



PROFESSIONAL ONLY

THE OLAPLEX PROFESSIONAL AND HOME CARE SYSTEMS

What makes OLAPLEX the worldwide phenomena that it is, is its patented active ingredient Bis-Aminopropyl Diglycol Dimaleate. It works on the hair internally to seek out and repair broken disulphide bonds caused by chemical, thermal, mechanical and environmental damage. You can use OLAPLEX to restore all hair types, regardless of the damage it has. Chemical services are taken to a whole new level when OLAPLEX is added to them, creating hair that is in better condition after the service than before. All of the products in the OLAPLEX line are Sulfate Free, Paraben Free, Phthalate Free, Color-Safe, Vegan and NEVER tested on animals!

OLAPLEX No.1 BOND MULTIPLIER

This is the first step of the In-Salon OLAPLEX System which is used as an additive to lessen damage during chemical processing. It is also used as the first step in our Stand-Alone Treatment that prevents damage by restoring and repairing the hair.

OLAPLEX No.2 BOND PERFECTOR

This is the second step of the In-Salon OLAPLEX System—the Stand Alone Treatment—and can be used by itself at the backbar for additional benefits to the hair. After chemical services it repairs any bonds that may have been missed during the service.

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REPAIRING & MAINTAINING AT HOME WITH OLAPLEX N°3 HAIR PERFECTOR™

OLAPLEX N°3 HAIR PERFECTOR is the Take Home part of the OLAPLEX system. OLAPLEX N°3 HAIR PERFECTOR is used to repair and maintain hair at home. OLAPLEX N°3 HAIR PERFECTOR contains the same active ingredient as our entire OLAPLEX system, Bis-Aminopropyl Diglycol Dimaleate, which works to repair broken disulfide bonds. OLAPLEX N°3 HAIR PERFECTOR dramatically improves hair health, texture, and strength.

1. **Apply** a generous amount of OLAPLEX N°3 HAIR PERFECTOR to damp, towel dried hair and work through. If your hair has product buildup such as oil or silicone, it is best to do a light shampoo first. Damp, towel dried hair is recommended to help conserve product.
2. **Process** for a minimum of 10 minutes. You can leave it in longer if desired.
3. **Rinse, shampoo and condition.** We recommend using OLAPLEX N°4 BOND MAINTENANCE SHAMPOO and OLAPLEX N°5 BOND MAINTENANCE CONDITIONER for best results.

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REPAIRING & MAINTAINING AT HOME WITH OLAPLEX N°4 BOND MAINTENANCE™ SHAMPOO

OLAPLEX N°4 BOND MAINTENANCE SHAMPOO is an everyday SHAMPOO for all hair types. It is designed to be used in salons and at home. N°4 contains our active ingredient, Bis-Aminopropyl Diglycol Dimaleate, which will help repair bonds as well as gently cleanse all types of hair. N°4 imparts moisture, strength and manageability with every wash. OLAPLEX N°4 BOND MAINTENANCE SHAMPOO is Color-Safe, vegan and made without sulfates, parabens or gluten, OLAPLEX is never tested on animals.

1. **Use** every time you shampoo OR after rinsing OLAPLEX N°3 HAIR PERFECTOR from hair. Apply a small amount of OLAPLEX N°4 BOND MAINTENANCE SHAMPOO, it is highly concentrated.
2. **Lather. Rinse.**
3. **Follow** with OLAPLEX N°5 BOND MAINTENANCE CONDITIONER.

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REPAIRING & MAINTAINING AT HOME WITH OLAPLEX N°5 BOND MAINTENANCE™ CONDITIONER

OLAPLEX N°5 BOND MAINTENANCE CONDITIONER is formulated for everyday use on all hair types to restore, repair and hydrate without adding excess weight. OLAPLEX N°5 BOND MAINTENANCE CONDITIONER contains our active ingredient, Bis-Aminopropyl Diglycol Dimaleate, for continued bond repair at-home or in-salon. OLAPLEX N°5 BOND MAINTENANCE CONDITIONER eliminates damage, frizz and flyaways for strong, healthy, shiny hair. OLAPLEX N°5 BOND MAINTENANCE CONDITIONER is Color-Safe, vegan and made without sulfates, parabens or gluten and never tested on animals.

1. **Apply** OLAPLEX N°5 BOND MAINTENANCE CONDITIONER after you've shampooed, and leave on 3-5 minutes, then rinse.

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REPAIRING & MAINTAINING AT HOME WITH OLAPLEX N°6 BOND SMOOTHER™

OLAPLEX N°6 BOND SMOOTHER is formulated for everyday use to eliminate frizz, repair, hydrate and protect without adding excess weight. OLAPLEX N°6 BOND SMOOTHER contains our active ingredient, Bis-Aminopropyl Diglycol Dimaleate, for continued bond repair at-home.

This concentrated **leave-in** smoothing cream is excellent for all hair types including colored and chemically treated hair. OLAPLEX's N°6 BOND SMOOTHER eliminates frizz and flyaways for up to 72 hours.

Made without sulfates, phthalates, parabens, or gluten. Vegan. Color-Safe.

1. **Apply** a very small amount to damp or dry hair, concentrating product on mid-length to ends.
2. **Comb** through and style as desired.

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REPAIRING & MAINTAINING AT HOME WITH OLAPLEX N°7 BONDING OIL™

OLAPLEX N°7 BONDING OIL is the first-of-its-kind, highly concentrated, ultra-lightweight, reparative styling oil. N°7 dramatically increases shine, softness and strength. Like all OLAPLEX product it enhances all hair types and textures. When used with any thermal styling appliance N°7 provides heat protection up to 450°F/230°C.

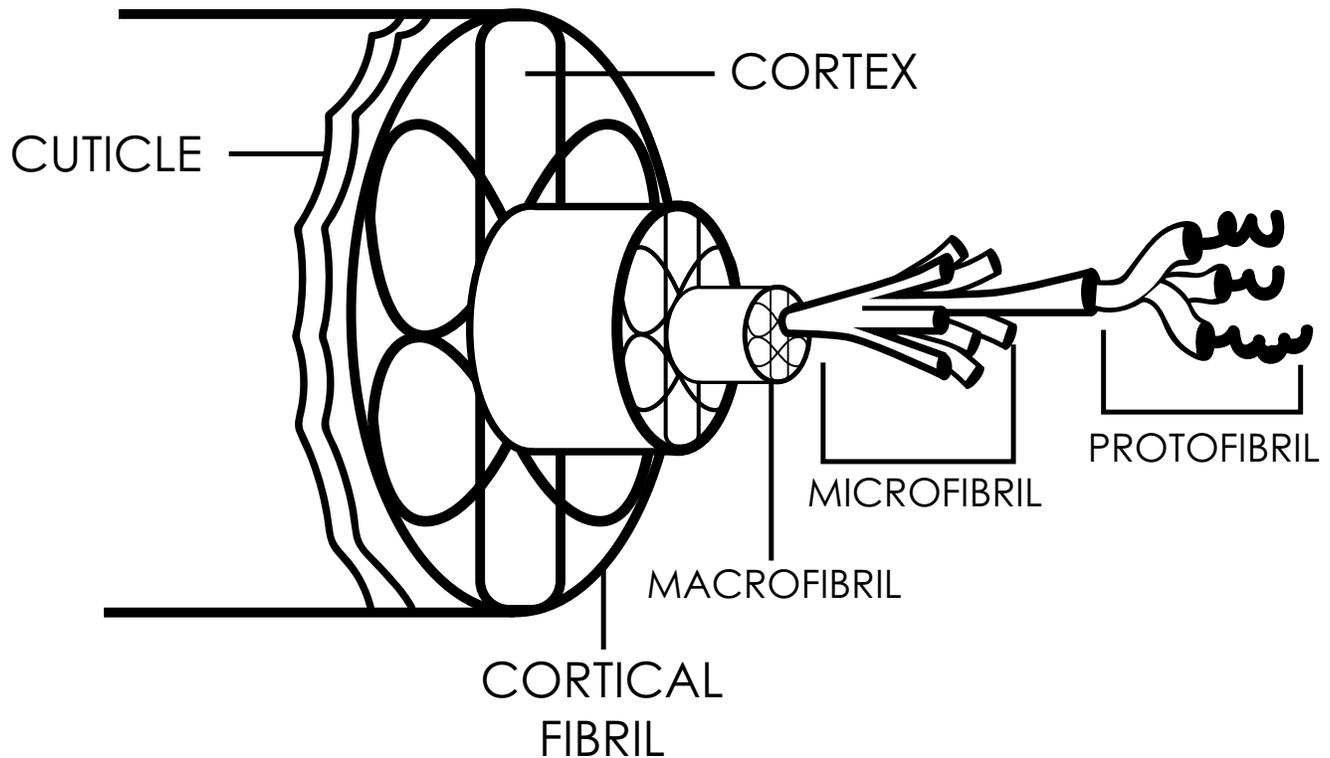
Made without sulfates, phthalates, parabens, or gluten. Vegan. Color-Safe.

1. **Remove cap. Invert bottle and gently tap index finger on the bottom** to dispense a metered drop.
2. **Apply** a small amount to damp or dry hair, style as desired. How much you use depends on hair length and texture.

TIP: Add a few drops to N°6 for incredible shine.

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WHAT ARE DISULFIDE BONDS?

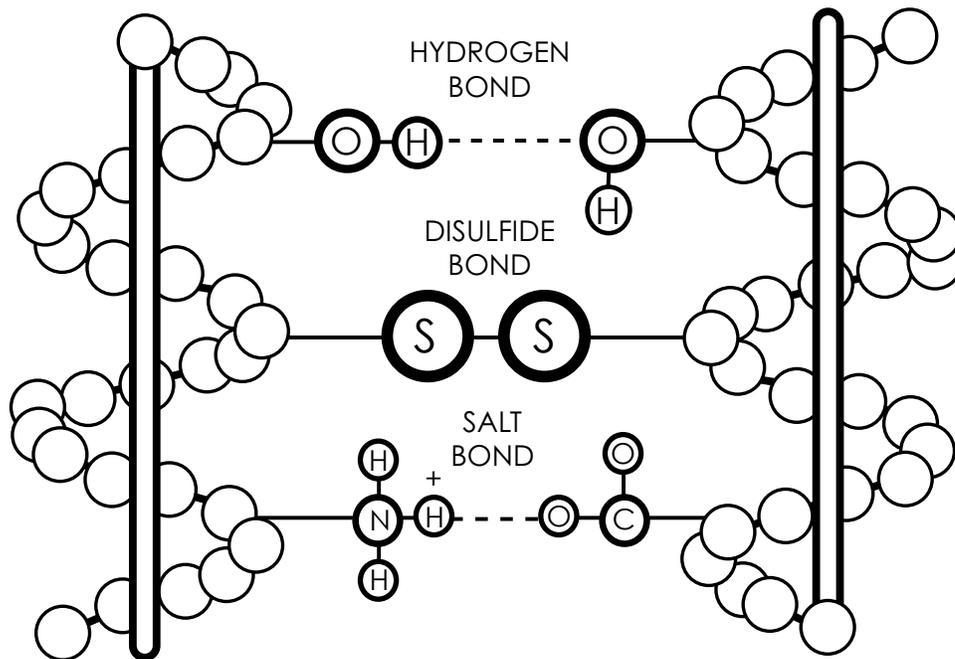


- Disulfide bonds are strong chemical, covalent bonds. They are not broken by water and they account for about 1/3 of the hair's strength. Disulfide bonds are in all three main parts of the hair: the cuticle, cortex and medulla.

Keratin proteins make up the hair, forming polypeptide bonds that are kept in alignment by hydrogen, salt and disulfide bonds.

The overall internal structure resembles ladders that have been twisted into a shape resembling a multi-fiber cable called microfibrils. These then combine to form macrofibrils which are contained in the cortex. These "cables" stay in alignment, resisting twisting and bending, as a result of disulfide bonds. They are held together in the cortex with a microcellular cement that also contains an abundance of disulfide bonds.

WHY ARE DISULFIDE BONDS IMPORTANT?



All hair contains millions of disulfide bonds which give the hair its structure, strength and stability. When all the bonds, especially the disulfide bonds, are intact and in alignment, you have healthy, beautiful, shiny, touchable hair. When disulfide bonds are broken, it results in damage.

Hair is damaged daily. Split ends, frizz, lackluster Color, thinning and dryness can all be related to broken disulfide bonds.

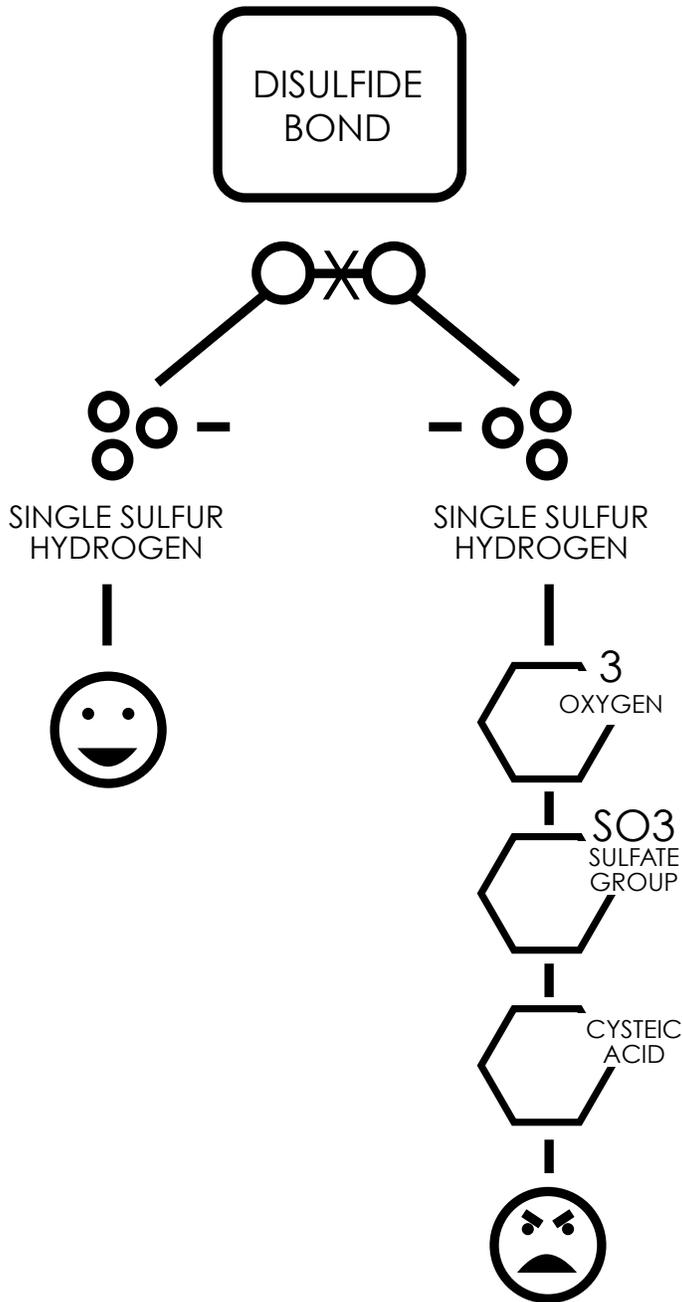
- Flat irons, curling irons, and blow dryers all cause damage due to the high levels of heat being used.
- Mechanical damage such as brushing, friction, tugging and pulling on wet hair affect the bonds.
- UV damage from the sun, humidity, extreme hot/cold weather conditioners, pollution, etc. all have a negative impact on the hair's bonds.
- Chemical services can also cause damage. These services include Color, Lighteners, Perms, Relaxers, Keratin Treatments, and Japanese Straighteners/Thermal Reconditioners.

The chemicals and/or thermal tools being used react with the disulfide bonds breaking them and causing protein loss, leaving behind damaged hair. When damage occurs, it affects the disulfide bonds throughout the entire hair fiber.

OLAPLEX helps to prevent and resolve all of these issues, in the salon and at home.

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HOW DOES OLAPLEX WORK?



All hair types (natural, curly, fine, straight, etc.) derive most of their integrity from healthy, properly paired, disulfide bonds. When hair is damaged via thermal, chemical, mechanical or environmental factors, these disulfide bonds are broken apart resulting in single sulfur hydrogen bonds.

What happens after a disulfide bond breaks? There are two reactions that can take place. The first reaction is that the single sulfur hydrogen component pairs with a single oxygen molecule. This makes a perfect pair with no further damage taking place.

The second reaction is where damage occurs. A single sulfur hydrogen molecule will pair with three oxygen molecules creating SO₃, or what is known as a sulfate group. The protonated sulfate is known as Cysteic Acid. Cysteic acid then eats the protein out of the hair.

In the case of chemical services, OLAPLEX works by pairing with the single sulfur hydrogen bond faster than the three oxygen molecules can.

WHO IS OLAPLEX FOR?

OLAPLEX is beneficial for all hair types. Whether your hair is Color Treated, Texture Treated, Virgin or anything in between, it is damaged on a daily basis. OLAPLEX assists in both preventing that damage and repairing it, returning the hair to a virgin like state. OLAPLEX is compatible with all manufacturers chemical service products. Your hair is an investment, and the only accessory that you never take off. In fact, it's the only thing short of plastic surgery that can change the way you feel about yourself. Everyone wants beautiful, healthy, manageable shiny hair and with OLAPLEX, that can become a reality!

VIRGIN HAIR

OLAPLEX is great for virgin hair. It helps to repair existing damage while protecting it from thermal, mechanical and environmental damage. OLAPLEX strengthens and prepares the hair for future services.

COLOR TREATED HAIR

OLAPLEX can be mixed into all Colors and Lighteners to lessen the damage caused by these services. OLAPLEX is also used to maintain and repair Color Treated hair for healthy, beautiful looking hair.

CURLY AND NATURALLY TEXTURED HAIR

OLAPLEX rebuilds, restructures and improves moisture retention to curls that have lost their shape. OLAPLEX infuses curly hair with added moisture and condition for beautiful bouncy, resilient curls. Fragile curly hair has more lightening and chemical service options when OLAPLEX is used.

STRAIGHT HAIR

OLAPLEX will strengthen straight hair, improving manageability, movement and shine. The condition of the hair won't be compromised using thermal styling options such as curling irons, hot rollers, etc. when the hair is treated prior with OLAPLEX.

TEXTURE SERVICES (PERMANENT WAVES, RELAXERS, THERMAL STRAIGHTENING/RECONDITIONING)

OLAPLEX helps to maintain the integrity of the hair before, during and after all texture services. Texture services last longer, and the hair stays in better condition when OLAPLEX is used correctly. Damage-free Color and Lightening Services performed after any texture service are possible when properly using them with OLAPLEX.

EXTENSIONS

OLAPLEX can be used on all 100% human hair extensions. Some extensions have a Keratin coating on them which can sometimes act as a barrier to the OLAPLEX Treatment. Extensions sometimes are treated with textile dyes which can lead to unpredictable results with Color or lightening. With any type of glued in or taped in extensions, we recommend keeping OLAPLEX off those areas to avoid possibly loosening them. When in doubt, always perform a Strand Test on extensions as results may vary.