



KerActive  
 FEATURING EXCLUSIVE  
 KerActive Technology

The **NEW Paul Mitchell® Forever Blonde™** system contains new KerActive technology and safflower oleosomes, to help strengthen and hydrate for healthier blonde hair.

**PAUL MITCHELL.**  
**BLONDE**

**Forever Blonde™ Shampoo**

available in 75ml, 250ml,  
 1000ml sizes

- Sulfate-free formula which gently cleanses and keeps blonde hair light, bright and healthy
- Powered by exclusive KerActive protein and safflower oleosomes
- Helps repair damage and seal the cuticle

**Forever Blonde™**

**Conditioner**

available in 75ml, 200ml,  
 1000ml sizes

- A perfect hydrator for everyday use
- KerActive and safflower oleosomes help smooth and repair
- Subtly brightens blonde and highlighted hues

**Forever Blonde™**

**Dramatic Repair**

available in 25ml, 150ml sizes

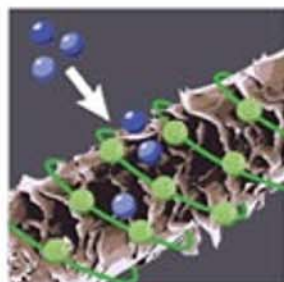
- Lightweight yet powerful multi-tasking corrector
- Smooths, strengthens and replenishes depleted hair
- Loaded with KerActive protein, safflower oleosomes and macadamia nut oil



Exclusive KerActive protein "hugs" the hair to help repair damage.



Conditioners and safflower oleosomes deliver rich plant oils to replenish lost moisture and nutrients.



KerActive penetrates the hair shaft to help rebuild, while safflower oleosomes deliver moisture and seal the cuticle.



The result is stronger, healthier hair with long-lasting hydration and shine.