

ALTEREGO
ITALY

EGOBOND

*Strenght
and protection
for the hair*

BEAUTY & KINDNESS



EGOBOND

*extraordinary fortifying
efficacy thanks to*

K ERAVIS™ BOND
TECHNOLOGY

Hair_Gogen team as Alter Ego Italy International Creative Director / Photography_Marco Di Filippo @TM STUDIO Productions / Products_Alter Ego Italy

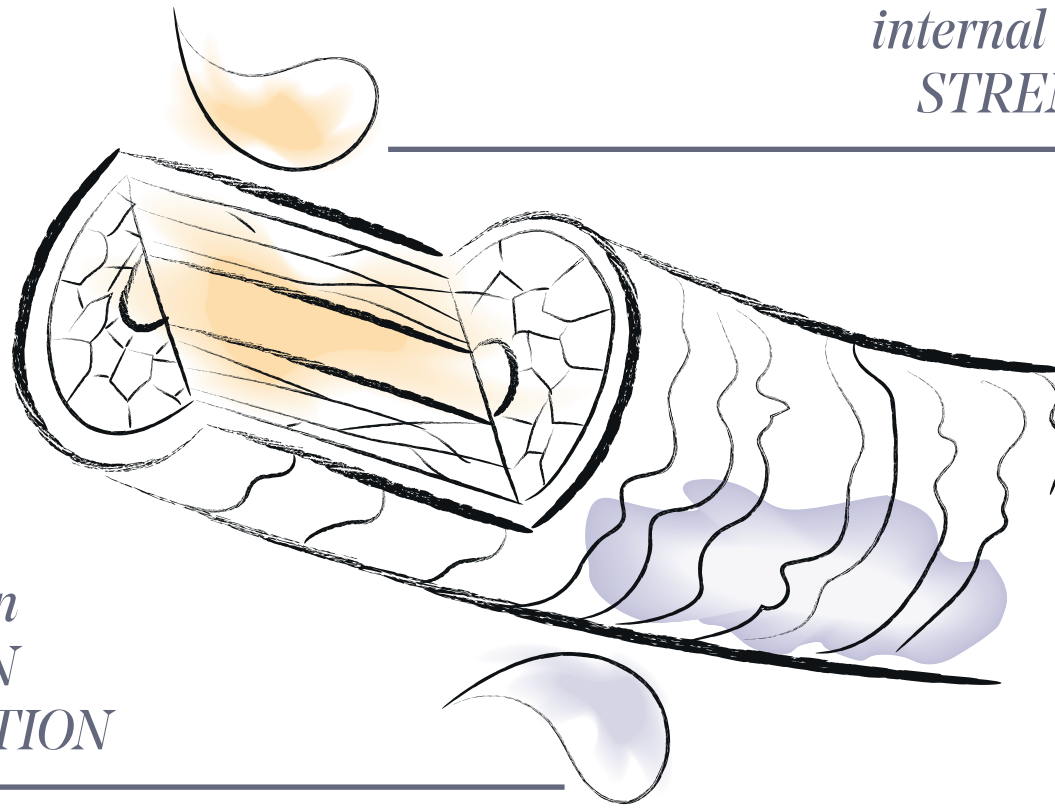
The revolutionary fortifying system

EGOBOND is the complete range of **Bond-Builder** products for the technical service and home maintenance, enriched with **KERAVIS™ BOND TECHNOLOGY**.

This **revolutionary fortifying system**, which is developed in **7 steps**, respectively **3** for the treatment **service in the salon** and **4** for the **home maintenance**, is formulated to:

- 1** **protect and strengthen the hair structure** during technical services in the salon and for the well-being maintenance of the hair at home
- 2** offer **optimal anti-breakage benefits** thanks to the **protein-based** formulations that act on all **resistance parameters** and hydration of the hair
- 3** allow **efficient and long-lasting protection**, also thanks to the **highly performing products** formulated for the home maintenance

internal action
STRENGTH



external action
**PROTECTION
AND HYDRATION**

K ERAVIS™ BOND
TECHNOLOGY

A powerful active composed by **amino acids** and **proteins of vegetable origin** that **STRENGTHENS** and **IMPROVES** the condition of damaged hair. This chemical composition allows to penetrate into the hair cuticle **building strength from the inside** thanks to the low molecular weight and **improving strength through** the formation of a film on the outside that gives the hair extreme shine. .

INNOVATIVE TECHNOLOGY WITH DUAL FUNCTION

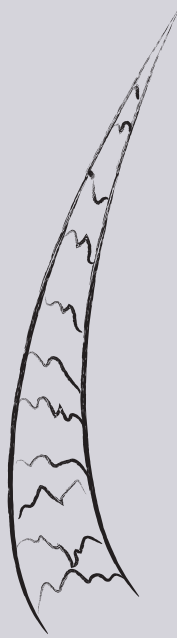
- ▶ **RESTORES** the hair, repairing the damage created by the coloring or bleaching service, recomposig the destroyed chemical bonds
- ▶ **STRENGTHENS** the sulphide bridges in the hair structure, that characterize the elasticity of the hair, preventing future damage

BEFORE



HAIR SUBJECT
TO FREQUENT TECHNICAL
TREATMENTS WITHOUT THE
SUPPORT OF EGOBOND

AFTER



HAIR TREATED
WITH THE SUPPORT
OF EGOBOND

K ERAVIS™ BOND
TECHNOLOGY

The use of **Keravis™ Bond Technology**
in the EGOBOND line creates
HIGHLY PERFORMING FORMULAS
which guarantee
IMMEDIATELY VISIBLE RESULTS.

Results to see and to touch

The constant use of EGOBOND home maintenance products, enriched with Keravis™ Bond Technology, gives the hair a visibly stronger, healthier and brighter appearance. The hair results more beautiful to the touch, particularly soft and silky.

EGOBOND

Benefits

- ▶ **Increases the strength and resistance** of the hair that tends to breakage
- ▶ **Increases hair hydration** for maximum elasticity and shine
- ▶ **Triples** the strength of damaged hair
- ▶ Significantly improve consumer perception thanks to the immediately visible **results perceptible both to the eye and to the touch**
- ▶ **Quick and easy** to use
- ▶ **Proven effectiveness** of home maintenance products
- ▶ Suitable for colored, bleached and treated hair



STEP 0

BOND PRIMER

pH: 3.0-3.5

PREPARATORY TREATMENT that rebuilds the bonds and restores the integrity of the hair. It prepares the hair for the reconstruction service and increases the effectiveness of BOND LOCKER 3 allowing the active ingredients to effectively penetrate inside the hair fiber. The diffuser allows an agile and accurate application.

150 ml - AEI 1032629

In Salon treatment

Synergy and effective results in 4 SIMPLE STEPS



STEP 1

BOND BOOSTER

pH: 4.3-4.8

ADDITIVE TREATMENT

Thanks to the special Keravis™ Bond Technology protein complex, it **penetrates in the hair structure** restoring its strength and vitality. Its liquid formulation allows easy mixing and emulsion for a maximum efficiency of the technical service.

250 ml - AEI 1004488



STEP 2

BOND SETTER

pH: 4.5-5.0

FORTIFYING TREATMENT

which acts in synergy with Bond Booster, increasing the **hydration and cosmeticity of the hair.**

It represents a fundamental phase for the optimal result of the EGOBOND treatment.

500 ml - AEI 1004489



STEP 3

BOND LOCKER

pH: 4.5-5.0

SEALING TREATMENT

developed to complement the EGOBOND treatment. It nourishes and detangles treated hair giving a **healthy and strong appearance.**

The particular polymer molecular structure envelops the hair reducing damage caused by thermal and mechanical stresses that hair can be exposed to.

500 ML - AEI 1004490

250 ML - AEI 1032411

Home maintenance treatment



STEP 0

BOND PRIMER

pH: 3.0-3.5

PREPARATORY TREATMENT that rebuilds the bonds and restores the integrity of the hair. It prepares the hair for the reconstruction service and increases the effectiveness of BOND LOCKER 3 allowing the active ingredients to effectively penetrate inside the hair fiber. The diffuser allows an agile and accurate application.

150 ml - AEI 1032629



STEP 4

BOND SHAMPOO

pH: 5.8-6.2

RESTRUCTURING SHAMPOO ideal for damaged hair. It **protects and repairs** colored, bleached and treated hair. Hair results easier to manage, brighter and healthy use after use.

250 ml - AEI 1032412



STEP 5

BOND MASK

pH: 3.5-4.0

RESTRUCTURING MASK enriched with Keravis™ Bond Technology complex that **detangles and deeply nourishes** the hair fiber. It protects from the frizzy effect and from the formation of split ends. Hair becomes perfectly shiny, silky and ready for the next step.

250 ml - AEI 1032413

Always HEALTHY and PROTECTED hair



STEP 6

BOND LEAVE-IN

pH: 4.5-5.0

SEALING LEAVE-IN TREATMENT formulated with Keravis™ Bond Technology. It is ideal for all hair types, especially those colored, bleached and treated. Bond leave-in creates a **protective film** on the stem able to protect the hair from external agents.

200 ml - AEI 1032414



STEP 7

BOND OIL

DETANGLING OIL enriched with Abyssinica oil that has a deep nourishing action. It closes the EGOBOND treatment giving the last protective touch to the hair while increasing its **vitality, shine and softness at the same time.**

100 ml - AEI 1032415



STEP 8

BOND INTENSE

pH: 3.8-4.2

CONCENTRATED RESTRUCTURING MASK, ideal for treated hair. Moisturizes, smoothes, brightens and strengthens damaged and weakened hair. Easy to dispense thanks to the pressurized dispenser. Used 1 or 2 times a week completes the EGOBOND treatment.

100 ml - AEI 1032627