

OUR PROMISE

CHANGE THE WORLD FOR THE BETTER.

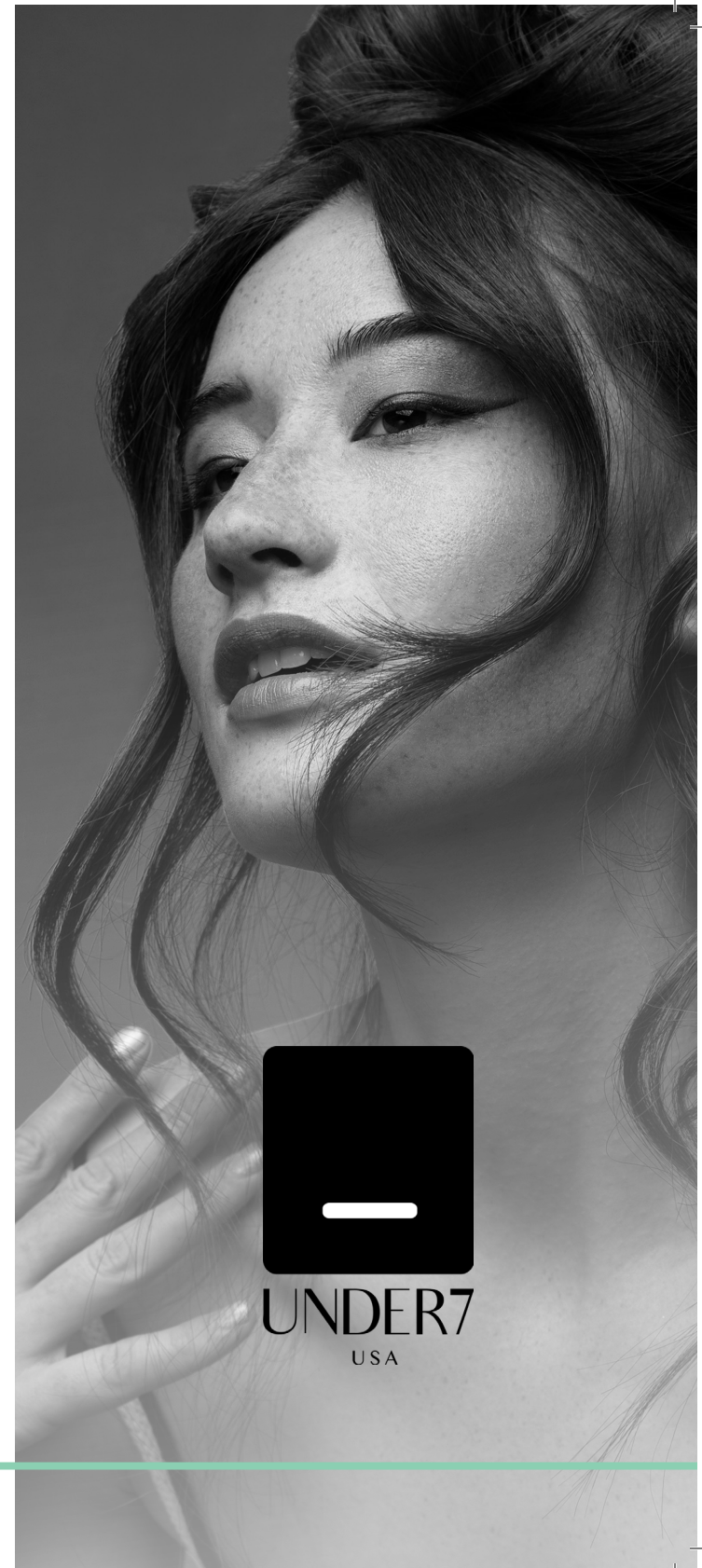
Under7 is committed to environmentally-friendly and sustainable practices.

Because of this, we will not only bring more beauty and vitality into the world through providing the best haircare in the industry—

we will also change the world for the better.



@under_7usa
under7usa.com





Made in Japan

Simple, quick, effective

Improve the quality of the hair

POWDER PLEX white



Purify



Strengthen



Protect



PURIFY

Gently removes impurities from the hair and promotes healthy scalp. Removes impurities from the hair strand leaving hair in its most natural state and allowing it to absorb product better.

STRENGTHEN

Cross-linking effect improves quality of the hair and strengthens protein bonding. Amino acids bolster the hair to fill cavities.

PROTECT

Amino acids fill the hair strand to reduce protein loss during chemical service and protect the hair from damage.

Purify Treatment

- » Remove impurities such as silicon, sebum, polymer, etc., from the scalp
- » Replenishes amino acids to fill in the cracks caused by damage
- » Improves scalp condition
- » Strengthens hair shaft
- » Improves manageability
- » Deodorizes scalp
- » Improves scalp condition

Lightener Supplement

- » Protects hair from protein loss
- » Controls alkalinity
- » Does not alter lightener consistency
- » Does not dilute or slow formula
- » Reduces damage
- » No added processing time