



PUREOLOGY®
PROFESSIONAL COLOR CARE

strength cure

WHO IT'S FOR?

For color-treated, damaged and/or bleached hair from straight to curly.

WHAT DOES IT DO?

Introducing new Strength Cure, reformulated with our Triple Strength Healing Blend infused lactic, citric and amino acids to help restore hair's virgin-like strength.*

WHAT IS THE TRIPLE STRENGTH HEALING BLEND?

Our Triple Strength Healing Blend helps to deliver multi-level repair:

1. Targets damaged areas to smooth the cuticle.
2. Helps mitigate future breakage with strengthening.
3. Strengthens the weak bonds in the hair cortex.

*With continued use of Strength Cure system of shampoo, conditioner & serum vs unbleached hair/virgin hair + non-conditioning shampoo.

discover your routine

STEP 1



cleanse
SHAMPOO

STEP 2



condition
CONDITIONER

STEP 3



treat
TREATMENT MASK

STEP 4



treat
LEAVE-IN

strength cure collection



strength cure shampoo

FOR: For color-treated, damaged and/or bleached hair from straight to curly.

WHAT IT IS: A fortifying shampoo to help repair damaged, color-treated hair while providing nourishment and softness.

DIRECTIONS: Apply a dime-sized amount of this sweet-scented, smooth shampoo to wet hair at the scalp. Emulsify with your hands into a rich lather and work down to the ends. Rinse. For extra cleansing and nourishment, repeat the process.

KEY INGREDIENTS: Triple Strength Healing Blend, astaxanthin, ceramide, arginine

FRAGRANCE NOTES: Raspberry, peach, water flowers

TIP: To give your hair the most strength, follow with Strength Cure Conditioner and Dream Healer Serum.



strength cure conditioner

FOR: For color-treated, damaged and/or bleached hair from straight to curly.

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

DIRECTIONS: Apply a dime-sized amount to freshly shampooed hair, focusing on the mid-lengths and ends where there's more breakage. Using your fingers, gently massage through hair to deeply penetrate. Relax and wait 1-2 minutes. Rinse.

KEY INGREDIENTS: Triple Strength Healing Blend, astaxanthin, ceramide, arginine

FRAGRANCE NOTES: Raspberry, peach, water flowers

TIP: For extra strength, shampoo with Strength Cure Shampoo and follow conditioner with Dream Healer Serum.



strength cure superfood deep treatment mask

FOR: For color-treated, damaged and/or bleached hair from straight to curly.

WHAT IT IS: Fortifying mask treatment that strengthens & smooths split ends to prevent further damage.

DIRECTIONS: Apply a quarter-sized amount of this ultra-creamy, thick mask to shampooed hair, focusing on the mid-lengths and ends where there's most breakage. Use your fingers to gently massage through hair. Wait 5 minutes & enjoy the floral scent. Rinse.

KEY INGREDIENTS: Olive fruit oil, gogi berry

FRAGRANCE NOTES: Mandarin, peony, jasmine

TIP: For the most repair, use following the Strength Cure, Strength Cure Blonde or Pure Volume hair care systems.



strength cure dream healer serum

FOR: For color-treated, damaged and/or bleached hair from straight to curly.

WHAT IT IS: An instantly absorbing lightweight leave-in serum that leaves hair looking and feeling less damaged after a single use.

DIRECTIONS: Can be used as often as needed. Apply on dry or towel-dried hair. Warm 1 to 2 pumps in the palm & spread evenly from mid-lengths to ends. Do not rinse. Style as usual.

KEY INGREDIENTS: Triple Strength Healing Blend with lactic acid, amino acid, citric acid

FRAGRANCE NOTES: Bergamot, jasmine, amber

TIP: For the deepest level of repair, use following the Strength Cure haircare systems.



100% VEGAN FORMULAS*



CONCENTRATED FORMULAS



NO PARABENS & MINERAL OIL**



ZEROSULFATE®



95% POST-CONSUMER RECYCLED MATERIALS***



CRADLE TO CRADLE CERTIFIED

*Every formula is made without animal products or by-products. Pureology never tests on animals.

**In Pureology shampoos and conditioners

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