



ACTIIV

INTEGRITY_{rx}

THE COMPLETE HAIR RENEWAL SYSTEM

Damage control isn't a strategy. Protection is.

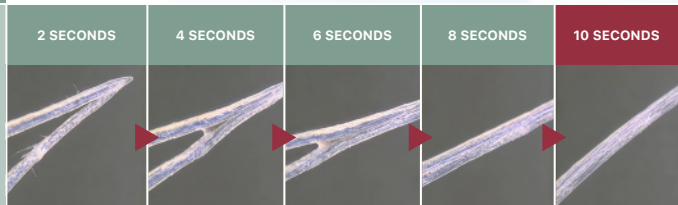


10 SECONDS

MENDS WHILE YOU MIX.

Before the first foil goes in.

WATCH HAIR MEND IN 10 SECONDS



STEP 1: PROTECT + PREPARE

Processing Shield

MENDS WHILE YOU MIX

Supports a more
balanced canvas
before processing.



STEP 2: REPAIR

REPAIR Bio-Enrich Hair Mask

VISIBLE RENEWAL

Visibly renews
compromised hair
after chemical stress.



STEP 3: MAINTAIN

REPAIR All-In-One Protectant

MAINTAIN THE RESULT

Defends against
daily stress between
salon visits.



BEFORE → DURING → AFTER Chemical Stress

THE ERA OF REACTIVE HAIRCARE IS OVER

TURN PROTECTION INTO PROFIT



INTEGRITY_{rx} SERVICE UPGRADE

Prepare the canvas. Deliver visible renewal.

SMALL INVESTMENT. BIG POTENTIAL. **\$1,790 → \$35,650***

*Example based on 20 chemical services per week over 48 working weeks (960 annual services), an average chemical service value of \$260, and a 15% INTEGRITY_{rx} service upgrade (\$39/service). Product investment estimate is based on average product usage, including 20 Processing Shield™ sprays per chemical service (16 oz professional bottle) and 3g of REPAIR Bio-Enrich Hair Mask™ per service (6.7 oz professional size). Individual results may vary based on hair length, density, and product usage.



BEFORE



AFTER 1 USE

20 CHEMICAL SERVICES/WEEK

↓ **15%** INTEGRITY_{rx} SERVICE UPGRADE

↓ **48** WORKING WEEKS/YEAR

= \$37,440 POTENTIAL ADDITIONAL REVENUE*

- \$1,790 ANNUAL PRODUCT INVESTMENT*

= \$35,650 POTENTIAL ADDITIONAL PROFIT*

WHY STYLISTS CHOOSE INTEGRITY_{rx}



**NO ADDED
PROCESSING TIME**

Works in the background while you work.



**PREMIUM
SERVICE UPGRADE**

Seamlessly fits into any service.



**CONTINUED
AT-HOME CARE**

Elevate results and increase ticket value.



**STRONGER RETAIL
ATTACHMENT**

Visible results make recommendations easy.



WATCH HAIR MEND
IN 10 SECONDS

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