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Hydrate Shampoo

Creamy, luxurious shampoo that deeply hydrates normal to thick dry, color-treated hair.

★★★★★ 4.6 (2145) [Write a review](#) [Ask a question](#)

Pureology Hydrate Shampoo deeply hydrates normal to thick dry, color-treated hair with key i ... [Read full description](#)

BEST SELLER



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PUREOLOGY®
Hydrate Sham...

\$70.00

1L / 33.8 fl oz

- 1 +



Creamy, luxurious sham...

\$70.00

\$70.00 — Add to cart

In Stock

Exclusive Offer

15% off one liter or 20% off a duo with code: LITERDAY21

Get an additional 15% off any 2 or more masks, treatments or liter pumps with code: BONUS15

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Benefits



Adds Moisture



Replenishes Dry
Hair



100% Vegan
Formulas



For Medium to
Thick Hair Types



Good For Color
Care

Get To Know Me





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Description

For dry hair that feels like the Mojave Desert, soak your strands with our best-selling creamy shampoo that not only replenishes and adds moisture, but also protects your color. A luxurious lather gives your scalp the extra care it needs.





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Ingredients & Fragrances

A California icon, emollient Jojoba moisturizes hair while Green Tea supports a healthy scalp and Sage stimulates hair follicles. A signature aromatherapy blend of Lavender, Bergamot and Patchouli aids in relaxation and puts your mind at ease just like a brief moment of meditation.

[Full ingredient list](#)

Before/After

- Adds moisture
- Replenishes dry hair
- For Medium to thick hair types
- ZeroSulfate®, 100% Vegan Formula
- Color protection from patented Antifade Complex®





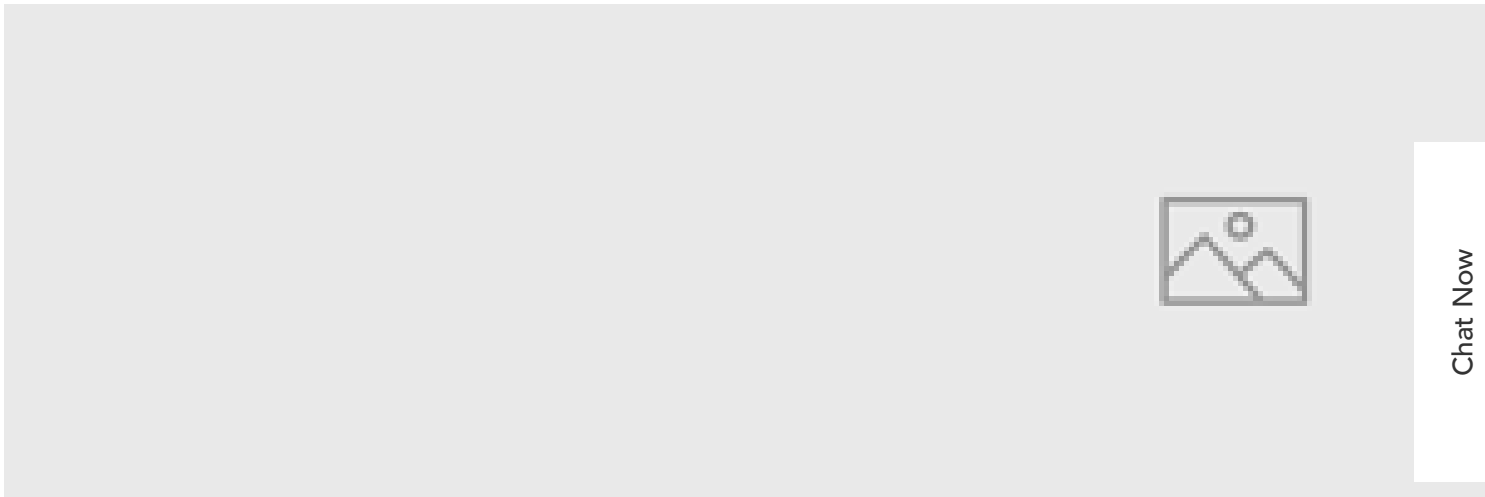
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How To Use

Take a moment to enjoy a spa in your shower. Apply a dime-sized amount to wet hair at the scalp. Emulsify into a rich lather and work it down to the ends. Rinse. For extra cleansing, repeat. Follow with our creamy Hydrate Conditioner and Color Fanatic Multi-

Tasking Leave-In Spray for the most moisturizing results.





You May Also Like



REVIEWS QUESTIONS & ANSWERS

Reviews

Write a review

Chat Now

Rating Snapshot

Select a row below to filter reviews.

5 ★	<div></div>	1512
4 ★	<div></div>	459
3 ★	<div></div>	119
2 ★	<div></div>	29
1 ★	<div></div>	26

Average Customer Ratings

Overall	<div>★★★★★</div>	4.6
Quality of Product	<div></div>	4.5
Value of Product	<div></div>	4.2

1–8 of 2145 Reviews

Sort by: Most Recent ▼



Mama Tri

Naples, FL

Review 1
Votes 0

★★★★★ · 4 days ago

Great Shampoo!

This is a great shampoo for hair that is colored or highlighted. I've been using it for three years and love it.

Quality of Product



I am a... **Consumer**

What is your hair type?
Coarse

Do you color your hair?
Color and Highlights

Received free product Yes

Recommends this product ✓ Yes

Helpful? **Yes · 0** **No · 0** **Report**

Value of Product

Annevt

Michigan

Reviews **3**
Vote **1**

I am a... **Consumer**

What is your hair type?
Medium

Do you color your hair?
No - it's natural

If you color, how often?
every 4 months or more

★★★★★ · 10 days ago

Hydrate Shampoo

The product works well. I'm not a fan of the smell or the packaging (bottle top.)

Helpful? **Yes · 0** **No · 0** **Report**

Quality of Product

Value of Product

lahlah

Chicago Suburbs

Review **1**
Votes **0**

I am a... **Consumer**

What is your hair type?
Fine

Do you color your hair?
Highlights, Foils or Balayage

★★★★★ · 11 days ago

great product, terrible packaging

The cap is a problem on this size product and is a classic case of aesthetics over practicality. The flush flat design of the cap make it difficult to both see in the lower lighting of a shower and to open. I call it the manicure killer. IFlipping open cap is nearly impossible without breaking a nail or chipping my polish so I have to scrape it against a small shelf on the wall to rip it open. This custom size cap does not allow one to swap up for something more practical like the liter size bottle cap. Please change it. I will find a new product until Pureology can make opening and using the product more seamless.

Recommends this product X No

Helpful? **Yes · 0** **No · 0** **Report**

Quality of Product

Value of Product

Response from Pureology:

Consumer Care Center · 8 days ago

Hi lahlah, we are so sorry to hear that you had a hard time opening our Hydrate Shampoo bottle. Please know, that we take your concerns

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seriously. We strive to make our products easy to use for everyone. We are going to be informing our products development team of this issue. We hope you continue to use our products with great satisfaction.

Frustrated with cap

Adirondacks, NY

Review 1

Votes 0

I am a... Consumer

What is your hair type?
Coarse

Do you color your hair?
Highlights, Foils or Balayage

If you color, how often?
every 3 months

★★★★★ · 11 days ago

Shampoo is great: packaging not so much

I really like the quality of the shampoo but trying to get the cap open is another story.

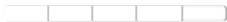
Also; very few people wear their glasses in the shower and the printing on the bottle is so small it is very difficult to see whether you have the conditioner or shampoo; both bottles are similar. Product is great! Go back to the drawing board with the packaging.

Received free product Yes

Recommends this product ✓ Yes

Helpful? Yes · 0 No · 0 Report

Quality of Product



Value of Product



M7fan

Upstate NY

Reviews 2

Votes 0

I am a... Consumer

What is your hair type?
Medium

Do you color your hair?
Color and Highlights

If you color, how often?
monthly

★★★★★ · 13 days ago

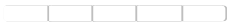
Best shampoo for clean hair & not harsh

If you're hair is color-treated like mine (covering gray & highlights), why not buy the best product available for home use in-between color treatments?!

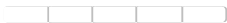
Recommends this product ✓ Yes

Helpful? Yes · 0 No · 0 Report

Quality of Product



Value of Product



D Thoms

San Francisco Bay Area

Reviews 2

Vote 1

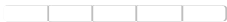
I am a... Consumer

★★★★★ · 20 days ago

Hydrate Shampoo

The Hydrate Shampoo is the best shampoo I have ever used. My hair was very damaged from over bleaching and this shampoo has literally, revived my hair. It looks healthier than it has in 20 years!

Quality of Product



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What is your hair type?
Medium

Do you color your hair?
Highlights, Foils or Balayage

If you color, how often?
monthly

Received free product Yes

Value of Product

Recommends this product ✓ Yes

Helpful? **Yes · 0** **No · 1** **Report**

pattylathamcagle

Reviews **2**
Votes **0**

★★★★★ · a month ago

I really like this

I really like this shampoo and conditioner it clean my hair better than any other shampoo. I would recommend this shampoo and conditioner. Pureology Hydrate Shampoo 8.5 oz

Received free product Yes

influenster Originally posted on influenster.com

heatherb156c

Review **1**
Votes **0**

★★★★★ · a month ago

Great!

This shampoo is fantastic! Cleans your hair without stripping and your hair is so smooth and beautiful after. I had really dry ends and this helped me so much. I would definitely recommend this shampoo! You won't be disappointed!

Received free product Yes

influenster Originally posted on influenster.com

1–8 of 2145 Reviews



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9/3/2021

Hydrate Sulfate Free Shampoo For Dry Hair - Pureology

 Free
Shipping

 Free
Samples

 100 Day
Guarantee

 Salon
Tested. Stylist
Approved.

ANTIFADE
COMPLEX

100% VEGAN
FORMULAS

75+ USES IN SHAMPOO
& CONDITIONER

FOR ALL
HAIR TYPES

SPOTLIGHT

Best Sellers

Perfect Pair

Liters

Travel Sizes

Special Offers

COLLECTIONS

Color Fanatic

Hydrate

Nanoworks® Gold

Pure Volume

Smooth Perfection

Strength Cure

Strength Cure Blonde

Style + Protect

Superfood Treatment

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Monday - Friday 9AM - 6PM EST (Excluding Holidays)

Email Customer Service



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