

Keep Me Vivid	Color Obsessed	Brass Off	So Silver	Miracle Creator	Matrix Pro Backbar
					
Keep Every High-Maintenance Haircolor* Vibrant For 65 Days**	Color-Protection Up To 32 Washes*	Neutralizes Unwanted Orange Tones	Neutralizes Unwanted Yellow Tones	Miracle Multi-Benefit Superstars	High-Powered Solutions For Every Behind The Chair Need
<p>Shampoo</p> <ul style="list-style-type: none">• The latest sulfate-free technology gently cleanses to maintain vibrancy of fast-fading haircolors• Gently cleanses all known to fade colors <p>Conditioner</p> <ul style="list-style-type: none">• Locks in shine without weighing hair down• Acidic conditioner deeply nourishes color-treated hair <p>Color Lamination Spray</p> <ul style="list-style-type: none">• 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	<p>Shampoo</p> <ul style="list-style-type: none">• 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 <p>Conditioner</p> <ul style="list-style-type: none">• Strengthens porous hair and creates brilliant color and shine• Antioxidants protect against environmental aggressors that fade haircoloring• Color protection for up to 32 washes	<p>Shampoo</p> <ul style="list-style-type: none">• Blue-purple color-depositing formula• Neutralizes orange undertones on levels 5–7• Works on both natural and colored-treated dark bases <p>Conditioner</p> <ul style="list-style-type: none">• New toning conditioner with blue-purple neutralizing pigments• Infused with ceramide and calibrated dyes <p>Orange Neutralizing Mask</p> <ul style="list-style-type: none">• 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 <p>All-In-One Toning Leave-In Spray</p> <ul style="list-style-type: none">• 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	<p>Shampoo</p> <ul style="list-style-type: none">• Purple color-depositing shampoo• Neutralizes yellow undertones on levels 8–10+• Works on natural and color-treated hair for blondes and greys <p>Conditioner</p> <ul style="list-style-type: none">• New toning conditioner with purple neutralizing pigments• Infused with ceramide and calibrated dyes <p>Yellow Neutralizing Mask</p> <ul style="list-style-type: none">• 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 <p>All-In-One Toning Leave-In Spray</p> <ul style="list-style-type: none">• 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	<p>Multi-Tasking Treatment Spray</p> <ul style="list-style-type: none">• 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 <p>Miracle Creator Mask</p> <ul style="list-style-type: none">• Intensely nourishes• Revitalizes & strengthens hair in just 60 seconds• Lowest pH of any professional hair mask	<p>Alternate Action</p> <ul style="list-style-type: none">• 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 <p>Instacure</p> <ul style="list-style-type: none">• Instacure porosity filling spray• Designed in 1980 & tested for four decades, our light-weight formula fills porosity, detangles, preps & equalizes for toning, smooths cuticle, balances pH & tames frizz <p>No Stain</p> <ul style="list-style-type: none">• No Stain color remover is the colorist real life undo button• Usable on ears, hairline & scalp, this non-irritating formula removes stained color
					
<p>*Permanent haircolor</p> <p>**When using Keep Me Vivid system of Color Lamination Spray, Shampoo & Conditioner</p>	<p>*With system of Color Obsessed Shampoo, Conditioner and Leave-In vs. a non-conditioning shampoo</p>	<p>*Using shampoo and mask. Result will vary depending on porosity of hair.</p>	<p>*Using shampoo and mask. Result will vary depending on porosity of hair.</p>		

Food For Soft	High Amplify	A Curl Can Dream		Mega Sleek	Instacure	
						
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	Build-A-Bond For Very Damaged Hair
Avocado Oil + Hyaluronic Acid	Silicone Free + Protein	Manuka Honey Extract	Manuka Honey Extract	Shea Butter	Liquid Protein + B5	Citric Acid + Squalane
<p>Shampoo</p> <ul style="list-style-type: none">Infused with avocado oil & hyaluronic acidGently cleanses without stripping necessary moisture <p>Conditioner</p> <ul style="list-style-type: none">Infused with avocado oil & hyaluronic acidDetangles & replenishes hydration in dry & brittle hair <p>Treatment Mask</p> <ul style="list-style-type: none">Infused with avocado oil & hyaluronic acidReplenishes hydration in even the driest and most porous hair <p>Oil</p> <ul style="list-style-type: none">Infused with avocado oilHelps seal in moisture for hair that look shiny & smoothHeat protection up to 450°F/230°C	<p>Shampoo & Conditioner</p> <ul style="list-style-type: none">Helps boost structure of fine, limp hair for lasting volume <p>Stylers:</p> <p>Wonder Boost</p> <ul style="list-style-type: none">Targeted applicatorExtreme root lift sprayLightweight bodyFlexible hold <p>Foam Volumizer</p> <ul style="list-style-type: none">Lightweight whip mousseAll-over bodyConditioning shine <p>Proforma Hairspray</p> <ul style="list-style-type: none">Maximum holdHigh volume24 hour humidity resistance	<p>Shampoo</p> <ul style="list-style-type: none">Deep cleansing shampoo for wash day <p>Co-Wash</p> <ul style="list-style-type: none">Gentle sulfate-free “cleansing conditioner” for in-between washes <p>Rich Mask</p> <ul style="list-style-type: none">Deep hydrating mask brings intense moisture to hair <p>Moisturizing Cream</p> <ul style="list-style-type: none">Provides hydration & definition to curls & layers perfectly underneath Light Hold GelHeat protection up to 450°F/230°C <p>Light Hold Gel</p> <ul style="list-style-type: none">Layers perfectly on top of cream with no flaking or crunch <p>Light-Weight Oil</p> <ul style="list-style-type: none">Infused with sunflower seed oil for finishing & added shine	<p>Shampoo</p> <ul style="list-style-type: none">Moisturizes & helps define waves without weigh downUse with conditioner & Scrunch N' Go Spray for up to 48 hour wave definition <p>Conditioner</p> <ul style="list-style-type: none">Moisturizes & defines waves without weigh downUse with shampoo & Scrunch N' Go Spray for up to 48 hour wave definition <p>Scrunch N' Go Defining Spray</p> <ul style="list-style-type: none">Weightlessly defines waves & curlsProvides 48-hour unwanted frizz defense*450°F heat protectionUse with shampoo & conditioner for all day definition	<p>Shampoo & Conditioner</p> <ul style="list-style-type: none">Helps control rebellious, unruly hairManages frizz & protects against humidity <p>Stylers:</p> <p>Iron Smoother</p> <ul style="list-style-type: none">Spray helps protect against heat damage and humidityAll-day frizz controlLasting style memory <p>Blow Down Cream</p> <ul style="list-style-type: none">Provides heat protectionEasy glide for fast blowoutsInstantly smooths hair & controls frizz	<p>Shampoo:</p> <ul style="list-style-type: none">Infused with liquid proteins, deep cleanses hair to remove buildup while strengthening <p>Conditioner:</p> <ul style="list-style-type: none">Infused with liquid proteins, softens hair while strengthening <p>Porosity Spray:</p> <ul style="list-style-type: none">Infused with liquid protein & B5Fills porosity, balances pHVisibly reduces split ends60% less breakage*	<p>Mighty Bonds Shampoo:</p> <ul style="list-style-type: none">A bond protecting shampoo for mega damaged hairSuitable for all damaged, very porous hair types and textures <p>Mighty Care Conditioner:</p> <ul style="list-style-type: none">A lightweight conditioner for mega damaged hairSuitable for all damaged, very porous hair types and textures <p>Instant Revival Liquid Mask</p> <ul style="list-style-type: none">A repairing mask that absorbs instantly with serum-like texture for hair that’s mega damaged83% say hair feel immediately revived after 1 use**8x less breakage* <p>Super Sealing Leave-In Balm:</p> <ul style="list-style-type: none">A super sealing leave-in balm for mega damaged hair that protects from heat and helps to strengthen hair from the insideProtection against heat up to 450°F / 230°C**
*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	*vs. non-conditioning shampoo **instrumental test, after 1 application of the tested product vs before application