

New  
Hairplus Protein Bond



HAR+  
MADE IN SWEDEN



Hair habits, Hair plus

A new habit that has already permeated  
Today's to-do for hair  
“the habit of applying  
softness, scent, shine, and health”  
For the way you want it to be

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## *Ritual for Hair, Hairplus*

- ✓ Respect consumer needs and diversity.
- ✓ We make a wide range of products to solve damage and problems caused by various causes.
- ✓ Hair care shouldn't be complicated.
- ✓ Simple, but definitely solve the problem.
- ✓ Made from safe, mild, effective and fragrant ingredients.

With 20 years of know-how to solve your hair problems

Don't have to try hard, Convenient,  
Start with "Applying Habits" Hair Plus.





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## Concept of Hair Plus Protein Bond

거칠어는 자칫하  
고 12월 12

*Thrill without Tangles*

It gently wraps around rough and weakened hair  
Damaged hair loses protein and becomes crumbly and stiff.

80% of the hair is protein,

Protein bond fills your hair with protein  
to make it healthy, smooth, untangle-free, and smooth.

“Lightly combing pleasure, smooth hair”



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Concept of Hair Plus Protein Bond

*Protein Bond*

Protein care = Protein Bond

Now, it's a formula. "extremely damaged hair needs protein care."  
Protein Bond changed the worries of hair that didn't get better no matter what.  
Curiosity through word of mouth has become a habit.

The more you use it, the healthier you become and find it again  
Self-care at home with a high concentration of Protein Bond.

# No.1

**Best Seller** Protein Bond ampoule



## Basic

Introduction of Protein Keywords  
Online Hair Market for the First Time  
Online First Unwashed Nutrition Releases  
#1 New Brand Benchmarking Target

## Best

Sales of more than 10 million units  
Repurchase rate above 80%  
#1 in sales for 4 years since its launch

## Line

Protein Bond ampoule Size Lineup  
15ml / 35ml / 70ml / 95ml / 145ml



# Everyday *my own* Ritual Moment

with HAIR PLUS



## New upgrade

Protein Bond ampoule 15ml, 35ml, 95ml, 70ml (70ml set), 145ml

**Scent** Green Floral Musk

**Textuer** It's moist and doesn't feel greasy or stuffy

- ✓ Double up hydrolyzed wheat protein (10,250ppm→ 21,021ppm)
- ✓ Protein is adsorbed on the hair like glue! protein permeability 2,679%
- ✓ Sales exceeded 10 million units (based on 15ml, as of July 2020)
- ✓ A high-nutritive ampoule that fundamentally solves the damage by filling the porous damaged hair with protein, the main ingredient of hair
- ✓ Using ampoule alone! non-rinsing treatment  
(After shampooing, apply it to wet hair! don't need heat treatment)
- ✓ Glossy, firm, and firm elasticity with improved hair health
- ✓ Skin hypoallergenic testing completed

# Everyday *my own* Ritual Moment

## New upgrade

Protein Bond shampoo 50ml, 500ml, 1000ml

**Scent** Green Floral Musk + Baby Powder

- ✓ Best PH concentration 5.5 for hair and skin.
- ✓ Nutritional shampoo that fills up the protein that is the main ingredient of hair
- ✓ Glow Pick No. 1 moisturizing shampoo
- ✓ Can feel the softness and smoothness of hair just by using shampoo.
- ✓ It contains a lot of protein and silk to help nourish and coat hair.
- ✓ Tangle hair with soft, rich foam, preventing physical damage from friction.
- ✓ It can be used on sensitive skin using natural surfactants  
(no sulfate, no paraben, no humidifier disinfectant, no phenoxyethanol)
- ✓ Human Skin Stimulation Test Passed (No Stimulation Product Certification)



with HAIR PLUS





# Everyday *my own* Ritual Moment

with HAIR PLUS



## *New upgrade*

Protein Bond treatment 210ml, 700ml

**Scent** Green Floral Musk

**Textuer** It has a sticky cream texture and is high protein

- ✓ A treatment that fills up the protein that is the main ingredient of hair
- ✓ Quickly and effectively deeply absorbed inside the extreemly damaged hair
- ✓ 20 types of amino acid proteins, 12 types of naturally derived proteins
- ✓ supplement the cuticle layer of damaged hair, makes healthy elastic hair!
- ✓ Fresh treatment that doesn't feel heavy or stuffy! (available daily)
- ✓ Highly concentrated protein absorbs into the hair quickly as fine particles
- ✓ Human Skin Stimulation Test Passed (No Stimulation Product Certification)

# Everyday *my own* Ritual Moment

with HAIR PLUS



*New upgrade*

Protein Bond water essence 200ml

**Scent** Citrus Floral Powder

**Textuer** Silky, soft texture, fresh finish as soon as sprayed

- ✓ quick absorption without stickiness, **Adhesive coating**
- ✓ **As soon as you spray it**, high-nutritive protein absorb quickly!
- ✓ Strengthen protein balance that collapsed with milk protein, wheat protein
- ✓ Must-have item before brushing ( tangled hair arrangement, protection)
- ✓ Anti-static, soothing frizziness
- ✓ Products that are well received by customers with fragrant essence
- ✓ Recommended products for customers who want easy and fast care



*New upgrade*

Protein Bond oil essence 150ml

**Scent** Green Floral Musk

- ✓ Double the amount of hydrolyzed wheat protein (11,000ppb→ 22,000ppb)
- ✓ clinical test (protein coating effect 231.54%)
- ✓ a natural, healthy glow
- ✓ Form an oil-coated shield that protects the nutrition inside the hair
- ✓ Rich in natural oils for a fresh and smooth finish
- ✓ Contains 20 amino acids, 11 proteins, 7 peptides, and 10 vegetable oils
- ✓ Human Skin Stimulation Test Passed (No Stimulation Product Certification)

Everyday  
*my own*  
Ritual Moment

with HAIR PLUS





*How to use*  
protein bond



*before*

*after*

## How to use 1 Simple Daily Care 1



With protein bond shampoo  
primary protein care



towel drying  
(Until the surface is drained of water)



Protein-bonded ampoule  
Apply and Dry



Use Protein Bond Water Essence  
from time to time

## How to use 1 Simple Daily Care 2



With protein bond shampoo  
primary protein care



Rinse enough shampoo foam



Use ampoules, water essence  
and oil essence to suit the situation

## How to use 2 How to use it in a hair clinic (Use treatments as well)



## How to use 3 Heat Damage Prevention Care

Protein coating protects against heat-induced hair damage from styling tools such as straighteners and hair dryers. Make sure to apply protein-bond ampoule before applying heat and finish with protein-bond water essence







Hair habits, hair plus

