
NOVAPLEX

Novaplex represents a **completely new, revolutionary** approach to beautiful and healthy hair, based on scientific knowledge and years of experience in the subject of its **full restoration and regeneration**.

Novaplex is a completely new and innovative approach in BOND / PLEX products.

The unique combination of the latest generation patented ingredient [GREENPLEX]TM, which effect is intensified by an active booster composed by our technologist, using the best natural conditioners, combined with plant keratin, vegan lanolin and cysteine, weaves the hair's building blocks like a braid to return to its full structure.

Novaplex is a complete hair repair program for all hair types, composed of **5 advanced products**, providing not only full hair reconstruction, but most importantly a beautiful, **professional look**.

Each of the 5 innovative products of the Novaplex system contains additional meticulously selected **natural active ingredients that perfectly regenerate, moisturize and nourish hair**.

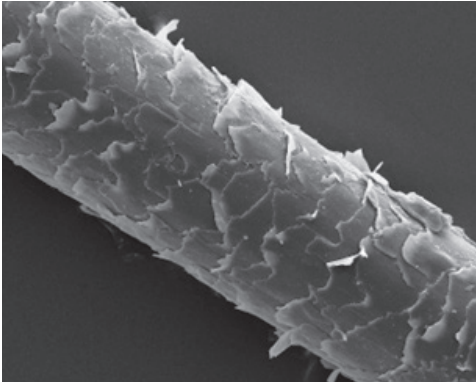


Our team of experts has thoroughly studied and analyzed the structure of hair. We performed specialized research at the Department of Technical Physics and Applied Mathematics at the Gdansk University of Technology, using the Semantic Electron Microscope (SEM) and Fluorescence Microscope to get to know it from the inside and in a huge approximation.

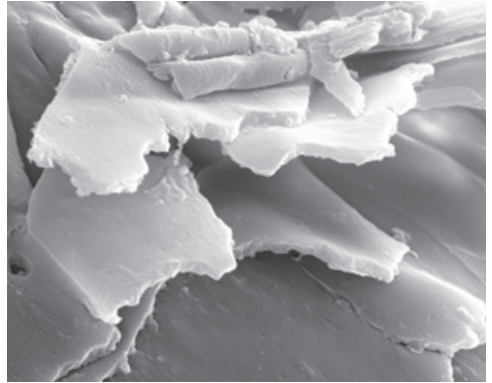
These studies showed incredible results and gave our technologists knowledge of the structure and mechanism of fiber reconstruction. This has led to the development of Novaplex's innovative, advanced formulations that provide action to visibly rebuild sulfide bonds. As a result of the treatment, the fiber structure is reconstructed, the hair scales are closed, the hair returns to its original state and is protected from new damage.



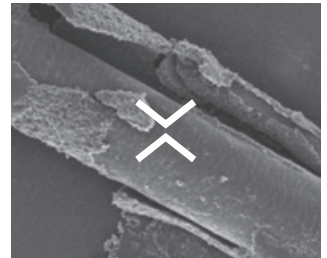
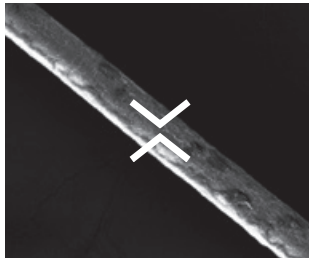
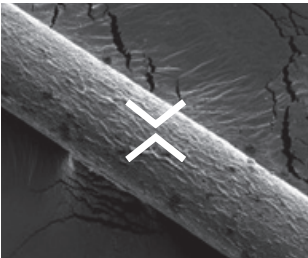
✗ **NOVAPLEX is a repair system for hair with varying degrees of damage.**



The SEM photo of the hair in the middle section, shoulder length, proband's age 32 years.

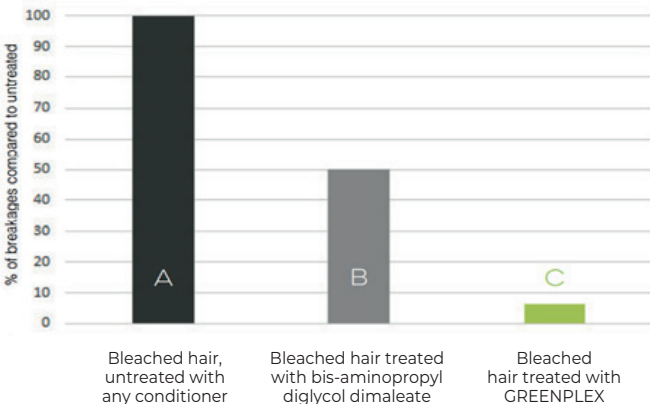


Dry, damaged hair - broken salt compounds, deflected chipped scales, lack of smoothing.



Hair with Novaplex system formulation applied.

Patented Greenplex with original conditioning formula for hair held 5 min in preparation. Result: Hair completely covered with a protective layer, perfectly adheres to the structure, the rebuilding, regenerating and moisturizing effect is clearly visible. The last photo is the hair after removal of the preparation - **EXCELLENTLY REGENERATED, scales smoothed out, perfect condition.**



The number of broken hairs during detangling. The results clearly show that **GREENPLEX** not only makes combing hair easier, but most importantly **strengthens its structure, clearly reducing the number of broken fibers.**

NOVAPLEX



NO 1 BOND STRENGTHENING RECONSTRUCTOR

Greenplex | Cysteine | Vegan Lanolin & Keratin
Argan Oil | Vitamin E

- STRENGTHENS
- PROTECTS
- REPAIRS

ALL HAIR TYPES | 100ml

BOND STRENGTHENING RECONSTRUCTOR thanks to the unique combination of the patented natural ingredient **GREENPLEX** introduced in the original formulation, composed of effective actively conditioning and repairing ingredients provides hair with **excellent smoothing, eliminates defects, reconstructing and strengthening the fiber structure.**



NO 2 STRENGTHENING BOND SHAMPOO

Greenplex | Cysteine | Vegan Lanolin & Keratin
Panthenol

- DEEPLY CLEANSES
- STRENGTHENS ANTI-FRIZZ
- BUILDS THE MOISTURE

ALL HAIR TYPES | 250ml

STRENGTHENING BOND SHAMPOO Novaplex care system perfectly cleanses hair, protecting and securing it from drying, breakage, does not affect the hair structure. It **leaves hair fresh, shiny and smooth**, thanks to the patented **GREENPLEX** technology and selected active raw materials.



NO 3 CO-WASH REPAIRING CLEANSING TREATMENT

Greenplex | Cysteine | Vegan Lanolin & Keratin
Pear Enzym

- IMPROVES HYDRATION
- INCREASES FLEXIBILITY
- RESTORES

ALL HAIR TYPES | 250ml

CO-WASH CLEANSING AND RESTORATIVE CONDITIONER is an excellent preparation that gently cleanses and intensively conditions hair. When massaged into the hair, it leads to securing the sulfur bonds, filling in the defects, smoothing the hair structure, closing the scales. It **moisturizes the hair, softens and strengthens it, leaving it shiny and nice to the touch.**



NO 4 MASK – CONDITIONER BOND INTENSE HYDRATION

Greenplex | Cysteine | Vegan Lanolin & Keratin
Sweet Almond Oil | Rice | Jojoba

- IMPROVES HYDRATION
- INCREASES FLEXIBILITY
- RESTORES

ALL HAIR TYPES | 250ml

MASK – CONDITIONER BOND INTENSE HYDRATION is a concentrated formula that intensively conditions dry and damaged hair in need of effective regeneration. It **moisturizes, smoothens, strengthens hair structure**, fills in sulfide defects, closes scales, and rebuilds. Because of the patented **GREENPLEX** technology and unique natural conditioning formulation, it is perfect for any type of hair in need of effective repair.



NO 5 BOND CONTROL

Greenplex | Cysteine | Vegan Lanolin & Keratin
Emollients | Vitamin C | Flax Seed Oil

- LEAVE-IN SMOOTHER
- FRIZZ AND SPLIT
- ENDS CONTROL

ALL HAIR TYPES | 100ml

BOND CONTROL a true diamond of Novaplex's innovative system. The patented active raw material **GREENPLEX** blended into a unique conditioning formulation refined by an outstanding technologist. Gives hair a perfect smoothing, fills cavities, closes scales, makes hair more flexible. The **perfect finish to a restorative ritual, preparing hair for further styling.**



NO 2.v ANTI-BRASS BOND PURPLE SHAMPOO

Greenplex | Cysteine | Vegan Lanolin & Keratin
Argan Oil | Vitamin E

- DEEPLY CLEANSES
- STRENGTHENS ANTI-FRIZZ
- BUILD THE MOISTURE

ALL HAIR TYPES | 250ml

ANTI-BRASS BOND PURPLE SHAMPOO is convenient to use once a week. It cleanses the **hair and scalp superbly, while at the same time the hair fibre is nourished, moisturized and rebuilt.** For a stronger effect, the shampoo can be used up to 3 times a week.



NO 3.v ANTI-BRASS PURPLE REPAIRING BALM

Greenplex | Cysteine | Vegan Lanolin & Keratin
Panthenol

- STRENGTHENS
- PROTECTS
- REPAIRS

ALL HAIR TYPES | 250ml

ANTI-BRASS PURPLE REPAIRING BALM neutralizes yellow colouring from blonde hair while maintaining the ideal cool shade. Reduces the warm shade of grey hair. **Provides a platinum shade to bleached and decolourised hair. Restores, reconstructs, moisturises and smoothes adding glow.**