

NEW

#myidentity
@GUY-TANG

#MyHero

COLLAGEN POWDER

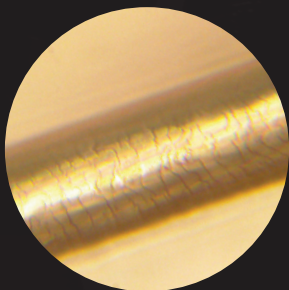
protective booster



SHIELD AGAINST DAMAGE

Revolutionary powder additive that mixes into any color/lightener formula to prevent damage before it starts

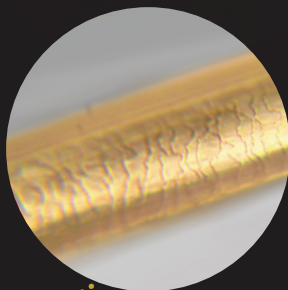
VIRGIN
HAIR



HAIR CUTICLE

LIGHTENED WITHOUT
COLLAGEN POWDER

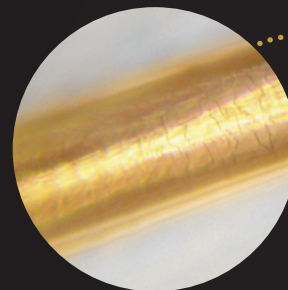
RAISED,
DAMAGED
CUTICLE



HAIR CUTICLE

LIGHTENED WITH
COLLAGEN POWDER

SMOOTH,
STRONG
CUTICLE



NO noticeable difference to formula appearance or viscosity

NO affect to color/lightening results

NO additional processing time needed

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INTENSE RESTORATIVE SYSTEM



STEPS X - X4

X

COLLAGEN
POWDER



protective
booster

Usage: Powder additive that mixes into any color or lightener formula to help prevent damage and maintain the hair's strength & elasticity.

X¹

CLEANSER



dual action
cleanse & clarifier

Usage: Shampoo prior to chemical service to remove dulling deposits that create an uneven canvas.

X²

COLLAGEN
REPAIR



cuticle sealer & hair
softening treatment

Usage: Pre-styling & post chemical service, spray on damp hair after shampooing. Leave on 3-5mins to repair & restore strength and elasticity.

X³

INTERNAL COLLAGEN
RECONSTRUCTOR



internal recovery
concentrate

Usage: After X2 has sat on hair for 3-5mins, Layer X3 on top. Massage into hair for 1min to replenish lost amino acids within the cortex of the hair.

X⁴

EXTERNAL COLLAGEN
RECONSTRUCTOR



cuticle repair
concentrate

Usage: After rinsing X3 from hair, massage X4 into hair for 1min to seal and strengthen the cuticle for intense moisture & shine.