



# colorpHlex™

colorpHlex™ protects and strengthens hair during the colour and bleach process, reducing damage and breakage.

## ADVANTAGES OF COLORPHLEX

- No additional processing time
- Concentrated formula. Less product required
- Costs less per application
- Maximum lift. Minimum time
- Simple, easy to use instructions



## THE COLORPHLEX™ DIFFERENCE

colorpHlex™ improves the strength of the hair from the inside out. Scientifically formulated colorpHlex™ uses a naturally derived vegetable protein molecule that penetrates the hair, reinforcing bonds during the colour and bleach process. Scientific tests show that a small amount of colorpHlex™ added to hair colour or bleach makes hair up to 4 times stronger, significantly reducing breakage. colorpHlex™ home care products are recommended for home use to extend salon results.

## HOW TO USE

colorpHlex™ Step 1 is mixed into any colour or bleach product and processed as usual. Hair is rinsed thoroughly, towel dried, and then colorpHlex™ Step 2 is applied from root to ends. With just a 10 minute processing time, hair is then rinsed and styled.

## RETAIL OPPORTUNITY

In addition to using colorpHlex™ Step 1 and colorpHlex™ Step 2 in salon applications, clients should maintain the appearance and manageability of hair between visits with continued use of colorpHlex™ home care products.



## BENEFITS

- » Scientific tests show using colorpHlex™ increases hair strength by up to 4 times.
- » Reduces hair breakage and damage during the colour or bleach process.
- » Naturally derived vegetable protein molecules penetrate the hair shaft filling, bonding and protecting.
- » Sales support through sampling, advertising and education.



# colorpHlex<sup>TM</sup>

## THE CHEMISTRY OF HAIR BLEACHING, AND STRENGTHENING HAIR USING COLORPHLEX<sup>TM</sup>

The main structural protein of hair is Keratin. Keratin is an unusual protein: it contains a significant amount of sulfur, most of it forming inter-fibril disulfide bonds. The disulfide bonds give hair its strength. It is estimated that 15-45% of these disulfide bonds are broken during bleaching. The disulfide bond (-S-S-) is oxidized by hydrogen peroxide to form two sulfonic acid (-SO<sub>3</sub>H) groups. The sulfonic acid groups on the hair protein change the structure and properties of the hair, making it weaker, porous, more water-soluble, and much more easily broken.\*

colorpHlex<sup>TM</sup> uses brand-new technology to address the specific issues of colour-treated hair.

colorpHlex<sup>TM</sup> contains a copolymer of vegetable-derived protein. The molecular weight of the vegetable protein is optimized for penetration into the hair—larger fragments penetrate the cuticle into the outer cortex, the smaller fragments penetrate more deeply into the inner cortex. The reactive silicone portion of the molecule, silanetriol, crosslinks with the sulfonic acid residues on the hair protein, and with itself, to form a covalent bond with the hair for a durable, long-lasting benefit.

Independent third party scientific tests proved that the hair tested and processed with colorpHlex<sup>TM</sup> was up to 4 times stronger, returning hair to optimum condition, compared to hair which had not been treated with colorpHlex<sup>TM</sup>.

ColorStrong Complex targets the damaged areas of hair. It will not coat or build-up, and should be used with every colour service to improve and maintain the integrity of hair. Clients should use the colorpHlex<sup>TM</sup> home care products to ensure hair is maintained in optimum condition.

\* Chemical Aspects of Bleaching Hair, Clarence Robbins Ph.D., Journal of the Society of Cosmetic Chemists, Vol. 22, pages 339-348

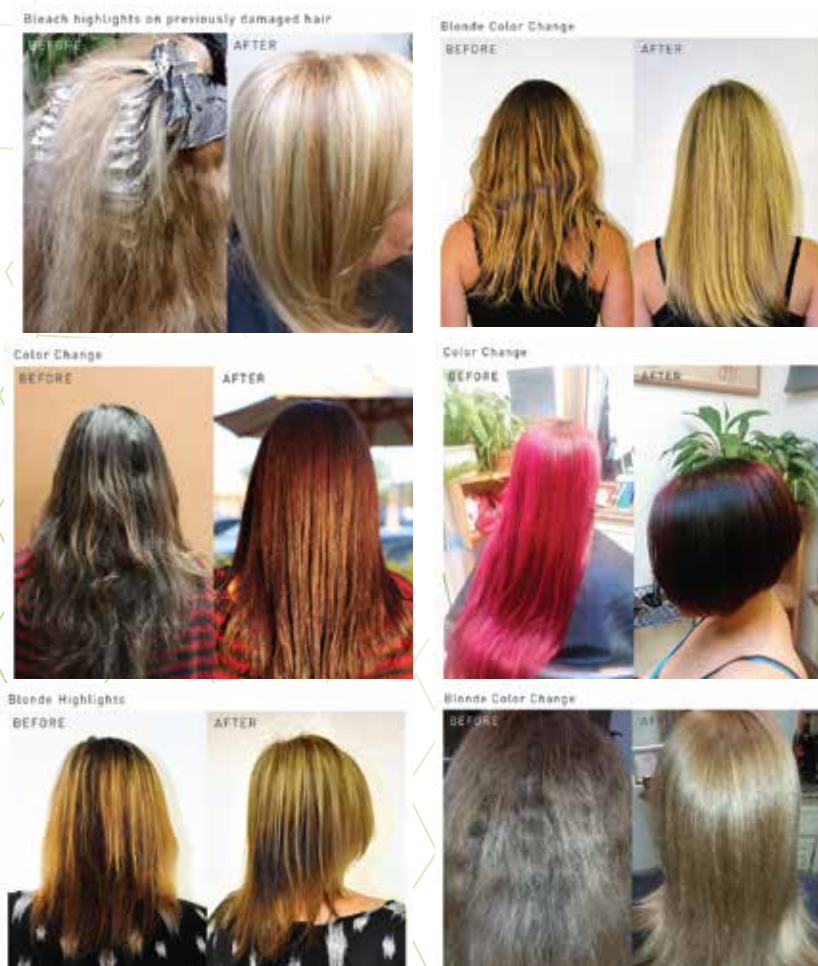


# colorpHlex™

## WHY COLORPHLEX™? WHY WE ARE BETTER

- We are so confident of the superiority of colorpHlex™ that we provide free samples for you to test and compare.
- A quick and simple to use two-step system (not a three step system like some others) and easy to read step by step instructions.
- No need to increase the level of developer and/or change the formulation.
- colorpHlex™ is affordable. No need to pay exorbitant prices.
- colorpHlex™ is sold in the USA, UK, Germany, Holland, Belgium, Switzerland, Italy, South Africa, Cyprus, Croatia, Ireland, Denmark and Sweden.
- Manufactured by a company with over 40 years in the professional haircare industry.

## WE HAVE THE PROOF



## WE HAVE THE STUDY

Seeing and feeling is believing.

In a test performed by Tri-Princeton Research Labs (USA), bleached/coloured hair treated with colorpHlex™ showed extreme reduction of breakage and improves hair to optimum condition.



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## INSTRUCTIONS

**COLOUR/PEROXIDE MIX** Add 3.75ml of Step 1 and mix thoroughly. Rinse. Towel dry. Apply 7.5ml of Step 2 and comb through from roots to ends. Leave in hair for 10 mins. Rinse and style as usual (If using less than 90ml colour mix for re-growth or toner applications you only need to add 1ml of Step 1 for every 30ml of mix).

**BLEACH/PEROXIDE MIX** Add 3.75ml of Step 1 for up to 90 mls of bleach/peroxide mix. Rinse. Apply 7.5ml of Step 2. Process for 10 mins. If using above 90ml mix add 1 ml per additional 25ml bleach/peroxide mix. If double processing, Step 1 can be added to both formulas (colour and bleach mixes), finishing with Step 2 as above.

**DAMAGED HAIR TREATMENT** Shampoo hair. Mix 3.75 ml of Step 1 with 7.5 ml of Step 2. Apply to hair and comb through. Leave on hair for 5-10 mins. Rinse hair. Proceed to next service or style as required.

**PERMANENT WAVING** After the perm has been processed, rinsed and blotted dry as per manufacturer's instructions, using a spray bottle apply 3.75ml of Step 1 directly onto rods. Process for 3-5 mins. Apply neutraliser as per manufacturer's instructions. Remove rods and apply 7.5ml of Step 2. Process for 10 mins. Rinse and proceed as normal.

**RELAXERS - LYE (sodium hydroxide) & NO LYE (calcium hydroxide)** Process relaxer cream as per manufacturer's instructions. Rinse. Using a spray bottle apply 3.75ml of Step 1 directly onto the hair. Ensure you have even distribution. Process for 5 mins. DO NOT rinse. Apply neutralising shampoo as per manufacturer's instructions. Apply 7.5ml Step 2. Process for 10 mins. Rinse and proceed as normal.

**THIO RELAXERS** Process as per manufacturer's instructions. Rinse. Using a spray bottle apply 3.75ml of Step 1 directly onto the hair. Ensure you have even distribution. Process for 5 mins. Apply neutraliser as per manufacturer's instructions. Rinse. Apply 7.5ml of Step 2. Process for 10 mins. Rinse and proceed as normal.

**THERMAL STRAIGHTENING** Process as per manufacturer's instructions. Rinse. Using a spray bottle apply 3.75ml of Step 1 directly onto hair. Ensure there is even distribution. Blow dry and flat iron the hair. Apply neutraliser as per manufacturer's instructions. Rinse. Apply 7.5ml of Step 2. Process for 10 mins. Rinse and proceed as normal.

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