

NEW

# TripleBright

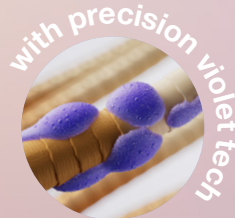
oxidation defense purple shampoo

breakthrough *TRIPLE-ACTION*  
blonde shampoo

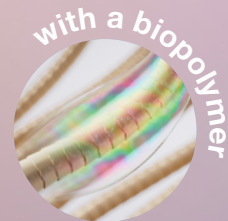
**1** remove metals  
+ minerals



**2** neutralize  
brassiness



**3** defend against  
future brass



**BRIGHTER, LONGER-LASTING BLONDE**

**K18** 