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**PUREOLOGY**  
serious colour care

ANTIBLEACH COMPLEX. 100% VEGAN INGREDIENTS. ORGANIC BOTANICALS.

INTRODUCING PUREOLOGY. Professional colour care created for colorists. Our pH-balanced Acid-Balanced Complex and Zinc-Balanced Moisture help maintain color intensity and vibrancy. These specialized formulas work together to combat fading, brassiness, and frizz. Discover what we believe to be the most color care in the world and keep your color guaranteed or your money back.

**ZERO SULFATES =  
100% COLOUR CARE**

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