

why pureology?

pure performance

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



ZERO
SULFATE®



ANTIFADE
COMPLEX®

pure intentions

Always doing better.



100% VEGAN*
FORMULAS

*No animal-derived ingredients



95%
POST CONSUMER
RECYCLED MATERIALS**

**Excluding cap



pure luxury

Treat Yourself, Every Single Day.
Our rich, extra-creamy lathers and invigorating aromas indulge your senses.



CONCENTRATED
FORMULAS



75+
SHAMPOOS
PER BOTTLE