



GOLD PLEX

by Sweeteez Professional



GOLD PLEX
Protein Renaturation

NO MORE BRITTLE OR DAMAGED HAIR

Gold Plex is a fortifying and protective system for hair during services that involve discoloration, coloring, or specific hair straightening.

Every chemical process causes damage to the hair. Many of them can cause protein denaturation, an action that occurs when the protein loses its second or tertiary structure, thus losing its three-dimensional arrangement of the polypeptide chain, without losing its primary structure.

When the Gold Plex System comes into contact with hydrogen peroxide, it produces sulfur bridges again, making the hair more resistant to bleaching, coloring, or straightening processes. Gold plex system works by performing protein renaturation.

BIOTECH ACTIVES

THE POWER OF BIOSCIENCE



POLYMERIC COMPLEX

Provides conditioning, softening, improved combability, and manageability to hair. It bonds to damaged areas on the hair's cuticle and makes the hair feel softer. It also creates a protective barrier to provides easier combing. What makes it different from silicones is that it does not cause buildup. It will provide conditioning to damaged areas and will increase the color-retention.



MICROSPHERIC BLEND OF KERATIN & AMINO ACIDS

An innovative combination of active ingredients contained into Nano vector spheres, actively nourish hair cells for a longer time, contributing to keep the hair hydrated and repairing the hair damaged bonds.

BIOTECHNOLOGICAL ACTIVES

Are the safest, more efficacious, stronger nourishing action compared to traditional ingredients actives.



FEEL THE POWER OF
bioscience
during your technical
treatment services





BOND PROTECTOR

Preserves and protects the protein natural structure, interconnecting its polypeptides bonds. It also delivers active principles, providing hair with strength during the technical treatment.



BOND INTENSER

Fortifying cream that increases nourishment, hydration, shine and restore elasticity.

GOLD PLEX IS DEVELOPED TO WORK
on all hair types
& repair all hair damages



BLEACHING SERVICES

Mix bleaching powder first with the proper peroxide, following your usual habits. Then add 2 ml of Gold Plex Bond Protector-01 per each 10 g of bleaching powder.

Apply, as usual, rinse well and apply a proper amount, depending on hair length, of Gold Plex Bond Intenser-02 and leave on for 15 minutes.



COLORING SERVICES

Mix hair color first with the proper amount and volume of peroxide following usual habits. Once the hair color is properly mixed, add 1 ml of Gold Plex Bond Protector-01 for every 10 g of hair color cream.

Apply and leave on, as usual, rinse well and apply a proper amount, depending on hair length, of Gold Plex Bond Intenser-02 and leave on for 15 minutes.

Rinse off and blow-dry.



CHEMICAL STRAIGHTENERS SERVICES

Apply the straightening cream by following the instruction on the straightening product used. Rinse well. Mix 2 ml of Gold Plex Bond Protector-01 for every 10 ml of neutralizer, towel dry hair and apply.

Leave in for the time required for the neutralizer and then rinse well.

Evenly apply the proper amount of Gold Plex Bond Intenser-02, depending on hair length, and leave on for 15 minutes.

Rinse well and blow-dry.



THERMAL STRAIGHTENERS SERVICES

After the Clarifying or Detox pre-thermal treatment shampoo, mix 1 ml of Gold Plex Bond Protector-01 per every 10 grams of Thermal straightening cream.

Apply the mixture, following the usual process. Rinse well. Evenly apply the proper amount of Gold Plex Bond Intenser-02, depending on hair length, and leave on for 15 minutes. Rinse well and blow-dry.

Rinse off and blow-dry.



PERMS SERVICES

Follow a regular perm application process and rinse well.

Mix 2 ml of Gold Plex Bond Protector-01 for every 10 ml of neutralizer and apply evenly from roots to ends.

Leave in for the necessary time for the neutralizer, rinse and towel well.



STANDALONE TREATMENT SERVICES

Mix 7,5ml of Gold Plex Bond Protector-01 with 30 g of Gold Plex Bond Intenser-02.

Apply on clean damp hair from roots to ends. Leave under a heating source for 20 minutes.

Rinse well.










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Sweeteez

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