



PUREOLOGY®
PROFESSIONAL COLOR CARE



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PUREOLOGY.COM



BRAND BOOK

100% VEGAN FORMULAS^{*}
ZERO SULFATE[®]
ANTIFADE COMPLEX[®] 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.

cali color STATE OF
mind

PUREOLOGY

PURE *performance*

PURE *intentions*

PURE *luxury*

EARLY ADOPTERS OF KEEPING IT PURE

And by pure, we mean our shampoos and conditioners are free from sulfates, parabens and mineral oils. In fact, we're the OGs of pure color care for your hair. And just like the people in our home state of California, we've always been ahead of the rest when it comes to knowing the importance of living mindfully.

Surrounded by a culture that embraces an active outdoor lifestyle, we see first-hand how the sun, sand and surf can begin to take a toll on your tresses.

So we develop our purest products. Professional hair care that maintains your salon color while also protecting your hair's health.

pure
Origins





*pure
performance*

WE KNOW COLOR CARE

That's why 20 years later, Pureology is still the #1 professional color care brand in the US*.

We were one of the first to use gentle ingredients that also deliver pure performance and results with a carefully selected balance of feel-good ingredients blended with high-performing formulas that truly work. Not only keeping your color alive, but also treating the needs of different hair textures and types.

Our professional-grade systems help you easily maintain that fresh-from-the-salon look and feel, so you can continue to evolve your hair color without affecting your lifestyle.

*Based on dollar sales reported in Kline's Kline PRO: Salon Retail Products and Services Database for the year ending December 31st, 2019.

ALWAYS DOING BETTER

Our products are made with **100% VEGAN FORMULAS**.
Every formula is made without animal products or by-products.
Our exclusive formulas contains **ZEROSULFATES®** and gently
cleanse without stripping the color.

So you'll still get luxurious lathers, super soft finishes and
pure color care.

Our shampoo and conditioner bottles - sans the cap - are created
with **95% POST-CONSUMER RECYCLED BOTTLES**.
Our highly concentrated shampoos boast 75+ applications
in a single bottle. Consciously-made hair care with no compromises.



*pure
intentions*



TREAT YOURSELF, EVERY SINGLE DAY

Bring the full salon experience home with you.

Our rich, concentrated formulas, extra-creamy lathers and invigorating aromas, indulge your senses and make every hair care day feel like a spa day. An elevated experience that turns a regimen into a ritual, one that you'll actually look forward to.



100% VEGAN
FORMÚLAS



ZERO
SULFATE



ANTIFADE
COMPLEX[®]



GOOD FOR
COLOR CARE



NO PARABEN & MINERAL OIL
IN PUREOLOGY
SHAMPOOS AND CONDITIONERS



CONCENTRATED
FORMULAS



SHAMPOOS



POST CONSUMER
RECYCLED MATERIALS**



Our exclusive, concentrated **FORMULAS** with AntifadeComplex[®] and Zerosulfates[®] keep your color-treated hair pure and protected.

We use a carefully selected **BALANCE** of ingredients, that you can count on to deliver immediate results.

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

We respect the well-being of **ANIMALS** by ensuring our formulas are 100% vegan.

Our products treat your **SENSES** with captivating scents and creamy lathers that create a spa-like experience.

We give our professionals holistic education and care, giving them the **SUPPORT** to inspire with their hands, hearts and minds.

pure priorities

*No animal-derived ingredients

**Excluding cap

FOR THE CALIFORNIA GIRL AT HEART

She always keeps her hair color fresh, and doesn't mind splurging to get that effortless look and feel.

Between hikes up Runyon or meetings in the Bay, she always makes sure to take time for herself and wants a luxe-feeling ritual that also maintains her color-treated hair, so she never looks like she's in between appointments.

And of course, she cares about how it's made and making good choices.

our customer



PURE CONFIDENCE

We're brimming with expertise that allows us to give you clear, concise info so you can understand Pureology's benefits without having to read through paragraphs of claims.

We're a down-to-earth California girl who knows the landscape well in terms of landmarks and lifestyle, and work it in naturally throughout our references.

You can count on us to speak to you in a modern way, continually finding the simple ways to always do better.

our
tone

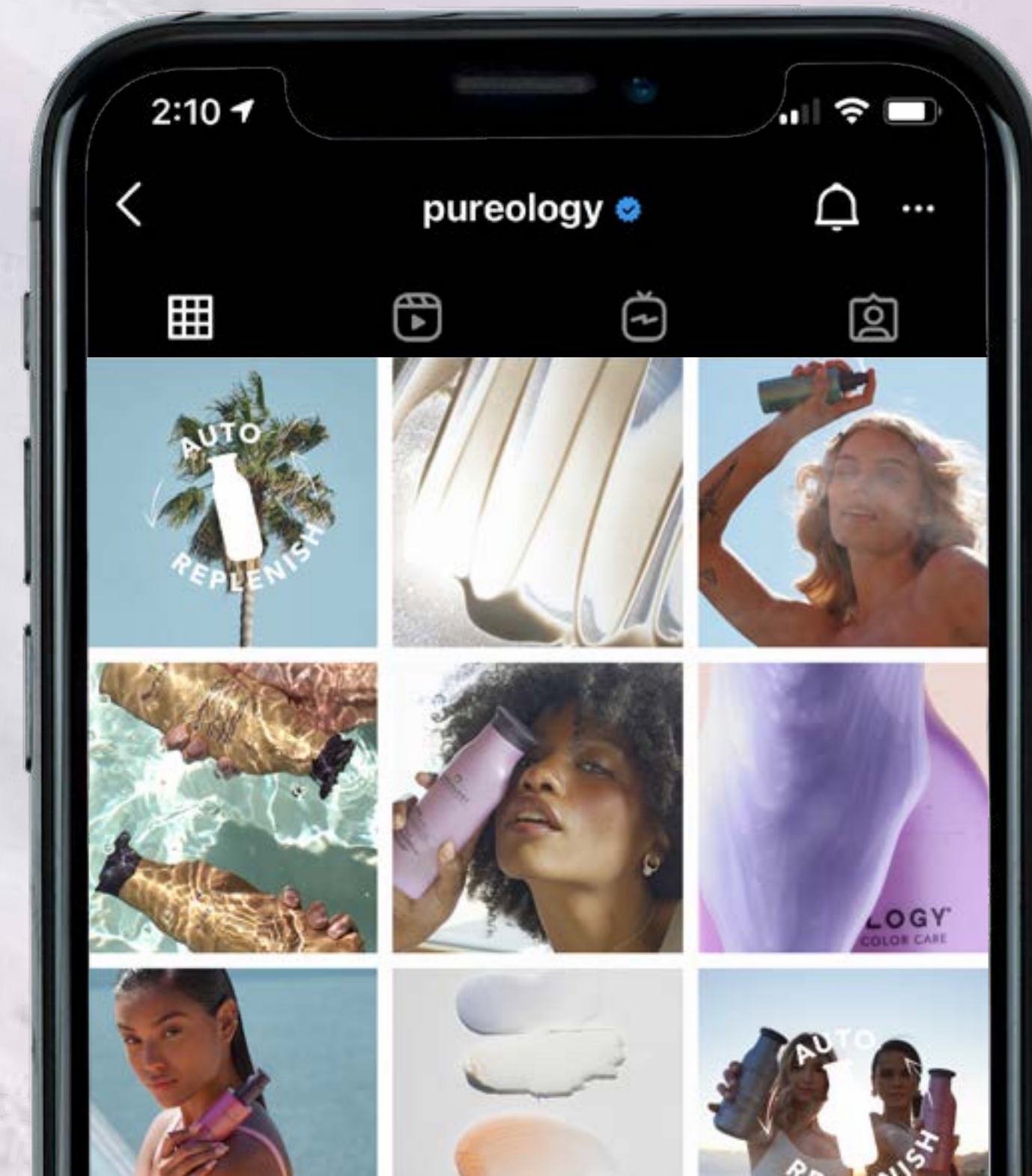
PURE COMMUNICATION

Just like a sunny, 70° day in SoCal, you can always count on Pureology to give you thumb-stopping content that inspires and guides you on your hair journey.

It's aspirational but informative, presented with easily digestible info and expert insider knowledge from our pros that makes you feel like you've stolen their secrets.

 LIKE,  HEART and  SHARE.

colorful
content



A close-up, side-profile shot of a hairdresser with long blonde hair and a mustache, wearing a white shirt, applying a purple hair product to a client's long, wavy blonde hair. The client is seen from the back, with a black hair clip visible. The background is a plain, light-colored wall.

*hands.
heart.
mind.*

PURE ARTISTRY

Our pros inspire with their **HANDS**. Not only performing quality hair color services, but providing expert cuts and elevated styling.

They care with their **HEARTS**. Ensuring that not only do we infuse mindful, positive energy into our products, but also within our community who spread it to others by creating an uplifting culture.

They excite by using their **MINDS**. Inspiring others with their professional prowess, sharing not only their business skills but also their creative skills via social media, and offering behind-the-scenes peeks at their artistry.

MEET OUR PRODUCTS

Our collection of dual-benefit shampoos, conditioners, treatments and styling essentials give your colored hair the care it needs while protecting, restoring and always staying clean.

We're not just here for hairstyles with hue, but all hair types that could use a little love.

Always look to the pros to develop your own custom regimen that gives your hair exactly what it needs to look its best until your next hair color service.





hydrate

peak range
HYDRATE

Whether it's rolling waves, rough terrain, extra dry or flat, hair types and textures come just as diverse as the California landscape. Dip into hydration as intense as the Pacific with moisturizing formulas that quench all strands.

88%
of tighter texture
hair consumers
approved
Hydrate in a
consumer test*



84%
of women said
hair feels intensely
nourished

HYDRATE

SHAMPOO & CONDITIONER

Creamy, luxurious shampoo & conditioner that deeply hydrate and softens normal to thick dry, color-treated hair.

BENEFITS



INTENSE
MOISTURE



LUXURIOUS SOFTNESS
& SHINE



FOR DRY &
DAMAGED HAIR



INTENTIONALLY
TESTED ON &
APPRECIATED BY
TIGHTER TEXTURES



BLISSFUL
LAVENDER



key ingredients

SHAMPOO

Rose Extract, Green Tea Extract,
Multi-Weight Proteins (Soy & Vegetable)

Aroma Therapy Blend:



Ylang Ylang, Bergamot, Lavendar, Patchouli

CONDITIONER

Peppermint Extract & Oil, Sage Leaf Extract,
Rosemary Leaf Extract, Jojoba Butter,
Shea Butter, Green Tea Extract,
Multi-Weight Proteins (Soy & Vegetable)

Aroma Therapy Blend:



Mint, Menthol, Greens

*when used with Hydrate Superfood Mask



HYDRATE

HYDRATE SOFT

Nourishing treatment that softens color-treated hair with an intoxicating fragrance that takes you on a captivating, aromatic experience.

BENEFITS



DEEP MOISTURE
TREATMENT



LUXURIOUS SOFTNESS
& SHINE



GOOD FOR
COLORED HAIR
MAINTENANCE



FOR DRY HAIR



WARM AMBER



key ingredients

HYDRATE SOFT

Shea Butter, Sweet Almond Oil

Aroma Therapy Blend:



Red Fruits, Rose, Amber

water drops
HYDRATE SHEER

Infuse hair with lightweight moisture that feels as fresh as the morning dew in the Muir Woods. Similar to our Hydration line but with a lighter touch, it's the solution for finer strands that crave hydration without heaviness.



*hydrate
sheer*



HYDRATE SHEER

SHAMPOO & CONDITIONER

Silicone-free, lightweight shampoo & conditioner that hydrates and softens fine dry, color-treated hair.

BENEFITS

- 

WEIGHTLESS
MOISTURE
- 

AIRY MOVEMENT
- 

GOOD FOR
LIGHTWEIGHT
STYLING
- 

FOR FINE &
THIRSTY HAIR
- 

BLISSFUL
LAVENDER

key ingredients

SHAMPOO

Wheat Protein, Eucalyptus Leaf Extract

Aroma Therapy Blend:



Ylang Ylang, Bergamot, Lavendar, Patchouli

CONDITIONER

Wheat Protein, Eucalyptus Leaf Extract

Aroma Therapy Blend:



Mint, Menthol, Greens



strength *cure*

be strong **STRENGTH CURE**

A protein-infused, strengthening formula that fortifies your strands just like the sequoias, from root to tip, while finishing with a soft feel. Great to lessen the strand stress from color transformation.

98%
of women said
hair feels soft



95%
of women said
hair feels healthy

STRENGTH CURE

SHAMPOO & CONDITIONER

Gentle, rich-lather shampoo & conditioner that fortifies and helps repair and strengthen damaged, color-treated hair.

BENEFITS

- STRENGTH
REPAIR
- INSTANTLY
SOFTER HAIR
- GOOD FOR CHEMICAL
SERVICES
- FOR DAMAGED HAIR
- FRUITY
FANTASY



key ingredients

SHAMPOO & CONDITIONER

Astaxanthin, Keravis, Ceramide, Arginine

Aroma Therapy Blend:



Peach, Raspberry, Water Flowers



STRENGTH CURE

SPLIT END SALVE

Nourishing treatment with essential nutrients fortifies and reinforces the ends of color-treated hair.

BENEFITS



STRENGTH REPAIR



SPLIT END REPAIR



FOR DAMAGED HAIR



FRUITY FANTASY

MIRACLE FILLER

Daily blow-dry reparative lotion that strengthens and repairs the hair's cuticle. Provides up to 450°F heat protection.

BENEFITS



STRENGTH REPAIR



HEAT PROTECTION



GOOD FOR BLOW-DRYS



FOR DAMAGED HAIR



SWEET PEAR & ROSE

key ingredients

SPLIT END SALVE

Astaxanthin, Keravis, Ceramide, Arginine

Aroma Therapy Blend:



Peach, Raspberry, Water Flowers

MIRACLE FILLER

Xylose, Coriander Seed Oil, Chamomile Extract

Aroma Therapy Blend:



Pear, Rose, Sandalwood

california cool
STRENGTH CURE BLONDE

For icy platinums to beachy blondes, enjoy the Malibu sun's warmth on your skin – not on your hair. All the benefits of our strength cure formula, cast in a deep purple that calms down brassiness for a cooler tone.

A photograph of two blonde women against a solid blue background. The woman on the left has long, wavy blonde hair and is wearing a light blue button-down shirt. The woman on the right has shorter, wavy blonde hair and is wearing a light-colored sleeveless top. Both women are looking slightly off-camera with neutral expressions.

strength cure
blonde



STRENGTH CURE BLONDE

SHAMPOO & CONDITIONER

Deeply purple shampoo & conditioner that tones, fortifies and strengthens brassy, weak and lightened hair.

BENEFITS

- 

NEUTRALIZES
BRASS
- 

STRENGTH
REPAIR
- 

GOOD FOR
PRE-LIGHTENED
HAIR TONING
- 

FOR BRASSY
HAIR
- 

SWEET PEAR &
ROSE



key ingredients

SHAMPOO & CONDITIONER

Astaxanthin, Keravis, Ceramide,
Arginine, Purple Orchid Extract

Aroma Therapy Blend:

- 
- Pear, Rose, Sandalwood



nanoworks
gold

a golden state
NANOWORKS GOLD

When you want to indulge but the spa is booked. A luxe treatment that will instantly revive softness and shine, transforming every single strand and bringing the most mature hair at your ends quickly back to life.

The power is in the formulas – with ingredients like plant protein-based keravis and golden marula oil, they provide ultimate strength and moisturization.



NANOWORKS GOLD

SHAMPOO & CONDITIONER

A gold standard of transformative treatments, a rich shampoo & conditioner that renews softness, manageability and shine to revive very dry, dull, color-treated hair.

BENEFITS

-  HELPS REJUVENATE HAIR MANAGEABILITY
-  HAIR FEELS REVIVED
-  GOOD FOR LUXURY BACKBAR EXPERIENCE
-  FOR EXTRA THIRSTY HAIR
-  GOLDEN AMBER



key ingredients

SHAMPOO & CONDITIONER

Marula Oil, Keravis, Shea Butter, Vitamin B

Aroma Therapy Blend:

-  Dewy Pear
-  Ylang Ylang
-  Golden Amber

cruise control
SMOOTH PERFECTION

For taming tangles when the top's down on the Pacific Coast Highway. Rich formulas smooth the hair cuticle to lessen frizz and provide a sleek, near-perfect finish as smooth as a drive down Sunset.

A full-page advertisement featuring two models against a solid blue background. On the left, a blonde model with long, straight hair is wearing a light pink top. On the right, a dark-skinned model with long, straight black hair is also wearing a light pink top. The text 'smooth perfection' is overlaid in a large, elegant, light blue script font across the bottom half of the image.

*smooth
perfection*



SMOOTH PERFECTION

SHAMPOO & CONDITIONER

Smoothing shampoo & conditioner that restores manageability and lessens frizz in both textured and straight color-treated hair.

BENEFITS

- 

TAMES FRIZZ
- 

SMOOTH &
SOFT HAIR
- 

GOOD FOR
SMOOTHING HAIR
- 

FOR FRIZZ-
PRONE HAIR
- 

WOODY
GOURMAND



key ingredients

SHAMPOO & CONDITIONER

Camellia Seed Oil, Shea Butter, Vitamin E

Aroma Therapy Blend:



Cocoa, Marshmallow Accord, Woody

Protects heat up to
450°F



72 hrs
of controlled frizz

SMOOTH PERFECTION

LOTION

Lightweight lotion that controls frizz and flyaways while protecting against heat styling.

BENEFITS



TAMES FRIZZ



HEAT
PROTECTION



GOOD FOR
SMOOTHING HAIR



FOR FRIZZ-
PRONE HAIR



WOODY
GOURMAND

SERUM

Finishing serum that provides silky smoothness, frizz control and up to 450° F heat protection.

BENEFITS



TAMES FRIZZ



HEAT
PROTECTION



SHINY & SMOOTH
FINISH



FOR FRIZZ-
PRONE HAIR



WOODY
GOURMAND

key ingredients

LOTION

Xylose, Coconut Oil, Vitamin C

Aroma Therapy Blend:



Cocoa, Marshmallow Accord, Woody

SERUM

Camellia Seed Oil, Shea Butter, Xylose, Vitamin E

Aroma Therapy Blend:



Cocoa, Marshmallow Accord, Woody



pure
volume

high tides
PURE VOLUME

Body surf your hair to Sierra Nevada heights with lightweight formulas that never drag you down. Resulting in peak hair with soft volume that moves with you.



PURE VOLUME

SHAMPOO & CONDITIONER

Lightweight, silicone-free shampoo & conditioner that clarifies, enhances volume and restores movement in finer color-treated hair.

BENEFITS

-  **VOLUME BOOST**
-  **AIRY MOVEMENT**
-  **GOOD FOR ADDED VOLUME**
-  **FOR FINE HAIR**
-  **BLOOMING WILD ROSE**



key ingredients

SHAMPOO & CONDITIONER

Eucalyptus Leaf Extract,
Multi-Weight Proteins (Wheat & Vegetable)

Aroma Therapy Blend:

-  **Pink Grapefruit**
-  **Wild Rose**
-  **Cedarwood**

support system
COLOR FANATIC

The equivalent to your personal assistant, giving you just what you need right when you need it. Shield your colored hair from the elements with multi-tasking treatments that use 21 benefits to restore and protect your hair color.

A photograph of two women standing outdoors against a clear blue sky and green foliage. The woman on the left has a large, voluminous afro of dark brown hair and is wearing a light green off-the-shoulder top. The woman on the right has long, wavy, vibrant red hair and is wearing a dark, sleeveless, high-necked top. The text 'color fanatic' is overlaid in a large, white, cursive font across the bottom of the image.

color fanatic

21
benefits that
restore &
protect



91%
of tighter texture
hair consumers
approved color
fanatic in a
consumer test

COLOR FANATIC

SPRAY

Multi-tasking leave-in spray with 21 benefits that primes, protects and perfects all hair types, now including tighter texture types.

BENEFITS

21

ESSENTIAL
BENEFITS



ANTIFADE
COMPLEX®



GOOD FOR POST-
COLOR SERVICES



INTENTIONALLY
TESTED ON &
APPRECIATED BY
TIGHTER TEXTURES



DECADENT
FLOWER

MASK

Intensely moisturizing 21-benefit treatment that restores, protects and perfects all hair types.

BENEFITS

21

ESSENTIAL
BENEFITS



COLOR
RETENTION



GOOD FOR POST-
COLOR SERVICES



FOR DRY &
DAMAGED HAIR



DECADENT
FLOWER

key ingredients

SPRAY

Camelina Seed Oil, Coconut Oil, Olive Oil, Xylose

Aroma Therapy Blend:



Rose, Floral Ginger, Cedarwood

MASK

Camelina Seed Oil, Olive Oil

Aroma Therapy Blend:



Rose, Floral Ginger, Cedarwood



color *sealer*

post production **COLOR FANATIC COLOR SEALER**

Put the finishing touch on your process with this post-color service treatment used by our professionals to help seal your hair's cuticle and rebalance pH levels. You'll make your premiere with more vibrant color and a shiny, smooth finish.



COLOR SEALER

COLOR SEALER

Salon-exclusive. Creamy, post-color service treatment that seals the hair cuticle and rebalances hair pH levels, leaving hair shiny, smooth, and vibrant.

BENEFITS



SEALS CUTICLE



REBALANCES PH



GOOD FOR POST-COLOR SERVICES



FOR ALL COLOR-TREATED HAIR



DECADENT FLOWER



key ingredients

COLOR SEALER

Camelina Seed Oil, Blackberry Fruit Extract, Vinegar

Aroma Therapy Blend:



Rose



Floral Ginger



Ylang Ylang



Cedarwood

Rose, Floral Ginger, Ylang Ylang, Cedarwood

wellness boost
SUPERFOOD TREATMENT

After you cleanse, nourish yourself with intensely moisturizing formulas that are like a wellness shot for your hair.



*superfood
treatment*



SUPERFOOD TREATMENT

HYDRATE SUPERFOOD TREATMENT

Nourishing treatment with essential superfood nutrients that intensely moisturizes and softens hair.

BENEFITS

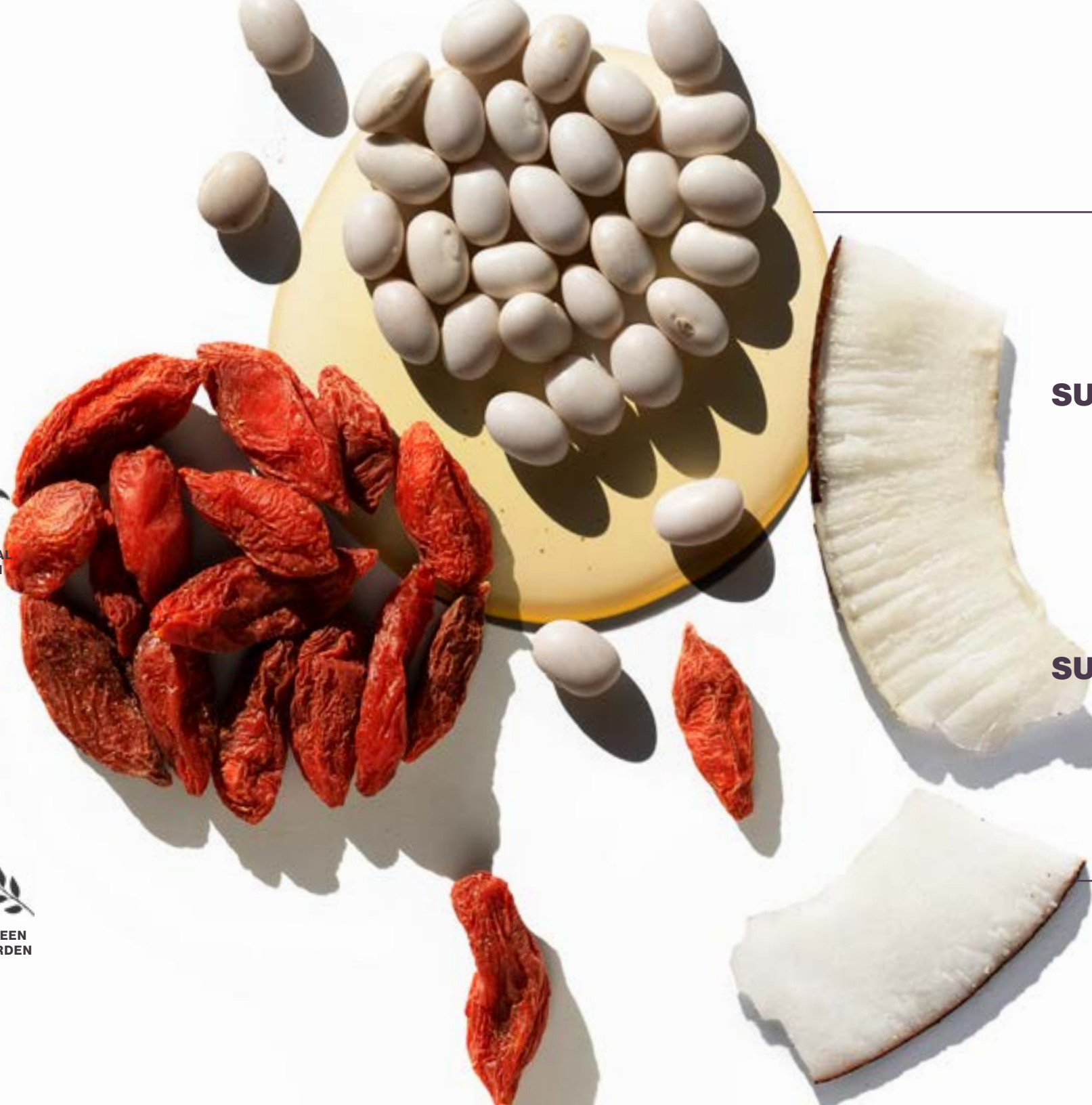
-  DEEP MOISTURE TREATMENT
-  LUXURIOUS SOFTNESS & SHINE
-  GOOD FOR COLORED HAIR MAINTENANCE
-  FOR EXTRA THIRSTY HAIR
-  TROPICAL DREAM

STRENGTH CURE SUPERFOOD TREATMENT

Fortifying mask treatment that strengthens and helps prevent split ends, leaving color-treated hair looking healthy and feeling soft.

BENEFITS

-  **x9**
STRENGTH REPAIR
-  DEEP NOURISHMENT
-  GOOD FOR CHEMICAL SERVICES
-  FOR DAMAGED HAIR
-  GREEN GARDEN



key ingredients

HYDRATE SUPERFOOD TREATMENT

Avocado Oil, Coconut Oil, Soybean Oil

Aroma Therapy Blend:



Pineapple, Coconut, Vanilla

STRENGTH CURE SUPERFOOD TREATMENT

Olive Fruit Oil, Gogi Berry

Aroma Therapy Blend:



Mandarin, Peony, Jasmine



perennial color
TOP COAT + TONE™

Like the vibrant flower fields in Carlsbad, hair colors come in a full spectrum of hues. Stay toned and revived to perfection with this top coat that adds a long-lasting glossy finish and comes in six different shades for your ideal match.



TOP COAT + TONE

TOP COAT + TONE BLUE

A high-gloss blue topcoat that neutralizes brassy orange tones, restores softness and shine for up to 8 washes.

BENEFITS


NEUTRALIZES
BRASS


LUXURIOUS
SOFTNESS & SHINE


GOOD FOR
ADD-ON SERVICES


EXPRESS SERVICE
5 MIN


DECADENT
FLOWER

TOP COAT + TONE PURPLE

A high-gloss purple top coat that neutralizes brassy yellow tones, restores softness and shine for up to 8 washes.

BENEFITS


NEUTRALIZES
BRASS


LUXURIOUS
SOFTNESS & SHINE


GOOD FOR
ADD-ON SERVICES


EXPRESS SERVICE
5 MIN


DECADENT
FLOWER

TOP COAT + TONE CLEAR

A high-gloss clear topcoat that restores vibrancy and shine, leaving hair soft and silky with a beautifully reflective finish.

BENEFITS


HIGH-GLOSS
TREATMENT


LUXURIOUS
SOFTNESS & SHINE


SEALS CUTICLE


EXPRESS SERVICE
5 MIN


DECADENT
FLOWER



key ingredients

TOPCOAT + TONE BLUE

Oat Milk, Camelina Seed Oil, Olive Oil

Aroma Therapy Blend:



Rose, Floral Ginger, Cedarwood

TOPCOAT + TONE PURPLE & CLEAR

Oat Milk, Camelina Seed Oil, Olive Oil

Aroma Therapy Blend:



Rose, Floral Ginger, Ylang Ylang, Cedarwood



TOP COAT + TONE

TOP COAT + TONE RED

A high-gloss treatment that revives red tones, restores softness and shine for up to 6 washes.

BENEFITS


ENHANCES COLOR
VIBRANCY


LUXURIOUS
SOFTNESS & SHINE


GOOD FOR
ADD-ON SERVICES


EXPRESS SERVICE


DECADENT
FLOWER

TOP COAT + TONE COPPER

A high-gloss treatment that revives copper tones, restores softness and shine for up to 6 washes.

BENEFITS


ENHANCES COLOR
VIBRANCY


LUXURIOUS
SOFTNESS & SHINE


GOOD FOR
ADD-ON SERVICES


EXPRESS SERVICE


DECADENT
FLOWER

TOP COAT + TONE GOLD

A high-gloss treatment that revives gold tones, restores softness and shine for up to 6 washes.

BENEFITS


ENHANCES COLOR
VIBRANCY


LUXURIOUS
SOFTNESS & SHINE


GOOD FOR
ADD-ON SERVICES


EXPRESS SERVICE


DECADENT
FLOWER



key ingredients

TOPCOAT + TONE RED, COPPER & GOLD

Oat Milk, Camelina Seed Oil, Olive Oil

Aroma Therapy Blend:


Rose


Floral Ginger


Ylang Ylang


Cedarwood

supporting act
STYLE + PROTECT

Never tame a free spirit, just your hair. Stylers for color-treated hair build up your mane event, then add the finishing touches.



style + protect



STYLE + PROTECT

LOCK IT DOWN HAIRSPRAY

Fast-drying hairspray with maximum hold and radiant shine.

BENEFITS



ADDS
SHINE



PROVIDES
STRONG HOLD

SOFT FINISH HAIRSPRAY

Fast-drying, layerable hairspray with brushable, flexible hold and a natural finish.

BENEFITS



PROVIDES
FLEXIBLE HOLD
WITH NO CRUNCH



ADDS
SOFTNESS



key ingredients

LOCK IT DOWN HAIRSPRAY

Olive Oil

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood

SOFT FINISH HAIRSPRAY

Orange Peel Oil

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood



STYLE + PROTECT

REFRESH & GO DRY SHAMPOO

Texturizing dry shampoo spray that absorbs oil, dirt and buildup without drying out hair.

BENEFITS


ABSORBS OIL
WITHOUT DRYING


RESTORES
MOVEMENT &
FULLNESS

TEXTURE FINISHING SPRAY

Lightweight, buildable texture spray that adds soft body and shine.

BENEFITS


PROVIDES
LIGHTWEIGHT
TEXTURE & BODY


ADDS SHINE
& SOFTENS

MESS IT UP TEXTURE PASTE

Medium-hold styling paste that provides flexible control with soft texture and shine.

BENEFITS


PROVIDES HOLD
& SOFT TEXTURE


ADDS
SHINE



key ingredients

REFRESH & GO DRY SHAMPOO

Rice Starch

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood

TEXTURE FINISHING SPRAY

Sun Flower Seed Extract

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood

MESS IT UP TEXTURE PASTE

Shea Butter

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood



STYLE + PROTECT

ON THE RISE ROOT-LIFTING MOUSSE

Medium-control spray mousse that adds body from root to top with lasting shine.

BENEFIT



PROVIDES BODY
& ROOT LIFT

WEIGHTLESS VOLUME MOUSSE

Lightweight, volumizing mousse helps create light, airy fullness, with flexible movement and shine.

BENEFIT



PROVIDES
AIRY VOLUME

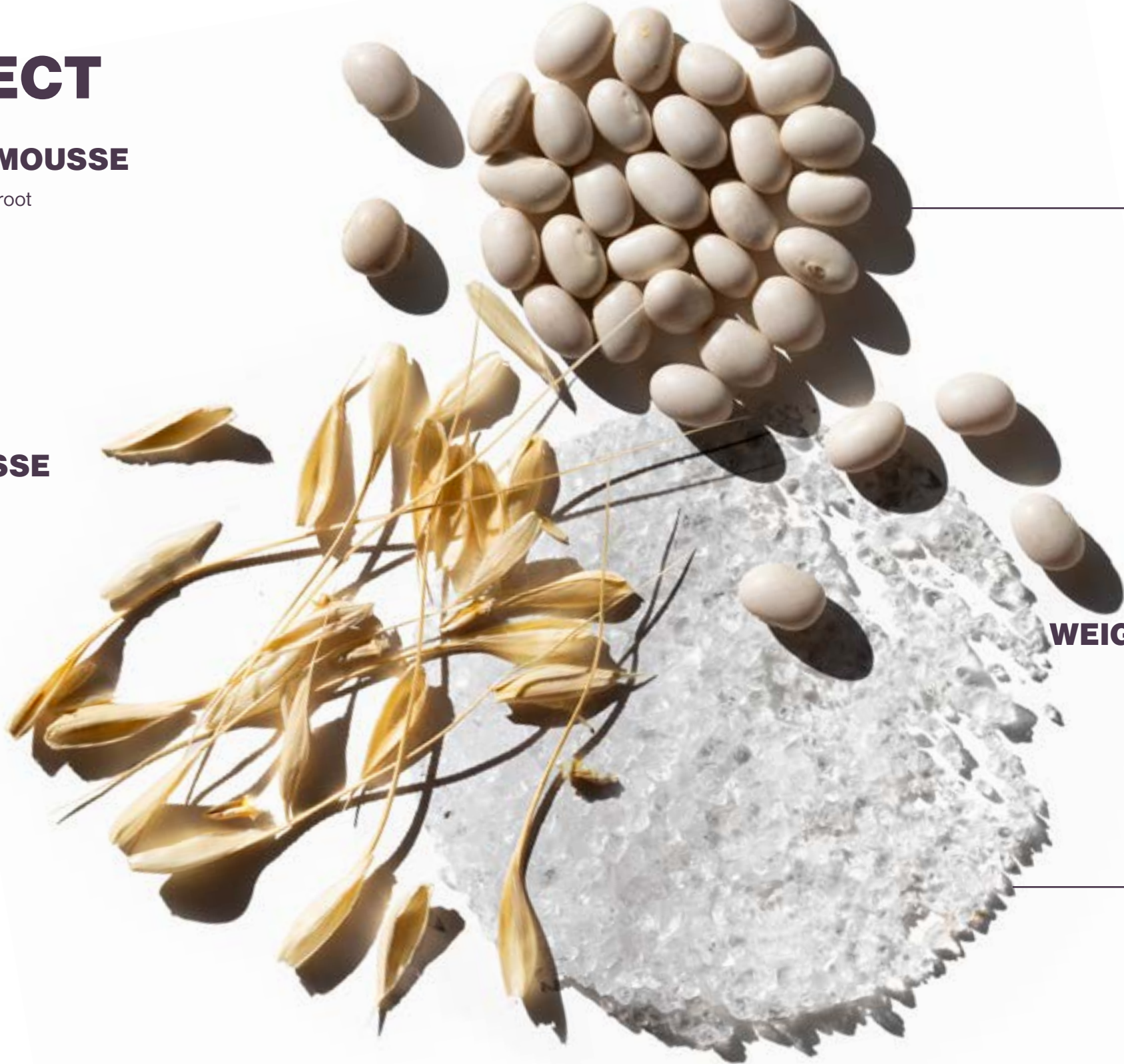
INSTANT LEVITATION MIST

Menthol-infused, conditioning formula elevates hair with 24 hours of weightless volume.

BENEFIT



PROVIDES LONG
LASTING VOLUME



key ingredients

ON THE RISE ROOT-LIFTING MOUSSE

Vegetable Protein

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood

WEIGHTLESS VOLUME MOUSSE & INSTANT LEVITATION MIST

Xylose

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood



STYLE + PROTECT

SHINE BRIGHT TAMING SERUM

Lightweight serum that adds shine, smooths frizz and tames flyaways.

BENEFIT



ADDS
SHINE

BEACH WAVES SUGAR SPRAY

Lightweight texturizing spray that creates tousled waves with movement

BENEFIT



PROVIDES
LIGHTWEIGHT
TEXTURE & VOLUME



key ingredients

SHINE BRIGHT TAMING SERUM

Coriander Seed Oil

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood

BEACH WAVES SUGAR SPRAY

Sugar Cane

Aroma Therapy Blend:



Tuberose, Almond Milk, Cedarwood

*stay
cônnected*



@pureology