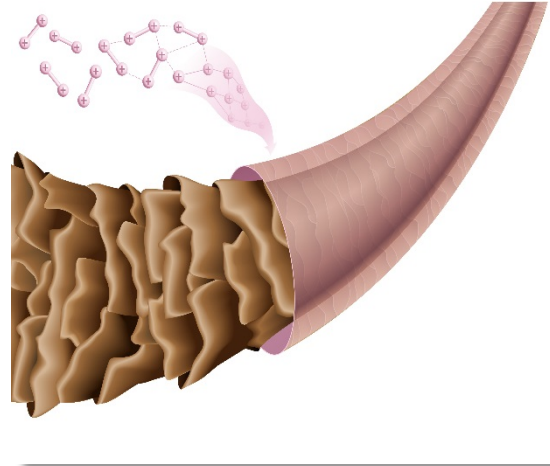


ProCutiGen® Hold

Style Retention + Preventative Protection + Support



Tomorrow's Vision... *Today!*®

ProCutiGen[®] Hold



Technical Information

Product Code: 20831

INCI Name: Phyllostachys Bambusoide Extract

INCI Status: Conforms

Suggested Use Level: 1.0-10.0%

Suggested Applications: Style Retention, Hair Protection

ProCutiGen® Hold

Bond Repair is So Last Year

- Bond multipliers are considered to be a game-changing treatment process
 - Used to strengthen hair bonds and improve hair's integrity
- After Olaplex's success, several manufacturers have followed this path with similar products entering the marketplace in 2015, including:
 - ColorpHlex
 - B3 Bond Builder
 - ColorPlex
 - Bondex
 - Neo Bond



ProCutiGen® Hold

Novel ProBonding Technology



- **Active Concepts** is shifting the focus to proactively protect the hair shaft through
“ProBonding”
- **ProCutiGen® Hold** is an incredible scientific breakthrough that is slated to shake the foundations of how we consider preventative hair care – repair beyond the bond.

Proactive. Protection. ProBonding.

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THANK YOU

For more information –Visit our website!

www.activeconceptsllc.com