

# OLAPLEX®

## OLAPLEX® N°3 HAIR PERFECTOR WINS

**BEST  
BEAUTY**

BY

*STYLIST*

**WINNER  
2017**



### **OLAPLEX® N°3 HAIR PERFECTOR STYLIST BEST BEAUTY BUY 2017 Best In-Shower Hair Treatment**

Following 6 months of trialing and testing by the Stylist Magazine Beauty Team, a panel of 50 expert judges and 500 beauty-obsessed readers, the brilliance of OLAPLEX® has been celebrated with a coveted award.

*"This at-home product brings salon results to your bathroom. Reader judges said their hair felt stronger and softer after just one use"*

OLAPLEX®, 'The Original', has changed the world of hair colour and condition and this has now been recognised by STYLIST Magazine Beauty Buys 2017.

Hair lightening, colouring and heat-styling damage our hair. When the bonds within the hair are damaged, this affects the strength and condition of your hair. OLAPLEX®, is different and Patented. It was the vision of Dean Christal; Dean asked the right questions. Formulated by award-winning medical scientists Craig Hawker PhD and Eric Pressly PhD. The trio created OLAPLEX®, 'The Original'. It works at the molecular level - it helps to repair the damaged hair bonds from the inside. OLAPLEX® helps to repair broken disulphide bonds by linking them back together.

#### **OLAPLEX® N°3 Hair Perfector – a client Take Me Home**

Recommending home use of OLAPLEX® to clients can change the way they wear colour, style and increase how much they enjoy their hair.

## Advice for clients using OLAPLEX® N°3 Hair Perfector At Home

**Step 1:** Dampen your hair and towel-dry. Note: If your hair has product build-up, we recommend a single shampoo, then towel-dry to prepare the hair for your OLAPLEX® N°3 Hair Perfector application.

**Step 2:** Apply 1-3 teaspoons of OLAPLEX® N°3 Hair Perfector to the palm of your hand and distribute through your hair evenly; then comb through.

**Step 3:** Leave on for at least 10 minutes. We recommend leaving No.3 Hair Perfector on for a minimum of 10 to 30 minutes.

**Step 4:** Rinse thoroughly and then use a high-quality shampoo and conditioner. Ask your OLAPLEX® Hairdresser for a Professional Recommendation.

Clients should use once a week for moderately damaged hair. For severely damaged hair, use 2-3 times per week until improvements are noticeable. Once healthy-looking hair is achieved, they should continue to use 1-2 times a month for maintenance.

**For best results, OLAPLEX® N°3 Hair Perfector should be used following a full Professional OLAPLEX® In-Salon Super Service.** Regular use of OLAPLEX® N°3 Hair Perfector will help maintain stronger, healthier-looking hair. Hair cosmetic conditioners and masks offer a temporary 'fix' and should be used after an OLAPLEX® Professional Service and use at home.

**High Quality Hair Colour with OLAPLEX®  
The look and feel of the hair after the OLAPLEX® Colour Service is simply amazing.  
OLAPLEX® Seeing and Feeling is Believing**

**U.S. Patent Published.**

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### Notes to Editors

OLAPLEX® is a revolutionary new in-salon system that seeks out and helps to permanently rebuild any damaged disulphide bonds (the side bonds) within the hair, those very same bonds that give elasticity and strength to the hair. These bonds can break during chemical processes, particularly during colouring, relaxing, keratin treatments, perming and can also be damaged with the use of thermal heated tools. This chemistry has never been seen before and opens up brand new possibilities in hairdressing colour variations and until OLAPLEX® nothing has been able to actually re-link the broken bonds.