

INNOVEX⁺
HAIR PROTECTION SCIENCE



**The Most Efficient
Technological INNOVATION
In One Product**

INNOVEX⁺
HAIR PROTECTION SCIENCE



**ACTIVELY REBUILDS HAIR
DURING CHEMICAL
SERVICES**

USE MANUAL





PERFORMANCE

INNOVEX* is an advanced professional hair system that protects and rebuilds hair during any other type of chemical hair treatment: hair coloring, bleaching, straightening and permanents.

NIO-REBUILDING COMPLEX

The Swiss Innovex-Khenz laboratories have developed the molecular technology NIO-REBUILDING COMPLEX, an innovative complex composed of naturally derived powerful active ingredients that act in synergy to prevent damage to hair.

10 specifically selected amino acids and active ingredients, including pomegranate seed oil, yeast extract and blueberry extract, directed deep into specific zones in the hair cortex thanks to Niosoma, a revolutionary delivery system.

The blend of amino acids contained in Innovex Builder guarantees correct rebuilding and fusing of the bonds between the keratin fibers in the hair, which may have been damaged by chemical processing, since keratin is a protein and therefore constituted by a sequence of amino acids.

The combined action of these precious elements act inside of the hair, resulting in strong, elastic, hydrated hair resistant to further breakage.

ACTIVE INGREDIENTS

POMEGRANATE SEED OIL

Powerful antioxidant and hydration with anti-ageing benefits.

It contains a high concentration of punicic acid, a fatty acid known for its elevated antioxidant and hydrating properties. Rich in lipids and essential nutrients, it leaves hair soft, elastic and hydrated.

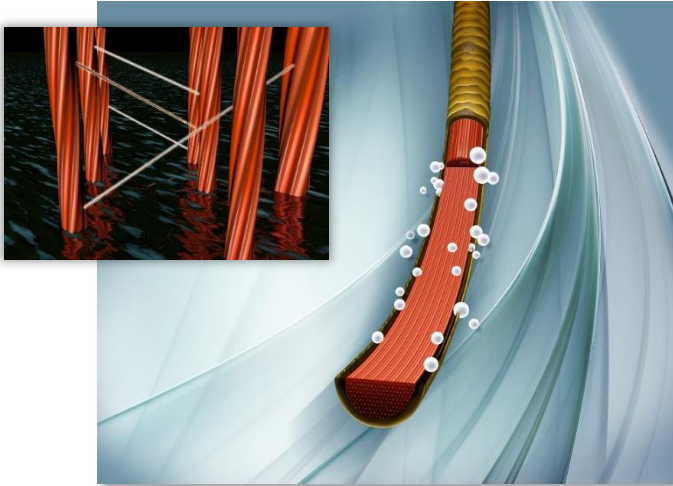
YEAST EXTRACT

Containing vitamins, proteins and amino acids, the main components of NMF (Natural Moisture Factors), fundamental for enriching, re-densifying and rebuilding the structure of hair.

BLUEBERRY EXTRACT

Provides a hydrating and antioxidant action.

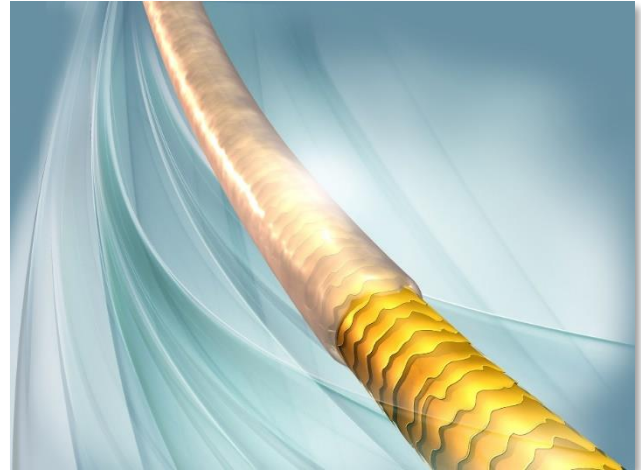
THE SYSTEM: How does it work



STEP 1 - BUILDER

INSIDE ACTION

- Rebuild the hair cortex
- Hydrates



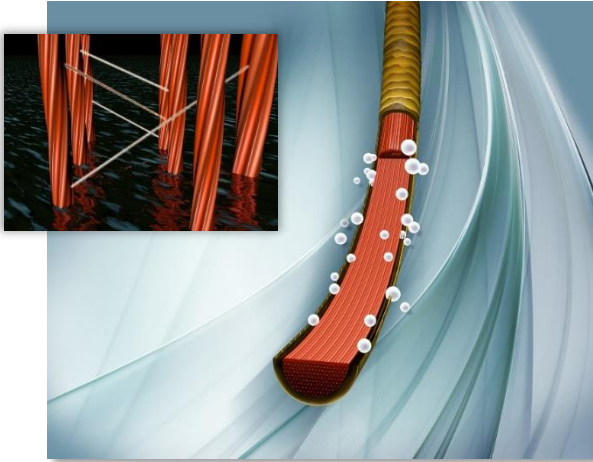
STEP 2 - FORTIFIER

OUTSIDE ACTION

- Fusing between the keratin bonds
- extra-nourishing

THE SYSTEM: How does the STEP 1 work

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STEP 1 - BUILDER

INSIDE ACTION

Innovex BUILDER contains:

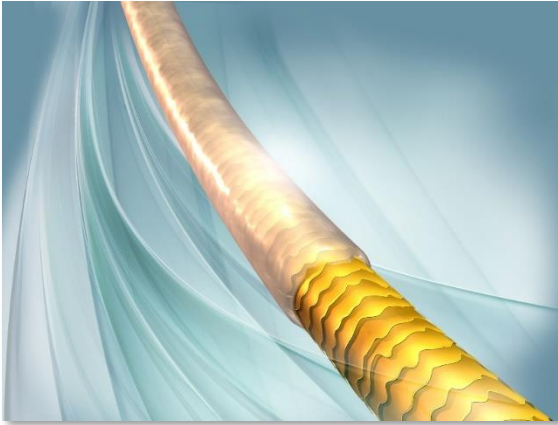
- **10 specifically selected amino acids** that constituted the structure of hair in nature.

The blend of these amino acids, in association with the active ingredients as pomegranate seed oil, yeast extract and blueberry extract, directed to the hair cortex, guarantees a correct **rebuilding and fusing of the bonds between the kartin fibers** in the hair.

- Sodium PCA and filmogenic polymers as the PVP: substances appointed to increaese and **preserve the level of hydration** of the hair.

The combined action of these active ingridients **act inside of the hair cortex**, exactly where hair color, bleaching, straighteners and permanents act, **build and strenght the bonds between the keratin fibers and offer hydration** during the chemical process.

THE SYSTEM: How does the STEP 2 work



Innovex cream treatment FORTIFIER **fuses the bonds** created inside the hair and **seal the cuticle** providing in the same time extra nourishment and hydration.

STEP 2 - FORTIFIER

OUTSIDE ACTION

THE INNOVEX SYSTEM

STEP 1 - BUILDER N° 1

- Solution to mix with the chemical compound for the pre-selected hair treatment.
- It reinforces and creates new keratin bonds to protect the internal structure of the hair.
- It re-densifies and rebuilds hair, giving it new strength and elasticity.
- It does not interfere with DEVELOPMENT TIMES, METHODS OF USE and the RESULTS obtained from the hair treatment products being used.

STEP 2 - FORTIFIER N° 2

- Post-treatment cream that fuses the bonds created by the Builder treatment.
- It further nourishes and hydrates hair, leaving it soft and silky.

NO PARABEN, SILICON, SULPHATE, GLUTEN



HAIR COLOR

Mix hair color cream with the necessary quantity of peroxide, as usual
Then add:

1ml of BUILDER - N° 1
every 10 gr of hair color cream

Example: with 60 ml of hair color cream + 60 ml of peroxide
(1:1 mixing ratio) add **6 ml of BUILDER - N° 1**.

Apply hair color and process it as usual, rinse thoroughly and shampoo.

Apply FORTIFIER - N° 2 evenly in the necessary quantity along the entire length of the hair and leave on for a minimum of 5 minutes.

Rinse thoroughly and blow dry.

Using the same mixing ratio with BUILDER for DIRECT COLORS
(1ml of Builder N° 1 every 10 gr of direct color).

Feel free to apply the selected direct color shade right after the bleaching treatment.

Apply FORTIFIER - N° 2 and leave on for a minimum of 5 minutes.

Rinse thoroughly and blow dry.



ULTRA LIGHTENERS

Mix hair color cream with the necessary quantity of peroxide, as usual.
Then add:

7,5 ml of BUILDER - N° 1
every 50 gr of hair color cream

Example: with 50 ml of hair color cream + 100 ml of peroxide
(1:2 mixing ratio) add **7,5 ml of BUILDER - N° 1**.

Apply hair color and process it as usual, rinse thoroughly
and shampoo.

Apply FORTIFIER - N° 2
evenly in the necessary quantity along the entire length of the hair and
leave on for a minimum of 5 minutes.
Rinse thoroughly and blow dry.



BLEACHING POWDER

(FOR ALL TYPES OF BLEACHING TREATMENTS:
bleaching, highlights, balayage, chatouche)

Mix the bleaching powder with the necessary quantity of peroxide, as usual.

Then add:

2 ml of BUILDER - N° 1
every 10 gr of bleaching powder

Example: lightening treatment
with 20 gr of bleaching powder + 40 ml of peroxide,
add 4 ml of BUILDER - N° 1.

Mix and proceed with application as usual.
Rinse thoroughly and then shampoo.

Apply FORTIFIER - N° 2
evenly in the necessary quantity along the entire
length of the hair and leave on for a minimum
of 5 minutes.
Rinse thoroughly and blow dry.



REVITALIZING TREATMENT

(USING THE PURE PRODUCT)

After shampooing, mix:

10 ml of BUILDER - N° 1

+

15 ml of FORTIFIER N° 2



Apply the product from roots to ends.
Expose hair to a heat source for 15 minutes.
Rinse thoroughly.

Apply FORTIFIER - N° 2 a second time, evenly from
roots to ends, and leave on for 2-3 minutes.
Rinse thoroughly and blow dry.





CHEMICAL STRAIGHTENING

After shampooing, apply the straightening cream as usual, then rinse thoroughly.

Mix:

2 ml of BUILDER N° 1
every 10 ml of Neutralizer

Apply the necessary quantity of the mixture with neutralizer.
Leave it on then rinse thoroughly.

Apply FORTIFIER - N° 2 evenly in the necessary quantity along the entire length of the hair and leave on for at least 5 minutes.
Rinse thoroughly and blow dry.

KERATIN STRAIGHTENING

After application of keratin preparing shampoo. Mix:

1 ml of BUILDER - N° 1
every 10 ml of keratin straightening cream

Apply the mixture according to the usual process. Rinse thoroughly.
Apply the keratin treatment conditioner and rinse.

Apply FORTIFIER - N° 2 evenly in the necessary quantity along the entire length of the hair and leave on for at least 5 minutes.
Rinse thoroughly and blow dry.

PERMS

Follow the normal perm application process, then rinse thoroughly.

Mix:

**2 ml of BUILDER N° 1
every 10 ml of Neutralizer**

Apply the necessary quantity of the mixture with neutralizer.

Leave it on for the necessary developing time then remove the curlers.

Rinse thoroughly.

Apply FORTIFIER - N° 2

and saturate the hair from the roots to the ends. Leave on for 5 minutes.

Rinse thoroughly and blow dry.

When the hair are very damaged, we suggest to do the Innovex⁺ Revitalizing Treatment before to apply the curlers.



SUMMARY TABLE



HAIR COLORING TREATMENTS

SERVICE	PHASE 1 MIXING RATIO	PHASE 2
HAIR COLOR	1 ml of BUILDER N° 1 every 10 gr of hair color	Apply FORTIFIER N° 2 in the necessary quantity according to the length of the hair. Leave on for at least 5 minutes. Rinse.
ULTRA LIGHTENERS	7.5 ml of BUILDER N° 1 every 50 gr of hair color	
BLEACHING POWDER	2 ml of BUILDER N° 1 every 10 gr of bleaching powder	
REVITALIZING TREATMENT	10 ml di BUILDER N° 1 + 15 ml di FORTIFIER N° 2	



STRAIGHTENING AND PERMANENT TREATMENTS

SERVICE	PHASE 1 MIXING RATIO	PHASE 2
CHEMICAL STRAIGHTENING	2 ml of BUILDER N° 1 every 10 ml of neutralizer	Apply FORTIFIER N° 2 in the necessary quantity according to the length of the hair. Leave on for at least 5 minutes. Rinse.
STRAIGHTENING WITH KERATIN	1 ml of BUILDER N° 1 every 10 ml of keratin straightening cream	
PERM	2 ml of BUILDER N° 1 every 10 ml of neutralizer	

Intro Pack

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Kit Includes

- 1 x Innovex Builder N°1 (600 ml)
- 2 x Innovex Fortifier N°2 (600 ml)
- 1 x Pump for Fortifier
- 1 x Measuring Cup
- 1 x User Manual

Up to 100
Applications

Cost £145.00

Made in Switzerland



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