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Lightener Control™

all-nutrient[®]

What It Is

Lightener Control™ is a lightener additive designed to improve the lightening action and the healthiness of hair.

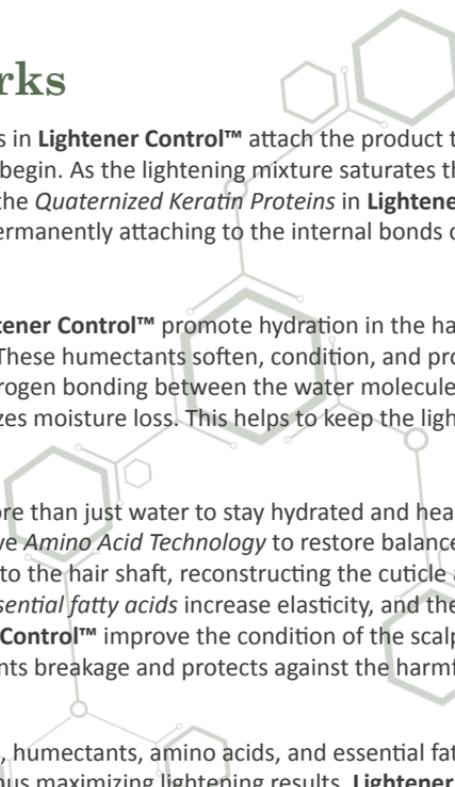
Lightener Control™ is a resin-based gel, infused with a blend of Keratin, amino acids, essential fatty acids, and humectants that act on the three primary components of hair: tensile strength, elasticity, and cuticle abrasion.

- Quaternized Keratin Proteins penetrate the hair and strengthen each strand.
- Humectants adhere to the hair shaft and replenish moisture.
- An exclusive Amino Acid Technology rebuilds the bonds of the hair.
- Essential Fatty Acids prevent breakage and buffer against the harmful effects of lightening.
- Made with natural organic extracts.

Lightener Control™ will forever change the way you do lightening.



How It Works



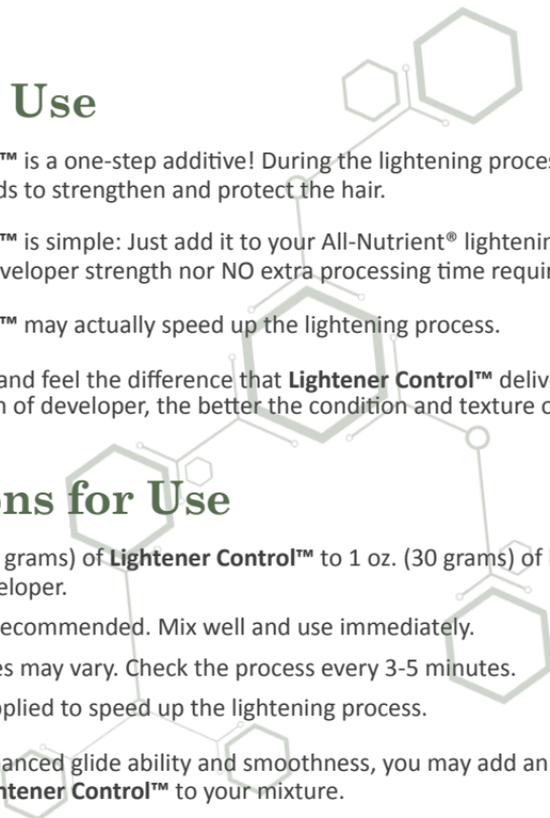
Upon contact, the resins in **Lightener Control™** attach the product to the hair shaft allowing the process to begin. As the lightening mixture saturates the hair and begins the lightening process, the *Quaternized Keratin Proteins* in **Lightener Control™** deeply penetrate the cortex, permanently attaching to the internal bonds of the hair and repairing damage.

The *humectants* in **Lightener Control™** promote hydration in the hair shaft during the lightening process. These humectants soften, condition, and protect the hair. The strength of the hydrogen bonding between the water molecules present and the humectants minimizes moisture loss. This helps to keep the lightening mixture hydrated for hours.

Since the hair needs more than just water to stay hydrated and healthy, we incorporated an exclusive *Amino Acid Technology* to restore balance in the hair. Amino Acids penetrate deep into the hair shaft, reconstructing the cuticle and the bonds of the hair. Meanwhile, *essential fatty acids* increase elasticity, and the anti-inflammatory properties of **Lightener Control™** improve the condition of the scalp and nourish the hair follicles. This prevents breakage and protects against the harmful effects of the lightening process.

This balance of proteins, humectants, amino acids, and essential fatty acids, maximizes the health of the hair, thus maximizing lightening results. **Lightener Control™** will forever change the way you do lightening.

How To Use



Lightener Control™ is a one-step additive! During the lightening process **Lightener Control™** permanently bonds to strengthen and protect the hair.

Lightener Control™ is simple: Just add it to your All-Nutrient® lightening mixture. There is NO increase of developer strength nor NO extra processing time required.

Lightener Control™ may actually speed up the lightening process.

You will both see and feel the difference that **Lightener Control™** delivers. Remember, the lower the strength of developer, the better the condition and texture of hair.

Directions for Use

1. Add 1/2 oz. (15 grams) of **Lightener Control™** to 1 oz. (30 grams) of lightener and 1 oz. (30 grams) of developer.
2. Use of scale is recommended. Mix well and use immediately.
3. Processing times may vary. Check the process every 3-5 minutes.
4. Heat may be applied to speed up the lightening process.

Balayage: For enhanced glide ability and smoothness, you may add an additional 1/4 oz. (7.5 grams) of **Lightener Control™** to your mixture.

Note: Always follow the manufacturers' mixing and timing recommendations when lightening.

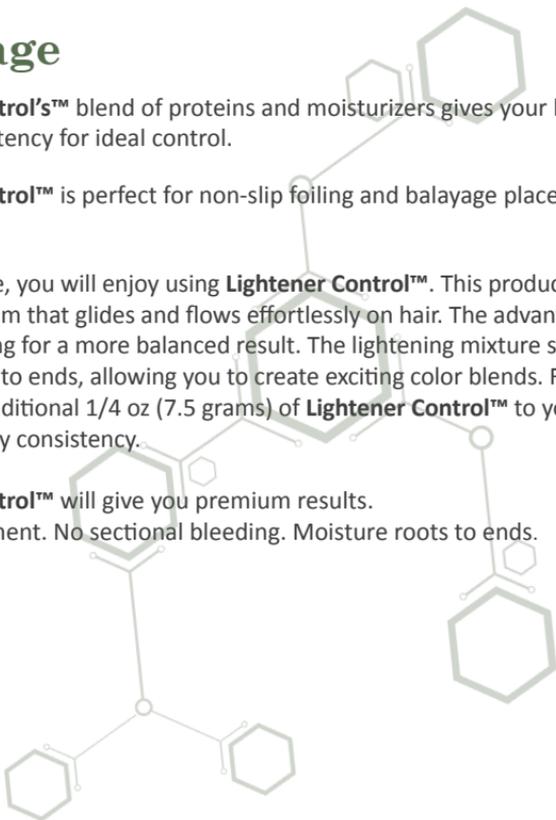
Balayage

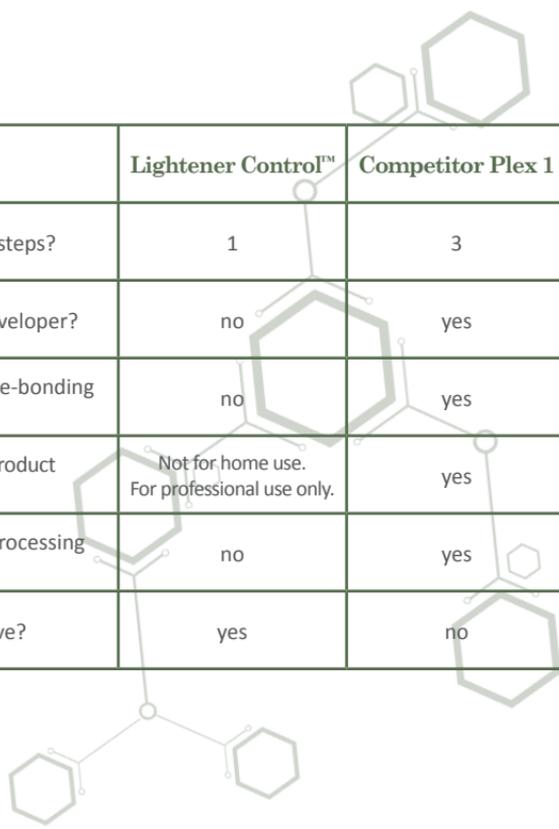
Lightener Control's™ blend of proteins and moisturizers gives your lightening mixture a creamy consistency for ideal control.

Lightener Control™ is perfect for non-slip foiling and balayage placement without bleeding.

If you balayage, you will enjoy using **Lightener Control™**. This product yields an ultra-smooth medium that glides and flows effortlessly on hair. The advantage is enhanced surface bonding for a more balanced result. The lightening mixture stays moist and smooth, roots to ends, allowing you to create exciting color blends. For balayaging, you may add an additional 1/4 oz (7.5 grams) of **Lightener Control™** to your mixture for an ultra smooth creamy consistency.

Lightener Control™ will give you premium results.
Perfect placement. No sectional bleeding. Moisture roots to ends.





	Lightener Control™	Competitor Plex 1	Competitor Plex 2
Number of steps?	1	3	2
Increase developer?	no	yes	yes
Additional re-bonding steps?	no	yes	yes
Is a home product required?	Not for home use. For professional use only.	yes	yes
Increased processing time?	no	yes	yes
Cost effective?	yes	no	no

Frequently Asked Questions

How much developer should I use?

Follow the manufacturer's recommendation on ratio of developer to lightener (bleach) needed. For All-Nutrient® developers, we recommend the ratio of 1 oz. (30 grams) of lightener to 1 oz. (30 grams) of developer with 1/2 oz. (15 grams) of **Lightener Control™**.

Do I need to use a stronger volume developer with Lightener Control™?

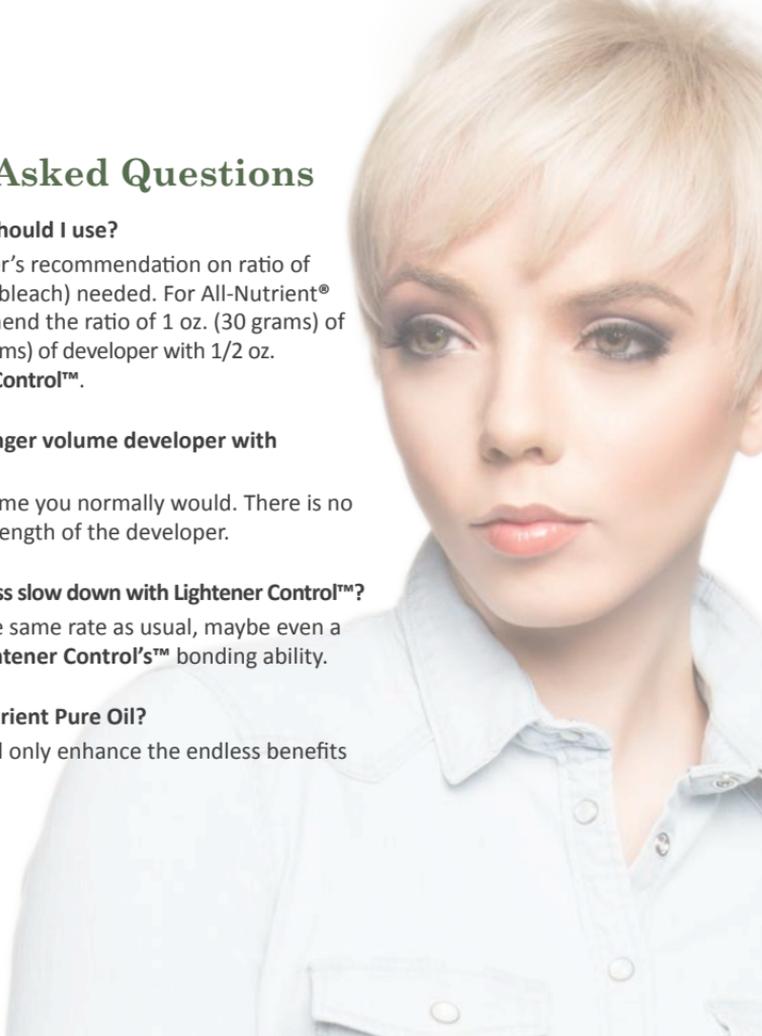
No. Use whichever volume you normally would. There is no need to increase the strength of the developer.

Will the lightening process slow down with Lightener Control™?

No. It will process at the same rate as usual, maybe even a little quicker due to **Lightener Control's™** bonding ability.

Can I still mix in All-Nutrient Pure Oil?

Yes! Adding Pure Oil will only enhance the endless benefits of **Lightener Control™**.



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