

DAMAGE CONTROL
ISN'T A STRATEGY.
PROTECTION IS.

Introducing INTEGRITYrx - **ACTIIV'S** New professional system, powered by **Bio-Repair Complex** to help support hair **before, during** and **after** chemical services.

MENDS HAIR IN
SECONDS

10

*Results observed in a clinical study on bleached hair tresses.

REAL RESULTS. REAL TRANSFORMATIONS.

BLEACH LIGHTENING





BEFORE

AFTER 1 USE

Smoother, brighter healthier-looking hair

COLOR SERVICE + TONER





BEFORE

AFTER 1 USE

More even-looking color with improved shine

BLEACH + COLOR SERVICE





BEFORE

AFTER 1 USE

Less breakage, stronger-looking hair

THE COMPLETE INTEGRITYrx SYSTEM

STEP 1

PROTECT



PROCESSING SHIELD PRO

Before Service

Supports the hair before chemical services

STEP 2

REPAIR



BIO-ENRICH HAIR MASK

After Service

Helps REPAIR and replenish hair after every chemical service.

STEP 3

MAINTAIN



ALL-IN-ONE PROTECTANT

Everyday

Helps protect and maintain hair between appointments

INTEGRITY_{rx}

STEP 1



PROTECT

STEP 2

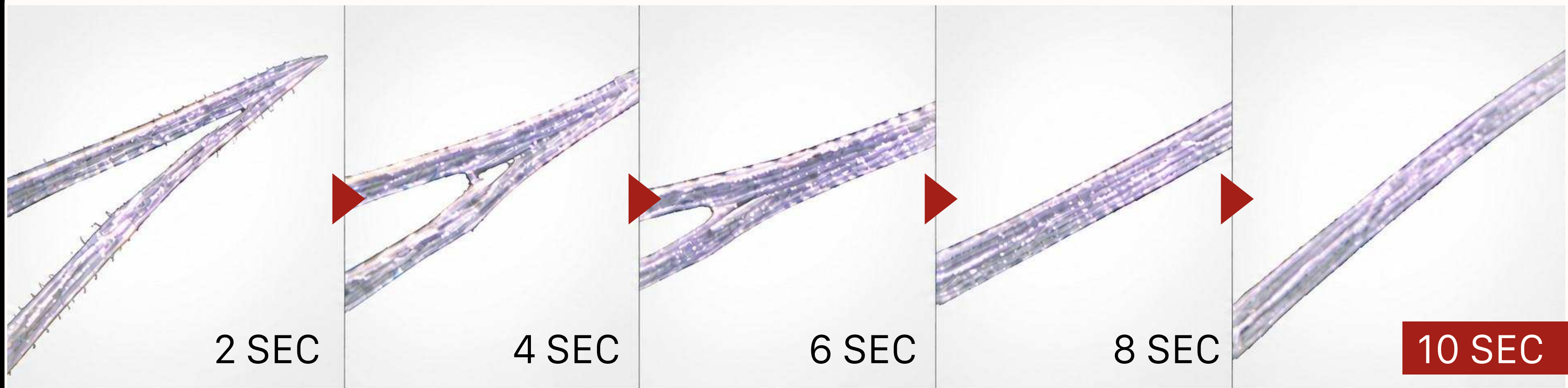


REPAIR

STEP 3



MAINTAIN



CLINICALLY PROVEN



PROCESSING SHIELD PRO

Mends hair in 10 seconds*





BIO-ENRICH HAIR MASK

88% Split-End Repair

61% Less Breakage

60% Less Frizz



ALL-IN-ONE PROTECTANT

94% Split-End Repair

87% Less Frizz

Heat protection up to 450°F

SEE THE SCIENCE

- ✓ Watch Hair Mend In 10 Seconds
- ✓ Explore The Technology
- ✓ Learn The System

SLS/SLES-FREE

PARABEN-FREE

CRUELTY-FREE

GLUTEN-FREE

PLANT-BASED

ACTIIV

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