

VIRAL

COLOR DEPOSITING SHAMPOO

Celeb
LUXURY

Manage your color expectations.
Maintain It. Refresh It. Create It.



01. GET STARTED

To choose your color, refer to swatch sheet on the back. Full color intensity: use on evenly pre-lightened, platinum hair. Add a hint of color: Less color intensity on light brown to medium brown hair or highlights.



03. MASSAGE

Work into hair until lather lightens in color.



05. INTENSITY

Repeat steps 1-4 for more intense color.



02. APPLICATION

For best results apply product thoroughly on damp hair.



04. RINSE

Rinse thoroughly until water runs clear.



06. THE ROUTINE

Follow with BondFix Strengthening Conditioner for 3x stronger and healthier hair.



FASHION
COLOR
CARE

VIRAL

COLOR DEPOSITING SHAMPOO

FULL COLOR INTENSITY.



A HINT OF COLOR - LESS COLOR INTENSITY.



For pre-lightened or color treated hair. Results may vary depending on porosity and/or condition of hair.