

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

nova PLEX

De Lorenzo's Novaplex is a premium bond linking system designed to build strong bonds and improve hair integrity during chemical processes. Compatible with all hair types and textures, Novaplex penetrates deep into the cortex to protect existing bonds and restore broken ones caused from excessive lightening, over-processing and extreme flat iron use.

Novaplex works on a molecular level to restore hair leading to superb softness, shine and manageability. The system also improves the intensity and uptake of oxidative colour and does not interfere with lightening processes.

Novaplex out performed the leading competitor during independent testing carried out by The University of Princeton. The Novaplex system was shown to reduce hair breakage during lightening by 71%!

Benefits to a Salon Service

- Prevents damage and repairs hair integrity from chemical salon processes
- Protects the bonds from initial breakage as well as repairs broken bonds
- Noticeably softens and smooths hair texture and adds shine
- Hair is left much easier to comb (both for wet and dry) even after multiple cleanse and condition cycles
- Improved hair colour intensity and durability

THREE-STEP SYSTEM

NOVAPLEX BOND CONSTRUCT 1 (PROFESSIONAL USE ONLY)

Uses advanced technology to build bonds in the hair and protect against keratin damage during professional technical services. Hair is left feeling ultimately conditioned with healthy shine. Ideal colour development and lifting results are achieved.

NOVAPLEX BOND RESTORE 2 (PROFESSIONAL USE ONLY)

Completes the action of Bond Construct 1. Strengthens new bonds, re-balances pH to smooth and seal the cuticle to provide long lasting colour. Leaves hair supremely nourished and hydrated.

NOVAPLEX BOND DEFENCE 3 (RETAIL)

Designed to strengthen and care for hair in-between salon treatments. An intensive nourishing treatment, recommended to be used once a week to repair, protect and soften.

For optimum results use De Lorenzo's Defence Thermal Shampoo and Conditioner & Novaplex Bond Defence 3 following the in-salon service.



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For further information please see the Safety Data Sheet (SDS) <https://www.delorenzo.com.au/sds/>

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Novaplex- 71% reduction in breakage

Proven Strength

The De Lorenzo Professional Novaplex System has been tested for its ability to reduce hair breakage by the University of Princeton.

Powder Lightening mixes, with and without Novaplex, were applied to pre-lightened hair swatches. The leading competitor was also compared against Novaplex.

Lightening Mixes Tested:

1. Powder Lightener and 9% (ratio 1:2) without Novaplex Bond Construct 1. Processed for 50 minutes. Hair tress was rinsed, shampooed and conditioned.
2. Powder Lightener and 9% (ratio 1:2) and Novaplex Bond Construct 1. Processed for 50 minutes. Hair tress was rinsed, and then Novaplex Bond Restore 2 was applied for 20 minutes. The hair was rinsed again, shampooed and conditioned.
3. Powder Lightener and 9% (ratio 1:2) and Competitor Plex No 1. Hair tress was rinsed, followed by the application of the Competitor Plex No. 2. The hair was rinsed again, shampooed and conditioned.



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Method

Following the lightening process, the hair tresses were groomed using an automatic grooming machine (see picture below). Broken fibres were counted after every 200 strokes for a cycle of 2,000 strokes.



Figure 1.
Repeated
groomer

Outstanding Results

Novaplex achieved an outstanding 71% reduction in breakage when compared to a Powder Lightener mix containing no Novaplex and also outperformed the leading competitor. Wet combing tests confirmed Novaplex left hair more conditioned and with improved combing, even after five washes.



Without
Novaplex

With
Novaplex

Figure 2.
Lightened hair tresses
without and with the
Novaplex Active in the
Powder Lightener/
peroxide mix.



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KEY INGREDIENTS:



Hydrolyzed Wheat Protein PG-Propyl Silanetriol

Delivers anti-breakage properties, penetrates the cuticle to provide strength within whilst lubricating and protecting the surface of the hair.



Australian Finger Lime Caviar Extract

Finger Limes are known as the citrus caviar due to the juice filled capsules inside the elongated fruit. Found in South Eastern Queensland and Northern New South Wales, the fruit from the rainforest tree contains 50 times the antioxidant activity of a normal lime. It provides powerful conditioning and a protective film to leave hair smooth.



Tasmanian Blue Gum Extract

Sourced from the leaves of the evergreen eucalyptus tree found in Tasmania and Victoria, the extract provides anti-aging and anti-inflammatory properties and delivers amino acids to condition hair and promote shine.



Olive Leaf Extract

An antioxidant capacity 400% higher than Vitamin C and almost double that of Green Tea or Grape Seed extract. When the sun hits the olive leaf a vapour is released which scavenges free radicals protecting against colour fade and hair damage.



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NOVAPLEX BOND CONSTRUCT 1

INGREDIENTS: Water (and) Butylene Glycol (and) Bis-PCA Dimethicone (and) Disodium PEG-12 Dimethicone Sulfosuccinate (and) Aminomethyl Propanol, Sodium Hydroxymethylglycinate, Fragrance, PEG-40 Hydrogenated Castor Oil, Disodium EDTA, Olea Europaea (Olive) Leaf Extract, Aloe Barbadensis Leaf Extract, Panthenol.

NOVAPLEX BOND RESTORE 2

INGREDIENTS: Water (Aqua), Cetearyl Alcohol, Dimethicone, PCA Dimethicone Crosspolymer, (and) Butylene Glycol (and) Polysorbate 20, Quaternium-91, Cetrimonium Methosulfate, Glycerin, Isopropyl Myristate, Sorbitol, Behentrimonium Chloride, Glycolic Acid, Stearamidopropyl Dimethylamine, Guar Hydroxypropyltrimonium Chloride, Sodium Benzoate, Quaternium-80, Cetrimonium Chloride, Simmondsia Chinensis (jojoba) Seed Oil, Tocopherol, Hydrolyzed Wheat Protein Pg-Propyl Silanetriol, Disodium EDTA, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Wheat Amino Acids, Citric Acid, Panthenol, Aloe Barbadensis Leaf Extract, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Citrus Australasica (Finger Lime Caviar) Fruit Extract, Eucalyptus Globulus (Blue Gum) Leaf Extract.

NOVAPLEX BOND DEFENCE 3

INGREDIENTS: Water (Aqua), Cetearyl Alcohol, Dimethicone, PCA Dimethicone Crosspolymer, (and) Butylene Glycol (and) Polysorbate 20, Quaternium-91, Cetrimonium Methosulfate, Glycerin, Isopropyl Myristate, Sorbitol, Behentrimonium Chloride, Glycolic Acid, Stearamidopropyl Dimethylamine, Guar Hydroxypropyltrimonium Chloride, Sodium Benzoate, Quaternium-80, Cetrimonium Chloride, Simmondsia Chinensis (jojoba) Seed Oil, Tocopherol, Hydrolyzed Wheat Protein Pg-Propyl Silanetriol, Disodium EDTA, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Wheat Amino Acids, Citric Acid, Panthenol, Aloe Barbadensis Leaf Extract, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Citrus Australasica (Finger Lime Caviar) Fruit Extract, Eucalyptus Globulus (Blue Gum) Leaf Extract.

For further directions and processes including treatments, please refer to the Novaplex User's Guide.



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