



**Absolut Repair
Molecular**

FAQs

01 Formula & tech.

What is Absolut Repair Molecular? How is it different vs. other hair repair products?

A new professional protocol formulated to visibly fight 2 years of damage in one use* by injecting amino acids + peptides bonder. Absolut Repair Molecular repairs the hair's molecular structure** by restoring strength, elasticity, and movement of the hair.

What breakthrough technology does Absolut Repair Molecular use?

The L'Oréal Professionnel labs have discovered a way to inject Peptides bonder + Amino acids to repair the hair's molecular structure resulting in stronger, healthier-looking, flowy hair. This technology allows for the reparation of the hair's molecular structure.

THE TECH

Visibly fight 2 years of damage, in 1 use*.
with Peptides bonder + Amino Acids

Works at molecular level to:

- Repair hair's molecular structure**.
- Restore strength, elasticity & movement***.

Can I use Metal Detox with Absolut Repair Molecular?

Metal Detox will prevent breakage and color shift. Absolut Repair Molecular will visibly fight molecular damage. Though both can be used together, it is recommended to use each system alone to obtain its full benefits.

If Absolut Repair Molecular visibly fights 2 years of damage in 1 use, should I only use Absolut Repair Molecular once?

For optimal use, it is recommended to use Absolut Repair Molecular progressively, until the hair feels stronger, looks healthier & has increased movement consistently.

*With system of shampoo + rinse off serum + leave in mask.

**With continuous use of rinse off serum.

02 ARM protocol.

What is the Absolut Repair Molecular **IN-SALON** protocol?

[Pre-treatment (In-salon exclusive)] Spray on towel dried hair from lengths to ends, per section. Apply about 3 pumps per section (adjustable depending on hair density). Work through the lengths and ends for 1-2 minutes. Do not rinse.

[Sulfate-free Shampoo] Apply directly on hair in a layering technique after the pre-treatment. Rinse.

[Rinse-off Serum] Use on wet, detangled hair. Divide the hair in 2 sections. Press 2-3 pumps of the serum onto hands (adjustable based on hair density) Distribute & smooth evenly from lengths to ends. For very dry hair, apply from roots to ends.

Pro Tip: follow with a mask or conditioner from your usual routine. Rinse thoroughly.

[Leave-in Mask] Apply on towel-dried hair. Divide the hair in two. Apply one pump on each side from lengths to ends. Add more if required. Leave in. Proceed to blow dry or air dry.

What is the Absolut Repair Molecular **AT HOME** protocol?

[Sulfate-free Shampoo] to gently cleanse, nourish and strengthen the fiber.

[Rinse-off Serum] to deeply penetrate and repair the hair's molecular structure. It also evens out porosity and gives body to the hair. Pro Tip: follow with a mask or conditioner from your usual routine. Rinse thoroughly.

[Leave-in Mask] to smooth & strengthen the hair's fiber. It also provides frizz control and heat protection up to 450°F.

How often should I use Absolut Repair Molecular on my client? Can the Pre-treatment be used at home?

For clients with extremely compromised hair, the salon service can be applied weekly. When the hair is not as sensitized or as prone to breakage, Absolut Repair Molecular Pre-treatment can be used every 2 weeks. The Pre-treatment can only be used in-salon, however the shampoo, rinse-off serum & leave in mask can be used at home.

02 ARM protocol.



How should I recommend this product based on my client's hair type?

For the in-salon service, for all hair types we recommend using the full system to obtain the maximum benefit of Absolut Repair Molecular.

After the in-salon service we recommend the client utilize the sulfate free-shampoo, rinse-off serum & leave in mask to continue their repair regimen at home.

For added softness to the hair, especially for clients with coarse hair we recommend layering in a mask after using the rinse-off serum both in salon and at home.

HAIR TEXTURE	IN-SALON	RETAIL
FINE		
MEDIUM		
COARSE		

03 Product selection.

When should I use Absolut Repair Molecular, Metal Detox, or Absolut Repair?

[Absolut Repair Molecular] Use to repair molecular damage on very damaged hair, prone to breakage. It leaves the hair feeling smoother with strong elasticity and movement.

[Metal Detox] Use to protect the hair from metals and prevent color shift. It also provides the hair with a combination of what the hair needs after a color service: vibrancy, shine, softness & nourishment in between color services.

[Absolut Repair] Use to hydrate and add shine to surface-level damaged hair. It creates softer and smoother hair without weighing it down.

Is it safe to use Absolut Repair Molecular the same day as a color service?

Yes, it is safe to use Absolut Repair molecular the same day as a color service. Although the Rinse-off serum has a yellow/brown hue it does not contain color pigment and therefore will not change or affect the color.

Who is the ideal client for Absolut Repair Molecular?

Recommended for clients with damaged to very damaged hair due to chemical, mechanical or environmental damage. This protocol is also recommended for clients with less resistant hair that will undergo an intense hair change.

Can I use the Rinse-off serum by itself?

The Absolut Repair Molecular Rinse-off serum can be used as a part of the full system however it is also a great product to add on to any repair routine. The rinse off-serum gives body to the hair and will result in will be 3X stronger hair*.

*With continuous use of rinse off serum.

04 Competitive advantage.

Product usage & cost per application.

Absolut Repair Molecular Pro Pre-treatment has a recommended usage of 15-20 sprays for entire head whereas competitive brands require a minimum of 10 and up to 20 per quadrant (that could mean upwards of 4X more product for the entire head). By using up to 4X less product there is a cost per application savings when compared to other repair products on the market.

Protocol.

Competitive product is suggested to be used with a chelator with every service. Absolut Repair Molecular is its own prescriptive service that works as a system and focuses on repairing the hair at a molecular level.

Processing time.

Absolut Repair Molecular deeply penetrates the hair in 1-2 minutes requiring no additional service time.

Flexibility.

The Rinse-off serum is a star product that can be added to any existing repair routine.

Cosmetic feel.

Absolut Repair Molecular leaves the hair feeling lighter and more supple & shiny than competitive products*.

*during internal testing