

# YOU MUST READ THIS BEFORE USING OLAPLEX

- If you add too much Olaplex to your lightener, hair will not lift! Do not use more than 1/4oz Olaplex to 1oz of Bleach powder mixed with developer. Pay careful attention to scoop size. Many powders contain 1/2oz or 15g scoops. Use 1/4oz Olaplex to 2-3 small scoops.
- Mix your bleach powder with developer thoroughly first, then add Olaplex. Do not mix Olaplex directly into bleach powder. After everything is mixed together, you can add more bleach powder for consistency.
- Processing time will take longer using Olaplex. Be patient. It's worth the wait.
- You must increase your developer one full volume. 10v to 20v, 20v to 30v, 30v to 40v. Do not use 10 volume. Olaplex dilutes the developer like water diluting cranberry juice. You must bump it up or processing time will take forever.
- Never use more than 1/8oz of Olaplex into lightener for Balayage. (half way to 1/4oz line on dosage dispenser). Even if you mix 1oz of lightener for Balayage, still use 1/8oz Olaplex.
- Use 1/8oz of Olaplex in any quantity of base color. Gloss, Semi, demi, and permanent. . . You do not need to bump up developer with base color.
- Olaplex has been used thousands of times with amazing results. The only thing that can go wrong is using too much Olaplex with lightener or not bumping up your developer one full notch. Remember, 1/4oz of Olaplex to 1oz of bleach powder mixed with developer.
- Simple rule to follow. . . 1/8oz Olaplex mixed into everything except 1/4oz of Olaplex mixed into 1oz of bleach powder mixed with developer.

More information is available at [Olaplex.com](http://Olaplex.com)

## HOW TO CHARGE FOR OLAPLEX

- Ask your client if they would like a “Color Service Upgrade”
- The client will ask, “*What is it?*”
- Your response, “*Olaplex is going to make your hair stronger, healthier, and your color will last longer. I’ll mix the Bond Multiplier No. 1 directly into your color and then apply the No. 2 Bond Perfector before we shampoo. Then I’ll give you a bottle of the No. 3 Take Home Hair Perfector that is part of this professional service that you’ll use once a week. It will make a huge difference in the health of your hair. The service plus the bottle of take home is only 30 dollars.*”
- If you’re only using the Bond Multiplier with the Bond Perfector as a tool in the salon, then we suggest raising your color prices a minimum of 5-10 dollars per color service.
- **Remember...Olaplex will allow you to process your client’s hair far more often while maintaining the integrity of the hair.**

# OLAPLEX®

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