

VIRAL ON



TikTok

before



after



Color Fanatic

#1 multi-tasking leave-in hair treatment in the US*

PRIME, PROTECT, PERFECT.

- 21 BENEFITS
- 9X EASIER DETANGLING
- 4X STRONGER STRANDS

*Source: circana, LLC, US prestige beauty total measured market, hair treatments, hair leave-in/scalp treatment, product, USD and unit sales, January 2024 - November 2024



PUREOLOGY
PROFESSIONAL COLOR CARE

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