

PRORITUALS®

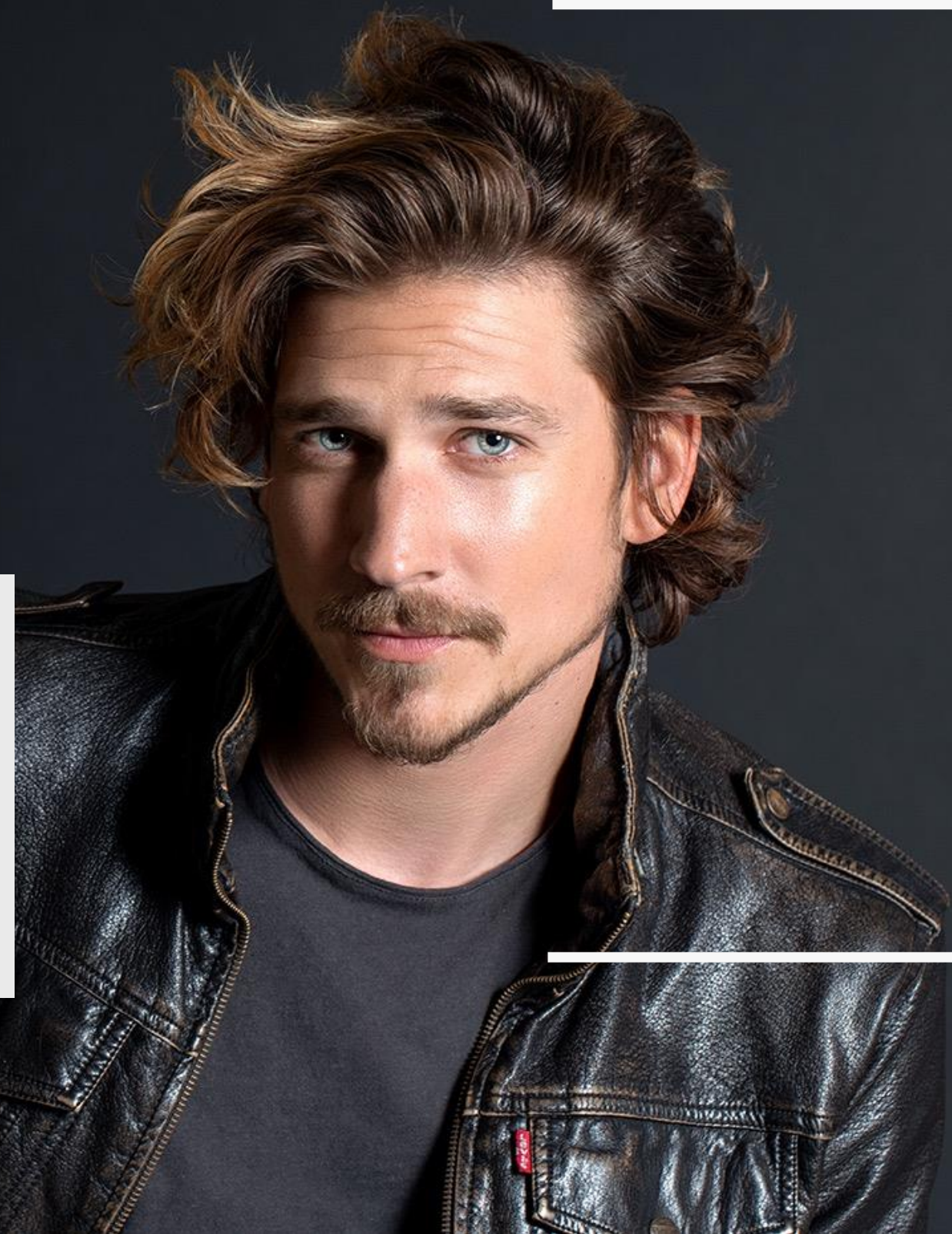
Inspired by Nature. Driven by Fashion.

 @prorituals

www.prorituals.com

Hair the way nature intended

PRORITUALS is an eco-friendly, stylistically advanced hair care and color line featuring Paraben and Sulfate-Free formulas that deliver superior results. “Inspired by Nature and Driven by Fashion,” **PRORITUALS** boasts a full wet styling and color line that covers grey like no other!





High-performance hair color —

Incredible grey coverage, vibrant color and luminous shine!

ChromaPrism™ Technology

Intense Repair

Maximum protection to help promote improved hair and scalp condition.

Deep, Lasting Moisture

Deep penetration through the hair's cuticle into the cortex combined with the ability of these molecules to bind to water provides deep, long-lasting moisture.

Balanced Formula

The interaction between moisturizing Oligopeptides and high-quality pigments result in brilliantly rich, long-lasting colors with an optimum degree of coverage (100% of white hair). The precise balance of this formulation helps ensure stabilized color, prevents fading, and keeps color vibrant for much longer than average hair color.

Wet Line





Clarifying Shampoo

12 FL. OZ. / 354 ML

Deeply Cleanses, Removes Impurities

Removes impurities from hair without stripping out natural oils. Use once a week to brighten hair. Use prior to chemical services to ensure better results.

KEY BOTANICAL INGREDIENTS:

Hydrolyzed Silk, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Triticum Vulgare (Wheat) Starch

Color Protect Shampoo

12 FL. OZ. / 354 ML

Gentle, Color-Safe Cleansing

Gently cleanses and protects to leave hair manageable, glossy, and vibrant. Low pH and natural botanicals provide long lasting color results and secure color integrity.

KEY BOTANICAL INGREDIENTS:

Avena Sativa (Oat) Kernel Flour, Helianthus Annuus (Sunflower) Seed Extract, Wheat Amino Acids, Tocopheryl Acetate (Vitamin E Acetate), Santalum Album (Sandalwood/Illahi) Wood Extract, Rosa Centifolia Flower (Rose) Extract, Camellia Oleifera Leaf (Green Tea) Extract





Color Protect Conditioner

12 FL. OZ. / 354 ML

Gentle, Color-Safe Conditioning

Leaves color-treated hair smooth and shiny while reducing cuticle swelling. Detangles, protects, conditions and helps repair hair. Shea Butter, Coconut Oil and Sunflower Extract help moisturize and protect color from fading.

KEY BOTANICAL INGREDIENTS:

Cocos Nucifera (Coconut) Oil, Avena Sativa (Oat) Kernel Flour, Helianthus Annuus (Sunflower) Seed Extract, Butyrospermum Parkii (Shea Butter), Jojoba Esters, Tocopheryl Acetate (Vitamin E Acetate), Wheat Amino Acids, Glycerin (Plant Derived), Salvia Officinalis (Sage) Leaf Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Mentha Piperita (Peppermint) Leaf Extract

Balance Shampoo

12 FL. OZ. / 354 ML

Gentle, Daily Nourishment

Gentle, daily nourishment for strong & Healthy hair.
Protects hair from moisture loss and provides silky
smoothness.

KEY BOTANICAL INGREDIENTS:

*Silk Amino Acids, Geranium Maculatum Extract, Hydrolyzed Soy Protein,
Yarrow Extract, Soapbark Extract*





Balance Conditioner

12 FL. OZ. / 354 ML

Gentle, Daily Nourishment

Gentle, Daily Nourishment for strong and healthy hair. Infused with essential vitamins, Proteins to make hair look and feels healthier and stronger while adding moisture and shine.

KEY BOTANICAL INGREDIENTS:

L-Arginine, Hydrolyzed Elastin, Vitamin E, Hydrolyzed Keratin, Biotin

Glow Shine Spray

4 FL. OZ. / 118 ML

Illuminates, De-frizzes, Protects
Shine with added Heat Protection

Provides instant shine without added weight. Great for iron work and taming frizz and flyaways. Safe for all hair types and can be used on wet or dry hair. Use sparingly to add shine to your style.

KEY BENEFITS:

Excellent for wet and dry combing, long-lasting shine results, amazing on porous, ethnic, and Asian hair





Dream Oil

4 FL. OZ. / 118 ML

Botanical Oil Treatment, Essential
Fatty Acids

Replaces Essential Fatty Acids (EFAs) lost during color services. Helps prevent damage caused by free radicals. Add to styling or conditioning products to control texture and frizz while sealing cuticle. Silicone-Free.

KEY BOTANICAL INGREDIENTS:

Ricinus Communis (Castor) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Borago (Borage/Starflower) Officinalis Seed Oil

Dream Cream

6.8 FL. OZ. / 200 ML

Leave-In Styling Conditioner

Grooms hair with a soft, touchable hold. The perfect styling and grooming product for all hair types.

KEY BOTANICAL INGREDIENTS:

*Oenothera Biennis (Evening Primrose) Oil, Panthenol (Pro-Vitamin B5),
Simmondsia Chinensis (Jojoba) Seed Oil, Borago (Borage/Starflower)
Officinalis Seed Oil*





Smoothing Balm

6.8 FL. OZ. / 200 ML

S m o o t h s , C o n t r o l s , A d d s S h i n e

Smooths and controls frizz, unruly volume and over-textured hair. Low pH closes the cuticle while locking out humidity.

KEY BOTANICAL INGREDIENTS:

Panthenol (Pro-Vitamin B5), Hydrolyzed Wheat Protein, Helianthus Annuus (Sunflower) Seed Extract, Wheat Amino Acids, Hydrolyzed Silk

Volume & Texture Foam

6 FL. OZ. / 180 ML

With Bamboo, Hydrolyzed Quinoa, &
Sea Salt

Volume & Texture Foam adds lift, body, and texture to the hair. It's infused with repairing proteins and rich botanicals to give your hair that "day at the beach" look.

KEY BOTANICAL INGREDIENTS:

Sea Salt, Rosmarinus Officinalis (Rosemary) Leaf Extract, Panthenol (Pro-Vitamin B5), Oryza Sativa (Rice Syrup) Extract, Hydrolyzed Quinoa, Chamomilla Recutita Flower/Leaf (Chamomile) Extract, Bambusa Vulgaris (Bamboo) Extract





Ego Boost Texture Powder

1 OZ. / 32 G

Instantly Delivers All-Over Volume & Texture

Ego Boost Texture Powder instantly delivers all-over volume and texture to all hair types and lengths. Our unique delivery system evenly disperses a light veil of product onto the root, providing a maximum boosting lift, separation, and mattifying effect. Tapioca Starch naturally absorbs oil from hair, distributing easily without leaving a white cast or visible residue. Build body with ease with just a few pumps at the root of the hair, massage to activate, and style as desired.

KEY BOTANICAL INGREDIENTS:

Non-Aerosol, Weightless formula won't weigh hair down, Tapioca Starch absorbs excess oil, Dry-matte texture, A unique delivery system for targeted application, Provides instant body and texture, Ideal for all hair types and lengths but adds an extra boost to thin or flat hair, Vegan, Cruelty Free, Gluten Free, Paraben Free, Phthalates Free Sulfate Free, DEA Free

Reform Pomade

3 OZ. / 85 G

Delivers Texture, Shape, & Separation

Reform Pomade is a progressive putty-to-clay pomade that adds workable structure and hold while delivering texture, shape, and separation to any hair texture.

KEY BENEFITS:

Perfect for effortless, undone styles, adds texture without shine, formulated with natural Beeswax & essential fatty acids to nourish/hydrate hair, demi-matte finish, paraben and sulfate-free





Hydrate Treatment

6.8 FL. OZ. / 200 ML

Moisturizing Treatment for Dry,
Dehydrated, Damaged Hair

Hydrate Treatment is a nutrient rich deep conditioner containing Safflower and Argan Oil for luxurious softness, and Keratin Amino Acids to help strengthen the hair. Mix with Dream Oil to create a rich, ultra-moisturizing treatment.

KEY BOTANICAL INGREDIENTS:

Argan Oil, Safflower Oil, Aloe Vera, Keratin Amino Acids

Gold Flex Hairspray

10 oz. / 283.5 g

Firm and Flexible Hold

Gold Flex Hairspray is a revolutionary spray that is designed to lock in your looks with a firm and flexible hold, while leaving your hair shiny and brushable. We are proud to announce our Gold Flex formula is 50% VOC and compliant across the USA under all new VOC Laws.

KEY BENEFITS:

Alcohol, Water, Acrylates Copolymer, Aminomethyl Propanol, Methacryloyl Ethyl Betaine/ Acrylates Copolymer , Fragrance, Sodium Benzoate, Urea, PROPELLENT: Dimethyl Ether, Hydrofluorocarbon 152A





Super Form Firm Hold Hairspray

8 FL. OZ / 236 ML

Non-Aerosol Finishing Spray

Super Form Firm Hold Hairspray is a versatile non-aerosol styling spray with a firm hold formula that keeps styles in place. This non-aerosol hairspray will give you a beautiful high-gloss sheen without build-up or flaking and provide brushable hold and memory, locking your look in place. Supreme holding power with a delightful fruity apple fragrance, keeps your hair tame and frizz free, while smelling great.

KEY BENEFITS:

Non-Aerosol/Low VOC formula, Firm Hold Formula, High Shine, No Residue, Adds Volume and Lift at the root , Suitable for all hair types

Spray Treat

8 FL. OZ. / 236 ML

Vitamin / Protein Treatment,
Repairs, Strengthens, Restores

Spray Treat is a protein primer that aids in reconstruction and detangling. Ideal as a porosity filler, it contains Wheat, Silk, Soy, and Amaranth Protein. This leave in treatment that repair strengthens and restores color treated hair for porosity control, when added to hair color acts as an alkali buffer to neutralize ammonia.

KEY BOTANICAL INGREDIENTS:

Glycerin (Plant Derived), Humulus Lupulus (Hops) Extract, Calendula Officinalis (Marigold) Flower Extract, Triticum Vulgare (Wheat) Starch, Arnica Montana Flower Extract, Allantoin (Comfrey Root Derived), Hydrolyzed Silk, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Hydrolyzed Amaranth Protein, Niacinamide (Vitamin B3), Biotin (Vitamin B7), Ascorbic Acid (Vitamin C), Tocopheryl Acetate (Vitamin E Acetate), Ascorbyl Palmitate (Vitamin C Palmitate)





ColorFuel

8 FL. OZ. / 236 ML

Color Protection Treatment,
Frizz Control

ColorFuel instantly smooths frizzy hair. This formula utilizes natural botanicals to help shield hair from harmful sun exposure and ensure vibrant color all while maintaining a healthy pH and closing hair's cuticle after color services. Can be used wet or dry.

KEY BOTANICAL INGREDIENTS:

Lavandula Angustifolia (Lavender) Extract, Chamomilla Recutita Flower/Leaf (Chamomile) Extract, Calendula Officinalis (Marigold) Flower Extract, Triticum Vulgare (Wheat) Starch, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Vegetable Keratin Protein, Hydrolyzed Wheat Protein, Wheat Amino Acids

Pro Platinum Purple Shampoo

8.45 FL. OZ. / 250 ML

Neutralizes Unwanted Brassiness

A Purple Shampoo that utilizes a proprietary blend of pigments to tone and neutralize unwanted yellow and brassiness, and give blonde, grey or silver hair renewed radiance and shine.

KEY BENEFITS:

Ultra-violet pigments counteract harsh brassy tones, brings out color, shine, and radiance in blonde, grey, or silver hair, fortifies hair with nutrients like Keratin Protein, Vitamin A, B, C, E, Jojoba Oil, and Collagen Amino Acids, paraben and sulfate-free





Pro Platinum Purple Shampoo

8.45 FL. OZ. / 250 ML

Removes color residue from skin

Effectively removes all types of hair color stains from the skin without effecting or removing color from the hair

KEY BENEFITS:

Ultra-violet pigments counteract harsh brassy tones, brings out color, shine, and radiance in blonde, grey, or silver hair, fortifies hair with nutrients like Keratin Protein, Vitamin A, B, C, E, Jojoba Oil, and Collagen Amino Acids, paraben and sulfate-free

Hair Color



High-performance hair color line



1

BlueLight Lightening Powder

An off the scalp, blue-based lightening powder with a pleasant apple scent.

2

Power Platinum 9

Bonder + Bleach Lightening Powder with up to 9 levels of lift.

3

Volume Developer

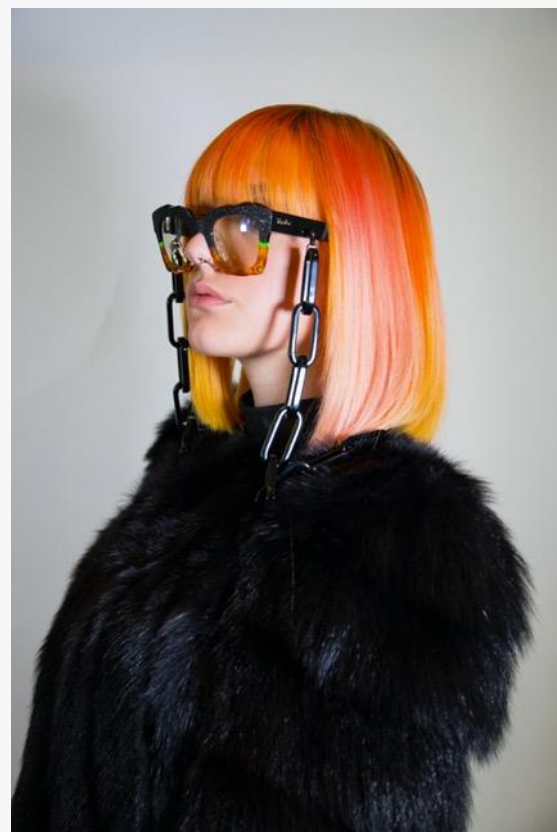
Multi-use Cream Developer for bleaching and toning. Available in Volumes 5, 10, 20, 30, & 40.

4

Hair Color Cream

Our Hair Color Cream is enriched with precious essential oils and Mediterranean Wild Herb extracts. Available in 80+ colors.

Tube size 3.38 oz / 100 ml



Color Outside of the Box



Propigment 2.0

12 oz | 353 ml – White, Clear

4 oz | 118 ml – Blue, Green, Orange, Purple, Red, Pink, Yellow



PRORITUALS ProPigment 2.0 is a bright, bold, direct dye series. This unique direct dye creates long-lasting, vibrant color and imparts a rich shine leaving your hair feeling soft and silky. Use Clear to lighten and brighten any ProPigment 2.0 shade and White to create pastels. Ready for immediate use: no developer needed.

KEY BENEFITS:

Long-lasting direct dye series, intermixable shades with bright, fade-resistant colors, acidic pH

Metallic Series

3.38 FL. OZ. / 100 ML

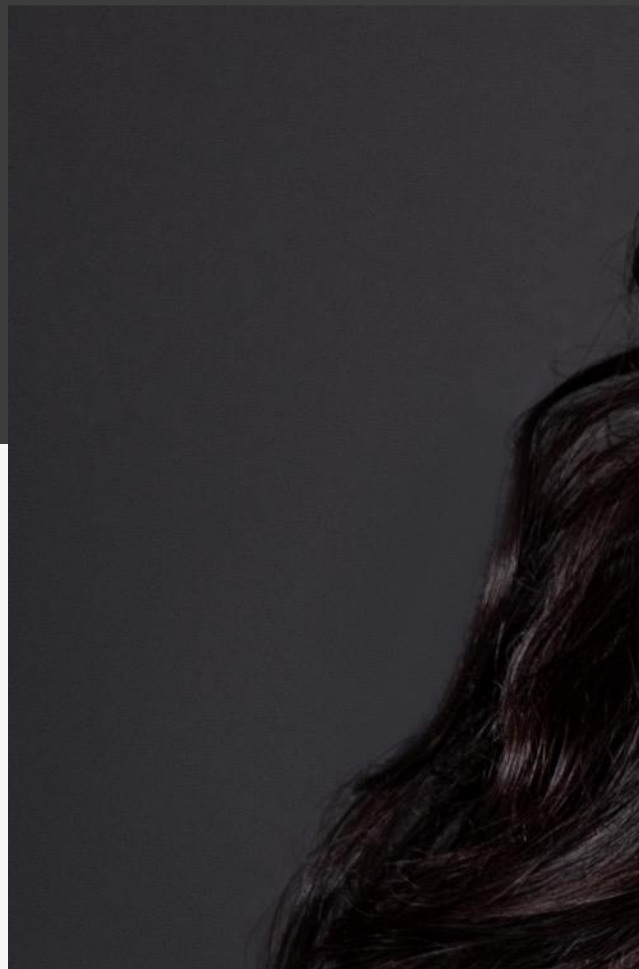


The Metallic Collection features 9 shades inspired by the fashion metallic trend. These new shades can be used alone or intermixed with PRORITUALS Hair Color Cream and Brighteners for refinement or to create dramatic results.

KEY BENEFITS:

Rich, luminous, long-lasting color, 74 intermixable shades, unique formulation that allows for semi, demi, & permanent in one tube, ChromaPrism™ Technology helps ensure deeper, longer-lasting color results, low ammonia with coverage and tonal series 1.0%–1.8% (High Lift/Super Lift have slightly higher alkali), low to zero odor, balanced protein & moisture base that is ideal for all hair types





Tonal Series

NATURAL SERIES: ■

The Naturals Series has a true cool brown natural base, provides 100% grey coverage, and has the maximum amount of dye load at every level.

FUNDAMENTAL SERIES: ■

The Fundamentals Series is unique as it was designed to work with all other series. It acts as an anchor to achieve exceptional grey coverage. Levels 7–10 are beautiful California blondes.

BEIGE SERIES: ■

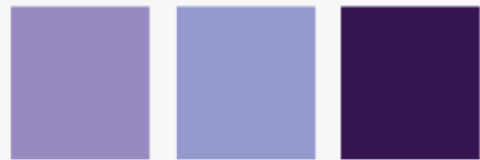
The Beige Series offers a level 8 and 9 Beige. This is a true violet base which will control any-and-all unwanted gold tones and is also excellent for toning.

TOBACCO SERIES: ■

The Tobacco Series has a yellow, natural base that provides warmer browns. It's excellent for grey coverage when used alone and blends perfectly with any of our warm reds.

CHOCOLATE SERIES: ■

The Chocolate Series produces a rich chocolate brown. It's a warm, natural base that is excellent for grey coverage when used alone and can also be used for tint backs and low-lighting.



HIGH LIFT SERIES:

The High Lift Series achieves 2–4 levels of lift in a single process (depending upon the developer).

Our Extra Super Light Blonde, Silver Pearl, and Super Light Ash Blonde are all a level 10. This series has a heavier dye load of pigment to fight and control underlying warm tones.



Tonal Series

SUPER LIFT SERIES:

The Super Lift Series has a violet base that gives the maximum amount of lift for beautiful, super light blondes. This series can achieve up to 5 levels of lift (depending upon the starting level) and completely controls the underlying pigment in lighter shades.

ASH SERIES:

The Ash Series is an amazing, stand-out color series because it doesn't use a green base. It instead uses a blue/blue violet base which completely controls any unwanted orange undertones from levels 5–9.



MOCHA & AUBURN: ■ ■

We have also added Mochas and Auburns to our color line series to achieve a more complete palette that allows colorists to achieve any color they desire.

Tonal Series

GOLDEN SERIES: ■

The Golden Series has a yellow gold base that is excellent for mixing with other fashion tones. It offers great coverage while adding dimension and is excellent for low lighting and tint backs. Levels 7–9 in our Goldens will give you a beautiful sun-kissed blonde.

SUN SERIES: ■

The Sun Series has a yellow orange base and provides more of a strawberry look and feel to the hair. It has two levels—a level 6 and a level 8 and can also be used as a glaze to brighten dull highlights.

TITIAN SERIES: ■

The Titian Series features a rich Dark Copper that can stand alone or help achieve natural reds. Dark Titan Blonde is a level 6 with a red orange base that adds richness to any Copper. It can also be used as an anchor in any of our Reds or Coppers for beautiful grey coverage.

COPPER SERIES: ■

The Copper Series (along with our Red Series) has intensifiers that can be used with any of our Coppers or Reds for added vibrancy and to give colorists a large range of creativity.



Accessories

PRORITUALS also offers a line of accessories including color mixing bowls, foils, capes and more...





PRORITUALS is an innovative boutique hair care line, including a low inventory hair color line, which features a single tube concept. Our care and styling range features pH of 4.5–5.5 designed to support in salon services, increase overall hair health, deliver color longevity, and facilitate easier styling.

We guarantee our education is among the top in the industry. From seasonal collections to a team of the most talented artists in our industry, we will bring you something for every stylist in your salon.

COLOR HOTLINE

1-833-4RITUAL

(833-474-8825)

**CALL IN TO HAVE ONE OF OUR LIVE
EDUCATORS ASSIST YOU WITH:**

- COLOR QUESTIONS
- STYLING TECHNIQUES
- TROUBLE SHOOTING
- AND MORE!

HOTLINE HOURS:

MONDAY - FRIDAY

8AM - 5PM (*CENTRAL TIME*)

