

PAUL MITCHELL  
BONDRX

# FAQ

## DETAILS + USAGE



### 1. What is the Bond Rx 2-Step Professional Treatment?

Bond Rx is an easy upgrade for any lightening or permanent hair color service, turning it into a bond-strengthening treatment without having to modify the formula. It can also be offered as a stand-alone treatment to strengthen and condition fragile hair types.

### 2. What is the Bond Rx Technology?

Bond Rx contains a patented silicone-protein bond builder that helps to strengthen and protect the integrity of the hair during lightening or permanent color services.

### 3. Is there a Bond Rx Take Home regimen?

Yes. Guests can keep the bond strong at home with our transformative Bond Rx Care System featuring a shampoo, conditioner and reparative treatment.

### 4. What is the difference between the professional treatment and the Take Home products?

The Bond Rx 2-Step Professional Treatment is for professional use only and can be used in two ways:

- Intermix Step 1 with your professional lightener or permanent hair color formula as a bond-strengthening additive.
- Use Step 1 as a stand-alone treatment to reinforce strength and prevent future damage.

Both options must be followed by Bond Rx Step 2 and a blow-dry service to activate the Bond Rx Technology.

The Bond Rx Care System helps guests maintain the bond at home. The products can be used daily or weekly to gently cleanse and condition hair in between salon visits.

### 5. Can I use Bond Rx Step 2 as a deep conditioning treatment?

Yes, Step 2 can be used alone for an excellent conditioning service. However, you will not achieve the same benefits as when using Step 1 and Step 2 as a system.

### 6. When would I use the Bond Rx 2-Step Professional Treatment as a stand-alone service vs. the Awapuhi Wild Ginger® KeraTriplex® Treatment?

The Bond Rx 2-Step Professional Treatment is recommended for bond protection. The Awapuhi Wild Ginger® KeraTriplex® Treatment is recommended for repairing hair.

### 7. What makes Bond Rx unique from other bond products on the market?

Paul Mitchell® Bond Rx utilizes a heat-activated molecule that penetrates the hair fiber. It will not activate until heat is applied during the blow-dry step. Many competitors do not use heat-activated technology.

### 8. Since Bond Rx is heat activated, will subsequent blow-drying reactivate the protective network?

No, Bond Rx Technology can only be activated once. To extend the bonding benefit, recommend the Bond Rx Care System for use at home.

### 9. Can I use Bond Rx Step 1 with all Paul Mitchell® Professional Hair Color and lightener products?

Step 1 can be used as an additive in most Paul Mitchell® Professional products (see chart on page 2). It is not recommended to intermix Step 1 with Paul Mitchell® the color 10, The Demi, Crema XG®, POP XG® or INKWORKS®. Doing so may impact the final color results.

### 10. Can Bond Rx Step 1 be added to perm solution?

No. Perming breaks bonds before reforming them during the neutralization step. You do not want to disrupt this bond-breaking process.

### 11. Can Bond Rx Step 1 be used with any manufacturer's hair color products or only Paul Mitchell® Professional Hair Color products?

The Paul Mitchell® R&D team dedicated testing to our own portfolio of products. We cannot guarantee the color results when used with other manufacturer's products.

### 12. What is the pH of the Bond Rx products?

- Bond Rx Step 1: pH 9
- Bond Rx Step 2: pH 4
- Bond Rx Shampoo: pH 6
- Bond Rx Conditioner: pH 5
- Bond Rx Treatment: pH 3.5

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## MIXING, APPLICATION + PROCESSING



LIGHTENER	MIXING RATIO WITH STEP 1
<b>SynchroLift® or SynchroLift® + Ultra-Quick Blue Powder Lightener</b> 	1 scoop lightener with 2 oz. Paul Mitchell® Cream Developer Add 3.75 ml or 1/8 oz. Bond Rx Step 1 per 1 scoop of SynchroLift®
<b>SynchroLift® Soft Gentle Cream Lightener</b> 	<b>ON-SCALP:</b> 1 oz. SynchroLift® Soft with 1.5 oz. Paul Mitchell® Cream Developer <b>OFF-SCALP:</b> 1 oz. SynchroLift® Soft with 1 oz. Paul Mitchell® Cream Developer Mix 3.75 ml or 1/8 oz. Bond Rx Step 1 per 1 oz. of SynchroLift® Soft
<b>Dual-Purpose Lightener Powder Lightener</b> 	1 scoop Dual-Purpose Lightener with 2 oz. Paul Mitchell® Cream Developer Mix 3.75 ml or 1/8 oz. Bond Rx Step 1 per 1 scoop of Dual-Purpose Lightener
<b>Skylight® Hand-Painting Clay Lightener</b> 	1 scoop Skylight® with 1.5 oz. Paul Mitchell® Cream Developer Mix 3.75 ml or 1/8 oz. Bond Rx Step 1 per 1 scoop of Skylight®

PERMANENT HAIR COLOR	MIXING RATIO WITH STEP 1
<b>Paul Mitchell® the color</b> <i>(not recommended for use with Paul Mitchell® the color 10)</i> 	1 oz. Paul Mitchell® the color with 1 oz. Paul Mitchell® Developer Mix 3.75 ml or 1/8 oz. Bond Rx Step 1 per 1 oz. of Paul Mitchell® the color
<b>Color XG®</b> 	1 oz. Color XG® with 1 oz. Paul Mitchell® Cream Developer Mix 3.75 ml or 1/8 oz. Bond Rx Step 1 per 1 oz. of Color XG®

*It is not recommended to intermix Step 1 with Paul Mitchell® the color 10, The Demi, Crema XG®, POP XG® or INKWORKS®. Doing so may impact the final color results.*

### 1. What are the mixing guidelines when using Bond Rx Step 1 with Paul Mitchell® Professional Hair Color products?

Bond Rx is designed to work with Paul Mitchell® lighteners and permanent hair color brands. See the chart to the left for detailed guidelines for each brand. Keep in mind, all formulas intermixed with Step 1 must be rinsed and cleansed from the hair, then followed by Step 2 and a blow-dry service to activate the Bond Rx Technology.

### 2. When I use Bond Rx Step 1 as an additive in lightener or permanent hair color, can I use an external heat source to speed up processing?

No, we do not recommend processing any of our hair color or lightener products under heat.

### 3. When using Bond Rx Step 1 in my lightener, what is the sequence of toning and using Step 2?

1. Add Step 1 to your lightener, then mix, apply and process.
2. Next, rinse and cleanse with Paul Mitchell® Color Protect® Post Color Shampoo.
3. Apply toner and process.
4. Rinse and cleanse with Paul Mitchell® Color Protect® Post Color Shampoo or Bond Rx Shampoo.
5. On towel-dried hair, apply Bond Rx Step 2. Process 5-15 minutes.
6. Rinse and blow-dry to activate the Bond Rx Technology.

### 4. Do I always need to apply Bond Rx Step 2 after Step 1?

Yes! Bond Rx was designed as a system, and Step 1 should always be followed by Step 2.

### 5. How much Bond Rx Step 1 should I use for a stand-alone treatment?

For short to medium hair lengths, use 7.5 ml / 1/4 oz. of Step 1. Double the dose (15 ml / 1/2 oz.) for longer, thicker hair types. Step 1 can be measured and applied using its measuring unit, a beaker or an application bottle.

### 6. When using Bond Rx as a stand-alone treatment, can I process Step 1 longer than the recommended 5 minutes?

No, the advanced technology allows Bond Rx Step 1 to deliver its benefits within 5 minutes. Processing longer is not detrimental to the hair, but it does not provide additional benefits.

# FAQ

## MIXING, APPLICATION + PROCESSING

### 7. Can Bond Rx Step 1 be added to water or a cream conditioner/treatment to create an easy-to-apply viscosity during a stand-alone service?

Our unique Bond Rx Technology is maximized when used alone. Adding Bond Rx to water or a cream conditioner will dilute the active ingredients and alter their ability to penetrate the hair.

### 8. Can I use an external heat source (hood dryer, rollerball, steamer) when processing Bond Rx Step 1 as a stand-alone service?

No, the advanced Bond Rx Technology was formulated to perform and process at room temperature. The application of heat only applies after Step 2 has been processed and rinsed from the hair. At that point, blow-drying will activate the technology.

### 9. When using Bond Rx as a stand-alone treatment, do I apply Step 2 directly on top of Step 1?

No, we recommend rinsing Step 1 to remove any excess unbonded material before applying Step 2.

### 10. What are some other application tips for Bond Rx as a stand-alone treatment?

Using Bond Rx as a stand-alone treatment is quick and simple. Due to the liquid viscosity, stylists often prefer to apply the treatment at the Wash House or shampoo bowl. Use a color bowl or line the sink with plastic wrap to collect any excess product that drips off the hair and reapply.

### 11. Some competitive bond products require a change to developer, processing time or formulation. Why does Bond Rx not require the same?

All bond products work differently, and their mode of action will determine whether processing time or formulation changes are required. Paul Mitchell® Bond Rx utilizes a heat-activated molecule that penetrates the hair fiber. It will not activate until heat is present, after the coloring service. Many competitors do not use heat-activated technology. Instead, their molecule interacts with the hair fiber at the same time the lightening agents and hydrogen peroxide are trying to work within the hair. Therefore, there is competition in the hair fiber which requires this change.

