

hop

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TRANSFORMING WELL-AGEING TREATMENT EXPERIENCE

Technical guide



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CONTEXT

The latest in cutting-edge treatments

The next generation of treatments mainly focuses on offering tailored solutions to transform hair into its best version. These treatments act on the effects of ageing which have a direct impact on the health and wellbeing of hair and the scalp.

Given the great demand for treatments devoted to hair care, respect for hair and hair health, salons now have the opportunity to add value to their business and reinforce their connection with their clients. For this reason, they provide three types of treatments that meet their clients' specific hair needs:

First, there are **weekly treatments** for the maintenance of healthy hair and scalp to address daily needs in terms of frizz, lack of volume and hydration. Second, there are fortnightly or monthly **semi-permanent treatments** such as hair botox treatments based on hyaluronic acid, vitamins and collagen which address the top needs such as intensive repair, hydration, softness, colour and shine retention. Third, there are **permanent treatments** done every three to six months such as keratin treatments, tannin smoothing or permanent hair straightening, designed to change the shape of hair to get rid of frizz and get straight, smooth hair with movement.

This is why **hop** is proud to present its first exclusive range of salon services, the **Transforming Well-Ageing Treatments**. These are anti-ageing treatments for hair that are a luxury experience for holistic and comprehensive hair care. These custom-blended treatments have been designed to restore hair health from the roots to the ends by addressing the top needs: adding strength, colour and shine retention, or improving frizz and softness.

Causes of hair ageing

There are many causes that can play a role in the ageing of hair. To this end, we'd like to point out **four major visible and invisible factors** that have a direct impact on health. It's vital to pay attention to them in order to reverse the different causes of hair ageing.

NATURAL OR BIOLOGICAL

- Hormonal factors
- Age
- Genetics

ENVIRONMENTAL

- Pollution
- Sun exposure
- Digital ageing: artificial light and blue light

CHEMICAL AND MECHANICAL

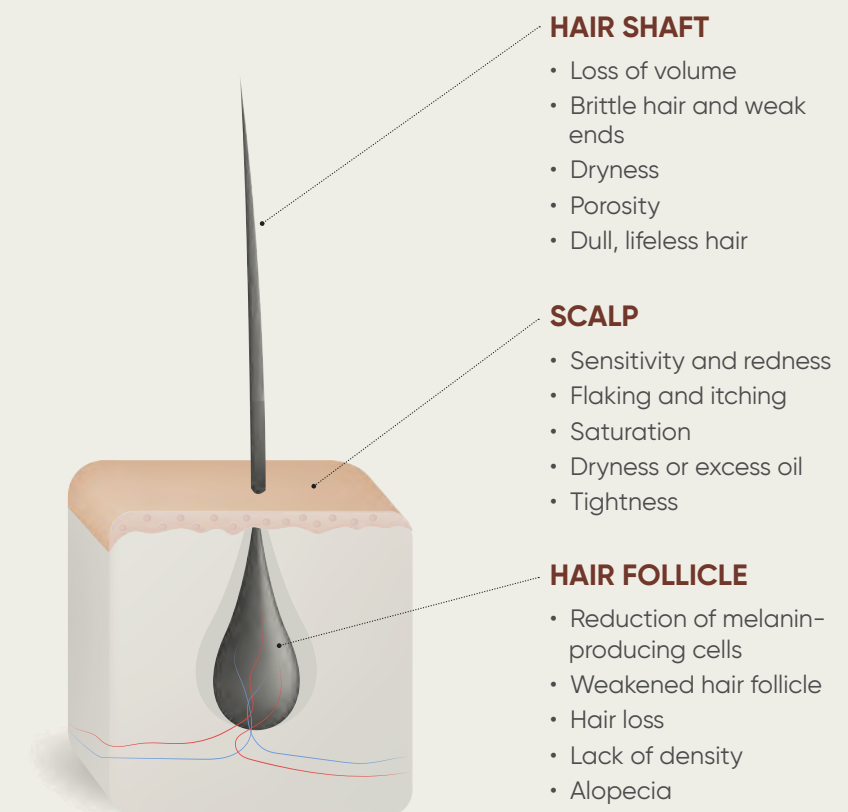
- Styling using heated hair styling tools: blow-drying, styling tools...
- Chemical treatments: hair colouring, perms, straightening...

LIFESTYLE

- Physical and/or emotional stress
- Diet and toxins

Effects of hair ageing

Hair also ages and its effects can be seen in the same way as on skin. There are effects that affect and show the passage of time on hair and the scalp.





The latest in hair treatment

A cutting-edge anti-ageing treatment for hair which combines high-performance ingredients and the most advanced biotechnology to deliver exceptional results.

MOLECULAR ENZYMATIC COMPLEX

A restorative complex of bioenzymes of natural origin.

It strengthens the hair's internal structure and renews the outermost layer by creating a protective shield that provides deep hydration and smooths the hair cuticle.

It works together with algae bioscience, **LifeAlgae BioScience**, which magnifies the power of the actives to boost their results in hair.

With **hop**, we remain committed to the planet creating eco-friendly products with clean and vegan formulas.

TRANSFORMING WELL-AGEING TREATMENT EXPERIENCE



A revolutionary, personalised in-salon treatment

These custom-blended anti-ageing elixirs are designed to restore the overall health of hair from the roots to the ends. Each treatment works quickly and effectively to deliver truly transcendental results in just **7 minutes**. This is thanks to an innovative and extremely effective technology that transforms hair and produces an anti-ageing effect with unrivalled results.

The goal of each treatment is to address the individual concerns and needs of clients: adding strength, colour and shine retention, or improving softness and keeping frizz under control. These are the three main responses to get strong, healthy, shiny and intensely hydrated hair.

The **benefits** of offering your clients an immersive experience are:

- Strengthening the hair's internal structure and renewing the outermost layer.
- Providing deep hydration and smoothing the hair cuticle.
- Effectively transforming hair: regenerating, recharging and revitalising hair.
- Adding shine, softness, strength or making hair colour last longer.
- Getting lustrous, polished hair with shine and movement.

How do the treatments work?

TRANSFORMING WELL-AGEING TREATMENTS adapt to the needs of all hair types by combining the intensifying bases (**Intensifiers**) and the specific concentrates (**Recharges**) for a transforming effect on hair.

The **Intensifiers** are the treatment intensifying bases designed to prevent accumulated damage in hair, condition and hydrate hair, as well as intensify the action of the concentrates. In contrast, the **Recharges** are the specific concentrates composed of active molecules with a specific action on hair, such as strength, colour and shine retention or softness, which are activated when combined with the treatment base.

These personalised treatments work in **two steps**: the professional first determines which intensifying base (Intensifier) is the right one for the client depending on their hair density – fine to medium hair, or medium to coarse hair.



Step 1: INTENSIFIER

Two Intensifiers that serve as the cornerstone of the Transforming Well-Ageing Treatments.

Depending on the hair type:

- Base for fine to medium hair.
- Base for medium to coarse hair.

And then, the professional chooses two specific concentrates (Concentrate) according to the client's individual needs:

– **STRENGTHENING CONCENTRATE**: Concentrate for fragile and/or damaged hair, formulated with amino acids and moisturising factors. It restores the hair's internal structure, prevents breakage and adds strength and elasticity to the hair shaft.

– **SMOOTHING CONCENTRATE**: Concentrate for unruly, frizzy and/or curly hair, formulated with agents that seal the hair cuticle and neutralise electrostatic charges. It improves softness, gets rid of frizz and provides intense hydration.

– **COLOUR CONCENTRATE**: Concentrate for colour-treated hair, formulated with natural antioxidants, shine enhancers and colour sealing polymers. It makes hair colour last longer, protects against radiation and boosts the vibrancy and shine of hair.



Lastly, the professional combines them in the applicator bottle according to the client's needs.

The blend is applied to hair after washing, leaving it to work for **7 minutes**.



Step 2: RECHARGE

Three specific concentrates added to the bases to supercharge their effects according to each hair need:

- Concentrate to provide strength.
- Concentrate for colour and shine retention.
- Concentrate for improving softness and keeping frizz under control.

INTENSIFIERS

(Intensifying Bases)

BASE FOR FINE TO MEDIUM HAIR

BASE FOR MEDIUM TO COARSE HAIR

The Intensifiers are the cornerstones of the TRANSFORMING WELL-AGEING treatments, designed to prevent accumulated damage in hair, condition and hydrate hair, as well as intensify the action of the concentrates.

Formulated with **Molecular Enzymatic Complex**, based on a restorative complex of bioenzymes of natural origin, it strengthens the hair's internal structure, provides deep hydration, smooths the hair cuticle and restores the outermost layer creating a protective shield.

It works together with algae bioscience, **LifeAlgae BioScience**, which magnifies the power of the actives to boost their results in hair.

Benefits:

- Restores and strengthens the hair's internal structure
- Humidity-proofs hair and smooths the hair cuticle
- Improves texture and provides intense hydration

5x

SOFTER

4x

LIGHTER AND MORE
MANAGEABLE

80%

MORE REPAIRED
AND HEALTHIER

Key ingredients:

Complex of natural origin that reinforces the structure of the hair from within penetrating into the cortex, balances moisture in hair, improves its mechanical properties and repairs damage caused by ultraviolet radiation.

Multifunctional polymeric UV filter that conditions and protects the hair shaft from loss of colour.

Pro-Vitamin B5 that penetrates into the hair shaft, hydrates it and helps it retain moisture.



1000ml



750ml

RECHARGES

(Specific Concentrates)

Concentrates of active molecules with a specific action which are activated when combined with the treatment base.

STRENGTHENING CONCENTRATE: Concentrate for fragile and/or damaged hair, formulated with amino acids and moisturising factors for intensive restructuring of the innermost layers of hair and protection against breakage.

Benefits:

- Restores the hair's internal structure
- Prevents breakage
- Adds strength and elasticity to the hair shaft

Key ingredients:

Potent fortifying complex with dual action, which penetrates into the hair shaft to increase its resistance to breakage and coats it to lubricate and restore the hair cuticle.

Blend of amino acids that interact with hair, strengthening the structure of the hair shaft and repairing the damage on the surface to increase its elasticity and resistance.

SMOOTHING CONCENTRATE: Concentrate for unruly, frizzy and/or curly hair, formulated with agents that seal the hair cuticle, neutralise electrostatic charges and serve as a protective barrier to lock in moisture and repairing active ingredients.

Benefits:

- Improves softness
- Keeps hair hydrated
- Gets rid of frizz

Key ingredients:

Plant-based natural sugar complex that hydrates hair while creating a barrier around the hair shaft that prevents the loss of moisture.

Conditioning agents and natural humectants that soften, reduce the strength of hold in styling, restore the hydrophobicity of hair, provide excellent anti-frizz properties and help to repair split ends.

COLOUR CONCENTRATE: Concentrate for colour-treated hair, formulated with natural antioxidants, shine enhancers and colour sealing polymers to improve brightness, make hair colour last longer and protect it from oxidative stress.

Benefits:

- Makes hair colour last longer
- Protects against radiation
- Enhances the vibrancy and shine of hair

Key ingredients:

Natural antioxidants from green tea that protect hair from loss of colour due to oxidation from both the formation of free radicals and the effect of UV radiation.

Quaternised polymer that evenly coats the hair shaft, creating a protective film that protects it against loss of colour from washing.

Take the treatment to the next level with the effect of steaming

An exclusive service that delivers unparalleled results thanks to the hop hair steamer. Steam helps ensure that the actives reach the innermost parts of hair thanks to the micronised action of steam.

At the same time, it offers clients an immersive experience of wellness, calm and relaxation.

Using the hair steamer is very simple. But it is important to read through the instruction manual that comes with it in the box.

To fill the hair steamer with water:

1. Place the hair steamer on a flat, even surface.
2. Fill the water tank using a measuring cup.
3. It's better to use distilled water to prevent the accumulation of minerals.
4. Do not fill above the maximum level.
5. Close the lid of the water tank.

Instructions for use:

1. Plug the device into a socket. The heat indicator will light up upon switching it on.
2. The device will start producing steam approximately 60 seconds after switching it on.
3. Point the hair steamer nozzle towards the area of hair to be steamed.
4. Keep the flow of steam in the direction of the target area. Move backwards and forwards slightly to optimise the steaming process.
5. Remove any accessory that's not needed before switching on the hair steamer.



RECHARGE WELLNESS RITUAL



WASH hair with the recommended **hop** shampoo. Rinse and remove excess water using a towel.



MIX using the applicator bottle:
4 pumps of the recommended INTENSIFIER: from fine to medium hair or from medium to coarse hair.
1 pump of the suitable RECHARGE: Strengthening, Colour or Smoothing.



SHAKE well to mix the two products together. The applicator bottle will make it easier to apply and spread the lightweight fluid evenly all over hair.



APPLY section by section from the roots to the ends, focusing on the areas with the most damage.
 Using your fingers and palms, massage the treatment into hair for it to penetrate and comb hair to distribute it evenly.



ACTIVATE using the hop hair steamer to ensure that the actives penetrate deeply and to round off the immersive wellness experience. Apply steam while leaving the product to work between **7 and 10** minutes and rinse.



FINISH by applying styling products and creating the desired hairstyle.

One step further with our sustainability commitment

Sustainability and environmental responsibility are part and parcel of the commitment that hop stands for and upholds as a brand. This is the reason why the Transforming Well-Ageing products have been designed and developed with the sustainability commitment to the planet in mind.

The formulas are clean and vegan with up to 96% ingredients of natural origin. They're also sulphate free, paraben free and mineral oil free.

The new **hop Transforming Well-Ageing** line of professional in-salon treatments uses materials that promote recyclability and circularity, favouring recovery for reuse as PCR in future packaging. All Intensifier, Recharge and applicator bottles are made of 100% recyclable PE.

The design of the applicator bottles are based on the principles of functional ergonomics. Their rounded oval shape and flat sides make them ergonomic and ensure that the product is applied evenly during the treatments. They can be easily washed and are reusable. All packaging is made of 100% recyclable PE, which means a reduction of 3 tonnes of plastic.

As part of the immersive experience of luxury and wellness that is integral to Transforming Well-Ageing Treatments, a station bar has been designed to facilitate their application by professionals; it's practical and easy to use in terms of keeping service times under control.

TRANSFORMING WELL-AGEING TREATMENT

FREQUENTLY ASKED QUESTIONS (FAQs)

How long should you leave the treatment?

It takes HOP WELL-AGEING TRANSFORMING TREATMENTS 7 minutes to work. The recommended maximum time is 10 minutes.

Is it advisable to leave it on for longer?

There's no need for this. You won't get benefit more by leaving it on longer, but it's not a problem if you go beyond the recommended time.

Can it be used without applying heat?

Yes, but heat facilitates and enhances the penetration of actives more quickly, so they can work in the innermost layers of hair.

What shampoo should I use for the treatment?

It will depend on the diagnosis made by the professional at the start of the treatment. The recommended hop shampoo will be used in each case.

Would you recommend applying a hair mask after the treatment?

No. The treatments have excellent conditioning properties, so there's no need to supplement them with hop hair masks. Using them could weigh hair down.

How long do the effects of the treatment last?

Maintenance at home will have an impact on how long the results will last. A suitable routine and regular HOP WELL-AGEING TRANSFORMING TREATMENTS are crucial for extending its effects.

Do the treatments contain silicones?

The treatment does contain silicones. They've been specifically chosen for their considerable effectiveness in order to ensure the best results in terms of softness and shine. These next-generation silicones also keep hair from becoming greasy and weighed down.

Can the treatment be replaced with a keratin treatment or an anti-frizz treatment?

The treatment has not been developed to modify disulphide bonds. It's an intensive treatment that reconstructs, nourishes and repairs hair, giving it movement and shine.

Can it be used for hair colour aftercare?

Yes, all the INTENSIFIERS contain actives and filters that prevent hair colour from fading. Nevertheless, as they have excellent conditioning properties, normal colour fade – comparable to that of any other treatment conditioner – can be expected.

Can an INTENSIFIER or a RECHARGE be used by itself?

The treatments have been developed to ensure their effectiveness by using a mixing ratio of **4:1** so it's not advisable to use them separately.

Can more than one RECHARGE be mixed with one INTENSIFIER?

It's not advisable as the ratio of the Intensifier would be altered, which could in turn alter the results. What's more, the ratios have been defined to deliver the best benefits to hair and the greatest profits to the salon.

Is it necessary to use the dryer or diffuser of the treatment?

Drying is necessary for good final results in both straight and curly hair. Finishing the treatment using an iron gives a more polished look.

How often should HOP WELL-AGEING TRANSFORMING TREATMENTS be used?

It is advisable to use them every 15 days or once a month depending on the hair needs.

Can it be applied while the client is sat on the styling chair?

Yes, the treatment can be applied while the client is sat on the styling chair and then steam can be applied to elevate the treatment experience.

Can the treatment be done at home?

No, it's an exclusive professional treatment with a specific ritual, which is only available at hop salons.



Up to 96%
of ingredients of
natural origin.



Sulphate free, paraben
free and mineral
oil free.



Clean
and vegan
formulas.



Dermatologically
tested
formulas.



100% recyclable
packaging, with a reduction
of 3 tonnes of plastic.



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