



strength cure

STRONGER STRANDS
WITHOUT COMPROMISING SOFTNESS



PUREOLOGY®
PROFESSIONAL COLOR CARE



2x

ALLURE BEST OF
BEAUTY WINNER

2x

STRONGER HAIR

55%

LESS BREAKAGE

helps prevent
future damage

WITH VEGAN PROTEIN KERA-VIS &
ANTIOXIDANTS

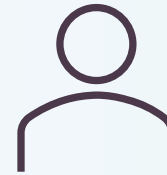
why strength cure



↑ **+26% FY 2023**
+\$2M CHG, 14% WOB

1 out of 3

BEAUTY BRANDS TO WIN DOUBLE SEALS
BACK-TO-BACK



(180)

REPAIR OVERINDEX
WITH GEN Z

growing opportunity

TO CAPTURE NEW CUSTOMERS & GROW TOTAL
MARKET SHARE IN REPAIR



**22% OF HYDRATE SALONS BUY
STRENGTH CURE**

work to be done

HYDRATE/STRENGTH CURE PENETRATION REMAINS
AN OPPROTUNITY FOR ISMS GROWTH

strength cure

360 SUPPORT



- Endcap with impactful imagery, promo bursts, education easels
- **Incentives** to support big bet
- **SWAG** for stores teams

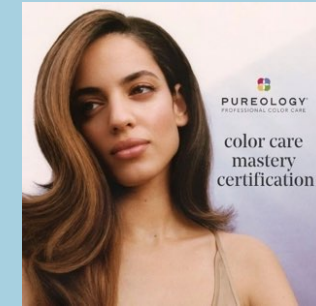


- SBPs – 45 packettets
- Stores – 20 shmp/con 50 ml
- **Influencer kits** for top salons

PLACEMENTS & INCENTIVES

EDUCATION

- Digital live interactive: **Color Care Mastery Certification**
- Paid media #thecure



LEARNING & DEVELOPMENT

- **Product knowledge** in My Lookup
- E-Learning



SAMPLING / MAILING

PROMOTION SUPPORT

- Strength Cure **promo offering**
- July Shop & Learn
- Brand Activation sell-thru materials



strength cure

FRAGRANCE & INGREDIENTS

AROMATHERAPY



RASPBERRY



PEACH



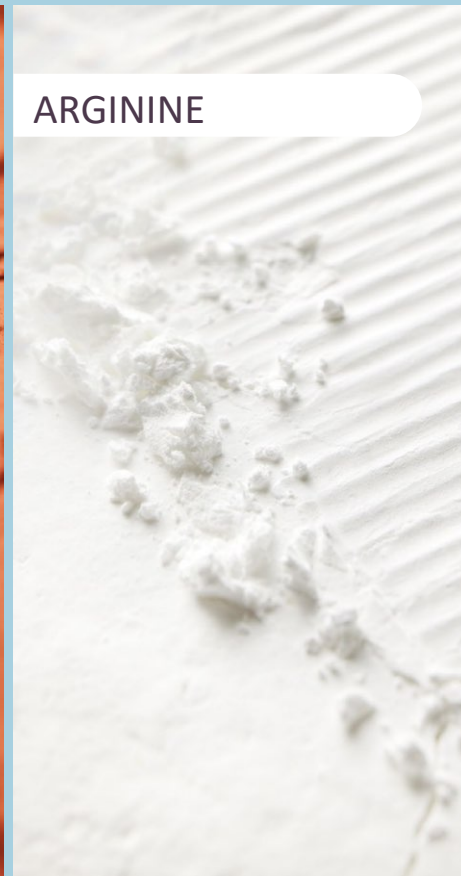
WHITE FLOWER



HIGH-PERFORMANCE INGREDIENTS



ASTAXANTHIN



ARGININE

strength cure range



STRENGTH CURE
SHAMPOO

A fortifying shampoo to help repair damaged, color treated hair while providing nourishment and softness.

Astaxanthin, Keravis, Ceramide,
Arginine



STRENGTH CURE
CONDITIONER

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



STRENGTH CURE
SUPERFOOD TREATMENT

Fortifying mask treatment that strengthens and smooths split ends to prevent further damage.

Olive fruit
oil, Gogi
berry



STRENGTH CURE
MIRACLE FILLER

Daily blow-dry reparative lotion that strengthens and repairs the hair's cuticle.

Xylose,
Coriander seed oil,
Chamomile extract

how do superfood treatments compare?



	STRENGTH CURE SUPERFOOD TREATMENT	HYDRATE SUPERFOOD TREATMENT
WHO IT'S FOR	All damaged hair types, textures, and patterns	For very dry medium to coarse texture, average to thick density and curly to coily curl patterns
WHAT IT DOES	Repairs, strengthens, and protects hair	Provides intense nourishment
INFUSED WITH	Olive fruit oil, gogi berry; silicone-free	Avocado oil, coconut oil, soybean oil; silicone-free