



ACIDIC BONDING CONCENTRATE

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED HAIR THROUGH BONDING CARE COMPLEX

BENEFITS

90%	STYLISTS AGREE, HAIR LOOKS LESS DAMAGED*	82%	VISUAL REDUCTION OF SPLIT ENDS***	14X	EASIER DETANGLING*****
3X	STRONGER*****		REINFORCES WEAK BONDS****		LIGHTWEIGHT BOND REPAIR*****
14X	SMOOTHER**	450°F	HEAT PROTECTION***	90%	MORE CONDITIONED***
48 HOURS	VOLUME*****	2X	SHINE*****		

TECHNOLOGY/KEY INGREDIENTS

Bonding Care Complex contains Citric Acid, an Alpha hydroxy acid. The Acidic Bonding Concentrate System helps fortify weakened bonds* to improve strength and hair's resiliency after salon bleach or color services.



*expert test, N=66 use as a system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, & Conditioner. **use of Acidic Bonding Concentrate Intensive Treatment, Shampoo & Conditioner vs. non-conditioning shampoo. ***with continued use of Intensive Treatment, Shampoo & Conditioner vs non-conditioning shampoo. ****system of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner vs non-conditioning shampoo. *****based on consumer testing results + system of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner. ****Acidic Bonding Concentrate 5-Min Liquid Mask vs non-conditioning shampoo.

ABC INTENSIVE TREATMENT

HAIR TYPE: Demanding, processed hair

- BENEFITS:**
- Our most concentrated bonding care complex
 - Transformative results in 1 use:
 - 2x stronger*
 - 14x smoother*
 - 90% more conditioned*

- USAGE:**
- Apply to damp hair and leave on for 5-10 minutes.
 - Rinse out & follow with **Acidic Bonding Concentrate Shampoo**, lather, rinse.
 - Finish with **Acidic Bonding Concentrate Conditioner** and rinse.



ABC LIGHTWEIGHT LIQUID CONDITIONER

HAIR TYPE: For fine, demanding & processed hair

- BENEFITS:**
- Up to 48 hours of volume**
 - Lightweight bond repair***
 - 2-days non-oily hair**
 - 4x easier detangling**

- USAGE:**
- Use after Acidic Bonding Concentrate Shampoo
 - Spray into hair and rinse out
 - Follow with Acidic Bonding Concentrate Leave-In Treatment



ABC 5-MIN LIQUID MASK

HAIR TYPE: Demanding, processed hair

- BENEFITS:**
- 16% conditioning care complex for 72hrs of ultra-hydration*****
 - 2x shine for 3 days*****
 - 3x stronger inside & out*****
 - 14x easier detangling*****

- USAGE:**
- Use after Acidic Bonding Concentrate Shampoo in place of the Acidic Bonding Concentrate Conditioner weekly, or as needed.
 - Leave on for 5-minutes. Do not rinse.
 - Rinse out and follow with Acidic Bonding Concentrate Leave-In Treatment

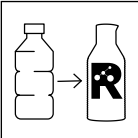


ABC SHAMPOO & CONDITIONER

HAIR TYPE: Demanding, processed hair

- BENEFITS:**
- 56% reduction of breakage**
 - 2x less breakage**
 - 89% easier to detangle**
 - 9x smoother**

- USAGE:**
- Apply **Shampoo** on damp hair, lather, rinse.
 - Follow with **Conditioner**, rinse.



ABC LEAVE-IN TREATMENT

HAIR TYPE: Demanding, processed hair

- BENEFITS:**
- Heat protection up to 450°F / 230°C degrees***
 - Up to 88% visual reduction in split ends****
 - 2x less breakage***
 - 10x smoother***

- USAGE:**
- Apply to clean, damp hair. Leave in.
 - Style as usual



*system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner vs. non-conditioning shampoo
**Acidic Bonding Concentrate Shampoo & Conditioner vs. non-conditioning shampoo

*no animal derived ingredients. **based on consumer test results - system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner.
with continued use. *based on consumer test results. *****based on consumer test results - system of Acidic Bonding Concentrate Shampoo & 5-min Liquid Mask.
*****Acidic Bonding Concentrate 5-min Liquid Mask vs non-conditioning shampoo.

「NEW!」



ACIDIC BONDING CURLS

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED WAVES, CURLS, AND COILS

BUILD BONDS + REPAIR CURL STRENGTH FROM THE INSIDE.
FORMULATED WITH CURL-BOND TECHNOLOGY (CITRIC ACID + UREA + GYLGINE).

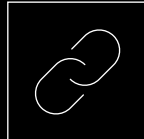
BENEFITS

92%

SAW HEALTHIER +
MORE DEFINED CURLS
IN 1 USE**

85%

LESS FRIZZ
FOR UP
TO 96HRS****



SILICONE-FREE
FORMULAS HYDRATE +
IMPROVE CURL
ELASTICITY***

12X

EASIER TO
DETANGLE*****



vegan formula*

SHAMPOO

Apply to wet
hair, massage
into a lather
and rinse.
Follow with
Conditioner.



CONDITIONER

After shampooing,
apply to wet hair &
rinse. Follow with
Leave-In Treatment.



LEAVE-IN

After
conditioning,
apply to clean,
damp hair.
Do not rinse.
Style as usual.



*no animal derived ingredients **with continued use, Acidic Bonding Curls System
***based on consumer test results, Acidic Bonding Curls System
****System of Acidic Bonding Curls Shampoo, Conditioner & Leave-In Treatment vs. non-conditioning shampoo
*****Acidic Bonding Curls Leave-In Treatment vs. non-conditioning shampoo



CURL STYLERS

FORMULATED WITH SQUALANE + JOJOBA OIL,
INSPIRED BY YOUR HAIR'S NATURAL MOISTURIZERS

HYDRATING CURL CREAM 72-HOUR CURL DEFINING CREAM

HAIR TYPE: Curls & Coils

BENEFITS:

- Up To 72-hour curl definition
- Hydrates curls for up-to 72-hours
- 81% Frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Air dry to diffuse
- Can be reapplied on dry hair to further tame frizz & moisturize



vegan formula*



at least 94%
recycled plastic**

SCULPTING CURL GEL 72-HOUR CURL SCULPTING GEL

HAIR TYPE: Curls & Coils

BENEFITS:

- Strong 72-hour hold
- Non-sticky, non-flaking, non crunch
- 76% Frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Diffuse or Air Dry



vegan formula*

REFRESHING CURL MIST REFRESHES UP TO 7TH DAY CURLS

HAIR TYPE: Curls & Coils

BENEFITS:

- Refreshes 7th day curls without washing
- Hydrates & defines up to 7th day curls
- 76% Frizz reduction

USAGE:

- Spray in dry hair
- Scrunch or recoil curls with fingers



vegan formula*



at least 94%
recycled plastic**

ALL CURL STYLERS FORMULATED WITHOUT
SILICONES, SULFATES, PARABENS & MINERAL OILS.