

Acidic Bonding Concentrate

One use will change your hair



Claims

1. Combats 1 Year Of Visible Damage In 1 Use
2. Stronger Hair, Immediate Results



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Acidic Bonding Concentrate 5-minute Mask

Deep Hydration, Deep Bond Repair



Claims

1. Intense Moisture & Strength In 1 Use
2. 16% Conditioning Care Complex For 72 Hours Of Ultra Hydration
3. 2x Shine For 3 Days
4. 3x Stronger Inside & Out
5. 14x Easier Detangling
6. Product Did Not Strip Hair Color
7. Suitable For Color-treated Hair



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Acidic Bonding Concentrate Leave-in Treatment

Leave-in repair, Leave out damage



Claims

1. Strength Repair In 1 Use
2. Bond Repair On The Go
3. Heat Protection Up To 450F/230C
4. 88% Visual Reduction In Split Ends
5. 2x Less Breakage
6. 10x Smoother
7. Product Did Not Strip Hair Color
8. Suitable For Color-treated Hair



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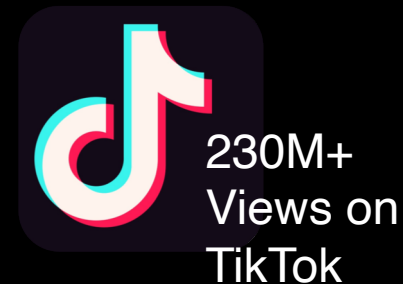
Acidic Color Gloss

Ignite your Shades EQ shine. / Your Shades EQ insurance. Salon-inspired glossing range for lasting color & revolutionary shine.



Claims

1. Color vibrancy for up to 32 washes*
2. Intense, molecular-level shine
3. +76% shinier hair**
4. Acidic pH formulas seal the cuticle & lock in shine



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Acidic Color Gloss Heat Protection Treatment

Locks in color, shields out damage from heat, pollution, and minerals



Claims

1. 90% Say Hair Feels Smooth
2. 74% Say Hair Looks Sleek
3. 90% Say Hair Is Easy To Style
4. Coats The Hair Without Covering Shine
5. Acidic Ph Formulas Seal The Cuticle & Lock In Shine
6. 13x Smoother Hair/Easier To Detangle*
7. 6x Hydration Boost*



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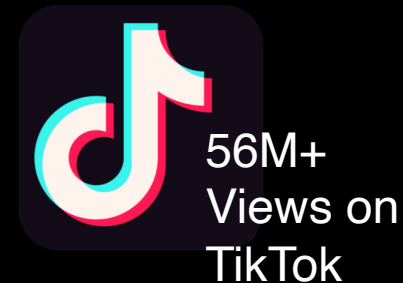
Acidic Bonding Curls

Repair curl strength. Restore curl pattern.



Claims

1. Silicone-free care bonding care to restore the pattern of curls & coils.
2. Build bonds + repair inner curl strength
3. 92% saw healthier & more defined curls in 1 use
4. Silicone-free formulas hydrate + improve curl elasticity



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