

VIRAL ON



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BEFORE

AFTER
ONE USE*



ACIDIC BONDING CONCENTRATE

ONE USE WILL CHANGE YOUR HAIR.

- + COMBATS 1 YEAR OF DAMAGE IN 1 USE*
- + STRONGER HAIR
- + IMMEDIATE RESULTS

*System of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner, & Leave-In vs. undamaged hair

REDKEN
5TH AVENUE NYC

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Color Fanatic

#1 multi-tasking leave-in
hair treatment in the US*

PRIME, PROTECT, PERFECT.

- 21 BENEFITS
- 9X EASIER DETANGLING
- 4X STRONGER STRANDS

*Source: circana, LLC, US prestige beauty total measured market, hair treatments, hair leave-in/scalp treatment, product, USD and unit sales, January 2024 - November 2024

 **PUREOLOGY®**
PROFESSIONAL COLOR CARE

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Before

After*

Step 1
Gently Polish
& Moisturize

Step 2
Glaze

Step 3
Protect

Instacure Build-A-Bond

1 Billion Bonds in Every Bottle

- ✓ 8x stronger hair
- ✓ 94% smoother hair*
- ✓ Revived hair feel after just one use

*system of shampoo, conditioner, mask,
and leave-in vs. non-conditioning shampoo



 matrix

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Before

#AbsolutRepairMolecular



Not retouched



Absolut Repair Molecular

Rebuild hair's molecular structure

- Visibly fight 2 years of damage in 1 use*
- 3x stronger hair**
- Restores hair strength, elasticity & movement***

*With system of shampoo + rinse-off treatment + leave-in mask.

**With continuous use of rinse-off serum.

***Vs non-conditioning shampoo.

L'ORÉAL
PROFESSIONNEL
PARIS

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Before

After
Food For Soft™



Food for Soft

Quench Dry Hair's Thirst with
avocado oil & hyaluronic acid

- ✓ 7x more hydration
- ✓ 5x smoother hair
- ✓ 72 hours of seriously soft hair*

*using system of Food For Soft Shampoo, conditioner or mask,
& oil vs. non-conditioning shampoo

 matrix

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BEFORE

AFTER*



ACIDIC COLOR GLOSS

IGNITE YOUR INNER SHINE.

SALON-INSPIRED GLOSSING RANGE FOR LASTING COLOR
& REVOLUTIONARY SHINE.

- + COLOR VIBRANCY FOR UP TO 32 WASHES*
- + 130% MORE SHINE**
- + ACIDIC pH FORMULAS SEAL THE CUTICLE & LOCK IN SHINE

*System of Acidic Color Gloss Shampoo & Conditioner

**Naked Gloss vs. unwashed hair

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