



OLAPLEX[®] FAQ

After reading these directions and FAQ's... Please go to Olaplex.com and watch all of our short educational videos.

Olaplex is free of silicone, sulfates, phthalates, DEA, aldehydes, and is never tested on animals. Olaplex reconnects broken disulfide sulfur bonds in the hair. Hair bonds are broken during thermal, mechanical and chemical services.

Use Olaplex as a tool. The more you use Olaplex, the more familiar you will become. Both with the benefits for you as a stylist and most importantly for the client in your chair. With this knowledge comes the ability to push hair farther than ever before. How you learn is by continued use and finding which methods work best for you personally.



OLAPLEX NO. 1 BOND MULTIPLIER, DIRECTIONS:

Foil Highlights:

Pay special attention to the scoop size of bleach powder you are using. Scoop sizes vary. The amount of Olaplex used depends on the amount of bleach powder being used, not the amount of both developer and bleach powder combined.*

1. Mix bleach and developer together.

**Olaplex may increase processing time. To avoid this, increase your level of developer one full level.

Use 20v when trying to achieve 10v results.

30v for 20v results

40v for 30v results

When mixing developer with ½oz (15g) scoop of bleach powder, add ¼oz (3.75ml's) of Olaplex No. 1 Bond Multiplier.

When mixing developer with 1oz (30g) scoop of bleach powder, add ½oz (7.5ml) of Olaplex No. 1 Bond Multiplier.

2. Use the attached dosing dispenser to measure the correct amount of Olaplex needed.
3. Add Olaplex No. 1 Bond Multiplier to your pre-mixed lightener and mix thoroughly.
Note: You may add more bleach powder to achieve desired consistency. Mix a new bowl of lightener and Olaplex No. 1 Bond Multiplier if more than 1oz (30g) of bleach powder is needed.

Please use the same precautions as you always have when working with lighteners.

*It is common knowledge that bleach has a heat reaction to chlorine and other mineral deposits found in water and on hair. If you are having a heat reaction, this is not caused by Olaplex. This is caused by bleach interacting with minerals. Please rinse hair immediately if this occurs.

Balayage:

- Use ¼oz (3.75ml) Olaplex No. 1 Bond Multiplier per 1oz scoop of lightener for Balayage.
- Add measured amount of Olaplex No. 1 Bond Multiplier to pre-mixed lightener and mix thoroughly.

The amount of Olaplex used in Balayage varies to the volume of developer being used with Balayage lightener. If the highest volume of lightener you are using is 40v, please note that with Olaplex you are working with a 30v result. Diffuser may be used to speed up processing time.

Cream Bleach:

For every 1.5oz (45g) of cream bleach used, add ¼oz (7.5ml) of Olaplex No.1 Bond Multiplier. If using more than 1.5oz (45g) cream bleach, mix an additional bowl to maintain consistency.

Use ¼oz (3.75ml) of Olaplex No. 1 Bond Multiplier for any quantity of cream bleach under 1.5oz (45g).



Processing Time of Lightener:

THIS VARIES. We cannot tell you an average or approximate, as every head of hair is different. There is no norm, but we do know that it takes longer to process, however maintaining the integrity of your client's hair is worth the wait.

Heat:

Heat is okay with Olaplex, but heat speeds up the chemical reaction of everything so be watchful and check every 3 to 5 minutes as you normally would. If hair is severely compromised, refrain from using heat until the *Olaplex* system has been used to restore the health, strength and integrity of the hair.

Bumping up developer:

Only bump up developer one full notch when working with lightener. Do not bump up developer with base color or high-lift color.

**Do not bump up the volume with lightener with baby fine hair as it is very fragile to begin with.

On-Scalp Lightener:

Olaplex may be added to your on-scalp lighteners. Increase volume accordingly however keep in mind possible irritation when dealing with volumes higher than 20 on scalp. Longer processing time may occur.

Extensions:

Olaplex may be used in lighteners, base color, and glosses with all types of extensions from keratin bonds, extension links, braid-in extensions and tape-in extensions. Olaplex No. 2 Bond Perfector may be applied to all of these as well, however take normal precautions when dealing with the base of the extensions.

Color and Gloss:

Never add more than 1/8oz (3.75ml) of Olaplex No. 1 Bond Multiplier to your base or gloss color. You do not need to increase volume of developer for your base or gloss color. Only add Olaplex No. 1 Bond Multiplier to glosses that have a 10 minutes or longer processing time for product conservation.

You can overlap and use Olaplex in every single process.

**May be used in all colors including permanent, semi, demi, glosses, toners and high lift.

**After rinsing highlights, shampooing is not necessary before applying toner with No.1 Bond Multiplier.



WHAT IS THE OLAPLEX NO. 2 BOND PERFECTOR? IS IT A CONDITIONING TREATMENT?

Olaplex No. 2 Bond Perfector is not a conditioning treatment nor is it an activator or neutralizer. It uses 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. This second step is necessary with all services for the best results. This is used to link the remaining disulfide bonds before and after service restoring the strength, structure and integrity of the hair.

**Do not apply color or lightener over Olaplex No.2 Bond Perfector.

How is the No.2 applied and can it be left on for extended periods of time?

1. Rinse highlights or color from hair.
DO NOT SHAMPOO
2. If applying gloss or toner, apply and process. (You can shampoo first, but we recommend waiting until after.)
3. Rinse and towel dry thoroughly.
4. Apply ½oz. (15ml) of Bond Perfector No. 2 from roots to ends. Comb through once. Leave on for a minimum of 10 minutes. Longer if hair is compromised.
**May be used as a cutting lotion.
5. Rinse from hair and follow with your favorite shampoo and conditioner.

WHAT IS THE OLAPLEX NO. 3 HAIR PERFECTOR?

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

Instructions for the take home Olaplex

No. 3 Hair Perfector: The client is to apply a generous amount to towel-dried hair, comb through and leave on for a minimum of 10 minutes, then rinse, shampoo and condition. This is NOT a conditioning treatment to be left on the hair. The longer this is left on, the more effective it will be. This may be used more than once a week if necessary.

HOW DO I CHARGE FOR OLAPLEX?

Pricing: Average cost per application ranges from \$2.40-\$2.82 depending on usage. A price increase of \$10 to \$30 per application when using No.1 and No. 2 during services is recommended. For best long-term client results, you should include the No. 3 Hair Perfector as part of the professional service. As a stylist, the No. 3 Hair Perfector is \$14, however we suggest a retail price of \$40-\$75. Pricing depends on location, clientele and current service prices.



HOW DO I INTRODUCE OLAPLEX TO MY CLIENTS?

Ask your client if they would like a “Color Service Upgrade”? The client will ask, “What is it?”. Your response, “Olaplex is going to make your hair stronger, healthier, and your color will last longer. I’ll mix the Bond Multiplier No.1 directly into your color and then apply the No. 2 Bond Perfector before we shampoo. Then I’ll give you a bottle of the No. 3 Take Home Hair Perfector that is part of this professional service that you’ll use once a week. It will make a huge difference in the health of your hair. The service plus the bottle of Hair Perfector is only... fill in the blank.

ARE THEIR OTHER USES FOR OLAPLEX?

OLAPLEX BOND STRENGTHENING

PROFESSIONAL SERVICE: If a client comes in with hair that has been compromised, this should be your first step. With this, the Bond Multiplying System can be used as a reset button for your client’s hair and by doing so allows you to rebuild the strength, structure and integrity to the point where a color service would then be feasible once again.

Note... This is our most popular service requested by clients.

- Mix ½oz (15ml) of Olaplex No. 1 Bond Multiplier with 3oz (90ml) of water in a non-spraying applicator bottle.

- Apply from roots to ends. Saturate hair and comb through.
- Leave on for 5 or more minutes.
- Without rinsing, apply a generous amount of Olaplex No. 2 Bond Perfector and comb through once.
- Leave on for a minimum of 10 or more minutes.
- Rinse, shampoo, and condition.

*We suggest charging as much as you normally would for your most expensive in-salon treatment.

Keratin Treatments:

The Olaplex System works great with keratin treatments. Due to these treatments smoothing and sealing the cuticle, we recommend doing the Olaplex Bond Strengthening Service beforehand. Mix up 15% of the Olaplex Bond Multiplier No.1 and 85% water in an applicator bottle. Apply all over at the shampoo bowl and saturate thoroughly. Leave on for 5 minutes and without rinsing, layer the Olaplex No. 2 Bond Perfector over it and comb through thoroughly. Leave on for an additional 10 to 20 minutes. 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 keratin treatment.



Directions for Relaxer:

Rinse the neutralizer or neutralizing shampoo from the hair. Blot dry hair.

THE FORMULA

- Mix ½oz (15ml) of Olaplex No. 1 Bond Multiplier with 3oz (90ml) of water in a non-spraying applicator bottle.
- Saturate hair and leave on for 7.5 minutes.
- Rinse, shampoo, and condition.

**May be used before or after thermal reconditioning treatments.

Directions for PERM:

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

THE FORMULA

- Mix ½ oz (15ml) of Olaplex No.1 Bond Multiplier with 3oz (90ml) of water in non-spraying applicator bottle.
- Drench hair on rods and leave on for 7.5 minutes.
- If time permits, without rinsing, saturate rods again. Leave on 7.5 more minutes for a total of 15 minutes.
- Remove rods.
- Shampoo and condition.

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





CHART FOR USING OLAPLEX WITH PERMS

HAIR TYPE	OLAPLEX No. 1 MIXTURE	APPLICATION PROCEDURE & TIMES
Extremely Damaged	USE OLAPLEX No. 1 Bond Multiplier Without Diluting	Apply Neutralizer To Each Rod, Time For 5 Minutes. Rinse Rods And Towel Blot. Apply OLAPLEX No. 1 Bond Multiplier Over Each Rod, Set A Timer For 5 Minutes. At The End Of The First 5 Minutes, Reapply OLAPLEX No. 1 Bond Multiplier Over Each Rod And Time For An Additional 5 Minutes. Remove Rods And Rinse Thoroughly.
Tinted and Highlighted (Multi-Dimensional)	Mix 1 oz Of OLAPLEX No. 1 Bond Multiplier With 3oz Of Water (Distilled Is Preferred But Not Necessary Unless You Have Hard Water)	Apply Neutralizer To Each Rod And Immediately Apply OLAPLEX No. 1 Bond Multiplier Mixture Down Over Neutralizer. Time For 5 Minutes. Reapply OLAPLEX No. 1 Bond Multiplier Mixture And Time For An Additional 5 Minutes. Remove Rods And Rinse Thoroughly.
Tinted	Mix 1 oz Of OLAPLEX No. 1 Bond Multiplier With 3oz Of Water (Distilled Is Preferred But Not Necessary Unless You Have Hard Water)	Apply Neutralizer To Each Rod And Immediately Apply OLAPLEX No. 1 Bond Multiplier Mixture Down Over Neutralizer. Time For 10 Minutes. Remove Rods And Rinse Thoroughly.
Normal/Virgin	Mix 1 oz Of OLAPLEX No. 1 Bond Multiplier With 3oz Of Water (Distilled Is Preferred But Not Necessary Unless You Have Hard Water)	Apply Neutralizer To Each Rod And Immediately Apply OLAPLEX No. 1 Bond Multiplier Mixture Down Over Neutralizer. Time For 10 Minutes. Remove Rods And Rinse Thoroughly.



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

Will the bonds that were created eventually break and cause my hair to then break? This question is asked often and the answer is no. Even if you completely stop using Olaplex, the protection that Olaplex offered is permanent.

WHAT IS OLAPLEX?

Olaplex is a single active ingredient invented by Dr. Eric Pressly, PHD in materials, and Dr. Craig Hawker, PHD in Chemistry. This is their first invention in the beauty industry and we have filed several worldwide patents authored by the team that will soon publish. We are very excited about upcoming products currently in development.

Education:

Olaplex education is comprised of 90 second educational videos located at www.olaplex.com. We will also be doing webinars in the near future. For all updates, please refer to the website in regards to this.

Students:

If you are a student and wish to order Olaplex that is great! We love to support Students!! You can go to olaplex.com to place your order. For the license information, you will enter your student ID and for expiration date, you will enter your graduation date mm/yy. You will also need to send the name of your school, state in which it is in and your graduation date to verify@olaplex.com

Marketing Materials and Information:

Marketing information and material is available at www.olaplex.com. We pride ourselves on reducing paper waste and refrain from this whenever possible. **In addition, you may ask your client if they would like a color upgrade and use the Instagram #olaplex hashtag to see results on over 20,000 people. Real world results for your clients to see right on their devices. Better than any marketing material sitting on your station!**

