

COLOR WOW'S GONE VIRAL:

THEY CAN'T STOP WATCHING THESE WOW RESULTS!

Never seen anything like it! Color Wow's first-of-a-kind products lit up a frenzy of viral Tik Tok trends with **millions of views**.

Have you seen these....or put Color Wow to the test???



DREAM COAT

Supernatural Spray

Chris Appleton's viral "waterproof your hair" demo



RAISE THE ROOT

Thicken & Lift Spray

She tried it on dry hair, and blew up TikTok!



XTRA LARGE

Bombshell Volumizer

Fine, flat, limp to va-va-voluptuous bombshell



ONE-MINUTE TRANSFORMATION

Styling Cream

Miracle! Puffy, frizzy bedhead to sleek, glossy style...on contact!



"WHEN IT COMES TO SCIENCE-BACKED, INNOVATIVE HAIR CARE, COLOR WOW REIGNS."