The ColorFinity line was designed to meet the needs of the many consumers who expressed frustration with color fading:

- **ColorFinity Shampoo and Conditioner** are the important first steps in the regimen. ColorFinity Shampoo helps protect hair color when the surface become porous and thus susceptible to losing pigmentation. ColorFinity Conditioner locks moisture into the hair. When used together, the combination helps preserve color intensity for up to eight weeks.

- **ColorFinity Dry Shampoo** is designed to instantly refresh hair without using water, leaving colored hair fresh, not faded. Available in Rich Darks and Intense Blondes, the formula is tailored to each shade to minimize visible, white residue that some dry shampoos commonly leave behind.

- **ColorFinity 2 Minute Shade Precision Treatment** is the highly coveted ultra-moisturizing conditioner commonly found in many at-home color kits. This weekly treatment extends the smooth feel and vibrant look of recently colored hair, creating a conditioning shield to help seal in color pigments and prevent shade shifting.

- **ColorFinity Smoothing Cleansing Conditioner** is a co-wash designed to be alternated with the ColorFinity shampoo and conditioner system for one-step cleansing and conditioning. This co-wash gently cleanses and helps prevent color fading by reducing the amount of water needed to wash hair.
• **ColorFinity 2 Minute Shade Precision Treatment** contains durable silicones, a hydrating ingredient that helps protect hair from color fading. The silicones mimic the layer of hair lost during the coloring process, and thereby help restore hair’s waterproofing properties.

• **ColorFinity Dry Shampoo** contains Tapioca Starch, an absorbent ingredient that effectively refreshes hair without leaving excess white, visible residue.

• **ColorFinity Smoothing Cleansing Conditioner** has a low-lather formula that contains gentle cleansers that leave colored-hair looking and feeling clean, while smoothing out the hair cuticle. The cleanser contains a moisture-rich formula that helps protect hair and color intensity.

• **ColorFinity Finishing Hairspray** provides the long-lasting hold and volume that color consumers seek in an extra-firm hold hairspray.

**About Vidal Sassoon Pro Series ColorFinity Technology:**

• **The ColorFinity Shampoo** formula includes antioxidants that combat free radicals found in water (copper) in order to help eliminate chemical reactions on the hair’s surface that speed up the color processing and result in less vibrant initial color. By reducing free radicals, color processing can take place inside the hair cortex rather than at the surface, providing optimal pigment uptake for long-lasting, vibrant hair color.

• **ColorFinity Conditioner** contains moisturizing agents that help prevent water fading by sealing in moisture without weighing hair down.

• **ColorFinity Finishing Hairspray** provides hold for up to 24 hours without weighing hair down. Its extra strong hold formula is resistant to humidity and helps prevent flyaways for fashionable control all day long.

• **The ColorFinity Collection** is part of the Vidal Sassoon Pro Series color, care and styling line, which makes Vidal Sassoon’s salon genius available to all. The collections offer quality products for creating effortlessly beautiful, real life styles at home. dye allergy should not color their hair and consult a dermatologist.

**Availability:**

Vidal Sassoon Pro Series ColorFinity Collection is available at mass retailers throughout the United States beginning January 2014.

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