New Hairplus Protein Bond









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

+

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.



+

Concept of Hair Plus Protein Bond

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

"Lightly combing pleasure, smooth hair"

to make it healthy, smooth, untangle-free, and smooth.



Concept of Hair Plus Protein Bond

Protein Bond

Protein care = Protein Bond

Now, it's a formula. "extreamly 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.





Protein Bond Ampoula

















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



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 hydrolized 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

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)





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 extreamly 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



New upgrade

Protein Bond water essence 200ml

Scent Citrus Floral Powder

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

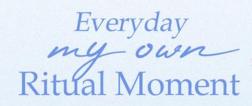
- quick absorption without stickiness, Adhesive coating
- As soon as you spray it, high-nutritive protein absorb quickly!
- ✓ Strengthen protein balance that collapsed with milk protein, wheat protein
- Must-have item before brushing (tangled hair arrangement, protection)
- Anti-static, soothing frizziness
- ✓ 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 hydrolized 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)



with HAIR PLUS



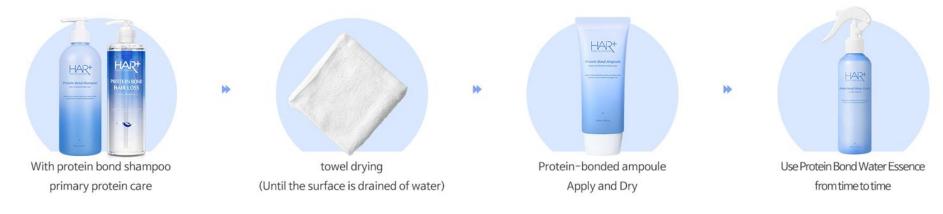
How to use protein bond



before

after

How to use 1 Simple Daily Care 1



How to use 1 Simple Daily Care 2



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

