

PAUL MITCHELL  
PLATINUM PLUS +

NEW

**PLATINUM PLUS  
SHAMPOO**

Deep violet toning for  
medium to dark blonde  
and highlighted hair



**PLATINUM PLUS  
TONING DROPS**

Customizable purple  
toning for any shade  
of blonde, highlighted,  
white, silver or gray hair

INTRODUCING PAUL MITCHELL®  
**PLATINUM PLUS**

**YOUR PERFECT BLONDE**  
Instantly Cool Warmth + Banish Brass

Ask your stylist. paulmitchell.com

