

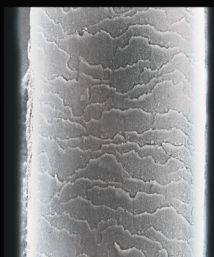
# IT'S A BOND THING

A POWERFUL ONE-STEP APPLICATION THAT HELPS TO PROTECT, STRENGTHEN AND REPAIR THE BONDS OF THE HAIR.

HAIR SHAFT  
**BEFORE**  
VITALSHOT



HAIR SHAFT  
**AFTER**  
VITALSHOT



*Results verified and photos taken by an independent clinical research lab.*

Can be used in all color and lightening services\*

No interference with lightener

No need to change color formulations

No added processing time

No coating on the hair

Helps to strengthen hair

\*Refer to manufacturer instructions. Perform a strand test prior to use.

## We stand alone.

UNLIKE MANY "PLEX" PRODUCTS, VITALSHOT™ IS A ONE-STEP APPLICATION WITH PATENTED TRIPLE LAYER REPAIR TECHNOLOGY.

**REDEFINING THE CATEGORY.**



#vitalshot #itsabondthing



To learn more about Vitalshot, find education materials, download service protocols and more, please visit [www.vitalshot.com.au](http://www.vitalshot.com.au)

Contact your local distributor at:

Australia: Dateline Imports P/L Ph: 1800 251 215

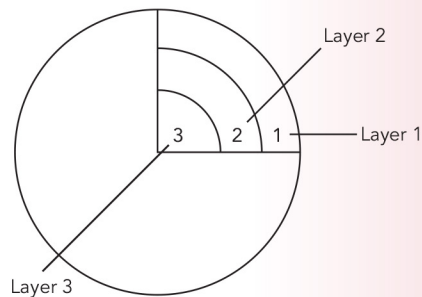
NZ: Dateline Imports Ltd Ph: 0800 169 600

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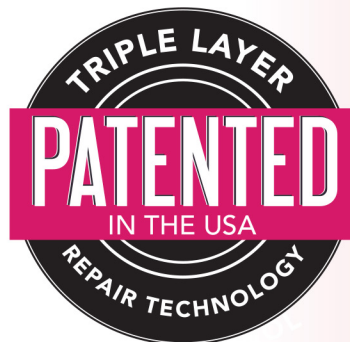
# KERATINCOMPLEX®

# THE SCIENCE

Vitalshot active cosmetic system



- Step 1** The first layer of Vitalshot active cosmetic system opens the cuticle on contact using a graded pH.
- Step 2** The second layer is shed inside the open cuticle to deliver keratin amino acids and emollients to the inner CMC layer of the hair shaft. These keratin amino acids use a graded pH and varying isoelectric points to deposit themselves in the gaps where keratin has been depleted. Because the keratin amino acids, such as cysteine, have one atom of sulfur just like the molecules in the hair, new disulfide bonds can form to help rebuild and strengthen the hair.
- Step 3** The third layer has a low pH and closes the cuticle after the second layer delivers keratin amino acids and emollients to the inner CMC layer of the hair shaft, helping to increase hair's strength and creating a smooth, shiny finish.



# IT'S A BOND THING: ONE FORMULA. FOUR UNIQUE SERVICES.

**1. RADIANT COLOR** *Helps to **strengthen bonds** and **increase vibrancy** while coloring*  
(1 Vitalshot + 90 mL/3 fl. oz. hair color formula)\*



1. Mix color and developer according to desired results.
2. Mix Vitalshot into color formulation and apply.
3. After processing, rinse hair with lukewarm water. Shampoo and condition.

*\*Refer to manufacturer instructions. Perform a strand test prior to use.*

**2. BRIGHTEST BLONDE** *Helps to **repair bonds** and **protect** blonde and fragile hair while lightening*  
(1 Vitalshot ampoule + 90 mL/3 fl. oz. bleach/lightener formula)\*



1. Mix bleach/lightener with desired developer.
2. Mix 1 Vitalshot into lightener formulation and apply.
3. After processing, rinse hair with lukewarm water and shampoo with Blondeshell® Debrass & Brighten Shampoo and Conditioner.

*\*Refer to manufacturer instructions. Perform a strand test prior to use.*

**3. REPARATIVE REMEDY** *Instant keratin booster that helps to **protect, strengthen and repair the bonds** of the hair*  
(1 – 2 Vitalshots, depending on hair type, texture, density and length)



1. Shampoo hair and towel dry.
2. Apply 1 – 2 Vitalshots, combing through the hair for even distribution.
3. Cover hair with a towel or cap and place client under heat for 10 – 15 minutes. Remove cap and allow hair to cool for 2 – 5 minutes. Do not rinse.
4. Blow-dry and style as desired using Style Therapy products.

**4. MASQUE MAXIMIZER** *Customized restoring remedy that **moisturizes** and helps to **strengthen the bonds** of the hair*  
(1 Vitalshot + 15 - 30 mL/5 - 1 fl. oz. Keratin Complex® masque)



1. Shampoo hair and towel dry.
2. Apply 1 Vitalshot, combing through the hair for even distribution.
3. Layer masque and massage throughout the hair for even distribution.
4. Leave on hair for 5 minutes.
5. Rinse and style as desired using Style Therapy products.

**For optimal results, use Vanilla Bean Deep Conditioner:**

*This intensive conditioning treatment provides an aromatherapy experience while restoring the hair's moisture and shine. Packed with hydrolyzed keratin, vanilla bean and botanical extracts, Vanilla Bean Deep Conditioner delivers optimal nourishment to thirsty and damaged hair. Great for any client with normal to dry, damaged hair.*