

# Living proof.®



Living proof.®  
triple bond  
complex

HAIR-STRENGTHENER  
SOIN FORTIFIANT CHEVEUX  
45 mL e 1.5 FL OZ US

Triple Bond Complex

Training Guide

Meet Triple Bond Complex.

# Next generation strength + repair.

This is the future of hair repair. Get your healthiest hair yet with this **weekly treatment**, which is engineered to **build 8x stronger\***, **smoother and shinier hair in just 1 use** while protecting against future damage.

It **constructs brand-new bonds and repairs broken bonds of every type** to form a 3D network within the hair for immediate strength and lasting protection.

And that's why **Stylists prefer Triple Bond Complex** over the leading prestige bond builder\*\* for hair that looks healthier, feels smoother, and feels more conditioned



The Living Proof Difference.

# The Living Proof approach to bond repair is different than the rest. Let us tell you why.

First of it's kind formula...  
for real.

Our formula doesn't just repair the bonds that have been broken; it actually **creates a 3D network in the hair that forms new bonds to restore hair to like-new condition.**

These **improvements last through multiple washes.**

**Creates and repairs all bonds** in the hair: hydrogen, ionic and covalent bonds.

Living Proof's patent-pending 3D Fortifying Technology is made up of a vegan, bio-based active small enough to penetrate the inner cortex of the hair - **undoing damage from the inside out.**

Technology **repairs all levels of current damage** while also **protecting hair from future damage** from heat, chemical or color treatment.





Simple, straightforward,  
client-friendly.

Designed to work for **all hair types**  
and all **levels of damage**.

**Easily inserted after salon  
treatment**, before blow dry.

It's a **weekly, one-step concentrated  
leave-in treatment**; no change to your  
routine necessary.

It **makes hair more manageable**  
and therefore easier to style.



Stylists trust it...

Instantly leaves hair **8x stronger**.\*

Future proofs against new damage.

Leaves hair **smoother, softer, and shinier**.

**Boosts hair's manageability**, making  
it easier to style, and even offering light  
**smoothing**.

Stylists **prefer it over the leading  
prestige bond builder**.\*\*



Don't fight the heat, use it.

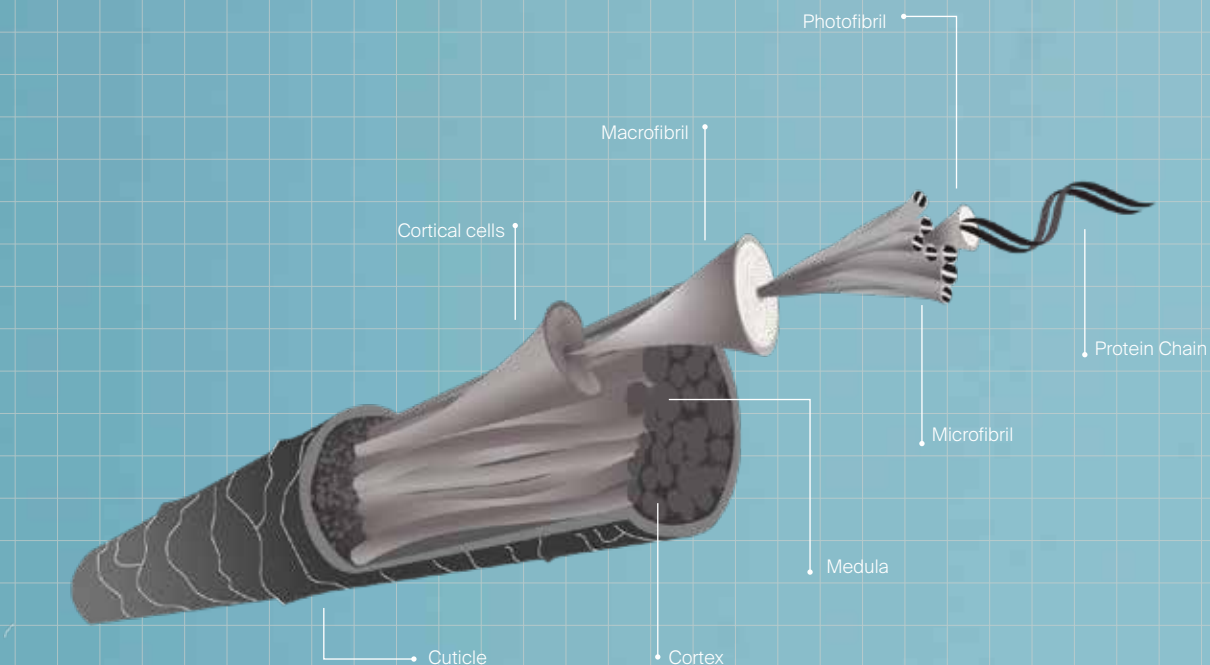
Triple Bond Complex is **formulated  
to harness the power of heat**.

In fact, **adding a shot of heat unlocks  
the 3D Fortifying Technology** to activate  
permanent covalent bonds so results last  
through multiple washes.

Let's Talk about Bonds.

Let's start by refreshing our knowledge of bonds and hair architecture.

*fig. 1* Structure of hair



Hair strands are primarily made up of protein. The chemical interactions within and between protein chains are primarily responsible for the characteristics of hair that you can see and feel, such as:

+ Strength      + Elasticity      + Shape      + Shine

These chemical interactions occur through various types of bonds, which are essential to attaining and maintaining hair health. In other words: intact bonds mean healthier hair. **Three different types of bonds found in hair: hydrogen, ionic, and covalent.**

## Hydrogen bonds

Hydrogen bonds are the weakest of the three; these are temporary bonds that can be easily broken by exposure to water or heat. That's why hair simply blown dry, which creates hydrogen bonds, reverts to its natural shape and "resets" when it gets wet.

## Ionic Bonds "Salt Bonds"

Similar to hydrogen bonds, ionic bonds are also temporary—but tend to be much stronger. In fact, they're responsible for a third of hair strength. However, since these bonds are formed through a difference in charge, under certain conditions (such as a change in pH) they can be weakened and ultimately broken.

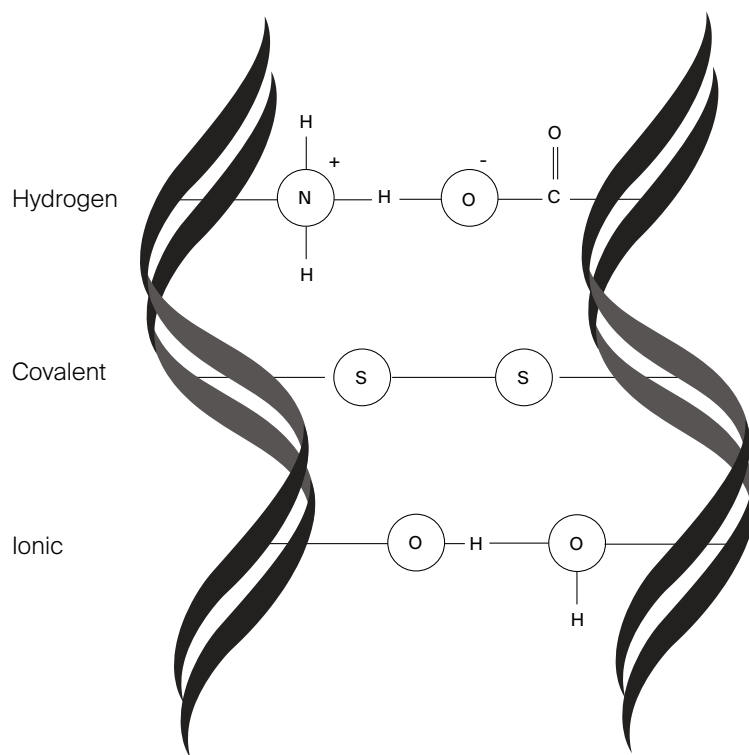
## Covalent Bonds

Disulfide bonds are a type of covalent bond. Covalent bonds are the strongest of the three types of bonds. These are permanent bonds that provide structure and shape to the hair. However, even though covalent bonds are the strongest, they can still be broken via harsh processes like bleaching or excessive heat-styling—which alter and damage the internal structure of the hair. There are numerous types of bonds in the covalent bond group, including disulfide bonds.



Together, these bonds build strong interactions within and between protein chains, which, as we mentioned, make up individual hair fibers.

Triple Bond Complex targets all levels of damage by creating and repairing all bonds in the hair, on all hair types.



## The Problem + The Solution.



### The problem.

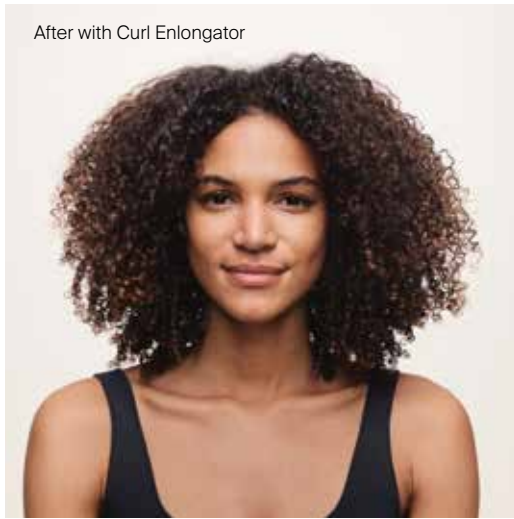
Hair undergoes a lot of damage in everyday life. Styling your hair requires either sheer force, chemicals, or heat to break the bonds that hold strands' shape, weakening the hair over time. Additionally, coloring and bleaching processes damage the internal structural integrity of the fiber, resulting in hair that's more prone to breakage. Environmental factors, like changes in water, can also damage the hair and are difficult to prevent.

How can we, though the power of science, make something typically damaging, like heat, reparative?

### Enter, the solution.

Our patent-pending technology constructs a 3D network within the hair fiber, immediately fortifying its core strength by repairing broken bonds and creating new ones for hair that looks and feels like new. By adding a small dose of heat, the long-lasting covalent bonds are formed making results built to last.

Better yet, it's one that adheres to Living Proof's values—formulated without silicone, parabens, sulfates (SLS & SLES) and phthalates, as well as vegan and cruelty-free—so you don't have to make any compromises for a transformative treatment.



The Ingredient Story.

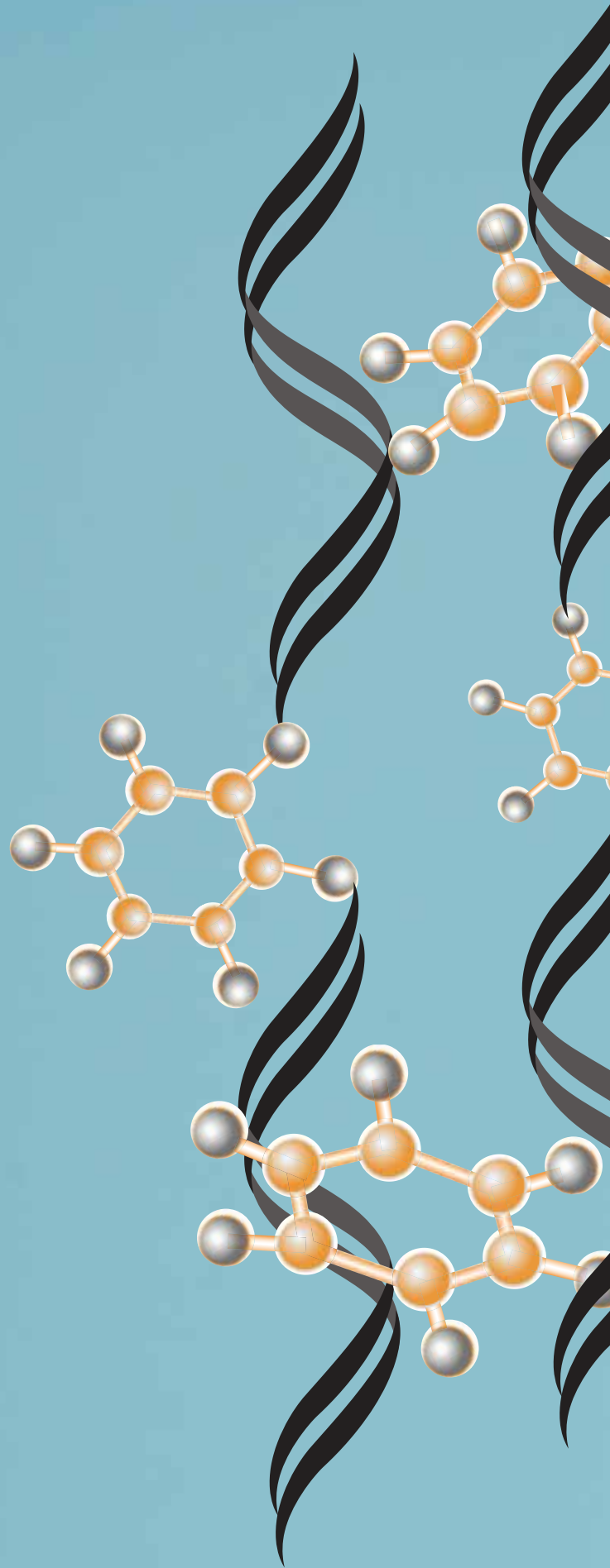
# Let's learn about the key ingredients in Triple Bond Complex.

## 3D Fortifying Technology.

Our patent-pending hero ingredient is a **vegan bio-based molecule** that can actually **penetrate hair and create new bonds—hydrogen, ionic and covalent bonds**. Its structure is comprised of **six phosphate functional groups that can cross-link and stabilize proteins and protein chains within the hair fiber**.

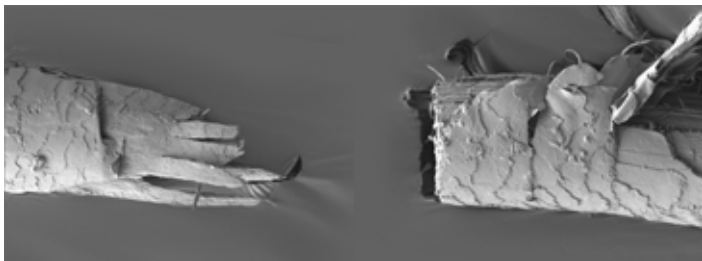
When the 3D Fortifying Technology is activated by heat, these phosphate groups interact with the hair fiber where a three-dimensional network is created within each strand of hair. This 3D network **fortifies the hair structure and builds new bonds and repairs broken bonds** – improving the hair's core strength. In doing so, it restructures the hair from the inner cortex to the outer cuticle.

And it does more than just restructure damaged hair, by the way. 3D Fortifying Technology also **protects against future damage**, allowing you to style without compromise, and is **clinically proven to rebuild the structure of your hair**—making it **8x stronger\***, smoother, and shinier after just one use.



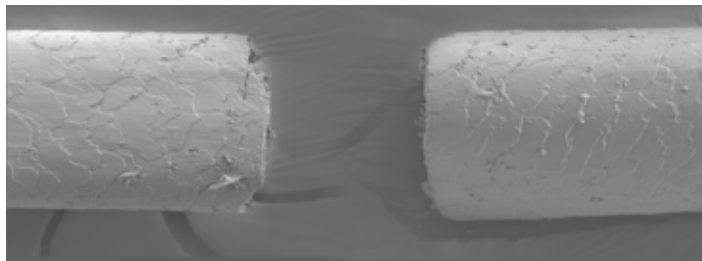
## Clinically proven to rebuild the structure of your hair.

Bleached Hair Untreated



Damaged hair tends to break in a non-uniform pattern

Bleached Hair Treated with Triple Bond Complex



Healthier hair tends to break in a smooth pattern, indicating greater core strength

### ENCAPSULATED CELLULAR OIL.

This innovative blend offers a multitude of protective benefits such as **defending against thermal and UV damage and color fading**. Powered by a blend of lipids and peptides derived from plant stem cells, its encapsulated delivery system allows it to penetrate hair for immediate results.

### BIOMIMETIC EMOLLIENT BLEND.

Our biomimetic emollient blend works to **replenish the lost lipids on the hair surface**, known as the F layer, to **make hair more hydrophobic (water-repellent)** while acting as a lubricant to decrease friction between hair fibers and improve the tactile feel of hair.

The F-layer is the outermost lipid layer of the hair surface, which is your hair's natural protective defense. It can be easily damaged by brushing, UV exposure, and everyday heat styling (not to mention more damaging color or chemical treatments). When the F-layer is damaged, the cuticle is exposed and hair is susceptible to frizz, breakage, tangling and increased dryness.

In mimicking the composition of the F-layer and sebum, the biomimetic emollient blend provides softness, lubricity, and shine to the hair.

### CUTICLE SEALING AGENT.

This molecule helps seal lifted and damaged cuticles to smooth and soften hair while reducing signs of split ends, making hair more manageable for easier styling.

## The Competition.

In recent years, the hair industry has seen a rise in the creation and use of bond builders. But the existing bond builders on the market are far from perfect. For starters, there's the matter of the convenience: The results can be largely temporary, requiring several treatments each week, numerous products, and the application can be tricky and time-consuming, with several steps needed to get the desired results.

More importantly, current technologies on the market tend to only address one or two types of bonds found in hair with varying effectiveness, leading to results that aren't necessarily on par with healthy, undamaged hair.

Conversely, some brands in the space overemphasize the covalent bonds which—while the strongest bonds in hair—are not the only bonds; in fact, ionic bonds also account for a third of hair's overall strength. Rather than focusing on repairing hydrogen, ionic, and covalent bonds, they just cherry-pick those that seem important.

Bottom line? Consumers have created a cycle of damage in which they are constantly breaking bonds, temporarily reforming some of them via treatments, and then breaking them down once again.

# Stylists prefer Triple Bond Complex over the leading prestige bond builder.\*



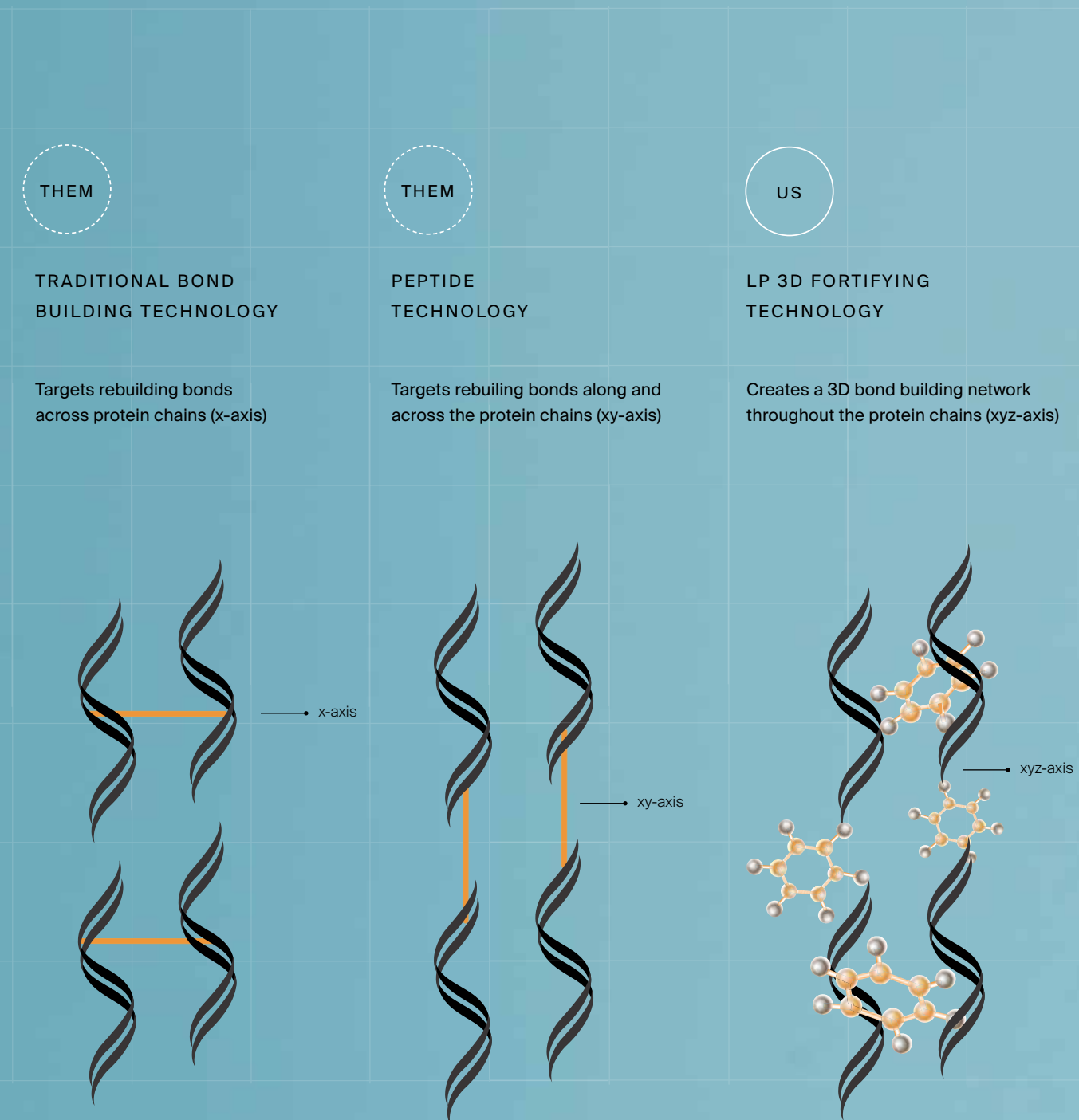
# The Competition.

## The solution.

That is where Living Proof comes in. What’s become clear over years of research is that a single ingredient cannot address all hair-care concerns. Chief among these is damage, which can dramatically impact hair health at every level. That ultimately led us to research a new way to restructure the hair fiber from the inner cortex to the outer cuticle.

| THEM                                                                                                                                                                                                      | US                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Multi-step process</li><li>• Requires a change to hair routine</li><li>• Repairs only one or two types of bonds</li><li>• Limited to broken bond repair</li></ul> | <ul style="list-style-type: none"><li>• One-step process</li><li>• Easy for clients to add to their routine</li><li>• Repairs all three bonds - Hydrogen, Ionic and Covalent</li><li>• Not only repairs broken bonds, but creates new bonds</li></ul> |

fig. 2 Competitive Technology





## What everyone's talking about.

- + Clinically proven to rebuild the structure of your hair
- + Scientifically proven to make hair 8x stronger\* and more resistant to future damage while adding softness, smoothness, shine and manageability after just one use
- + Heat protection up to 450° F/232° C
- + Stylists prefer Triple Bond Complex over the leading prestige bond builder\*\* for hair that looks healthier, feels smoother, and feels more conditioned
- + Protects hair's integrity by minimizing protein loss caused from damaging chemical treatments

Consumers agree:\*\*\*

92% overall satisfaction

88% hair looked softer & smoother

87% hair looks less damaged

85% hair feels healthier

85% product strengthens my hair

89% results they can see and feel

Usage.

Triple Bond Complex is a highly concentrated formula, so it is best to start with a small amount and add more as needed.

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Apply to clean, damp hair, focusing mid lengths to ends. See chart below for application guidance. Add any leftover product on your hands to the roots and comb through for even distribution.

*Thick and coarse hair types may want to apply the product in small sections to ensure a uniform application.*

For best results →

Wait 10 minutes and apply heat.

Styling and treatment products can be layered on top of Triple Bond Complex after the 10 minutes and before styling.

Any heat application works – curly girls can diffuse 50% and airdry the rest, or can airdry and follow up with a curling iron or straightener after.

*If no heat is used, the 3D Fortifying Technology will still repair and replenish ionic & hydrogen bonds, but heat must be used to activate the covalent bond repair.*

|        |  FINE / THIN |  MEDIUM |  THICK / COARSE |
|--------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| SHORT  | 2 pumps                                                                                         | 2-3 pumps                                                                                  | 3-4 pumps                                                                                            |
| MEDIUM | 3-4 pumps                                                                                       | 4-5 pumps                                                                                  | 5-6 pumps                                                                                            |
| LONG   | 4-5 pumps                                                                                       | 5-6 pumps                                                                                  | 6+ pumps                                                                                             |



## Usage with Salon Services.

Triple Bond Complex should be used after color services as well as haircuts and styling services to instantly repair damage while adding softness, smoothness and shine.

You can incorporate Triple Bond Complex into all the services below.

Color services

Toning services

Conditioning treatments

Styling services

Haircuts



## In the case of color services, follow these usage instructions:

- Triple Bond Complex should be the very last step before hair is styled.
- Use once processing is complete and color is rinsed out, and hair has been washed and conditioned.
- Triple Bond Complex should be applied to damp hair prior to styling.
- For best results, wait 10 minutes after applying Triple Bond Complex before blow-drying or applying heat.



### WHY WAIT TEN MINUTES?

In our development of this product, we found that 10 minutes was the “sweet spot” for the technology to have time to permeate the hair strand to work its repair magic. In that ten minute period, the technology is hard at work. Ten minutes gives the technology time to penetrate into the cortex, build the 3D network, replenish lost lipids, and fill in gaps on outside of cuticle surface (called the F layer).

## Chair Education.

# Triple Bond Complex is for every client that sits in your chair.

All hair experiences damage: whether chemical, mechanical, or environmental, all hair needs repair. Triple Bond Complex addresses all types of damage on all hair types. Every single client, especially those in need of repair, should add Triple Bond Complex into their routine.

Here are a few ways to educate your clients on Triple Bond Complex →

### CONSULTATION:

When you have your initial consultation with your client, discuss their hair health. Ask questions about their regular hair routine. What products are they using? Do they use heat? How often do they wash? Do they notice breakage or split ends? Do they currently use any products to help repair damage? Through this discovery, you can discuss the option of adding Triple Bond Complex to their routine for an inclusive approach to repairing all types of damage. We recommend using Triple Bond Complex as part of their service and educating them on usage.

### DURING THE SERVICE:

Whether your client is booked for a cut, style, or color, Triple Bond Complex can be added into their salon service. We recommend using Triple Bond Complex on freshly washed and conditioned hair at the shampoo bowl or styling station. Once hair is clean and towel dried, apply Triple Bond Complex and comb through hair. For best repair results, leave client at the shampoo bowl or styling station for 10 minutes. If your schedule doesn't allow for the 10-minute wait time, that's ok – the technology will continue to repair and protect future breakage. Once the wait time has passed, style using heat to activate the covalent bond repair. Triple Bond Complex should not be used prior to washing, or prior to any chemical or color service.

### AT CHECK-OUT:

Think of yourself as your client's "hair doctor". Your clients are your walking advertisement, and when they can't come to you for a blow-out, you want their hair to be healthy, shiny, and damage-free. Recommending Triple Bond Complex to your clients at check-out helps them maintain healthy hair until their next appointment.



Why your client needs it.

# Triple Bond Complex will provide your clients with so many benefits.

**8x stronger hair\***

- Protects against future damage
- Prevents color fade
- Protects against UV damage
- Protects against thermal damage
- Smooths hair
- Hair will be shinier

**One-step process**

- Harnesses the power of heat to replenish covalent bonds
- First ever technology that creates + repairs all types of bonds
- Increases manageability
- Seals hairs cuticle

**Penetrates to the cortex of the hair**

- Vegan
- Silicone-free



Recommending Triple Bond Complex to your clients will ensure that they have healthy, happy hair for their next service.



Product Pairs + Combos.

# Our favorite combos for Triple Bond Complex.

These are our favorites, but we have many others.  
Triple Bond Complex can be used with all other Living Proof products.

Play around and find your own product combo favorites, too!  
Tag us in your client photos so we can see your work at [@livingproofnc](https://www.instagram.com/livingproofnc)

## Everyday Use



A Living Proof Shampoo + Conditioner that suits your hair needs, followed by Triple Bond Complex.

## Hair Reset



For a full hair reset, use Perfect hair Day™ Triple Detox Shampoo and a Living Proof Mask of your choice. Once rinsed out, apply Triple Bond Complex to towel-dried hair.

For very damaged, coarse hair



Restore Shampoo + Conditioner, followed by Triple Bond Complex. Restore Repair Leave-In layered onto hair after 10 minutes.

For wavy, curly or coily hair



Mix Curl styler of your choice with Triple Bond Complex and apply to towel-dried hair. Wait 10 minutes and diffuse hair.

Detangling + Manageability



Restore Perfecting Spray layered onto hair after Triple Bond Complex has been applied 10 minutes prior.

Blow-Out Perfection



Once Triple Bond Complex has processed for 10 minutes on the hair, layer Perfect hair Day™ 5-in-1 Styling Treatment all over. Blow dry using a round brush to create bounce.

Lp.

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