE FOR DAMAGED, LIGHTENED HAIR



**NEUTRALIZES
BRASS**



**STRENGTH
REPAIR**



**SWEET PEAR &
ROSE**



PUREOLOGY HAIRCARE

cruise control

SMOOTH PERFECTION FOR FRIZZ-PRONE, COLOR-TREATED HAIR



TAMES FRIZZ



SMOOTH &
SOFT HAIR



WOODY
GOURMAND

a golden state

NANOWORKS GOLD FOR, AGING, COLOR-TREATED HAIR



HELPS REJUVENATE
HAIR MANAGEABILITY



HAIR FEELS
REVIVED



GOLDEN
AMBER

perennial color

TOP COAT + TONE FOR A TONED & GLOSSY FINISH



NEUTRALIZES
BRASS



ENHANCES COLOR
VIBRANCY



LUXURIOUS
SOFTNESS & SHINE



DECADENT
FLOWER



SALON PRICE LIST

<i>product</i>	<i>size</i>	<i>sugg. retail</i>
HYDRATE — PEAK RANGE		
Shampoo	9 fl oz	\$36.00
Sheer Shampoo	9 fl oz	\$36.00
Conditioner	9 fl oz	\$36.00
Sheer Conditioner	9 fl oz	\$36.00
Shampoo	1.7 fl oz	\$11.00
Sheer Shampoo	1.7 fl oz	\$11.00
Conditioner	1.7 fl oz	\$11.00
Sheer Conditioner	1.7 fl oz	\$11.00
Superfood	6.8 fl oz	\$41.50
Soft	6.8 fl oz	\$41.50
Shampoo	33.8 fl oz	\$85.00
Sheer Shampoo	33.8 fl oz	\$85.00
Conditioner	33.8 fl oz	\$85.00
Sheer Conditioner	33.8 fl oz	\$85.00
Shampoo	1 gallon	N/A
Conditioner	1 gallon	N/A
STRENGTH CURE — BE STRONG		
Shampoo	9 fl oz	\$36.00
Conditioner	9 fl oz	\$36.00
Shampoo	1.7 fl oz	\$11.00
Conditioner	1.7 fl oz	\$11.00
Miracle Filler	5.1 fl oz	\$31.00
Split End Salve	1.7 fl oz	\$31.00
Super Food	6.8 fl oz	\$41.50
Shampoo	33.8 fl oz	\$85.00
Conditioner	33.8 fl oz	\$85.00
STRENGTH CURE BLONDE — CALIFORNIA COOL		
Shampoo	9 fl oz	\$36.00
Conditioner	9 fl oz	\$36.00
Shampoo	1.7 fl oz	\$11.00
Conditioner	1.7 fl oz	\$11.00
Shampoo	33.8 fl oz	\$85.00
Conditioner	33.8 fl oz	\$85.00
PURE VOLUME — HIGH TIDES		
Shampoo	9 fl oz	\$36.00
Conditioner	9 fl oz	\$36.00
Shampoo	1.7 fl oz	\$11.00
Conditioner	1.7 fl oz	\$11.00
Shampoo	33.8 fl oz	\$85.00
Conditioner	33.8 fl oz	\$85.00

SALON PRICE LIST

<i>product</i>	<i>size</i>	<i>sugg. retail</i>
SMOOTH PERFECTION — CRUISE CONTROL		
Shampoo	9 fl oz	\$36.00
Conditioner	9 fl oz	\$36.00
Smoothing Lotion	5.1 fl oz	\$31.00
Smoothing Serum	1.7 fl oz	\$31.00
Shampoo	1.7 fl oz	\$11.00
Conditioner	1.7 fl oz	\$11.00
Shampoo	33.8 fl oz	\$85.00
Conditioner	33.8 fl oz	\$85.00
TOP COAT + TONE — PERENNIAL COLOR		
Top Coat + Sheer Clear	6.7 fl oz	\$36.00
Top Coat + Tone Blue	6.7 fl oz	\$36.00
Top Coat + Tone Purple	6.7 fl oz	\$36.00
Top Coat + Sheer Red	6.7 fl oz	\$36.00
Top Coat + Tone Copper	6.7 fl oz	\$36.00
Top Coat + Tone Gold	6.7 fl oz	\$36.00
NANOWORKS GOLD — A GOLDEN STATE		
Shampoo	9 fl oz	\$50.00
Conditioner	9 fl oz	\$50.00
Shampoo	1.7 fl oz	\$17.00
Conditioner	1.7 fl oz	\$17.00
Shampoo	33.8 fl oz	\$130.00
Conditioner	33.8 fl oz	\$130.00
COLOR FANATIC — SUPPORT SYSTEM		
Spray	6.7 fl oz	\$34.00
Spray	1 fl oz	\$11.00
Spray	13.5 fl oz	\$51.00
Mask	6.8 fl oz	\$41.50
Color Sealer	13.5 fl oz	N/A

