

Color Cues



colorproof®

for the

COL ORY FUL

Colorproof is a brand deeply inspired by and connected to all things color. What started as a small collection of color-protecting products has grown into a diverse portfolio of innovative hair care solutions.

We celebrate curls, turn up the volume, and quench thirsty strands—all while setting the tone and keeping color bright. We create rich textures, use highly concentrated formulas and intoxicating fragrances that color your senses and bring the bold to each and every day. Because dull isn't in our vocabulary and fading into the background is never an option.

Let's cue up that color.



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Connected by Color

First and foremost, we are connected by color. Color is adventure, joy and opportunity. It expands our horizons, breaks down boundaries and eliminates hard lines. Color sparks connection to our world and each other.

Colorproof was born in 2012 to set a new standard in color care through high-performance ingredient innovation. Each formula was designed exclusively for color-treated hair while being kind to humans and the Earth alike. Collaborating with ingredient manufacturers, industry-leading stylists, chemists and formula experts, Colorproof emerged as a brand of luxurious, award-winning, clean formulas that have won the hearts of hairdressers and their clients worldwide in our pursuit to keep color vibrant and true. That same collaborative spirit lives strong today in a brand where all voices are encouraged, heard and valued.

We are the color keepers.

Powered by Proof

What we have is magic in a bottle. Not just because we say so, but because of scientific and peer proof. We stand behind results-driven color care that people want to talk about. And for good reason...we don't take shortcuts, and we obsess over every detail until we are more than satisfied so you can keep on shining longer and more brilliantly.



My hair feels so silky and soft after my Colorproof blowout. I can't wait to try the products at home and learn more about the ingredients!

- Katie Intner
Beauty Editor at *Harper's Bazaar*



Plush Locks Leave-In Smooth

So excellent. My hair felt so smooth, soft and healthy after using. Loved that it made my hair remarkably smoother without any frizz or added weight.

- Roberta G., Colorproof Educator



Volume Shampoo

Incredible. This formula gave an amazing pillow-y lather and distributed wonderfully while still being easy to rinse. My color looked rich and vibrant and my hair had a silky after feel.

- Trish S., Consumer Tester



Tru Curl Enhancing Crème

I'm blown away by the performance. Tru Curl is a clear winner, from the look and feel of the product, to the fragrance and the outstanding results. Kept curls nice and alive, but not sticky and clumped together. It's become a favorite-go-to-product for me.

- Tom A., Stylist Tester



Essentials

I absolutely love the new packaging...it finally matches the outstanding performance of the products. My hair feels amazing and the color just radiant. I can't wait to try all of the collections!

- Anna E., Consumer Tester



Advanced Color Last System™

In every Colorproof formula, you'll find our Advanced Color Last System to help repair, preserve and protect color-treated hair.



REPAIR

Our Protein Power Complex* combines powerful Amaranth and Pea Proteins to nourish, rejuvenate and help restore youthful brilliance.

- **Amaranth**, high in lysine and squalene, is known to lock in moisture and help strengthen and protect against breakage.
- **Pea Protein**, rich in essential amino acids, helps protect the cuticle from cracking while boosting moisture retention in each strand.



PRESERVE

Our concentrated, sulfate-free** shampoos powered by Coconut and Palm, extra gently cleanse without stripping hair or your color. A little goes a long way!



PROTECT

Never fade away. We've supercharged every single formula with elevated protection against fading from sun damage and environmental factors. And, for our leave-in styling products, we've added an extra boost of thermal protection***.

- Potent antioxidants derived from **Sunflowers** provide protection against fading by preventing oxidation and damage from free radicals to prolong the life and vibrancy of your hair color.
- **Vitamins A, C and E** counteract external damage from environmental pollutants so hair can retain moisture, strength and softness.****
- A thermal-protecting blend including **Pea Proteins** envelopes hair, shielding it from heat damage while helping dissipate static and flyaways.***

*A modified blend of the Protein Power Complex exists for select formulas including Powder Fix, Fiber Blast, Smooth Drops, Radically Smooth

**Free of SLS, SLES

***Only included in Colorproof leave-in formulas designed to prep hair to be used with hot tools.

****Vitamin E is not included in Smooth Drops.

Because we Care

CLEAN INNOVATION

We believe in making a positive contribution to the world, one product at a time. We aim to create clean formulas, full of the good and none of the bad. We are free from toxins and harmful chemicals so you can feel carefree about your color care. We are committed to being kind to the Earth - and the animals - because all living things deserve respect.

Every formula is absolutely....



OUR COMMUNITY

We embrace and celebrate our ever-growing, colorful community of hair-dressers and their clients, distributor partners, innovators, employees and vendors. Through transparency, diversity, and open communication, we aim to break boundaries so we can grow together.

GIVING BACK

Living our brand mission extends beyond color care to making the world a brighter place. We believe in living each day with gratitude and giving back to our community. Colorproof partners with organizations devoted to bettering lives and inspiring change. Over the years, we have supported Bright Pink, Los Angeles Mission, Fred Jordan Mission and City of Hope, and welcome our newest partnership with Imerman Angels.



*SLS, SLES-Free **Wherever possible on select products

Superior Color Protection Guaranteed™



We stand behind our performance. Colorproof products are guaranteed to provide the color protection you crave or your money back. If within 30 days of purchase, you have been exclusively using one of our products and are not satisfied, we will provide a full refund. It's a risk-free investment for glowing, vibrant results.

Connect with Us

Dive inside the bold world of Colorproof. Our social media channels and website provide an insider's look at all things Colorproof, from the latest news, sneak peeks and exclusive behind-the-scenes images to product tips, awards and media accolades.

COLORPROOF.COM

Discover and engage! Colorproof.com provides a wealth of resources to inform and pair your clients with a personalized product recommendation through our Custom Formula Finder. Our salon locator will drive clients directly to your salon. Plus SO much more!



COLORPROOF.COM PROFESSIONAL

For our stylist community, our pro site hosts our salon loyalty program and business-building tools. Learn how to become part of our Artistic team and check out our digital library of branded assets to help you merchandise, post and drive your business.

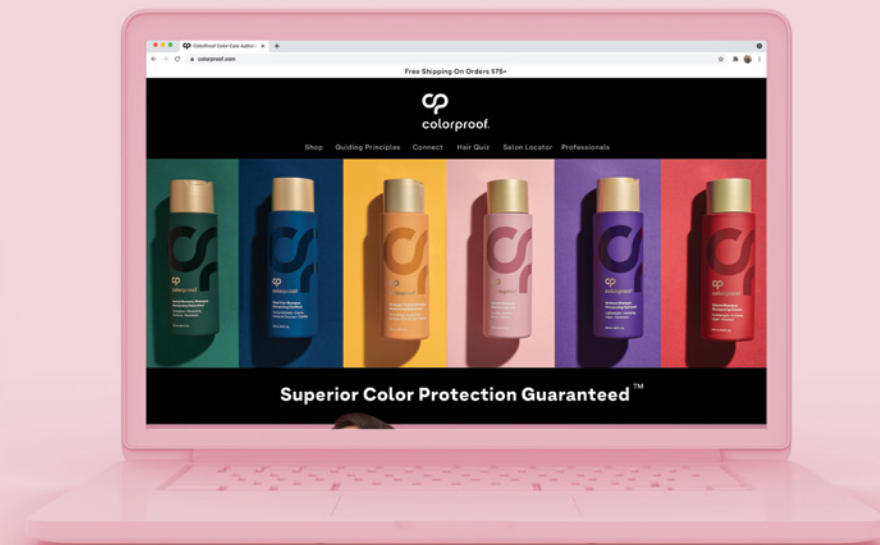


COLORPROOF ACADEMY

Feed your creative soul with inspiration and knowledge to expand your horizons and color your world. Our digital Academy provides an enhanced learning experience with education when you want it, on-demand, from your device.



Join the conversation.



Spreading the Love

Colorproof has won the hearts of beauty editors, bloggers, and influencers alike with its exceptional product performance, garnering mentions, and prestigious awards from your favorite sources of beauty news.

NEWBEAUTY **InStyle**
WHO WHAT WEAR **heavy.** **Health**
BYRDIE *NEW YORK* **Better Homes**
 MAGAZINE **& Gardens.**
Women'sHealth **marie claire** **People** EN ESPAÑOL
WWD **elite daily**
COSMOPOLITAN
Living MARTHA STEWART **allure**
 BEAUTY **LAUNCHPAD**
VOGUE **SHAPE** **MANE ADDICTS**
 GOOD **Living** MARTHA STEWART
 HOUSEKEEPING
Stylight **MORE** FOR WOMEN OF STYLE & SUBSTANCE



Colorproof Collections



Essentials

Color care starts here. Vital for ALL types of color-treated hair, these targeted products prep hair for success. Each solution-based formula helps breathe new life into your locks and creates a foundation for color longevity. You'll find your products will work better, your style will last longer, and your color will be more brilliant.



Clear It Up® Shampoo

This super-charged, clarifying shampoo hits reset for color-treated hair. A specialized blend including Baking Soda, Apple Cider Vinegar and Eucalyptus Oil gently cleanse and deodorize hair while removing color-dulling build-up and minerals. Leaves hair feeling amazingly clean, soft, touchable, lightweight and vibrant.

QUICK FACTS

- Extremely gentle and non-stripping, unlike other clarifiers
- Revives hair, leaving it clean, deodorized, soft and touchable
- Excellent to use before color services and to treat "swimmers' green"
- Helps prolong the life of hair color

FEATURES & BENEFITS

- | | |
|--|--------------------------|
| Concentrated – a little goes a long way | 100% vegan, cruelty-free |
| Detoxifies, clarifies and removes build-up | Gluten-free |
| Removes odor from the hair | Phthalate-free |
| Advanced Color Last System™ | Paraben-free |
| Sulfate-free* | PABA-free |
| No added salt | Mineral oil-free |
| | Keratin-free |

KEY INGREDIENTS

- **Baking Soda** gently removes build-up and cleanses hair while eliminating odors.
- **Apple Cider Vinegar** helps exfoliate the scalp and remove residue. Due to high levels of acidity, it helps smooth the cuticle, allowing light to bounce off hair's surface for incredible shine.
- **Eucalyptus Oil**, known for its ability to stimulate hair follicles, soothes and promotes scalp health.

USAGE: Wet hair and lather. Leave on up to 2 minutes. Rinse. Use as often as needed.

USAGE AMOUNT: Short Hair: Use the size of the "C" on cap / Medium Hair: Use size of the "C+P" on cap / Long Hair: Use size the full CP Logo.

IDEAL HAIR TYPES: All hair types and shades



PRO TIP: Create a weekly, reset routine with Clear It Up Shampoo and Instant Reboot Treatment Masque to remove mineral and product build-up for optimal shine and hair health.



AROMA:
Coconut & Lemongrass

*SLS, SLES-Free

Essential Leave-In

Does. It. All. This universal leave-in spray preps, primes and protects hair with nourishment, moisture and shine. Gently detangles, smooths hair's cuticle and helps reduce breakage while protecting against heat and environmental damage. Leaves hair manageable, soft and vibrant – it's your ultimate multi-tasker.

QUICK FACTS

- Releases tangles to prevent breakage
- Fortifies, repairs and restores softness
- Adds instant slip and shine
- Minimizes static
- Helps provide color and heat protection
- Perfect for daily use

FEATURES & BENEFITS

Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free
Gluten-free

Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Ceramides** are known to help replenish hair and restore moisture balance while protecting against breakage.
- **Rose Oil**, high in fatty acids, this lipid-rich oil helps retain hair's moisture and locks in softness and shine.
- **Jojoba Oil** is packed with nutrients and minerals to help nourish and repair hair. It also adds an invisible barrier to help protect against heat styling and color fading.

USAGE: Spray on damp or dry hair. Do not rinse. Comb through and style as desired.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8 sprays.

IDEAL HAIR TYPES: All hair types and shades



PRO TIP: Try using before swimming to help saturate hair, helping prevent it from absorbing salt or chlorinated water. Also, great to use as a cutting tool.

*SLS, SLES-Free



AROMA:
Coconut & Lemongrass

Pre-Tox Spray

Gently and easily filter away environmental pollutants, hard water minerals and dulling residue. This pre-shampoo treatment gently extracts color-dulling residue that builds up on hair. Clarifies strands to reveal brighter, more brilliant hair.

QUICK FACTS

- Pre-shampoo mineral removing treatment
- Quick, simple, non-color stripping solution
- Lighter, brighter-looking hair results
- Gently extracts minerals and metals commonly found in hard water, well water and pool water that dull, darken, or distort hair color
- Helps prolong the life of hair color

FEATURES & BENEFITS

Unique, spray-on formula
Leaves hair soft, silky, and vibrant
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Volcanic Ash** works like a magnet to gently extract impurities, build-up and metals from hair's surface.
- **Moringa Seed Oil**, rich in nutrients like zinc and fatty acids, helps nourish hair while improving softness and shine.
- **Vitamins A, C and E** counteract external damage from free radicals from environmental aggressors so hair can retain moisture, strength, softness and color vibrancy.

USAGE: Before shampooing, apply to dry hair, saturating thoroughly. Wait 1 – 3 minutes. Shampoo as usual. Use every 3 – 4 shampoos.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 7-8 sprays / Long Hair: 9-10 sprays.

IDEAL HAIR TYPES: All hair types and shades



PRO TIP: Recommend using before color services followed by Clear It Up Shampoo to create a clean canvas for color to be applied.

*SLS, SLES-Free



AROMA:
Coconut & Lemongrass

Instant Reboot Treatment Masque

Reset hair with this weekly treatment to nourish and replenish damaged, color-treated hair.

Zero-fuss, lightweight formulas instantly transform locks in a two-step process:

1. Infuse hair with essential hydration and nourishment.
2. Lock it in with a featherweight, protective glossing seal. Leaves hair vibrant, soft and smooth with healthy shine.

QUICK FACTS

- Faster and lighter than traditional masks
- **Step 1:** treats and lifts hair's cuticle allowing ingredients to penetrate for moisturizing, strength and repair
- **Step 2:** seals and smooths the cuticle, locking in moisture and providing a protective, glossing seal.
- Infuses hair with an instant boost of hydration and nutrients to fortify, revive and repair
- Helps provide color and heat protection

FEATURES & BENEFITS

Fast-acting for noticeable results

Leaves hair soft, manageable and frizz-free

Advanced Color Last System™

Sulfate-free*

No added salt

100% vegan, cruelty-free

Gluten-free

Phthalate-free

Paraben-free

PABA-free

Mineral oil-free

Keratin-free

KEY INGREDIENTS

- **Moringa Seed Oil**, rich in nutrients like zinc and fatty acids, helps nourish and strengthen hair while improving softness and shine.
- **Shea Butter** provides deep moisturizing and conditioning to hair delivering a regenerative effect. Helps soften brittle strands while smoothing the cuticle.
- **Ceramides** are known to help replenish hair and restore moisture balance while protecting against breakage.

USAGE: In place of conditioner, apply STEP 1 throughout clean, damp hair. Rinse. Apply STEP 2 from roots to ends. Rinse immediately.

USAGE AMOUNT: Short Hair: Use a pea-size amount / For Medium – Long Hair: Use the size of 2 peas plus additional as needed.

IDEAL HAIR TYPES: All hair types and shades



PRO TIP: Just try it, you're going to LOVE it!

*SLS, SLES-Free



AROMA:

Coconut & Lemongrass



Moisture and hydration begin here. Designed for fine to medium, color-treated hair in need of hydration, each formula features a proprietary blend of ingredients to deliver lightweight, luxurious moisture, strength and unsurpassed color protection. Hair is left nourished and vibrant.

Moisture

Moisture Shampoo

Nourish your tresses with lightweight moisture while gently cleansing. This outstanding formula delivers moisture and hydration to your hair and scalp while providing unsurpassed color preservation.

QUICK FACTS

- Rehydrates and replenishes dry hair
- Infuses lightweight moisture, vitality and healthy shine
- Perfect for daily use
- Helps provide color preservation to prolong the life of your hair color

FEATURES & BENEFITS

Concentrated – a little goes a long way
Hydrates and moisturizes dry hair
Fights free radicals making hair stronger
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Hyaluronic Acid** and its humectant-binding properties help hair and scalp to retain hydration and moisture while smoothing.
- **Pro Vitamin B5 Panthenol** acts as a powerful humectant to help retain the moisture levels in hair and scalp, making stands soft, smooth and more manageable.
- **Geranium**, due to its high antioxidant content, helps to fight free radicals, keeping hair healthy with increased shine.

USAGE: Wet hair, lather, rinse.

USAGE AMOUNT: Short Hair: Use the size of the “C” on cap / Medium Hair: Use size of the “C+P” on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Normal to dry color-treated hair



AROMA:
Mojito Mint



PRO TIP: Your go-to, universal, backbar shampoo to gently cleanse and hydrate during all client services.

*SLS, SLES-Free

Moisture Conditioner

Moisturize, soften and nourish hair while enhancing luster, vitality and color vibrancy. Our Moisture Conditioner infuses hair with incredible shine and never weighs hair down while providing unsurpassed color preservation.

QUICK FACTS

- Detangles and leaves hair hydrated
- Infuses lightweight moisture for increased manageability
- Perfect for daily use
- Helps prolong the life of hair color

FEATURES & BENEFITS

Restores luster and vitality
Hydrates and moisturizes dry hair
Fortifies hair and protects
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Hyaluronic Acid** and its humectant-binding properties help hair and scalp to retain hydration and moisture while reducing frizz.
- **Pro Vitamin B5 Panthenol** acts as a powerful humectant to help retain the moisture levels in hair and scalp, making stands soft, smooth and more manageable.
- **Argan Oil** helps to moisturize hair and scalp and helps to protect hair from everyday damage, breakage and split ends.

USAGE: Apply to clean, wet hair. Leave on up to one minute. Rinse.

USAGE AMOUNT: Short Hair: Use the size of the “C” on cap / Medium Hair: Use size of the “C+P” on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Normal to dry color-treated hair



AROMA:
Mojito Mint



PRO TIP: Your go-to universal back bar conditioner to moisturize and hydrate following all client services.

*SLS, SLES-Free

Moisture Masque

Rich and effective, this treatment masque indulges hair with a nourishing boost of hydration while helping restore and protect. Leaves hair feeling smoother, softer and more manageable while adding luster and shine.

QUICK FACTS

- Provides maximum hydration and moisture for dry, brittle hair
- Infuses moisture and shine to the hair shaft
- Helps strengthen and repair
- Helps prolong the life of hair color

FEATURES & BENEFITS

Fortifies hair and helps protect from breakage
Excellent emollient and moisturizer
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Hyaluronic Acid** and its humectant-binding properties help the and scalp to retain hydration and moisture while reducing frizz.
- **Pro Vitamin B5 Panthenol** acts as a powerful humectant to help retain the moisture levels in hair and scalp, making stands soft, smooth and more manageable.
- **Shea Butter** helps to moisturize hair and scalp and protects hair from everyday damage, breakage and split ends.

USAGE: After shampooing, apply from scalp to ends. Leave on for two minutes. Rinse.

USAGE AMOUNT: Short Hair: Use a pea-size amount / For Medium – Long Hair: Use the size of 2 peas plus additional as needed.

IDEAL HAIR TYPES: Normal to dry color-treated hair



PRO TIP: Include a scalp facial experience with your favorite Colorproof shampoo and the Scalp Cleansing Brush. Following your shampoo, massage Moisture Masque into scalp and through to ends. Wrap hair in a towel for 3-5 minutes before rinsing.



AROMA:
Mojito Mint

*SLS, SLES-Free

Moisture Styling Crème

Leave-in styling cream sets the stage for a smooth and soft finish. Delivers hydration, light control, color and heat protection while reducing blow-drying time.

QUICK FACTS

- Softens the hair and helps protect it during blow drying
- Delivers moisture and light control to the hair
- Delivers heat and color protection
- Helps prolong the life of hair color

FEATURES & BENEFITS

Smooths and protects from humidity
Delivers lightweight hydration
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Hyaluronic Acid** and its humectant-binding properties help hair and scalp to retain hydration and moisture while reducing frizz.
- **Microcrystalline Wax** helps to lock in moisture and hydration while sealing out environmental factors.
- **Shea Butter Glycerides** absorb quickly to deliver moisture and shine into hair.

USAGE: Apply to damp hair from mid-lengths to ends. Comb through and style as desired.

USAGE AMOUNT: Short Hair: Use a pea-size amount / For Medium – Long Hair: Use the size of 2 peas plus additional as needed.

IDEAL HAIR TYPES: Normal to dry color-treated hair



PRO TIP: Perfect for use with heatless styling twists and buns. Apply, wrap to desired shape and let air dry completely before releasing.



AROMA:
Gingered Amber

*SLS, SLES-Free



Volume

Designed for color-treated hair in need of body and fullness, our proprietary blend of volumizing polymers and Pro Vitamin B5 Panthenol deliver optimum fullness and weightless body. The Volume Collection boosts volume while prolonging the life of your color.



Volume Shampoo

Gently cleanse and nourish hair with featherlight moisture, lasting body and color protection. Our revolutionary volumizing shampoo delivers a rich lather to gently cleanse hair while infusing lightweight body, fullness and color protection.

QUICK FACTS

- Provides incredible volume while gently cleansing
- Delivers body, fullness and healthy shine
- Perfect for daily use
- Helps prolong the life of your hair color and vibrancy

FEATURES & BENEFITS

Creates incredible volume
 Infuses weightless body and shine
 Provides high-humidity style retention
 Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free

Gluten-free
 Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Polyglutamic Acid (PGA)** a water-soluble peptide, helps hair to retain hydration and moisture while making hair appear voluminous.
- **Saw Palmetto** is a Palm Berry Extract that helps support hair's density and fullness.
- **Volumizing Polymers** encourage support and strength at the root and throughout the hair shaft to promote fuller, thicker, more voluminous hair.

USAGE: Wet hair, lather, rinse.

USAGE AMOUNT: Short Hair: Use the size of the "C" on cap / Medium Hair: Use size of the "C+P" on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Fine color-treated hair



PRO TIP: A must-have back bar option to support one of the most mentioned client challenges- wanting more volume.



AROMA:
White Nectarine

*SLS, SLES-Free

Volume Conditioner

Condition with lightweight moisture for body, shine and color protection. This ultra-light, volumizing conditioner delivers body, weightless moisture, shine and unsurpassed color preservation.

QUICK FACTS

- Provides volume and light conditioning
- Delivers body, fullness and healthy shine
- Perfect for daily use
- Helps prolong the life of your hair color and vibrancy

FEATURES & BENEFITS

Provides conditioning to enhance shine
Detangles and strengthens
Fortifies and protects from breakage
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Polyglutamic Acid (PGA)** a water-soluble peptide, helps hair to retain hydration and moisture while making hair appear voluminous.
- **Saw Palmetto** is a Palm Berry Extract that helps support hair's density and fullness.
- **Coconut** aids in absorption to weightlessly moisturize and repair hair.

USAGE: Apply to clean, wet hair. Leave on up to one minute. Rinse.

USAGE AMOUNT: Short Hair: Use the size of the "C" on cap / Medium Hair: Use size of the "C+P" on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Fine color-treated hair



PRO TIP: A perfect recommendation for anyone afraid of using conditioner for fear of it weighing down their hair. It will provide needed conditioning while amplifying body throughout.



AROMA:
White Nectarine

*SLS, SLES-Free

Volume Blow Dry Spray

Plump and expand density for noticeably fuller hair with color and heat protection. This body-building hero weightlessly plumps each strand, leaving hair touchably soft, shiny and noticeably thicker with unsurpassed color preservation and heat protection.

QUICK FACTS

- Excellent for fine, thin, color-treated hair
- Heat-activated blow dry spray plumps each strand
- Helps increase volume and density with lasting hold and a soft finish
- Fortifies and helps increase tensile strength while protecting against breakage.

FEATURES & BENEFITS

Reduces friction on the hair
Thickens and adds volume
Provides flexible hold with style memory
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Polyglutamic Acid (PGA)** a water-soluble peptide, helps hair to retain hydration and moisture while making hair appear voluminous.
- **Hydrolyzed Corn Starch** adheres to hair fibers helping to plump each strand while increasing volume and thick appearance.
- **Volumizing Polymers** encourage support and strength at the root and throughout the hair shaft to promote fuller, thicker, more voluminous hair.

USAGE: Spray on clean, damp hair roots to ends. Heat style as desired.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8+ sprays.

IDEAL HAIR TYPES: Fine color-treated hair



PRO TIP: Touch up second and third-day hair by spritzing into dry hair where needed and use a blow dryer to reshape.



AROMA:
White Nectarine

*SLS, SLES-Free

Lift It® Mousse

Deliver body at the root with this lightweight, airy mousse for a bouncy, voluminous, vibrant style. Never sticky or stiff, this featherweight mousse delivers long-lasting body and lift where you need it most along with maximum color and heat protection.

QUICK FACTS

- Excellent for fine, thin, color-treated hair
- Ultra-lightweight, airy formula for easy application and a 'no-product' feel
- Provides clean lift with all-day body and shine
- Provides high-humidity style retention

FEATURES & BENEFITS

Thickens, adds volume and body
 Provides flexible hold with style memory
 Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free

Gluten-free
 Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Polyglutamic Acid (PGA)** a water-soluble peptide, helps hair to retain hydration and moisture while making hair appear voluminous.
- **Saw Palmetto** is a Palm Berry Extract that helps to thicken the hair for the appearance of density and body.
- **Volumizing Polymers** encourage support and strength at the root and throughout the hair shaft to promote fuller, thicker, more voluminous hair.

USAGE: Shake well. Apply directly to damp hair, section by section, using the directional actuator at the root or where lift is needed. Heat style as desired.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8+ sprays.

IDEAL HAIR TYPES: Fine color-treated hair



PRO TIP: Use during formal or wedding styling to redirect and reshape a part-line by applying to dry hair. Apply to root area where needed and use a brush and blow dryer to direct into desired new parting.

*SLS, SLES-Free



AROMA:
White Nectarine

Powder Fix™ Spray

Energize hair instantly with this unique, superfine, silky powder that delivers long-lasting volume, texture and unsurpassed color preservation.

QUICK FACTS

- Easily absorbs into hair to provide all-day texture, volume and lift
- Easy-dispensing puff applicator delivers products only where you need it
- Easy to achieve volume at the roots with no mess
- Talc-free formula can be used on all hair colors and will not cast a white hue

FEATURES & BENEFITS

Creates volume, grip and texture
 Infuses weightless body
 Absorbs oils and excess moisture
 Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free

Gluten-free
 Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Soybean Flour** creates volume, grip and texture on the hair while infusing weightless body.

USAGE: Spray onto dry hair at the roots or anywhere needing a boost of texture and volume. Massage into hair.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8+ sprays.

IDEAL HAIR TYPES: Fine color-treated hair



PRO TIP: Great for expanding braids and adding grip to updos.

*SLS, SLES-Free



AROMA:
Madagascar Vanilla



smooth

Tame unruly tresses with our collection designed exclusively for frizz-prone, color-treated hair. Fueled by an infusion of Avocado Oil, Abyssinian Oil, Sea Kelp and Shea Butter, these smoothing formulas nourish, repair and defrizz while infusing fluidity, movement and youthful shine.



Smooth Shampoo

Gently cleanse while smoothing hair with this sulfate-free*, nourishing formula designed to moisturize, calm and smooth unruly, frizzy strands. Transforms hair while delivering all-over softness, manageability and protection from humidity and color fading.

QUICK FACTS

- Extremely gentle and non-stripping cleansing formula
- Calms unruly frizz, sealing in moisture and shine
- Leaves hair silky smooth, soft and touchable
- Helps provide humidity and color protection
- Perfect for daily use

FEATURES & BENEFITS

- | | |
|---|------------------|
| Concentrated – a little goes a long way | Phthalate-free |
| Advanced Color Last System™ | Paraben-free |
| Sulfate-free* | PABA-free |
| No added salt | Mineral oil-free |
| 100% vegan, cruelty-free | Keratin-free |
| Gluten-free | |

KEY INGREDIENTS

- **Sea Kelp**, a rich source of vitamins and minerals, infuses hydration increasing flexibility helping to prevent breakage.
- **Shea Butter** helps to moisturize hair and scalp and protects hair from everyday damage and split ends.
- **Avocado Oil**, rich in fatty acids, nourishes and enriches hair with vital nutrients to improve overall hair health and flexibility. Moisturizes strands and helps reduce likelihood of breakage or split ends.
- **Abyssinian Oil** adds essential nourishment to hair increasing resilience while smoothing.

USAGE: Wet hair, lather, rinse.

USAGE AMOUNT: Short Hair: Use the size of the “C” on cap / Medium Hair: Use size of the “C+P” on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Frizz-prone color-treated hair

PRO TIP: Unique smoothing formula can be used on both fine and thick hair without the fear of weighing it down. It is an ideal back bar option for a broad range of clients struggling with static and frizz.

*SLS, SLES-Free



AROMA: White Tea

Smooth Conditioner

Rich and creamy smoothing formula nourishes strands with targeted conditioning leaving hair with glossy, smooth-as-silk results. Sea Kelp and Shea Butter, along with Abyssinian and Avocado Oils, enrich hair and smooth the cuticle while delivering humidity resistance and lasting color vibrancy.

QUICK FACTS

- Tames frizz while infusing smoothness, softness and shine
- Detangles, nourishes and replenishes dry hair
- Leaves hair silky smooth, soft and touchable
- Restores luster and vitality
- Helps provide humidity and color protection
- Perfect for daily use

FEATURES & BENEFITS

Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free
Gluten-free

Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Sea Kelp**, a rich source of vitamins and minerals, infuses hydration increasing flexibility helping to prevent breakage.
- **Shea Butter** helps to moisturize hair and scalp and protects hair from everyday damage, breakage and split ends.
- **Avocado Oil**, rich in fatty acids, nourishes and enriches hair with vital nutrients to improve overall hair health and flexibility. Moisturizes strands and helps reduce likelihood of breakage or split ends.
- **Abyssinian Oil** adds essential nourishment to hair increasing resilience to help prevent breakage while smoothing.

USAGE: Apply to clean, wet hair. Leave on up to one minute. Rinse.

USAGE AMOUNT: Short Hair: Use the size of the “C” on cap / Medium Hair: Use size of the “C+P” on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Frizz-prone color-treated hair



PRO TIP: Combine with Smooth Drops to create a smoothing back bar treatment for enhanced shine.

*SLS, SLES-Free



AROMA:
White Tea

QUICK FACTS

- Clear, featherlight, non-greasy
- Helps repairs hair and instantly absorbs for instant nourishment and restored vitality
- Delivers manageability and smooth control
- Humidity-resistant formula helps tame frizz
- Provides luminous shine to all hair types

FEATURES & BENEFITS

Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free
Gluten-free

Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Sea Kelp**, a rich source of vitamins and minerals, infuses hydration increasing flexibility helping to prevent breakage.
- **Shea Butter** helps to moisturize hair and scalp and protects hair from everyday damage, breakage and split ends.
- **Avocado Oil**, rich in fatty acids, nourishes and enriches hair with vital nutrients to improve overall hair health and flexibility. Moisturizes strands and helps reduce likelihood of breakage or split ends.
- **Abyssinian Oil** adds essential nourishment to hair increasing resilience to help prevent breakage while smoothing.

USAGE: Apply a small amount from mid-lengths to ends on damp or dry hair. Style as desired.

USAGE AMOUNT: Short Hair: 1/2 pumps / Medium to Long Hair: 1 pump. Add more as needed.

IDEAL HAIR TYPES: All hair types



PRO TIP: Apply a few drops to Plush Locks Leave-In Smooth for extra conditioning, smoothing and long-lasting frizz control.

*SLS, SLES-Free

Smooth Drops

This clear, featherlight treatment oil infuses hair with lasting smoothness and glossy shine. A nourishing blend of Avocado and Abyssinian Oils, along with Shea Butter and Sea Kelp, add vital moisture and strength. Just a few drops is all you need for an extra boost of luster, vitality and color protection.



AROMA:
White Tea

Plush Locks Leave-In Smooth®

This silky, leave-in stylist favorite keeps hair smoother with a nourishing blend of exclusive oils, including Abyssinian and Camellia. Helps reduce blow-dry time and defies frizz for a luminous, silk-like finish with color and heat protection.

QUICK FACTS

- Provides super-conditioning with long-lasting smooth control
- Humidity-resistant formula tames and protects against frizz
- Reduces blow dry time and provides a silk-like finish
- Outstanding results on chemically-treated hair
- Provides luminous shine to all hair types

FEATURES & BENEFITS

Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free
Gluten-free

Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Abyssinian Oil** adds essential nourishment to hair increasing resilience to help prevent breakage while smoothing.
- **Camellia Oil**, also known as Tea Seed Oil, is rich in fatty acids, which helps enhance shine, reduce friction, smooth hair's cuticle and minimize hair damage.
- **Avocado Oil**, rich in fatty acids, nourishes and enriches hair with vital nutrients to improve overall hair health and flexibility. Moisturizes strands and helps reduce likelihood of breakage or split ends.

USAGE: Apply to damp hair from mid-lengths to ends. Comb through and heat style as desired.

USAGE AMOUNT: Short Hair: Use a pea-size amount / For Medium – Long Hair: Use the size of 2 peas plus additional as needed.

IDEAL HAIR TYPES: All hair types, especially frizz-prone hair



PRO TIP: Excellent on dry hair to smooth ends.

*SLS, SLES-Free



AROMA:
Vanilla Spice



This collection of our most luxurious formulas is designed to nourish, strengthen and help repair damaged or fragile, color-treated hair. Powered by the African superfruit, Baobab, used for centuries as a source of regeneration due to its curative, nutritional and hydrating properties. For hair, it revitalizes locks leaving them smoother, stronger and shinier with astonishing hair health.

Baobab Facts:

- Also called Africa's 'Tree of Life' and the 'Upside Down Tree' because its top looks like tree roots
- The Baobab tree can store up to 30,000 gallons of water, acting as a source of hydration in the dry, arid months
- Baobab fruit has 6x as much vitamin C as oranges, acai berries and blueberries
- It boasts 2x more calcium than milk and 66% more iron than spinach
- Baobab has been used for centuries in African medicine to treat fevers and help prevent malaria



Recovery

Baobab Recovery Shampoo

Infused with the African superfruit Baobab, this luxurious shampoo gently cleanses while fortifying hair to help strengthen, smooth and revitalize tresses. Experience softer, more manageable and resilient strands infused with new life while preserving and protecting color-treated hair.

QUICK FACTS

- Helps fortify, strengthen and increase hair's elasticity
- Delivers exceptional hydration from root-to-tip
- Leaves hair softer, smoother and more manageable with incredible shine
- Delivers protection from environmental damage and color fading
- Perfect for daily use

FEATURES & BENEFITS

Incredible, billowy lather
 Concentrated – a little goes a long way
 Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free

Gluten-free
 Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Baobab**, rich in essential vitamins and minerals, is known to moisturize, strengthen and fortify hair, helping to prevent breakage.
- **Squalane** mimics skin's natural oils, making it an incredible moisturizer to boost hydration, increase shine and suppleness and help protect against damage.
- **Camellia Oil**, also known as Tea Seed Oil, is rich in fatty acids, which helps enhance shine, reduce friction, smooth hair's cuticle and minimize hair damage.

USAGE: Wet hair, lather, rinse.

USAGE AMOUNT: Short Hair: Use the size of the "C" on cap / Medium Hair: Use size of the "C+P" on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Damaged or fragile color-treated hair



PRO TIP: Boost your first time-use results by first washing with Clear It Up Shampoo to prep hair to receive full benefits from the Baobab Recovery Shampoo and Conditioner.

*SLS, SLES-Free



Women'sHealth
EDITOR'S



AROMA:
Peppercorn Patchouli

QUICK FACTS

- Helps fortify, strengthen and increase hair's resiliency
- Delivers exceptional hydration from root-to-tip
- Instantly more manageable, youthful and resilient strands
- Delivers protection from environmental damage and color fading
- Perfect for daily use

FEATURES & BENEFITS

Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free
 Gluten-free

Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Baobab**, rich in essential vitamins and minerals, is known to moisturize, strengthen and fortify hair, helping to prevent breakage.
- **Squalane** mimics skin's natural oils, making it an incredible moisturizer to boost hydration, increase shine and suppleness and help protect against damage.
- **Camellia Oil**, also known as Tea Seed Oil, is rich in omega 9 fatty acids, which helps enhance shine, reduce friction, smooth hair's cuticle and minimize hair damage.

USAGE: Apply to clean, wet hair. Leave on 1 - 2 minutes. Rinse.

USAGE AMOUNT: Short Hair: Use the size of the "C" on cap / Medium Hair: Use size of the "C+P" on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Damaged or fragile color-treated hair



PRO TIP: Work formula in roots through ends and massage into scalp before rinsing. Moisturizing properties will help soothe a dry, or itchy scalp.

*SLS, SLES-Free

Baobab Recovery Conditioner

Revitalize and help restore health and vibrancy to damaged, color-treated hair. This rich conditioner, infused with the African superfruit Baobab, known for its legendary curative and hydrating properties, nourishes, treats, repairs and infuses vitality. Leaves hair softer and more resilient with superior color protection.



Women'sHealth
EDITOR'S



AROMA:
Peppercorn Patchouli

Baobab Recovery Treatment Spray

The ultimate recovery spray, this leave-in formula powered by the African superfruit Baobab, delivers moisture and nourishment to the hair shaft and then seals it in, smoothing the cuticle and adding a lightweight, protective barrier. Leaves hair smooth and shiny with lasting color vibrancy.

QUICK FACTS

- Seals hair's cuticle preventing moisture loss
- Strengthens, fortifies and repairs
- Leaves hair softer, smoother and more manageable with incredible shine
- Delivers protection from environmental damage and color fading
- Perfect for daily use

FEATURES & BENEFITS

Convenient, spray-on formula
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free
Gluten-free

Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Baobab**, rich in essential vitamins and minerals, is known to moisturize, strengthen and fortify hair, helping to prevent breakage.
- **Squalane** mimics skin's natural oils, making it an incredible moisturizer to boost hydration, increase shine and suppleness and help protect against damage.
- **Camellia Oil**, also known as Tea Seed Oil, is rich in fatty acids, which helps enhance shine, reduce friction, smooth hair's cuticle and minimize hair damage.

USAGE: Apply to clean, damp hair. Do not rinse. Comb through and style as desired.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8 sprays.

IDEAL HAIR TYPES: Damaged or fragile color-treated hair



PRO TIP: Spot treat damage from custom color placement by spritzing into your hands and applying only to where needed with your fingers.

*SLS, SLES-Free



AROMA:
Peppercorn Patchouli

Designed exclusively for fine or thinning, color-treated hair, the Biorepair® Thicken Collection gets to the root of the problem. This 100% vegan, drug-free therapy system nourishes and treats hair and scalp promoting optimum conditions for healthy, fuller-looking hair. Powered by our Phyto-CP Complex™, these powerful formulas work to stimulate, energize, nourish and restore scalp health, creating the optimum environment for hair to thrive.



Thicken

Biorepair® Thicken Shampoo

Gentle, deep cleansing shampoo helps nourish and restore hair and scalp. Powerful Alpha Hydroxy Acid (AHA) maximized with the Scalp Exfoliating Brush, removes dead skin cells, build-up and impurities that may impede hair growth. Delivers thicker, fuller-looking results while protecting hair color.

QUICK FACTS

- Removes dead skin cells, build-up and impurities that may impede hair growth
- Stimulates, energizes and exfoliates the scalp
- Nourishes scalp and strengthens and repairs weak hair
- Improves volume for the appearance of thicker, fuller-looking hair
- Maintains color vibrancy
- Perfect for daily use

FEATURES & BENEFITS

Incredible, billowy lather
 Concentrated – a little goes a long way
 Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free

Gluten-free
 Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Alpha Hydroxy Acid** stimulates and exfoliates the scalp to remove dead skin cells, product build-up, oils and other follicle-blocking impurities that may impede new growth.
- **Phyto-CP Complex™** including grape stem cells helps preserve and promote healthy scalp.
- **Biotin & Copper Peptides**, vitamin-bearing peptides help nourish scalp, helping to prevent follicle minimization so hair can emerge unimpeded.
- **Phytonutrients & Vitamins**, including Organic Pea Sprout, Biotin, Ginkgo Biloba, Tea Tree Leaf Oil, Sunflower Seed Oil, Peppermint and Rosemary Essential Oils, nourish hair and scalp.

USAGE: Wet hair, lather. Use with the Scalp Exfoliating Brush to massage scalp and lift away dead skin cells. Follow with STEP 2 Thicken Conditioner & STEP 3 Scalp Serum.

USAGE AMOUNT: Short Hair: Use the size of the “C” on cap / Medium Hair: Use size of the “C+P” on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Thinning color-treated hair



PRO TIP: Use as your every wash shampoo for current thinning needs or alternate in every third shampoo as a preventative measure to help maintain hair and scalp health.

*SLS, SLES-Free



AROMA:
 Fresh Lime, Eucalyptus,
 Mint Leaf & Rosemary

Biorepair® Thicken Conditioner

Volumizing thickening conditioner powered by powerful AHA and hair and scalp fortifiers, helps restore, nourish and weightlessly condition hair while maintaining color vibrancy. Helps soften, increases manageability and revitalizes hair and scalp for thicker, fuller-looking results.

QUICK FACTS

- Removes dead skin cells, build-up and impurities that impede hair growth
- Stimulates, energizes and exfoliates the scalp
- Nourishes scalp and strengthens and repairs weak hair
- Improves volume for the appearance of thicker, fuller-looking hair
- Maintains color vibrancy
- Perfect for daily use

FEATURES & BENEFITS

Lightweight formula volumizes hair
 Advanced Color Last System™
 Sulfate-free*
 No added salt
 100% vegan, cruelty-free
 Gluten-free

Phthalate-free
 Paraben-free
 PABA-free
 Mineral oil-free
 Keratin-free

KEY INGREDIENTS

- **Alpha Hydroxy Acid** stimulates and exfoliates the scalp to remove dead skin cells, product build-up, oils and other follicle-blocking impurities that may impede new growth.
- **Phyto-CP Complex™** including grape stem cells helps preserve and promote healthy scalp.
- **Biotin & Copper Peptides**, vitamin-bearing peptides help nourish scalp, helping to prevent follicle minimization so hair can emerge unimpeded.
- **Phytonutrients & Vitamins**, including Organic Pea Sprout, Biotin, Ginkgo Biloba, Tea Tree Leaf Oil, Sunflower Seed Oil, Peppermint and Rosemary Essential Oils, nourish hair and scalp.

USAGE: Apply from scalp to ends. Use with Scalp Exfoliating Brush to distribute through hair while massaging scalp. Rinse after 1 minute. Follow with STEP 3 Scalp Serum.

USAGE AMOUNT: Short Hair: Use the size of the “C” on cap / Medium Hair: Use size of the “C+P” on cap / Long Hair: Use size the full CP logo.

IDEAL HAIR TYPES: Thinning color-treated hair



PRO TIP: Get the ultimate restorative treatment by massaging Biorepair Thicken Conditioner to your scalp and combing Baobab Recovery Conditioner midshaft through ends.

*SLS, SLES-Free



AROMA:
 Fresh Lime, Eucalyptus,
 Mint Leaf & Rosemary

Biorepair® Thicken Scalp Serum

Infuses hair and defends scalp with a concentrated dose of Biotin and Copper Peptides plus our powerful Phyto-CP Complex™ to deliver maximum repair. Balances and restores scalp and follicle health, creating optimum conditions for thicker, fuller-looking hair.

QUICK FACTS

- Removes dead skin cells, build-up and impurities that impede hair growth
- Stimulates, energizes and exfoliates the scalp
- Nourishes scalp and strengthens and repairs weak hair
- Balances and restores follicle health
- Maintains color vibrancy
- Perfect for daily use

FEATURES & BENEFITS

Easy-to-use dropper applicator
Absorbs easily into hair and scalp
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Alpha Hydroxy Acid** stimulates and exfoliates the scalp to remove dead skin cells, product build-up, oils and other follicle-blocking impurities that may impede new growth.
- **Phyto-CP Complex™** including grape stem cells helps preserve and promote healthy scalp.
- **Biotin & Copper Peptides**, vitamin-bearing peptides help nourish scalp, helping to prevent follicle minimization so hair can emerge unimpeded.
- **Phytonutrients & Vitamins**, including Organic Pea Sprout, Biotin, Ginkgo Biloba, Tea Tree Leaf Oil, Sunflower Seed Oil, Peppermint and Rosemary Essential Oils, nourish hair and scalp.

USAGE: Apply a few drops to fingertips and massage into the scalp in thinning areas twice daily on damp or dry hair. For optimum results, use in conjunction with STEP 1 and STEP 2.

USAGE AMOUNT: Short Hair: Half a dropper full / Medium – Long Hair: Full dropper. Use more as needed.

IDEAL HAIR TYPES: Thinning color-treated hair



PRO TIP: Support Biorepair clients during their services by applying to fingertips vs. dropper application for a hygienic back bar treatment option.



AROMA:
Fresh Lime, Eucalyptus,
Mint Leaf & Rosemary

Biorepair® Thicken Blow Dry Spray

Revolutionary thickening spray increases fullness and weightlessly volumizes fine, thinning hair. Leaves hair soft and visibly fuller with color and heat protection.

QUICK FACTS

- Heat-activated blow dry spray grips to individual hair fibers to increase density
- Increases volume with long-lasting hold and a soft finish
- Thickens and provides long-lasting, soft hold
- Fortifies and helps increase tensile strength while protecting against breakage
- Provides color and heat protection
- Perfect for daily use

FEATURES & BENEFITS

Reduces friction on the hair
Thickens and adds volume
Provides flexible hold with style memory
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Hydrolyzed Corn Starch** grips to individual hair fibers to increase density and weightlessly volumize.
- **Amino Acid Polymer Blend** thickens and provides long-lasting, soft hold.
- **Phyto-CP Complex™** including grape stem cells helps preserve and promote healthy scalp.

USAGE: Shake well. Spray on clean, damp hair. Blow dry for volume and fullness.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8+ sprays

IDEAL HAIR TYPES: Thinning color-treated hair



PRO TIP: Blow dry with a round brush for volume and fullness. Touch up second and third-day hair by spritzing into dry hair where needed and use a blow dryer to reshape.



AROMA:
Fresh Lime, Eucalyptus,
Mint Leaf & Rosemary

Fiber Blast Texture Crème®

Bend, twist and shape to create separation, texture and definition with unsurpassed color preservation.



styling

Color care doesn't stop when you step out of the shower. Colorproof provides layered protection through every step of your routine. Imagine, create and perfect your style with the strength, protection and control you need to enhance your style every day.

QUICK FACTS

- Provides excellent control and shine
- Perfect for creating a pieced texture and creating separation
- Water-soluble and non-greasy
- Imparts pliability, texture, slip and shine

FEATURES & BENEFITS

Non-greasy feel
Hydrating and moisturizing
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Carnauba Wax** derived from the leaves of the Brazilian Palm Tree imparts pliability, slip and shine with a non-greasy feel.
- **Castor Seed Oil** is a great hydrating and moisturizing agent that provides softness and extreme shine.

USAGE: Work a small amount into dry hair and shape as desired.

USAGE AMOUNT: Short Hair: 1 pump / Medium Hair: 2 pumps / Long Hair: 3 pumps.

IDEAL HAIR TYPES: All



PRO TIP: Scrunch into dry, wavy and curly hair for added curl separation and texture.

*SLS, SLES-Free



AROMA:
Lychee & Melon

Radically Smooth® Taming Crème

Featherlight, heat-activated formula effortlessly calms and tames hair, leaving it smooth and radiant with added color preservation and heat protection. Helps seal hair's cuticle and smooths the surface, delivering long-lasting shine and humidity-resistance.

QUICK FACTS

- Instantly smooths, defrizzes and adds shine
- Calms, controls and protects for ultimate smooth style
- Seals in moisture, while locking out humidity
- Helps reduce blow dry time

FEATURES & BENEFITS

Nourishes, smooths, reduces frizz
Increases elasticity and tensile strength
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Camellia Oil**, also known as Tea Seed Oil, is rich in fatty acids, which helps enhance shine, reduce friction, smooth hair's cuticle and minimize hair damage.
- **Abyssinian Oil** adds essential nourishment to hair increasing resilience to help prevent breakage while smoothing.
- **Seaweed** acts as a natural conditioning agent helping tame frizz, add luster and fortify hair.

USAGE: Apply a small amount to clean, damp hair. Style as desired. Can be used on dry hair to tame flyaway hair and to add shine.

USAGE AMOUNT: Short Hair: 1 pump / Medium Hair: 2 pumps / Long Hair: 3 pumps.

IDEAL HAIR TYPES: All



PRO TIP: Blend with any Colorproof product to increase shine and fight humidity in your style.

*SLS, SLES-Free



AROMA:
Black Currant,
Jasmine & Peach

Tru Curl® Enhancing Crème

Activate curl memory, enhance shape and defrizz with added color preservation and heat protection. This powerful formula features our proprietary IllumaCurl Complex – including revolutionary Polymers, Sugar Cane and Grapeseed Oil to give curls structure for bouncy, radiant curls.

QUICK FACTS

- Enhances natural curl pattern
- Provides shape, separation and control
- Gives curls structure and activates curl memory
- Nourishes, smooths, reduces frizz
- Humidity resistant formulation

FEATURES & BENEFITS

Delivers essential nutrients to curls
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free
Gluten-free

Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **IllumaCurl Complex**, our proprietary blend including Sugar Cane and Grapeseed Oil, activates curl memory and encourages the perfect curl pattern.
- **Lilac Leaf Extract** helps hair become more resilient and flexible, and less likely to split or break.
- **Plant Collagen**, known for its restorative properties, helps promote healthier-looking hair.

USAGE: Apply a small amount to clean, damp hair. Heat style with a diffuser or air dry.

USAGE AMOUNT: Short Hair: 1 pump / Medium Hair: 2 pumps / Long Hair: 3 pumps.

IDEAL HAIR TYPES: All, especially curly color-treated hair



PRO TIP: Define curl shape and definition by applying to your fingers and twisting into your curl sections. Once dry, detail and separate with a small amount applied to your fingers.

*SLS, SLES-Free



AROMA:
Black Currant,
Jasmine & Peach

Super Plump® Whipped Mousse

Create all-over volume with a power boost of body, bounce and shine with added color preservation and heat protection. With this highly-concentrated formulation, a little goes a long way for instant lift and a voluminous style.

QUICK FACTS

- Concentrated formulation – a little goes a long way
- Ultra-rich, featherlight foam never weighs hair down
- Builds incredible volume and body
- Provides fuller shape, flexible style memory and added shine
- Conditions and nourishes the hair

FEATURES & BENEFITS

Reduces static and flyaway hairs
Provides flexible, soft, touchable hold
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Sea Kelp**, a rich source of vitamins and minerals, infuses hydration increasing flexibility, helping to prevent breakage.
- **Pro Vitamin B5 Panthenol** acts as a powerful humectant to help retain the moisture levels in hair, making stands soft, smooth and more manageable.
- **High-Density Cationic Anti-Static Agent** is readily absorbed into the hair, reducing static and flyaways.

USAGE: Shake well and dispense upside down. Apply throughout damp hair and style as desired.

USAGE AMOUNT: Short Hair: walnut-size dollop / Medium-Long Hair: Add more as needed.

IDEAL HAIR TYPES: All



PRO TIP: Try this in your naturally wavy hair and diffuse or allow to air-dry for added body, shine and softness that can be difficult to achieve in textured hair.

*SLS, SLES-Free



AROMA:
Black Currant,
Jasmine & Peach

Texture Charge® Defining Finishing Spray

Take charge of your texture. Energize hair instantly with volume and grip for ultimate texture with added color preservation. Our clean-feeling formula absorbs excess oil while creating buildable texture, instant volume and subtle definition.

QUICK FACTS

- Energizes hair with subtle definition and a clean feel
- Naturally helps thicken and boost body while nourishing the hair
- Revives a Day 2 style and supports sultry, undone texture
- Creates a charge in the hair fibers causing them to repel for more density, volume and texture

FEATURES & BENEFITS

Creates long-lasting body
Absorbs excess oil and product residue
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Proprietary Blend of Polymers and White Nettle** allow particles to adhere to individual hair fibers to absorb excess oils while creating a charge that repels individual hair strands to boost volume and create more body and texture.
- **Organic Ginseng** helps energize hair to provide thicker-looking, voluminous results.
- **Kukui Nut Oil** from Hawaii nourishes and revitalizes hair while adding an essential layer of protection and sealing the cuticle.

USAGE: Shake well. Spray where you want added volume and texture.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 sprays / Long Hair: 7-8 sprays.

IDEAL HAIR TYPES: All



PRO TIP: Amplify and add style to your ponytails and buns by spraying Texture Charge throughout ends before shaping and pinning into place.

*SLS, SLES-Free



AROMA:
Grapefruit

Humidity Rx® Style Lock Spray

Weatherproof your hair. Defy humidity and static to preserve your style with added color preservation. This weightless, frizz-fighting, fine mist spray repels moisture and locks out humidity while maintaining your style all day long.

QUICK FACTS

- Keeps hairstyle intact while eliminating frizz
- Invisible, weightless, fine mist spray repels moisture and locks out humidity
- Dries quickly with zero hold
- Creates an invisible shield of protection
- Your final step in the styling process

FEATURES & BENEFITS

Boasts UV filters to protect
Repels humidity and seals cuticle
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Water-Repelling Polymers** weightlessly protect each hair fiber creating an invisible shield of humidity resistance.
- **Sea Kelp**, a rich source of vitamins and minerals, infuses hydration increasing flexibility helping to prevent breakage.
- **Kukui Nut Oil** from Hawaii, nourishes and revitalizes hair while adding an essential layer of protection and sealing the cuticle.

USAGE: Mist evenly on finished look. Reapply as necessary.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 Sprays / Long Hair: 7-8 sprays.

IDEAL HAIR TYPES: All



PRO TIP: Spray and smooth around hairline pre-shower or pre-workout to block moisture from creating frizz and reverting curl patterns.

*SLS, SLES-Free



AROMA:
Coconut Wood

QUICK FACTS

- Versatile, working spray without a tacky feel
- Provides a touchable, soft, and shiny finish
- Brushes out for ease of restyling
- Perfect for everyday

FEATURES & BENEFITS

Produces rapid dry finish on contact
Uniform light mist for easy application
Doesn't dampen or relax style
Advanced Color Last System™
Sulfate-free*
No added salt
100% vegan, cruelty-free

Gluten-free
Phthalate-free
Paraben-free
PABA-free
Mineral oil-free
Keratin-free

KEY INGREDIENTS

- **Pro Vitamin B5 Panthenol** acts as a powerful humectant to help retain the moisture levels in hair and scalp, making stands soft, smooth and more manageable.
- **Sea Kelp**, a rich source of vitamins and minerals, infuses hydration increasing flexibility helping to prevent breakage.
- **Sunflower Seed Extract**, a potent antioxidant provides protection against fading from the sun's rays by preventing oxidation and damage from free radicals to prolong the life and vibrancy of your hair color.

USAGE: Spray on dry hair from 8-10 inches distance. For added hold, repeat.

USAGE AMOUNT: Short Hair: 3-4 sprays / Medium Hair: 5-6 Sprays / Long Hair: 7-8 sprays.

IDEAL HAIR TYPES: All

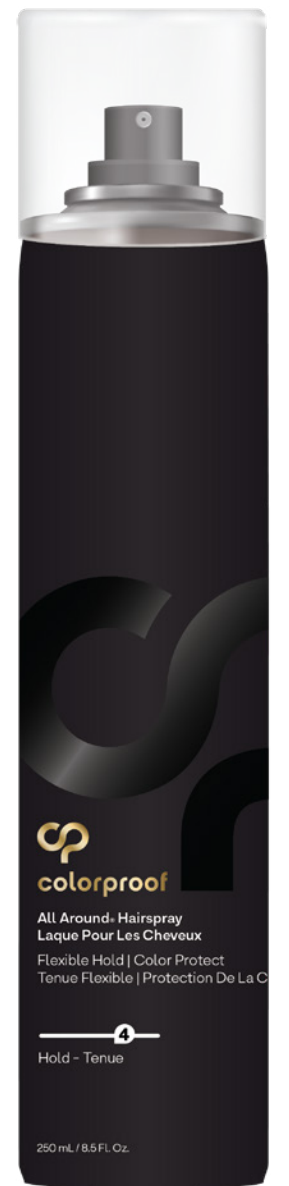


PRO TIP: Create long-lasting curls by using both pre and post curling. Mist over the section, curl, release iron, and pin the curl into place for cooling before brushing through and shaping. Spray all over to finish style.

*SLS, SLES-Free

All Around® Working Hairspray

Layer, style and restyle while leaving your hair touchably soft, shiny and vibrant. This spray delivers flexible memory and hold with added color preservation.



AROMA:
Black Currant,
Jasmine & Peach

for the

COLORFUL

SUPERIOR COLOR PROTECTION. GUARANTEED®



colorproof.com @colorproofhair

*SLS, SLES-FREE

**Wherever possible on select products