introducing
dreaming

Advanced Hair Repair + Resurfacing Treatment

Silicone-Free   Heat Protectant   Sulfate-Free   Color-Safe   Vegan

From the award-winning anti-frizz experts at Color Wow, DREAMING is the revolutionary new way to "mask" hair damage AND to prevent frizzy, puffiness. In mere minutes, DREAMING refinishes and polishes hair strands. Even dehydrated, frayed, frazzled hair becomes smooth, refined and aligned....looks totally reborn!
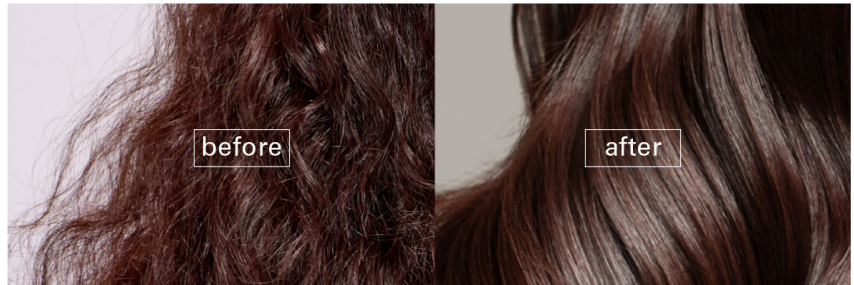
DREAMING has an immediate impact on the appearance of hair, creating a flawless finish and swingy, aligned strands that look and feel like a totally new head of hair.

Clinical tests confirm DREAMING delivers:

28% Greater elasticity[*]

83% Less breakage[*]

3.4x More humidity protection[**]

before   after

Advanced science behind Dreaming's long-lasting "no puff, no fluff" results

Thanks to a proprietary blend of oils (including squalene and rice bran oil) protein-rich quinoa and naturally-derived polymers, DREAMING "melts" into hair's outer cuticle layer, filling gaps, cracks and visibly repairing imperfections like split ends.

In clinical trials, participants saw dramatic results[***]

- 100% said hair looked smoother and straighter
- 100% said hair was more manageable
- 93% said hair looks healthier
- 90% said hair was shinier
- 90% reported styling was easier
- 87% reported less frizz

Color Wow Chief Chemist Dr. Joe Cincotta, PhD explains:

"Effectively, DREAMING forms a strong, tightly sealed, 'pseudo cuticle layer' that bonds to hair's surface, like a clear veneer of anti-humidity protection and glossy perfection."

*Average results of independent lab testing. **Independent study. Average results after 8 hours in 86 degrees at 70% humidity. ***Invivo clinical study. Results of subjective self-assessment of 30 volunteers.

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FAQ's

What hair type is DREAMING for?
Dreaming is for any hair that is dry and damaged and gets puffy, fluffy and frizzy in humidity.

How does DREAMING control frizz?
Dreaming refinishes, fills and seals hair's cuticle layer to smooth frizz and block humidity.

Will DREAMING weigh hair down?
Dreaming adds mass as it fills in and smooths the cuticle layer, but it has no greasy feel and doesn't weigh hair down.

How often should DREAMING be used?
Use once a week, or every three shampoos as needed. "No puff, no fluff" results last for days.

How to use DREAMING?
1. After shampooing, remove excess moisture from hair
2. Apply mask generously to hair
3. Massage or comb through to distribute evenly
4. Leave on 2-3 minutes
5. Rinse thoroughly and style as desired

Do I have to blow dry hair to see benefits of DREAMING?
No, you can opt to let hair air dry. However, if you want to create a super smooth blow-dry style, Dreaming does make hair more manageable so blow-drying is faster and easier.

Does DREAMING have heat protection?
Yes.

Is DREAMING safe to use on extensions?
Yes. Avoid applying to areas where extensions lock into hair.

Is DREAMING safe to use on Keratin-treated hair?
Yes.

Does DREAMING contain fragrance?
Yes, Dreaming has a soft, light floral fragrance.

How is DREAMING different from Dream Coat?
Dreaming is a buttery treatment mask that is rinsed off. It fills and polishes the surface of strands, visibly repairs damage, and helps seal out humidity to prevent puffing and help keep strands aligned. Dream Coat is an ultralight humidity-blocking leave-in spray that creates a powerful, water-resistant topcoat on hair. It's applied to damp hair and requires blow-drying with tension to activate. Dream Coat delivers sleek, ultra glossy styles that last for days and will not re-frizz in humidity.

Can DREAMING and DREAM COAT be used together?
Yes. Use Dreaming mask to smooth and polish hair's surface for a flawless, puff-free finish. Apply Dream Coat for sleek glossy style that's water-resistant and humidity-proof for up to 2-3 shampoos.

How is DREAMING different from Money Masque?
Money Masque is a deep hydrating treatment mask for all hair types that penetrates inside strands to deliver massive hydration and conditioning without weighing hair down. And creates supple, silky, glossy expensive-looking hair.

Which other Color Wow styling products can be used with Dreaming?
Any Color Wow styling products can be used after a Dreaming treatment.