

DIRECT RETAIL PLANOGRAMS

Q1 2024 UPDATE

C1 - Internal use

PUREOLOGY®
PROFESSIONAL COLOR CARE

1 
Hydrate
Dry hair

2 
Strength cure
Damaged, weak hair

3 
Nanoworks Gold
Dry + dull hair

4 
Colour fanatic
Colour treated hair



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Pureology Recommended Shelf Order

2 Shelf

PUREOLOGY®
PROFESSIONAL COLOR CARE



Top Shelf

Hydrate Shampoo
Hydrate Conditioner
Hydrate Superfood Mask

Hydrate Sheer Shampoo
Hydrate Sheer Conditioner

Color Fanatic Top Coat and Tone Copper
Color Fanatic Top Coat and Tone Purple
Color Fanatic Multi-Tasking Leave-In Spray

Bottom Shelf

Strength Cure Shampoo
Strength Cure Conditioner
Strength Cure Superfood Deep Treatment Mask

Strength Cure Miracle Filler Treatment
Strength Cure Blonde Shampoo
Strength Cure Blonde Conditioner
Nanoworks Gold Shampoo

Nanoworks Gold Conditioner
Weightless Volume Mousse
Instant Levitation Mist
Color Fanatic Multi-Tasking Leave-In Spray

C1 - Internal use

Pureology Recommended Shelf Order

3 Shelf

PUREOLOGY®
PROFESSIONAL COLOR CARE



Top Shelf

Hydrate Shampoo
Hydrate Conditioner

Hydrate Superfood Treatment
Hydrate Sheer Shampoo

Hydrate Sheer Conditioner
Hydrate Soft Softening Treatment
Color Fanatic Spray

Middle Shelf

Strength Cure Shampoo
Strength Cure Conditioner
Strength Cure Superfood Deep Treatment Mask

Strength Cure Miracle Filler Treatment
Strength Cure Blonde Shampoo
Strength Cure Blonde Conditioner

Nanoworks Gold Shampoo
Nanoworks Gold Conditioner
Color Fanatic Spray

Bottom Shelf

Color Fanatic Top Coat & Tone Copper
Color Fanatic Top Coat & Tone Purple

Color Fanatic Deep Conditioning Mask
Weightless Volume Mousse

Instant Levitation Mist
Color Fanatic Spray

C1 - Internal use

Pureology Recommended Shelf Order

3 Shelf with Steampod

PUREOLOGY®
PROFESSIONAL COLOR CARE



Top Shelf

Hydrate Shampoo
Hydrate Conditioner
Hydrate Superfood Treatment
Hydrate Sheer Shampoo
Hydrate Sheer Conditioner
Hydrate Soft Softening Treatment
Color Fanatic Multi-Tasking Leave-In Spray

Middle Shelf

Strength Cure Shampoo
Strength Cure Conditioner
Strength Cure Superfood Deep Treatment Mask
Strength Cure Miracle Filler Treatment
Strength Cure Blonde Shampoo
Strength Cure Blonde Conditioner
Nanoworks Gold Shampoo
Nanoworks Gold Conditioner
Color Fanatic Top Coat and Tone Copper
Color Fanatic Top Coat and Tone Purple
Color Fanatic Masque
Color Fanatic Multi-Tasking Leave-In Spray

Bottom Shelf

Weightless Volume Mousse
Instant Levitation Mist
L'Oréal Professional Steampod 3.0 Steam Hair Straightener & Styling Tool
Color Fanatic Multi-Tasking Leave-In Spray

C1 - Internal use

PUREOLOGY®
PROFESSIONAL COLOR CARE

Pureology Recommended Shelf Order
4 Shelf



Top Shelf

Hydrate Shampoo
Hydrate Conditioner
Hydrate Superfood Treatment Mask
Hydrate Sheer Shampoo
Hydrate Sheer Conditioner
Hydrate Soft Softening Treatment
Color Fanatic Spray

Second-Top Shelf

Strength Cure Shampoo
Strength Cure Conditioner
Strength Cure Superfood Deep Treatment Mask
Strength Cure Miracle Filler Treatment
Strength Cure Blonde Shampoo
Strength Cure Blonde Conditioner
Color Fanatic Spray

Second-Bottom Shelf

Nanoworks Gold Shampoo
Nanoworks Gold Conditioner
Color Fanatic Top Coat and Tone Copper
Color Fanatic Top Coat and Tone Purple
Color Fanatic Masque
Color Fanatic Spray

Bottom Shelf

Weightless Volume Mousse
Instant Levitation Mist
L'Oréal Professional Steampod 3.0 Steam Hair Straightener & Styling Tool
Color Fanatic Spray

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