

LOVEPLEX

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OTTO KEUNIS®



HOME USE
Healthy Maintenance

Perfecting Blonde System

***FREE OF:**
Sulfate
Silicone
Paraben
Gluten

OTTO KEUNIS
LOVEPLEX
WITH ARGAN OIL AND COCONUT OIL
SULFATE-FREE SILICONE-FREE
Platinum Blonde Daily Shampoo
Formulated for:
• Argan oil & coconut oil rich
• Reduces unwanted gold, yellow or brassy tones
• FREE OF: Sulfate, Silicone, Parabens, Gluten
• Mild wash scalp balance
• Anti-hair loss & Anti-dandruff
300ml e 10.14fl. oz.



SALON USE
Professional

Perfecting Blonde System

Professionally neutralizes unwanted yellow and brassy tones

OTTO KEUNIS
LOVEPLEX
WITH ARGAN OIL AND COCONUT OIL
Professional Use Platinum Blonde Shampoo
Formulated for:
• Argan oil & coconut oil rich
• Professionally neutralizes unwanted yellow and brassy tones
• Intensifies hair's natural colour & leaving hair shiny and healthy
• Sulfate & silicone free
1000ml e 33.8 fl. oz.

Professional Use Platinum-Blonde PLEX Bleaching Pre-Care

Platinum Blonde Plex reduces unwanted gold, yellow or brassy tones, intensifies hair's natural colour and adds superior gloss and shine. Coconut oil and argan oil protects and nourishes hair while processing. Main advantage of the miraculous product Platinum Blonde Plex is that it prevents problems encountered by hairdresser when bleaching hair such as splitting, burning and hair loss. As is known, bleaching powders and creams damage hair when used. Platinum Blonde Plex prevents splitting, burning and hair loss while bleaching the hair. Platinum Blonde Plex perfectly repairs the hair by being absorbed rather than feeding the hair externally, help lifting and multiplies bonds and cross-links broken bonds.

DIRECTIONS

After shaking, spray evenly to each hair strand around 7ml-10ml depending on hair length and thickness to wet hair and apply brushing. Dry the hair completely after waiting for 10 minutes, and start bleaching.

CAUTION

Avoid contact with eyes. If contact occurs, rinse with water immediately and consult a doctor if necessary. Keep out of reach of children.

INGREDIENTS

AQUA, GLYOXYLIC ACID, CETRIMONIUM CHLORIDE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, PEG-40 HYDROGENATED CASTOR OIL, PARFUM, ARGANIA SPINOSA KERNEL OIL (ARGAN OIL), COCONUT OIL (COCOS NUCIFERA L.), PHENOXYETHANOL, C.I.60730

250ml e 8.45 fl. oz.



Professional Use Developer

Mild formulation of carefully selected components minimizes the potential of allergic reactions. Good stability and milk consistency enables easy preparation of hair dyes. Smooth spreading process with best final result will illuminates your blonde hair with a high gloss shine, stay your lightest, brightest platinum blonde.

DIRECTIONS

1. Bleaching Powder + Developer = 1:2
2. Hair Color + Developer = 1:1 (Regular Coloring)
3. Hair Color + Developer = 1:2 (Highlifting; special shades 11 series)

CAUTION

For professional use only. Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them. Use in a well ventilated area. Store in a cool, dry place away from direct heat and sunlight. Keep out of reach of children.

INGREDIENTS

AQUA(WATER), HYDROGEN PEROXIDE, CETYL ALCOHOL, FATTY ALCOHOL POLYOXYETHYLENE (25) ETHER, GLYCERYL STEARATE, DISODIUM HYDROGEN PHOSPHATE, PARFUM, PHENACETIN

1000ml e 33.8 fl. oz.



Professional Use Platinum Blonde Bleaching powder

DIRECTIONS

MIXING: Mix in a non-metallic bowl 30 g/1.06 oz. (1 scoop) of Professional Use Platinum Blonde Bleaching powder with 60 ml/2.12 fl oz (2 scoops) of Developer 3%, 6%, 9% or 12% (=1:2 ratio), depending on required lift, until a smooth cream is achieved. APPLICATION: Apply immediately after mixing. Even distribution and sufficient amount of product ensures the best equalization. Apply carefully and evenly in fine sections to dry, unwashed hair only, starting at the nape area. Virgin hair: Apply to mid-lengths and ends first, 1-2 cm/0.4-0.8 inches from the scalp and allow the hair to lift approximately 2-3 shades, depending on the amount of lift required. Next, carefully apply to root area, avoiding contact with the scalp. Re-growth application: Apply to root area (avoid contact with scalp) using maximum 6% developer. Avoid overlapping application to previously lightened hair. PROCESSING TIME: 20-45 minutes depending on texture, developer used, and desired results. Check hair every 5 minutes. After development rinse thoroughly with warm water, shampoo and apply a treatment to the hair.

CAUTION

For professional use only. Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them. This product can cause an allergic reaction. Wear suitable gloves. Use in a well ventilated area. Store in a cool, dry place. Avoid contact with scalp. Do not use on broken, inflamed or sensitive scalp, on eyebrows or eyelashes. If irritation persists, seek medical advice. Keep out of reach of children.

INGREDIENTS

Ammonium persulfate, Sodium persulfate, Potassium persulfate, Sodium metasilicate, Hydroxyethyl Cellulose, Paraffin Oil, Silica, Sodium silicate, Lauryl sodium sulfate, Xanthan gum, CI 77007, Parfum

500 g (17.6oz) Net Wt.



Professional Use Platinum Blonde Shampoo

Specifically developed for blonde and brown hair to maintain rich, luxurious cool tones, while neutralizing any unwanted orange or red tones from the hair. While instantly revitalizing and brightening dull, lifeless, silver, gray or white hair. Watch what happens when this brightening shampoo meets gray, white or blonde hair! It adds life and shine and reduces yellow or brassy tones. Its vibrant coconut oil and argan oil base awakens the senses and instantly turns up the clarity and shine.

DIRECTIONS

Apply to damp hair. Massage into a rich lather. Leave in 1-3 minutes. Rinse thoroughly with lukewarm water. Professional use to get better result: Apply shampoo on wet or clean dry hair, leave in yellow hair for 10 to 20 minutes, then rinse.

CAUTION

Avoid contact with eyes. If contact occurs, rinse with water immediately and consult a doctor if necessary. Keep out of reach of children.

INGREDIENTS

AQUA (WATER), SODIUM LAURETH SULFATE, COCAMIDOPROPYL BETAINE, COCAMIDOPROPYLAMINE OXIDE, C.I.60730, PARFUM, SODIUM CHLORIDE, COCAMIDE MEA, CITRIC ACID, ARGANIA SPINOSA KERNEL OIL (ARGAN OIL), COCONUT OIL (COCOS NUCIFERA L.), PHENOXYETHANOL.

300ml e 10.14fl. oz./1000ml e 33.8fl. oz.



SULFATE-FREE SILICONE-FREE Platinum Blonde Daily Shampoo

For weightless rehydration, designed to rebalance the hair's moisture level. Recharge the hair with natural argan oil and coconut oil without overburdening it and turn up the clarity and shine. 0 sulfate, 0 silicone and 0 paraben formula make your scalp and hair healthy. While instantly revitalizing and brightening dull, lifeless, silver, gray or white hair. It adds life and shine and reduces yellow or brassy tones. Specifically developed for blonde and brown hair to maintain rich, luxurious cool tones, while neutralizing any unwanted orange or red tones from the hair.

DIRECTIONS

Apply to damp hair. Massage into a rich lather. Leave in 1-3 minutes (To get better result with longer time). Rinse thoroughly with lukewarm water.

CAUTION

Avoid contact with eyes. If contact occurs, rinse with water immediately and consult a doctor if necessary. Keep out of reach of children.

INGREDIENTS

AQUA, SODIUM LAUROYL ISETHIONATE, COCAMIDOPROPYL BETAINE, COCAMIDE MEA, SODIUM LAUROYL OAT AMINO ACIDS, SODIUM LAUROAMPHOCETATE, CITRIC ACID, PARFUM, ARGANIA SPINOSA KERNEL OIL (ARGAN OIL), COCONUT OIL (COCOS NUCIFERA L.), PHENOXYETHANOL, C.I.60730

300ml e 10.14 fl. oz.

Platinum Blonde Daily Conditioner

For concentrated natural argan oil and coconut oil conditioning, hydrates, smoothes and protects medium to coarse tresses while preventing frizz and split ends. Packed with hydrating botanicals, this lightweight conditioner instantly detangles while helping to provide anti-fade protection to color-treated hair. Keratin amino acids restore the fiber and reinforce hair, leaving it stronger, silky soft and shiny. While instantly revitalizing and brightening dull, lifeless, silver, gray or white hair. It adds life and shine and reduces yellow or brassy tones. Specifically developed for blonde and brown hair to maintain rich, luxurious cool tones, while neutralizing any unwanted orange or red tones from the hair.

DIRECTIONS

After shampooing, apply and distribute through hair. Leave in 1-3 minutes (To get better result with longer time). Rinse thoroughly with lukewarm water.

CAUTION

Avoid contact with eyes. If contact occurs, rinse with water immediately and consult a doctor if necessary. Keep out of reach of children.

INGREDIENTS

AQUA, CETEARYL ALCOHOL, STEARTRIMONIUM CHLORIDE, PARFUM, AMODIMETHICONE AND TRIDECETH-12 AND CETRIMONIUM CHLORIDE, CYCLOPENTASILOXANE AND DIMETHICONE, HYDROXYETHYLCELLULOSE, PARFUM, CITRIC ACID, ARGANIA SPINOSA KERNEL OIL (ARGAN OIL), COCONUT OIL (COCOS NUCIFERA L.), PHENOXYETHANOL, C.I.60730

300ml e 10.14 fl. oz.

Platinum Blonde Hair Serum

Platinum Blonde Hair Serum reduces unwanted gold, yellow or brassy tones, intensifies hair's natural colour and adds superior gloss and shine. Specially formulated with color enhancing coconut oil, argan oil, moisturizing honey and protective UVA/UVB absorbers. Fights against drying, dehydrating and the loss of elasticity. Platinum Blonde Hair Serum is a luxurious elixir to restore over-processed hair damaged by chemicals and environmental free radicals - it also revives, hydrates and detangles hair, wigs and hair extensions. Ultra-light miracle argan oil leaves NO residue and No oil build up, only provides silky finish and brilliant shine.

DIRECTIONS

Apply a few drops prior to styling. Platinum Blonde Hair Serum can be applied to the hair at any time.

To revitalize hair, correct split ends and reduces unwanted gold, yellow or brassy tones, apply Platinum Blonde Hair Serum thru hair. Wait 30 minutes and since. To add shine, towel dry and apply Platinum Blonde Hair Serum.

Professional use: add to bleach powder/ colors to protect damaged hair, reduces unwanted gold, yellow or brassy tones

CAUTION

Avoid contact with eyes. If contact occurs, rinse with water immediately and consult a doctor if necessary. Keep out of reach of children.

INGREDIENTS

CYCLOPENTASILOXANE, DIMETHICONE, CYCLOMETHICONE, PARFUM, ARGANIA SPINOSA KERNEL OIL (ARGAN OIL), COCONUT OIL (COCOS NUCIFERA L.), C.I. 60725, LINSEED (LINUM USITATISSIMUM) EXTRACT

50ml e 1.69 fl. oz.



Platinum Blonde Hair Mask

Argan oil and coconut oil based anti-aging Platinum blonde Hair Mask is rich in fatty acids (omega 6, ...), vitamin A and vitamin E which provides repair and deep hydration and protects cell membranes against oxidation, slows the aging of the hair fiber. Extended use greatly improves the suppleness and shine of hair. While instantly revitalizing and brightening dull, lifeless, silver, gray or white hair. It adds life and shine and reduces yellow or brassy tones. Specifically developed for blonde and brown hair to maintain rich, luxurious cool tones, while neutralizing any unwanted orange or red tones from the hair.

DIRECTIONS

After shampooing, apply and distribute through hair. Wait for 5 -10 minutes (To get better result with longer time). Rinse thoroughly with lukewarm water.

Professional use: Apply hair mask on wet or clean dry hair, leave in yellow hair for 10 to 20 minutes, then rinse.

CAUTION

Avoid contact with eyes. If contact occurs, rinse with water immediately and consult a doctor if necessary. Keep out of reach of children

INGREDIENTS

AQUA, CETEARYL ALCOHOL, STEARTRIMONIUM CHLORIDE, PARFUM, AMODIMETHICONE AND TRIDECETH-12 AND CETRIMONIUM CHLORIDE, CYCLOPENTASILOXANE AND DIMETHICONE, HYDROXYETHYLCELLULOSE, PARFUM, CITRIC ACID, ARGANIA SPINOSA KERNEL OIL (ARGAN OIL), COCONUT OIL (COCOS NUCIFERA L.), PHENOXYETHANOL, C.I.60730

250ml e 8.45 fl. oz.

