



color fanatic

PRIME, PROTECT, PERFECT
WITH 21 BENEFITS*

*Source: Circana, LLC, US Prestige Beauty Total Measured Market, Hair Leave-In/Scalp Treatment by Product, Dollar and Unit Sales, January – December 2024.



hydrate

3X MORE HYDRATION +
16X EASIER DETANGLING*

*Vs. non-conditioning shampoo

A close-up, vertical portrait of a woman with long, straight blonde hair. Her face is the central focus, showing her eyes, nose, and lips. She has a soft, natural expression. The lighting is warm and soft, highlighting the texture of her skin and hair. The background is blurred, emphasizing the subject.

strength cure

RESTORE UP TO 99%
VIRGIN-LIKE
HAIR STRENGTH*

*With continued use of Strength Cure system of shampoo, conditioner & serum. Hair that's not been chemically or mechanically touched.

A woman with voluminous, curly, light brown hair is looking over her shoulder towards a man whose profile is visible on the left. She is wearing a black spaghetti strap top. The man is wearing an orange top. The background is a plain, light-colored wall.

style + protect

PROFESSIONAL STYLING
FOR ALL HAIR TYPES