

PURELY PERFECT

PRODUCTS

On our mission to reinvent hairdressing products, we made an amazing discovery: the conditioning cremes, balms, and serums we all think we need only serve to cover up the damage and dryness that conventional shampoos cause. The culprit: detergents and their foam.

Detergents don't discriminate; anything in their path is removed, including natural moisture and color, and cuticles are left open, leaving the hair shaft vulnerable to moisture loss, color fade and frizz.

CLEANSING CREME

Cleansing Creme uses an emulsifying method with Aloe Vera and essential oils that suspends dirt, oil and impurities to be rinsed away – rather than grabbed by detergent – and color is left alone (because its molecule size too large to emulsify). Honestly, it isn't so much what does; it's what it doesn't do that makes the difference. And it's completely biodegradable once it does the job. That means the run off is safe for the ocean. This isn't the case for most shampoo or conditioner. This is NOT a "cleansing conditioner".

In short: No Foam = No Frizz, No Fade, No Flakes.

Instructions: Apply 1-2 pumps on wet hair, massage evenly into hair and scalp. Rinse. Use more if you need to, wash twice if you need to (you shouldn't, but maybe you do).

Perfect for anyone and all hair types! Perfect for Color Clients! It is the antidote to the problem of coloring hair.

FOUNDATION CRÈME

Calming/Foundation Creme turns the whole conditioning category on its head. It effectively replaces both leave in and rinse out conditioners, grooming cremes and brilliantines and is better than all of them put together. Think of it as a foundation or a moisturizer that prepares hair for the styling process.

It calms frizz and fly-aways; adds separation, enhances natural texture, and it nourishes hair all day long. Try it before blow-drying – though it won't add hold, it will give you a perfect finish. If your hair is curly, you won't find anything better to define the curl pattern. Work it through with your fingers, swirl, and don't fuss with it when it's dry no matter how much you'll want to touch it!

Instructions: Start with a pump and work evenly from mid-shaft to ends onto towel dried hair. Need more? It's very concentrated, so use sparingly until you figure out how much is Perfect for you! Perfect for anyone and all hair types!

SMOOTH FINISH BLOW DRY LOTION

Since your client will be spending less time with heat tools, make it quality time. To change texture, add wave, or get some lift at the roots, this heat-shielding lotion gives dependable, touchable, flexible hold in any weather.

Instructions: Start with a pump and work evenly from mid-shaft to ends onto towel dried hair, layered over Foundation Crème. Use your flat brush or round brush for the ultimate smooth finish.

HAIR RESTORING TREATMENT

Purely Perfect is an entirely new category in hair care.

It's the first treatment specially formulated for colorists that powerfully and permanently* restores sensuality, swing, drape and luster to damaged hair. It's the path to frizz-freedom and dramatically enhanced curl and wave patterns. It's a suite of products that make traditional shampoo and conditioner obsolete. It's the biggest breakthrough in hairdressing since peroxide.