

**HAIR REPAIR,
PROTECTION**

∞

**COLOR
CORRECTION**



K18

BIOMIMETIC HAIRSCIENCE

HAIR LIKE NEW - NO MATTER WHAT YOU PUT IT THROUGH

Damage. Everyone experiences damage to their hair in some way either by chemical services, thermal styling, mechanical styling, or even through our environments. Over time, this damage starts to break down the hair, resulting in loss of shine, bounce, & that youthful state we had prior to the damage.

THE DIFFERENCE - Until now, hair care products covered up damage with conditioning treatments that coat the hair in oils, bringing superficial hydration & sheen. Repair treatments patch damage like internal glue - strong but brittle - but provide temporary results. The answer is K18. For all hair types, for every generation. A new frontier in the hair industry - & it heals hair in just 4 minutes.

HOW DOES IT WORK?

K18 is a simple, patented, bioactive, 2 step treatment process, & can be incorporated in any possible salon treatment. Utilizing the patented K18PEPTIDE™, K18 works on a molecular level to prepare, protect & repair hair during any in-salon service - reversing it to its most youthful, healthy state in minutes.

Patented K18PEPTIDE™ is the result of 10 years of biosciences research, & is not just a temporary fix - it's the first product to utilize biomimetics to reconnect keratin chains once broken by bleach, color & chemical services, resulting in soft, smooth, strong hair that feels like new.

THE MORE DAMAGED THE HAIR, THE MORE DRAMATIC THE RESULTS.

K18 is the first product that actually heals your hair from the inside out. K18 is clinically proven to undo hair damage caused by chemical services, thermal styling, mechanical styling, & environmental damage. Damage is universal, & now lasting repair can be too. Now you can achieve any look, & do it in one appointment. K18 can be used immediately after any chemical service to repair damage caused by the service.

And the best part? You don't need to change a single thing about any service to make K18 work for your clients. No need to add K18 directly into chemical services, nor any need to change developer or processing time.

USE K18 WITH ALL SALON SERVICES

- Lightening
- Perms
- Thermal reconditioning
- Haircuts
- Coloring
- Relaxers
- Keratin straightening
- General treatments

K18 works perfectly with all chemical services. No need for changing processing time, developer or any part of the salon service, other than adding an additional 4-8 minutes.

K18 is free from:

- ✗ Parabens
- ✗ Sulfates
- ✗ Silicones
- ✗ Phthalates
- ✗ Sodium Chloride
- ✗ Artificial Colors
- ✗ Formaldehyde & Formaldehyde Donors

K18 is:

- ✓ Vegan
- ✓ Color Safe
- ✓ Made in Canada
- ✓ Never tested on animals

REASONS TO BELIEVE

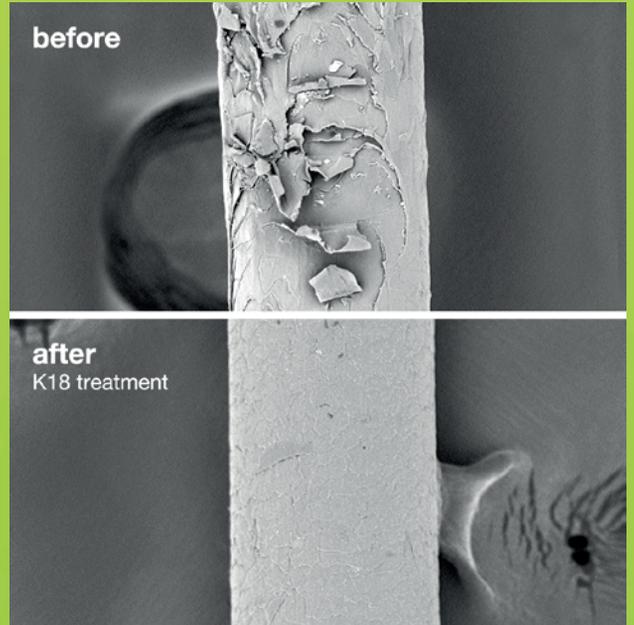
Clinical study results

clinically proven to reverse hair damage in 4 minutes with just one salon treatment, hair is restored to

91% original strength*
94% original elasticity

the more damaged the hair, the more dramatic the results.

*Results observed in a clinical study while using MIST & MASK as part of a bleaching treatment. Results may vary depending on hair type, quality & history.



The only patented bioactive peptide treatment clinically proven to reverse damage from:



BLEACH + COLOR



CHEMICAL SERVICES



HEAT



MECHANICAL DAMAGE

the K18REPAIR™ Service

The 4-minute 2-step salon-only service to clinically reverse hair damage. Patented bioactive peptide treatment prepares, protects & repairs hair before & after in-salon chemical services. Reverses damage & prevents breakage while strengthening hair & improving elasticity. Reconnects broken keratin chains, renewing hair with strength, softness, smoothness & bounce, with visible results after one use. After completing steps 1 & 2, clients can then continue treatment at home with the take home leave-in repair mask. The entire K18 regimen only adds an additional 4-8 minutes to any treatment.

step

1

pre-service

PRO mist fortifies hair + restores up to 99% elasticity

1. Before all professional & chemical services, mist hair with water (do not saturate).
2. Section hair, apply 2-6 sprays of K18 Mist per section. Work into hair.
3. Let sit for 4 minutes to activate. Do NOT rinse out.
4. Dry hair & process as usual.
5. Shampoo, do not condition.
6. Towel-dry thoroughly.
7. Continue treatment with K18 Mask.

step

2

post-service

PRO mask reverses damage in 4 minutes

Finish with the mask to treat any damage.

1. Shampoo, do not condition so the mask will penetrate hair more effectively.
2. Towel dry hair until damp.
3. Start with one pump & add more as needed, depending on length, thickness & condition.
4. Work evenly into hair, one pump at a time, starting from ends to roots.
5. Let sit for 4 minutes to activate. Do NOT rinse out.
6. Style as usual.



professional molecular repair hair mist

K18 Professional Mist is a pre-service treatment that strengthens hair before a chemical service.

Shifts the cuticle layer to penetrate hair's inner cortex & hone in on damage sites.

- 30ml **18864**
- 150ml **17923**
- 150ml **20062** **NEW**
- (with trigger spray) **18803**
- 300ml
- (with trigger spray)



professional molecular repair hair mask

K18 Professional Mask is a post-service leave-in treatment that repairs damage caused during any salon service.

Helps close cuticles & seal in the peptide to repair broken keratin chains, with added lightweight conditioning benefits to keep hair smooth & soft.

150ml

17922



PEPTIDE PREP™ pro chelating hair complex

A no-mix, spray-on demineralizing treatment to counter the harmful effects of hard water mineral buildup on the hair. This innovative spray is clinically proven to reduce 7 types of metal + mineral buildup in the hair. This means more vibrant & even color, restored bounce & shine, & improved product effectiveness.

Specifically designed as an optional but recommended preliminary treatment to be used BEFORE steps 1 & 2 above.

To use:

1. Shake well before use & turn trigger to "on" position.
2. Section dry hair into 4 quadrants, then apply 6-10 sprays of chelating hair complex per quadrant based on length & density. Hair should feel slightly damp.
3. Work through to evenly distribute. Wait 4 minutes. Do not rinse.
4. Proceed with pro mist & pro mask.

300ml

18804



Pro Hair Repair Mini Kit

Includes:

- 1 x professional molecular repair hair mist, 30ml
- 1 x professional molecular repair hair mask, 15ml

18714



Pro Peptide Starter Kit

Includes:

- 2 x professional molecular repair hair mist, 150ml
- 1 x professional molecular repair hair mask, 150ml

18715



K18REPAIR™ Service Set

Includes:

- 1 x professional molecular repair hair mist, 300ml
- 1 x professional molecular repair hair mask, 150ml
- 1 x PEPTIDE PREP™ pro chelating hair complex, 300ml

19648



PEPTIDE PREP™ shampoos

From the brand that revolutionized the hair care world. The next step in hair repair & preservation is here. Two new products, expertly formulated to take your daily hair protection & maintenance to new heights. These two PEPTIDE PREP™ shampoos take care of hair like no other. They cleanse the hair for a clean canvas, whether you're looking for a gentler regular cleanse, or a heavy-duty detox. Formulated with the same patented K18PEPTIDE™ as the repair hair mask. Cleanse the hair to pave the way for maximum damage repair & protection. Create the ideal conditions for healthy hair.

detox shampoo

A heavy-duty clarifying shampoo that thoroughly cleanses the hair from large buildup of product & oils on the hair & scalp, creating the perfect canvas for further hair treatments. Perfect for hair that frequently looks & feels oily, heavy, dirty & weighed down. Ideal for the heavy product styling user who frequently needs to wash product, oil & debris.

- 53ml **18409**
- 250ml **18339**
- 473ml **20210** **NEW**
- 930ml **18341**



pH-maintenance shampoo

A gentler way to cleanse, a milder shampoo that is better suited to more frequent use & daily maintenance for clean & optimized hair & scalp. For those who prefer gentle shampoo formulas, or for those who wash their hair more frequently. Ideal for hair free of large buildup of product, oil & debris.

New code 20211 now with updated name
Damage Shield pH protective shampoo

- 250ml **18340**
- 473ml **20211** **NEW**
- 930ml **18342**



Damage Shield Protective Conditioner

Helps maintain hair health & improve smoothness & shine. Engineered to weightlessly soften & detangle while the K18PEPTIDE™ helps replenish hair during washing.

- 250ml **18950**
- 473ml **20212** **NEW**



leave-in molecular repair hair mask

A 4-minute leave-in treatment to clinically reverse hair damage. An at-home leave-in treatment infused with patented K18PEPTIDE™ that works on a molecular level to repair even the most extreme damage, reversing hair to its most youthful, healthy state—leaving strands soft & strong. Ideal for clients to use at home to continue their damage repair regimen. For best results, use for the first 4-6 consecutive washes following a service, then every 3-4 washes as needed to maintain hair strength.

- 5ml **17925**
- 15ml **18343**
- 50ml **17924**



future faves minis

Prep for max damage repair, reverse damage, & boost volume - all in 1 kit.

- Includes:
- 1x PEPTIDE PREP™ Detox Shampoo, 53ml
- 1x Leave-In Molecular Repair Hair Mask, 15ml
- 1x AstroLift™ Reparative Volume Spray, 47ml

20041



NEW

prep + repair at-home duo set

The next level K18 hair repair & maintenance set featuring mini versions of K18's range of breakthrough products. Perfect as a gift, introduction to the K18 brand, or as a complete hair routine for clients to use at home to maintain their results.

- Includes:
- 1x PEPTIDE PREP™ Detox Shampoo, 53ml
- 1x Leave-In Molecular Repair Hair Mask, 50ml

19834



NEW

salon blowout at home kit

Includes:

- 1x Leave-In Molecular Repair Hair Mask, 50ml
- 1x HeatBounce conditioning heat protectant, 47ml
- 1x AstroLift™ reparative volume spray, 47ml

20131



NEW

TripleBright oxidation defense purple shampoo

Your future blonde looks bright! Breakthrough triple-action blonde shampoo for brighter, longer-lasting blonde.

1. Removes metals & minerals
2. Neutralizes brassiness
3. Defends against future brass

A single wash removes up to 3 months of brass in blonde hair attributed to hard water. Delicate blonde tones are protected during the process as this easy-to-apply foam shampoo neutralizes brassiness without staining or overtoning. The ideal hair tone before brassiness developed is restored, evened & protected.

Lathering & sitting on the hair for 1-3 minutes is all it takes!

125ml **20135**
443ml **20203**



NEW



molecular repair hair oil

A weightless oil that strengthens while it smooths for immediate & long-term frizz control. Powered by the patented K18PEPTIDE™. Works at the molecular level to repair damaged hair, addressing the damage that causes frizz for long-term strength & smoothness.

Offers 24-hour frizz control, reduces split ends, imparts shine, & enhances color vibrancy without weighing hair down. Provides 450°F (232°C) heat protection to prevent further frizz-causing damage for holistic hair health. Contains up to 900 drops of oil in each bottle. Works on both damp & dry hair.

After performing the K18 molecular repair service in the salon or using the leave-in molecular repair hair mask at home, apply on damp hair. After styling, a second application on dry hair will immediately smooth frizz & flyaways, add shine, & reduce split ends at the outer cuticle level.

10ml **18408**
30ml **18713**



HeatBounce conditioning heat protectant

The future of heat protection. This leave-in conditioning heat protectant detangles, softens, & delivers deeper heat protection than ever before – for 85% less breakage after blow drying. Protects from heat up to 232°C from the inside out, conditions & detangles hair, & defends against heat, mechanical, & UV environmental damage that can cause color fade, dryness, & breakage.

Formulated with Resilicore™ heat-shielding technology which is inspired by proteins in nature that can withstand extreme temperatures. Unlike traditional heat protectants that only coat the cuticle, the size + molecular makeup of Resilicore™ allows it to penetrate deeper than ever before, into hair's inner cortex where heat damage can occur, forming a protective shield that fortifies from within. Conditioning blend conditions, softens, & detangles even damaged hair.

Created for all hair types + textures. Can be used on extensions.

- 15ml **19665**
- 47ml **20060**
- 118ml **19724**
- 236ml **19725 (PROFESSIONAL SIZE)**

NEW



AstroLift™ reparative volume spray

A buildable, lightweight, non-sticky volume spray formulated with the K18PEPTIDE™ to reverse damage, especially in fine, fragile & aging hair. Creates movable, touchable volume & bounce on all hair types for up to 2 days.

Hair fiber volumizing blend makes hair look & feel full & natural from roots to ends. Newly created volume withstands humidity, so hair never falls flat. No heat or tension needed – formulated to work no matter how hair is styled, so no need to risk heat or mechanical damage from styling tools.

- 47ml **19798**
- 118ml **19647**

NEW



AirWash™ dry shampoo

A non-aerosol dry shampoo powered by smart-release odorBIND™ biotechnology that delivers a high performance clean, clinically eliminating odor & reducing oil without starchy buildup or white cast.

Leaves hair feeling & looking clean – deeply cleanses without making hair feel gritty & heavy, for a run-your-fingers-through clean feeling. Keeps working for up to 3 days.

- 47ml **19666**
- 118ml **19195**

NEW



A revolutionary treatment program formulated with OSMO Fibre Bond Technology, designed to be used in combination with any professional salon color or bleach formula. Improving the hair's condition from the inside out, CHROMAPLEX helps strengthen damaged hair fibers, minimizes breakage & aids in the improvement of overall condition without affecting development time, neutralization or lifting.

**#0 CHROMAPREP
CHELATING MIST**

Deminerizing pre-treatment spray that helps reduce copper & mineral buildup. Delivers more vibrant & more even color results. Helps protect the hair fiber before color, balayage or lightening services.

Allows the formula to penetrate into the hair fiber for more even color results. Hair is left more shiny & radiant after color services.
300ml
19451



#1 BOND BUILDER

Fortifies & Strengthens - Designed to provide optimal strengthening & anti-breakage benefits when mixed with any professional bleach/color formula.

500ml
16762



#2 BOND SEALER

Stabilizes & Protects - A protective, nurturing treatment cream that stabilizes the strengthened bonds formed in STEP 1. Helps seal the hair shaft for smoother, sleeker, more vibrant color results.

500ml
16763



#3 BOND SUSTAINER

Sustains & Conditions - An ultra-conditioning, twice weekly, at-home treatment with Fibre Bond Technology designed to maintain hair strength, with sensational shine & suppleness in-between salon appointments.

250ml
16764



#4 BOND SHAMPOO

Gentle, sulfate-free shampoo formulated with Fibre Bond Technology to strengthen & repair hair. Colour Save Complex & UV filters protect against natural pollutants & prolong the life of hair color. Hair is left feeling soft, strong & radiant. Ideal for dry & damaged hair. Can be used daily.

250ml **17716**
1000ml **18800**



#5 BOND CONDITIONER

Nourishing conditioner that replenishes lost moisture & prolongs the life of hair color. Sunflower Seed Extract & Argan Oil protects color integrity & protects hair against natural pollutants & exposures. Leaves hair feeling replenished, strong, supple & radiant. Best results seen on dry & damaged hair. Can be used daily, & ideally after #4 Bond Shampoo.

250ml **17717**
1000ml **18799**



CHROMAPLEX™ AFTERCARE KIT

Intensely nourishing kit designed to further enhance the benefits of your in-salon Chromaplex treatment. Regular use helps improve & maintain the condition of the hair while helping to prevent against future damage.

Includes:

- 1 x #3 Bond Sustainer, 250ml
- 1 x #4 Bond Shampoo, 250ml
- 1 x #5 Bond Conditioner, 250ml

17718



#6 MOLECULAR MIST

A lightweight, versatile pre-color mist formulated with Chromaplex Peptides to help strengthen & repair the hair's surface layers while further protecting the disulfide bonds strengthened by Chromaplex Bond Builder.

Prep hair by lightly misting with water. Spray #6 MOLECULAR MIST onto hair in sections prior to chemical service. Wait 4 minutes before proceeding with the service. After processing, shampoo hair, DO NOT condition. Towel dry. Apply CHROMAPLEX #2 Bond Sealer for 4 minutes. Do not rinse. Style as desired.

300ml
20070



NEW

INSTRUCTIONS

chromaplex
FIBRE
BOND
SYSTEM

COLOUR / BLEACH

Always mix your colour and developer first before adding CHROMAPLEX™ BOND BUILDER #1. Measure the amount of Bond Builder #1 based on colour/bleach only, not colour/bleach/developer.

ON-SCALP / OFF-SCALP

NO NEED TO ALTER YOUR NORMAL DEVELOPER LEVELS

1. Add BOND BUILDER #1 in ratios of 1:10 to your colour/bleach formula (not including the amount of developer).
2. Apply and develop as normal.
3. Rinse hair, then lightly shampoo with salt and sulphate free OSMO® Colour Save Shampoo.
4. Follow with BOND SEALER #2. Leave for 10 minutes, then rinse thoroughly.
5. Finish with a leave-in treatment such as OSMO® Wonder 10™ or Dual Action Miracle Repair and style as normal.

*Always use a salt and sulphate free shampoo following the application of BOND BUILDER #1 to ensure the colour is protected and not stripped out.
No need to use higher quantities of BOND BUILDER #1 than stated. Twice as much does not equal twice as good and may dilute the effectiveness of the product and your result.*

WITH TINTS (Including Hi-Lift)

1. Mix your colour with your preferred Cream Developer (do not raise the developer level).
2. Add BOND BUILDER #1 at a ratio of 1:10.
3. Apply and develop as normal.
4. Rinse, then lightly shampoo. Rinse and towel dry.
5. Apply BOND SEALER #2. Comb through and leave for 10 minutes before rinsing thoroughly.
6. Follow with a leave-in treatment such as Wonder 10™ or Dual Action Miracle Repair.

AS A TREATMENT DURING COLOUR APPLICATION

1. Dilute BOND BUILDER #1 1:10 with warm water in a spray or applicator bottle.
2. Spray directly onto any uncoloured areas directly following colour application.
3. Once colour has developed, rinse and lightly shampoo with a salt and sulphate free shampoo like Colour Save.
4. Apply BOND SEALER #2 for 10 minutes then rinse.

CHROMAPLEX™ BOND BUILDER #1 can be added to every colour at any stage of the colouring process. It is important to use BOND SEALER #2 each time you rinse or shampoo off your colour to seal in the benefits of BOND BUILDER #1 for maximum longevity and optimum results.

WITH QUASI/DEMI PERMANENT COLOUR

1. Mix your colour with your preferred developer (do not raise the developer level).
2. Add 1ml of BOND BUILDER #1 for every 10ml of Colour (excluding the amount of developer).
3. Rinse hair, shampoo and apply BOND SEALER #2. Comb through and leave for 10 minutes before rinsing.

WITH NON-OXIDISING SEMI-PERMANENT COLOURS & TONERS:

1. Add 1ml of BOND BUILDER #1 for every 10ml of colour.
2. Apply and develop as normal.
3. Rinse hair and apply BOND SEALER #2. Comb through and leave for 10 minutes before rinsing.

NO COLOUR, NO PROBLEM

AS A STAND-ALONE TREATMENT

- Mixing Ratio:
MILD DAMAGE: Mix 1ml BOND BUILDER #1 to 10ml water
MODERATE DAMAGE: Mix 1ml BOND BUILDER #1 to 7.5ml water
VERY DAMAGED: Mix 1ml BOND BUILDER #1 to 5ml water
- DIRECTIONS:
1. Shampoo hair and towel dry thoroughly
 2. Apply directly to the hair using a spray applicator
 3. Leave for 5-10 minutes
 4. DO NOT RINSE
 5. Apply BOND SEALER #2 directly over the top
 6. Leave for 5-10 minutes
 7. Rinse thoroughly and style as normal

EXPRESS TREATMENT

- Mixing Ratio:
MILD DAMAGE: Mix 1ml BOND BUILDER #1 to 10ml BOND SEALER #2
MODERATE DAMAGE: Mix 1ml BOND BUILDER #1 to 7.5ml BOND SEALER #2
VERY DAMAGED: Mix 1ml BOND BUILDER #1 to 5ml BOND SEALER #2
- DIRECTIONS:
1. Shampoo hair and towel dry thoroughly
 2. Apply directly to the hair
 3. Comb through or work through with fingers to ensure full saturation
 4. Leave for 5-15 minutes
 5. Rinse thoroughly and style as normal

WITH PERMS:

1. Cleanse with Deteroxy Shampoo, rinse and towel dry.
2. Apply perm solution as per manufacturer's instructions.
3. Add BOND BUILDER #1 at a ratio of 1:10 to the Neutraliser and apply as per the manufacturer's instructions.
4. Rinse. DO NOT SHAMPOO.
5. Apply BOND SEALER #2. Cover with a cap and leave for 10 minutes. Rinse.
6. Follow with a leave-in treatment such as OSMO® Wonder 10 or Dual Action Miracle Repair.

KERATIN TREATMENTS:

- We do not recommend using CHROMAPLEX™ BOND BUILDER #1 or BOND SEALER #2 on the same day as the Keratin treatment application.
- BOND BUILDER #1 is recommended for client use in between keratin treatment appointments to maintain the health of the hair.

AFTERCARE:

The correct aftercare is crucial to maintaining the benefits of an in-salon CHROMAPLEX™ treatment. Regular use of the CHROMAPLEX™ care system ensures your client's optimum results.

BOND SHAMPOO: STRENGTHENS & REPAIRS:

- Use frequently in between salon appointments.
- Apply to wet hair, massage gently and rinse thoroughly. Repeat if necessary.

BOND CONDITIONER: HYDRATES & STRENGTHENS:

- Use frequently in between salon appointments.
- Cleanse the hair with BOND SHAMPOO #4 and towel dry. Apply BOND CONDITIONER #5 and massage gently, concentrating on the mid-lengths and ends. Leave for 1 minute before rinsing thoroughly.

BOND SUSTAINER: SUSTAINS & CONDITIONS:

- Use once a week as an intensive conditioning treatment.
- Shampoo hair as normal and towel dry. Apply a small amount of BOND SUSTAINER #3 from mid-lengths to ends. Massage gently. Comb through. Leave for 10 minutes before rinsing thoroughly.

We recommend your clients take home BOND SUSTAINER #3 following every in-salon CHROMAPLEX™ treatment to ensure best hair health in-between appointments.



THE FIRST FORMULA SPECIFICALLY DESIGNED FOR LONG HAIR

Damage Undo® understands the bond & needs between you & your hair. It's the first brand designed to effectively repair long hair & return it to its natural state, offering tailored & clinically proven solutions that deliver exceptional results.

WHY IS IT DIFFICULT TO KEEP LONG HAIR HEALTHY & INTACT?

Every day, year after year, long hair is subjected to numerous types of stresses: the heat of hairdryers & straighteners, coloring & bleaching treatments, excessive brushing & weathering damage & more. Consequently, over the years, the hair will result dry, weak, brittle & dull.

Hair looks & feels dry, shine is gone, color looks drab, & tangles form easily. Cuticles are compromised & the internal structure is damaged. Damage Undo® is formulated to repair hair & return it to its natural state. Uses Keraboo™ Technology, a blend clinically proven by the University of Naples to repair hair internally & externally.

This technology conducts a three-step rehabilitation process to repair, nourish & protect hair from damaging elements, effectively re-establishing broken hydrogen & disulfide bonds to return hair to its best shape & health.

96% naturally-derived • No silicones • Vegan • No animal testing • Paraben & SLS/SLES-free • 100% recycled & recyclable packaging • Dermatologically tested & approved • Subtle, natural fragrance • Made in Italy

DAMAGE UNDO WORKS ON ALL HAIR TYPES!



Pre-Treatment Booster Spray

A fluid spray that maximizes the repair of hair prior to further hair care restructuring treatments. Its innovative, latest-generation formula is boosted by Keraboo™ Technology, a synergic complex of natural origin, prepares the hair to absorb nourishment.

150ml
18818

HERO PRODUCT



Clarifying Shampoo

Purifies the hair & scalp from polluting particles, chlorine, heavy metals, sebum & hair products that accumulate & leave the hair feeling unhealthy. Hair & scalp are left deeply revitalized & cleansed.

250ml 18819
1000ml 19008



Technical Protect Cream

Comprehensive hair protection & service enhancement cream for treatments.

Performs three benefits for the hair & scalp: adds protection to hair before harmful chemical exposure, nourishes hair so it looks & feels healthy & strong, & reduces perception of ammonia smell from chemical services. Does not alter texture or final result of color.

250ml 18820
1000ml 19007

HERO PRODUCT



Strengthening Shampoo

A nourishing & strengthening shampoo suitable for all hair types. This exclusive, professional formula helps protect hair from daily damage caused by chemical, physical & mechanical stresses. Strengthens, boosts shine & volume, & leaves hair healthier with each use.

250ml 18821
1000ml 19009



Blue Toning Shampoo

The professional solution for enhancing the tones of blonde, bleached, grey & white hair through the removal of unwanted undertones, all while leaving a natural look. Leaves hair radiant & healthy, & blonde tones effortlessly refreshed.

250ml **18822**
1000ml **19010**



Repairing Conditioner

A nourishing & repairing conditioner suitable for all hair types. Strengthens the hair by reducing breakage, preventing split ends & facilitating detangling.

250ml **18823**
1000ml **19011**



Restoring Masque

An extraordinary mask that gives intense nourishment to all hair types. Formulated for maximum repair & an instantly healthier look & feel. Hair is left intensely moisturized, full-bodied, soft & shiny.

250ml **18824**
1000ml **19012**



Restructuring Masque

A professional, concentrated nourishing & restructuring masque suitable for all hair types. Nourishes & strengthens the hair bonds & fibers, leaving hair ultra-soft, shiny & healthy from the very first use.

250ml **18825**
1000ml **19013**



Repairing Conditioner

A nourishing & repairing conditioner suitable for all hair types. Strengthens the hair by reducing breakage, preventing split ends & facilitating detangling.

250ml **18823**
1000ml **19011**



Multi Benefits Cream

A revolutionary, multi-active cosmetic cream that helps detangle, protect & strengthen the hair cuticle & bonds. Effectively prevents split ends, reduces frizz & delivers mirror-like shine. Extremely effective pre-styling cream that helps to hold the style for longer.

250ml **18827**
1000ml **19015**

HERO PRODUCT



Stop & Lock Color Preserver

Protect color intensity & vibrancy by limiting fading & lightening, making color last longer, & ensuring better, stronger hair.

Color quickly fades after a service as a result of unstoppped oxidation. Amines in color cream reacts with hydrogen peroxide in bleach or persulfates in bleach & this only finishes when all oxygen molecules are consumed. Color looks lighter & less vibrant, & hair has increased damage.

Completely neutralizes hydrogen peroxide, stops oxidation & blocks persulfates. Color will last longer, there is much less discoloration like yellowing, & hair is better protected from damage.

250ml **18826**
1000ml **19014**

HERO PRODUCT



DAMAGE
undo

Using guide

FOR PROFESSIONAL USE

- Cp** Clinically Proven
- Dt** Dermatologically Tested
- Nd** 97% Naturally Derived
- Vf** Vegan Friendly
- Sf** Silicon Free
- Pf** Paraben Free
- Cf** Cruelty Free
- Sf** SLES/SLS Free

	PRE TREATMENT BOOSTER 150 ml e 5.07 fl. oz	TECHNICAL PROTECT CREAM 250 ml e 8.5 fl. oz 33.81 fl. oz	CLARIFYING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	STRENGTHENING SHAMPOO 250 ml e 8.5 fl. oz 33.81 fl. oz	BLUE TONING SHAMPOO 250 ml e 8.5 fl. oz 33.81 fl. oz	REPAIRING CONDITIONER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	RESTORING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	RESTRUCTURING MASQUE 250 ml e 8.5 fl. oz 33.81 fl. oz	STOP & LOCK COLOUR PRESERVER 250 ml e 8.5 fl. oz 33.81 fl. oz	MULTI BENEFITS CREAM 250 ml e 8.5 fl. oz 33.81 fl. oz	PROTECTING CREAM TO OIL 150 ml e 5.07 fl. oz	BOND SHIELDING SERUM 150 ml e 5.07 fl. oz
RECONSTRUCTION TREATMENT FOR OVERPROCESSED AND DAMAGED HAIR	●			●				●		●		●
BEFORE TREATING DAMAGED AND FRIZZY HAIR	●			●			●	●		●		●
TREATMENT FOR ALL CURLY AND WEAVY HAIR TYPE	●			●			●			●		●
TREATMENT FOR BUILD UP AND FINE HAIR	●											●
TREATMENT FOR ALL DULL HAIR TYPE	●		●				●				●	●
TREATMENT FOR ALL HAIR TYPE LACKING OF HYDRATION	●		●							●		●
BEFORE COLOURING ALL HAIR TYPE	●	●		●						●		●
BEFORE BLEACHING ALL HAIR TYPES	●	●			●				●	●		●



Using guide

FOR PROFESSIONAL USE

Cp Clinically Proven
Dt Dermatologically tested
Nd 97% Naturally Derived
Vf Vegan Friendly
Sf Silicon Free
Pf Paraben Free
Cf Cruelty Free
Sf SLES/SLS Free

<p>PRE TREATMENT BOOSTER 150 ml e 5.07 fl. oz</p> <p>Prepares the hair to receive all subsequent treatments. Spray on the product. Leave on for 10 minutes. Do not rinse off. Continue with Restructuring Masque or Restoring Masque and leave on for 10 minutes. Rinse with Strengthening Shampoo. Apply Repairing Conditioner and proceed with the desired styling.</p>	<p>TECHNICAL PROTECT CREAM 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>Mix with the colouring cream or bleaching mixture in a ratio of 6 to 1. For example, 60 g of dye + 60 g of developer = 120 g of mixture. Divide 120 g by 6 parts, which equals 20 g of Technical Protect Cream, add the 20 g to the mixture and proceed with the usual application of the colour/bleach mixture to the hair.</p>	<p>CLARIFYING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>Apply the product to wet hair. Massage into scalp and hair. Leave on for up to 5 minutes. Rinse. Repeat if necessary.</p>	<p>STRENGTHENING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>Apply the product to wet hair. Massage into scalp and hair. Rinse. Repeat if necessary.</p>	<p>BLUE TONING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>Apply to wet hair and massage into lengths and ends. Leave on for 1 to 3 minutes depending on unwanted yellow or orange highlights. Rinse. Repeat if necessary.</p>	<p>REPAIRING CONDITIONER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>After shampooing, apply the desired amount to towel-dried hair, concentrating the product on lengths and ends. Massage. Leave on for 1-3 minutes. Comb through hair. Rinse thoroughly.</p>	<p>RESTORING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>After shampooing, apply Restoring Masque evenly to towel-dried hair, using the necessary amount according to the type of hair to be treated. Leave on for 10 minutes. Rinse thoroughly. If necessary, intensify the treatment with a heat source using a shower cap.</p>	<p>RESTRUCTURING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>On severely damaged hair, apply the product before shampooing. Leave on for 15 minutes and rinse. After shampooing, apply the product evenly to towel-dried hair. Leave on for 5 minutes. Rinse thoroughly. After bleaching: After shampooing, apply the product evenly on the lengths and ends of the hair. Leave on for 5 minutes. Rinse thoroughly. Proceed with a toning.</p>	<p>STOP & LOCK COLOUR PRESERVER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>After colouring: After shampooing, apply the product evenly. Leave on for 5 minutes. Rinse thoroughly. After bleaching: After shampooing, apply the product evenly on the lengths and ends of the hair. Leave on for 5 minutes. Rinse thoroughly.</p>	<p>MULTI BENEFITS CREAM 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p> <p>Warm the product in your hands, apply evenly to towel-dried hair, starting with the lengths. Proceed with styling.</p> <p>You can also use the product on dry hair to define the curl, remove frizz and increase shine. Recommended dose: one coffee bean.</p>	<p>PROTECTING CREAM TO OIL 150 ml e 5.07 fl. oz</p> <p>Warm the product in your hands. On damp hair: Improves styling and definition of the hair from mid-lengths to ends. Proceed with the desired styling. On dry hair: Shines the hair and seals the cuticles from mid-lengths to ends. Recommended dose: one coffee bean.</p>	<p>BOND SHIELDING SERUM 150 ml e 5.07 fl. oz</p> <p>Apply the product to damp, towel-dried hair, from the lengths to the ends. Add more product if necessary. Proceed with blow-drying and using high-temperature tools.</p>
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Using guide

FOR RETAIL USE

- Cp** Clinically Proven
- Dt** Dermatologically Tested
- Nd** 97% Naturally Derived
- Vf** Vegan Friendly
- Sf** Silicon Free
- Pf** Parabens Free
- Cf** Cruelty Free
- Sf** SLES/SLS Free

	PRE TREATMENT BOOSTER 150 ml e 5.07 fl. oz	TECHNICAL PROTECT CREAM 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	CLARIFYING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	STRENGTHENING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	BLUE TONING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	REPAIRING CONDITIONER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	RESTORING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	RESTRUCURING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	STOP & LOCK COLOUR PRESERVER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	MULTI BENEFITS CREAM 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz	PROTECTING CREAM TO OIL 50 ml e 5.07 fl. oz	BOND SHIELDING SERUM 50 ml e 5.07 fl. oz
FINE AND DAMAGED HAIR			✓	✓		✓	✓					✓
FINE AND DRY HAIR			✓	OR		✓					✓	✓
FINE AND OVERPROCESSED TREATED HAIR	✓		✓	✓				✓			✓	✓
OIL SCALP			✓			✓				middle and ends		✓
NORMAL DAMAGED HAIR			✓	✓		✓				✓		✓
NORMAL DRY HAIR			✓	✓		✓				✓		✓
NORMAL OVERPROCESSED HAIR	✓			✓		✓		✓		✓		✓
THICK AND COURSE DAMAGED HAIR			✓	✓			✓			✓		✓
THICK AND COURSE DRY HAIR			✓	✓		OR	✓			✓		✓
THICK AND COURSE OVERPROCESSED HAIR	✓		✓	✓			✓			✓		✓
CURLY AND WEAVY DAMAGED HAIR			✓	✓			✓			✓		✓
CURLY AND WAVY DRY HAIR			✓	✓			✓			✓		✓
CURLY AND WAVY OVERPROCESSED HAIR	✓		✓	✓			✓			✓		✓
BLOND HAIR	✓		✓	✓		OR	✓			✓		✓



Using guide

FOR RETAIL USE

Cp Clinically Proven
Dt Dermatologically Tested
Nd 97% Naturally Derived
Vf Vegan Friendly
Sf Silicon Free
Pf Paraben Free
Cf Cruelty Free
Sf SLES/SLS Free

<p>PRE TREATMENT BOOSTER 150 ml e 5.07 fl. oz</p>	<p>Prepares the hair to receive all subsequent treatments. Spray on the product. Leave on for 10 minutes. Do not rinse off. Continue with the routine recommended for your hair type.</p>
<p>CLARIFYING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>Apply the product to wet hair. Massage into scalp and hair. Leave on for up to 5 minutes. Rinse. Repeat if necessary. Continue with the routine recommended for your hair type.</p>
<p>STRENGTHENING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>Apply the product to wet hair. Massage into scalp and hair. Rinse. Repeat if necessary. Continue with the routine recommended for your hair type.</p>
<p>BLUE TONING SHAMPOO 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>For hair with yellow or orange highlights: Apply the product to wet hair and massage into the lengths and ends. Leave on for 1 to 3 minutes depending on the unwanted highlights. Rinse. Repeat if necessary. Continue with the routine recommended for your hair type.</p>
<p>REPAIRING CONDITIONER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>After shampooing, apply the desired amount to towel-dried hair, concentrating the product on the lengths and ends. Massage. Leave on for 1-3 minutes, comb through the hair. Rinse thoroughly. Continue with the routine recommended for your hair type.</p>
<p>RESTORING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>After shampooing, apply the mask evenly to towel-dried hair, using the necessary amount according to the hair type to be treated. Leave on for 10 minutes. Rinse thoroughly. On severely damaged hair: Apply the product before shampooing. Leave on for 15 minutes and rinse. Proceed with shampooing and apply Repairing Conditioner. Continue with the routine recommended for your hair type.</p>
<p>RESTRUCURING MASQUE 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>After shampooing, apply the product evenly to towel-dried hair. Leave on for 5 minutes. Rinse thoroughly. On severely damaged hair: Apply the product before shampooing. Leave on for 15 minutes and rinse. Proceed with shampooing and apply Repairing Conditioner. Continue with the routine recommended for your hair type.</p>
<p>STOP & LOCK COLOUR PRESERVER 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>After using Blue Toning Shampoo or Strengthening Shampoo, apply the product evenly to towel-dried hair. Leave on for 5 minutes. Rinse thoroughly. Continue with the routine recommended for your hair type.</p>
<p>MULTI BENEFITS CREAM 250 ml e 8.5 fl. oz 1000 ml e 33.81 fl. oz</p>	<p>Warm the product in your hands, apply evenly to towel-dried hair, starting with the lengths. Proceed with styling. You can also use the product on dry hair to define the curl, remove frizz and increase shine. Recommended dose: one coffee bean.</p>
<p>PROTECTING CREAM TO OIL 150 ml e 5.07 fl. oz</p>	<p>Warm the product in your hands. On wet hair: Improves styling and definition of the hair from the mid-lengths to the ends. On dry hair: Shines the hair and seals the cuticles from the mid-lengths to the ends. Recommended dose: one coffee bean. Proceed with the desired styling.</p>
<p>BOND SHIELDING SERUM 150 ml e 5.07 fl. oz</p>	<p>On damp, towel-dried hair: Apply the product from the lengths to the ends. Proceed with blow-drying and the use of high-temperature tools. On dry hair: To regenerate styling, apply a small amount of product, warm it up in your hands and apply it evenly throughout the hair. Proceed with blow-drying or high-temperature tools. For curl definition: Apply a generous amount of product and proceed with the desired blow-drying technique.</p>

A powerful bond-restoring trio created for all hair types. Nourishing vegan protein complex penetrates the hair cortex to help build strength from within, whilst helping to reinforce the hair to minimize breakage & damage caused by heat styling & everyday stressors. Paraben, Gluten & Sulfate-Free. PETA Approved. A 100% vegan range.

Bond Restorative Shampoo

A must for dry, damaged, bleached or color-treated hair.

Reinforces the hair to minimize the inevitable breakage & damage caused by everyday stressors, heat, & chemical treatments.

250ml
18798



Bond Restorative Conditioner

A concentrated conditioning formula. The ultimate rescue remedy to repair & restore dry, damaged & starved locks to glossy & nourished.

Works by focusing on the structure of your hair, working deep in the hair cortex, rebuilding from the inside out.

250ml
18797



Bond Recovery Treatment

A nutrient rich bond treatment that nourishes, strengthens & repairs hair from the inside out. The perfect remedy to soothe & care for dry, brittle, thirsty hair.

Use once a week. For dry/damaged hair use 2-3 times per week.

350ml
18796



The Bond Restore Kit

Contains:

- 1 x Bond Restorative Shampoo, 250ml
- 1 x Bond Restorative Conditioner, 250ml
- 1 x Bond Recovery Treatment, 350ml
- 1 x Crazy Color comb

18958



BIOPLASTIA BY LOWELL



Bioplastia is Brazil's best-selling & most used hair reconstructor range; often called the SOS Hair Rescue system. A specialized hair care range for treating damaged hair with immediate restoration & reinvigoration (colloquially referred to as Hair ZTx).

Bioplastia is a range of innovative & effective products that return damaged, brittle & breaking hair to a healthy state with suppleness, elasticity, shine & softness without the use of any formaldehyde-releasing ingredients.

A selection of products that provide relief to traumatized hair as a result of various intrusive salon treatments. Bioplastia is a deep conditioning treatment that coats hair fibers with a keratin filler. The treatment fills in any broken or thin areas on each hair strand to make hair appear fuller & more lustrous.

With high rebuilding power, Bioplastia treatment products restore the lost mass of the hair shaft, filling the cortex & completely sealing the cuticles for protection. It has immediate action & is recommended for use before & after any chemical treatment.

Pre-Treatment Shampoo

The Pre-Treatment Shampoo has surfactants that clean & moisturize the hair to remove the buildup of waste, debris, product & excess oil for a healthy & clean base with added softness & shine.

1 Litre
16201



Replenishing Cream

Rebuilds & restores hair with severe damage while restoring mass loss. Works deep in hair shaft to rehabilitate & repair compromised hair that is damaged from heat or chemicals.

The formula introduces mass, volume & structure for added strength, softness & a healthy balance.
900g
16202



Reconstructive Home Care Shampoo

Internal & external capillary fiber reconstruction for a system that replenishes mass loss inside the hair shaft, working in the cortex of each strand to effectively rehabilitate the hair & seal the cuticles for protection.

Provides gentle cleansing & moisturizes the hair for softness & shine while maintaining the professional in-salon treatment.
240ml
16204



Professional In Salon Treatments

Full Treatment Mild to Medium Damage Levels

Step 1: Apply Pre Treatment Shampoo to damp hair & gently massage into the hair from root to tip. In order not to damage or open the cuticles, rinse the hair & remove excess water by towel drying. DO NOT vigorously shampoo the hair.

Step 2: Apply Replenishing Cream only on damaged parts of the hair. It is not needed to apply to entire head of hair as the formula works best only on damaged sections. Massage product in strand by strand, taking care to avoid the roots. Leave in the hair for 10 minutes & rinse thoroughly.

Step 3: After rinsing, towel dry & remove excess water. Dry hair with hairdryer only on a medium heat setting. DO NOT iron as the heat will cause the added treatment proteins to deteriorate. Style as normal.

Step 4: Support the treatment at home by using the Home Care range.

Full Treatment Medium to High Damage Levels

Step 1: Apply Pre-Treatment Shampoo to damp hair & gently massage into the hair from root to tip. In order not to damage or open the cuticles, rinse the hair & remove excess water by towel drying. DO NOT vigorously shampoo the hair.

Step 2: Apply a small amount of the Reconstructive Complex on the highly damaged sections of the hair. The formula is highly concentrated & only a small amount is needed. Apply the Replenishing Cream over the Reconstructive Complex. It is not needed to apply to all sections of hair, only sections with damage. Massage product in strand by strand, taking care to avoid the roots. Leave in the hair for 10 minutes & rinse thoroughly.

Step 3: After rinsing, towel dry & remove excess water. Dry hair with hairdryer only on a medium heat setting. DO NOT iron as the heat will cause the added treatment proteins to deteriorate. Style as normal.

Step 4: Support the treatment at home by using the Home Care range.

EARTHLY BODY - i.N.O INSIDE OUT HAIRCARE

A naturally-derived, eco-friendly, & vegan protein leave-in reconstructor. Repairs, strengthens & restores hair inside & out. I.N.O. means inside (I.N.) & out (O).

Infused with:

- Aetamarindus from Tamarind fruit, a natural antioxidant that moisturizes & protects hair color.
- Propenadilol from corn to improve texture & manageability.
- i.N.O's Proprietary Protein Blend (PPB) that is packed with potassium, iron, fiber, vitamins & protein to strengthen the hair fiber.

Repairs outside of the hair strand by smoothing & protecting the cuticle, providing hydration, & balancing the pH level. Strengthens & restores the inside of the hair follicle to improve shine, manageability & softness.

Features & Benefits:

- Repairs, strengthens & restores hair inside & out.
- Leaves hair soft, smooth & strong.
- Smooths the cuticle & reduces frizz.
- Hydrates, balances pH & protects hair.
- Environmentally friendly, cruelty free & vegan.

50ml
18762



BRASILIAN HAIR SEDUCTION

ZTOX PLUS CONTROL

For professional use only. Promotes the alignment of the cuticles. Gives ultra-hydration & shine to the hair. Reconstructs the broken bonds. Adds softness & lightness. pH: 3.0 - 4.0.

Negatively charged damaged hair & positively charged amino acids create a film coating around the hair. When heat is applied, this film crystallizes on the hair surface, reshaping it as a flat iron is passed through. Cuticles are aligned & defrizzed, silky-smooth hair is revealed.

HOW TO USE: use Anti-Residue Shampoo to cleanse hair & open up the cuticles. While hair is damp, section & apply ZTOX PLUS CONTROL over whole hair length, avoiding the roots. Coat each strand with the formula. Leave on for 20 minutes, then rinse off approximately 60% of the formula. Dry hair with a medium heat dryer & brush.

Finish by using a flat iron section by section.

NB: use gloves throughout treatment. Be vigilant with flat iron heat on blonde, processed hair.

500g 20221 NEW
1 Litre 17455



DENNIS BERNARD - POWERTOOLS®: PROFESSIONAL | SALON-QUALITY | PERFORMANCE-DRIVEN | EFFECTIVE SOLUTIONS



TCA: The Color/Bleach Accelerator

Allows processing of color/bleach in 4-10 minutes without compromising condition of hair. Super conditions, reduces fadeout including reds. Use with low heat (with holed plastic bag), cuticle opens faster & allows color to deposit faster. Safe, easy, can be used with any make of color.

35ml
4752



STB: Stop The Burn

Prevents chemical burns, itching, scalp irritation & peroxide damage. Can be mixed into formula or applied directly to any problem area. Will not affect the action of color or perm.

59ml
4753



GOD: Gray Oxidizing Drops

100% grey resistant hair coverage. Helps color penetrate better. Adds depth & shine to any manufacturer's hair color & does not affect processing time.

30ml
7496



COS: Color Out System

A safe & effective way to remove an undesirable hair color. In just 20 minutes COS corrects & removes the color by shrinking the dye molecules allowing them to be simply washed out of the hair. Bleach & ammonia-free, gentle on hair, pleasant fragrance. Recolor the same day.

2 x 116ml/232ml
7497



PCS: Protector Conditioner Styling Aid

Kills residue peroxide. Prevents color fade out & perm relaxation. Can be used as a cutting lotion. Apply before going into the sun prevents damage from ultra violet rays.

296ml
7499



TRA: The Resistant Assistant

Use on super-resistant hairlines, trouble spots or entire head. Simply spray on, massage lightly, color over. Perfect for use with semi-permanent, demi-permanent & permanent colors or perms.

116ml
4601



KERATIN BONDER

Keratin Bonder Step 1 Shampoo

Keratin amino acids deeply penetrate into the cuticle, rebuilding the fiber from the inside.
12ml sachet **13547**
750ml **16964**



Keratin Bonder Step 2 Conditioner

A creamy & light treatment which acts on broken disulfide bonds.
12ml sachet **13548**
750ml **16965**



KERATIN COOL BLONDE

Keratin Cool Blonde Shampoo

A creamy & light blue-based shampoo with special boosting keratin properties. A combination of Superplex's classic plex bonder hair repairing ingredients with blue-violet pigments for bleached, blonde, silver & white hair to reduce unwanted yellow & brassy tones.

Keratin Amino Acids penetrate deeply into the cuticle, acting on hair's disulfide bonds. Hair is left rebuilt from inside out & is stronger, shinier & more resistant to breakage.

250ml **15020**
750ml **16966**



Keratin Cool Blonde Conditioner

A creamy & light blue-based conditioner with special boosting keratin properties. A combination of Superplex's classic plex bonder hair repairing ingredients with blue-violet pigments for bleached, blonde, silver & white hair to reduce unwanted yellow & brassy tones. Keratin Amino Acids penetrate deeply into the cuticle, acting on hair's disulfide bonds. Hair is left rebuilt from inside out & moisturized with intense reflection & shine.

Tip: dilute with Superplex Keratin Bonder Step 2 Conditioner to lower intensity of blue & purple pigments - the perfect way to create pastel shades.

200ml **15021**
750ml **16967**



Blonde Booster Restoring & Radiance Oil

Bio-fermented repairing & styling oil blend with botanical extracts that restores radiance & softness. Penetrates the hair with deep repairing action, while treating the hair surface for additional protection. Fermented oils offer easier & quicker absorption, have more powerful effects & have increased nutrient density. Forms a weightless shield around each hair strand. Includes magnolia, rosemary, olive leaf & radish.

Key benefits:

- Repairs damaged hair & prevents split ends.
- Acts as a thermal protector to preserve the hair during styling.
- Detangles hair for easier styling.
- Imparts a brightening effect for shiny & reflective hair.
- Protects against harmful UV rays.
- Antistatic effect that controls frizz.
- Lightweight, fast-absorbing formula with no residue.

30ml **16968**



Lightweight Jelly Fluid

Modelling fluid that naturally fixes the hair with a gentle touch, while imparting additional volume & shine.

Key benefits:

- Light formula with re-bonding & re-modelling properties, it plumps the hair with a thickening effect.
- Aligns & smooths strands for defined & soft hair.
- Naturally wraps the hair fiber, strengthening the hair & enhancing its natural shine.
- Thanks to Keratin & Polyamino Sugar Condensate, it actively works to prevent hair breakage.
- Leaves behind no residue & does not weight down the hair.

150ml **16969**



As the pioneers of wellness solutions in the beauty industry since 1985, Malibu C's mission statement has been tried & true: to solve problems for everyone using nature-inspired, patented technologies.

Malibu C is a solution-driven professional hair & skin care brand based in science, not marketing hype. Malibu C offers a customized regimen for every hair type covering a range of hair & scalp ailments.

The core of Malibu C's a selection of customized wellness hair care remedies that are 100% vegan, hermetically-sealed, & are free of sulfates, parabens, DEA, gluten & propylene glycol.



Scan for all application videos

ALL TREATMENTS ARE FOR PROFESSIONAL USE ONLY

Malibu C MakeOver Kit

Includes 1 x Crystal Gel Normalizer 5g Sachet & 1 x Miracle Repair 5g Sachet
10265

Step 1:

Crystal Gel Normalizer Sachet

- Superior hair demineralizer -removes mineral deposits & chlorine caused by exposure to hard or soft water, well water, pools & spas.
- Instantly removes discoloration & brassiness caused by iron, copper & other minerals that damage hair.
- Restores even the most damaged hair to a dramatically healthier condition.
- Prepares hair for successful, reliable results of all chemical services every time.
- Stops the oxidation of salon chemicals, including peroxide, that cause scalp irritation/burning.
- Rids hair of minerals, medications & other color blockers.
- Prevents toner from over depositing.
- Saves time & prevents re-do's & even assists stylists' hands from chapping & irritation.
- 100% vegan, food-grade, wellness ingredients.

5g
10256

How to prevent color disasters & breakage



STEP 1



How to do a Malibu C MakeOver as a salon treatment



STEP 2



Step 2:

Miracle Repair Sachet

- Infuses moisture to dry, damaged hair.
- Restores strength to inner structure of hair without "over-proteinizing".
- Restores radiant shine & body.
- Instantly repairs brittle, breaking hair.
- Beneficial for all ages & hair types.
- Prevents further damage to hair caused by exposure to hard or soft water, well water, pools & spas.

12g
10264

Crystal Gel Treatment Sachet

The original wellness hair remedy, this must-have for elite stylists worldwide is a patented vitamin complex that naturally primes hair to provide a crystal-clear canvas completely receptive to ensure brilliant services.

Why you need it:

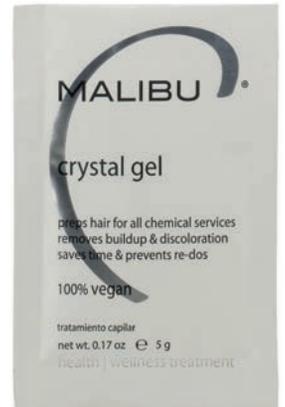
- Primes hair with filler-like properties for superior chemical services.
- Pumps up the value of your service.
- Saves time & prevents re-dos.
- Rids hair of minerals, medications & other color-blockers.
- Readies hair for superior color absorption, coverage & retention.
- Ensures superior color coverage on grey/white, non-pigmented hair.
- Removes discoloration resulting from buildup.

- Stops chemical process (post service) to prevent color fading & breakage.
- Prevents toner from over-depositing.
- Instantly normalizes pH of hair & exfoliation rate of scalp.
- Shields scalp from irritation & staining.

Key Benefits:

- 100 % Vegan, food-grade, wellness ingredients.
- Ready-to-mix crystals activate on the spot for maximum megapotency & easy application.
- Patented, nature-identical vitamin crystals complex.
- Formulated without preservatives, parabens, glycol, gluten, fragrance & no sodium chloride (salt) added.
- Hermetically-sealed, eco-chic sachet.

5g
10256



DDL Direct Dye Lifter Sachet

Features a creamy, non-drip formula that is freshly-activated & can be used with or without developer, giving you the control you want during the color removal process while helping to preserve the integrity of your clients' hair.

This innovative product removes unwanted direct dyes & can be used creatively for special effects, giving you the ability to easily take off color without the unexpected. Perfect for the client who likes to change their color often.

Why you need it:

- Removes unwanted direct dyes.
- Success with or without developer.
- Creative control for special effects.

Key Benefits:

- Freshly-activated formula.
- May be mixed with water for gentler lifting.
- Helps preserve the integrity of the hair.
- Features a creamy, non-drip formula.
- Formulated without ammonia, formaldehyde, gluten, parabens & fragrance.
- Cruelty-free & made in the USA.

20g
11676



CPR Color Pigment Reducer Sachet

Antioxidant vitamin complex naturally removes unwanted pigment without compromising the integrity of the hair or lifting natural hair color.

Why you need it:

- Your first step to superior color correction.
- Releases unwanted pigment from oxidized hair color.
- Removes pigment up to 3 levels without removing the natural pigment of hair.
- Antioxidant vitamin complex helps preserve the integrity of the hair.

Key Benefits:

- Formulated with 100% vegan, food- & pharmaceutical-grade wellness ingredients.
- Ready-to-mix crystals activate on the spot for maximum potency & easy application.
- Patented, nature-identical vitamin crystals complex makes 20g of product.
- Formulated without bleach, sulfates, gluten, parabens, preservatives, propylene glycol, fragrance & formaldehyde donors.
- Hermetically-sealed, eco-chic sachet.

20g
11019



Quick Fix Wellness Remedy Sachet

Need a color do-over? This easy-fix wellness hair remedy is your first step to color success as it helps remove undesirable color & color blockers while instantly hydrating & restoring the manageability & shine of your tresses. If your latest color was less than perfect - going darker than you wanted or brassier than you intended - you need a color do-over. Get the color you really wanted, the correct hair color. It's an easy fix. Correcting bad hair color is easier than you think.

Correct color naturally, without harsh chemicals, to get rid of obstacles that create unpredictable results:

- Eliminate invisible minerals & oxidizers that keep true color from grabbing on.
- Say goodbye to product buildup & issues that keep true color from holding on.

To get hair ready for successful color results, start with the purest wellness remedy to return your hair to its most natural state.

Color will be true, color will last longer, color will be correct!

- Brilliant, head-turning shine.
- Silky feel, easy to comb.
- Keep scalp from itching.
- Prevent frizz & split ends.

If you're looking for perfect color that turns heads, turn to the ultimate color fix. It's the correct thing to do!

Why you need it:

- Quick fix for the unexpected.
- Draws out hard water mineral buildup.
- Instantly stops oxidative action of peroxide.
- Can be done right in the shampoo bowl for immediate results.
- Prepares hair if reapplication of color is necessary.

Key Benefits:

- Gentle, yet effective, wellness alternative to harsh chemicals.
- Freshly activated right in the palm of your hand for maximum potency.
- Hermetically-sealed, eco-chic sachet designed for single use.
- 100% vegan, cruelty-free & made in the USA.
- Formulated without gluten, sulfate surfactants, parabens, preservatives & fragrance.

5g
15605



DE-OX SACHET

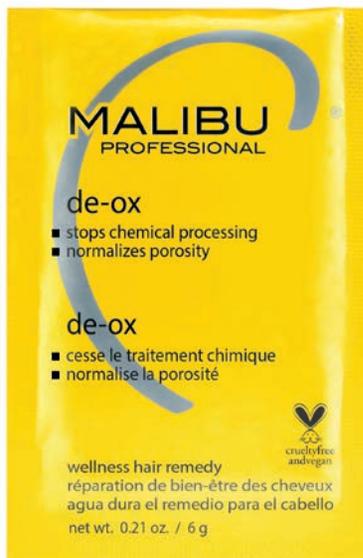
Hair wellness remedy to stop oxidation of chemical services & normalize porosity.

Why you need it:

- Oxidation continues even if you have rinsed & shampooed chemicals out of the hair.
- This means that even though there is no product left on the hair, oxidation continues which can:
 - alter the color
 - give clients itchy scalps
 - cause color to leach out
 - may cause breakage of weak spots in hair

STOP oxidative action of hydrogen peroxide chemicals right at the basin with DE-OX. Needs to stay on for 1 minute to stop oxidation. 100% vegan, cruelty-free, no gluten, no sulfate surfactants & no parabens.

6g
16145



COLOR Disruptor

Disrupts & loosens dye molecules for easier removal. First step in corrective color. Can be used on oxidative and/or direct dyes. Helps to remove stubborn color molecules.

266ml
16146



For any color service, it is important for the stylist to prepare the client's hair to ensure the best possible result. With time & cost often being an issue, here are some suggestions:

GOOD PROCEDURE

- First use Un-Do-Goo shampoo (15044/15604 - see Liquid Lines section).
- This is the most effective & gentlest way of removing nasties & buildup from the scalp.
- This must be the go-to shampoo for any salon's back bar.

BETTER PROCEDURE

- First use Un-Do-Goo shampoo (15044/15604).
- This is the most effective & gentlest way of removing nasties & buildup from the scalp.
- This must be the go-to shampoo for any salon's back bar.
- Follow with Color Prepare 5g sachet (10261 - see Liquid Lines section) to ready hair for best color absorption, coverage & retention.
- Stops oxidation of salon chemicals that cause scalp irritation/burning.

BEST PROCEDURE

- First use Un-Do-Goo shampoo (15044/15604).
- This is the most effective & gentlest way of removing nasties & buildup from the scalp.
- This must be the go-to shampoo for any salon's back bar.
- Follow with Crystal Gel 5g sachet (10256), a treatment with a multitude of wonderful benefits.
- Rids hair of minerals, medications & other color blockers.
- Ensures superior color coverage.
- See all benefits on the previous pages.



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MALIBU C TOOLS FOR COLOR CORRECTION

	COLOR CORRECTION	CPR COLOR PIGMENT REMOVER	DDL DIRECT DYE LIFTER
PURPOSE	Bleach wash alternative	To remove oxidative hair color (color that was mixed with 5-20 volume developer)	To lift semi-permanent direct dyes/stains/ non-oxidative hair color (color & stains that have not been mixed with developer)
USED ON OXIDATIVE HAIR COLOR (permanent)	Yes	Yes	No
USED TO PRE-LIGHTEN	No	No	Yes
USED ON NON-OXIDATIVE HAIR COLOR (semi-permanent & direct dyes)	No	Yes*	Yes
REMOVES OXIDATIVE HAIR COLOR	Removes oxidative hair color & direct dyes / stains that are sitting on top of minerals	Yes	No
REMOVES DIRECT DYES / STAINS		Yes*	Yes
LIFTS OXIDATIVE HAIR COLOR	No	No	Yes
LIFTS DIRECT DYES / STAINS	No	No	Yes
LIFTS NATURAL COLOR PIGMENT	No	No	Yes
MIXED WITH WATER	Yes	Yes	Yes
MIXED WITH DEVELOPER	No	No	Yes (20 volume or less)
LATHERS	Yes	No	No
REMOVES METALLIC MINERALS	Yes	Yes	No
STOPS OXIDATIVE ACTION OF PEROXIDE	Yes	Yes	No
FORMULATED WITHOUT BLEACH	Yes	Yes	No
MAY BE USED ON THE SCALP	Yes	No	No
GLOVES RECOMMENDED	No	Yes	Yes
PROCESSED AT THE SHAMPOO BOWL	Yes	No	No
PROCESSING TIME	5 minutes	15 - 45 minutes	Up to 45 minutes (check every 5 minutes)
PROCESSED WITH HEAT	No	Yes	Not recommended
MALIBU PROFESSIONAL PRODUCT	Yes	Yes	Yes

*Results may vary depending on the brand of color/dye, length of time on hair & porosity. CPR is recommended first & if further color corrections is necessary, follow with DDL.