

# PROTEIN IS BACK

OUR CUSTOMIZABLE BACKBAR  
TREATMENTS ARE BACK IN STOCK!

LEARN HOW TO EARN \$800+ IN  
SERVICE REVENUE A MONTH!



MEET OUR SCIENCE-BACKED

# PROFESSIONAL STRENGTH CONCENTRATE FORMULAS

GIVING HAIR THE BUILDING BLOCKS TO  
GORGEOUS, HEALTHY-FEELING HAIR.

## A MOISTURE

10% GLYCERIN TO REPLENISHES  
MOISTURE AND NOURISHMENT

## C pH SEALER

POST-TREATMENT SPRAY SEALS  
THE CUTICLE, LOCKING THE  
TREATMENT AND ADDING SHINE

## B PROTEIN

9% CATOINIC + AMINO ACIDS  
PROVIDE STRENGTH AND  
PROTEIN-REPAIR



# THE SCIENCE TO OUR CONCENTRATES

VISIBLY REVERSE SURFACE DAMAGE WITH A SINGLE TREATMENT

## 1 **DIAGNOSE** YOUR CLIENT'S NEED FOR PROTEIN AND/OR MOISTURE

- DID THE HAIR FLOAT?
- HOW MANY BOUNCES BEFORE THE HAIR BROKE?
- FEEL OF CUTICLE WHEN RUNNING FINGERS DOWN

## 2 **CUSTOMIZE YOUR MIX** AND LEAVE IN FOR 5 MINUTES. DO NOT RINSE.

### AS A MIXTURE

APPLY UP TO 15ML OF **ACIDIC MOISTURE CONCENTRATE** TO REPLENISH MOISTURE

– OR –

APPLY UP TO 15ML OF **ACIDIC PROTEIN AMINO CONCENTRATE** TO REPAIR STRENGTH

### AS A STANDALONE

APPLY UP TO 15ML OF **ACIDIC MOISTURE CONCENTRATE** TO REPLENISH MOISTURE

– MIX –

UP TO 15ML OF **ACIDIC PROTEIN AMINO CONCENTRATE** TO REPAIR STRENGTH

## 3 SEAL WITH 10-15 PUMPS OF **ACIDIC PH SEALER** FOR A SMOOTH FINISH AND LONG-LASTING RESULTS LEAVE ON FOR 1 MINUTE. RINSE.



# 5 UNIQUE SCIENCE COMBINATIONS TO ADDRESS ALL DAMAGED AND DRY HAIR

SYMPTOMS	CAUSES	NEEDS	DAMAGE	POROSITY LEVEL	MIXTURE RATIO
Dry and weak hair	Daily use of heat tools	Strength and softness	Mechanical	High	1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Excessive frizz, unmanageable hair, lack of smoothness	Daily use of hot tools and exposure to humidity	Texture control smoothing, moisture	Mechanical	High	2 parts Protein : 1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Breakage, split ends, brittle and weak hair	Excessive lightening, overlapping, or overprocessing	Strength & moisture	Chemical	High	1 part Protein : 1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Dry, weak hair and breakage	Single process color or permanent wave services	Color protection, strength, moisture	Chemical	High	2 parts Protein : 1 part Moisture
				Medium	2 parts Protein : 1 part Moisture
				Low	2 parts Moisture : 1 part Protein
Dry, highly-sensitized, and frizzy hair	Double process color and lightener services	Color protection, repair, control	Chemical	High	2 parts Moisture : 1 part Protein
				Medium	2 parts Protein : 1 part Moisture
				Low	2 parts Moisture : 1 part Protein

**BUILDING PROFIT BEHIND THE CHAIR WITH THE:**

# **PROFESSIONAL STRENGTH CONCENTRATE**

**\$30 SERVICE - \$1.76 COST PER APP = \$28.24 PROFIT**

**DAILY PROFIT: 2 SERVICES PER DAY = \$50.32**

**WEEKLY PROFIT: 4 WORKING DAYS PER WEEK = \$201.28**

**MONTHLY PROFIT: 16 WORKING DAYS PER MONTH = \$805.12**

**YEARLY PROFIT: 12 MONTHS PER YEAR = \$9,661.44**



BUILDING PROFIT BEHIND THE CHAIR WITH THE:

# PROFESSIONAL STRENGTH CONCENTRATE

FILL IN THE BLANKS TO SHOW YOUR PROFIT

\$\_\_ SERVICE - \$3 COST PER APP = \$\_\_ PROFIT

DAILY PROFIT: \_ SERVICES PER DAY = \$\_\_

WEEKLY PROFIT: \_ WORKING DAYS PER WEEK = \$\_\_

MONTHLY PROFIT: \_ WORKING DAYS PER MONTH = \_\_\_\_

YEARLY PROFIT: 12 MONTHS PER YEAR = \$\_\_\_\_\_



# OUR RECOMMENDED

## SERVICE TO RETAIL APPROACH

### BACKBAR IN-SALON



**\$30**  
SERVICE  
PRICE

USE THE BACKBAR TO DRIVE SERVICE REVENUE  
AT THE SHAMPOO BOWLS

#### WHAT YOU WILL EXPERIENCE:

- VISIBLY REDUCES SURFACE DAMAGE IN A SINGLE TREATMENT\*
- 3X MORE MOISTURE IN A SINGLE USE\*\*

### RETAIL AT HOME



**\$32**  
RETAIL  
PRICE

USE THE INTENSIVE TREATMENT AS A TAKEHOME  
FOR CONTINUED CARE BETWEEN SERVICES

#### WHAT YOU WILL EXPERIENCE:

- STRENGTH REPAIR INSIDE & OUT\*\*\*
- 14X SMOOTHER HAIR\*\*\*
- 2X STRONGER HAIR\*\*\*
- 90% MORE CONDITIONED\*\*\*

\*WHEN USING THE ACIDIC MOISTURE CONCENTRATE, ACIDIC PROTEIN AMINO CONCENTRATE, AND THE PH SEALER

\*\*\*WHEN USING THE ACIDIC MOISTURE CONCENTRATE, AND THE PH SEALER

\*\*\*SYSTEM OF THE ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT, SHAMPOO AND CONDITIONER VS. NON-CONDITIONING SHAMPOO

C1 - Internal use

# ABC BACKBAR – PROTEIN BACK IN STOCK

## SELL-THRU SUPPORT



SOCIAL MEDIA POSTS



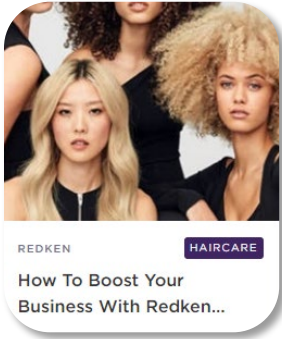
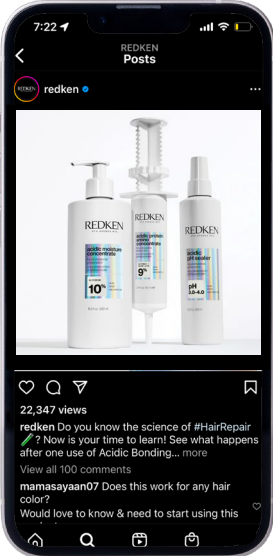
PRINTABLE SIGNAGE



VIDEO



ABC LEARNING TRACK



LEVEL

LOYALTY REWARDS

MEMBERS EARN 1,000 POINTS WHEN YOU PURCHASE ABC BACKBAR PROMO

# PROTEIN IS BACK!

**APRIL IN STORE – 1 MONTH**

BUY THE MOISTURE AND PROTEIN AND GET THE pH SEALER FREE!

SALON PRICE: \$49.85

VALUE: \$62.32

SALON SAVINGS: \$12.47 / 20%

