

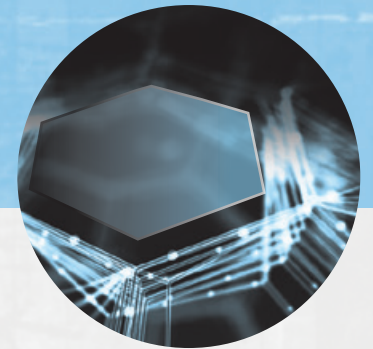
SELECTIVE[®]
PROFESSIONAL 

POWERPLEX[®]

POWER IN THE HAIR

POWERPLEX®

The innovative professional treatment that operates in synergy with every technical services, enhancing their cosmetic effects and preventing from hair damages and breakages.



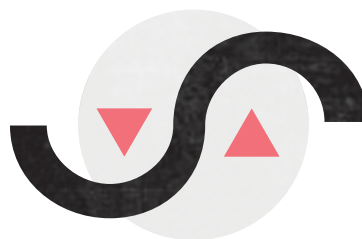
POWERPLEX®

CONTAINS AN INNOVATIVE PATENTED MOLECULE,
OF NATURAL ORIGINS,
SPECIFICALLY DESIGNED TO ACT ON THREE MAIN LEVELS,
RESPONSIBLE FOR THE HAIR STRENGTH AND BEAUTY:

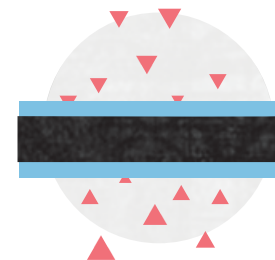
RESISTANCE TO
TENSION



FLEXIBILITY



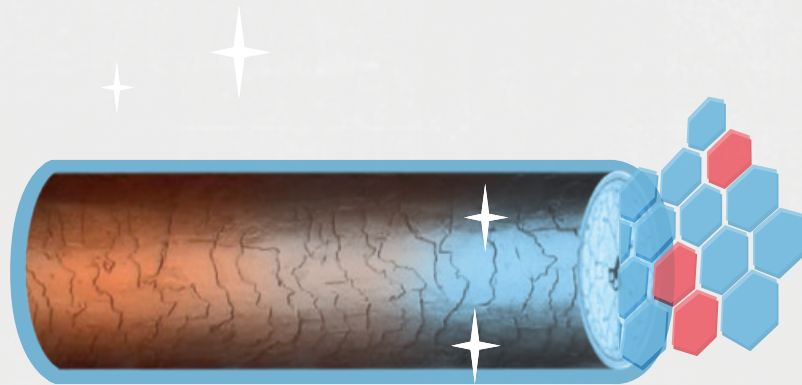
ABRASION



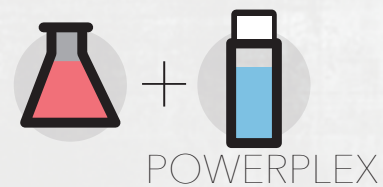
PERFORMANCE

POWERPLEX® EASILY PENETRATES INTO THE HAIR SHAFT, CREATING NEW BONDS WITH ITS PROTEIN STRUCTURE.

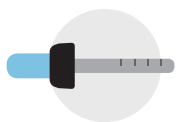
POWERPLEX® PROTECTS THE HAIR GIVES NEW STRENGTH AND VITALITY, REPAIRS DAMAGED STRUCTURES AND ENHANCES THE COSMETIC EFFECTS OF TECHNICAL SERVICES.



TECHNICAL
SERVICE



SIMPLICITY



The marked measuring pump allows to respect the recommended quantity* with the greatest accuracy.



The volume of the oxidizing emulsion and the mix ratio with the technical product do not change.



The resting time does not change.

POWERPLEX®
IS VERSATILE,

**ITS SPECIAL
FORMULA
ALLOWS
TO USE IT**

**WITH ALL
TECHNICAL SERVICES,
ENHANCING THEIR
PERFORMANCES:**

COLOR



**DIRECT
COLOR**



BLEACHING



PERM



**KERATIN
STRAIGHTENING
TREATMENT**



**CHEMICAL
STRAIGHTENING**



**SPRAY
PERM**



RESTORATION

PROFESSIONAL SERVICE

2 SIMPLE STEP

N°1

CREATES NEW BONDS

PROTECTS AND STRENGTHENS THE HAIR FIBRE *DURING COLOURING*

- BLEACHING • PERMING AND STRAIGHTENING PROCESSES •
- REDUCE BREAKAGES AND DAMAGES.



100 ml - 500 ml

N°2

FORTIFIES NEW BONDS

ENSURES NOURISHMENT AND HYDRATION
ENHANCING THE COSMETIC EFFECTS OF TECHNICAL SERVICES



100 ml - 1000 ml

THEY DO NOT CONTAIN:

EDTA AND DERIVATIVE, PRESERVATIVES THAT RELEASE FORMALDEHYDE,
PARABENS, INGREDIENTS OF ANIMAL ORIGIN.

MAINTENANCE

Jojoba oil together with the innovative-patented molecule that characterizes POWERPLEX **No. 1** and **2**, ensure over time the maintenance of the protein bonds created with the professional treatment and enhances the cosmetic results.

Powerplex Shampoo

Gently cleanses, nourishes and tones hair and scalp, while prolonging over time the benefits of Powerplex treatment.



100 ml - 1000 ml

Powerplex Mask

A nourishing and conditioning mask developed to maintain and prolong the cosmetic effects of Powerplex treatment. Offers hydration and nourishment, while leaving the hair softer, more elastic, and glossier.



100 ml - 1000 ml

THESE PRODUCTS CAN BE USED IN SALON DURING
POWERPLEX PROFESSIONAL TREATMENT, OR AT HOME AS
A NORMAL SHAMPOO AND MASK 2/3 TIMES A WEEK.

Why do we talk about “bonds”?

The hair is mainly made of keratin, a fibrous protein consisting of a long chain of 18 amino acids. Chemical treatments can alter or damage the keratin structure, causing the fracture of the protein bonds and resulting in hair breakage.

POWERPLEX protects the protein bonds, heals the structures damaged by previous treatments, creating new bonds among the amino acid chains.

Is it necessary to cleanse the hair after step 2?

It is not necessary to shampoo after step 2. Hair rinsing is enough.

Does POWERPLEX influence the result of the technical service?

POWERPLEX does not reduce the effectiveness of technical products.

On the contrary, it enhances their cosmetic results.

Is it necessary to increase the volume of the oxidizing emulsion specified by the color / bleaching producer?

No. POWERPLEX does not interfere with the instructions stated in the technical products.

Is it necessary to increase the resting time specified by the color, bleaching, perm, straightening producer?

No. POWERPLEX does not interfere with the instructions stated in the technical products.

Is it possible to use PowerPlex on treated hair?

Yes. POWERPLEX is ideal for treated and highly sensitized hair that requires additional protection and vitality.

How many applications can be done with a kit (100ml step1 + 200ml step 2)?

On average 15

How should step1 and the coloring cream be mixed when the mixing ratio is not 1:1?

There is no difference in the amount of step1 to be used when mixed with colors with a 1:1, 1:1.5, or 1:2 ratio. It is recommended to use 4ml of Step1 regardless of the mixing ratio and the amount of mixture (on average between 30 and 120ml).

How do you measure the “ml” of step 1?

The amount of step 1 can be easily measured with the graduated dosing tool contained inside each kit.

When applying step 2, how do you determine the required amount?

The amount of Step2 depends on the length and porosity of the hair.

“Right Quantity” means to soak the hair, as you do with a mask or conditioner. 10ml should be enough for medium lengths, whereas 12/15ml for very long and thick hair.

Are there any recommendations regarding the exposure of PowerPlex to heat sources?

It is not necessary to expose POWERPLEX to heat source; however, if it is required by the technical product, there are no counter indications because its action is not altered.

Which is the Powerplex pH level?

Step 1 has a neutral pH level (5-6) which does not interfere with the pH level of the technical product. Step 2 has a 3-4.5 pH level.



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www.selectiveprofessional.com