



OLAPLEX[®]

TRAINING MANUAL



TABLE OF CONTENTS

OLAPLEX® Brand Story.....	3,4
The Chemistry of Bond-Building.....	5-8
OLAPLEX® Technology.....	9
Repairing Damage and Building Bonds.....	10,11
OLAPLEX® Brand Architecture.....	12
OLAPLEX® Professional Products.....	13-16
OLAPLEX® Mixing Chart.....	17
OLAPLEX® and Salon Services.....	18-26
OLAPLEX® Service Pricing.....	27-29
OLAPLEX® At-Home Products.....	30-44
OLAPLEX® FAQ's.....	45
OLAPLEX® Glossary.....	46
OLAPLEX® Resources.....	47

THE OLAPLEX® STORY

INSPIRED BY SALONS. PROVEN BY SCIENCE®

Inspired by hairstylists to find a solution to damaged hair, OLAPLEX® revolutionized the industry in 2014 by creating a completely new category called Bond-Building haircare.

OLAPLEX® IS THE COMPLETE BOND BUILDER

The most advanced and innovative solution — With patented and proprietary bond technology that penetrates faster and deeper. To work from the inside out for ultimate triple bond repair. Targeting and relinking broken disulfide bonds - the bonds that give hair its strength and structure. Strengthening & repairing while preventing and protecting hair for the future. For healthy hair today and tomorrow.

PATENTED. PROVEN. TRUSTED BY STYLISTS.



THE CHEMISTRY OF BOND-BUILDING

FROM ELEMENTS TO PROTEIN:

What is hair made of?

- ✓ Hair is made up of a protein called **Keratin**.

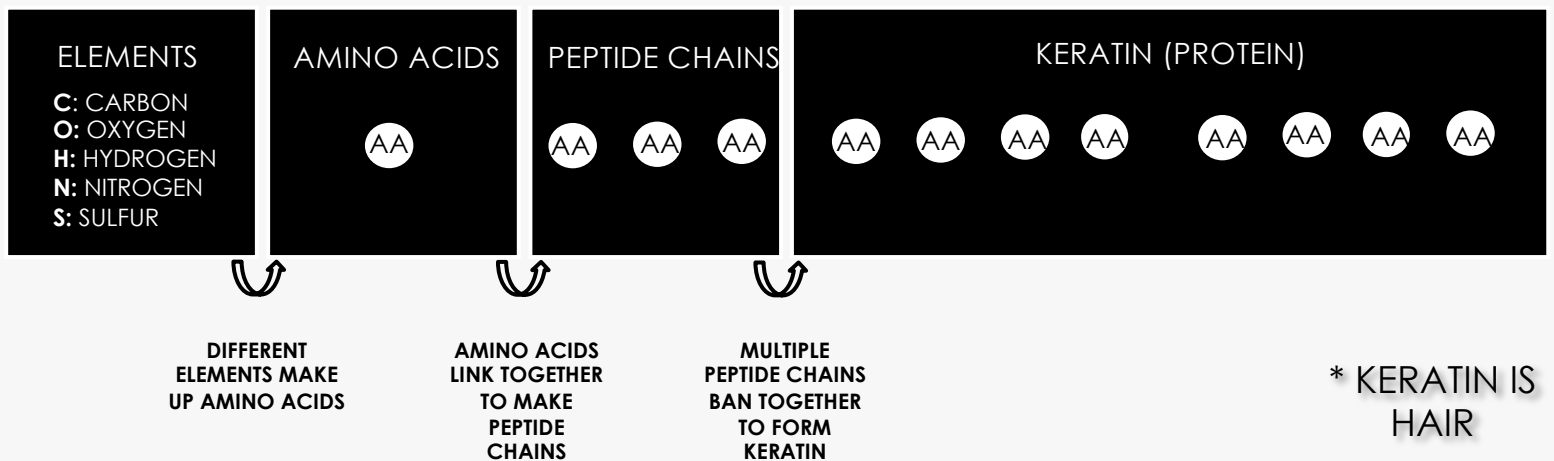
What is Keratin made of?

- ✓ Keratin contains five basic elements: **Oxygen, Hydrogen, Carbon, Sulphur** and **Nitrogen**.
- ✓ Elements combine in different ways to create Amino Acids, which are the 'building blocks of protein". There are 18 different Amino Acids in hair keratin protein, the main four being **Cysteine, Leucine, Alanine, Arginine**.
- ✓ **Amino Acids** are chemically bound together to create **Polypeptide Chains**.
- ✓ Polypeptide chains combine to create the Keratin protein.

Why is this important to know?

- ✓ Hair bonds such as **Hydrogen Bonds, Salt (Ionic) Bonds** and **Disulfide Bonds** are responsible for linking these **Polypeptide Chains** together.

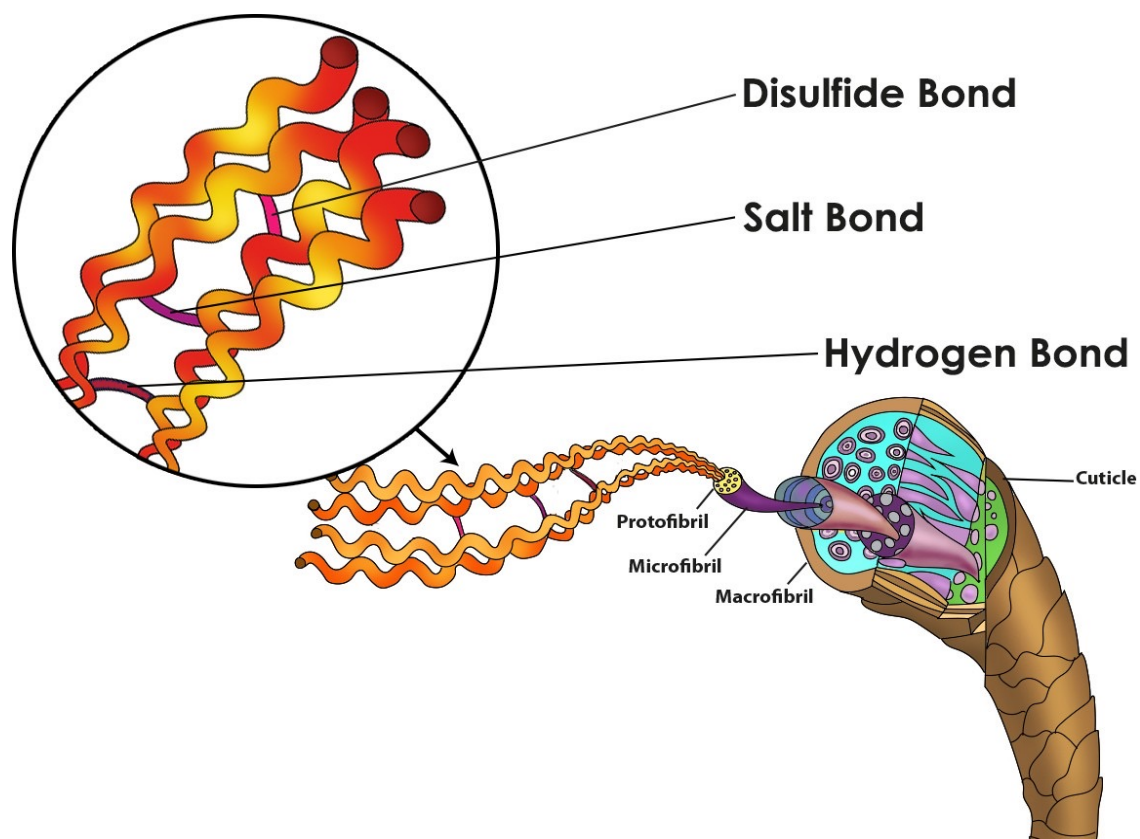
FROM ELEMENTS TO PROTEIN:



CHEMICAL BONDS AND THE ROLE THEY PLAY

What are the chemical bonds and what role do they play?

- ✓ There are three types of **Chemical Bonds** found in the structure of the hair, **Hydrogen Bonds**, **Salt (Ionic) Bonds**, and **Disulfide Bonds**.
- ✓ Together, these three types of bonds create strong interactions that connect the individual Keratin fibers together that make up each hair strand. The fibers are held in place by these **Bonds** which are responsible for the **strength, elasticity** and **structure** of hair.



CHEMICAL BONDS AND THE ROLE THEY PLAY

Hydrogen Bonds:

- ✓ A Hydrogen Bond is a physical bond that helps give hair its elasticity and contributes to its overall strength.
- ✓ They are temporary bonds that can be easily broken by exposure to water or heat. When hair is blown dry, the heat “sets” hydrogen bonds. When the hair gets wet it reverts to its natural shape and “resets”.

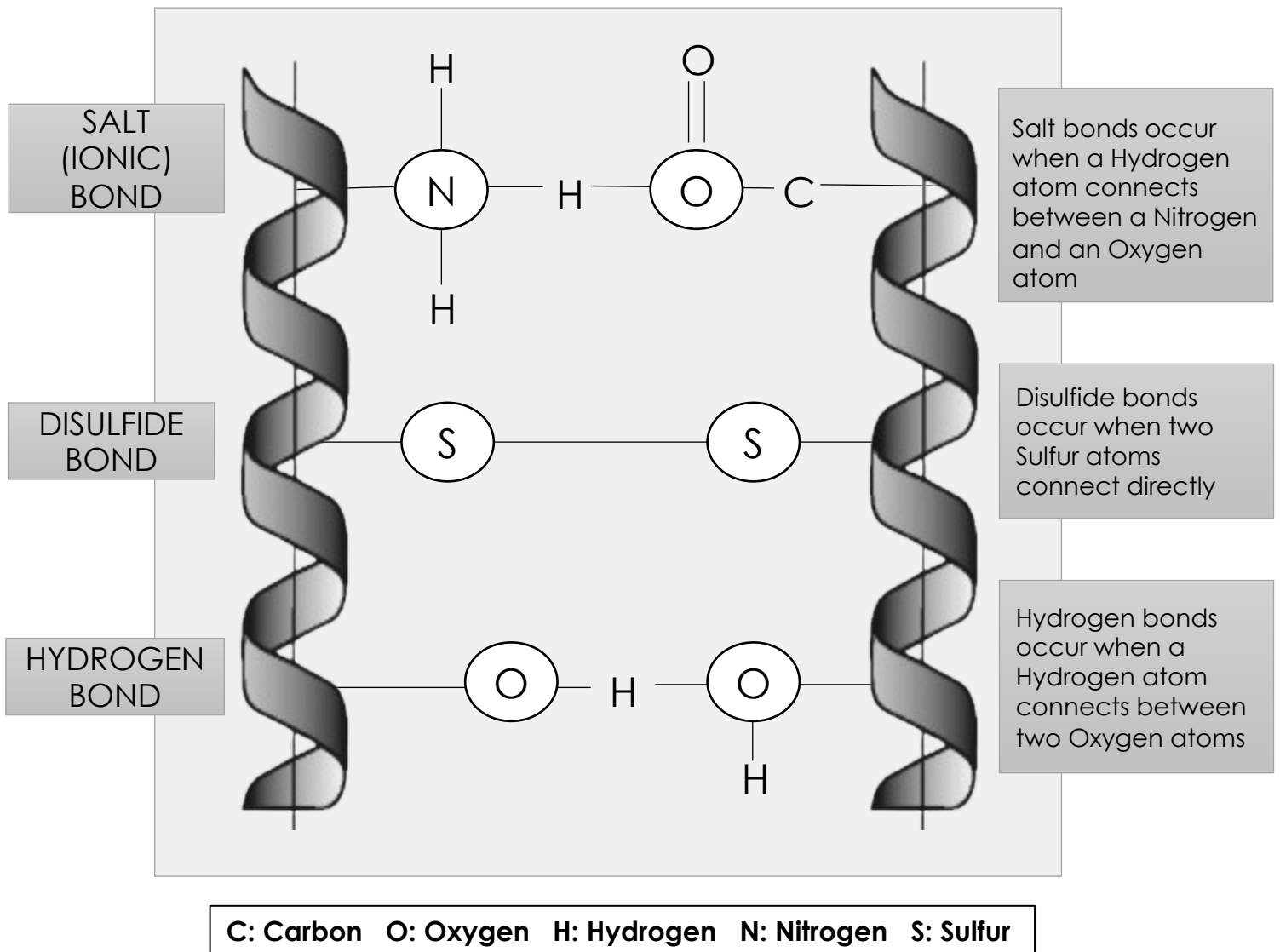
Salt (Ionic) Bonds:

- ✓ Salt Bonds, also called Ionic bonds are also temporary, but tend to be stronger than Hydrogen bonds.
- ✓ Salt Bonds break down when exposed to pH levels above 5.5. These bonds give the hair strength and elasticity.

Disulfide Bonds:

- ✓ Disulfide Bonds are permanent bonds which provide strength, structure and shape to the hair. They are the bonds that make the hair strong and resistant to breakage.
- ✓ Disulfide bonds are the strongest bonds and are broken primarily by chemical processes such as hair color, bleaching & relaxing which can alter and damage the internal structure of the hair.

CHEMICAL BONDS AND THE ROLE THEY PLAY



OLAPLEX® TECHNOLOGY

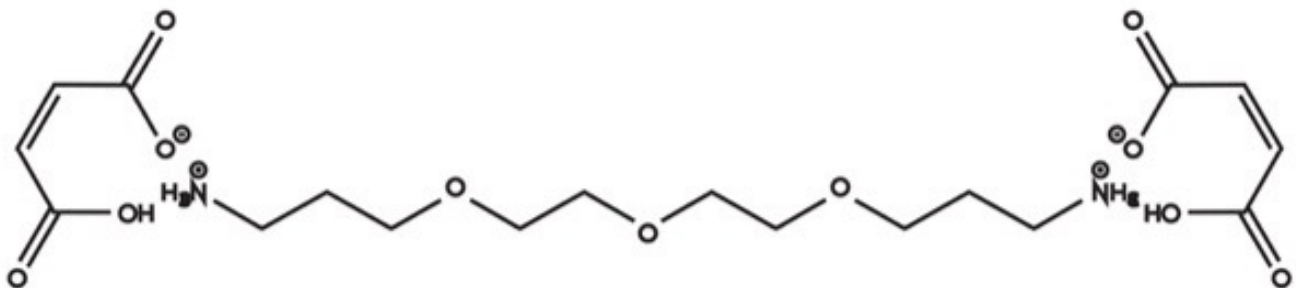
THE ONLY COMPLETE BOND-BUILDER.

OLAPLEX® effectively repairs and rebuilds all three types of chemical bonds in the hair – and is the ONLY Bond-Builder that re-links and repairs broken Disulfide Bonds with our patented Bond-Building Technology™.

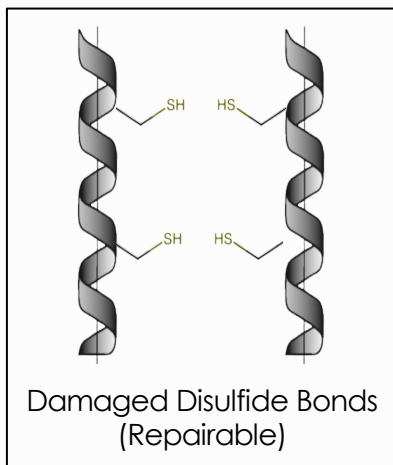
PATENTED, PROVEN TECHNOLOGY

OLAPLEX® Bond-Building Technology™ is the first and only one of its kind innovation that builds strong, bridges to relink and repair Disulfide Bonds on a molecular level, resulting in stronger, healthier looking hair.

The driving force behind our patented technology is our exclusive ingredient BIS-AMINOPROPYL DIGLYCOL DIMALEATE, (Bis-Amino for short).

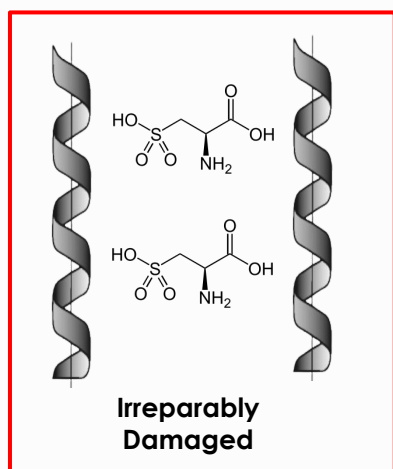


REPAIRING DAMAGE & REBUILDING (DISULFIDE) BONDS



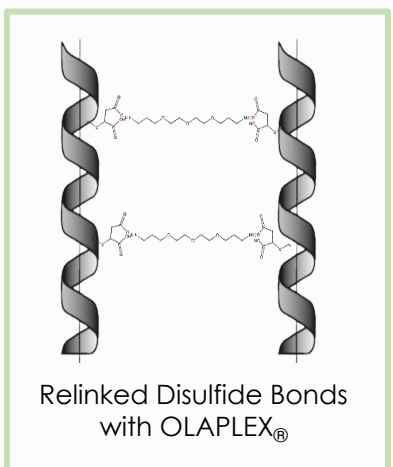
While Hydrogen and Salt (Ionic) Bonds are easily repaired, the Disulfide bonds, once broken could never be repaired before OLAPLEX® Bond-Building Technology.

Disulfide bonds are broken primarily by chemical processes such as hair color, bleaching & relaxing leaving the hair weak and susceptible to further damage.



When a Disulfide Bond is broken and not repaired, Cysteic Acid forms and begins to deteriorate the protein within the hair. Over time hair becomes weaker, dryer, more brittle, and shows the signs of damage.

*** OLAPLEX® prevents Cysteic Acid from forming by repairing the broken Disulfide Bonds.**



OLAPLEX® Bond-Building Technology™ relinks the broken Disulfide Bonds creating a stronger structure within the hair.

REPAIRING DAMAGE & REBUILDING BONDS

OLAPLEX® TARGETS & REPAIRS 5 KEY TYPES OF HAIR DAMAGE

No matter where or how you live, daily life damages hair. The leading causes of hair damage can occur through 5 key types of damage: Chemical, Heat, Mechanical, Environmental, and Pollution. All of these create damage to the hair, resulting in split ends, dryness, and breakage.

OLAPLEX's advanced, breakthrough formulas, featuring the patented Bond-Building Technology™ effectively repair damage while rebuilding all of the chemical bonds inside the hair to restore strength and elasticity.



CHEMICAL: Chemical services such as coloring, bleaching & relaxers create external and internal damage to the hair.



HEAT: Styling such as Blow Drying, Hot Iron Curling, or Flat Ironing create damage to the hair.



MECHANICAL: Rough Cleansing, Combing / Brushing or Rough Drying creates damage to the hair.

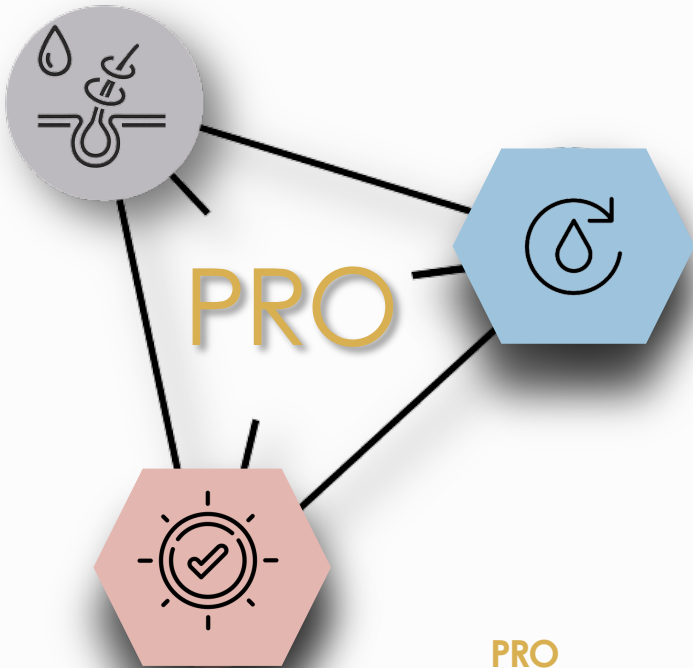


ENVIRONMENTAL: Climate, Humidity, and Wind cause damage to the hair.



POLLUTION: Dirt, Dust, and Free Radicals cause damage to the hair

OLAPLEX® ARCHITECTURE



OLAPLEX® was created and built with the Professional Hairdresser in mind. Providing the PRO and client alike the ability to continuously achieve healthy hair in the salon and at home with the OLAPLEX® TOOLBOX.

PRO

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

TREAT

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

MAINTAIN

N°4C BOND MAINTENANCE® CLARIFYING SHAMPOO
N°4 BOND MAINTENANCE® SHAMPOO
N°5 BOND MAINTENANCE® CONDITIONER
N°4P BLONDE ENHANCER™ TONING SHAMPOO
N°5P BLONDE ENHANCER™ TONING CONDITIONER
N°4D CLEAN VOLUME DETOX DRY SHAMPOO

PROTECT

N°6 BOND SMOOTHER®
N°7 BONDING OIL™
N°9 BOND PROTECTOR NOURISHING HAIR SERUM
VOLUMIZING BLOW DRY MIST

LASHBOND® BUILDING SERUM
BROWBOND® BUILDING SERUM



BROAD SPECTRUM CHELATING TREATMENT

WHY IT WORKS

This high-potency chelator cleans deep down to the cortex to remove heavy metals and minerals, pollution, chlorine, and discoloring calcium and copper deposits to create a clean canvas for optimal results from all chemical services.

WHY YOU'LL LOVE IT

- ✓ Removes harmful particles without stripping the hair of moisture
- ✓ Allows better penetration and efficacy of all chemical services
- ✓ Promotes vibrant color & consistent lightening results

HOW TO USE IT

- ✓ Shampoo with OLAPLEX[®] **N°4C** BOND MAINTENANCE[®] CLARIFYING SHAMPOO.
- ✓ Rinse thoroughly. Apply 1-3 pumps of BROAD SPECTRUM CHELATING TREATMENT evenly from root to end.
- ✓ Gently work through the hair. Leave on for 15-30 minutes.
- ✓ Rinse thoroughly. Follow with treatment or chemical service.

WHEN TO USE IT

Use prior to any in-salon treatment or chemical service.

OLAPLEX[®] PRO



N°.1 BOND MULTIPLIER[®] & N°.2 BOND PERFECTOR[®]

WHY IT WORKS

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

WHY YOU'LL LOVE IT

- ✓ Permanently repairs and rebuilds hair bonds
- ✓ Reduces porosity
- ✓ Provides immediate results

HOW TO USE IT

- ✓ Measure correct amount of **N°.1 BOND MULTIPLIER[®]**.
- ✓ Add to water, color, lightener, or chemical texturizing services. Process as directed.
- ✓ Follow with **N°.2 BOND PERFECTOR[®]** for 10 minutes. Rinse thoroughly.
- ✓ Shampoo and condition.

WHEN TO USE IT

Use as a STRENGTH & REPAIR STAND-ALONE TREATMENT™ or added to chemical services.



N^o.2 BOND PERFECTOR[®]

ADDITIONAL USES

MINI TREATMENTS

Apply a generous amount to towel dried, shampooed hair and leave on for 5 minutes. Rinse and follow with shampoo and conditioner.

ADDITIONAL REPAIR

Apply to mid-lengths and ends that have been left out while processing regrowth for color, highlights, or a relaxer retouch.

PROTECTION

Apply on previously lightened hair prior to touch-ups to prevent overlapping or breakage.

CUTTING LOTION

To infuse additional repair into the hair without additional time in the salon.

BEARD TREATMENT

Fully saturate beard. Leave on for 5 minutes. Rinse thoroughly. Shampoo and condition.

OLAPLEX[®] PRO



4-IN-1 MOISTURE MASK

WHY IT WORKS

Powered by patented OLAPLEX[®] BOND BUILDING TECHNOLOGY™, this highly concentrated reparative mask adds intense moisture while providing shine & body.

WHY YOU'LL LOVE IT

- ✓ Formulated with strengthening ceramides, oils, and amino acids
- ✓ Infuses dry, damaged hair with intense moisture
- ✓ 84% more shine and smoothness

HOW TO USE IT

- ✓ Apply 1-3 pumps to clean wet hair.
- ✓ Comb through for even distribution.
- ✓ Leave on for 10 minutes. Rinse thoroughly.

WHEN TO USE IT

Use as a deep conditioning treatment, after a color service, or after performing a STRENGTH & REPAIR STAND-ALONE TREATMENT™.

OLAPLEX® MIXING CHART

For maximum repair, N°1 BOND MULTIPLIER® & N°2 BOND PERFECTOR® are used as a 2-part system:

- ✓ Compatible with ALL color lines.
- ✓ Can be added into ALL chemical services.
- ✓ Can be used on ALL hair types and textures.

- ❖ Measurements apply to use of N°1 BOND MULTIPLIER® and should be followed by N°2 BOND PERFECTOR® as directed.
- ❖ Measurements are based on color/bleach powder/clay/cream WITHOUT developer.

LIGHTENER IN FOILS

Lightener Powder/Clay/Cream	OLAPLEX® N°1
1-2oz. (30-60g)	1/8oz (3.75ml)
Less than 1oz (30g)	1/16oz (1.875ml)

BALAYAGE & GLOBAL LIGHTENING APPLICATION

Lightener Powder/Clay/Cream	OLAPLEX® N°1
1-2oz (30-60g)	1/16oz (1.875ml)
Less than 1oz (30g)	1/32oz (1ml)

ALL HAIR COLOR

Color	OLAPLEX® N°1
1-2oz (30-60g)	1/16oz (1.875ml)
Less than 1oz (30g)	1/32oz (1ml)

STRENGTH & REPAIR STAND-ALONE TREATMENT™

Water	OLAPLEX® N°1
3oz (90ml)	1/2oz (15ml)

RELAXERS

Relaxer Cream	OLAPLEX® N°1
5oz (141.748g)	1/16oz (1.875ml)
Normalizing Shampoo	OLAPLEX® N°1
1oz (28g)	1/32oz (1ml)

PERMANENT WAVES

Waving Lotion	OLAPLEX® N°1
3oz (90ml)	1/16oz (1.875ml)
Neutralizer	OLAPLEX® N°1
3oz (90ml)	1/16oz (1.875ml)

NOTE:

- ❖ OLAPLEX. is compatible with all color lines.
- ❖ OLAPLEX. can be used on all hair types with every chemical service, following directions in the manual.
- ❖ Please download the OLAPLEX. Pro App from the App Store and Google Play.

STRENGTH & REPAIR STAND-ALONE TREATMENT™

- ✓ Use dosing dispenser to measure correct amount of **N°1** BOND MULTIPLIER[®]. Add to 3 oz. water in a non-spraying applicator bottle.
- ✓ At the shampoo bowl, apply to dry hair. Saturate thoroughly. Leave on for 5 minutes. DO NOT RINSE.
- ✓ Apply a generous amount of **N°2** BOND PERFECTOR[®] from roots to ends. Leave on for 10 minutes. Rinse thoroughly.
- ✓ Cleanse with **N°4** BOND MAINTENANCE[®] SHAMPOO. Follow with **N°5** BOND MAINTENANCE[®] CONDITIONER or **4-IN-1** MOISTURE MASK.
- ✓ Style as desired.



COLOR APPLICATION

- ✓ Measure and mix color and developer together according to manufacturers directions.
- ✓ Use dosing dispenser to measure correct amount of **N°1 BOND MULTIPLIER[®]**; add to pre-mixed color and developer.
- ✓ Apply and process as directed. Rinse thoroughly.
- ✓ Cleanse with **N°4 BOND MAINTENANCE[®] SHAMPOO**. Apply **N°2 BOND PERFECTOR[®]**. Leave on for 10 minutes.
- ✓ Rinse thoroughly. Cleanse with **N°4 BOND MAINTENANCE[®] SHAMPOO**. Follow with **N°5 BOND MAINTENANCE[®] CONDITIONER**.



LIGHTENER APPLICATION

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



FASHION COLOR APPLICATION

FOR INTENSE VIBRANCY

- ✓ Measure color according to manufacturers directions.
- ✓ Use dosing dispenser to measure correct amount of **N°1 BOND MULTIPLIER[®]**; add to color.
- ✓ Process as directed. Rinse thoroughly with cold water. (shampoo if needed)
- ✓ Follow with **N°5 BOND MAINTENANCE[®] CONDITIONER**.

FOR SOFTENING AND PASTELIZED COLOR

- ✓ Measure color according to manufacturers directions.
- ✓ Add **N°2 BOND PERFECTOR[®]** to color until desired color is achieved.
- ✓ Process as directed. Rinse thoroughly with cold water.
- ✓ Follow with **N°5 BOND MAINTENANCE[®] CONDITIONER**.



SMOOTHING TREATMENT APPLICATION

PERFORM OLAPLEX[®] STRENGTH & REPAIR STAND-ALONE TREATMENT™ PRIOR TO KERATIN SMOOTHING TREATMENT

- ✓ Use dosing dispenser to measure correct amount of **N°1 BOND MULTIPLIER[®]**. Add to 3oz. of water in a non-spraying applicator bottle.
- ✓ At the shampoo bowl, apply to dry hair. Saturate thoroughly. Leave on for 5 minutes. **DO NOT RINSE.**
- ✓ Apply a generous amount of **N°2 BOND PERFECTOR[®]** from roots to ends. Leave on for 10 minutes. Rinse thoroughly.
- ✓ Clarify the hair according to the Keratin Smoothing Treatment Manufacturer instructions.
- ✓ Apply and process treatment as directed.



THIO RELAXER APPLICATION

- ✓ Measure Relaxer Crème according to manufacturers directions.
- ✓ Use dosing dispenser to measure correct amount of OLAPLEX[®] N°1 BOND MULTIPLIER[®]; add to Relaxer Crème.
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[®]
- ✓ Process as directed. Rinse thoroughly.
- ✓ Use dosing dispenser to measure correct amount of OLAPLEX[®] N°1 BOND MULTIPLIER[®]; add to Wrapping Solution. Process as directed. Rinse thoroughly.
Wrapping Application: 1/16 oz. of OLAPLEX[®] N°1 BOND MULTIPLIER[®] into 2-3 oz. of Wrapping Solution.
- ✓ Towel blot to remove excess water from the hair.
- ✓ Rinse and follow with Normalizing/Neutralizing shampoo and conditioner. You may add 1/16 oz. OLAPLEX[®] N°1 BOND MULTIPLIER[®] to shampoo for overprocessed hair.
- ✓ Style as desired.



PERMANENT WAVES

- ✓ Perform a thorough consultation. (It will be up to the salon professional to determine which steps are needed and if client is a good candidate for a perm.)
- ✓ Clarify the hair per manufacturers instructions.
- ✓ **OPTIONAL PERM PREP: recommended for porous or chemically treated hair:**
 - Mix OLAPLEX[®] N°2 BOND PERFECTOR[®] and protein treatment in equal amounts and apply to highly porous / damaged areas. Place under a dryer with no cap until the hair is dry. Using a water spray bottle, re-moisten the hair before proceeding to service.*
- ✓ Wrap perm as desired
- ✓ Add 1/16oz. (1.875ml) of OLAPLEX[®] N°1 BOND MULTIPLIER[®] to waving lotion and apply to rods.
- ✓ Test curl immediately to gauge how long to process.
- ✓ Once the curl is fully developed, rinse with comfortably hot water to remove any thio residue.
- ✓ Towel blot the hair thoroughly.
- ✓ Add 1/16oz (1.875ml) of OLAPLEX[®] N°1 BOND MULTIPLIER[®] to neutralizer
- ✓ **OPTIONAL STEP recommended for porous or chemically treated hair**
 - EXTREMELY POROUS HAIR
 - ✓ Apply undiluted OLAPLEX[®] N°1 BOND MULTIPLIER[™] directly on top of the neutralizer and time for 5 minutes.
 - ✓ Without rinsing, apply a second undiluted mixture of OLAPLEX[®] No.1 BOND MULTIPLIER[™] on rods and time for an additional 5 minutes.
 - LIGHTENED HAIR:
 - ✓ Mix 1oz. OLAPLEX[®] No.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[®] No.1 BOND MULTIPLIER[™] and 3 oz. of water.
 - COLORED HAIR:
 - ✓ Mix 1/2 oz. OLAPLEX[®] No.1 BOND MULTIPLIER[™] and 3 oz. water.
 - ✓ Apply immediately on top of the neutralizer and time for 10 minutes.
- ✓ Remove rods, rinse with cold water and give a light shampoo. Style as usual.

OLAPLEX[®] does NOT recommend using N°2 BOND PERFECTOR[®] at the completion of this service due to the cream base and weight of this product.



HYDROXIDE RELAXER APPLICATION

- ✓ Measure Relaxer Crème according to manufacturers directions.
- ✓ Use dosing dispenser to measure correct amount of **N°1 BOND MULTIPLIER[®]** ; add to Relaxer Crème.
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[®].
- ✓ Process as directed. Rinse thoroughly.
- ✓ Apply a generous amount of **N°2 BOND PERFECTOR[®]** from roots to ends. Leave on for 10 minutes. Rinse thoroughly.
- ✓ Rinse and follow with Normalizing/Neutralizing Shampoo and conditioner. You may add 1/16 oz OLAPLEX[®] N°1 BOND MULTIPPLIER[®] to Shampoo for overprocessed hair.
- ✓ Style as desired.



HAIR EXTENSIONS & WIGS

PERFORM OLAPLEX® STRENGTH & REPAIR STAND-ALONE TREATMENT™

- ✓ To increase the longevity of 100% human hair extensions.

*PRO TIPS:

- ✓ Start your service with OLAPLEX® BROAD SPECTRUM CHELATING TREATMENT to remove any build up from the extensions.
- ✓ For added moisture, replace conditioner with the OLAPLEX® 4-IN-1 MOISTURE MASK.



THERMAL STRAIGHTENING APPLICATION

- ✓ Measure straightening lotion or cream according to manufacturers directions.
- ✓ Add 1/8 oz (3.75 ML) OLAPLEX[®] N°1 BOND MULTIPLIER[®] to 4-6 oz (120-180 mL) of the straightening lotion or cream, apply and process as usual.
- ✓ Add 1/8 oz (3.75 mL) OLAPLEX[®] N°1 BOND MULTIPLIER[®] to 4-6 oz (120-180 mL) of the neutralizer, apply and process as usual.
- ✓ Immediately after applying the neutralizer, apply OLAPLEX[®] N°2 BOND PERFECTOR[®] directly down on top of the hair, set timer for recommended neutralizing time.
- ✓ Gently smooth hair straight with your hands every couple of minutes until timer sounds.
- ✓ Rinse, lightly shampoo and condition.
- ✓ We recommend using OLAPLEX[®] N°4 BOND MAINTENANCE[®] SHAMPOO and OLAPLEX[®] N°5 BOND MAINTENANCE[®] CONDITIONER for best results.



OLAPLEX® IN SALON SERVICES

PRICING RECOMMENDATIONS



PROFESSIONAL SERVICES

Refer to OLAPLEX® mixing chart

APPLICATIONS PER SALON INTRO KIT:

✓ Up to 280** applications

RECOMMENDED PRICING:

✓ 15% add on charge per service

Ex.	Pricing per add on service	\$22.00	*15% upcharge on \$150 bill
	# of Applications per SALON INTRO KIT	x 280	*Color applications per SALON INTRO KIT
		\$6,160.00	
		- \$198.00	*Cost of SALON INTRO KIT
	POTENTIAL PROFIT →	\$5,962.00	

**Usage at 1/8oz. per service: 140 applications per SALON INTRO KIT

**Usage at 1/16oz. per service: 280 applications per SALON INTRO KIT

OLAPLEX® IN SALON SERVICES

PRICING RECOMMENDATIONS

STRENGTH & REPAIR STAND - ALONE TREATMENT™



OLAPLEX® MIXING CHART:

WATER	No.1 BOND MULTIPLIER®
3oz. (90ml)	1/2oz. (15ml)

APPLICATIONS PER SALON INTRO KIT:

✓ 35 Treatments

RECOMMENDED PRICING:

✓ Charge of a deep conditioning treatment

RECOMMENDED TIME OF SERVICE:

✓ 15-30 minutes

Ex.	Pricing per treatment	\$50.00	
	# of Treatments per Salon Intro Kit	x 35	
		\$1,750.00	
		- \$198.00	*Cost of PRO KIT
	POTENTIAL PROFIT	—————▶	\$1,552.00

OLAPLEX® IN SALON SERVICES

PRICING RECOMMENDATIONS



CHELATING TREATMENT

APPLICATIONS PER BOTTLE:

✓ 30 - 40 treatments

RECOMMENDED PRICING:

✓ \$15 - \$25 per treatment

RECOMMENDED TIME OF SERVICE:

✓ 15-30 minutes

Ex. Pricing per treatment	\$25.00	
# of Applications per bottle	x 40	
	<hr/>	
	\$1,000.00	
	- \$32.00	*Cost of bottle
	<hr/>	
POTENTIAL PROFIT	—————▶	\$968.00



OLAPLEX[®]

AT-HOME CARE



OLAPLEX® TREAT



N°0

INTENSIVE BOND BUILDING HAIR TREATMENT

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this intense treatment primes hair for deeper repair while strengthening and protecting hair integrity.

WHY YOU'LL LOVE IT

- ✓ Boosts the efficacy of **N°3** HAIR PERFECTOR®
- ✓ Strengthens and rebuilds hair bonds
- ✓ Absorbs quickly to jumpstart repair deep within the hair strand

HOW TO USE IT

- ✓ Apply to dry hair.
- ✓ Fully saturate from root to end.
- ✓ Leave on for 10 minutes. DO NOT RINSE.
- ✓ Follow with **N°3** HAIR PERFECTOR®.

WHEN TO USE IT

Use weekly or 2-3 times per week for damaged hair.

OLAPLEX. TREAT



No. 3 HAIR PERFECTOR.®

WHY IT WORKS

Powered by patented Bond-Building Technology™, this reparative at-home treatment reduces breakage and visibly strengthens hair, improving it's look and feel.

WHY YOU'LL LOVE IT

- ✓ Strengthens weakened bonds
- ✓ Reduces breakage and split ends
- ✓ Dramatically smooths and protects

HOW TO USE

- ✓ Apply to damp hair from root to end.
- ✓ Leave on for 3-10 minutes. Rinse thoroughly.
- ✓ Cleanse with **No. 4** BOND MAINTENANCE® SHAMPOO.
- ✓ Follow with **No. 5** BOND MAINTENANCE® CONDITIONER.

WHEN TO USE IT

Use weekly or 2-3 times per week for damaged hair.

OLAPLEX® TREAT



Nº.8 BOND INTENSE MOISTURE MASK

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this highly concentrated weekly intense moisture mask adds shine, smoothness & body while providing intense moisture for visibly healthier-looking hair.

WHY YOU'LL LOVE IT

- ✓ Absorbs deeply without weighing down hair.
- ✓ Powerful blend of reparative and moisturizing ingredients.
- ✓ Restores visibly shinier, healthier hair.

HOW TO USE IT

- ✓ Apply to clean damp hair from mid-length to ends.
- ✓ Leave on for 10 minutes.
- ✓ Rinse thoroughly.

WHEN TO USE IT

Use weekly for best results.

OLAPLEX® **MAINTAIN**



No. 4 BOND MAINTENANCE® SHAMPOO

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this highly concentrated reparative shampoo infuses the hair with moisture without weighing it down.

WHY YOU'LL LOVE IT

- ✓ Improves manageability
- ✓ Increases shine, leaving hair visibly healthier-looking
- ✓ Repairs bonds for stronger, more resilient hair

HOW TO USE IT

- ✓ Apply to wet hair.
- ✓ Work into a lather. Rinse thoroughly.
- ✓ Follow with OLAPLEX® **No. 5** BOND MAINTENANCE® CONDITIONER.

WHEN TO USE IT

Use daily or every wash.

OLAPLEX® MAINTAIN



No. 5 BOND MAINTENANCE® CONDITIONER

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this highly concentrated reparative conditioner infuses the hair with moisture for shinier, visibly healthier-looking hair.

WHY YOU'LL LOVE IT

- ✓ Reinforces bonds for stronger, more resilient hair
- ✓ Optimum conditioning and improved manageability
- ✓ Shinier and healthier with each use

HOW TO USE IT

- ✓ Remove excess water from the hair.
- ✓ Apply **No. 5** BOND MAINTENANCE® CONDITIONER. Work through evenly.
- ✓ Leave for 3 minutes. Rinse thoroughly.

WHEN TO USE IT

Use daily or every wash.



Nº.4D

CLEAN VOLUME DETOX DRY SHAMPOO

WHY IT WORKS

This dry cleansing formula with skincare science-inspired ingredients, detoxifies and repels odor and damaging pollutants to maintain scalp health between washes.

WHY YOU'LL LOVE IT

- ✓ First-day fresh hair and scalp & no clogged follicles
- ✓ No grit or powdery residue
- ✓ Clean, weightless body

HOW TO USE IT

- ✓ Shake well before using.
- ✓ Separate hair into sections.
- ✓ Hold the bottle 6-10" away from hair and spray onto roots.
- ✓ Wait 30 seconds and massage into the scalp.

WHEN TO USE IT

To instantly refresh hair between wash days or use on clean, dry hair to amplify first-day styles.

OLAPLEX® MAINTAIN



No. 4C BOND MAINTENANCE® CLARIFYING SHAMPOO

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this rich-lather clarifying shampoo featuring our exclusive Broad-Spectrum Clarifying System helps remove damaging impurities, excess oil, and stubborn product buildup leaving behind brilliantly clean hair.

WHY YOU'LL LOVE IT

- ✓ Removes surface oil and impurities after one use
- ✓ Deeply cleanses to restore shine and softness
- ✓ Non-stripping, non-drying formula

HOW TO USE

- ✓ Apply to wet hair.
- ✓ Work into a lather. Leave on 1-5 minutes. Rinse thoroughly.
- ✓ Follow with **No. 5** BOND MAINTENANCE® CONDITIONER.

WHEN TO USE IT

Use prior to in-salon treatments or weekly as a part of an at-home cleansing routine.

OLAPLEX® MAINTAIN



Nº.4P BLONDE ENHANCER™ TONING SHAMPOO

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this highly concentrated shampoo neutralizes unwanted brassiness to brighten and enhance color vibrancy.

WHY YOU'LL LOVE IT

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

*Compared to top purple shampoos

HOW TO USE

- ✓ Apply to wet hair.
- ✓ Lather and leave on for for 1- 3 minutes. Rinse thoroughly.
- ✓ Follow with **Nº.5 BOND MAINTENANCE®** CONDITIONER.

WHEN TO USE

Use 2-3 times per week or as needed.

OLAPLEX® MAINTAIN



No. 5P BLONDE ENHANCER™ TONING CONDITIONER

WHY IT WORKS

A nourishing conditioner that locks in brightness and neutralizes unwanted yellow tones root-to-tip as it **softens, detangles,** and **strengthens** hair. See brighter, shinier, more evenly toned blondes and greys with each use.

WHY YOU'LL LOVE IT

- ✓ Nourishes, hydrates, and softens
- ✓ Creates perfect slip to help detangle delicate strands
- ✓ Hydrates from root to tip for even tone and brightness

HOW TO USE IT

- ✓ Apply a generous amount to clean, damp hair.
- ✓ Leave on for 3 minutes. Rinse thoroughly.

WHEN TO USE

Use weekly or as needed.

*For more toning effects use more often.

OLAPLEX® PROTECT



Nº.9 BOND PROTECTOR NOURISHING HAIR SERUM

WHY IT WORKS

Powered by patented OLAPLEX® Bond-Building Technology™, this silicone-free priming hair serum instantly shields hair from pollution and protects hair from heat damage while leaving behind a satiny-smooth finish.

WHY YOU'LL LOVE IT

- ✓ Neutralizes free radicals and protects against pollution for up to 48 hours
- ✓ Style memory adds longevity to your look
- ✓ Heat protection up to 450°F (232°C)

HOW TO USE IT

- ✓ Apply to damp hair working upward from end to root.
- ✓ Follow with your favorite OLAPLEX® PROTECT products.
- ✓ Style as desired.

WHEN TO USE IT

Use on clean, wet / damp hair.

OLAPLEX® PROTECT



Nº.6 BOND SMOOTHER®

WHY IT WORKS

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

WHY YOU'LL LOVE IT

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

HOW TO USE IT

- ✓ Apply ½ pump to damp hair from mid-length to ends.
- ✓ Style as desired.

WHEN TO USE IT

Use on wet hair and air dry for lived in texture. Apply sparingly to dry hair to tame frizz and fly-aways.

OLAPLEX® PROTECT



OLAPLEX® No. 7 BONDING OIL™

WHY IT WORKS

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

WHY YOU'LL LOVE IT

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

HOW TO USE IT

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

WHEN TO USE IT

Use daily on wet hair and dry hair, or before styling with heat.

OLAPLEX® PROTECT



VOLUMIZING BLOW DRY MIST

WHY IT WORKS

Polysaccharides & advanced polymers deliver lasting body, smoothness & frizz protection. Patented OLAPLEX® Bond Building Technology™ & bamboo extract repair and protect for healthy-looking hair.

WHY YOU'LL LOVE IT

- ✓ Bounce, body, touchably soft
- ✓ Speeds up blow-dry time
- ✓ Heat protection & humidity resistant

HOW TO USE IT

- ✓ Mist a generous amount onto clean, damp hair from roots to tip.
- ✓ Direct the hair away from the head for more body and bounce.

* For extra volume or to freshen up 2nd day hair, use VOLUMIZING BLOW DRY MIST to saturate dry hair, focusing on the roots. Use a round brush to lift roots as you blow dry.

OLAPLEX®



LASHBOND® BUILDING SERUM

WHY IT WORKS

In a simple swipe, LASHBOND® delivers NEW OLAPLEX® Peptide Complex Technology™, OLAPLEX® Bond-Building Technology™, and hydrating Hyaluronic Acid with Biotin to the lash line for the look of longer, thicker, and healthier lashes.

WHY YOU'LL LOVE IT

- ✓ Lashes look longer and more lifted
- ✓ Lashes look thicker and denser
- ✓ Lashes look healthy and hydrated

HOW TO USE IT

- ✓ Dip the brush once and apply to the skin along the upper lash line on both eyes.
- ✓ Do not wash off.
- ✓ Allow to dry for at least 90 seconds before applying other eye products.
- * Don't apply to the lower lash line.

WHEN TO USE IT

Use twice daily, AM and PM, on clean, dry skin.

OLAPLEX®



BROWBOND® BUILDING SERUM

WHY IT WORKS

A clear, 3-in-1 brow-grooming gel-serum that shapes and sculpts with all-day hold while promoting the look of thicker, bolder, more youthful eyebrows.

WHY YOU'LL LOVE IT

- ✓ Soothes, softens and nourishes brows
- ✓ Holds brow hairs in place without looking or feeling too heavy
- ✓ Micro-bristle, doe-foot applicator allows for a more precise, even application to entire brow area

HOW TO USE IT

- ✓ Dip the wand once and comb through hair along both brow lines.
- ✓ Do not wash off.
- ✓ Allow to dry for 90 seconds before applying other skincare products.

WHEN TO USE IT

Use twice daily, AM and PM, on clean, dry skin.

OLAPLEX® GLOSSARY

BIS-AMINOPROPYL DIGLYCOL DIMALEATE:

OLAPLEX® patented Bond Building Technology™ that re-links and repairs broken disulfide bonds.

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.

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.

HYDROGEN BOND

The physical bonds that are easily broken and reformed by water and heat. They are responsible for the shape of the hair.

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.

POLYPEPTIDE CHAINS:

Polymers of amino acids joined together with peptide bonds.

SALT BOND

The physical bonds are the weakest bond and easily affected by changes in pH.

OLAPLEX® FAQ'S

Q: What makes OLAPLEX® different from any other “Bond Builder”?

A: OLAPLEX® exclusive patented Bond-Building Technology™, Bis-Aminopropyl Diglycol Dimaleate, is a first-of-its-kind ingredient that works on the hair internally to seek out and repair broken disulfide bonds caused by hair damage. When used in chemical services, OLAPLEX® treatments mitigate the damage that typically occurs during chemical services.

Q: Who is OLAPLEX® for?

A: OLAPLEX® is beneficial for all hair. From hair that is naturally weak and fragile, chemically treated, virgin or anything in between, OLAPLEX® Bond Building Technology™ repairs all hair types AND all hair textures.

Q. How does OLAPLEX® work?

A: All hair types (natural, curly, fine, straight, etc.) derive most of their strength and integrity from healthy, properly paired, disulfide bonds. When hair is damaged via heat, chemical, mechanical, environmental or pollution, these disulfide bonds are broken apart. OLAPLEX® works by building a permanent bridge between the two broken bonds and thus repairing the disulfide bond.

Q. What type of damage does OLAPLEX® target?

A: OLAPLEX® targets and repairs the 5 key types of damage: chemical, heat, mechanical, environmental, and pollution. Without products to protect your hair from these aggressors, your hair can become dry, brittle, and damaged. Ultimately leading to breakage.

Q: What are disulfide bonds?

A: Disulfide bonds are strong chemical, covalent bonds. They are not broken by water, and they account for about 1/3 of the hair's strength. All hair contains hundreds of thousands of Disulfide bonds, and they are in all three main parts of the hair: the cuticle, cortex, and medulla.

Q. Is OLAPLEX® safe to use?

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

Q: Can you overuse OLAPLEX®?

A: No. OLAPLEX® is safe for daily use. You can use OLAPLEX® as often as needed without the fear of causing damage.

Q: Are the results of OLAPLEX® permanent?

A: The repair that OLAPLEX® provides is permanent and the results will not wash away or fade. However, bonds break daily by damaging chemical, heat, mechanical, environmental, or pollution elements. It is important to use OLAPLEX® in every chemical service. It is also recommended to send clients home with the OLAPLEX® at-home care line to provide additional repair and maintenance between salon visits.

Q. Is OLAPLEX® a protein treatment

A: No. OLAPLEX® repairs and rebuilds disulfide bonds. It is not a protein treatment.

OLAPLEX® RESOURCES

PRO WEBSITE

Visit pro.OLAPLEX.com to complete the OLAPLEX® 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, PRO blogs, and educational videos.

OLAPLEX® LIVE CHAT

Speak with an OLAPLEX® Educator one on one.

OLAPLEX® OFFICIAL YOUTUBE

Subscribe to the OLAPLEX® channel and 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 nuestra grupo privada. Nuestra misión es construir relaciones entre nuestros colegas, embajadores de OLAPLEX®, y ser mentores de todos los que busquen conocimiento.

FOLLOW US ON INSTAGRAM

@OLAPLEX

@OLAPLEXENESPANOL



For live education, tips, and to see stylists work from all over the world, follow @OLAPLEX on Facebook, Instagram, Twitter, and Pinterest.