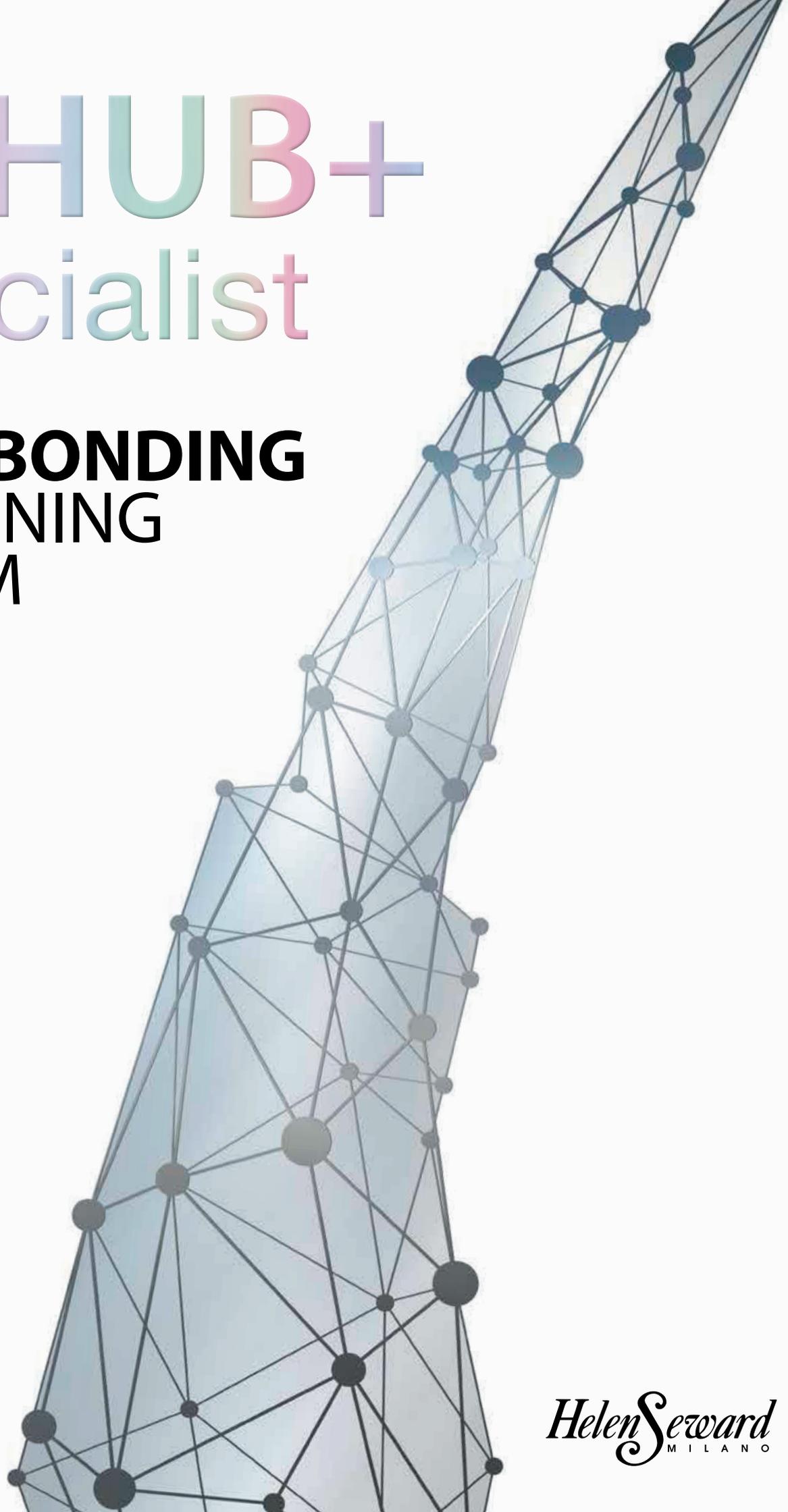


# REHUB+ specialist

## MULTIBONDING LIGHTENING SYSTEM



*Helen Seward*  
MILANO

# PROFESSIONALISM IN SALON

During the lightening process, natural or cosmetic pigments in the hair fibre are eliminated by degradation in order to achieve a lighter color, passing through shades of brown and graduations of blonde, to reach the maximum lightening level.

DURING THIS PROCESS, THE HAIR FIBRE IS SUBJECTED TO STRESS WITH THE INEVITABLE WEAKENING OF SOME INTERNAL BONDS AND CUTICLE SURFACES WHICH, IF NOT CONTROLLED, LEAVE HAIR LOOKING DULL AND IN POOR CONDITION.

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**INTRODUCING MULTIBONDING LIGHTENER, THE 9 TONE LEVEL LIGHTENER WITH INTEGRATED PROTECTION TO CREATE THE PERFECT BLONDE WHILE PROVIDING TOTAL PROTECTION OF THE HAIR FIBRE.**

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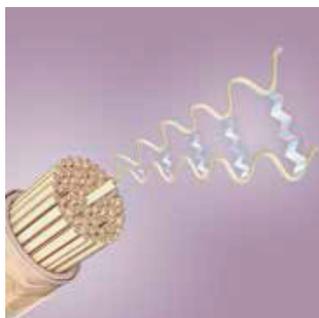
Throughout the bleaching process, thanks to **MULTIBONDING PROTECTION, REHUB+ MULTIBONDING LIGHTENER** generates multiple new bonds which strengthen the hair fibre, effectively preventing it from breaking.

The **ANTI-DRYNESS SYSTEM**, contained in the formula, transforms the rinsing stage into an intensive conditioning stage, thus guaranteeing shiny, silky hair at the end of the service.

## 3 ACTIONS IN ONE:



**1 ANTI-BRASS EQUALISING LIGHTENING**  
Guarantees gradual lightening with an anti-brass and equalising effect for a uniform result and perfect cool blondes.



**2 MULTIBONDING ANTI-BREAKAGE PROTECTION**  
Generates new bonds in the hair fibre, boosting the hair's strength and resistance to breakage.



**3 RESTRUCTURING ANTI-DRYNESS SYSTEM**  
In the rinsing stage, it restructures, smooths and hydrates, leaving hair soft and shiny.

## IDEAL IN CASE OF FREQUENT LIGHTENING AND BLEACHING

### INNOVATIVE ACTIVE GREEN

The innovative natural ingredient, from sugar source, with an effective and proven strengthening anti-breakage effect. Instrumental tests demonstrate its active repairing action during the lightening process, thus reducing damage to the hair fibre.

# INTRODUCING THE MULTIBONDING LIGHTENING SYSTEM

The innovative technology is the result of the combined action of **MULTIBONDING LIGHTENER**, the lightening powder with integrated protection, and **MULTIBONDING MODULATOR**, the protective emulsion with a high degree of hydration. A new high-performance system that allows you to achieve light to strong lightening with a customisable result in the total hair fibre protection.



**MULTIBONDING  
LIGHTENER**



**MULTIBONDING  
MODULATOR**

Multibonding Modulator can be added to the lightening powder in varying ratios from 1:1 to 3:1 (Lightener/Modulator) depending on the desired level of bleaching.

**1 : 1 = 3 TONES**

**2 : 1 = 6/7 TONES**

**3 : 1 = 8 TONES**

**9 TONES**



# 9 MULTIBONDING LIGHTENER



**Compact lightening powder with integrated protection for bleaching up to 9 tones.**

It ensures maximum lightening while protecting the integrity of the hair, thanks to MULTIBONDING PROTECTION which generates multiple new bonds and reduces the risk of the hair fibre breaking. Enhanced by the restructuring and smoothing action of the ANTI-DRYNESS SYSTEM. Ideal for frequent lightening and bleaching, for a perfect blonde and luminous and silky hair.

The technical result can be modulated with REHUB+ Specialist MULTIBONDING MODULATOR.

## **APPLICATION**

### **Lightening up to 9 tones**

Take the necessary quantity of Multibonding Lightener powder, put it in a non-metallic bowl, add the Developer in the chosen mixing ratio and based on the technique used (see table).

### **Modulated lightening by 3 to 8 tones**

Take the necessary quantity of Multibonding Lightener powder, put it in a non-metallic bowl, add the Developer in the chosen mixing ratio and based on the technique used (see table), then add Multibonding Modulator in a ratio **from 1:1 to 3:1 -> Multibonding Lightener/Multibonding Modulator** depending on the use and on the desired level of bleaching (see table).

Mix thoroughly and then apply the mixture.

Apply the mixture on dry, unwashed hair, being careful to spread it evenly on all parts to be bleached.

**PROCESSING TIME:** Leave it act for 20 to 50 minutes according to the desired level of bleaching. Once the processing time has expired, rinse thoroughly and carefully with lukewarm water and then shampoo. Apply Multibonding Modulator on the lengths of towel-dried hair, comb and leave it to act for 5-10 minutes, then rinse with warm water.

Cod. 1474 - 500gr

# 5 MULTIBONDING MODULATOR



**Hyper-moisturizing protective emulsion** with MULTIBONDING PROTECTION and ANTI-DRYNESS SYSTEM. Mixed with REHUB+ Specialist 9 Multibonding Lightener, it makes possible to perform lightening services ranging from light to intense ones, depending on the mixing ratio chosen, modulating the action of the bleaching powder and enhancing its protective action. The innovative ingredients hydrate hair deep down and increase its suppleness. It smooths and tames hair, leaving it shiny and easier to comb.

#### **APPLICATION**

Prepare the lightening mixture (Multibonding Lightener/Developer), then add REHUB+ Specialist Multibonding Modulator in a ratio **from 1:1 to 3:1** -> **Multibonding Lightener/Multibonding Modulator** depending on the use and on the desired level of bleaching (see table).

Mix thoroughly and then apply the mixture.

Once the processing time has expired, rinse thoroughly and carefully with lukewarm water and then shampoo. Apply Multibonding Modulator on the lengths of towel-dried hair, comb and leave it to act for 5-10 minutes, then rinse with warm water.

Cod. 1475 - 960mL

## PREPARATION TABLE: MIXING RATIO

1. Take the required amount of Multibonding Lightener powder, put it in a non-metallic bowl and add the Developer.
2. Add Multibonding Modulator in a ratio from 1:1 to 3:1 -> Lightener/ Modulator depending on the use and on the desired level of bleaching.

Attention: the ratios (from 1:1 to 3:1) of Lightener/Modulator always refer to the initial quantity of Lightening powder and not to the mixture of Lightener/Developer.

USE	MIXTURE LIGHTENER + Developer (10-20-30-40 Vol.)	DILUTION LIGHTENER + MODULATOR	PROCESSING-TIME	LIGHTENING LEVEL
<b>OPEN AIR LIGHTENING AND BALAYAGE</b>	1:1 E.g.: 20g + 20g (Developer)	<b>No Modulator</b>	30/50 min.	<b>UP TO 9 TONE LEVELS</b> 
<b>MULTI-TECHNIQUE EXTREME LIGHTENING</b>	1:1,5 E.g.: 20g + 30g (Developer)	<b>No Modulator</b>	30/50 min.	<b>UP TO 9 TONE LEVELS</b> 
<b>LIGHTENING WITH FOILS/DEGRADÉ ON MEDIUM-DARK BASES</b>	1:1,5 E.g.: 20 g + 30 g (Developer)	3:1 + 7 g (Modulator)	30/50 min.	<b>UP TO 8 TONE LEVELS</b> 
<b>LIGHTENING WITH FOILS/DEGRADÉ ON MEDIUM-LIGHT BASES</b>	1:1,5 E.g.: 20 g + 30 g (Developer)	2:1 + 10 g (Modulator)	30/50 min.	<b>UP TO 7 TONE LEVELS</b> 
<b>FULL HEAD BLEACHINGS</b>	1:2 E.g.: 20 g + 40 g (Developer)	2:1 + 10 g (Modulator)	20-50 min.	<b>UP TO 6 TONE LEVELS</b> 
<b>FULL HEAD BLEACHING CONDITIONER</b>	1:3 E.g.: 10 g + 30 g (Developer)	1:1 + 10 g (Modulator)	20-30 min.	<b>UP TO 3 TONE LEVELS</b> 

FIND OUT MORE ABOUT REHUB+ SPECIALIST MULTIBONDING LIGHTENING SYSTEM, WATCH THE VIDEO



## FAQ

### **When do you recommend using the REHUB+ Multibonding Lightening System?**

We recommend the REHUB+ Multibonding Lightening System whenever a color remover service is performed. It guarantees an intense lightening process, up to 9 tone levels, with maximum protection.

**IMPORTANT NOTE:** always perform the diagnosis before carrying out the bleaching service with REHUB+ Multibonding Lightening System. We always recommend doing a preliminary strand test if the hair is particularly damaged and sensitised.

### **Is it possible to use REHUB+ Multibonding Lightener with Developer 40 Vol.?**

Yes. REHUB+ Multibonding Lightener offers maximum lightening results (9 tone levels) with Developer 30 Vol. (ratio LIGHTENER/Developer = 1/1,5): the use of Developer 40 Vol. allows hair to be lightened more than 9 tone levels. The use of Developer 40 Vol. is recommended in the ratio of LIGHTENER/Developer = 1/1 to achieve maximum lightening (9 tone levels).

### **Can intense and uniform bleaching be achieved with REHUB+ Multibonding Lightening System on dyed, thick and color-resistant hair?**

Yes. REHUB+ Multibonding Lightening System is suitable for perfect lightening on all types of hair, from natural to treated hair and hair, as well as hair that is difficult and resistant to color. It efficiently removes even the darkest pigments and offers intense, equalising lightening for a uniform result even on treated hair fibre. It is ideal for extreme bleaching while respecting the hair fibre.

### **Can REHUB+ Multibonding Lightener be used with any lightening technique?**

Yes, REHUB+ Multibonding Lightener is a highly versatile lightener that can be used with any technique or lightening instrument. It produces an extraordinarily creamy lightening mixture which offers maximum bonding to the hair fibre and is perfectly stable throughout the processing time.

REHUB+ Multibonding Lightener offers flexible mixing ratios with REHUB+ Modulator, ideal for balayage services with foils, the Degradé technique and full head bleachings with maximum protection (see table).

### **Can REHUB+ Multibonding Lightening System be used with a heat source?**

No. A heat source should not be used with hair lightening products.

### **REHUB+ Multibonding Lightener does not contain blue-purple pigments: Can REHUB+ Lightener provide an anti-brassing action to obtain cold blondes?**

The active lightening system in REHUB Lightener provides a subtractive anti-brassing action, with no need to integrate blue-purple pigments, to obtain a perfect bright and cold blonde.

### **If a technical service is performed with the REHUB+ Multibonding Lightener, can I skip the REHUB reconstruction at the end of the service?**

Yes. REHUB+ Multibonding Lightener provides a technical service with maximum protection of the hair fibre. The efficiency of the product lightening technique is controlled by powerful active systems which

- both with healthy hair (in good condition),
- and with treated and sensitised hair,

maintain its integrity, multiply its strength and resistance to breakage, while improving quality at the end of the service.

The REHUB reconstruction treatment can be recommended after the lightening service with REHUB+ Multibonding Lightening System to maintain the anti-breakage protection and for long-lasting regeneration and seal which enhances the hair.

### **Can I use REHUB+ Multibonding Modulator as a conditioner after the REHUB+ technical lightening service?**

Yes. REHUB+ Multibonding Modulator is an emulsion with excellent conditioning power. It is the perfect complement to the REHUB+ Multibonding Lightening System technical service.

*Helen Seward*  
M I L A N O

Icsea Helen Seward - via A. De Gasperi 8/a - Lainate (Mi) - Italy  
Tel. +39 02 93570057 - Fax +39 02 93571418 - E-mail: [helen.seward@helenseward.it](mailto:helen.seward@helenseward.it)  
[www.helenseward.it](http://www.helenseward.it)

