

**SAMANTHA BOYKIN**

**Olaplex is a 3 part system. No. 1 and No. 2 are used in salon with your chemical services, and No. 3 is designed for your maintenance at home. This will answer the most common questions about Olaplex.**

**WHAT IS OLAPLEX?**

It is a bond building treatment designed to repair broken disulfide bonds inside the hair strands. Disulfide bonds are responsible for a large part of our hairs strength and texture so when they are broken hair can break, curls can go limp or frizzy, etc. These bonds have to be broken with color, lightener, perms, etc to achieve the desired results, but Olaplex can help repair them and minimize damage.

**IS IT A CONDITIONING TREATMENT?**

No. Conditioning treatments typically treat the surface of the hair, adding moisture, slip, and shine. Olaplex does not offer these benefits, so it's important to use it along with your favorite shampoo and conditioner for best results. Healthy hair is a combination of strong bonds, protein balance, and moisture balance.

**CAN I OVERUSE OLAPLEX?**

No. You could use it every day and no harm would be done. However, extreme use may not be cost effective and eventually benefits of each treatment will decline when majority of the bonds have been repaired. In extreme cases it may be used daily or multiple times a week, but the average client benefits most from once a week use.

**IT SAYS TO 'USE ON UNWASHED TOWEL DRIED HAIR', WHY?**

Dampening your hair is recommended because applying on dry hair will use more product than necessary. You only need to use enough to saturate damp hair and distribute evenly. You will shampoo the treatment after so that is why unwashed is recommended, to avoid two shampoos. However, if the hair has product build up you may want to shampoo BEFORE use to ensure Olaplex can penetrate to provide maximum benefits.

**WHAT IF I DON'T SHAMPOO AFTER?**

Olaplex won't harm you, in fact some find they can rinse or co-wash it out and be just fine. The only possible side effect of not shampooing is it may leave behind a slight residue that leaves fine or thin hair feeling heavy/limp until the next wash. Experiment and find what works best for your hair.

**HOW LONG CAN I LEAVE MY TREATMENT ON?**

Anywhere from 10-30 minutes is suggested, but leaving it on longer won't hurt. As long as the treatment stays wet it will keep working. Once it has dried into the hair you will not see any additional benefits. Sleeping in it is not recommended only for safety concerns of possibly getting product in your eyes, which may cause irritation.

**I HEARD ABOUT ANOTHER PRODUCT SIMILAR TO OLAPLEX?**

There are many products that claim to be "bonding" treatments, but none like Olaplex. Olaplex has patented technology of the exclusive ingredient bis-aminopropyl diglycol dimaleate. Imitation products usually contain silicones, oils, and/or film formers to treat the surface of the hair like a deep conditioning treatment. They may advertise bonding benefits because technically the hair also has salt and hydrogen bonds, but those are weak temporary bonds affected by water and heat (think how we can curl straight hair with heat, but after wetting it goes straight again) and this is not the same as working on the disulfide bonds. Comparing other treatments with Olaplex is like comparing apples to oranges - they are so different!