

OLAPLEX[®]

BROAD SPECTRUM CHELATING TREATMENT



WHY YOU'LL LOVE IT

This professional-strength, high-potency chelator cleans deep down to the cortex without stripping hair of its moisture and essential proteins. It removes a wide range of heavy metals, minerals, pollution, and discoloring copper deposits to create a clean canvas for optimal results from all chemical services.

INGREDIENT SPOTLIGHT



BROAD-SPECTRUM CHELATING BLEND

A surfactant-free, ultra-potent broad spectrum chelating blend with Vitamin C-rich Kakadu Plum Extract to penetrate down to the cortex and purify hair by removing stubborn buildup as if refreshes and soothes the scalp.



BIS-AMINOPROPYL DIGLYCOL DIMALEATE

Patented bond-building technology that relinks broken bonds found deep within the hair structure to dramatically improve hair health, strength & integrity.

YOUR CHELATING ROUTINE

STEP 1 PRE-CLEANSE



Cleanse with No.4C BOND MAINTENANCE[®] CLARIFYING SHAMPOO for 1-5 minutes to remove surface buildup.

STEP 2 TREAT



Apply 1-3 pumps and gently work through hair for 15-30 min to remove cortex-deep impurities. Rinse thoroughly.

* If performing in-salon service, do not cleanse.

PERFORM IN-SALON SERVICE
OR
PROCEED TO STEP 3



STEP 3 CLEANSE AND CONDITION



After in-salon service or chelating treatment, cleanse with No.4 BOND MAINTENANCE[™] SHAMPOO and follow with 4-in-1 MOISTURE MASK for added moisture.

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N°4C BOND MAINTENANCE® CLARIFYING SHAMPOO

A **deep-cleansing** shampoo

Removes **surface** buildup

For clients who need a **clarifying** cleanse

WHEN TO USE:
For in-salon cleansing or at-home clarifying. Use as a pre-cleanse before Broad Spectrum Chelating Treatment.



BROAD SPECTRUM CHELATING TREATMENT

A pro-only, **cortex-deep** purification treatment

Removes **cortex-level** deposits and buildup

For clients who have **deep buildup**

WHEN TO USE:
Use before chemical services to elevate final results.



WHY IT WORKS



Non-sudsing, no-mix treatment

Removes harmful particles without damaging hair.

Cleans the scalp and provides antioxidant protection from pollution and free radical damage.

Allows better penetration and efficacy of all chemical services.

Promotes vibrant color & consistent lightening results

Restores natural shine, softness, and manageability

GROW YOUR BUSINESS. BOOST YOUR PROFITS.

Add OLAPLEX BROAD-SPECTRUM CHELATING TREATMENT to your in-salon offerings. Increase your profit with every salon service.

Example:
A service price of \$25-50

1 bottle of OLAPLEX BROAD-SPECTRUM CHELATING TREATMENT [30-40 applications]

=Potential of over \$1200 in profit.

Let's Get Social

Share your before and after using BROAD SPECTRUM CHELATING TREATMENT and tag us on social.



HASHTAG
#OLAPLEXPro