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) 20 g

10 ml

STEPS

- 1 **SHAMPOO:** Cleanse hair, rinse and towel-dry
- **STRENGTHEN:** Spray evenly onto hair, and comb through.
- ACTIVATE: Apply evenly to hair.

Process for 10 minutes. Rinse.

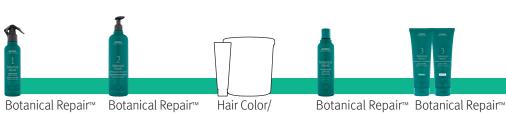
Style as desired, or perform additional hair service as scheduled.



Scan to view Bond-Building and Strengthening Refresh Treatment video.

BOND-BUILDING AND STRENGTHENING COLOR TREATMENT

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



Equalizing Primer 5 ml

Professional Professional Hair Strengthening Additive

8 g

Enlightener™ Powder Lightener Shampoo $40 \, g/30 \, g$

(1 scoop)

Strengthening

Professional Bond Activator: Light (fine-to-medium) or Rich (medium-to-thick)

20 g

STEPS

- **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.

ACTIVATE: Apply evenly to hair.

Process for 10 minutes. Rinse.

Style as desired, or perform additional hair service as scheduled.

Scan to view Bond-Building and Strengthening Color Treatment video.



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