

Hi Lift[®]
CUREPLEX
SALON MANUAL



THE TIME FOR BREAKAGE IS OVER. INTRODUCING CUREPLEX.

However gentle the formulation, chemical processes always damage the hair. Strength and condition suffer leaving hair dry, brittle, dull and lifeless.

Cureplex is designed to be added to chemical mixtures or used in combination with any chemical hair treatment preventing hair damage before it can even start and repairing the hair from previous chemical damage.

Cureplex shields the hair from chemical harm with no change in lifting ability of bleach, lifting/depositing ability of colour, no modifications in developer % and no barrier created in other salon chemical services. Cureplex is your assurance with hair colouring, bleaching, highlighting, straightening, perming, balayage and ombre'.

The Cureplex system incorporates a revolutionary proprietary complex of naturally derived active ingredients and innovative delivery technology, ensuring 100% penetration into the cortex.

The dual action formulation **creates new bonds** and buffers the existing ones delivering added elasticity, strength, enhanced condition and softness. **Hair is invincible with any chemical service without fear of negative repercussion.**

The 3 Part Synergistic System is designed to protect the hair structure from further damage during the chemical service as well as repairing previous damage and maintaining the hair's health.

No.1 Bond Creator: Intermixed with the chemical service mixture, Bond Creator creates new bonds to strengthen and improve elasticity, it buffers and repairs the broken bonds while protecting the existing internal structure of the hair, boosting the hair's flexibility and manageability.

No.2 Bond Fortifier: Fortifying Rinse fuses and secures newly formed bonds into the cortex while delivering added hydration and nourishment. Transforms and smooths the cuticle layer to create a uniform surface.

No.3 Bond Sustainer: Home hair care recommended to preserve the effects of the Cureplex treatment.

This can be used several times a week at home.

Cureplex is your most powerful tool in salon. It will protect, strengthen and improve elasticity. Whether the hair is thermally or chemically over processed Cureplex will protect.

Cureplex is delivered through any chemical service in salon such as hi lift tinting, bleaching, depositing, toning, colour removal, perming, chemical straightening etc.

It can also be delivered as a stand alone treatment for hair that's damaged environmentally, thermally or chemically.

Cureplex will not interfere with the chemical service undertaken.

No adjustment to the processing time or application time.

Great with hair extensions, results beyond your expectations. Never break hair again!

THE CUREPLEX SYSTEM

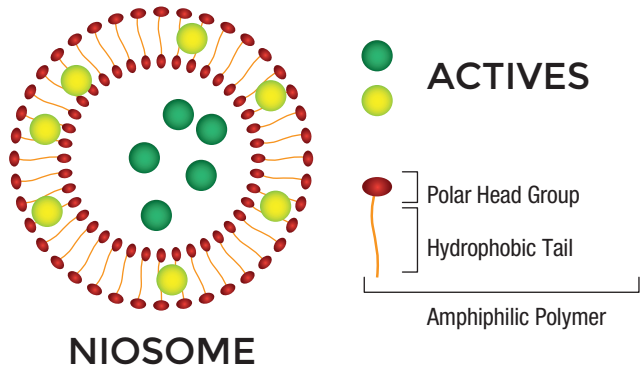
Incorporates a revolutionary proprietary complex of naturally derived actives, encapsulated in niosomes:

Innovative delivery technology ensuring 100% penetration into the cortex.

NIOSOMES COMPLEX

Soybean IsoFlavones	Impart added nourishment improving hair's health
N-acetyl-L-cysteine	Bond creator and protector
Phytocermide	Rice derived, provides protection around the hair shaft

An innovative AMINO ACID COMBINATION supports the Niosomes actives to LINK IN THE DISULFIDE BONDS.



HAIR COLOURING

(TINTING/DEMI COLOURING)

Mix hair colour cream with required amount of peroxide, following your usual system and manufacturer's instructions.

Once the hair colour and peroxide is properly mixed into the bowl:

- 1 Add 1ml of No.1 Bond Creator for every 10 grams/ml of hair colour cream mixture.** Apply the hair colour and process, rinse well and shampoo. Squeeze excess water from hair, gently towel dry.
- 2 Apply the correct amount of No.2 Bond Fortifier evenly to towel dried hair.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.** After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

EXAMPLE

Hair colour treatment 1:1 with 60ml of hair colour + 60ml of peroxide.

Add 6ml of No.1 Bond Creator

ULTRA LIFT HAIR COLOURS (1:2 MIXING RATIO)

Mix hair colour mixture with required amount of peroxide, following your usual system and manufacturer's instructions. Once the hair colour and peroxide is properly mixed into the bowl:

- 1 Add 7.5ml of No.1 Bond Creator for every 50 grams/ml of hair colour mixture.** Apply hair colour and process, rinse well and shampoo. Squeeze excess water from the hair, gently towel dry.

- 2 Apply the correct amount No.2 Bond Fortifier evenly to towel dried hair.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.**
After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

EXAMPLE

Ultra Lift Colour 1:2 with 50ml of hair colour mixture + 100ml of peroxide

Add 7.5ml of No.1 Bond Creator

BLEACHING POWDER - BLEACHING SERVICE

BLEACHING, HIGH LIFTS, BALAYAGE, OMBRE'

Mix bleaching powder with required amount of peroxide following your usual system and manufacturer's instructions. Once the bleaching powder and peroxide is properly mixed into the bowl:

- 1 Add 2ml of No.1 Bond Creator for every 10 grams of bleaching mixture.** Apply the mixture and process, rinse well and shampoo. Squeeze excess water from the hair, gently towel dry.
- 2 Apply 10ml of No.2 Bond Fortifier evenly to towel dried hair.** Leave on for a minimum of 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.**
After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

EXAMPLE

Lifting with Bleach 25 grams of bleaching powder + 50ml of peroxide.

Add 5ml of No.1 Bond Creator

DIRECT COLOURS

Cureplex gives creative freedom to proceed with direct colour applications immediately after the bleaching service. Once the bleaching process is complete, rinse well and shampoo. Gently towel dry.

- 1 Mix 1ml of Bond Creator for every 10gms/mls of direct colour.** Apply the direct colour and process. Rinse any excess colour from the hair until water runs clear.
- 2 Apply the correct amount of No.2 Bond Fortifier evenly to towel dried hair.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.**
After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

STAND ALONE TREATMENT

Prepare the hair by cleansing the hair with shampoo and gently towel dry.

- 1 Mix 10ml of No.1 Bond Creator with 15ml of No.2 Bond Fortifier.** Apply from roots to ends. Leave under a heat source for 15 minutes, allow to cool and rinse well.
- 2 Apply the correct amount No.2 Bond Fortifier evenly to towel dried hair.** The amount is dependent on hair length, texture and porosity. Saturate the hair from roots to ends, spread evenly and leave for 2-3 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.**
After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

CHEMICAL STRAIGHTENERS

- 1 First shampoo the hair. Mix 10ml of No.1 Bond Creator for every 50gms/ml of straightening cream.** Proceed with the usual application following manufacturer's instructions. Rinse well when processing is complete. Apply the neutraliser to the hair. Leave on for the required time, then rinse well.
- 2 Apply the correct amount of No.2 Bond Fortifier evenly to towel dried hair.** This is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.**
After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

KERATIN SMOOTHING

Prior to use, please consult with the supplier of your keratin straightening system to verify its suitability for use with Cureplex.

PERMS

Begin a regular perm process. Wind the perm, apply the perming solution, process as per manufacturer's instructions and rinse well. When preprocessing is complete, blot the hair as per normal and apply the neutraliser. Leave in for the necessary time, remove rods and apply neutraliser to ends of hair. Leave for required time, rinse and gently towel dry.

- For medium long hair **apply 25-30ml of No.1 Bond Creator** evenly from roots to ends and leave on for 10 minutes.
- Without rinsing, **saturate the hair** from roots to ends with **No.2 Bond Fortifier**. Leave on for 5 minutes. Rinse well and blow dry.
- 3 Maintenance: Required twice a week.**
After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends with **No.3 Bond Sustainer**. Leave on for 5 minutes. Comb through gently with a wide tooth comb. Rinse well and blow dry.

NO MORE HAIR BREAKAGE

CUREPLEX CHANGES EVERYTHING!

CUREPLEX IS A DUAL ACTION REVOLUTIONARY FORMULATION THAT CREATES NEW BONDS AND BUFFERS THE EXISTING ONES DELIVERING STRONGER HEALTHIER HAIR, ENHANCED CONDITION AND SUPPLENESS.

CUREPLEX IS DESIGNED TO BE ADDED TO COLOUR AND CHEMICAL TREATMENTS PREVENTING DAMAGE BEFORE IT CAN EVEN START.

PUSH BLONDES FURTHER THAN EVER BEFORE WITH NO FEAR OF DAMAGE. PROTECTS HAIR FROM CHEMICAL HARM WITH **NO CHANGE** IN BLEACH, COLOUR OR TREATMENT APPLICATIONS.
NO CHANGE IN PEROXIDE %.
NO CHANGE IN THE LIFTING OR DEPOSITING PROCESS.

SO SIMPLE TO USE: CUREPLEX IS A 3 PART SYNERGISTIC SYSTEM DESIGNED TO PROTECT DURING THE CHEMICAL SERVICE AND MAINTAIN HAIR'S HEALTH.

SUITABLE FOR ALL HAIR TYPES.

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