



Research & Development (R&D)

pH PRO CORTEX FORTE

Protein & Keratin Hair Straightening Therapy Complex

pH PRO CORTEX FORTE is a new revolutionary Protein & Keratin Hair Straightening Therapy Complex specifically developed for delicate, thin and blonde hair. It straightens the hair fiber up to 70%, helps opening tight curls in a fast, easy and 100% healthy way. Reduces hair volume and eliminates frizz.

Professional Use Only.

DIRECTIONS FOR USE

- 1) Refer to your customer's hair for best results.
- 2) If necessary, wash hair with neutral shampoo and towel-dry.
- 3) Apply PRO CORTEX FORTE on hair from roots down, leaving ½ cm from scalp. Make hair into a bun and cover with nylon cap for 20 minutes. Uncover and comb hair.
- 4) Leave for another 40 minutes.
- 5) Blow-dry hair applying professional brushing techniques.



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- 6) Wait 1 hour and wash hair with salt-free shampoo.

Important!

- 1) Use salt-free shampoo & conditioner after hair straightening.
- 2) Do not tie hair up in buns, pony-tails, etc., for a period of 2-3 days after straightening.
- 3) Do not use Japanese hair straightening systems after having used PH PROTEIN PLUS Hair Straightening System.
- 4) Avoid hair contact with sea or swimming-pool waters.
- 5) It's recommended to color hair only after 1 week after hair straightening, at least.
- 6) We strongly suggest using hair mask every time after shampooing, and adding a few drops of serum to remain on hair.



[Watch our video tutorials in our YouTube channel](#)

Warnings:

This cosmetic product should be used only for the purpose it was designed, and in accordance with its directions for use.

Do not use metal bowls or tools to apply this product on hair. You may use a plastic, glass or porcelain bowl instead. Do not swallow. If swallowed, contact your doctor immediately. For external use only. Keep out of reach of children and infants. Avoid contact with eyes. In case of contact with eyes, rinse thoroughly with lukewarm water. If the product enters the eye, rinse thoroughly with water. If irritation



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persists, contact an Ophthalmologist. Do not use if sensitive to any of the ingredients. Sensitivity test should be performed on a small area before each use of the cosmetic product, since sensitivity can occur from time to time. May cause sensitization. Discontinue use when signs of irritation. Do not use on damaged or irritated skin. In the case of damaged skin or scalp, client must wait until the skin heals before using this product. In the case of sensitivity or irritation, stop using this product.

Safety has not been tested in combination with iron, ceramic slips and the like. This product is a cosmetic product and not a medicine, and is not intended to treat disease states. You must use gloves. For professional use only.