

# REHUB+ specialist

MULTIBONDING  
TECHNOLOGY  
**HEALTHY HAIR\_**  
**ALWAYS**

*Helen Seward*  
MILANO



# **MULTIBONDING TECHNOLOGY HEALTHY HAIR ALWAYS**

## **ULTRA-PERFORMING PRODUCTS FOR UNEXPECTED RESULTS**

With REHUB+ Specialist it is possible to act in targeted and immediate way on the hair fiber Deeply regenerating it with the formation of new internal bonds, transforming its quality and appearance by sealing cuticle and split ends, restoring integrity for a new strong hair, resistant to breakage, extraordinarily soft and bright.

## **POWERFUL INGREDIENTS OF NATURAL ORIGIN**



## THE SERVICES

### **MULTIBONDING RECONSTRUCTION**

Transform the hair from within with anti-breakage efficacy, instantly regenerating it.

### **BIO-ACTIVE LAMINATION**

Regenerates the hair surface for a long-lasting mirror-effect shine.

### **MULTIBONDING BLEACHING**

The lightening that hydrates and protects the hair for a perfect blond.

### **METAL EQUALIZER PRE-TREATMENT**

For a more homogeneous and luminous color.

### **SHINE FLASH**

Instant Shine Service (S.O.S. SALON).



# REHUB+ specialist



# REHUB+ SPECIALIST

## THE MULTIBONDING RECONSTRUCTION

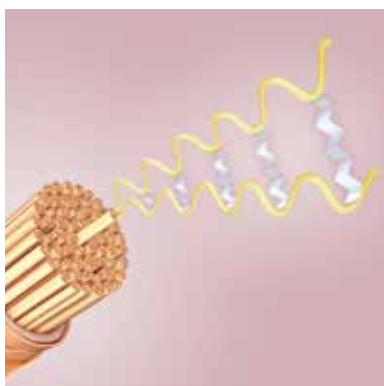
### TRANSFORM THE HAIR FROM WITHIN WITH ANTI-BREAKAGE EFFICACY, INSTANTLY REGENERATING IT.

The keratin structure of healthy hair has aligned scales that give brightness and protection from external agents. Factors such as exposure to atmospheric agents, exposure to thermal and mechanical agents (styling), exposure to chemical agents (technical treatments) alter the structure of the hair, damaging it, making it weakened, dull, porous, brittle and with split ends.

With REHUB+ Specialist it is possible to act in a targeted and immediate way on the hair fiber, deeply regenerating it with the formation of new internal bonds, transforming its quality and appearance by sealing the cuticle and split ends, restoring body and integrity for a new hair that is strong, resistant to breakage, extraordinarily soft and bright.

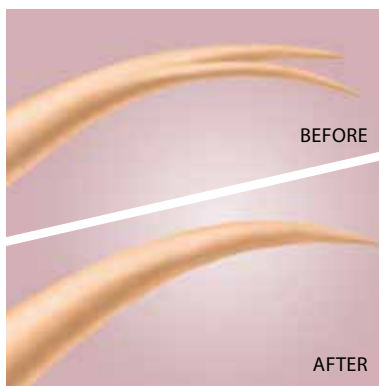
**REHUB+ SPECIALIST Multibonding Reconstruction is a powerful professional treatment for instant hair fiber repair:**

### REHUB+ SPECIALIST TECHNOLOGY OFFERS:



#### **ANTI-BREAKAGE ACTION WITH REHUB+ N° 1**

High fortifying anti-breakage action that rebuilds the fiber from within.



#### **REGENERATING SPLIT ENDS SEALING ACTION WITH REHUB+ N° 2**

Powerful external regenerating smoothing action and split ends sealing action - long lasting effect.



#### **PROTECTIVE ACTION WITH REHUB+ N° 3**

Thermo-protective anti-frizz action, enhances the shine of regenerated hair.

# THE 4 PRODUCTS TO USE IN THE SALON

N° 0

## REGENERATING SHAMPOO



### SULFATE FREE REGENERATING PREPARING SHAMPOO

Cleanses the hair fibre thoroughly by removing any residue or impurities, thus promoting the strengthening and anti-breakage action in the REHUB+ Specialist phases.

**Application:** apply the product on damp hair and wash thoroughly to eliminate any impurities.

Rinse with warm water and apply again massaging to obtain abundant, soft foam. Continue with a dedicated prolonged massage and then rinse.

960 ml - cod. 1477

N° 2

## REGENERATING TREATMENT



### SEALING SMOOTHING TREATMENT ON CUTICLE AND SPLIT ENDS

Seals the cuticle and split ends with a long-lasting smoothing action. Offers buoyancy and extreme softness without weighing down the hair, restoring the damaged hair fibre to its healthy condition.

**Application:** on carefully towel-dried hair, apply the product on the lengths and tips, massaging individual locks and focusing on the most damaged areas.

**Processing time:** from 10 to 20 minutes, then rinse with warm water.

480 ml - cod. 1472

N° 1

## REBUILDING FILLER



### INSTANT ANTI-BREAKAGE FILLER

Penetrates the hair fibre and strengthens it, generating new multiple bonds. Repairs damaged hair, restoring body and the resistance of healthy hair.

**Application:** wash and carefully towel-dried hair, then separate it into sections. Apply the product onto each single lock starting from the root, then gently massage, making the hair slip through your fingers, working your way to the ends.

**Processing time:** from 5 to 10 minutes, then rinse with warm water.

480 ml - cod. 1471

N° 3

## FINISHER OIL



### THERMO-PROTECTIVE ILLUMINATING PERFECTIONER OIL

Featuring an anti-frizz action, it offers a special and unique velvety finish, extraordinarily highlighting the hair's shine.

**Application:** on towel-dried hair, pour a few drops of product into the palm of your hand and spread evenly on the lengths and tips, then proceed to style without rinsing.

240 ml - cod. 1473

## THE GREEN HEART OF REHUB+ SPECIALIST

The ultra-performing action of the REHUB+ Specialist formulas is based on powerful active ingredients of natural origin that act in synergistic progression with **Keratins and Argan Oil**.

# SALON SERVICES

## TOTAL RECONSTRUCTION

Recommended for all hair types:

- to entirely regenerate the hair fiber from depth to the cuticle surface with multibonding anti-breakage effect and long-lasting split ends sealing effect.

## IN COMBINATION WITH THE COLOR SERVICE

After rinsing off the coloring mixture, make a shampoo with MEDITER HYDRA Shampoo, then make a second shampoo with REHUB+ N° 0 and proceed with the following phases.

Recommended for all hair types:

- to regenerate and fortify the treated hair fibre
- for an extraordinarily vibrant final cosmetic color
- to prolong color hold.

REHUB+ N° 0

REGENERATING  
SHAMPOO

REHUB+ N° 1

REBUILDING  
FILLER

REHUB+ N° 2

REGENERATING  
TREATMENT

REHUB+ N° 3

FINISHER  
OIL

## TO PROLONG THE EFFECT OF SALON TREATMENT

### THE HOME MAINTENANCE PROGRAMME KIT



REHUB+  
N° 0



REHUB+  
N° 4



REHUB+  
N° 3



cod. 1478C

### N° 0 REGENERATING SHAMPOO



SULFATE FREE REGENERATING  
PREPARING SHAMPOO

250 ml

### N° 4 PRO-REGENERATING MASK



MAINTENANCE LONG  
LASTING CARE MASK WITH  
MULTIBONDING AND  
SMOOTHING ACTION

250 ml

### N° 3 FINISHER OIL



THERMO-PROTECTIVE  
ILLUMINATING PERFECTING OIL

50 ml

# FAQ

## How long does the REHUB+ Specialist Reconstruction treatment last?

The powerful REHUB+ Multibonding Reconstruction Treatment offers an immediately visible and long-lasting result.

CARE EXTENDER EFFECT: the hair looks regenerated even after multiple washes.

## Can the REHUB+ Specialist Reconstruction Treatment be used on all hair types?

Yes, REHUB+ Specialist is able to improve the condition of all hair types:

- fine hair - the treatment offers body without weighing the hair down
- curly hair - the treatment offers improved definition and tone
- frizzy hair - the treatment performs a smoothing action
- dry hair - the treatment offers hydration, softness and shine.

## Can the REHUB+ Specialist Reconstruction treatment affect cosmetic hair color?

No, to the contrary REHUB+ Specialist Reconstruction, by smoothing and sealing the cuticles, enhances the hair's shine and offers a more vibrant and brilliant color.

## Should the REHUB+ Specialist Reconstruction Treatment be performed before or after a technical service?

The treatment should ideally be performed in salon after a technical service: its powerful regenerating action extraordinarily enhances the technical and cosmetic result following a coloring and bleaching service, favoring a longer duration of the cosmetic color.

## Doesn't the acidic pH of REHUB+ Specialist products inhibit the penetration of the active ingredients of the MULTIBONDING system?

No, the powerful active ingredients of the MULTIBONDING system, that characterize the Formulas, are most efficient with an acidic pH.

In particular, the keratins are low molecular weight protein hydrolysates (and therefore small sized), which efficiently penetrate the hair fibre even with an acidic pH.

NOTE: in case of particularly porous hair, the recommended processing time for REHUB+ N° 1 Rebuilding Filler should not be exceeded in order to avoid the excessive absorption of keratins and subsequent stiffening of the hair fibre.



## Is the treatment more efficient if used with a heat source?

The high concentration of active ingredients in REHUB+ formulas does not require the booster effect of a heat source to enhance the cosmetic result.

## How often should the REHUB+ Multibonding Reconstruction Treatment be performed in the salon?

The professional treatment should be performed once or twice a month depending on the condition of the hair fiber.

## In the case of hair fiber with brittle ends/split ends, is it possible to carry out a dedicated REHUB+ Specialist professional service?

It is recommended to perform the Split Ends Sealing Service, dedicated to all hair types:

- cleanse the hair with REHUB+ N° 0,
- apply REHUB+ N° 2 on carefully towel-dried hair, massaging lengths and ends, leave on for 10 minutes, then rinse,
- finalize the treatment with REHUB+ N° 3 applied to towel-dried hair as pre-styling and at the end of styling, as final protection.

## Once the salon professional treatment has been performed, which products can be used for maintenance at home?

REHUB+ Specialist Multibonding

Reconstruction proposes a Maintenance Programme contemplating the following products:

- REHUB+ N° 0 – Regenerating Shampoo
- REHUB+ N° 4 – Pro-Regenerating Mask
- REHUB+ N° 3 – Finisher Oil

The Maintenance Programme, carried out at home on a weekly or bi-monthly basis depending on the condition of the hair fiber, maintains the cosmetic result offered by the Professional Reconstruction Treatment REHUB+ Specialist\*, extending the time between two treatments carried out in the salon.

Enhanced CARE EXTENDER EFFECT: hair is maintained perfectly regenerated and fortified throughout the course of the REHUB+ Specialist professional and maintenance treatments.

*\*The result at home can only be obtained following the execution of the Professional treatment in the salon.*

# REHUB+ SPECIALIST

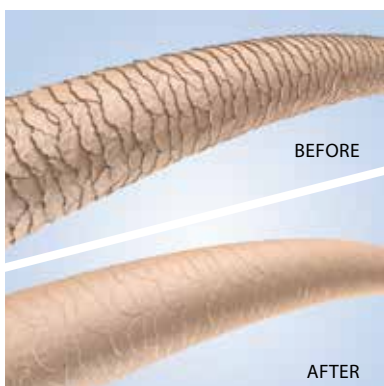
## THE BIO-ACTIVE LAMINATION

### REGENERATES THE HAIR SURFACE FOR A LONG-LASTING MIRROR-EFFECT SHINE.

It produces a targeted regeneration of the hair surface, imparting a mirror-effect intense shine.

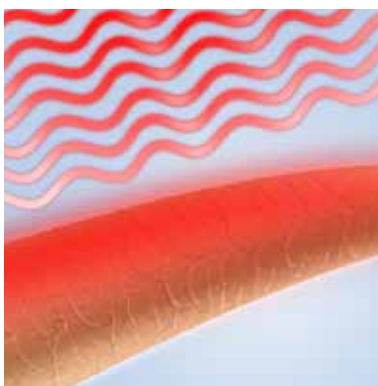
It acts by rebuilding the hair fiber, in maximum lightness, enhancing the technical and cosmetic results of professional services.

### REHUB+ SPECIALIST TECHNOLOGY ACTS ON THREE LEVELS:



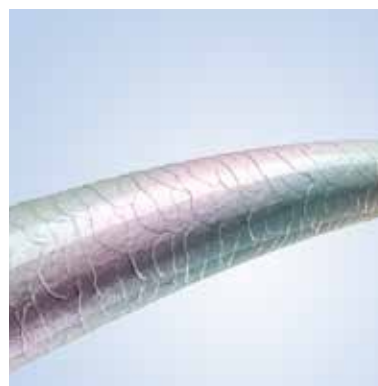
#### SEALING ACTION WITH REHUB+ N° 2

It performs an external regenerating action - with long-lasting smoothing and sealing action on cuticles and split ends - while restoring body and softness to the hair fiber.



#### THERMO-LAMINATION WITH REHUB+ N° 6

The heat source (hairdryer and flat iron) activates a reaction with anti-frizz taming effect and fortifying protection while perfecting the sealing action.



#### MIRROR EFFECT WITH REHUB+ N° 7

Ultra-glossing active ingredients, fixing itself on the hair fiber, generate a light, ultra-shiny film resulting in an amazing final mirror-effect.

# THE 4 PRODUCTS TO USE IN THE SALON

LAMINATION  
MIRROR-EFFECT  
MAXIMUM  
LIGHTNESS

## N° 0

### REGENERATING SHAMPOO



#### SULFATE FREE REGENERATING PREPARING SHAMPOO

Cleanses the hair fibre thoroughly by removing any residue or impurities, thus promoting the strengthening and anti-breakage action in the REHUB+ Specialist phases.

**Application:** apply the product to damp hair and cleanse thoroughly to eliminate any impurities.

Rinse with warm water and apply again massaging to obtain abundant, soft foam. Continue with a dedicated prolonged massage and then rinse.

960 ml - cod. 1477

## N° 6

### SEALING LAMINATING GEL



#### THERMO-SEALING DISCIPLINING ANTI-FRIZZ GEL

Perfectly seals and smoothes the cuticles with a long-lasting effect, for a long-term and shampoo-resistant cosmetic result, preparing the hair for the glossing action of REHUB + N° 7.

**Application:** divide the carefully towel-dried hair into 4 sections and apply on each section:

- 1 dose (1 ml) -> short hair
- 2 doses (2 ml) -> medium/long hair
- 3 doses (3 ml) -> long or thick hair

Dispense the product in the palm of hand and distribute evenly, massaging strand by strand along the lengths to the ends and then perform the heat-activated lamination.

**Thermo-Lamination:** dry the hair using a flat brush and hairdryer. In case of very dull and frizzy hair, finish with a straightener/flat iron at 180° C: starting from the nape of the neck, proceed by sliding the straightener/flat iron from root to ends, making 3 to 4 passes per strand. When the thermo-lamination stage has been completed, rinse.

250 ml - cod. 1497

## N° 2

### REGENERATING TREATMENT



#### SEALING SMOOTHING TREATMENT ON CUTICLE AND SPLIT ENDS

Offers buoyancy and extreme softness without weighing down the hair, restoring the damaged hair fibre to its healthy condition.

**Application:** On carefully towel-dried hair, apply the product on the lengths and tips, massaging individual locks and focusing on the most damaged areas.

Processing time: 10 minutes, then rinse with warm water.

480 ml - cod. 1472

## N° 7

### PERFECTOR LAMINATING FLUID



#### INSTANT POLISHING LAMINATING FLUID

Perfector laminating fluid with instant polishing action.

Finishes and perfects the REHUB+ Specialist Lamination treatment, adding a mirror shine to the hair surface making the hair soft, light and flowing.

**Application:** apply the product on damp hair along the lengths until saturated - average dose 40 ml (37 g). Massage the lengths and ends gently for a short time, then rinse thoroughly and style as preferred. In case of thick and very frizzy hair, it is recommended to leave it on for 3 to 5 minutes. Its formula consists of lipophilic active ingredients and high performance, natural, waxy emollients in liquid form which are instantly fixed to the surface of the hair when they come into contact with water, producing a mirror-shine effect. The hair fiber acquires instant ultra-shine and softness for light and flowing locks.

500 ml - cod. 1499

## THE GREEN HEART OF REHUB+ SPECIALIST

The high-performance action of REHUB+ Specialist Lamination treatment formulas is based on powerful active ingredients which work in combination with **HyperFermented plant based Extracts and Bio-mimetic Keratins**.

# SALON SERVICES

## LAMINATION

Recommended for all hair types:

- to regenerate the hair surface, with a long duration
- for a mirror-effect shine
- as a regulating anti-frizz treatment, in maximum lightness for flowing hair.

## LAMINATION COMBINED WITH COLORING/ BLEACHING SERVICE

After rinsing off the coloring or bleaching mixture, make a Shampoo with MEDITER HYDRA Shampoo, then make the second shampoo with REHUB+ N° 0 and proceed with the next steps.

Recommended:

- for an extraordinarily shiny, vibrant and longer lasting cosmetic color
- for an extraordinarily shiny lightening result and intensely brilliant blondes.

REHUB+ N° 0

REGENERATING SHAMPOO

REHUB+ N° 2

REGENERATING TREATMENT

REHUB+ N° 6

SEALING LAMINATING GEL

REHUB+ N° 7

PERFECTOR LAMINATING FLUID

## LAMINANT RECONSTRUCTION

Recommended for all hair types:

- to obtain the perfect total reconstruction – from depth to the cuticle surface - with final mirror-effect shine.

REHUB+ N° 0

REGENERATING SHAMPOO

REHUB+ N° 1

REBUILDING FILLER

REHUB+ N° 2

REGENERATING TREATMENT

REHUB+ N° 6

SEALING LAMINATING GEL

REHUB+ N° 7

PERFECTOR LAMINATING FLUID

## TO PROLONG THE EFFECT OF SALON TREATMENT

### THE HOME MAINTENANCE PROGRAMME KIT



REHUB+ N° 0

+



REHUB+ N° 4

+



REHUB+ N° 7



cod. 1498C

N° 0

REGENERATING SHAMPOO



SULFATE FREE REGENERATING PREPARING SHAMPOO

250 ml

N° 4

PRO-REGENERATING MASK



MAINTENANCE LONG LASTING CARE MASK WITH MULTIBONDING AND SMOOTHING ACTION

250 ml

N° 7

PERFECTOR LAMINATING FLUID



INSTANT POLISHING LAMINATING FLUID

250 ml

# FAQ

## How often is it recommended to perform the REHUB+ Specialist Professional Lamination in salon?

It is recommended to perform the professional treatment in the salon once a month. The home maintenance programme can prolong the time that elapses between two professional treatments carried out in the salon, by reactivating the cosmetic result obtained in the salon.

## How often is it recommended to use maintenance products at home?

The Maintenance Programme, carried out at home on a weekly basis, keeps the hair perfectly smooth, renewing - with each application - a mirror-effect shine and extreme softness.

## Can the REHUB+ Specialist Lamination be used on all hair types?

Yes, the REHUB+ Specialist Lamination improves the condition of the cuticle surface of all hair types, from fine to thick, frizzy and curly hair, enhancing the shine of all hair types with a mirror effect, including natural, healthy hair.

## Is the cosmetic color of hair affected by the REHUB+ Specialist Professional Lamination?

No, quite the opposite, in fact, the REHUB+ Specialist Lamination seals and laminates the cuticles, thus protecting the cosmetic color and prolonging its duration. It also adds a mirror shine to the hair fiber, making the color extraordinarily bright.

## Should the REHUB+ Specialist Lamination be performed BEFORE a technical service?

Yes, there are no contraindications.

## Can an incorrect application of REHUB+ N° 6 SEALING LAMINATING Gel affect the final result?

Yes, it is important to follow the instructions regarding the quantity of REHUB+ N° 6 SEALING LAMINATING Gel to be applied: an excess use of the product, followed by inaccurate rinsing, could lead to unnecessary heaviness of the hair fiber.

## When is the use of the plate recommended during the REHUB+ Specialist Lamination?

The use of the straightener is recommended - in the THERMO-LAMINATION phase, as it allows to enhance the heat-activated anti-frizz sealing action, and - at the end of styling, to extraordinarily enhance the mirror-effect shine.

## Can the use of a REHUB+ N° 7 Perfector Laminating Fluid maintenance programme, with an alcohol-based formula, affect the duration of cosmetic colour?

No, the protective waxy emollients in the formula guarantee respect for the cosmetic color.



## Can REHUB+ N° 7 Perfector Laminating Fluid be used as an instant shine treatment?

Yes, it can. REHUB+ N° 7 Perfector Laminating Fluid - used as an instant shine product - immediately adds extreme shine to your hair whenever needed.

## Is it possible to integrate the REHUB+ Specialist Lamination Treatment with the toning service offered by BBColor PIGMA Pigmented Mask?

Yes, the combination of the two services extraordinarily enhances the color result, that will be more vibrant and brilliant thanks to the regenerating and shining action on the hair fiber.

The Laminating Toning Service:

- cleanse the hair with REHUB+ N° 0,
- prepare a mixture with REHUB+ N° 2 and the desired BBColor PIGMA nuance in a 1:1 ratio, apply the mixture to carefully towel-dried hair, leave on for 10 minutes, then rinse,
- proceed with the application of REHUB+ N° 6 and REHUB+ N° 7, according to the REHUB+ Specialist Lamination Professional Programme.

## What difference is there between the REHUB+ Specialist Reconstruction service and Lamination service?

The REHUB+ Specialist Reconstruction service is a powerful professional treatment for the instant repair of the hair fiber which reconstructs it from within, adding body and strength with a regenerating smoothing-sealing action that restores the integrity of healthy hair. The Professional REHUB+ Specialist Lamination offers targeted reconstruction of the surface of the hair fiber, with a long-lasting, superior sealing action that results in an intense, mirror-effect shine.

## What differences are there between the REHUB+ Specialist BIO-ACTIVE Lamination and semi-permanent chemical laminations?

The immediate effect produced by semi-permanent chemical laminations has short- to medium term consequences. The 'reversible' reaction between the chemical molecules and the hair keratin has a negative and permanent effect on the integrity of the hair structure which also affects the results of subsequent technical services, such as hair coloring (change in the expected color).

REHUB + Specialist BIO-ACTIVE Lamination, however, which bases its high-performance action on powerful, natural active ingredients, regenerates the hair fiber, thus improving its long-term quality and enhancing the technical and cosmetic result of subsequent professional services.

## Can the REHUB+ Specialist Lamination treatment be performed on hair that has been treated with semi-permanent chemical laminations or Brazilian keratin straightening?

The REHUB+ Specialist BIO-ACTIVE Lamination has not been tested on hair that has been previously treated with semi-permanent chemical lamination or Brazilian straightening. Helen Seward's professional experience confirms that the regenerating action offered by the REHUB+ Specialist Lamination service has the power to renew sensitised hair fiber (after chemical lamination treatment) and enhance its quality and appearance.

# REHUB+ SPECIALIST

## THE MULTIBONDING BLEACHING

### THE LIGHTENING THAT HYDRATES AND PROTECTS THE HAIR FOR A PERFECT BLOND.

During the lightening process, natural or cosmetic pigments in the hair fiber are eliminated by degradation in order to achieve a lighter color. This process inevitably degrades the internal bonds and the cuticle surface and leads the hair to a non-optimal condition.

REHUB+ Specialist **MULTIBONDING LIGHTENING SYSTEM** offers the ideal products to create a perfect blonde in maximum protection of the hair fiber. The innovative technology comes from the combined action of the bleaching powder with integrated protection and the protective emulsion with a high degree of hydration: a new ultra-performing system that allows you to create light to strong lightening for a customizable result while respecting the hair.

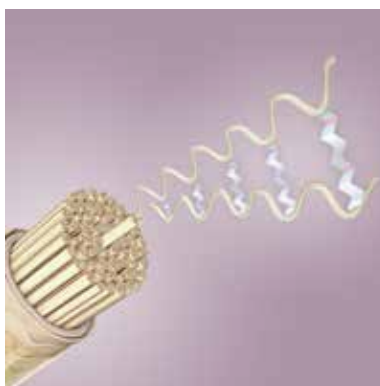
REHUB+ MULTIBONDING LIGHTENING SYSTEM products are **ideal for those who frequently undergo lightening and bleaching**.

### THE REHUB+ SPECIALIST TECHNOLOGY: 3 ACTIONS IN ONE



#### 1 - ANTI-BRASS EQUALIZING LIGHTENING

Guarantees gradual lightening with an antibrass and equalizing effect for a uniform result and perfect cool blondes.



#### 2 - MULTIBONDING ANTI-BREAKAGE PROTECTION

Generates new bonds in the hair fiber, 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.

## THE 2 PRODUCTS TO USE IN THE SALON

N° 9

MULTIBONDING  
LIGHTNER



### COMPACT LIGHTENING POWDER WITH INTEGRATED MULTIBONDING 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 fiber 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.

500 g - cod. 1474

N° 5

MULTIBONDING  
MODULATOR



### SUPER-MOISTURIZING EMULSION WITH MULTIBONDING PROTECTION

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.

960 ml - cod. 1475

### INNOVATIVE GREEN ACTIVE

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 fiber.

# USE IN THE SALON

## 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
OPEN AIR LIGHTENING AND BALAYAGE	1:1 E.g.: 20g + 20g (Developer)	No Modulator	30/50 min.	UP TO 9 TONE LEVELS 
MULTI-TECHNIQUE EXTREME LIGHTENING	1:1,5 Es.: 20g + 30g (Developer)	No Modulator	30/50 min.	UP TO 9 TONE LEVELS 
LIGHTENING WITH FOILS ON MEDIUM-DARK BASES	1:1,5 Es.: 20 g + 30 g (Developer)	3:1 + 7 g (Modulator)	30/50 min.	UP TO 8 TONE LEVELS 
LIGHTENING WITH FOILS ON MEDIUM-LIGHT BASES	1:1,5 Es.: 20 g + 30 g (Developer)	2:1 + 10 g (Modulator)	30/50 min.	UP TO 7 TONE LEVELS 
FULL HEAD BLEACHINGS	1:2 Es.: 20 g + 40 g (Developer)	2:1 + 10 g (Modulator)	20-50 min.	UP TO 6 TONE LEVELS 
FULL HEAD BLEACHING CONDITIONER	1:3 Es.: 10 g + 30 g (Developer)	1:1 + 10 g (Modulator)	20-30 min.	UP TO 3 TONE LEVELS 

# FAQ

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

We recommend the REHUB+ Multibonding Lightening System whenever a bleaching service has to be 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, as well as hair that is difficult and refractory/resistant to color. It efficiently removes even the darkest pigments and offers intense, equalizing lightening for a uniform result even on treated hair fiber. It is ideal for extreme bleaching while respecting the hair fiber.

## **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 adherence to the hair fiber 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 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 fiber. The effective technical lightening action of the product is controlled by powerful systems of active ingredients which

- both in case of healthy hair (in good condition),
- both in case of 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 can be recommended after the lightening service with REHUB+ Multibonding Lightening System to maintain the anti-breakage protection and for long-lasting regeneration and sealong action which enhances the hair beauty.

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

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

# REHUB+ SPECIALIST

## METAL EQUALIZER

NEW

### NEUTRALIZING EQUALIZING ANTI-BREAKAGE FLUID

The hair undergoes various degrees of deterioration attributable to the action of chemical, mechanical or environmental agents and generally presents more important alterations on length, compared to regrowth which is healthier and more compact. The treated length becomes more 'porous' and permeable to water: the presence of metal ions in the hair fiber - which penetrate through exposure to water - and the increased porosity could lead, during coloring and bleaching treatments, to non-optimal technical results with an increased risk of damage to the hair fiber.

The REHUB+ Specialist equalizing chelating fluid, applied before a coloring or bleaching treatment, guarantees:

- anti-breakage protection, inactivating metals with its chelating action,
- optimal, uniform and reliable technical result, thanks to its equalizing action which intervenes selectively where the hair fiber is most damaged.

### REHUB+ SPECIALIST TECHNOLOGY OFFERS:

#### CHELATING PROTECTION

It inactivates the metals present inside the hair fiber with its chelating action, protecting the hair during the permanent coloring and bleaching service.

#### EQUALIZING ANTI-BREAKAGE PROTECTION

It acts with equalizing effect, enhancing the resistance of the hair fiber.

#### ARGININE pH BALANCE

Arginine, an essential amino acid, acts in the formula by delicately regulating the pH (alkaline), preparing the hair for the next technical service and protecting it during the coloring and bleaching process.

### THE GREEN HEART OF REHUB+ SPECIALIST

Chelating active ingredient 100% of natural origin, particularly effective in an alkaline environment: it is able to bind to metals forming complexes which 'inactivate' them and then favor their removal during the rinsing phase.

## N° 8 METAL EQUALIZER



### NEUTRALIZING EQUALIZING ANTI-BREAKAGE FLUID

**Application:** on dry hair, spray the product from roots to ends, section by section. Massage and comb through for even distribution.

Processing time: leave to dry in the open air for a few moments. Proceed with the execution of the technical service.

480 ml - cod. 1500

## FAQ

### When is the use of the product recommended?

The use of the product as an equalizing anti-breakage protection is always recommended before technical coloring and bleaching services. It is recommended to use the product in case of porous hair, from sensitized to damaged.

IMPORTANT NOTE: always carry out the diagnosis before carrying out a coloring or bleaching service with the help of the product.

### Can the product be used on all hair types?

Yes, the product is particularly suitable for the protection of sensitized/damaged hair but it is always recommended to ensure optimal technical results and protection of the quality of the hair fiber on all hair types, even on untreated hair.

### Can the product negatively affect the technical result?

The formula was developed to offer equalizing protection while favoring

- in the case of a permanent coloring service, a reliable technical result, perfect in terms of coverage, fullness and uniformity of reflections,
- in the case of a bleaching service, reliable and more uniform lightening.

*It is important to follow the instructions for use, favoring the absorption of the product and avoiding saturating the hair with an excessive amount of product which would lead to consequent dilution of the coloring or bleaching mixture to be applied afterwards.*

### Why does the formula have an alkaline pH?

The alkaline pH allows to prepare the hair for the subsequent technical treatment: the pH is regulated by the presence of Arginine, a delicate alkalizing agent, highly affine to the hair and active ingredient in the equalizing anti-breakage protection offered by the formula.

### Can the product be used after the technical service?

No. The formula has been specifically designed to prepare the hair fiber for subsequent technical services, offering anti-breakage chelating protection and counteracting the harmful action of heavy metals in the presence of hydrogen peroxide.

### Is the product compatible with all coloring and bleaching brands?

Yes.

# REHUB+ SPECIALIST

## S.O.S. WHEN AND HOW TO USE THE PRODUCTS INDIVIDUALLY

### N° 0 REGENERATING SHAMPOO



REGENERATING FORTIFYING CLEANSING  
ANTI-BREAKAGE LONG LASTING ACTION

FOR ALL HAIR TYPES AND HAIR TEXTURES

Recommended **in the salon**, following technical services,  
and for frequent use (**home use**) on all hair types.

Ideal for weakened, fragile hair with a tendency to break:  
its protective anti-breakage action intensifies application  
after application.

**RESULT:** stronger and brighter hair

250 ml - cod. 1476

960 ml - cod. 1477

### N° 1 REBUILDING FILLER



DEEP INSIDE HAIR RECONSTRUCTION  
POWERFUL ANTI-BREAKAGE LONG-LASTING ACTION

FOR ALL HAIR TYPES AND HAIR TEXTURES

Recommended for a **Quick Deep Reconstruction Service**  
for all hair types: ideal for bodyless, weakened hair and/or  
with a tendency to break.

NOTE: apply a rinse-off conditioning product afterwards.

**RESULT:** fortified hair regains new body and brightness.

480 ml - cod. 1471

# REHUB+ SPECIALIST

## N° 2 REGENERATING TREATMENT



PERFECT HAIR CUTICLE RECONSTRUCTION  
MAXIMUM SPLIT ENDS SEALING ACTION  
ANTI-BREAKAGE LONG LASTING ACTION  
COLOR PROTECTION

FOR ALL HAIR TYPES AND HAIR TEXTURES

Recommended as a powerful restructuring mask and color sealer for all hair types following a technical service. Always to be proposed in case of opaque, dull, porous hair and/or with split ends.

Ideal for a ***Split Ends Sealing Service***.

**RESULT:** instantly regenerated, bright and very soft hair fiber, reduction of split ends and vivid, brilliant, long-lasting cosmetic color.

480 ml - cod. 1472

## N° 3 FINISHER OIL



MAXIMUM THERMAL PROTECTION  
SHINE  
ANTI-FRIZZ ACTION  
COLOR PROTECTION  
MAXIMUM LIGHTNESS

FOR ALL HAIR TYPES AND HAIR TEXTURES

### AT THE SALON

Always recommended as a finish (*dry hair - end of styling*) to enhance the result of technical services carried out in the salon on all hair types.

Ideal as a pre-styling (*wet hair*) in case of frizzy and sensitized hair, to favor maximum heat-protection and an easy styling.

**RESULT:** very bright, disciplined, extraordinarily soft hair, protected cosmetic color.

### MAINTENANCE (HOME USE)

Recommended daily on all hair types to protect the hair fiber and the cosmetic color. Ideal pre-styling in case of sensitized hair and hair subject to frequent 'aggressive' styling (use of straighteners/flat irons and/or curling irons).

**RESULT:** always protected hair, very bright and soft hair lengths, longer-lasting color.

240 ml - cod. 1473

50 ml - cod. 1478

N° 4  
PRO-REGENERATING  
MASK



ANTI-BREAKAGE ACTION  
SMOOTHING ACTION  
COLOR PROTECTION

FOR ALL HAIR TYPES AND HAIR TEXTURES

**MAINTENANCE (HOME USE)**

Recommended as a conditioning mask for hair subjected to technical services (coloring, bleaching, waving, straightening), it regenerates and renews the hair fiber with each application.

**USE:** on towel-dried hair, apply the product to lengths and ends, massaging individual strands. Leave on for 5-10 minutes, then rinse.

**RESULT:** very bright, full-bodied, soft and perfectly smooth hair, longer-lasting cosmetic color.

250 ml - cod. 1479

N° 5  
MULTIBONDING  
MODULATOR



SUPER-MOISTURIZING ACTION  
ANTI-BREAKAGE LONG LASTING ACTION  
COLOR PROTECTION

FOR ALL HAIR TYPES AND HAIR TEXTURES

Recommended at the hair salon following technical services such as super-moisturizing conditioning balm for all types of hair, ideal for treated and dehydrated hair.

**RESULT:** full-bodied, soft, fortified, elastic and shiny hair.

960 ml - cod. 1475

N° 6  
SEALING  
LAMINATING GEL



THERMO-ACTIVATED ANTI-FRIZZ ACTION  
HIGH SEALING ACTION  
ANTI-BREAKAGE ACTION

FOR ALL HAIR TYPES AND HAIR TEXTURES

Recommended as an **Intensive Anti-Frizz Treatment** on all hair types.  
**NOTE:** apply a rinse-off conditioning product afterwards.

**RESULT:** shiny, perfectly disciplined and sealed hair with reduction of split ends.

250 ml -cod. 1497

# SHINE FLASH SERVICE

## N° 7 PERFECTOR LAMINATING FLUID



INSTANT SHINE - MIRROR EFFECT  
INSTANT SMOOTHING ACTION  
VERY INTENSE COLOR  
MAXIMUM LIGHTNESS

FOR ALL HAIR TYPES AND HAIR TEXTURES

### AT THE SALON

Used as an **Instant Shine Service** on all hair types, it enhances natural and cosmetic color.

Ideal for porous and frizzy hair: it reduces porosity with an instant smoothing and disciplining action.

### MAINTENANCE (HOME USE)

Recommended as a **lamellar conditioner** on all hair types to renew **mirror-effect shine**.

**RESULT:** shiny, very soft, flowing, light and perfectly disciplined hair, more intense and extraordinarily brilliant color.

500 ml - cod. 1499

250 ml - cod. 1498

40 ml - cod. 1501



*Helen Seward*  
M I L A N O



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