



**PUREOLOGY**<sup>®</sup>  
PROFESSIONAL COLOR CARE

*Join the Movement*  
2021 Intro Book



# Table of Contents

<b>WHY PUREOLOGY?</b> .....	<b>3</b>
<b>CELEBRATING 20 YEARS</b> .....	<b>4</b>
<b>Nº. 1 GREEN BRAND IN CANADA</b> .....	<b>5</b>
<b>THE PUREOLOGY LINEUP</b> .....	<b>7</b>
<b>PURE ARTIST INTRO</b> .....	<b>9</b>
<b>PURE OBSESSED INTRO</b> .....	<b>10</b>
<b>COLOR FANATIC COLLECTION</b> .....	<b>11</b>
<b>PURE BEAUTY INTRO</b> .....	<b>12</b>
<b>HYDRATE COLLECTION</b> .....	<b>13</b>
<b>PURE HYDRATION INTRO</b> .....	<b>14</b>
<b>STYLE + PROTECT COLLECTION</b> .....	<b>15</b>
<b>PURE STYLING INTRO</b> .....	<b>16</b>
<b>ENTER THE WORLD OF PUREOLOGY INTROS</b> .....	<b>17</b>

# Why Pureology?

PROFESSIONAL COLOR CARE WITHOUT COMPRISE

Pureology's no-nasties commitment



ANTIFADE  
COMPLEX\*



100%  
VEGAN



PRODUCTS NOT  
TESTED ON ANIMALS



RECYCLABLE



CONCENTRATED  
FORMULAS



FOR ALL  
HAIR TYPES



MULTISENSORY  
EXPERIENCE



PARABEN  
FREE



SILICONE  
FREE



POST CONSUMER  
RECYCLED MATERIALS



MINERAL OIL  
FREE



ZERO  
SULFATE\*

## PUREOLOGY CELEBRATING ITS 20<sup>th</sup> year anniversary

Crafted in 2001, Pureology was born from a powerful idea: create the best professional products for color-treated hair while caring for our planet and animals with beauty and integrity in mind.

### REDEFINING HAIRCARE

100% VEGAN, CONCENTRATED FORMULAS



WE ARE ALL ABOUT

*high quality performance*

- See. Smell. Touch.
- Decadent textures. Captivating fragrances. Rich, creamy lather.
- Experience beauty through the senses. Our fragrances and textures are designed to take you on unique sensorial journeys, with the finest ingredients for an extraordinary color care experience like no other.

\*SELECT PUREOLOGY PRODUCTS ARE SILICONE FREE

# OUR COMMITMENT TO *sustainability*

## *#BeautywithPurpose*

Our commitment to sustainability and reducing our carbon footprint is clear in our formulas' ingredients, our packaging's raw materials and our products' effects on the environment during and after use. Our success is not only defined by superior product performance, but also in the way our products are created and recycled.

**We are continuing our commitment to sustainability into 2021 and beyond!**



# No. 1 Green Brand

IN CANADA 



## **PUREOLOGY IS MOVING TOWARDS BECOMING A NET ZERO EMISSIONS CANADIAN BRAND**

And is supporting key organizations making a difference in our industry and Canada in general such as



The leading national tree planting charity in Canada has planted thousands more trees with Pureology's support this year alone.



Is committed to **Creating Beauty. Not Waste.** Pureology is supporting salon sustainability certification across Canada to help salons/stylists become waste warriors.

# The Pureology Lineup



## Color Fanatic

Primes, protects and perfects color-treated hair with 21 essential benefits



## Hydrate Sheer

Lightweight formulas deeply hydrate fine dry, color-treated hair



## Strength Cure

Fortifies and repairs damaged, color-treated hair



## Hydrate

Deeply hydrates dry, normal to thick color-treated hair



## Strength Cure Blonde

Fights brass, fortifies and strengthens damaged and chemically lifted hair with purple toning formulas



## Pure Volume

Enhances volume and restores movement to flat and fine, color-treated hair



## Nanoworks® Gold

Renews softness, manageability and shine with a rich, luxurious formula for dull, color-treated hair



## Smooth Perfection

Controls and restores manageability to frizz-prone, color-treated hair



## Style + Protect

Effortless stylers designed for color-treated hair

## Check out a couple of #PureFacts



Pureology highly concentrated shampoos boast 70+ applications in a single 266 ml bottle.



Pureology launched the very first ZEROSULFATE® and 100% vegan haircare formulas.



Our patented ANTIFADE COMPLEX® ingredient blend is infused into every formula to protect color vibrancy and ensure lasting color. Sunflower seed, a UV Filter, and Vitamin E fight color-depleting environmental effects while ensuring lasting shine.

# Pure Artist

## FULL FAMILY INTRO

# Pure Obsessed

## TOP FRANCHISES INTRO

### Purchase

### Receive free

3x STRENGTH CURE CONDITIONER 266 ML  
 3x STRENGTH CURE SHAMPOO 266 ML  
 3x SMOOTH PERFECTION SHAMPOO 266 ML  
 3x SMOOTH PERFECTION CONDITIONER 266 ML  
 6x HYDRATE SHAMPOO 266 ML  
 6x HYDRATE CONDITIONER 266 ML  
 3x HYDRATE SHEER SHAMPOO 266 ML  
 3x HYDRATE SHEER CONDITIONER 266 ML  
 3x PURE VOLUME CONDITIONER 266 ML  
 3x PURE VOLUME SHAMPOO 266 ML  
 3x STRENGTH CURE BLONDE CONDITIONER 266 ML  
 3x STRENGTH CURE BLONDE SHAMPOO 266 ML  
 3x NANOWORKS GOLD CONDITIONER 266 ML  
 3x NANOWORKS GOLD SHAMPOO 266 ML  
 3x COLOR FANATIC BEAUTIFYING SPRAY 200 ML

1x STRENGTH CURE SHAMPOO LTR  
 1x STRENGTH CURE CONDITIONER LTR  
 1x SMOOTH PERFECTION SHAMPOO LTR  
 1x SMOOTH PERFECTION CONDITIONER LTR  
 1x HYDRATE SHAMPOO LTR  
 1x HYDRATE CONDITIONER LTR  
 1x HYDRATE SHEER SHAMPOO LTR  
 1x HYDRATE SHEER CONDITIONER LTR  
 1x PURE VOLUME SHAMPOO LTR  
 1x PURE VOLUME CONDITIONER LTR  
 1x STRENGTH CURE BLONDE SHAMPOO LTR  
 1x STRENGTH CURE BLONDE CONDITIONER LTR  
 1x COLOR FANATIC BEAUTIFYING SPRAY 400 ML



Salon Price	\$1,225.80
Salon Value	\$1,932.60
% Savings Value	37%
Potential Profit	\$1,899.20

### Purchase

### Receive free

6x HYDRATE SHAMPOO 266 ML  
 6x HYDRATE CONDITIONER 266 ML  
 4x STRENGTH CURE CONDITIONER 266 ML  
 4x STRENGTH CURE SHAMPOO 266 ML  
 4x STRENGTH CURE BLONDE SHAMPOO 266 ML  
 4x STRENGTH CURE BLONDE CONDITIONER 266 ML  
 4x COLOR FANATIC BEAUTIFYING SPRAY 200 ML

1x HYDRATE SHAMPOO LTR  
 1x HYDRATE CONDITIONER LTR  
 1x STRENGTH CURE CONDITIONER LTR  
 1x STRENGTH CURE SHAMPOO LTR  
 1x STRENGTH CURE BLONDE SHAMPOO LTR  
 1x STRENGTH CURE BLONDE CONDITIONER LTR



Salon Price	\$726.00
Salon Value	\$1,064.40
% Savings Value	32%
Potential Profit	\$1,048.00

# Color Fanatic

MULTITASKING LEAVE-IN SPRAY  
PRIME, PROTECT AND PERFECT



## Benefits

Multitasking leave-in treatment spray with 21 benefits that primes hair for heat, detangles, protects from damage and adds shine from root to tip.



## Get the best results

Mist on clean, damp hair from root to tip to detangle and prime. Comb through hair prior to styling or air-drying.

Shield your Shade

1 COLOR FANATIC  
SOLD EVERY 20 MINUTES  
IN CANADA



# Pure Beauty

BEST-SELLER INTRO

Purchase

12x COLOR FANATIC BEAUTIFYING SPRAY 200 ML

Receive free

3x COLOR FANATIC BEAUTIFYING SPRAY 200 ML

Salon Price	\$237.60
Salon Value	\$297.00
% Savings Value	20%
Potential Profit	\$257.40



# #1 MOISTURIZING SHAMPOO

REPAIR DRYNESS & ADD SHINE

*Hydrate to the Max*



To intensely replenish moisture and fight frizz in dry, color-treated hair, look no further than our best-selling, concentrated formulas.



Hydrate shampoo and conditioner use Advanced Hydrating Micro-Emulsion Technology to quench hair and promote shine, while jojoba, green tea and sage condition without weighing hair down.



This system also boasts multi-weight proteins of soy, oat and wheat to strengthen strands, as well as the exclusive ANTIFADE COMPLEX® for color retention. As you shampoo and condition, an aromatherapy blend of ylang ylang, bergamot and patchouli provides an indulging spa-like experience.

# Pure Hydration

**BEST-SELLER INTRO**

*Purchase*

8x HYDRATE SHAMPOO 266 ML  
8x HYDRATE CONDITIONER 266 ML

*Receive free*

1x HYDRATE SHAMPOO LTR  
1x HYDRATE CONDITIONER LTR



**BEST SHAMPOO WINNER**

Salon Price	\$369.60
Salon Value	\$482.40
% Savings Value	23%
Potential Profit	\$434.40





# STYLE + PROTECT

*It's the way you wear it*

ADD TEXTURE | AMPLIFY YOUR LOOK | EXTEND YOUR STYLE

## Style + Protect

Style + Protect is a professional styling system formulated specifically for color-treated hair and all hair types. This system is infused with natural oils, extracts and our exclusive ANTIFADE COMPLEX® to protect hair from heat damage, color fade and environmental stressors while delivering brilliant shine, touchable hold and effortless salon style.



Tuberose



Almond Milk



Cedarwood



# Pure Styling

STYLING INTRO

**20% OFF**

## Purchase

- 1x STS TEXTURIZING SPRAY 142 G
- 1x STS MESS IT UP TEXTURE PASTE 100 ML
- 1x DRY SHAMPOO SPRAY 150 G
- 1x EASY BEACH WAVES 170 ML
- 1x SHINE BRIGHT SERUM 118 ML
- 1x STS SOFT FINISH HAIR SPRAY 312 G
- 1x OTR ROOT LIFTING MOUSSE 294 G
- 1x VOLUME MOUSSE 241 G
- 1x INSTANT LEVITATION MIST 150 ML
- 1x LOCK IT DOWN HAIRSPRAY 312 G

Salon Price	\$168.00
Salon Value	\$210.00
% Savings Value	20%
Potential Profit	\$182.00





*Just looking to dip your toes?*

**TRY OUR ALL NEW "ENTER THE WORLD OF PUREOLOGY" INTROS**

# Touch of Sheer Hydration

**HYDRATE WITHOUT THE WEIGHT INTRO OFFER**

**PURCHASE**

X1 HYDRATE SHEER SHAMPOO 1 L  
X1 HYDRATE SHEER CONDITIONER 1 L

**RECEIVE**

X1 COLOR FANATIC 200 ML

Salon Price	\$112.80
Salon Value	\$132.60
% Savings Value	15%



# Touch of Strength

**STRENGTH FROM WITHIN INTRO OFFER**

**PURCHASE**

X1 STRENGTH CURE SHAMPOO 1 L  
X1 STRENGTH CURE CONDITIONER 1 L

**RECEIVE**

X1 COLOR FANATIC 200 ML

Salon Price	\$112.80
Salon Value	\$132.60
% Savings Value	15%



# Touch of Hydration

**STAY HYDRATED INTRO OFFER**

**PURCHASE**

X1 HYDRATE SHAMPOO 1 L  
X1 HYDRATE CONDITIONER 1 L

**RECEIVE**

X1 COLOR FANATIC 200 ML

Salon Price	\$112.80
Salon Value	\$132.60
% Savings Value	15%



# Touch of Blonde

**SETTING THE TONE INTRO OFFER**

**PURCHASE**

X1 STRENGTH CURE BLONDE SHAMPOO 1 L  
X1 STRENGTH CURE BLONDE CONDITIONER 1 L

**RECEIVE**

X1 COLOR FANATIC 200 ML

Salon Price	\$112.80
Salon Value	\$132.60
% Savings Value	15%



*#BeautyWithPurpose*



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**@PUREOLOGYCANADA**



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