VITAPLEX

A revolutionary biomimetic system that replicates & rebuilds the natural structure of the hair, allowing colour & lift without compromising the integrity of the hair.

WHY IS VITAPLEX DIFFERENT?

During the colouring or lightening process the amino acid chains in the hair may be damaged or degraded by the chemical process. The Biomimetic technology in RAV19 is able to mimic not only the 19 amino acids found in human hair but also the EXACT sequence & quantity in which they are naturally present within the hair restoring hair to a virgin like state.

Other plex products protect the bonds during the chemical process or focus on re-connecting the disulphide bonds. Vitaplex is unique by targeting the building blocks of the hair (Keratin molecule).

Vitaplex is Science mimicking nature.

Vitaplex has been developed specifically for the professional hairdresser & unlike many other plex products key benefits to the regime are:

- No extra development time needed
- Easy application, no change in colouring routine
- Intensifies colour & boosts lift without the need for stronger developer
- Can be used as a stand-alone treatment to repair previously damaged hair
- Mimics and repairs the exact natural structure of the hair
- Repairs, strengthens & protects hair during the colouring & lightening process
- Strengthens the internal structure of the hair improving elasticity & preventing breakage.
- Hair looks & feels significantly healthier
- Compatible with all professional colour & lightening systems
- Reduces cuticle damage

The keratin molecule in human hair is made up of 19 amino acids. During an alkaline process, such as colouring or bleaching, these amino acids are damaged or destroyed, weakening the hair.

The BIOMIMETIC technology in RAV19 is able to mimic not only these 19 amino acids, but also the exact sequence & quantity in which they naturally present within hair.

Because they are an exact replica, they are able to directly replace the lost amino acids, repairing the hair structure & significantly improving strength & condition.

01 SERVICE		MIX RATIO	HAIR LENGTH SHORT	MEDIUM	LONG
COLOUR	COLOUR CREAM	10:1	60ml/g	90ml/g	120ml/g
	VITAPLEX 01		6ml/g	9ml/g	12ml/g
LIGHTENING	BLEACH*POWDER	5:1	60ml/g	100ml/g	140ml/g
	VITAPLEX 01		12ml/g	20ml/g	28ml/g
TREATMENT	WATER	10:1	100ml/g	150ml/g	200ml/g
	VITAPLEX 01		10ml/g	15ml/g	20ml/g
02 ANY SERVICE			20ml/g	40ml/g	60ml/g

COLOUR / LIGHTENING	After service, shampoo & rinse well. Towel dry, apply VITAPLEX 02, leave for 10mins & rinse.
TREATMENT	Apply VITAPLEX 02 directly onto VITAPLEX 01. Leave for 10mins & rinse.

INSTRUCTIONS FOR USE

01 BOND PROTECTOR

COLOUR Mix colour with correct quantity of developer.
Add 1ml/g of 01 BOND PROTECTOR for every 10g of unmixed colour used. Mix and apply product to the hair as usual, following manufacturers instructions. Rinse well, shampoo and towel dry.

LIGHTENING Mix bleaching powder/cream with correct quantity of developer. Add 4ml/g of 01 BOND

PROTECTOR for every 20ml/scoop of bleach used. Mix and apply product to the hair as usual, following manufacturers instructions. Rinse well, shampoo and towel dry.

TREATMENT Shampoo the hair with a purifying cleanser or deep cleansing shampoo, rinse and towel dry. Mix 1 part of 01 BOND PROTECTOR with 10 parts of water and apply to the hair (e.g. 15ml/g 01 BOND PROTECTOR to 150ml water for medium length hair). DO NOT RINSE. Leave on for 3 minutes, then towel dry.

02 BOND RECONSTRUCTOR

After colour, lightening or treatment, apply 02 BOND RECONSTRUCTOR (e.g. 40ml/g on medium length hair), leave on for 10 minutes and rinse.

03 BOND PRESERVER

Use once a week (or every second shampoo on previously very damaged hair). Shampoo the hair, towel dry & apply 03 BOND PRESERVER. Leave for 5 minutes then rinse well.

Use VITAPLEX Shampoo & Conditioner
to maintain the VITAPLEX effects.

*When calculating mix ratio for multiple part lightening systems (i.e. Spectrum or Blonde), consider only the lightening powder amount used.