

# the colorist



July/August 2015

## BETTER BLONDES

**YOUR GO-TO GUIDE  
FOR LIGHTENING UP  
THIS SUMMER**

**BOND MULTIPLIERS**  
GIVE YOUR COLOR  
BUSINESS A BOOST

**RUNWAY READY**  
TRENDSPOTTING  
WITH SCHWARZKOPF  
PROFESSIONAL

**SUITE TALK**  
IS A SALON SUITE  
THE RIGHT  
MOVE FOR YOU?



# building bonds

Color Strengtheners are the hottest new business boosters on the market.

If you haven't already heard, bond multipliers—formulated to instantly repair disulfide bonds broken during the hair color process—are probably the biggest news in the hair color market right now. Also called color strengtheners, these reparative treatments designed to enhance color retention and vibrancy between salon appointments are mixed directly into the color formula. With salons typically charging clients \$20 to \$25 for the add-on service or raising prices by as much as 25 percent when using the treatment with all color services, bond multipliers are also lucrative business builders. According to Kevin Wachs, CEO of color strengthener ColorpHlex, determining pricing is a marketing decision best made by the individual salon. "The real ROI, however, is realized by how much the results will build your color business," he says. Here are four color strengtheners to check out:



**COLORPHLEX** A study by Tri-Princeton Research Labs found that colored and bleached hair treated with ColorpHlex was three times stronger than bleaching alone.

**1** The two-step **ColorpHlex** system contains the ColorStrong complex, a bond-reinforcing vegetable protein and water-soluble silica-derived compound formulated to protect and strengthen hair during the color and bleach process. Step 1 of the system is added to hair color prior to application, and does not affect the formula, processing time or developer levels; Step 2 is performed at the bowl after shampooing, requiring a 10-minute processing time. A take-home kit is also available to maintain the results and minimize fading between salon appointments. [colorphlex.com](http://colorphlex.com)

**ESLABONDEXX** In addition to all color and chemical services, Eslabondexx can be used as a stand-alone treatment.

**2** Developed in Switzerland, **Eslabondexx** is a three-step rice- and soybean-derived bonding system formulated to instantly hydrate and repair damaged hair and extend the life of extensions, clip-ons and closures. The Connector is added to any chemical treatment (hair color, perms, bleach or straightening); the Amplifier is a five-minute treatment utilized after shampooing; and the take-home product, Sustainer, is used by the client twice weekly to maintain the results. Eslabondexx requires no modification to formulation or processing time. [eslabondexx.com](http://eslabondexx.com)

**b3 BRAZILIAN BOND BUILDER** This simple one-step system doesn't require any additional processing time.

**3** From the makers of Brazilian Blowout, **b3 Brazilian Bond Builder** is a one-step color strengthener that utilizes a specially engineered co-polymer to reinforce the bonds that make up the cellular membrane complex, helping prevent the loss of cuticle and cortex cells responsible for supporting the inner structure of the hair. It requires no additional processing time and can be used in all color services with all manufacturer formulas. To gain access to more prospective clients, colorists can post their work on b3 Brazilian Bond Builder's Facebook page and Instagram feed. [brazilianblowout.com](http://brazilianblowout.com)

**OLAPLEX** There are eight worldwide patents pending for Olaplex's single active ingredient formula, which is free of silicones, oils, aldehydes and parabens.

**4** The treatment that launched the bond multiplier frenzy, **Olaplex** was developed by two scientists with PhDs in materials and chemistry. Featuring a single active ingredient, Olaplex is a three-step system: Bond Multiplier No.1 is added to lightener or color formula to re-link disulfide bonds broken during processing; Bond Perfector No.2 is applied after color is rinsed from the hair to reduce future breakage; and Hair Perfector No.3 is a take-home product clients use once a week to strengthen strands.

[olaplex.com](http://olaplex.com)