



To the Star that lives within us all

NEWS RELEASE

OLAPLEX™

HAIR COLOURING MAY NEVER BE THE SAME AGAIN

Different and better

OLAPLEX™: “One ingredient changes everything”

New and revolutionary, OLAPLEX™ is an upgrade service for hair colouring. Dean Christal from America is the man who made it all happen. He is persistent and audacious. It was designed by scientists Dr Eric Pressly PHD in Materials and Dr Craig Hawker PHD in Chemistry. With outside eyes and innovation: They both came from outside the world of cosmetic science.

OLAPLEX™ is a single active ingredient, designed to reconnect the disulfide sulfur bonds broken by the process of permanent hair coloring and lightening. OLAPLEX™ is free of silicones, oils, aldehydes and parabens.

‘Garage Grown’ in the Californian technology tradition. The team knew what they wanted and after hours of preparation and mixing, Dean sought the opinion and test results of industry experts and hairdressing’s top colourists. They and their celebrity clients sent the message across the world. Colour, strength and shine; it works.

The American scene, OLAPLEX.com Recognition: Consumer magazine award: Allure magazine 2014 Best of Beauty Breakthrough award for hair. Trade magazine and online informative stories one after the other.

December 2014 OLAPLEX™ was launched right across America.

In Great Britain, the launch is down to Leslie Spears of Star Qualities Limited - the man that brought 365 Day Hairdressing, Paul Mitchell and Moroccanoil to market.

Leslie said: “OLAPLEX™ is all about passion, quality and sharing. As a salon owner, I believe that the people in this country who set the top standards for hairdressing are the Top Salons and Top Stylists in each town. It is their passion and commitment that should be rewarded.”

OLAPLEX™ by Invitation: “I invite each top salon in each town to register their interest at www.OLAPLEX.co.uk”

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OLAPLEX™. Together, let’s share...

