



Non-toxic amino acid-based smoothing treatment

Consumers Products

A safe, non-toxic hair treatment that smooths, reduces frizz, adds shine, and strengthens hair using natural amino acids.

Professionals Products

Advanced, non-toxic hair treatments for salons, using amino acids to smooth, repair, and add shine without harsh chemicals.



MANE TAME- Frizz Defying Home Treatment

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Pura Luxe Protein Smoothing BASE / 1

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Vita Silk Hair Mask- for Thick Hair

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Pura Luxe Protein BOOST / 2

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Vita Cleanse Shampoo

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Pura Luxe Protein BALANCE / 3 (Protein Repair)

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MANE TAME- Frizz Defying Home Treatment

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Pura Luxe Purple GLOSS / 4

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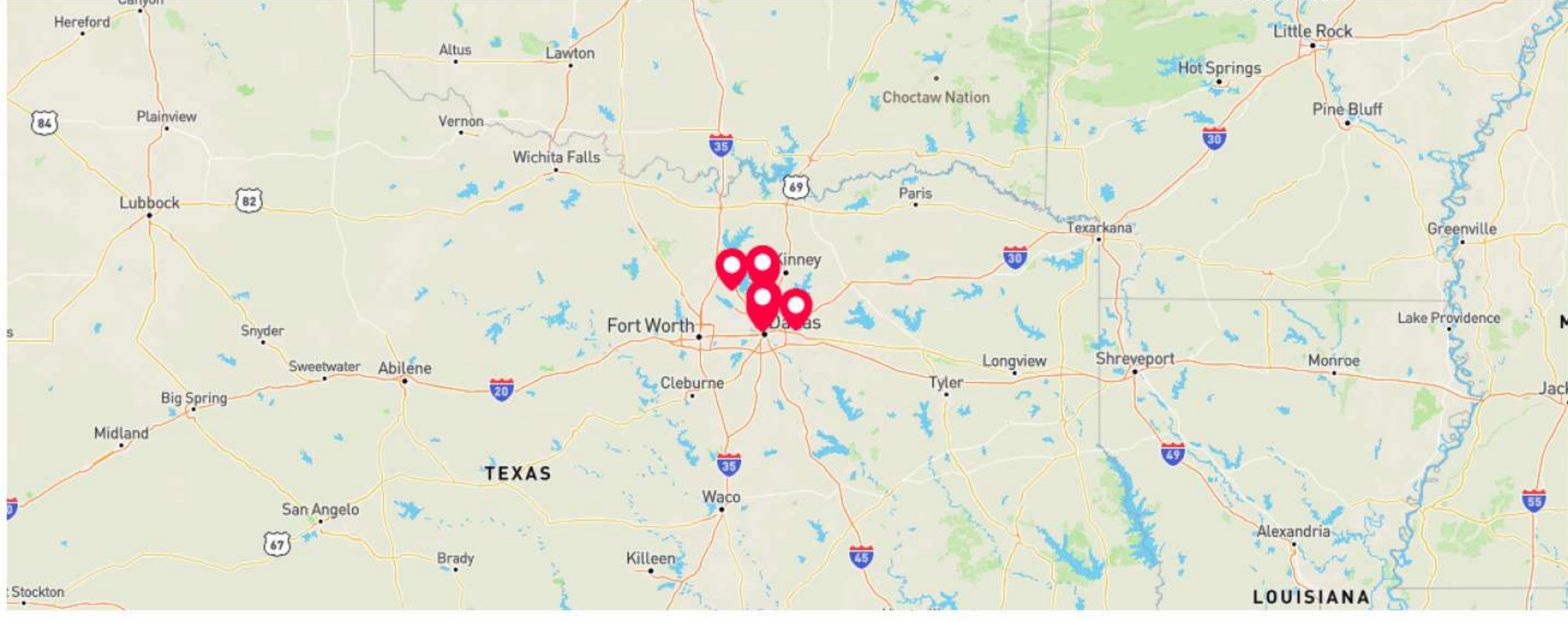
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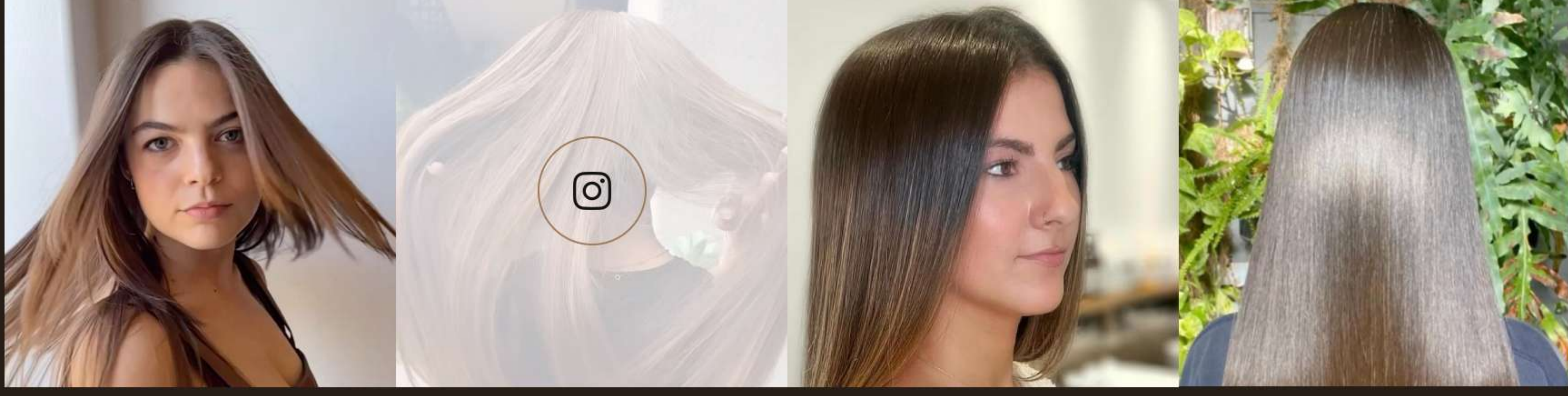
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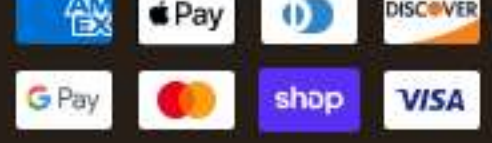


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Pura luxe is a non-toxic amino acid-based smoothing treatment. A company created by stylists for stylists!

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Vita Silk Hair Mask- for Thick Hair

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MANE TAME- Frizz Defying Home Treatment

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Vita Cleanse Shampoo

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Vita Bond (Available Soon)

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Pura Luxe Protein BALANCE / 3 (Protein Repair)

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Pura Luxe Purple GLOSS / 4

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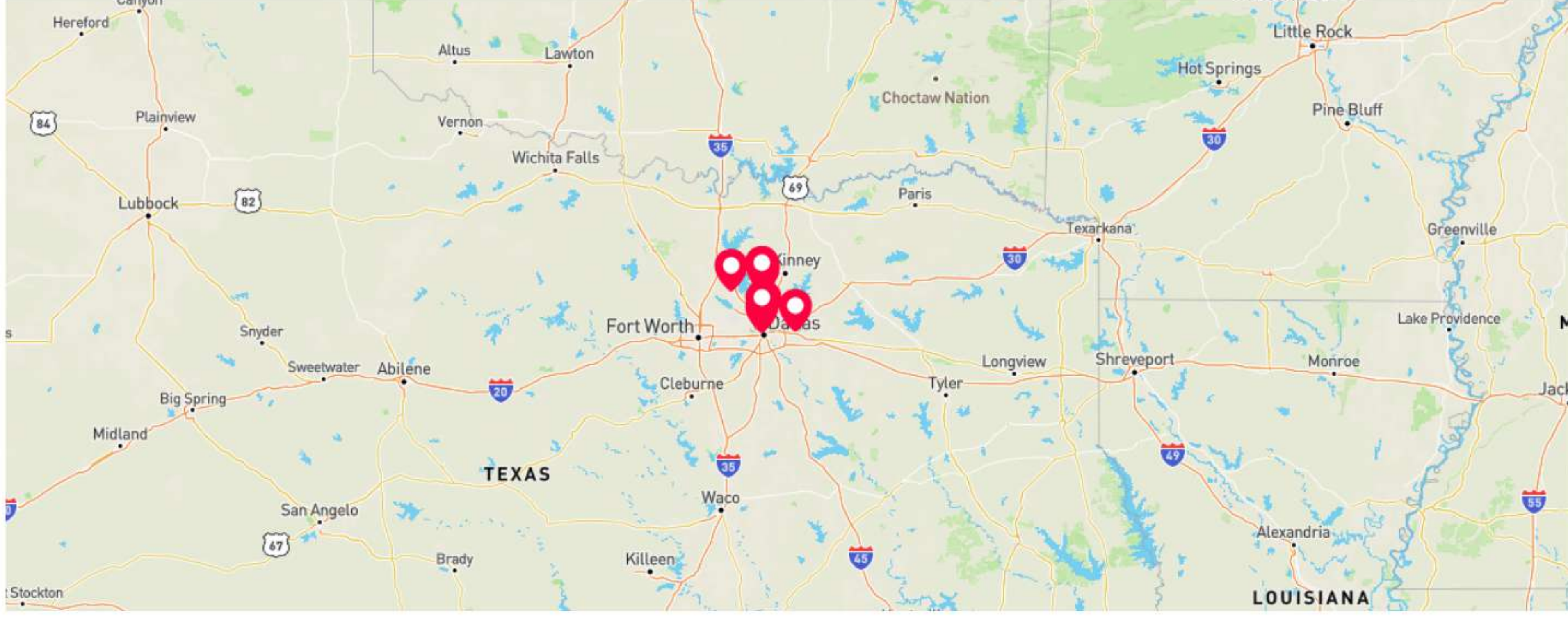
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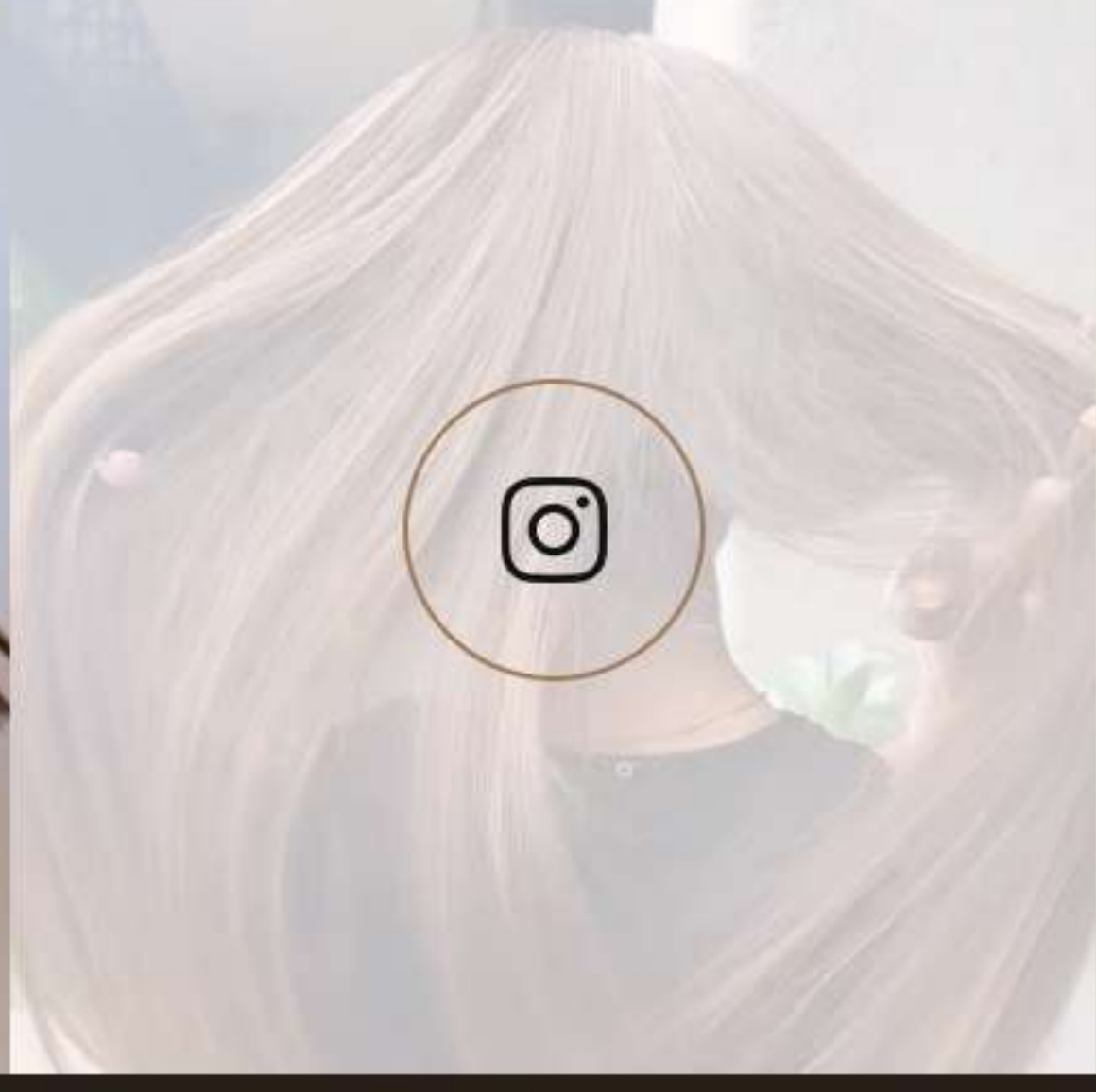
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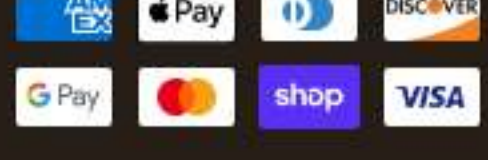
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