ABOUT OLAPLEX

The ORIGINAL chemistry that multiplies bonds and cross-links broken bonds. There can only be one!
Olaplex gives colourists the confidence, the insurance, and the ability to colour or lighten hair at any level without the risk of breakage.

This "brand-new chemistry" has 8 worldwide patents and has been tested thousands of times, putting samples of hair through extreme processes that would never be attempted in reality.

While untreated hair melted away to nothingness, hair treated with Olaplex not only survived the testing but actually got stronger. From the first use, the Olaplex difference is there; your client's hair will be softer, shinier, stronger, and easier to manage.

This revolutionary ingredient is the product of two of the world's leading PHD's in Materials and Chemistry that had never worked on hair products before, Dr. Eric Pressly and Dr. Craig Hawker. With this fresh outlook, this dream team invented a single ingredient chemistry that is free of silicone or oils that links broken bonds in the hair during and after chemical services making them stronger than they were before.

Olaplex repairs the hair from within, making it stronger and healthier than it was before, plus your colour will last longer with more vibrancy. From keratin treatments, perms, balayage and full bleaching, hair can withstand more than you ever thought possible with this revolutionary ingredient.

It may all sound like the same old mumbo jumbo, but check out what top colourists are saying about Olaplex all over social media. As they say, the proof is in the pudding.

IT'S A NEW SALON SERVICE

We use Olaplex either as a tool or a new service for clients. As a tool, we use the Olaplex Bond Multiplier No.1 by adding it to lightener or colour and finish by applying Bond Perfector No.2 after color is rinsed from the hair to eliminate breakage with every colour service.
Included is the professional Hair Perfector No.3 Take Home for our client to use once a week to strengthen hair further or to use as a pre-treatment to a future chemical service. Hair Perfector No.3 Take Home has amazing additional benefits reported by hundreds of clients.

“Olaplex doesn’t do anything to interfere with another manufacturer’s products. It’s a stand-alone product. There are no silicones, oils or toxic factors – just one ingredient and it works” - Dean Christal

HAIR
BREAKAGE
SOLVED