



PUREOLOGY®
PROFESSIONAL COLOR CARE

new
USER KITS
2024





why **PUREOLOGY?**



**ZERO
SULFATE**



**ANTIFADE
COMPLEX**

pure performance



**100% VEGAN
FORMULAS***



**95%
POST-CONSUMER
RECYCLED
MATERIALS****



pure intentions



**CONCENTRATED
FORMULAS**



**75+
SHAMPOOS
PER
BOTTLE**

pure luxury

SMALL

Purchase \$100 - \$299 of Pureology retail haircare & styling (mix & match)

receive free (set mix)

2 Color Fanatic Spray 13.5 oz

Unlimited ACCESS videos

Social Media Toolkit

SALON PRICE: \$100 - \$299
SALON VALUE \$154 - \$353
SALON SAVINGS: \$54 (15% - 35%)

MEDIUM

Purchase \$300 - \$499 of Pureology retail haircare & styling (mix & match)

receive free (set mix)

2 Color Fanatic Spray 13.5 oz

1 Hydrate Shampoo 33.8 oz

1 Hydrate Conditioner 33.8 oz

Unlimited ACCESS videos

Social Media Toolkit

SALON PRICE: \$300 - \$499
SALON VALUE \$444 - \$643
SALON SAVINGS: \$144 (22% - 32%)

LARGE

Purchase \$500+* of Pureology retail haircare & styling (mix & match)

receive free (set mix)

2 Color Fanatic Spray 13.5 oz

1 Hydrate Shampoo 33.8 oz

1 Hydrate Conditioner 33.8 oz

1 Hydrate Sheer Shampoo 33.8 oz

1 Hydrate Sheer Conditioner 33.8 oz

1 Strength Cure Shampoo 33.8 oz

1 Strength Cure Conditioner 33.8 oz

1 Clarifying Primer 33.8 oz

1 Color Sealer 33.8 oz

Unlimited ACCESS videos

1 VIRTUAL class with purchase of \$500 - \$1,499

*1 IN-SALON class with purchase \$1,500+

Social Media Toolkit

SALON PRICE: \$500+
SALON VALUE \$914+
SALON SAVINGS: \$414 (up to 45%)

SMALL

Purchase **\$100-\$299** of Pureology retail haircare and styling (mix & match)

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PRODUCTS

2 Color Fanatic Spray 13.5 oz

EDUCATION

Unlimited ACCESS videos

DIGITAL

Social Media Toolkit



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PRODUCTS

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EDUCATION

Unlimited ACCESS videos

DIGITAL

Social Media Toolkit



SALON PRICE: \$300 - \$499

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SALON PRICE: \$500+

SALON VALUE: \$914+

SALON SAVINGS: \$414 (up to 45%) + Unlimited ACCESS videos & 1 virtual/in-salon class

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PRODUCTS

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- 1 Hydrate Shampoo 33.8 oz
- 1 Hydrate Conditioner 33.8 oz
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- 1 Hydrate Sheer Conditioner 33.8 oz
- 1 Strength Cure Shampoo 33.8 oz
- 1 Strength Cure Conditioner 33.8 oz
- 1 Clarifying Primer 33.8 oz
- 1 Color Sealer 33.8 oz

EDUCATION

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- 1 Virtual class with purchase of \$500 - \$1,499
- 1 In-salon class with purchase \$1,500+

DIGITAL

Social Media Toolkit



RECOMMENDED MIXES

PURE TOP 5

small kit

- 2 Color Fanatic Spray 6.7 oz
- 3 Hydrate Shampoo 9 oz
- 3 Hydrate Conditioner 9 oz
- 2 Hydrate Soft Treatment 6.7 oz
- 3 Strength Cure Shampoo 9 oz
- 3 Strength Cure Conditioner 9 oz

medium kit

- 4 Color Fanatic Spray 6.7 oz
- 4 Hydrate Shampoo 9 oz
- 4 Hydrate Conditioner 9 oz
- 1 Hydrate Sheer Shampoo 9 oz
- 1 Hydrate Sheer Conditioner 9 oz
- 2 Hydrate Soft Treatment 6.7 oz
- 3 Strength Cure Shampoo 9 oz
- 3 Strength Cure Conditioner 9 oz
- 1 Refresh & Go Dry Shampoo 5.3 oz
- 1 Soft Finish Hairspray 11 oz

large kit

- 6 Color Fanatic Spray 6.7 oz
- 6 Hydrate Shampoo 9 oz
- 6 Hydrate Conditioner 9 oz
- 2 Hydrate Sheer Shampoo 9 oz
- 2 Hydrate Sheer Conditioner 9 oz
- 2 Hydrate Soft Treatment 6.7 oz
- 3 Strength Cure Shampoo 9 oz
- 3 Strength Cure Conditioner 9 oz
- 1 Strength Cure Superfood Treatment 5.7 oz
- 1 Strength Cure Blonde Shampoo 9 oz
- 1 Strength Cure Blonde Conditioner 9 oz
- 1 Pure Volume Shampoo 9 oz
- 1 Pure Volume Conditioner 9 oz
- 1 Smooth Perfection Shampoo 9 oz
- 1 Smooth Perfection Conditioner 9 oz
- 1 Nanoworks Gold Shampoo 9 oz
- 1 Nanoworks Gold Conditioner 9 oz
- 1 Color Fanatic Top Coat + Sheer Clear 6.7 oz
- 1 Color Fanatic Top Coat + Tone Purple 6.7 oz
- 1 Color Fanatic Top Coat + Tone Blue 6.7 oz
- 1 Color Fanatic Top Coat + Tone Red 6.7 oz
- 1 Color Fanatic Top Coat + Tone Copper 6.7 oz
- 1 Color Fanatic Top Coat + Tone Gold 6.7 oz
- 1 Refresh & Go Dry Shampoo 5.3 oz
- 1 Shine Bright Taming Serum 4 oz
- 1 Soft Finish Hairspray 11 oz
- 1 Weightless Volume Mousse 8.4 oz