

NEW SYSTEM

WELCOME TO THE FUTURE OF HAIR RENEWAL

FOR DECADES, PROFESSIONAL
HAIRCARE HAS BEEN REACTIVE.

INTEGRITY_{rx} introduces a new
approach—helping support hair
before, after, and ongoing
chemical services to create a
more balanced canvas,
healthier-looking results, and
continued care beyond the salon.

DAMAGE CONTROL ISN'T
A STRATEGY.
PROTECTION IS.

Follow the steps to use the INTEGRITY_{rx}
system in the recommended order for
the best results.



STEP 1 PROCESSING SHIELD CHEMICAL PROTECTANT SPRAY

Prepare the hair
before processing



STEP 2 REPAIR BIO-ENRICH HAIR MASK

Protect + nourish
after processing



STEP 3 ALL-IN-ONE HEAT PROTECTANT

Renew + maintain for
ongoing care



SCAN TO SEE HOW TO
INCORPORATE **INTEGRITY_{rx}**
INTO EVERY CHEMICAL SERVICE.



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A-MM-IRX-QUADFOLD



ACTIIV

NEW FROM THE HAIR EXPERTS AT ACTIIV



WATCH HAIR MEND
IN **REAL TIME**

MENDS HAIR IN

10 SECONDS



A COMPLETE PROFESSIONAL SYSTEM

PROTECT

► **REPAIR**

► **MAINTAIN**

BETTER CANVAS. BETTER RESULTS. BETTER BUSINESS.

WHY INTEGRITY_{rx} WINS IN THE CHAIR + AT HOME

BETTER RESULTS:

- ✓ More Predictable Processing
- ✓ Better Porosity Management
- ✓ Fewer Corrective Services
- ✓ Healthier-looking Hair

BETTER BUSINESS:

- ✓ Premium Service Upgrades
- ✓ Higher Retail Attachment
- ✓ Increased Client Satisfaction

EASIER SERVICES. BETTER
RESULTS. IN **JUST 1 USE** OF
THE COMPLETE SYSTEM.



BEFORE



AFTER



BEFORE



AFTER

STEP 1: PROTECT
Processing Shield Chemical
Protectant Spray

MENDS WHILE
YOU MIX

Think of it like a primer for hair.

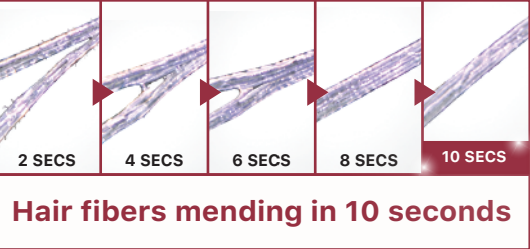
- Helps improve porosity consistency before chemical services
- Creates a more balanced canvas for predictable processing
- Helps protect vulnerable hair during bleach, color, and lightening services

WHY STYLISTS LOVE IT:

- Improves Porosity Consistency
- Supports More Predictable Processing
- Helps Protect During Chemical Services
- No Added Processing Time

Inside the Hair
Supports hydrogen + ionic bonding

Outside the Hair
Helps replenish lipids and smooth the cuticle surface



7 oz
Salon: \$45

16 oz
Salon: \$80

STEP 2: REPAIR
Bio-Enrich Hair Mask

VISIBLE REPAIR FOR
COMPROMISED HAIR

Professional renewal recovery for
hair stressed by color, bleach, heat +
environmental stressors.

CLINICALLY-PROVEN PERFORMANCE:

92% Of static buildup eliminated*

88% Of split ends repaired*

24H Frizz control at 80% humidity*

WHY STYLISTS LOVE IT:

- Professional backbar treatment
- Visible renewal after every chemical service
- Supports softer, smoother, healthier-looking hair
- Professional treatment with retail continuation



3.3 oz
Salon: \$25
Retail: \$50

6.7 oz
Salon: \$44
Retail: \$88

STEP 3: MAINTAIN
All-In-One Heat Protectant

PROFESSIONAL RESULTS
DON'T END AT CHECKOUT

Daily protection for lasting results. Helps defend hair
against the daily stressors that can compromise salon
results. Supports smoother, healthier-looking, more
manageable hair between appointments.

CLINICALLY-PROVEN PERFORMANCE:

450° Heat protection*

87% Reduction in frizz*

94% Reduction in combing friction
on damaged hair*

WHY STYLISTS LOVE IT:

- Extends salon results
- Supports client maintenance
- Daily-use retail opportunity
- Completes the INTEGRITYrx system



2.7 oz
Salon: \$8
Retail: \$18

7 oz
Salon: \$16
Retail: \$32

A simple 2 step service upgrade.

TURN
PROTECTION
INTO PROFIT

Estimated revenue projection based
on 20 chemical services per week and
a 15% Processing Shield + Bio-Enrich
Hair Mask upgrade integrated into a
\$300 premium protected service.

+\$35,650
POTENTIAL PROFIT/YEAR*



BREAKDOWN

20 CHEMICAL SERVICES PER WEEK

↓ 15% INTEGRITYrx SERVICE UPGRADE

↓ 48 WORKING WEEKS/YEAR

= \$37,440 POTENTIAL ADDITIONAL REVENUE*

- \$1,790 ANNUAL PRODUCT INVESTMENT*

= \$35,650 POTENTIAL ADDITIONAL PROFIT*

SMALL INVESTMENT. BIG POTENTIAL.

\$1,790 → \$35,650*

A complete hair renewal system
designed for the chair and beyond.

*Example based on 20 chemical services per week over 48 working weeks (960 annual services), an average chemical service value of \$200, and a 15% INTEGRITYrx™ service upgrade (\$30/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.

10 seconds. Better canvas. Better color.

Designed for every chemical service + beyond.

Designed for every blow out. Every style. Every day.

Small Investment. Big Potential.