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**BE ENVIED FOR YOUR BRILLIANCE
KMS California Colorvitality Products
Banish Dullness and Preserve Healthy, Shiny Color**

Thermal tools and environmental stressors take a toll on hair color, shine and condition. That's why stylists and salon clients turn to **KMS California colorvitality** products to protect and preserve color-enhanced hair and to keep it looking shiny and healthy.

Colorvitality protects hair from environmental influences and locks in color for brilliant results between salon visits. This high-performance group of three products **colorvitality—Shampoo, Conditioner and Shine and Shield**—features special UV filters that keep color looking salon-fresh for weeks and weeks. There are also three products created especially for blondes **colorvitality blonde—Blonde Shampoo, Blonde Leave-In Creme and Blonde Treatment**—which prevent unwanted yellowing or brassy tones thanks to a unique optical brightener. Blondes look radiant and their hair color never loses its luster.

Colorvitality Shine and Shield: Prevent, Protect and Nourish

The newest addition to the subline, **colorvitality Shine and Shield**, is generating lots of buzz! This weightless creme contains powerful UV filters and heat shielding ingredients that extend the life of lustrous hair color and promote dazzling shine. What's more, it's formulated with powerful antioxidants that nourish hair and protects against damage that can lead to brittleness, breakage, fading and dullness. It also shields hair against thermal damage, up to 450°F/230°C. And like the rest of the products in the **colorvitality** subline, it features a fusion of patented IOPS technology with lilac and ginger to deliver superior product performance.

Today's salon client needs to protect her investment in beautiful salon hair color. **KMS California colorvitality** is the smart solution for preserving color-treated hair.

KMS California (www.kmscalifornia.com):

KMS California is a recognized leader in the professional salon industry for its selection of shampoos, conditioners, treatments, styling and finishing products. KMS California Global Headquarters are in Santa Monica, California. KMS California is distributed in [INSERT LOCAL DISTRIBUTOR INFORMATION HERE].

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