

*pure
professional*



PUREOLOGY®
PROFESSIONAL COLOR CARE

pure professional

GREAT HAIR
STARTS WITH *purifying* **& ENDS**
WITH *sealing*

NEW PRO EXCLUSIVE LINE

From the #1 professional color care brand in the US*



ANTIFADE
COMPLEX®



100% VEGAN
FORMULAS



ZERO
SULFATE



*Based on dollar sales reported in Kline's Kline PRO: Salon Retail Products and Services Database for the year ending December 31st, 2022.

GREAT HAIR STARTS WITH *purifying* & ENDS WITH *sealing*

PREP

clarifying primer



charcoal



citric acid



aloe vera gel

- ✓Pre-color or haircare service treatment
- ✓Removes unwanted buildup
- ✓Creates an optimal hair canvas



FINISH

color sealer



blackberry



camelia oil



vinegar

- ✓Post-color service treatment
- ✓Seals the hair cuticle
- ✓Rebalances hair PH levels



clarifying primer

CLARIFY WITHOUT COMPROMISE



GENTLE DEEP-CLEANSER TO START ANY SERVICE FOR OPTIMAL RESULTS



ZEROSULFATE & ANTIFADE COMPLEX THAT PROTECTS THE HAIR COLOR



-64% LESS PLASTIC PACKAGING USED COMPARED TO LITER BOTTLES



\$45.00, 1000ml

“Clarifying primer is a 1-step solution to a fresh base for your service. It removes all build up *without stripping* the hair of its moisture”



Carmen Thorpe,
Pureology Education
Manager



"I believe in the importance of preserving color brilliance. Pureology Color Sealer is that commitment to long-lasting vibrancy"

Jamie Wiley, Pureology
Artistic Director



\$45.00, 1000ml

color sealer

SEAL THE DEAL FOR GLOSSY & SILKY HAIR

HELPS SEAL THE HAIR CUTICLE FOR PROTECTED COLOR THAT WON'T FADE



HELPS BALANCE HAIR'S PH FOR REFLECTIVE SHINE AND VIBRANT COLOR



-78% LESS PLASTIC PACKAGING USED COMPARED TO PREVIOUS PACKAGING *



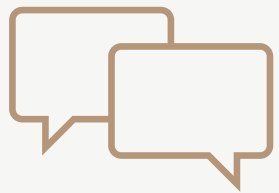
*1 POUCH = 2.5 400ML COLOR SEALER BOTTLES

complete pureology journey

ELEVATE YOUR SERVICES WITH PURE PROFESSIONAL

1

CONSULTATION



2

PREP THE HAIR

For optimal hair canvas before every service



3

SERVICE



4

SEAL & FINISH

For a reflective and silky finish



5

TAKE HOME REGIMEN

To continue color protection and hair health journey at home



sales opportunity

INCREMENTAL OPPORTUNITY

WITH FOCUS ON **SALONS LOOKING FOR:**



sustainable solutions



minimal investment



let's get transparent about transparency

CLARIFYING PRIMER Q&A



? 1. why is the packaging hard to read?

Due to a packaging production issue, the clarifying primer pouch turned out slightly too translucent for our charcoal powered formula (yes, it's supposed to be dark). We are exploring different ways to solve legibility issues on the pack while still keeping our plastic reduction commitments intact (64% less waste)

🌿 2. why is the formula so dark? is the formula affected?

Our clarifying primer with charcoal and citric acid is meant to be this color. The formula is still amazing and has not been affected by the packaging issue.

💡 3. why are we still launching?

Instead of delaying our launch and throwing away 1000s of liters of great formula, we are launching with this pouch to stay true to our *pure intentions* and core values that are rooted in sustainability.

! 4. how will it be communicated?

We will be 100% transparent about this issue and lead with our sustainability priorities. You will see in-store signage, tiktok style videos, brand communication note and one pager available on the DSA & MyLookup.

