

NEW FROM THE HAIR EXPERTS AT



ACTIIV



WATCH HAIR MEND
IN **REAL TIME**

MENDS HAIR IN

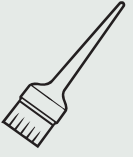
10
SECONDS

INTEGRITY
Service Guide **rx**

BECAUSE DAMAGE CONTROL ISN'T
A STRATEGY. PROTECTION IS.



SERVICE GUIDE

SERVICE	STEP 1	STEP 2	STEP 3
 Lightener (Balayage, Foils, Global Blonding)	Apply Processing Shield to dry hair. Comb through. Wait 2-4 min.	Perform lightening service as normal.	REPAIR Mask + All-In-One Protectant.
 Permanent color	Apply Processing Shield to dry hair. Comb through. Wait 2-4 min.	Apply color as normal. No formula or timing changes.	REPAIR Mask + All-In-One Protectant.
 Demi-Permanent Color/Toner/Gloss	Apply Processing Shield to towel dried or dry hair before application. Comb through. Wait 2-4 min.	Apply demi, toner or gloss as normal.	REPAIR Mask + All-In-One Protectant.
 Semi-Permanent or Vivids	Apply Processing Shield to dry hair. Comb through. Wait 2-4 min.	Apply color according to manufacturer directions.	REPAIR Mask + All-In-One Protectant.
 Perm	Apply Processing Shield before wrapping. Comb through. Wait 2-4 min.	Perform perm according to manufacturer directions.	REPAIR Mask (After neutralization) + All-In-One Protectant.
 Relaxer	Apply Processing Shield to the hair shaft. Comb through. Wait 2-4 min.	Perform relaxer according to manufacturer directions.	REPAIR Mask (After neutralization) + All-In-One Protectant.
 Keratin, Hair Botox, or Nanoplasty	Perform the complete INTEGRITY _{rx} 3-Step Service as a stand-alone treatment 24-28hrs before service for best results	Complete the smoothing treatment according to the manufacturer's instructions.	Follow all manufacturer aftercare recommendations.

UNIVERSAL 3-STEP PROTOCOL

01

PROTECT

Processing Shield Chemical Protectant Spray

Apply before every chemical service.

- Start with towel dried or dry hair, depending on service.
- Separate hair into 4 equal sections.
- Mist 2-4 sprays per 2-3 inch subsection.
- Comb through.
- Wait 2-4 minutes.
- Perform the chemical service as normal.

Do not:

- Mix into color or bleach
- Change developer
- Alter formulas
- Change processing times



02

REPAIR

REPAIR Bio-Enrich Hair Mask

After rinsing (and shampooing if required):

- Remove excess water.
- Apply through mid-lengths and ends.
- Comb through.
- Process 3-5 minutes (5-10 minutes for compromised hair).
- Rinse thoroughly.

Hair type	Amount
Fine Hair	Nickel
Medium Hair	Quarter
Thick/long Hair	Golf Ball+



03

MAINTAIN

REPAIR All-In-One Protectant

On towel-dried hair:

- Spray into hands or directly onto hair, focusing on the mid-lengths and ends.
- Comb through.
- Do not rinse.
- Blow dry, diffuse or air dry.

Hair type	Sprays
Fine Hair	3-5
Medium Hair	5-8
Thick/long Hair	8-12



PROCESSING SHIELD DOSAGE GUIDE		INTEGRITY _{rx} RECOMMENDED APPLICATION TIME	
HAIR TYPE	TOTAL SPRAYS	INTEGRITY _{rx} PRODUCT	WAIT TIMES
Fine Hair	10-15 On average (Evenly throughout 4 equal quadrants)	Processing Shield Chemical Protectant Spray	2–4 minutes before chemical service
Medium Hair	15-25 On average (Evenly throughout 4 equal quadrants)	REPAIR Bio-Enrich Hair Mask	3–5 minutes (up to 10 minutes for compromised hair)
Thick/Long Hair	25-35 On average (Evenly throughout 4 equal quadrants)	All-In-One Protectant	No processing time required

Special Note for Keratin, Hair Botox & Nanoplasty

Because these services rely on a film-forming or coating technology, complete the INTEGRITY_{rx} 3-Step Service as a separate treatment prior to the smoothing service, then perform the keratin, hair botox or nanoplasty exactly according to the manufacturer's instructions.



INSTAGRAM



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SALES EDUCATION