



## **Pureology hydrate shampoo ingredients**

Creamy, luxurious shampoo that deeply moisturizes normally to thick dry, color-treated hair. SHOP NOW FIND A SALON Pureology Hydrate Shampoo hydrates deep normal to thick dry, colored hair with key ingredients Jojoba, Green Tea and Sage and a distinctive aromatherapy blend of Lavendar, Bergamot and Patchouli. Pureology is the #1 Professional Color Care Brand in the US\* with formulas that are 100% vegan and free of sulfates, parabens, mineral oil, animal products or by-products, and animal testing. Our patented Antifade Complex® is infused with any formula to protect color life's vibrancy and ensure a lasting color payoff. Sunflower seed, a UV filter and vitamin E combat colour-depleting environmental effects while ensuring lasting shine. Our dual-benefit formulas offer color protection and customized care to meet individual hair needs. \*Based on dollar sales reported in Kline's Kline PRO: Salon Retail Products and Services Database for the year ended December 31, 2019. BENEFITS: Thirst-guenching formula provides superior moisture, touchable softness and extraordinary color protection ZeroSulfate, 100% Vegan Formula Aromatherapy blend of Lavendar, Bergamot and Patchouli Apply a dime of wet hair to the scalp. Foam and work to the end. Rinse. For extra cleaning, repeat. Follow with Hydrate Conditioner and Color Fanatic Multi-Tasking Leave-In Spray for the best results. AQUA / WATER / EAU, SODIUM COCOYL ISETHIONATE, DISODIUM LAURETH, SULFOSUCCINATE, SODIUM LAURYL SULFOACETATE, SODIUM LAUROYL, SARCOSINAT, GLYCOL DISTEARATE, COCAMIDOPROPYL BETAINE, GLYCERETH-26, DECYL GLUCOSIDE, COCONUT ACID, SODIUM HYDROXIDE, SODIUM ISETHIONATE, PERFUME / FRAGRANCE, CITRIC ACID, PPG-5-CETETH-20, DIVINYLDIMETHICONE COPOLYMER, SODIUM CHLORIDE, POLYQUATERNIUM-7, AMODIMETHICONE, COCO-BETAINE, POLYQUATERIUM-10, PROPYLENE GLYCOL, PEG-55 PROPYLENE GLYCOL OLEATE, LINALOOL, CARBOMER, C11-15 PARETH-7, BENZOIC ACID, LAURETH-9, BUTYLENE GLYCOL, GLYCERIN, LIMONENE, GERANIOL, TOCOPHEROL, BENZYL ALCOHOL, TRIDECETH-12, SALICYLIC ACID, SOLIANIUM BENZOATE, HELIANTHUS ANNUUS SEED EXTRACT / SUNFLOWER SEED, MAGNESIUM NITRATE, C12-13 PARETH-3, BENZOPHENONE-4, TETRASODIUM EDTA, PHENOXYETHANOL, HYDROXYPROPYLTRIMONIUM HYDROLYZED PROTEIN, WHEAT AMINO ACIDS, HYDROLY VEGETABLEZED PROTEIN PG-PROPYL SILANETRIOL, CI 60730 / EXT. VIOLET 2, METHYLCHLOROISOTHIAZOLINONE, HYDROLYZED SOY PROTEIN, SORBIC ACID, MAGNESIUM CHLORIDE, METHYLISOTHIAZOLINONE, POTASSIUM SORBATE, DISODIUM EDTA, HELIANTHUS ANNUUS SEED OIL / SUNFLOWER SEED OIL , ASCORBIC ACID, CAMELLIA SINENSIS BLADEXTRACT, ROSA CENTIFOLIA FLOWER EXTRACT, ALOE BARBADENSIS BLADEXTRACT AQUA / WATER / EAU, SODIUM COYL ISETHIONATE, DISODIUM LAURETH, SULFOSUCCINATE, SODIUM, SODIUM NATRIUM LAUROYL, SARCOSINAT, GLY DISCOLTEARATE, COCAMIDOPROPYL BETAINE, GLYCERETH-26, DECYLYL DECYLYL COCONUT ACID, SODIUM HYDROXIDE, SODIUM ISETHIONATE, PERFUME/FRAGRANCE, CITRIC ACID, PPG-5-CETETH-20, DIVINYLDIMETHICONE/DIMETHICONE COPOLYMER, SODIUM CHLORIDE, POLYQUATERNIUM-7, AMODIMETHICONE, COCO-BETAINE, POLYQUATERNIUM-10, PROPYLENE GLYCOL, PEG-55 PROPYLENE GLYCOL OLEATE, LINALOOL, CARBOMER, C11-15 PARETH-7, BENZOIC ACID, LAURETH-9, BUTYLENE GLYCOL, GLYCERIN, LIMONENE, GERANIOL, TOCOPHEROL, BENZYL ALCOHOL, TRIDECETH-12, SALICYLIC ACID, SODIUM BENZOATE, HELIANTHUS ANNUUS SEED EXTRACT / SUNFLOWER SEED EXTRACT, MAGNESIUM NITRATE, C12-13 PARETH-23, C12-C12-13 PARETH-3, BENZOPHENONE-4, TETRASODIUM EDTA, PHENOXYETHANOL, HYDROXYPROPYLTRIMONIUM HYDROLYZED WHEAT PROTEIN, WHEAT AMINO ACIDS, HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL, CI 60730 / EXT. VIOLET 2, METHYLCHLOROISOTHIAZOLINONE, HYDROLYZED SOY PROTEIN, SORBIC ACID, MAGNESIUM CHLORIDE, METHYLISOTHIAZOLINONE, POTASSIUM SORBATE, DISODIUM EDTA, HELIANTHUS ANNUUS SEED OIL /SUNFLOWER SEED OIL, ASCORBIC ACID, CAMELLIA SINENSIS LEAF EXTRACT, ROSA CENTIFOLIA FLOWER EXTRACT, ALOE BARBADENSIS LEAF EXTRACT AT ADORE Beauty, WE BELIEVE IN THE right product FOR the right person. We want our product information to be useful to you, so we've done our best to provide you with the most up-to-date ingredient list. Please note that products are innovated from time to time without notice. For the most accurate information, see the product box. If you spot an error, please let us know! We will update this ingredient list as soon as possible. INGREDIENTS: AQUA, WATER, EAU, SODIUM COYL ISETHIONATE, DISODIUM LAURETHSULFOSUCCINATE, COCAMIDOPROPYL BETAINE, SODIUM LAURYLSULFFOACETATE, SODIUM LAUROYLSARCOSINATE, GLYCOL DISTEARATE, GLYCERETH26, DECYL GLUCOSIDE, SODIUM ISETHIONATE, COCONUT ACID, PERFUME, FRAGRANCE, SODIUM CHLORIDE, PPG5-CETETH20, POLYQUATERNIUM7, PEG55 PROPYLEENGLYCOLATE, PROPYLEENGLYCOL, CARBOMER, POLYQUATERN UM10, LINALOOL, BENZOIC ACID, GLYCERINE, BUTYLENE GLYCOL, LIMONE, GERANIOL, HYDROXYPROPYL TRIMONIUM HYDROLYSED WHEAT PROTEIN, HELIANTHUS ANNUUS SEED EXTRACT, SUNFLOWER KERNTRACT, MAGNESIUM NITRATE, SODIUM BENZENON, BENZOPENON4, BENZYL ALCOHOL, GLYCINE SOY OIL, SOYBEAN OIL, COCIPHEROL, SODIUM ACETATE, EUCALYPTUS GLOBULUS LEAF EXTRACTT, METHYLCHLOROISOTHZOLINON, PHENOXYETHANOL, ISOPROPYL ALCOHOL, MAGNESIUM CHLORIDE, METHYLISOTHIAZOLINONE, MELANINE, PENTYLENE GLYCOL, ETHYLHEIC ACID. Some Cult Beauty content has been blocked for a technical reason. Contact our customer service team, guoting the following reference number, so we can resolve this for you as soon as possible. Apologies for the inconvenience! Reference number: 18.4f6b7b5c.1607002256.6a6e4d Call us Monday - Friday, 0800 - midnight (BST): 0800 108 8822 (UK) or +44 (0) 203 471 3000 (International) or email: customerservice@cultbeauty.co.uk and scan products. Get the power of on the way! Rated 4.58 out of 5 5 ReviewsAtest positive review! have been using pureology on and off for years. The price has occasionally led me to wander to find a better shampoo. I always come back to pureology! This shampoo/conditioner leaves my hair soft, shiny, and healthy looking/feeling. My hair has significant gray now and I color every 4 weeks. The funny thing is I started using this product before all the gray set in. Anyway my hair is healthy, soft and manageable. Love this stuff! I think I'm finally going to stop wandering around looking for something better. I found the best product for my hair and my beliefs (animal testing is a no-no). :) Ate's most useful critical review! bought this after my stylist had used it on me. It smelled great, felt refreshingly tingling, and gave me nice smooth voluminous hair. I bought through Ulta for the points. I won't do that again. Unfortunately I got an expired product, it has almost no smell, no tingling, and feels a little greasy even after rinsing. Protip: when buying premium hair products, buy from the source or an actual salon so you are sure to get a legit product. I'm really bummed because this wasn't cheap. Would highly recommend the product, would not recommend buying Ulta. Reviewed by 1864 customers1nvbarber from Las VegasI are a loyal Pureology (purple bottle) user for 15+ years, even if the price has gone up and up. I bought a supply about 6 months ago. About 2 months into its use, I noticed fracture and lots of hair loss, along with rats nesting after washing. At first I thought it was due to over processing, so my stylist changed the brand she used for highlights and didn't put me under the dryer for so long. This didn't help. I then started noticing the comments of others about the new formula causing breakage and hair loss, so I switched to a Redken product. After two weeks, my hair is back to healthy and smooth weather! Pureology has lost a customer! This is the only shampoo I've used for about 15 yr5Alisha from Bronx NYNo needs shampoo every day. Let my hair work great. Crowning glory5Pam N I'm from Water Valley MSUse this regularly and no adverse effects on hairBest Shampoo I've ever used5Rosy from Floridal started using this shampoo and conditioner 4 months ago and I have to say I'm shocked by all the hair reviews. I love this shampoo and conditioner... I don't need to use so much and it makes my hair feel so clean and full. I got a gift set that came with the shampoo/conditioner/leave in conditioner. Once I get out of the shower I just spray my ends with the leave-in and it has made my hair so healthy. Everyone's hair is different it might not work for you, I had extremely thin hair and it has made my hair healthier. I loved it until I realized how much it made my hair fall 2Megan c. from Fort LauderdaleAre use this shampoo/conditioner for months and months and and that my hair was amazing. That's when I started to realize that my hair was falling out like this. I would wash my hair with the shampoo and 30 strands would just come in the shower. Again I love the way it made my hair feel, but it's not worth losing my hair lol. DON'T BUY LOS AngelesDO DON'T BUY 1dd7! as you see people are commenting that this product will lose your hair and it's true! I bought it recently and already lost its after 2-3 used. DON'T BUY !! !! !! Dried my hair out1MJ from MobileI having thick curly hair, and bought this product on the recommendation of my stylist. Ick! It dries out my hair, and I also noticed large amounts of hair loss. I'm used to some hair loss, but this seemed more than usual. Save your money and try something else. Terrible not buying this1Morgan from DenverI used this a few times over a month ago and recently I noticed that my hair is falling out and I've never experienced that before. DON'T BUY THIS. It is a waste of money and causes extreme hair loss. Best shampoo on the Market5makeuplover of ILI have used this for years - w/o hard ingredients, leave hair soft and hydrated, but not matted or heavy. Don;t need a lot to be effective. It's pricey, but worth it. Imho. Hair Loss2Alyssa from AnaheimI got this shampoo and went through the whole bottle, only to try a new shampoo and realize that the excessive amount of hair I lost was due to this. First wash with something else and lose much less hair though. I loved the smoke and I love the minty feeling. Besides, I didn't notice anything special about this. Causing extreme hair loss!1Lee from Rossmoor, Cal bought Pureology to keep my hair color, but I noticed excessive hair loss when I started using this shampoo. It was bad! I thought it was stress or hormones or diet or something else. A phase, perhaps? But after reading the reviews, I stopped using it (got my money back too) and got another brand (Fekkai) and my hair loss stopped, after the first day!!! Will never use this Pureolgy again. Disappointed 3Glady Ola of VermontWash and moisturising every other day. Was using Hydrate pure and will go back to that. DisappointedRedken is better3Jennie from OCAs someone who has tried Joico, Redken, Matrix, it's a 10, and finally this brand, I can

confidently say that if you're looking to save over processed hair (I turned my hair platinum from black every 6 months), go for the Redken Extreme line. This one is very nice, but super overpriced. Causing excessive hair loss1Mary Nova from Washington, DCI am very disappointed in this shampoo and conditioner. I have colored blonde hair and I have used this shampoo about 2 months now. I've noticed excessive hair loss, unlike I've ever experienced with any other product. I had high expectations for Pureology after reading so many positive reviews, but I regret spending so much money on the 3302 bottle. Great product and don't buy any other type of shampools. Stassy from lakelandThis shampoo smells really good II tonyl takes a small amount of shampoo makes my hair feel lighter. It stays cleaner longer. WonderfulGreat to mix with4Jayne1881 from Chandler, AZI've used this shampoo for a couple of years now and it's a great one to use every third wash, or so, to mix up your hair routine. It's not my favorite for everyday use, as it can sometimes be a bit heavy. Good Shampoo4Bumbelee22 from Raleigh NCGood shampoo ever! SRossin from Puerto Ricol have always had oily and itchy scalp problems. I have thick dark brown hair (and a lot of it). I've been told by many hairdressers that it's not good to wash my hair every day. But I've washed my hair every day or every other day all my life because of the oily and itching of my scalp. It was just unbearable to go any longer. My hair was always greasy and flat after 24 hours. But with this shampoo for lide every sof hair loss? How for Mushing my hair! Not the biggest, but it certainly works! And I notice all amount goes and it's not nearly as itchy. The simell isn't bus the biggest, but it certainly works! And I notice that a small amount goes all and the very day or every other day all my life because of the oily and itching of my scalp. It was just unbearable to go any longer. My hair was always greasy and flat after 24 hours. But with this shampoo for ne Pureology I can comf

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