

keraphlex concentrate

ELKADERM: keraphlex can be used in the hair-dresser salon in three different but very simple ways:

- **As an additive:** keraphlex it prevents hair breakage during bleaching, colouring or perming.
- **As a treatment:** keraphlex it strengthens the hair and offers distinctly positive results, particularly as an intensive treatment using heat (Climazon).
- **As an instant repair:** keraphlex it visibly repairs badly damaged hair when used together with heat (Climazon).

keraphlex Perfector

In order to maintain the overall effect of the treatments, offer your client the Step 3 to be used at home (twice weekly).

keraphlex Additive

keraphlex with bleaching/colouration Step 1 Protection

1. Prepare bleaching or colouring product according to manufacturer's directions.
2. Add **keraphlex** Step 1 to your colour preparation and stir thoroughly. Apply to hair as usual.
3. Observe processing time for bleaching or colouring according to manufacturer's instructions.
keraphlex does not increase the processing time!
4. Rinse hair well, shampoo.
5. Towel-dry the hair.

Step 2 Strengthening

1. Apply the Step 2 starting at the roots through to the hair ends; work in thoroughly. After processing time rinse out thoroughly and continue as usual.

keraphlex with perming

Apply either with spray bottle or applicator (mixing at a ratio of 1:3, for example 4 ml Step 1 with 12 ml of water). Do not rinse out. After finishing the fixing, use the Step 2. After a processing time of approx. 5-10 mins., rinse out and continue as usual.

keraphlex Treatment

Apply Step 2 starting at the roots through to the hair ends; work in thoroughly. The hair may be cut during the processing time. For an intensive care treatment and an enhanced client experience use heat (Climazon). After a processing time of 10 mins., rinse out and continue as usual.

keraphlex Instant Repair

Step 1 + Step 2 Hair repair

1. Mix **keraphlex** Step 1 with Step 2 at a ratio of 1:7 (1 ml KERAPHLEX Step 1 to 7 ml Step 2); apply the mixture from the roots to the hair ends; work in thoroughly.
2. Processing time of 10 minutes by applying heat (Climazon).
3. Rinse thoroughly and continue as usual.

www.keraphlex.de

The new dimension in hair care!
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ELKADERM:

keraphlex[®]

concentrate

The new dimension in hair care!

3-Step System



What is keraphlex?

keraphlex is an innovative protein-based complex. Applied as an additive to hair bleaching, colouration and perming formulations, **keraphlex** effectively protects the hair against damage.

Existing damage can be repaired by using **keraphlex** as a treatment.

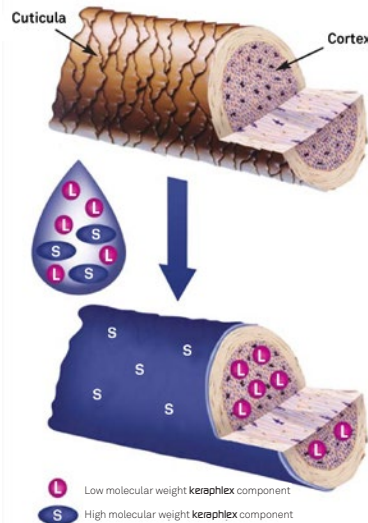
How does keraphlex work?

keraphlex has an immediate effect on the fundamental parameters that ensure healthy hair:

Tensile properties Bending modulus Cuticle abrasion

keraphlex has a strengthening effect by penetrating through the cuticle (outer layer) into the hair cortex (inner shaft).

By boosting the maximum tensile properties and bending modulus, breakage of the hair is prevented. The increased abrasion resistance eliminates split hair ends.



keraphlex[®]

concentrate



keraphlex in comparison

keraphlex is a concentrated substance, featuring active ingredients that are many times higher than those found in comparable products.

The same dosage offers visibly positive results, without increasing overall costs.

No time delay during the lightening process. The processing time for bleaching does **not** increase when using **keraphlex**.

When using **keraphlex** with the same effect, material costs are considerably lower.

keraphlex advantages

Unlimited creativity with unique lightening results for very dark or punished hair – without damage.

High degree of customer satisfaction through healthier hair and increased colour glossiness after treatment.

Improved income generated per customer through additional and effective treatment.

Customer loyalty through hair cure treatments in the salon with a long-term effect by utilizing products Step 1 and Step 2; these are not available at retail stores.

Additional upmarket product keraphlex Step 3 Perfector sold for home use.

Lower costs thanks to a concentrated substance and **less time consuming** than comparable products.

Showcase your **innovation skills** by using newly developed **keraphlex** products.

Explore the unique effect of keraphlex and test this new dimension in hair care.