OLAPLEX.

TRAINING MANUAL



OUR HISTORY

In a California garage in 2014, two chemists discovered a single ingredient that would revolutionize the haircare industry. Known as the "invention," this hair repair molecule allowed Professionals to reach new creative heights and paved the way for an entirely new category in haircare called "bond-building."



This revolution in hair science was long overdue. Stylists were pushing the boundaries of creativity for their clients, but lacked a way to repair and protect hair from damage in and out of the salon.

OLAPLEX_® discovered and pioneered the use of cutting-edge technology to strengthen and repair hair bonds far below the surface layer of damaged hair.

Our award-winning collection and exclusive formulas strengthen and repair hair from the core to the cuticle layer. With patented OLAPLEX_® **Bond Building Technology**[™], hair isn't just healthier, it takes on a completely different quality. Blondes are brighter, brunettes more radiant, and redheads are more vibrant.

Today, OLAPLEX® is one of the largest independent haircare brands in the world with over 100 worldwide patents.

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THE SCIENCE OF HAIR DAMAGE

OLAPLEX, TARGETS 5 KEY TYPES OF DAMAGE:

When chemical, heat, mechanical, environmental, or pollution damage occurs, disulfide bonds break leading to damage and breakage that affect disulfide bonds throughout the entire hair fiber.



CHEMICAL DAMAGE

Coloring, lightening, permanent waving, straightening, keratin treatments, Japanese straighteners, thermal reconditioning



HEAT DAMAGE

Blow-drying, curling, flat ironing



MECHANICAL DAMAGE

Cleansing, combing, brushing, rough drying, friction



ENVIRONMENTAL DAMAGE

UV/sun, humidity, extreme hot/cold temperatures, wind



POLLUTION DAMAGE

Dirt, dust, heavy metals, pollutants, free radicals

Patented OLAPLEX_® **Bond Building Technology**[™] repairs and protects against all forms of damage.

THE STRUCTURE OF HAIR



The dominant contributor in the composition of hair is keratin protein. These proteins form polypeptide chains that are kept in alignment by hydrogen, salt, and disulfide bonds. The internal structure of the hair resembles multi-fiber cable called microfibrils. These then combine to form macrofibrils which are contained in the cortex.

These "cables" stay aligned, resisting twisting and are held together in the cortex with a microcellular cement containing an abundance of disulfide bonds.

THE ROLE BONDS PLAY

PROPERLY PAIRED BONDS FORM THE STRENGTH, STABILITY, AND STRUCTURE OF THE HAIR.

There are 3 main bonds that are affected by the 5 key types of damage.



HYDROGEN BOND

Hydrogen bonds are physical bonds that are easily broken and reformed by water, either through cleansing or humidity, and by heat. They are responsible for the shape of the hair.

- Easily broken and reformed by water and heat
- Accounts up for 1/3 of hair's strength and 1/2 of it's elasticity



SALT BOND

Salt bonds are also physical bonds and are considered the weakest. Strong acidic or alkaline solutions break salt bonds because they are affected by changes in the pH.

- They are broken and reformed by a pH below 4.5 and above 5.5
- They account for about 1/3 of the hair's strength



DISULFIDE BOND

Disulfide bonds differ from hydrogen and salt bonds. They are chemical, covalent bonds and are the strongest. They stabilize protein chains that contribute to overall hair strength and elasticity. They are permanent bonds and cannot be broken by water. All hair contains millions of disulfide bonds.

- Present in the cuticle, cortex, and medulla
- Account for about 1/3 of the hair's strength

OLAPLEX_® exclusive patented technology is the first commercialized chemistry to reform and repair broken disulfide bonds on a molecular level.

A BOND REACTION

When hair is damaged, disulfide bonds are broken apart

resulting in a single sulfur hydrogen molecule. This can cause two possible reactions when OLAPLEX_® is not used:

REACTION 1:

A single sulfur hydrogen molecule pairs with a single oxygen molecule. A perfect pair is formed, and no further damage takes place.

REACTION 2:

A single sulfur hydrogen molecule pairs with three oxygen molecules, creating a sulfate group (S03). The protonated sulfate, known as cysteic acid, erodes the protein from the hair.

WHY OLAPLEX, IS ESSENTIAL

OLAPLEX[®] works by pairing with the single sulfur hydrogen molecule faster than the three oxygen molecules can form. It repairs the disulfide bond by building a permanent bridge between the two broken bonds. Damage is no longer inevitable. It is reversible and preventable.



OLAPLEX, PATENTED TECHNOLOGY

Core to surface repair. A breakthrough in damage repair.

BIS-AMINOPROPYL DIGLYCOL DIMALEATE (or BIS-AMINO for short).



This exclusive molecule unlocks the secret to instantly strengthening and **repairing damage at the hair's core**.

When used as a treatment, it rebuilds the broken bonds in the hair, bringing it back to a healthy, virgin-like state every time. When used with chemical services, OLAPLEX_® mitigates the damage that would be inflicted during the services.

WHO IS OLAPLEX, FOR?

From hair that is naturally fragile, weak, and prone to breaking, to the salon-obsessed client and everything in-between. OLAPLEX_® **Bond Building Technology**[™] repairs all hair types and textures.



OLAPLEX_® PRO TOOLBOX



PRO Rx

BROAD SPECTRUM CHELATING TREATMENT N°·1 BOND MULTIPLIER™ N°·2 BOND PERFECTOR® 4-IN-1 MOISTURE MASK

TREAT

N°:0 INTENSIVE BOND BUILDING HAIR TREATMENT N°:3 HAIR PERFECTOR[™] N°:8 BOND INTENSE MOISTURE MASK

MAINTAIN

N°·4C BOND MAINTENANCE® CLARIFYING SHAMPOO N°·4 BOND MAINTENANCE® SHAMPOO N°·4P BLONDE ENHANCER™ TONING SHAMPOO N°·5 BOND MAINTENANCE® CONDITIONER

PROTECT

N°·6 BOND SMOOTHER® N°·7 BONDING OIL[™] N°·9 BOND PROTECTOR NOURISHING HAIR SERUM

BROAD SPECTRUM CHELATING TREATMENT



This professional-strength, highpotency chelator cleans deep down to the cortex without stripping hair of its moisture and essential proteins. It removes a wide range of heavy metals, minerals, chlorine, pollution, and discoloring copper and calcium deposits to create a clean canvas for optimal results from all chemical services.

HOW TO USE:



STEP 1: PRE-CLEANSE

Cleanse with OLAPLEX_® N^{o.}4C BOND MAINTENANCE[®] CLARIFYING SHAM-POO. Leave on for 5 minutes. Rinse thoroughly.



STEP 2: TREAT

Apply 1-3 pumps of BROAD SPECTRUM CHELATING TREATMENT evenly from root to end. Do not oversaturate. Gently work through the hair using the palms of your hands. Leave on for 15-30 minutes. Rinse thoroughly. **Follow with in-salon service or proceed to Step 3**.



STEP 3: POST CLEANSE AND CONDITION

Cleanse with OLAPLEX $_{\rm \tiny B}$ N°.4 BOND MAINTENANCE SHAMPOO. Follow with OLAPLEX $_{\rm \tiny B}$ 4-IN-1.

Add the power of OLAPLEX_® ultimate reconstruction and rediscover strong, healthy-looking hair.

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this highly concentrated in-salon treatment rebuilds disulfide bonds and mitigates damage for stronger, shinier, healthier-looking hair.



IMPROVES THE OVERALL HEALTH AND CONDITION OF THE HAIR

OLAPLEX, Nº.2 ADDITIONAL USES

The versatile second step of the OLAPLEX_® Professional System, N°.2 BOND PERFECTOR[®], can be used to offer your clients a variety of OLAPLEX_® treatment options.

MINI TREATMENT

Cleanse with OLAPLEX_® N° 4 BOND MAINTENANCE[®] SHAMPOO. Rinse thoroughly. Towel dry and apply a generous amount of OLAPLEX_® N° 2 BOND PERFECTOR[®] and distribute evenly. Leave on for a minimum of 5 minutes. Cleanse with OLAPLEX_® N° 4 BOND MAINTENANCE[®] SHAMPOO. Follow with OLAPLEX_® N° 5 BOND MAINTENANCE[®] CONDITIONER.

CUTTING LOTION

Wet hair thoroughly. Apply a small amount of OLAPLEX_® N°.2 BOND PERFECTOR® from root to end. Proceed with the haircut. Once the haircut is complete, cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE® SHAMPOO. Follow with OLAPLEX_® N°.5 BOND MAINTENANCE® CONDITIONER. Style as desired.

ADDITIONAL REPAIR

Apply OLAPLEX_® N°·2 BOND PERFECTOR[®] from mid-length to end on the sections of hair that have been left out while processing the regrowth of color, highlights, or a relaxer retouch. This allows the client to receive a treatment while their chemical service is processing.

PROTECTION

Apply OLAPLEX_® N°·2 BOND PERFECTOR[®] to previously lightened hair at the line of demarcation prior to processing the regrowth to prevent overlapping or breakage.

BEARD TREATMENT

Wet beard thoroughly. Apply OLAPLEX_® N°·2 BOND PERFECTOR[®] to beard. Saturate thoroughly. Leave for a minimum of 5 minutes. Cleanse with OLAPLEX_® N°·4 BOND MAINTENANCE[®] SHAMPOO. Follow with OLAPLEX_® N°·5 BOND MAINTENANCE[®] CONDITIONER.

OLAPLEX_® 4-IN-1 MOISTURE MASK

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this highly concentrated reparative mask adds intense moisture while providing shine & body.



HOW TO USE:

- 1. Apply 1-3 pumps to clean, damp hair
- 2. Work into fragile ends by detangling with your fingers
- 3. Comb through to distribute evenly
- 4. Leave on for 10 minutes
- 5. Rinse thoroughly & style as desired

OLAPLEX_® ADDITIONAL USES

Time is of the essence in a busy salon. 4-IN-1MOISTURE MASK works quickly & efficiently to address dryness in even the most severe cases.

AFTER STAND-ALONE[™] TREATMENT

Apply 4-IN-1 after a STAND-ALONE TREATMENT[™] for hair in need of intense repair and moisture.

DEEP CONDITIONING TREATMENT

For an intense conditioning treatment, apply 4-IN-1 after cleansing.

AFTER COLOR OR LIGHTENING SERVICE

Apply OLAPLEX_® 4-IN-1 after color or lightening to replace lost moisture.

MIXING CHART

For maximum repair, OLAPLEX_® N°·1 BOND MULTIPLIER[™] and OLAPLEX_® N°·2 BOND PERFECTOR® are used as a 2-part Professional System.

LIGHTENER IN FOILS		BALAYAGE & GLOBAL LIGHTENING APPLICATION	
Lightener Powder/Clay/Cream	OLAPLEX _® N ^{o.} 1	Lightener Powder/Clay/Cream	OLAPLEX _® N ^{o.} 1
1-2 oz. (30-60 g)	1/8 oz. (3.75 mL)	1-2 oz. (30-60 g)	1/16 oz. (1.875 mL)
Less than 1 oz. (30 g)	1/16 oz. (1.875 mL)	Less than 1 oz. (30 g)	1/32 oz. (1 mL)

ALL HAIR COLOR		STAND-ALONE TREATMENT [™]	
Color	OLAPLEX® Nº.1	Water	OLAPLEX® Nº.1
1-2 oz. (30-60 g)	1/16 oz. (1.875 mL)	3 oz. (90 mL)	1/2 oz. (15 mL)
Less than 1 oz. (30 g)	1/32 oz. (1 mL)		

RELAXERS		PERMANENT WAVES	
Relaxer Crème	OLAPLEX _® Nº-1	Waving Lotion	OLAPLEX _® Nº-1
5 oz. (141.748 g)	1/16 oz. (1.875 mL)	3 oz. (90 mL)	1/16 oz. (1.875 mL)
Normalizing Shampoo	OLAPLEX Nº.1	Neutralizer	OLAPLEX Nº-1
1 oz. (28 g)	1/16 oz. (1.875 mL)	3 oz. (90 mL)	1/16 oz. (1.875 mL)

NOTE:

- Measurements are based on color/bleach powder/clay/cream without developer.
- \bullet OLAPLEX $_{\scriptscriptstyle \rm B}$ is compatible with all color lines.
- OLAPLEX[®] can be used on all hair types and with every chemical service in the manual.
 Please download the OLAPLEX[®] PRO App from the App Store and Google Play.

OLAPLEX, PROFESSIONAL SERVICES OLAPLEX, STAND-ALONE TREATMENT^M

Ensure you are offering clients your Professional difference and growing your business by adding our revolutionary treatment as a stand-alone treatment or to your next chemical service.

The OLAPLEX_® Stand-Alone Treatment[™] is an unparalleled service that repairs damage and maintains strong, healthy hair.



HOW TO USE:

- 1. Use dosing dispenser to measure the correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER[™]. Add to 3 oz. (90ml) of water in a non-spraying applicator bottle.
- 2. At the shampoo bowl, apply to clean, dry hair. Saturate thoroughly. *Can also be applied to damp, towel dried hair.
- 3. Leave on for 5 minutes. DO NOT RINSE.
- 4. Apply a generous amount of OLAPLEX_® N°·2 BOND PERFECTOR[®] from root to end. Work through for even distribution.
- 5. Leave for 10 minutes. Rinse thoroughly.
- 6. Cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO. Follow with OLAPLEX_® N°.5 BOND MAINTENANCE[®] CONDITIONER.
- 7. Style as desired.

OLAPLEX, PROFESSIONAL SERVICES COLOR APPLICATION

OLAPLEX_® is compatible with all color lines and types of color including semi, demi, permanent, high-lift, oil-based, glosses and toners.

Adding this treatment to your color formula will prevent and repair damage, reduce porosity, and increase color longevity.



HOW TO USE:

- 1. Measure and mix color and developer together according to manufacturer directions.
- 2. Use dosing dispenser to measure correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER™; add to premixed color and developer. Mix thoroughly.
- 3. Apply and process as directed. Rinse thoroughly.
- 4. Cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO.
- 5. Apply OLAPLEX_® N°.2 BOND PERFECTOR[®]. Leave for a minimum of 10 minutes. Rinse thoroughly.
- 6. Cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO. Follow with OLAPLEX_® N°.5 BOND MAINTENANCE[®] CONDITIONER.

OLAPLEX, PROFESSIONAL SERVICES

OLAPLEX_® is compatible with all lighteners including powder, cream, and oil-based.



HOW TO USE:

- 1. Measure and mix lightener and developer together according to manufacturer directions.
- 2. Use dosing dispenser to measure the correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to premixed lightener and developer.
- 3. Process as directed. Rinse thoroughly.
- 4. Gently cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO. Rinse thoroughly. Remove excess water from the hair. If no toner is needed, continue to step 6.
- 5. Use dosing dispenser to measure correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to premixed toner and developer. Process as directed. Rinse thoroughly.
- 6. Apply OLAPLEX_® N°·2 BOND PERFECTOR[®]. Leave on for 10 minutes. Rinse thoroughly.
- 7. Cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO. Follow with OLAPLEX_® N°.5 BOND MAINTENANCE[®] CONDITIONER.

OLAPLEX, PROFESSIONAL SERVICES USE WITH DIRECT DYES & FASHION COLORS

OLAPLEX_® is compatible with all direct dyes, fashion colors, and pure pigments that do not use a developer.



FOR INTENSE VIBRANCY

- 1. Measure color according to manufacturer directions.
- Use dosing dispenser to measure the correct amount of OLAPLEX_® N°.1 BOND MULTIPLIER[™]; add to color.
- 3. Process as directed. Rinse thoroughly with cold water.
- 4. Follow with OLAPLEX_® N^{o.}5 BOND MAINTENANCE[®] CONDITIONER.

FOR SOFTENING AND PASTELIZED COLOR

- 1. Measure color according to manufacturer directions.
- 2. Add OLAPLEX_® N^{o.}2 BOND PERFECTOR[®] to color until desired color is achieved.
- 3. Process as directed. Rinse thoroughly with cold water.
- 4. Follow with OLAPLEX® Nº.5 BOND MAINTENANCE® CONDITIONER.



OLAPLEX, PROFESSIONAL SERVICES USE WITH KERATIN TREATMENTS

Keratin treatments are the only services in which OLAPLEX_® is not added directly into the chemical service.

PERFORM OLAPLEX_® STAND-ALONE TREATMENT[™] PRIOR TO A KERATIN SMOOTHING TREATMENT.

- Use dosing dispenser to measure correct amount of OLAPLEX_® N^{o.}1 BOND MULTIPLIER[™]. Mix with water. Add to a non-spraying applicator bottle.
- 2. At the shampoo bowl, apply to dry hair. Saturate thoroughly. Leave on for 5 minutes. DO NOT RINSE.
- 3. Apply a generous amount of OLAPLEX_® N^{o.}2 BOND PERFECTOR[®] from roots to ends. Leave on for 10 minutes. Rinse thoroughly.
- 4. Clarify the hair according to the keratin treatment manufacturer's instructions.
- 5. Process as directed.





Wait two weeks after a keratin treatment before repeating the Stand-Alone Treatment in the salon or using OLAPLEX_® N°3 HAIR PERFECTOR[™] at home.

OLAPLEX, PROFESSIONAL SERVICES PERMANENT WAVING APPLICATION

We do not recommend applying OLAPLEX_® N^{o.}2 BOND PERFECTOR[®] at the completion of this service due to the cream-based consistency and weight of the product.

- 1. Perform a thorough consultation.
- 2. Clarify the hair per manufacturer instructions.
- 3. OPTIONAL PERM PREP: Recommended for overly porous or chemically treated hair Mix OLAPLEX_® N°2 and protein treatment in equal amounts and apply to highly porous/ damaged areas. Place under the dryer with no cap until the hair is dry. Using a spray water bottle, re-moisten the hair.
- 4. Wrap perm as desired.
- 5. Use dosing dispenser to measure correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER™; add to waving lotion. Apply to rods.
- 6. Test curl immediately to gauge how long to process.
- 7. Once the curl is fully developed, rinse with comfortably hot water to remove any residue.
- 8. Towel blot thoroughly.
- 9. Use dosing dispenser to measure correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to neutralizer. Process as directed.
- 10. Optional step for porous or chemically treated hair. Refer to the chart below.
- 11. Remove rods. Rinse with cool water. Cleanse with $\mathsf{OLAPLEX}_{\scriptscriptstyle{(\!\!R\!)}}\,\mathsf{N}^{\circ.4}\,\mathsf{BOND}\,\mathsf{MAINTENANCE}^{\scriptscriptstyle{(\!\!R\!)}}$ SHAMPOO
- 12. Style as usual.

EXTREMELY POROUS HAIR:

- Apply undiluted OLAPLEX_® N°.1 BOND MULTIPLIER[™] directly on top of the neutralizer and time for 5 minutes.
- 2. Without rinsing, apply a second undiluted mixture of OLAPLEX_® N°·1 BOND MULTIPLIER[™] on rods and time for an additional 5 minutes.
- 3. Proceed with step 11.

LIGHTENED HAIR:

- 1. Mix 1oz. OLAPLEX_® N°·1 BOND MULTIPLIER[™] and 3 oz water and apply directly on top of the neutralizer and time for 5 minutes.
- Without rinsing, apply a second mixture of 1 oz. OLAPLEX_® N^{o.}1 BOND MULTIPLIER[™] and 3 oz. of water.
- 3. Proceed with step 11.

COLORED HAIR:

- 1. Mix ${}^{1\!\!/_2}$ oz. $\mathsf{OLAPLEX}_{{}_{\scriptscriptstyle{(\!\!R\!)}}}\,\mathsf{N}^{\mathrm{o}.1}$ BOND MULTIPLIER $^{\scriptscriptstyle{\mathsf{TM}}}$ and 3 oz. water.
- 2. Apply immediately on top of the neutralizer and time for 10 minutes.
- 3. Proceed with step 11.

OLAPLEX, PROFESSIONAL SERVICES THIO RELAXER APPLICATION

OLAPLEX_® is compatible with all relaxer types and strengths.

1. Measure relaxer crème according to manufacturer directions.

Use dosing dispenser to measure correct amount of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to relaxer cream. Virgin Application: 4-5 oz. of relaxer cream; add 1/16 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™]. Retouch Application: 2-3 oz. of relaxer creme; add 1/32 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™].

- 2. Process as directed. Rinse thoroughly.
- 3. Use dosing dispenser to measure 1/16 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to wrapping solution. Wrap according to manufacturer directions. Process as directed. Rinse thoroughly.
- 4. Towel blot to remove excess water from the hair.
- 5. Use dosing dispenser to measure 1/32 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to neutralizer. Process as directed. Rinse thoroughly.
- 6. Style as desired.

HYDROXIDE RELAXER APPLICATION

OLAPLEX, is compatible with all relaxer types and strengths.

1. Measure relaxer cream according to manufacturer's directions.

Use dosing dispenser to measure correct amount of OLAPLEX_® N°-1 BOND MULTIPLIER[™]; add to relaxer cream.

Virgin Application: 4-5 oz. of relaxer cream; add 1/16 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™] **Retouch Application**: 2-3 oz. of relaxer cream; add 1/32 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™]

- 2. Process as directed. Rinse thoroughly.
- 3. Apply a generous amount of OLAPLEX_® $N^{o.2}$ BOND PERFECTOR[®] from root to end. Leave on for 10 minutes. Rinse thoroughly.
- 4. Use dosing dispenser to measure 1/32 oz. of OLAPLEX_® N°·1 BOND MULTIPLIER[™]; add to neutralizing shampoo. Follow with neutralizing conditioner.
- 5. Style as desired.

OLAPLEX, PROFESSIONAL SERVICES THERMAL STRAIGHTENING APPLICATION

OLAPLEX_® can be added to any manufacturer's product & will not affect processing times.



If the hair is compromised, dry, or previously straightened, start with an OLAPLEX_® Stand-Alone Treatment[™]. If the hair is healthy, proceed directly to the treatment.

- 1. Measure straightening lotion or cream according to manufacturer directions.
- 2. Use dosing dispenser to measure ¼ oz. of OLAPLEX_® N°·1 BOND MULTIPLIER™; add to straightening lotion or cream.
- 3. Process as directed.
- 4. Use dosing dispenser to measure ¼ oz. of OLAPLEX_® N°·1 BOND MULTIPLIER™; add to neutralizer. Process as directed.
- 5. Immediately after applying neutralizer, apply OLAPLEX_® N°·2 BOND PERFECTOR[®] directly on top. Process as directed.
- 6. Rinse thoroughly. Cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO. Follow with OLAPLEX_® N°.5 BOND MAINTENANCE[®] CONDITIONER.

OLAPLEX, PROFESSIONAL SERVICES HAIR EXTENSIONS & WIGS

PERFORM OLAPLEX_® STAND-ALONE TREATMENT[™] TO INCREASE THE LONGEVITY OF HUMAN HAIR EXTENSIONS

 $\mathsf{OLAPLEX}_{\scriptscriptstyle \$}$ can be used on 100% human hair extensions & wigs. Treat as you would for human hair.



OLAPLEX, AT-HOME RETAIL

EXTEND THE REPAIR AND PROTECTION YOU HAVE CREATED IN THE SALON FOR YOUR CLIENTS AT HOME.



OLAPLEX_® AT-HOME RETAIL TREAT

Nº:0 INTENSIVE BOND BUILDING HAIR TREATMENT

Prep and prime damaged hair for deeper repair.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], our Professionalinspired treatment primes hair for deeper repair and strengthens hair bonds while protecting hair integrity.

WHY IT WORKS

- Boosts the efficacy of OLAPLEX_® N°·3 HAIR PERFECTOR[™]
- Strengthens and rebuilds hair bonds
- Absorbs quickly to jump-start repair deep within the hair strand

WHEN TO USE

Use as the first step in a two-part system with OLAPLEX_®N°·3 Hair Perfector[™] (sold separately) to strengthen and repair all types of damaged hair. Use once a week, or 2-3 times a week for damaged hair.

HOW TO USE

- 1. Apply to DRY hair. Fully saturate from root to end.
- 2. Leave on for 10 minutes. DO NOT RINSE.
- 3. OLAPLEX_® N°.3 Hair Perfector[™].



OLAPLEX_® AT-HOME RETAIL TREAT

Nº.3 HAIR PERFECTOR™

Repairs and strengthens all hair types.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this reparative at-home treatment rebuilds bonds and strengthens hair from the inside out.

WHY IT WORKS

- Reduces breakage and visibly strengthens hair
- Repairs and protects deep within the hair strand
- Restores healthy appearance and texture

WHEN TO USE

1-2x week for healthy hair, 2-3x week for compromised hair. For more intense repair, use with OLAPLEX_® N°.0 INTENSIVE BOND BUILDING HAIR TREATMENT.

HOW TO USE

- 1. Apply to damp hair from root to end. Leave on for a minimum of 10 minutes.
- 2. Rinse thoroughly.
- 3. Cleanse with OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO.
- 4. Follow with OLAPLEX® N°.5 BOND MAINTENANCE® CONDITIONER.

OLAPLEX_® N°3 HAIR PERFECTOR[™] is not a protein treatment or a hydrating mask. It's a best-selling pre-shampoo hair repair treatment.



OLAPLEX_® AT-HOME RETAIL TREAT

N°.8 BOND INTENSE MOISTURE MASK

Penetrates hair to restore weightless moisture.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this highly concentrated reparative mask adds shine, smoothness, & body while providing intense yet weightless moisture for visibly healthier hair.

WHY IT WORKS

- 2X more shine
- 4X more moisture
- 6X more smoothness
- 94% saw more body*

*As reported by 47 out of 50 participants in a consumer test.

WHEN TO USE

Use weekly for best results.



- 1. Apply to clean, damp hair from mid-length to end.
- 2. Work through with fingers. Leave on for 10 minutes.
- 3. Rinse thoroughly.



FOR INTENSE REPAIR & MOISTURE N°0 INTENSIVE BOND BUILDING HAIR TREATMENT + N°3 HAIR PERFECTOR[™] + N°8 BOND INTENSE MOISTURE MASK



N°.4C BOND MAINTENANCE® CLARIFYING SHAMPOO

Deep cleanses hair without dryness.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™]. This richly lathering clarifying shampoo is formulated with a Broad Spectrum Clarifying System to remove damaging impurities and buildup leaving brilliantly clean hair with airy softness & volume, restored shine, vibrant color clarity, and a clean scalp.

WHY IT WORKS

- Removes surface product buildup, excess oil, hard water minerals, chlorine, even heavy metals and pollutants.
- Deeply cleanses without stripping or drying.
- Allows for optimal performance of hair repair treatments.

WHEN TO USE

Use prior to in-salon treatments and services or every 1-2 weeks at home in place of OLAPLEX_® N°.4 BOND MAINTENANCE[®] SHAMPOO.

HOW TO USE

- 1. Apply to wet hair, lather, and leave on for up to 5 min. Rinse thoroughly. Rinse thoroughly.
- 2. Follow with OLAPLEX_® N^{o.}5 BOND MAINTENANCE[®] CONDITIONER or proceed with your Stand-Alone Treatment[™] or chemical service.



N°.4 BOND MAINTENANCE® SHAMPOO

Daily shampoo for all hair types.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this highly concentrated reparative shampoo hydrates and nourishes hair.

WHY IT WORKS

- Improves manageability and softness
- Increases shine and leaves hair looking healthier
- Helps prevent breakage and split ends

WHEN TO USE

Daily, or as often as you shampoo.

HOW TO USE

- 1. Apply to wet hair. Work into a lather. Rinse thoroughly.
- 2. Follow with OLAPLEX® N°.5 BOND MAINTENANCE® CONDITIONER.



N°.4P BLONDE ENHANCER™ TONING SHAMPOO

A non-drying, purple shampoo for unbreakable blondes.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this highly concentrated shampoo neutralizes unwanted brassiness to brighten and enhance blonde, lightened, and gray hair.

WHY IT WORKS

- 3X brighter hair*
- Mild surfactants create a softer, customizable end-result
- Cleanses without stripping and drying

*Compared to top purple shampoos

WHEN TO USE

2-3 times per week or as often as needed to neutralize unwanted yellow/warm tones.

HOW TO USE

- 1. Apply to wet hair. Lather and leave on for 1-3 minutes. Rinse thoroughly.
- 2. Follow with OLAPLEX_® N^{o.}5 BOND MAINTENANCE[®] CONDITIONER.





If your hair has product buildup, cleanse with OLAPLEX_® N°.4C BOND MAINTENANCE[®] CLARIFYING SHAMPOO prior to OLAPLEX_® N°.4P BLONDE ENHANCER[™] TONING SHAMPOO for best results.

N°-5 BOND MAINTENANCE® CONDITIONER

Daily conditioner for all hair types.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this highly concentrated reparative conditioner nourishes and hydrates hair without heaviness.

WHY IT WORKS

- Reduces damage, split ends, frizz, and flyaways
- Optimum conditioning and improved manageability
- Softer, shinier, and healthier-looking hair with each use

WHEN TO USE

Daily, or as often as you condition.

HOW TO USE

- 1. Remove excess water from the hair.
- Apply OLAPLEX, N°.5 BOND MAINTENANCE[®] CONDITIONER. Work through evenly. Leave for 3 minutes. Rinse thoroughly.



OLAPLEX_® AT-HOME RETAIL PROTECT

N°.6 BOND SMOOTHER®

A velvety, leave-in styling cream for 72-hour smooth styling.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this nourishing leave-in styling treatment minimizes frizz for long-lasting definition and smoothness.

WHY IT WORKS

- Reduces frizz and flyaways for up to 72 hours
- Helps reduce blow-dry time
- Smooths each strand without adding hold or excess weight

WHEN TO USE

Use after each wash, or as needed for styling.

HOW TO USE

1. Apply ½ pump to damp hair from mid-length to end. Style as desired.



OLAPLEX_® AT-HOME RETAIL PROTECT

Nº.7 BONDING OIL™

> Maximum shine and sleek softness in every drop.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this weightless, reparative styling oil dramatically increases shine, and softness while protecting against heat damage.

WHY IT WORKS

- Heat protection up to 450°F (232°C)
- Enhances shine and color vibrancy
- Strengthens and protects for visibly healthier-looking hair

WHEN TO USE

Can be used daily on wet and dry hair, or before styling with heat.

HOW TO USE

- 1. Turn bottle upside down. Gently tap to dispense a metered drop.
- 2. Apply to damp or dry hair. Style as desired.



OLAPLEX_® AT-HOME RETAIL PROTECT

N°.9 BOND PROTECTOR NOURISHING HAIR SERUM

> The anti-damage hair shield.

WHY YOU'LL LOVE IT

Powered by patented OLAPLEX_® **Bond Building Technology**[™], this silicone-free hair serum instantly shields hair from pollution and protects hair from heat damage while adding satin shine and reducing static and tangles.

WHY IT WORKS

- Neutralizes free radicals and protects against pollution for up to 48 hours
- Improves style memory and bounceback curls
- Heat protection up to 450°F (232°C)

WHEN TO USE

Use on days you wash your hair and any days in between on dampened hair for added protection.

HOW TO USE

- 1. This is the first step in your style routine. Apply to damp hair working upward from end to root.
- 2. Follow with your favorite OLAPLEX_® styling products. Style as desired.



GLOSSARY

Bis-Aminopropyl Diglycol Dimaleate:

OLAPLEX, patented technology that re-links and repairs broken disulfide bonds.

COVALENT BONDS:

A chemical link between two atoms or ions in which the electron pairs are shared between them.

CORTEX:

Found between the hair cuticle and medulla and is the thickest hair layer. It also contains most of the hair's pigment, giving the hair its color. The pigment in the cortex is melanin, which is also found in skin.

CREEP TIME:

The time between when you finish towel blotting the hair and the time you begin to apply the neutralizer. This allows for softened hair to settle into its new formation and helps with curl resiliency and the durability of the end result. Normal hair: 5 minutes; Fine, overly porous hair: up to 30 minutes.

CUTICLE:

The outermost part of the hair shaft. Formed from dead cells overlapping in layers, which form scales that strengthen and protect the hair shaft.

CYSTEIC ACID:

Cysteic acid is formed when a single sulfur hydrogen molecule from a broken disulfide bond pairs with three oxygen molecules. Cysteic acid erodes the protein in the hair.

DISULFIDE BOND:

The covalent bond between sulfur atoms that binds two peptide chains or different parts of one peptide chain and is a structural determinant in many protein molecules.

KERATIN:

A fibrous, structural protein that is the principal constituent of nails and hair, and that is found in the outermost layers of skin.

MEDULLA:

The innermost layer of the hair shaft. This nearly invisible layer is the most soft and fragile and serves as the pith or marrow of the hair.

MACROFIBRIL:

Inside the cortical cells are long filaments called macrofibrils. These are made up of bundles of even finer filaments called microfibrils, which are surrounded by a matrix region.

MICROCELLULAR:

Composed of very small cells.

MICROFIBRIL:

A very fine, fiber-like strand consisting of glycoproteins and cellulose that is the structure of protein fiber in hair.

POLYPEPTIDE CHAINS:

Polymers of amino acids joined together with peptide bonds.

PROTONATED:

Addition of a proton to a molecule.

PROTOFIBRIL:

An elongated cluster of cells that grows into a fibril.

FREQUENTLY ASKED QUESTIONS

Is OLAPLEX_® safe to use?

OLAPLEX_® is entirely non-toxic, free of sulfates, phthalates, DEA, aldehydes, formaldehyde, gluten, parabens, and is vegan and cruelty-free. The MSDS sheet for all products are available at olaplex.com and on the Pro App.

When do I use OLAPLEX_® N°2 BOND PERFECTOR[®] during a color correction / back-toback lightening?

For back-to-back lightening sessions, after each lightener application with OLAPLEX_®, cleanse the lightener from the hair and follow with OLAPLEX_® N^{o.}2 BOND PERFECTOR[®] for a minimum of 10 minutes.

I mixed more OLAPLEX, N°.1 and water than I needed. Can I save it?

The shelf life of a pre-mixed bottle of $OLAPLEX_{\mbox{\tiny B}} N^{\circ.1}$ and water is 2 weeks if kept in an airtight container.

Can I put an OLAPLEX, treatment under heat?

OLAPLEX, is not affected by heat. Always follow manufacturers' recommendations.

Do I need to alter my formula or increase the developer strength?

When using the recommended amount of OLAPLEX_®, there is no need to alter your formula or developer strength. Any issues with processing time or lift can be solved by using less OLAPLEX_® N°1 BOND MULTIPLIER[™] in your formula. Refer to the OLAPLEX_® mixing chart for more information.

I don't shampoo after my toner - when do I use $OLAPLEX_{\mbox{\tiny B}} N^{o.}2 \text{ BOND PERFECTOR}^{\mbox{\tiny B}}$?

Rinse the lightener and cleanse lightly. Apply a generous amount of OLAPLEX_® N°2 BOND PERFECTOR[®] N°2. Comb through and process for at least 10 minutes, Shampoo, towel dry, and apply your toner. Process, rinse, and condition.



TO VIEW MORE FAQ'S, VISIT THE EDUCATION TAB ON THE OLAPLEX, PRO APP.

OLAPLEX, EDUCATION RESOURCES

PRO WEBSITE

Visit **pro.OLAPLEX.com** to complete the OLAPLEX $_{\ensuremath{\scriptscriptstyle \oplus}}$ Certification and to gain access to exclusive educational resources.

PRO APP

Download the OLAPLEX_® PRO App to shop for OLAPLEX_® products and for **exclusive educational resources** including step-by-step instructions for all salon services, PRO blogs, and educational videos.

OLAPLEX_® LIVE CHAT

Speak with an educator one-on-one.

OLAPLEX, OFFICIAL YOUTUBE

Subscribe to our channel & watch our videos.

OLAPLEX, FACEBOOK/META USERS

Join OLAPLEX_® Users, a private Facebook group, for continued education with more than 148,000 members sharing their tips, tricks and ideas on a daily basis.

FACEBOOK GRUPO DE OLAPLEX_® EN ESPANOL:

Somos el Grupo de Usuarios de OLAPLEX_®. Somos una comunidad de profesionales del cabello que comparten nuestro conocimiento, inspiración y pasión dentro de la seguridad de nuestro grupo privado. Nuestra misión es construir relaciones entre nuestros colegas, embajadores de OLAPLEX_®, y ser mentores de todos los que buscan conocimiento.

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