

Bond-Building and Strengthening Refresh and Color Treatments

POWERED BY BOTANICAL REPAIR™



The Bond-Building and Strengthening Refresh Treatment and Bond-Building and Strengthening Color Treatment are targeted treatments powered by plant actives to repair damaged hair and build bonds, making hair five times stronger* after one service.

- Corn-derived sugar molecule goes below the surface and builds thousands of new bonds in the cortex, strengthening and reinforcing hair’s integrity at the core and strengthening it from within
- Nourishing macro green blend of certified organic avocado, green tea and sacha inchi seed oils smooths and seals the cuticle to help detangle, prevent breakage and eliminate frizz and flyaways
- A plant-based complex made with corn and coconut creates a botanical F-layer to help protect and shield hair from future damage
- All hair types and textures are instantly transformed, visibly healthier, softer and shinier post-treatment



GUEST EXPERIENCE

- Introduce the treatment:
- During the guest consultation
 - While at the shampoo bowl
 - While pre-booking the guest’s next service

SAY: “I would love to offer you a deeply reparative treatment designed for anyone concerned with damaged hair. The service features professional-strength Botanical Repair™ products that build bonds and strengthen and repair the three key layers of hair—cortex, cuticle and F-layer.”

BOND-BUILDING AND STRENGTHENING REFRESH TREATMENT

TIME: 15 minutes (upgrade to a cut or style service)




Botanical Repair™
Strengthening Shampoo



Botanical Repair™
Professional Hair Strengthening Additive



Botanical Repair™
Professional Bond Activator:
Light (fine-to-medium) **or**
Rich (medium-to-thick)

STEPS
1 SHAMPOO: Cleanse hair, rinse and towel-dry.
2 STRENGTHEN: Spray evenly onto hair, and comb through.
3 ACTIVATE: Apply evenly to hair.
Process for 10 minutes. Rinse.
Style as desired, or perform additional hair service as scheduled.
<div> Scan to view Bond-Building and Strengthening Refresh Treatment video.</div>

BOND-BUILDING AND STRENGTHENING COLOR TREATMENT

TIME: 15 minutes (upgrade to a hair color service)



Botanical Repair™
Professional Equalizing Primer



Botanical Repair™
Professional Hair Strengthening Additive




Hair Color/
Enlightener™
Powder Lightener



Botanical Repair™
Strengthening Shampoo



Botanical Repair™
Professional Bond Activator:
Light (fine-to-medium) **or**
Rich (medium-to-thick)

STEPS
1 PRIME: Spray to lightly mist hair, and comb through.
2 STRENGTHEN: Mix into the hair color formula.
Perform the scheduled hair color service.
Process, rinse and shampoo with Botanical Repair™ Strengthening Shampoo.
3 ACTIVATE: Apply evenly to hair.
Process for 10 minutes. Rinse.
Style as desired, or perform additional hair service as scheduled.
<div><div>Scan to view Bond-Building and Strengthening Color Treatment video.</div><div></div></div>

*Based on averaged repeat grooming results of color with Botanical Repair™ Color Treatment vs. color with non-conditioning shampoo.

Refer to Bond-Building and Strengthening Refresh and Bond-Building and Strengthening Color Treatment protocols and videos for step-by-step instructions.