

Keep Me Vivid	Color Obsessed	Dark Envy	Brass Off	So Silver	Unbreak My Blonde
					
Keep Every High-Maintenance Haircolor* Vibrant For 65 Days**	Color-Protection Up To 32 Washes*	Neutralizes Unwanted Red Tones	Neutralizes Unwanted Orange Tones	Neutralizes Unwanted Yellow Tones	Revives damaged and over-processed hair— leaving hair soft, shiny and 3x stronger!*
Shampoo • The latest sulfate-free technology gently cleanses to maintain vibrancy of fast-fading haircolors • Gently cleanses all known to fade colors Conditioner • Locks in shine without weighing hair down • Acidic conditioner deeply nourishes color-treated hair Color Lamination Spray • Low pH 4.0–5.0 • Seals in haircolor to prevent fading while enhancing shine • Professional usage: Apply after rinsing haircolor, wait one minute, rinse • Client usage: After Keep Me Vivid Shampoo, spray Color Lamination, layer Keep Me Vivid Conditioner, rinse	Shampoo • Gently cleanses to help protect against fading and extend your color vibrancy • Antioxidants protect against environmental aggressors that fade haircoloring • Color protection for up to 32 washes Conditioner • Strengthens porous hair and creates brilliant color and shine • Antioxidants protect against environmental aggressors that fade haircoloring • Color protection for up to 32 washes	Shampoo • Green color-depositing formula • Neutralizes red undertones on levels 1-4 • Works on both natural and colored-treated dark bases Conditioner • Non-color depositing formula • Provides richness, radiance and shine • Hydrates and enhances manageability Red Neutralization Mask • Highly concentrated blue-green color-depositing pigments • Best for levels 1–4 • Apply after Dark Envy Shampoo, leave on up to 5 minutes depending on degree of neutralization desired. Rinse. • Both in-salon and at-home use • Wear gloves when applying, avoid scalp area	Shampoo • Blue-purple color-depositing formula • Neutralizes orange undertones on levels 5–7 • Works on both natural and colored-treated dark bases Conditioner • New toning conditioner with blue-purple neutralizing pigments • Infused with ceramide and calibrated dyes Orange Neutralizing Mask • Highly concentrated blue-purple color depositing pigments • Best for levels 5–7 • Apply after Brass Off Shampoo, leave on up to 5 minutes depending on the degree of neutralizing desired. Rinse. • Both in salon and at-home use • Wear gloves when applying, avoid scalp area All-In-One Toning Leave-In Spray • Buildable color depositing leave-in with 10 beautifying benefits to tone and tone natural and color-treated brunettes (levels 5–7) • Spray product on towel-dried hair, comb through and style as usual. Use alone or after Brass Off Shampoo, Conditioner or Mask	Shampoo • Purple color-depositing shampoo • Neutralizes yellow undertones on levels 8–10+ • Works on natural and color-treated hair for blondes and greys Conditioner • New toning conditioner with purple neutralizing pigments • Infused with ceramide and calibrated dyes Yellow Neutralizing Mask • Removes yellow undertones to create silvery hue • Best for levels 8–10+ • Apply after So Silver Shampoo, leave 1–2 minutes for slight color deposit; 3–5 minutes for more tonal change. Rinse. • Both in-salon and at-home use • Wear gloves when applying, avoid scalp area All-In-One Toning Leave-In Spray • Buildable color depositing leave-in with 10 beautifying benefits to tone and nourish blonde, silver and grey hair (levels 8–10+) • Spray product on towel-dried hair, comb through, and style as usual. Use alone or after So Silver Shampoo, Conditioner, or Mask	Shampoo • Sulfate free formula gently cleanses for ultimate respect to sensitive fibers Conditioner • Sulfate free formula nourishes and softens without weighing hair down Reviving Leave-In • Hydrating formula provides added moisture while preventing breakage • Heat protection up to 450°F/320°C Unbreak My Blonde System • Infused with citric acid to reinforce weakened bonds
		Before After	Before After	Before After	Before After
*Permanent haircolor **When using Keep Me Vivid system of Color Lamination Spray, Shampoo & Conditioner	*With system of Color Obsessed Shampoo, Conditioner and Leave-In vs. a non-conditioning shampoo	*Using shampoo and mask. Result will vary depending on porosity of hair.	*Using shampoo and mask. Result will vary depending on porosity of hair.	*Using shampoo and mask. Result will vary depending on porosity of hair.	*When used 6 times or more as a system versus non-conditioning shampoo

Food For Soft	High Amplify	A Curl Can Dream		Mega Sleek	Instacure	Miracle Creator	Matrix Pro Backbar
							
7x More Moisture For Up To 72 hrs!*	Up To 35% Boosted Volume*	For Curls & Coils	For Waves	Frizz-Proof Essentials	Anti-Breakage Haircare System	Miracle Multi-Benefit Superstars	High-Powered Solutions
Avocado Oil + Hyaluronic Acid Shampoo - Infused with avocado oil & hyaluronic acid - Gently cleanses without stripping necessary moisture Conditioner - Infused with avocado oil & hyaluronic acid - Detangles & replenishes hydration in dry & brittle hair Treatment Mask - Infused with avocado oil & hyaluronic acid - Replenishes hydration in even the driest and most porous hair Oil - Infused with avocado oil - Helps seal in moisture for hair that look shiny & smooth - Heat protection up to 450°F/230°C	Shampoo & Conditioner - Helps boost structure of fine, limp hair for lasting volume Stylers: Wonder Boost - Targeted applicator - Extreme root lift spray - Lightweight body - Flexible hold Foam Volumizer - Lightweight whip mousse - All-over body - Conditioning shine Proforma Hairspray - Maximum hold - High volume 24 hour humidity resistance	Shampoo - Deep cleansing shampoo for wash day Co-Wash - Gentle sulfate-free "cleansing conditioner" for in-between washes Rich Mask - Deep hydrating mask brings intense moisture to hair Moisturizing Cream - Provides hydration & definition to curls & layers perfectly underneath Light Hold Gel - Heat protection up to 450°F/230°C Light Hold Gel - Layers perfectly on top of cream with no flaking or crunch Light-Weight Oil - Infused with sunflower seed oil for finishing & added shine	Shampoo - Moisturizes & helps define waves without weigh down - Use with conditioner & Scrunch N' Go Spray for up to 48 hour wave definition Conditioner - Moisturizes & defines waves without weigh down - Use with shampoo & Scrunch N' Go Spray for up to 48 hour wave definition Scrunch N' Go Defining Spray - Weightlessly defines waves & curls - Provides 48-hour unwanted frizz defense* 450°F heat protection - Use with shampoo & conditioner for all day definition	Shampoo & Conditioner - Helps control rebellious, unruly hair - Manages frizz & protects against humidity Stylers: Iron Smoother - Spray helps protect against heat damage and humidity - All-day frizz control - Lasting style memory Blow Down Cream - Provides heat protection - Easy glide for fast blowouts - Instantly smooths hair & controls frizz	Shampoo: - Infused with liquid proteins, deep cleanses hair to remove buildup while strengthening Conditioner: - Infused with liquid proteins, softens hair while strengthening Porosity Spray: - Infused with liquid protein & B5 - Fills porosity, balances pH - Visibly reduces split ends 60% less breakage*	Multi-Tasking Treatment Spray - Lightweight spray - Shine booster - Smooth sealer - Fixes breakage - Holds moisture - Thermal protectant - Protects color - Fights frizz - Corrects porosity - Damage eraser - Instant detangler - Humidity blocker - Prolongs hair styles - Weightless conditioner - Mends split ends - Accelerates blow-dry - Corrects roughness - Environmental protectant - Enhances managability - Styling primer Miracle Creator Mask - Intensely nourishes - Revitalizes & strengthens hair in just 60 seconds - Lowest pH of any professional hair mask	Alternate Action - Alternate Action clarifying shampoo - Gel formula works hard to clarify and deep cleanse, removing buildup without stripping natural oils - Perfect for muddy toners, flakey scalps, box-dye mishaps Instacure - Instacure porosity filling spray - Designed in 1980 & tested for four decades, our lightweight formula fills porosity, detangles, preps & equalizes for toning, smooths cuticle, balances pH & tames frizz No Stain - No Stain color remover is the colorist real life undo button - Usable on ears, hairline & scalp, this non-irritating formula removes stained color
*When used as a system of Food For Soft Shampoo, Conditioner or Mask, and Oil vs. non-conditioning shampoo	*With system of High Amplify Shampoo, Conditioner and Proforma Hairspray vs. unwashed hair	*When used as a system of Shampoo or Co-Wash, Mask, Cream Gel and Oil	*System of Weightless Moisture Shampoo, Conditioner & Scrunch N' Go Spray vs. non-conditioning shampoo		*When using Anti-Breakage Porosity Spray vs. non-conditioning shampoo		