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COLURE True Color Care System

Colorists and their clients have one more thing to be excited about: a new product line called **COLURE True Color Care** launched in spring of this year, giving another haircare option to color-lovers everywhere!

COLURE True Color Care is a luxury line of haircare and styling products dedicated to the health, quality and longevity of color-treated hair. According to **COLURE CEO David Paris**, haircolor specialists like himself have been looking for a complete color care line that effectively protected the integrity of the original salon color. "There were many of us who felt that no current color-care line was measuring up to our professional expectations (color still faded and hair felt dry)", said Paris. "So I decided to spearhead my own 'natural' color-care line and form a new 'smart color care' niche that breaks away from a 'getting crowded' category. COLURE's sulfate-free shampoos and advanced conditioning and shine technology offer a more logical system of effective application, color-take and after-care."

The COLURE True Color Care System features a **3-step approach** to the care and style of color-treated hair.

**Step 1:** features two types of sulfate-free daily shampoos - **Richly Moisture Shampoo** and **Body Volume Shampoo** - with extremely gentle cleansers that don't strip color.

**Step 2:** offers two types of daily conditioners - **Richly Moisture Conditioner** and **Body Volume Conditioner** - offering a perfect balance of superb vegetable proteins and moisturizers that lock in color every time.

**Step 3:** offers complete protection against thermal styling, UV rays and free radicals. There are five styling products: **FirmHold Styling Gel**, **Curl-Wave Styling Crème**, **Texture Crème**, **Straight-Hair, Blow-Dry and Shine Serum**, all designed with the **Color Longevity Formulation**.

To learn more, go to [www.colurehaircare.com](http://www.colurehaircare.com)

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