

# THE POWER OF WOW

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## How is Color Wow totally different from other hair care brands?

When it comes to hair color, Color Wow is fanatical about the ingredients that go into our products – the first to ban “color corrupters” found in most hair care and styling products.

- Color Wow has identified and banned over 60 ingredients commonly found in other hair care formulas that can darken or distort hair color.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow Lab.
- Color Wow does not bring a product to market unless it’s a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers “you have to see it to believe it” results.
  - Not tested on animals
  - No parabens
  - No sulfates
  - No toxic ingredients
  - No phthalates
  - Gluten-free

