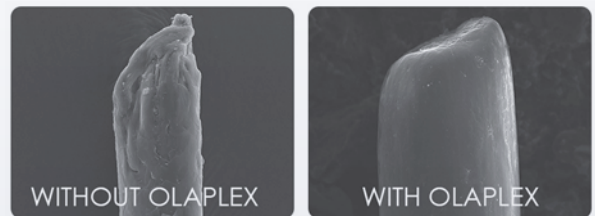


YOUR GUIDE TO
OLAPLEX®



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“Olaplex doesn’t do anything to interfere with another manufacturer’s products. It’s a stand-alone product. There are no silicones, oils or toxic factors – just one ingredient and it works”

*Dean Christal,
CEO and Founder*

INSURANCE FOR YOUR CLIENTS HAIR.

ONE INGREDIENT CHANGES EVERYTHING.

SAY GOODBYE TO HAIR BREAKAGE WITH OLAPLEX

"Change is always good. Olaplex gives you that option. Curly, straight, blonde or blue – Olaplex will take you there and back. It is the greatest feeling to let your client know, 'Yes, we can do that today.'"

Jordan,
VP of Education

Olaplex is the original, unique and patented chemistry that multiplies bonds and cross-links broken bonds. Olaplex did not create a product category – Olaplex is the product category.

Olaplex gives colourists confidence, the insurance and the ability to colour or lighten hair at any level without the risk of breakage. This new and unique chemistry has 8 worldwide patents and has been tested thousands of times, putting samples of hair through extreme processes that would never be attempted in reality.

While untreated hair melted away to nothingness, hair treated with Olaplex not only survived the testing but actually got stronger. From the first use, the Olaplex difference is there; your client's hair will be softer, shinier and easier to manage.

Olaplex can be used in your colour services or as a stand-alone treatment, with its single active ingredient repairing the hair from within. The result is stronger and healthier hair, plus colour lasts longer with more vibrancy.

From keratin treatments to perms, balayage to full bleaching, you will find that your client's hair can withstand more than you ever thought possible with this revolutionary product.

It may all sound like the same old mumbo jumbo, but check out what top colourists are saying about Olaplex all over social media. Tens of thousands of clients worldwide agree, check out the #olaplexau hashtag for proof of the amazing transformations that Olaplex makes possible.



**OLAPLEX NO. 1
BOND MULTIPLIER**

Add to lightener or other chemical treatment before applying to hair.



**OLAPLEX NO. 2
BOND PERFECTOR**

Apply to hair after rinsing colour but before shampooing to restore structure of hair.



**OLAPLEX NO. 3
HAIR PERFECTOR**

Give to clients to use weekly at home to continue the strengthening of bonds.

OLAPLEX IN YOUR SALON

HOW TO USE OLAPLEX

Olaplex is a complete *internal reparative treatment*. In addition to being used during colour, perming and straightening services, Olaplex can be used as an:

- Intensive stand-alone treatment to repair a client's damaged hair before or after chemical services.
- Express back bar treatment to quickly restore or boost the condition of your client's hair.
- A reparative cutting lotion.
- Take home, retail portion to continue the strengthening of bonds in between salon visits.

EDUCATE YOURSELF

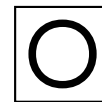
We strongly recommend taking the time to educate both yourself and your staff on Olaplex with our educational resources.



Download the Olaplex App for all the tools you could possibly need at your fingertips.



Watch the Olaplex webinars and education videos on YouTube, created by Olaplex's VPs of Education, Slim and Jordan.



Visit the Help Area at olaplex.com.au for information and frequently asked questions.



Join the Olaplex Users Facebook Group for 24/7 live Q&A's and assistance, as well as the ability to share tips and tricks with fellow Olaplex users.



Stay up to date with the Olaplex blog at blog.olaplex.com.



Follow @olaplexau on Instagram to see transformations from around Australia.

SHARE YOUR TRANSFORMATIONS

There's nothing that we love more than seeing the great transformations that our salons create. Be sure to use the #olaplexau hashtag when posting your transformations online!

TESTIMONIALS

"This is the most revolutionary product I have seen in so long... I mean (it has) super powers"

Tracy Cunningham,
Mêche Salon

"Can't live without Olaplex it's a salon must have"

Renya Xydis,
Valonz

"I can honestly say that Olaplex is a must have weapon in my arsenal. Whenever I question the integrity of my client's hair, I turn to Olaplex"

Guy Tang

IMPORTANT INFORMATION TO NOTE

COMMON SENSE PREVAILS

Olaplex may be a game changer, but it is not a magic wand. Professional judgement is still required and you shouldn't attempt anything with Olaplex that you wouldn't without.

CONSULTATION

Professional analysis and hair diagnosis is required prior to all colour services. When working on compromised hair, it is important to begin with an Olaplex treatment to rebuild the hair. After doing so, perform an elasticity test before lightening.

MEASURING

Use a scale to measure powder/colour to determine the correct amount of Olaplex to add to the mixture, with less being best. Determining the amount of Olaplex to add is based on the bleach/tint only, not the developer.

MIXING

Always mix your colour/powder and developer thoroughly before adding in Olaplex. Remember that less is more, the only thing that can go wrong with Olaplex is using too much. Any issues with deposit, processing time or lift may be solved by using less Olaplex.

HEAT

We do not recommend heat with any lightening service. If you choose to use heat, we advise you to use with educated caution, checking the hair's elasticity and porosity every 3-5 minutes.

TIMING

Adhere to your product manufacturer's directions and note that when adding Olaplex the time may need to be increased slightly. Any issues with processing time can be solved by using less Olaplex.



"Olaplex allows me to achieve results I have never been able to achieve in my hairdressing career, I like to call Olaplex the 'magic wand' that I always wanted!!!"

Marie Uva,
Uva Salon

"The healthiest blondes I have ever seen, the condition feels like virgin hair even after bleaching. Bleaching hair without using Olaplex is something we can no longer comprehend"

Chantelle Castle,
Viva la Blonde

"Achieving serious lightening without the stress almost makes you feel like a colour super hero"

Jemimah,
Wild Life Sogo

NEW FOR 2016 - BACKBAR NO.2

OLAPLEX NO. 2 BACKBAR

- Utilise this backbar as quick mini treatments.
- Contains 15% of the same active ingredient found in No. 1, so you do not have to use the No. 1 or No. 3 for this to be effective.
- May be used on all hair types, from virgin to compromised hair.
- Apply to the hair at any time! Before, during and after a colour service for the best results.
- Process for a minimum of 10 minutes, remember the longer this is left on and the more frequently this is applied, the stronger and healthier the hair will be.

BENEFITS

- Complete internal reparative treatment for strong, shiny and healthy hair.
- Builds and cross-links broken disulfide bonds.
- Reduces porosity of the hair.
- Increases hair elasticity.

DIRECTIONS

You can now perform Express Olaplex No. 2 treatments with the 2000ml backbar dispenser! Leave on for a minimum of 10 minutes to achieve the best results; an easy up sell to your clients.

1. Apply a generous amount to the hair (You want to use more Olaplex No. 2 Bond Perfector than you would a normal application of conditioner – the hair should feel extremely saturated).
2. Comb and detangle through the hair.
3. Allow a minimum of 10 minutes processing time. The longer that Olaplex No. 2 Bond Perfector is left in the hair, the more effective it will be.
4. Rinse, shampoo and condition as normal. Add moisture and/or protein as required by the hair.

The more frequently that this treatment is applied throughout a colour service, the stronger and healthier the hair will be.



TIPS & TRICKS

Virgin hair:

- Great for children – apply a quick Olaplex treatment to tame ratty, unmanageable hair.
- Soften wiry, resistant grey hair.
- Great for curls – use as a leave-in or apply a small amount and blow dry into the hair.

Save time:

- Apply to the hair as a cutting lotion, shampoo and condition out.
- Dilute direct dyes by using Olaplex No. 2 instead of a clear or conditioner.

During the colour service:

- Apply to the hair during a one process base colour. During the colour processing time, apply the No. 2 from the mid-shaft to ends. This will prep the hair prior to a highlight service.
- After a foil application, treat the hair between the foils by applying Olaplex No. 2.
- After removing a foil, wipe off the lightener and apply Olaplex No. 2 while the other foils continue to process.
- If a semi or demi colour is needed to be applied at the base area, after rinsing out highlights, apply Olaplex No. 2 to the ends of the hair. This will detangle the hair, giving ease of colour application.

Colour Corrections

- Utilise the No. 2 as frequently as possible when doing colour corrections, e.g. many sessions of lightening or when working with drastic colour changes.
- Apply to the hair as a treatment before the service to prepare and strengthen the hair.
- After every single lightening service apply the No. 2 Bond Perfector – do not wait until rinsing the last highlight application to treat the hair. It is important to rebuild the bonds in the hair before each round of lightening.
- Reduce hair porosity. Apply a quick treatment on porous hair prior to a colour service. By reducing the porosity in the hair, the colour will last longer and result in a more even colour deposit.
- Increase elasticity. Take the client back to their natural texture and elasticity. Reform lost curls or over-processed hair.

USING OLAPLEX WITH COLOUR SERVICES

Follow this 5-step process to help your salon grow, increase client loyalty and push your colour work further than you have ever imagined.

1. Offer clients a "colour service upgrade"
2. Add Olaplex No. 1 Bond Multiplier directly to the lightener or colour as per the below instructions then leave to process.
3. Rinse the colour from the hair and prior to shampooing, apply Olaplex No. 2 Bond Perfector to eliminate breakage. Leave on the hair for a minimum of 10-20mins. This makes a great cutting lotion!
4. Rinse, shampoo, and condition the hair. Olaplex is not a conditioner so why not add an extra moisture treatment to the hair for an even softer result.
5. Hand the bottle of Olaplex No. 3 Hair Perfector directly to the client to take home and use once a week.

COLOUR SERVICE	PRODUCTS QUANTITY	OLAPLEX QUANTITY
Powder lightener on scalp Highest volume of developer recommended to use is 20 vol. Use a higher volume at your own discretion.	15g - 30g powder only 30g - 60g powder only Over 60g to 90g powder only	1.875ml Olaplex No.1 3.75ml Olaplex No.1 7.50ml Olaplex No.1
Balayage, free hand techniques Increase developer by 10 vol e.g. 10 to 20, 20 to 30	15g - 30g powder only 30g - 60g powder only Over 60g – 90g powder only	1.875ml Olaplex No. 1 3.75ml Olaplex No.1 7.50ml Olaplex No.1
Powder Lightener for Foils Increase developer by 10 vol e.g. 10 to 20, 20 to 30	More than 15g – 30g powder only 30g – 60g powder only 60g – 90g powder only	3.75ml Olaplex No.1 7.50ml Olaplex No.1 11.25ml Olaplex No.1
Cream Bleach Increase developer by 10 vol e.g. 10 to 20, 20 to 30	30g - 45g Bleach only 45g - 75g Bleach only	3.75ml Olaplex No.1 7.50ml Olaplex No.1
High lift colour Developer stays the same. Processing time stays the same.	Less than 60g Tint only 60g+ Tint only	1.875ml Olaplex No. 1 3.75ml Olaplex No. 1
Tint/ Gloss/ Toner/ Semi/ Demi Developer stays the same. Toners must develop minimal 10 minutes.	Less than 60g Tint/Toner/Demi/Semi 60g+ Tint/Toner/Demi/Semi	1.875ml Olaplex No.1 3.75ml Olaplex No.1

FOR DETAILED MIXING INSTRUCTIONS, DOWNLOAD
THE OLAPLEX APP FOR YOUR SMARTPHONE.

INTENSIVE STAND-ALONE SERVICE

Olaplex can be used as a stand-alone treatment at the shampoo bowl to repair damaged hair. This can be a service to repair damage from a previous service, or as preparation for an upcoming transformation.

We suggest these steps:

1. Mix 15ml (½oz) of Olaplex No. 1 Bond Multiplier with 90ml (3oz) of water in a non-spraying applicator bottle.
2. Take the client to the shampoo bowl and saturate the hair thoroughly. Process for 5 minutes.
3. Without rinsing, apply a generous amount of Olaplex No. 2 Bond Perfector from the roots to ends and comb through thoroughly.
4. Process for a minimum of 20 minutes.
5. Rinse, shampoo and condition. Follow with moisture and protein where applicable.

We recommend applying to dry hair to see saturation. If client has product build-up such as oils or silicones, shampoo first and then apply to damp, towel dried hair. If client has mineral build-up, a hard water treatment is recommended first to remove this as it will act as a barrier.

DILUTED OLAPLEX NO. 1 FORMULA	
Short Hair	7.5ml Olaplex No.1 + 42.5ml Tepid Water
Med-Long Hair	15ml Olaplex No.1 + 85ml Tepid Water
Very Long Hair	30ml Olaplex No. 1 + 170ml Tepid Water

OLAPLEX NO. 2 QUANTITIES	
Short-Med Hair	15ml
Med-Long Hair	30ml
Long Hair	45ml
Extra Long Hair	60ml



BENEFITS OF AN INTENSIVE STAND-ALONE TREATMENT

- Builds and repairs bonds in damaged hair to restore the integrity of your client's hair.
- Reduces porosity of your client's hair to make their colour last longer and prevent fading.
- Increases elasticity of your client's hair and restores client's hair to its natural state.

EXPRESS BACK BAR TREATMENT

EXPRESS BACK BAR TREATMENT

With the 2000ml back bar dispenser of Olaplex No. 2 Bond Perfector, your salon is able to perform express treatments. These treatments should take at least 10 minutes and can be utilised as an easy up-sell for your clients.

For clients who have virgin hair, a quick Olaplex express treatment is great for preventing tangles in hair and is perfect for taming unmanageable hair.

1. Apply a generous amount to the hair. You want to use more Olaplex No. 2 Bond Perfector than you would a normal application of conditioner – the hair should feel extremely saturated.
2. Comb through the hair. This additionally serves as a great detangler.
3. Allow a minimum of 10 minutes processing time. The longer that Olaplex No. 2 Bond Perfector is left in the hair, the more effective it will be.
4. Rinse, shampoo and condition as normal. Add moisture and/or protein as required by the hair.

BENEFITS OF AN EXPRESS BACK BAR STAND-ALONE TREATMENT

- Quickly and easy service to perform in between chemical services or while undertaking a drastic colour change.
- Builds and repairs bonds in damaged hair to restore the integrity of your client's hair.
- Reduces porosity of your client's hair to make their colour last longer and prevent fading.
- Increases elasticity of your client's hair and restores client's hair to its natural state.



USING OLAPLEX WITH PERMS

DIRECTIONS FOR PERM:

Rinse the peroxide/neutraliser from hair, blot dry hair on rods.

THE FORMULA

1. Mix 30ml (1oz) of Olaplex No. 1 Bond Multiplier with 90ml (3oz) of water in non-spraying applicator bottle.
2. Drench hair on rods and leave in 7.5 minutes.
3. Without rinsing, saturate rods again. Leave on 7.5 minutes more for a total of 15 minutes.
4. Remove rods.
5. Shampoo and condition.

There is no need for a 48-hour waiting period after doing neutralisation with Olaplex.

CHART FOR USING OLAPLEX WITH PERMS		
HAIR TYPE	OLAPLEX No. 1 MIXTURE	APPLICATION PROCEDURE & TIMES
Extremely Damaged	Olaplex No. 1 Bond Multiplier without diluting.	Apply neutraliser to each rod, time for 5 minutes. Rinse rods and towel blot. Apply Olaplex over each rod, set a timer for 5 minutes. At the end of the first 5 minutes, reapply Olaplex over each rod and time for an additional 5 minutes. Remove rods and rinse thoroughly.
Tinted and Highlighted (Multi-Dimensional)	Mix 30ml (1oz) of Olaplex No. 1 Bond Multiplier with 90ml (3oz) of water (distilled is preferred but not necessary unless you have hard water).	Apply neutraliser to each rod and immediately apply Olaplex down over neutraliser. Time for 5 minutes. Reapply Olaplex and time for an additional 5 minutes. Remove rods and rinse thoroughly.
Tinted	Mix 30ml (1oz) of Olaplex No. 1 Bond Multiplier with 90ml (3oz) of water (distilled is preferred but not necessary unless you have hard water).	Apply neutraliser to each rod and immediately apply Olaplex down over neutraliser. Time for 10 minutes. Remove rods and rinse thoroughly.
Normal/Virgin	Mix 30 ml (1oz) of Olaplex No. 1 Bond Multiplier with 90ml (3oz) of water (distilled is preferred but not necessary unless you have hard water)	Apply neutraliser to each rod and immediately apply Olaplex down over neutraliser. Time for 10 minutes. Remove rods and rinse thoroughly.

OTHER USES FOR OLAPLEX

KERATIN TREATMENTS:

The Olaplex System works great with keratin treatments. Due to these treatments smoothing and sealing the cuticle, we recommend doing the Olaplex Stand-alone treatment beforehand.

1. Mix up 15ml (½oz) of the Olaplex Bond Multiplier No.1 and 90ml (3oz) water in an applicator bottle.
2. Apply all over at the shampoo bowl and saturate thoroughly.
3. Leave on for 5 minutes and without rinsing, layer the Olaplex No. 2 Bond Perfector over it and comb through thoroughly.
4. Leave on for an additional 10 to 20 minutes.
5. Follow this with your clarifying shampoo and continue keratin treatment as normal.

This will greatly help the strength and integrity of the hair internally before the external layer is addressed via the keratin treatment. Olaplex No. 3 Hair Perfector may be followed at home a few weeks after the keratin service.

DIRECTIONS FOR RELAXER:

You may add Olaplex No. 1 Bond Multiplier directly into your relaxer product and neutralizing shampoo.

THE FORMULA

6. Add 7.5ml (¼oz) Olaplex No. 1 Bond Multiplier directly into every 60ml (2oz) of relaxer product.
7. Apply and process.
8. Rinse product from hair and towel dry well. Apply the Olaplex Bond Strengthening Treatment (see next steps).
9. Mix 15ml (½oz) of Olaplex No. 1 Bond Multiplier with 90ml (3oz) of water in a non-spraying applicator bottle.
10. Saturate hair and leave on for 7.5 minutes.
11. Without rinsing, generously apply the Olaplex No. 2 Bond Perfector and gently comb through well. Process for 10 minutes or longer.
12. Rinse, shampoo, and condition.

* The Olaplex stand-alone treatment may be used before or after thermal reconditioning treatments.



OLAPLEX NO. 3 HAIR PERFECTOR

WHAT IS THE OLAPLEX NO. 3 HAIR PERFECTOR?

The Olaplex No. 3 Hair Perfector is your client's retail portion of the Olaplex system, containing the same active ingredient as the No. 1 and No. 2 Olaplex products. This enables the client to repair and maintain strong, healthy hair in between services as it continues to link bonds within the hair.

HOW TO USE

1. Apply a generous amount of the No. 3 Hair Perfector to towel dried hair and comb through.
2. Leave on for a minimum of 10 minutes. The longer that it is left in the hair, the more effective it will be.
3. Rinse thoroughly and shampoo.

Please note that the Olaplex No. 3 Hair Perfector is not a 'leave-in' conditioner. An Olaplex No. 3 Hair Perfector treatment should always be followed by a thorough rinse and shampoo.

HOW OFTEN SHOULD NO. 3 HAIR PERFECTOR BE USED?

Generally, we recommend using the Olaplex No. 3 Hair Perfector on a weekly basis to continue the strengthening of bonds and repair any damage that is encountered day-to-day.

For clients that have more severe damage, you can suggest using the Olaplex No. 3 Hair Perfector two to three times per week.

Always remember that while we suggest a minimum of 10 minutes, the longer that the Olaplex No. 3 Hair Perfector is left in the hair, the more effective it will be.



FREQUENTLY ASKED QUESTIONS

WHAT IS OLAPLEX?

Olaplex is a bond multiplier containing a single active ingredient, Bis-Aminopropyl Diglycol Dimaleate. Olaplex works by finding single sulfur hydrogen bonds and cross linking them back together to form disulfide bonds before, during and after services. Disulfide bonds are broken via chemical, thermal, and mechanical processes.

Olaplex is the only product of its kind with 8 worldwide patents publishing soon. Olaplex is free of silicone, sulfates, phthalates, DEA, aldehydes, and is never tested on animals.

HOW SHOULD I INTRODUCE OLAPLEX TO MY CLIENTS?

Our clients are extremely well educated due to social media. By far one of the best marketing tools available is Instagram. If you check out the *#olaplexau* hashtag, there are thousands of posts from stylists around the Australia with real world results.

Creating comparison swatches is another great way to show your clients the difference. By doing this, you can compare lightener with Olaplex versus lightener without. The results will speak for themselves!

Beyond this, the best way to talk to your clients about Olaplex is to use it on yourself. This changes Olaplex from trying to sell a service to talking about something you genuinely use and believe in.

WHAT IS THE DIFFERENCE BETWEEN THE NO.1 BOND MULTIPLIER, NO.2 BOND PERFECTOR AND NO.3 HAIR PERFECTOR?

All Olaplex products contain the same single active ingredient that multiplies and cross-links bonds. However, the three steps have been formulated for their own distinct purpose.

The No. 1 Bond Multiplier is to be added directly into colour or lightener to actively protect, rebuild and rebuild your client's hair during lightening or colouring services. It can also be utilised as a stand-alone treatment on damaged hair as an intensive rebuild service.

Our No. 2 Bond Perfector was developed as a cream formula for ease of application after a colour service. This second step links disulfide bonds after the initial service, restoring the strength, structure and integrity hair.

The No. 3 Hair Perfector is the client's 'take-home' portion of the service, enabling the maintenance of strong, healthy hair in between colour services.

ARE OLAPLEX NO. 2 BOND PERFECTOR OR NO. 3 HAIR PERFECTOR CONSIDERED A CONDITIONING TREATMENT?

Both Olaplex No. 2 Bond Perfector and No.3 Hair Perfector are not 'leave-in' conditioning treatments nor are they an activator or a neutraliser. They use the same active ingredient found in the Bond Multiplier No.1, however developed as a cream form for ease of application and use in the Olaplex System.

It is important to note that Olaplex No. 2 Bond Perfector and No. 3 Hair Perfector should always be rinsed and shampooed following treatment.

CAN I UTILISE OLAPLEX AS A STAND-ALONE TREATMENT?

Olaplex can be used as a stand-alone treatment at the shampoo bowl as an intensive repair service for damaged hair. This can be used to repair damage from a previous service, or as preparation for an upcoming transformation.

Full instructions for performing a stand-alone treatment are detailed on page 7.

WHAT WILL HAPPEN IF I USE OLAPLEX A FEW TIMES ON COMPROMISED HAIR AND THEN STOP?

Even if you completely stop using Olaplex, the disulfide link that Olaplex offered is permanent. The condition of the hair there after, depends on how the client treats their hair.

CAN OLAPLEX BE USED WHEN TRANSITIONING FROM A LIGHT TO DARK COLOUR?

Yes, definitely. Olaplex is not just for clients that want to lighten their hair, it repairs the bonds on all hair types during all chemical services resulting in stronger, healthier hair.

CAN I USE OLAPLEX IN CONJUNCTION WITH OTHER SERVICES OR TREATMENTS?

Olaplex can be used in conjunction with other treatments like perms or straightening. Olaplex never causes build up as it does not coat the hair. Straightening or other chemical services can incorporate Olaplex as a colour service would, and you can also have a stand alone treatment before the services.

Details for how to use Olaplex when perming, relaxing or in a keratin service are available on page 9 and 10 of this booklet.

I USED OLAPLEX IN A CHEMICAL SERVICE, BUT MY CLIENT'S HAIR IS STILL DAMAGED.

When dealing with clients who have severely damaged hair, we suggest starting with an intensive stand-alone Olaplex service (or multiple services) to restore the integrity of the client's hair before undertaking further chemical processing.

Olaplex may be a game changer, but it is not a magic wand. Professional judgement is still required and you shouldn't attempt anything with Olaplex that you wouldn't without. Remember it is recommended you use Olaplex as a tool to improve your client's hair before undertaking further services.

Details of how to perform a stand-alone Olaplex service are included on page 7 of this booklet.

OLAPLEX.COM.AU