

Hi Lift®  
**CUREPLEX**  
PROFESSIONAL  
**SALON MANUAL**

**NEW**  
**CUREPLEX**  
**BOND-LIFT**  
Lightener



200g NET

BLEACHING APPLICATIONS  
SUITABLE FOR ON & OFF SCALP

# CUREPLEX CHANGES EVERYTHING. PREVENTS DAMAGE BEFORE IT BEGINS.

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.

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 ombré.

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

Cureplex is your most powerful salon tool. Whether the hair is thermally or chemically over processed Cureplex will protect.

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

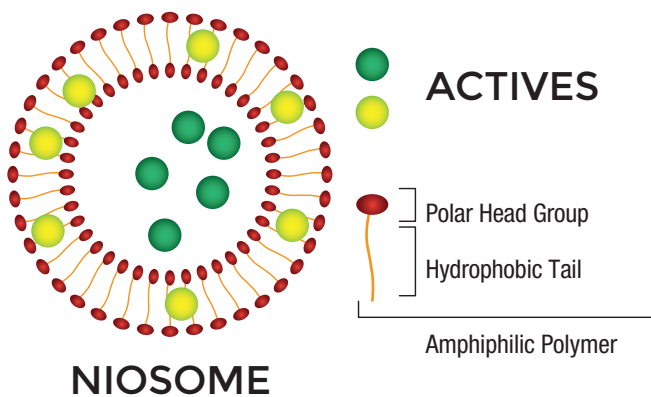
Cureplex will not interfere with the chemical service undertaken. No adjustment to the processing time or application time.

Great with hair extensions, results beyond your expectations.

**No change** in Bleach, Colour or Treatment Applications

**No change** in Peroxide %

**No change** in the Lifting or Depositing process



## THE CUREPLEX SYSTEM

Protection and amazing results thanks to Nio-Protect technology. The active principles of Cureplex penetrate into the hair thanks to the Niosome. This innovative delivery system allows deep product penetration into the hair cortex, guaranteeing the desired result.

## NATURAL ORIGIN ACTIVES

**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.

Beyond the natural actives, Cureplex contains an **amino acid blend**, with moisturizing and strengthening actions, contributing to keep the hair hydrated and to repair damage.

**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.

**N°1 Bond Creator:** Intermixed with the chemical service, Bond Creator creates new bonds and buffers the existing ones, while protecting the internal structure. It improves hair strength and elasticity.

**N°2 Bond Fortifier:** Fortifying cream fuses and secures bonds developed by Bond Creator, while delivering added hydration and nourishment. Transforms and smooths the cuticle layer to create a uniform surface.

**N°3 Bond Sustainer:** At home treatment that delivers emollients to enhance hair suppleness and give shine. Bond Sustainer preserves the effects of the Cureplex treatment. Use twice a week.

## IMPORTANT

A full consultation should always be conducted with your client prior to any chemical service. Investigate the history of the hair and conduct an elasticity test to determine the structure of the hair before proceeding.

## HAIR COLOURING & TONING (TINTING/DEMI COLOURING)

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

- 1 Add 1ml of N°1 Bond Creator for every 10 grams/ml of hair colour.** Apply and process, rinse well and shampoo. Squeeze excess water from hair, gently towel dry.
- 2 Evenly apply N°2 Bond Fortifier to towel dried hair, from roots to ends.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Rinse well for up to 5 minutes and style as desired.

## ULTRA LIFT HAIR COLOURS (1:2 MIXING RATIO)

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

- 1 Add 7.5ml of N°1 Bond Creator for every 50 grams/ml of hair colour.** Apply and process, rinse well and shampoo. Squeeze excess water from the hair, gently towel dry.
- 2 Evenly apply N°2 Bond Fortifier to towel dried hair, from roots to ends.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Rinse well for up to 5 minutes and style as desired.

## BLEACHING POWDER

### BLEACHING, HIGH LIFTS, BALAYAGE, OMBRÉ

Mix bleaching powder with required amount of peroxide following your usual system and manufacturer's instructions.

- 1 **Add 2ml of N°1 Bond Creator for every 10 grams of bleach powder.** Apply and process, rinse well and shampoo. Squeeze excess water from the hair, gently towel dry.
- 2 **Evenly apply N°2 Bond Fortifier to towel dried hair, from roots to ends.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Rinse well for up to 5 minutes and style as desired.

### Disclaimer

Bleach can react with chlorine, mineral deposits, medications and other external factors. Sometimes these reactions create heat and hair should be rinsed immediately if this occurs. To prevent this occurring it is recommended that a full consultation be conducted with your client prior to any salon service. Ensure that the hair is free of these elements prior to any chemical service, thoroughly cleansing the hair with a deep cleansing shampoo if necessary.

## TONERS

### REFER TO HAIR COLOURING AND TONING

#### Frequently Asked Question:

Q: Should I use N°2 Bond Fortifier after bleaching?

A: Yes. Use N°2 Bond Fortifier after bleaching and before toning.

## DIRECT COLOURS

Cureplex gives creative freedom to proceed with direct colour applications immediately after the bleaching service.

- 1 **Follow instructions 1 and 2 for Bleaching.**
- 2 **Mix 1ml of N°1 Bond Creator for every 10gms/mls of direct colour.** Apply and process. Rinse any excess colour from the hair until water runs clear.
- 3 **Follow instruction 2 for Hair Colouring and Toning.**

## KERATIN SMOOTHING

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

## STAND ALONE TREATMENT

Prepare the hair prior to the stand alone treatment by cleansing thoroughly with a deep cleansing shampoo.

This will assist in exfoliating residues from the hair and enabling the treatment to penetrate successfully.

- 1 Shampoo hair. Squeeze excess water from the hair, gently towel dry. **Mix 10ml of N°1 Bond Creator with 15ml of N°2 Bond Fortifier.** Apply from roots to ends. Leave under a heat source for 15 minutes and rinse well.
- 2 **Evenly apply N°2 Bond Fortifier to towel dried hair, from roots to ends.** The amount is dependent on hair length, texture and porosity. Leave on for 2-3 minutes. Rinse well for up to 5 minutes and style as desired.

## CHEMICAL STRAIGHTENERS

- 1 **Add 10ml of N°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 **Evenly apply N°2 Bond Fortifier to towel dried hair, from roots to ends.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Rinse well for up to 5 minutes and style as desired.

## PERMS

Perm hair as per manufacturer's instructions.

- 1 **Apply 25-30ml of N°1 Bond Creator** evenly from roots to ends and leave on for 10 minutes.
- 2 **Evenly apply N°2 Bond Fortifier without rinsing, from roots to ends.** The amount is dependent on hair length, texture and porosity. Leave on for a minimum of 5 minutes. Rinse well for up to 5 minutes and style as desired.

## N°4 LEAVE-IN MOISTURE TREATMENT

Cureplex Leave-In Moisture Treatment repairs, strengthens and transforms the hair, infusing it with incredible moisture and shine. Our breakthrough anti-ageing formula defends against colour fade and provides UV and thermal protection.

This powerful leave-in treatment improves manageability, controls frizz in humid conditions and adds vitality for strong, smooth, shiny hair.

## HOME CARE

**Home Maintenance: N°3 Bond Sustainer. Use twice a week.** After shampooing, rinse well and gently squeeze excess water from the hair. Saturate the hair from roots to ends and leave on for 5 minutes. Rinse well and style as desired.

## CUREPLEX SHAMPOO & CONDITIONER

Cureplex has developed a luxurious sulphate and paraben free shampoo & conditioner with colour fade defence, humidity and thermal protection. The anti-ageing Baobab Power Complex hydrates and moisturises, improving the hair's health and creating smoother, stronger, shiny hair.



Hi Lift®

LIFTS UP  
TO 9  
SHADES

# CUREPLEX BOND-LIFT

DUST FREE POWDER LIGHTENER  
PROFESSIONAL USE ONLY

## REVOLUTIONISING THE HAIRDRESSING INDUSTRY

Healthy + blonde technology that surpasses the market.  
Several consecutive applications can be performed  
on healthy hair the same day with no damage.

Taking blondes to the next level of brilliance.

**Healthy + blonde technology that surpasses the market.**

**Several consecutive applications can be performed on healthy hair the same day with no damage.**

**Taking blondes to the next level of brilliance.**

The first lightening powder of its kind – it lightens and at the same time is protective and restructuring. The innovative bonding technology improves hair's elasticity and strength and is suited for all lightening services and techniques. Cureplex Bond-Lift offers up to 9 levels of lift when mixed with Hi Lift cream peroxide and is suitable for on and off scalp bleaching applications.

### DIRECTIONS

We ALWAYS recommend a skin patch test for sensitivity for on scalp applications and an elasticity test prior to all bleaching services.

Prior to bleaching if elasticity is very poor and visible breakage evident, we strongly recommend a series of Cureplex stand-alone treatments initially to establish stronger foundations, and improvement for future colouring/lightening processes.

In a non-metallic bowl mix a measured amount of Cureplex Bond-Lift with a measured amount of your chosen Hi Lift classic cream or Hi Lift Violet peroxide - MIXING RATIO OF 1:2.

Mix until smooth & creamy.

Apply the Cureplex Bond-Lift mixture evenly on dry hair & process for up to 40 minutes.

### THE REAPPLICATION PROCESS

For consecutive applications we highly recommend keeping the developer strength low (3%-6%) - this step is used when more lift is required.

We suggest this to be executed very carefully by removing the excess Cureplex Bond-Lift mixture when processing is complete with the back of a wide tooth comb/shower comb/detangling comb.

By combing gently inwards to prevent overlapping, scoop up remaining excess product from the hair.

Do not rinse the hair in-between applications.

Following mixing instructions apply a fresh Cureplex Bond-Lift mix to the hair.

After processing time is complete and desired lift achieved, rinse well, shampoo and gently towel dry. Apply Cureplex No 2 Bond Fortifier from roots to ends and leave on for 5 minutes.

Rinse thoroughly.

### TONING

If toning is required select chosen toner (optional to add Cureplex No 1 Bond Creator into toner) apply to damp hair and process according to desired result and manufacturer's instructions.

Rinse thoroughly, gently towel dry and apply Cureplex No 2 Bond Fortifier for 5 mins.

Rinse well and gently towel dry.

To complete the service apply a small amount of Cureplex No 4 Leave-In Moisture Treatment evenly into hair before cutting or drying. This stabilises and provides vital moisture to the hair, aids in heat protection and smooths the cuticle.

### RECOMMENDATIONS

For optimum ongoing results we highly recommend that clients use the Cureplex No 3 Bond Sustainer twice weekly to maintain unbelievable results.

CUREPLEX No 4 LEAVE-IN MOISTURE TREATMENT IS ALSO RECOMMENDED FOR CLIENT'S AT HOME HAIR CARE REGIME.