

PLEXFORTE

PROFESSIONAL KIT

**THE PERFECT ALLY TO
TECHNICAL TREATMENTS**



¿WHAT IS PLEX FORTE?

It's a two-step treatment which restores the hair's strength and structure, protecting it from technical processes (mainly hair color and lightening treatments).

PlexForte has a UNIQUE composition of active ingredients with diverse molecular weights designed to repair hair from the inside to the hair's outer structures.

The lower-weight molecules penetrate the inner structures to increase the strength and resistance of the hair fiber, to both tensile and flexural forces, which are those applied when drying and brushing.

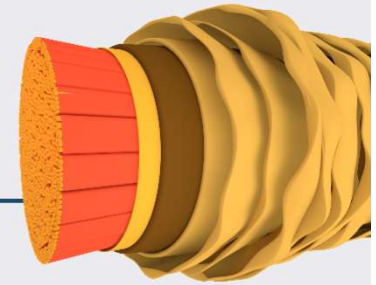
The components with higher molecular weight are deposited on the outside of the hair and polymerize naturally when drying to guaranty optimum seal and repair of the cuticle as well as enhancing the strength and volume of each fiber, reducing cuticle wear and tear to leave hair strong, flowing and shiny.



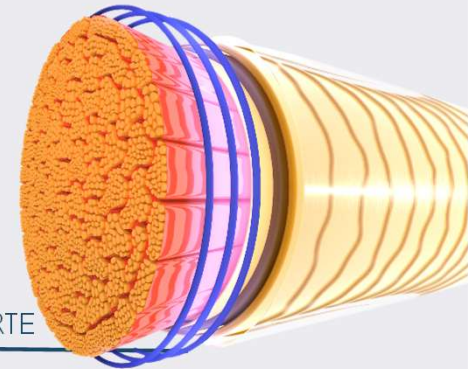
BENEFITS

- Multiplies by 5,6 the strength of hair damaged through chemical processing.
- Increases the hair's strength proportionally with use.
- Hair is stronger even after being brushed 5000 times.
- Repairs the hair structure, protecting it and strengthening to prevent damage.
- Reduces cuticle fiber wear and tear caused by drying and brushing.
- Improves hair strength even in extremely humid conditions.
- Thanks to its concentration and technology, application is in just two steps.
- Doesn't affect color or lightening results or the exposure time of technical processes.

Lightened hair
WITHOUT **PLEX** FORTE



Lightened hair
WITH **PLEX** FORTE



* The PLEX FORTE treatment has been shown to increase the strength of damaged hair by 560.8% in flex abrasion studies carried out by independent laboratories.

ACTIVES

MVP COMPLEX

A ground-breaking compound that's a key factor in the efficiency of Plex Forte treatment. This active ingredient is based on a multi-faceted protein complex of **plant** origin.

It's currently pending patent and represents a breakthrough in anti-breakage treatments, acting directly on the three fundamental parameters related to strength - tensile properties, flexural modulus and cuticular abrasion.

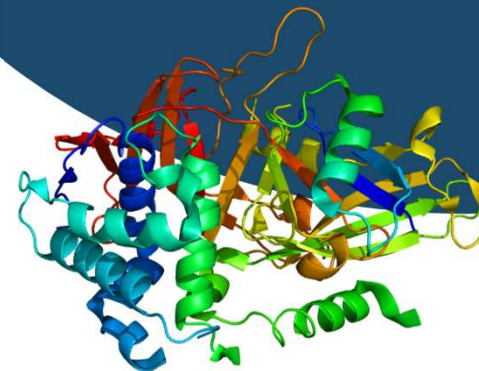
Its unique chemical composition allows it to penetrate the cuticle more easily, providing strength from the inside, while forming new bonds between proteins on the outside that protect the hair fiber and increase resistance to breakage.

MALEIC ACID. Is one of the select ingredients used to create the “Plex” treatment. Very few brands have managed to incorporate this active ingredient into their formulas and studies exist which prove its capacity to protect the hair structure during chemical processing.

CYSTINE COPOLYMER

A Cystine copolymer has been used as an additive in the MVP Complex which contains within its structure cysteine, the most abundant and essential amino acid of the hair structure, which gives it its shape and strength through disulfide bonds.

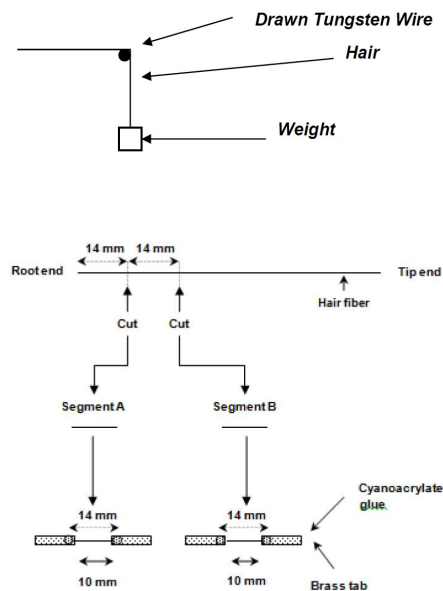
Plex Forte is the first to include this active ingredient in this type of treatment. It has been created and designed to become permanently bonded to keratin, through covalent bonds (this type of bond is the most resistant known).



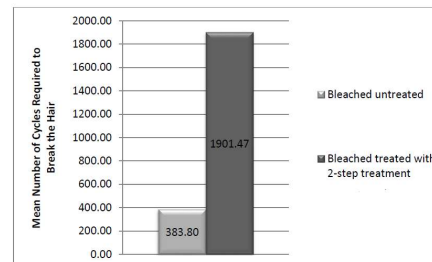
PLEX FORTE STUDIES

The PLEX FORTE treatment has been shown to **increase the strength and resistance of damaged hair by 560.8%**, in flexabrasion studies carried out at a prestigious external laboratory, after subjecting hair to chemical processing.

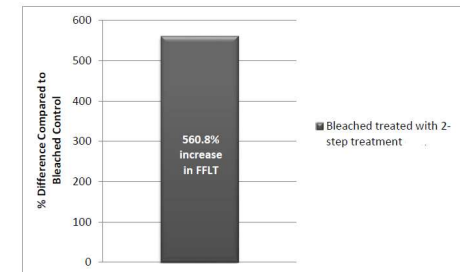
To our knowledge, this is probably the greatest increase in strength and resistance claimed and proven for any treatment of its kind currently available on the market.



The number of cycles required to break the hair segments are presented below in Graph 1.





Graph1: Graph 1 illustrates the mean number of cycles required to break the hair.



Graph 2: Graph 2 illustrates the percentage difference between the treated hair segments and the bleached control.

5.0 Conclusions



A Flexabrasion study was conducted to assess the effects of  delivered from a bleaching treatment (Step 1) and a leave-on conditioning treatment (Step 2) on behalf of Lamarvi. The 2-step regime containing  was found to increase the Flexabrasion fatigue lifetime of beached hair by 560.8% times when compared to untreated bleached hair. With a P Value<0.001, the increase in FFLT is statistically significant at the 95% confidence level.

TREATMENT STEPS

Nº 1 BOND BOOSTER

Nº 1 (Bond Booster) is an additive for technical products (mainly hair color and lightening) with the main aim of increasing strength and reducing post-treatment breakages.

How to use: Place the dose (by squeezing the bottle) of Nº 1 Bond Booster indicated in the table and add to the (previously prepared) technical product mixture. Carry out the technical treatment as usual (*).

Dose Nº 1 BOND BOOSTER	0.17 FL. OZ	0.34 FL. OZ
Hair Color	1  X 2.04 FL. OZ.	2  X 2.04 FL. OZ.
Lightening	1.41 OZ.	> 1.41 OZ.
	Powder or lightening paste	
Other treatments *	3.53 OZ.	> 7.06 OZ.
* Prior consultation with technical department		



6.8 fl.oz

TREATMENT STEPS

Nº 2 BOND FILLER

Nº 2 (Bond Filler) is a concentrated treatment which stabilizes bonds after treatment with **Nº - 1 (Bond Booster)**. It not only increases strength but also nourishes with essential amino acids and seals the structure to guaranty longer-lasting results for the applied technical treatment.

How to use: Once the technical process has been completed and the product rinsed off, do not dry. Apply the required quantity of **Nº - 2 Bond Filler** to damp hair. Spread evenly all over then dry as usual.



6.9 oz

MAINTENANCE



6.9 oz

Nº 2 BOND FILLER

Nº 2 – Bond Filler is the product recommended for post-technical treatment maintenance, which creates new bonds between proteins to strengthen and protect the hair's internal structure (or cortex), and so guaranty longer-lasting technical processing results.

Repairs and nourishes damaged hair fibers deep down, rejuvenating their appearance from the very first application.

BOND FILLER

1. Increases hair fiber strength
2. Repairs damaged hair
3. Provides heat protection
4. Improves body and volume
5. Preserves color
6. Controls frizz
7. Protects when brushing and using a styling iron
8. Prevents split ends
9. Contains a sun filter
10. Nourishes deep down

PACKS AND PRODUCTS

PROFESSIONAL PACK

Step 1 + Step 2. (includes dosing chamber)
Art.1114004

Step 1 is not sold separately.



MAINTENANCE

Step 2
Art.1114005



PROMOTIONAL MATERIAL

CATALOGUE/FLYER

Explanatory / promotional brochure in 8 languages: English, Spanish, French, German, Italian, Portuguese, Russian, and Dutch. **Art.1150270**



POSTER

49cm x 34cm format available in Spanish. **Art.1150120**



DISPLAY

Promotional display aimed at the end-customer. Place on styling station/in waiting area or on reception desk. Available in Spanish. **Art.1150175**



EXPLANATORY VIDEO AND PROMOTIONAL VIDEO

Available from November on the Lendan You Tube channel.

FAQ

Since the launch of the first “Plex” treatment countless products have appeared on the market. How is ours different from the others?

After the success of the first product other brands quickly jumped on the bandwagon with their own "Plex" products. However, the vast majority of these products do not bring a real or significant benefit to hair during chemical treatments. **Plex Forte** has been tested by a **prestigious external laboratory where it was shown that Lendan's formula increases the strength of damaged hair by 560% in flexabrasion studies.**

Many of our competitor's products have 3 steps. Why does our have 2?

The technology of **Plex Forte** and the high concentration of the main active ingredients allow us to offer the professional a product in two simple steps, making application easier and maximizing their time.

What does the maintenance product offer?

It creates new bonds between the proteins to reinforce the structure of the hair, ensuring that the technical treatment applied lasts longer. It strengthens and protects the hair and hair color from external aggressions like brushing or styling irons and repairs damaged hair deep down. And of course, it is a new resale tool for the professional.

It must be mixed with the hair color or lightening product before application. Won't that provoke errors in application? Won't the professional be discouraged by the added complexity involved, measuring

The method of use is very simple, in addition step one has a dosing valve that fills when the bottle is squeezed, this offers a very simple means of adding the exact amount without any fiddly weighing or measuring. **Plex Forte** allows the professional to perform technical processes with greater peace of mind and offers the end customer improved hair quality, at the same time the average service margin is increased.

FAQ

How many services can be done with one kit?

Up to 40 services depending on the hair's length and condition.

Does it change or condition the way technical processes are applied or influence end-results?

It does not alter any technical procedure, once mixed with the hair color or lightener the application method and duration is unaltered. It doesn't affect the color or lightening results or the exposure times of technical processes.

How does Plex Forte benefit the end customer?

It repairs and strengthens hair and protects and prevents breakages during technical services. It adds shine and smoothness and gives hair a natural and healthy finish. This equates to satisfied and loyal customers.

Why not add the same active ingredients to hair color and lightening formulas?

Although the active ingredients of Plex Forte are perfectly compatible with the vast majority of hair colors and lighteners, the high percentage of active agents could cause long-term instability. Its independent use increases the average service margin and allows us to select the customers who would most benefit from the product. In addition, it can be used with a great variety of technical products (not only with hair color).

COMPETITORS

				
Brand and Group	PLEX FORTE (LENDAN)	OLAPLEX	FIBREPLEX (Schwarzkopf)	SMARTBOND (L'Oreal)
Format/Steps	Professional Kit Step 1: Bond Booster(200ml) Step 2: Bond Filler (200ml) Maintenance Step 2: Bond Filler (200ml)	Professional Pack Step 1: Active agent (525ml) 2 units Step 2: (525ml) Step 2 XL format: (2.525ml) Introduction/Travel Pack Step 1: Active agent (100ml) Step 2: (100ml) Step 3: maintenance between technical treatments (100ml) Also sold separately.	Professional Pack Step 1: Bond Booster (500ml) 2 units Step 2: Bond sealer (500ml) Shampoo (200ml) New Step 3: Home maintenance (100ml)	Professional Kit Step 1: (500ml) 2 units Step 2: (500ml) Introduction Kit Step 1: (100ml) 2 units Step 2: (100ml)
Features	Step 1 with dosing valve. Studies* demonstrate a 560.8% increase in the strength of damaged hair	Main step with dosing valve	Includes measuring cup for first step (fiddly)	Includes measuring cup for the first step (fiddly)
Price	RRP Professional Kit Maintenance	RRP Treatment Kit ?€ Travel pack 120€ Maintenance Kit 35€	RRP Professional: 345€ RRP 100ml Pack : 153€ Shampoo: 15,90€ Step 3 Maintenance 19,90€	RRP Professional Kit 326€ RRP Maintenance Kit 153€

*The PLEX FORTE treatment has been shown to increase the strength and resistance of damaged hair by 560.8% in flexabrasion studies carried out at a prestigious external laboratory.

COMPETITORS

				
Brand and Group	ECOPLEX (ICON)	SILAPLEX (Montibello)	OLEO&CONTROL (Tahe)	KERABOND (Indola)
Format/ Steps	<p>Professional Pack Step 1: Link Bond (500ml) Wash Plex: (500ml) Step 2: Fuse bond (500ml)</p> <p>Maintenance Pack Step 2: Boostplex (250ml) Wash Plex: (250ml)</p>	<p>Professional Pack Step 1: Bond Reinforcer (500ml) 2 units Step 2: Bond restorer (500ml)</p> <p>Maintenance Step 3 Bond protector: Home maintenance (100ml)</p>	<p>Step 1: Bond Booster (500ml) Step 2: Bond fondant (500ml) Step 3: Bond Fluid (60ml) Shampoo (500ml)</p>	<p>Professional Pack Step 1: (500ml) 2 units Step 2 (500ml)</p> <p>Step 1: (100ml) Step 2 (100ml)</p>
Features	Includes measuring cup for first step (fiddly)	Includes measuring cup for first step (fiddly) Advertise* a 74% increase in strength	Before Oleoplex , Includes measuring cup for first step (fiddly)	Includes measuring cup for first step (fiddly)
Price	RRP Professional Pack 308€ Maintenance Pack 61€	RRP Professional Pack 220€ Step 2 maintenance 11,95€	RRP Step 1: 220€ RRP Step 2: 11,95€ RRP Step 3: 6,95€ RRP Shampoo: 9,95€	RRP Professional Pack: 330€

* Data present on pack and promotional flyer +74% greater strength in flexabrasion studies.

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