

	MAINTAIN	MAINTAIN	NEUTRALIZE	NEUTRALIZE	NEUTRALIZE	REPAIR
	<p>KEEP ME VIVID Keep all high-maintenance colors vibrant for 65 days*</p> 	<p>COLOR OBSESSED Color protection up to 32 washes**</p> 	<p>NEW! DARK ENVY Neutralize red undertones and enrich the darkest brunette bases</p> 	<p>BRASS OFF Our highest concentration of neutralizing pigment to target brassy tones on lightened brunettes</p> 	<p>SO SILVER Iconic neutralizing range cooling down blondes & greys since the 1990's</p> 	<p>THE RE-BOND Repair internal strength & build weak bonds after damage from 3 previous lightening services***</p> 
WHY WOULD YOU USE	<p>Protect vivid haircolor longer Vivid haircolor Heavily lightened hair Dramatic transformations</p>	<p>Maintain healthiness for Color-treated hair UV protection Natural haircolor enhancing</p>	<p>Neutralize red in natural black to dark brown hair</p>	<p>Neutralize brassiness in medium brown to dark blonde hair</p>	<p>Neutralize yellow in medium blonde to lightest blonde, platinum, or natural grey hair</p>	<p>Extremely Damaged Over Processed Dry & Brittle Fragile</p>
HOW TO USE	<p>CLEANSE The latest generation of sulfate-free to gently cleanse vivid haircolor.</p> <p>CARE Ultra-acidic conditioner to instantly glaze & deeply nourish vivid hair for all types of hair.</p> <p>CREATE Oil-to-cream instantly velvetizes strands. Protection for air-dry or blow-dry. UV Protection.</p> <p>SEAL Laminate: Acidic rinse seals the cuticle after your vivid color service and for at-home maintenance.</p>	<p>CLEANSE Maintain the vibrancy and longevity of haircolor.</p> <p>CARE Nourish and add shine to your haircolor.</p> <p>TREAT Protect haircolor while nourishing & hydrating.</p>	<p>CLEANSE Color-depositing shampoo to neutralize red undertones.</p> <p>CARE Nourish the hair strands.</p> <p>TONES Red Neutralization Mask Neutralize red undertones & provide hydration.</p>	<p>CLEANSE Color-depositing shampoo to neutralize brassy undertones.</p> <p>CARE Nourish the hair strands.</p> <p>CREATE To protect and strengthen lengths.</p> <p>STONE Blue toner mask: Neutralize brassiness & provide hydration.</p>	<p>CLEANSE Color-depositing shampoo to neutralize yellow undertones.</p> <p>CARE Replenish the hair while adding a glossy shine.</p> <p>STONE Violet toner mask: Neutralize warmth in blondes, enhance silver tones in grey & platinum hair & provide hydration.</p>	<p>CLEANSE (STEP 1) Citric Acid removes unwanted product build-up. Apply, lather, rinse-use daily.</p> <p>RECONNECT BONDS (STEP 2) Maleic Acid- reconstructs weak bonds. Apply thoroughly on wet hair, leave on for 5-10 minutes. Do not rinse. Layer Re-Bond Conditioner on top. Use 1x a week.</p> <p>SEAL (STEP 3) Taurine-perfects and sustains bond resilience. Use after rinsing Re-Bond Shampoo. Apply, massage and rinse. When using with Step 2, Pre-Conditioner, layer Conditioner on top, massage and rinse. Style as usual.</p>

*With the system of Keep Me Vivid Shampoo, Conditioner, & Lamination Spray.
**With system of Color Obsessed Shampoo, Conditioner, and Miracle Treat 12 vs. non-conditioning shampoo

***When used as directed for 2 weeks.