

DECOLOR **B** PRO-FORCE BONDER 101 PRO-FORCE SEALER 102

A NEW GENERATION FOR HAIR PROTECTION

WHY USE IT?

- Used during bleach or color services:
 - To strengthen, hydrate, and seal hair during bleaching and hair coloring services.
 - Penetrates the cortex to improve resilience, elasticity and porosity
 - Improves overall integrity of damaged hair, resulting in improved color deposit with superior shine and durability
- Helps to extend the life of the color while elevating the quality of the hair shaft
- Assists in gray coverage on dense, resistant hair
- Used as a stand alone product for extremely damaged hair:
 - Increases hair strength and improves quality of the hair from the inside out
 - Instantly repairs and returns hair to a healthier state with improved body, softness and shine
 - Repairs cuticle damage caused by the following factors:
 - Mechanical damage, thermal damage, chemical processing damage
- Easy to use, can seamlessly become a part of any haircolor service to ensure protection of hair from damage
 - Offers an opportunity to increase value of service and added revenue

WHO NEEDS IT?

- During Color or Bleach:
 - Anyone with damaged hair, uneven porosity
 - Previously bleached hair shaft and ends
 - Hair with breakage or split ends
 - Hair that is dry and lacks moisture
 - Hair that will not hold color

AS A STAND ALONE:

- Anyone with damaged hair and cuticle damage
 - Hard to manage hair, visible split ends, breakage, fly aways, easily tangles

WHAT IS IT?

- **Pro-Force Bonder 101/Sealer 102** is a 2-step bond-building demineralizing additive with Hyaluronic Acid.
- No added processing time!
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

VEGAN, GLUTEN FREE, SULFATE FREE, PARABEN FREE



DECOLOR *B*

**PRO-FORCE
BONDER**

101

**PRO-FORCE
SEALER**

102

HOW TO USE IT?

Instructions for standard bleach or hair color services:

1. Measure and mix hair color or lightener with developer according to manufacturer instructions.
2. Add the following amount of **Framesi Pro-Force Bonder 101** depending on the lightener or color being used. Mix thoroughly:
 - a. **Lightener:** add 8 ml (¼ oz or 4 pumps) for every 30g (1 oz) of lightener.
 - b. **Color:** add 4 ml (⅓ oz or 2 pumps) for all color applications.
3. Apply the lightener or color mixture to hair and process as normal.
4. When processing is complete, rinse hair:
 - a. Lightener: Shampoo with **Framesi Color Method Shampoo Go**, and proceed to step 5.
 - b. Color: proceed to steps 6-8.
5. If Lightener application requires a toner:
 - a. **ALKALINE** (Any toner that requires an activator), apply toner to the hair at this time and process. After processing the toner, rinse hair and proceed to step 6.
 - b. **ACIDIC** (Framcolor Pure Pigment Plus - no activator) immediately proceed to step 6; Acidic toner is applied **after** **Pro-Force SEALER 102**.



6. Apply 10-20 ml or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go**, and **Post Color Mask**,

For Porous or Severely Damaged hair: Apply Pro-Force Bonder 101 directly on the shaft and apply the bleach or color formula containing PRO FORCE 101 as directed above.

Instructions for use as a deep restructuring treatment for extremely damaged hair:

1. Apply 15-20 ml (½ - 2/3 oz or 8-10 pumps) **Pro-Force BONDER 101** to shampooed and towel dried hair. Distribute evenly, massaging hair for 2 to 3 minutes.
2. Carefully comb through the hair

to spread product uniformly and allow ingredients to penetrate.

3. Process for 10 minutes. For extremely damaged hair, process under heat (Do not cover hair with a plastic cap).
4. Rinse well and towel dry hair.
5. Apply 15-20 ml or 8-10 pumps of **Pro-Force SEALER 102** to hair and distribute evenly.
6. Process 5 minutes and gently rinse. Proceed with styling.



NOT JUST ANOTHER BONDER

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| 1. No added processing time to normal bleach or color services | 2. No change of developer or formula required | 3. Will not affect color deposit or change color/lightener consistency | 4. No measuring required!
Calibrated pump distributes the perfect amount each time! |
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