



PLEXMENT

Professional Hair Treatment



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Activated with damaged bond to repair and support the hair from in and outside.
 Remove chemicals inside to protect after beauty process.
 'Dicarboxylate' support hair and reassemble 'keratin.'
 Strong acidic 'Glyoxylic Acid' soften hair to revive chemically damaged hair.
 Dedicated for every individual who pursuit the most beautiful and healthy hair.
 Designed and produced by Paimore. Made in Japan.

PAIMORE

PLEXMENT Professional Hair Treatment

Never damage ever after!

The next-generation treatment applicable for any operation to archive the style “you want” .

‘PLEXMENT’ for 5 salon treatment menus.

1. TREATMENT PLEX for light & smooth finish with the most concentrated keratin repair.
2. COLOR PLEX for bleach & color or high tone color with damage-free gloss finish.
3. BLEACH PLEX recovers heavily bleached hair back to glossy hair.
4. FORM CONTROL PLEX to fix unruly hair, unwanted wave, and unevenness.
5. RELAXING PLEX for badly damaged hair.

Revolutionary “Hair reformation” system treatment only for salons!

The keywords are “Acid & Heat” and 18 most concentrated* amino acids

*compared to our conventional products

We are proud to announce the release of “PLEXMENT,” the revolutionary system treatment for the wide variety of hair design and customer needs that involve unwanted damages.



As a matter of fact, hair is generated from part of skin changed. Hair is made of protein called ‘keratin’ like skin and nails. This protein is composed of 18 kinds of amino acids.

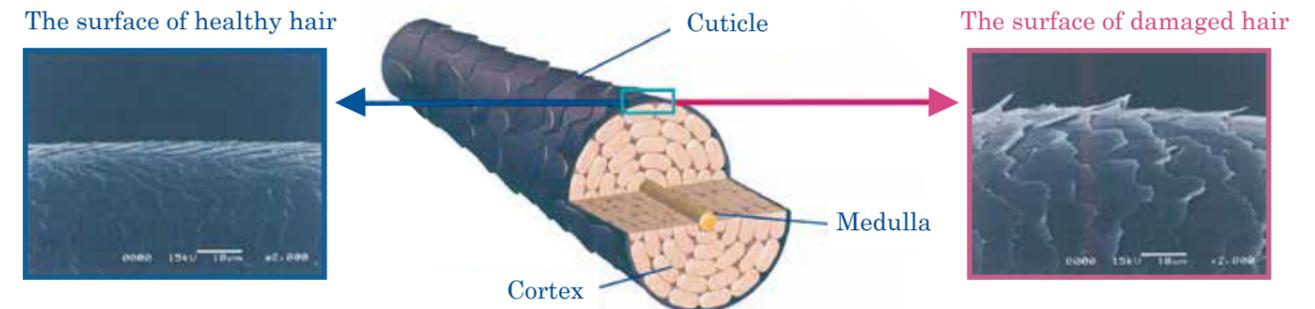
18 kinds of amino acids

Cystine, Glutamic Acid, Leucine, Arginine, Serine, Threonine, Aspartic Acid, Glycine, Valine, Alanine, Phenylalanine, Isoleucine, Tyrosine, Lysine, Histidine, Methionine, Tryptophan, Proline

.....

‘Keratin’ is made of the protein with these amino acids connected in a specific order.

‘Cystine’ is the most contained among the 18 kinds of amino acids and the key for the moisture retention.



*photo provided by SEIWA KASEI CO., LTD.

This ‘keratin’ is the key for the result of perm and straight because it flows out after broken down to amino acid by mainly alkaline agent every time when cuticles open. This cause for desiccation and damage. ‘Tyrosine,’ another amino acid is the key for the coloring. The color of hair is based on melanin pigment which is produced from ‘tyrosine’ by pigment cell act.

Thus all 18 amino acids are added to PLEXMENT to archive the bright color and bleaching without damage. The unique sticky component of Dicarboxylate works like glue to reinforce the amino acids and reconstructs ‘keratin’ .

18 amino acids in the PLEXMENT seep into Fibril then keratin is restructured and stabilized with the help of Dicarboxylate.

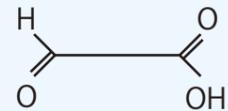
<Item Information>

- RELAXING A+ ...Glyoxylic Acid react with hair keratin ‘s amino acid radical to fix the distortion by 4 keratin protein connection.
- RELAXING BOND A...contains ‘Dicarboxylate,’ the hair damage protective agent. It has silicone-like capsular formation power to reinforce the hair strength.
- After Bond B...it lets keratin PPT, 18 kinds of amino acids, and other restoration composition seep into the hair to hold by Dicarboxylate. Sodium Dilauramidoglutamide Lysine is contained to add moisture onto the scalp and hair.
- First Bond(No.1)...it helps keratin PPT, silk PPT, 18 kinds of amino acids, and other restoration composition to seep into the hair.
- Second Bond(No.2)...it lets keratin PPT, 18 kinds of amino acids, and other restoration composition seep into the hair then hold them by Dicarboxylate. Besides, the heat repair lipid is contained to form connection with hair keratin’ s amino radical by adding heat.
- Third Bond(No.3)...it lets keratin PPT, 18 kinds of amino acids, and other restoration composition seep into the hair then hold by Dicarboxylate. The heat active keratin is composed for capsular formation.

About Glyoxylic Acid and Dicarboxylate (Maleate)

Glyoxylic Acid

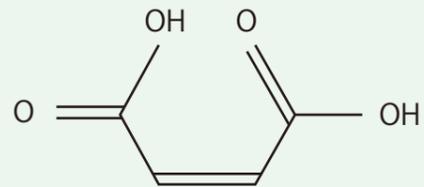
Chemical formula $C_2H_2O_3$
Structure formula



Molecular weight 74

Maleate

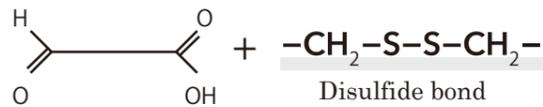
Chemical formula $C_4H_4O_4$
Structure formula



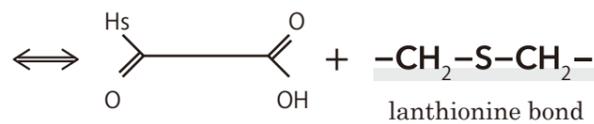
Molecular weight 116

Reducing effects of Glyoxylic Acid (image)

Before reaction



After reaction



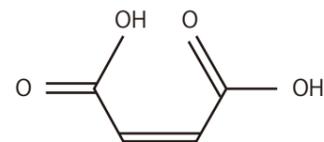
Glyoxylic Acid is a kind of Carboxylate that has aldehyde radical and carboxy radical within a molecule. As S-S bond is cut, the keratin protein's cystine bond ratio goes down, resulting the hair strength to go down.

It is distinguished from perming reducing agent (thioglycolic acid, Cysteine and such) since it has no SH radical. However, it works on S-S bond.

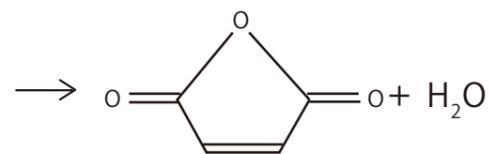
Maleate reaction (image)

intramolecular hydrogen bond

Before reaction



After reaction



Maleate is a kind of chained unsaturated dicarboxylic acid. It forms an intramolecular hydrogen bond.

It works on fibril to protect keratin protein from coming off (bonding effect) while providing coating (protecting) effect.

1 TREATMENT PLEX

Hair reformation with 18 kinds of natural amino acids and keratin PPT!

The next generation system treatment by synergy effect of Fullerene's antioxidative potency and Dicarboxylate's bonding power for longer lasting treatment effect.



Before



After



Before



After

Item used



Process

1. Pre shampoo
2. First Bond (No.1)
Apply onto the whole hair.
 - Short hair 4 push
 - Semi long hair 6 push
 - Long hair 10 push
3. Second Bond (No.2)
Apply onto mid to the end area then comb well.
 - Short hair 20g
 - Semi long hair 30g
 - Long Hair 40g
4. Leave on time with heat
5-10 minutes
5. Third Bond (No.3)
Apply onto mid to the end area then comb well.
 - Short hair 20g
 - Semi long hair 30g
 - Long Hair 40g
6. Rinse off
7. Apply after treatments
Finish with Moist treatment (moisture touch) or Smooth treatment (light touch).

2 COLOR PLEX

“Dicarboxylate” reacts with hair color and reduces the risk of split ends, hair breakage, and skin irritation. The 18 highly-concentrated* amino acids & Fulvic Acid repair the damage. *Compared to our conventional products.

Model A



Before

After

Model B



Before

After

Item used



Process

- 5-10% amount of Hair color 1st agent and 2nd agent together
- Standard hair color application.
- After shampoo
- After Bond B
Apply onto the mid to the end area and then comb well.
 - Short hair 15g
 - Semi long hair 20g
 - Long Hair 30g
- Rinse off
- Apply after treatments
Finish with Moist treatment (moisture touch) or Smooth treatment (light touch).

3 BLEACH PLEX

Reduce the damage from hair bleach! Feel the natural finish with glossy and smooth touch after the bleach. Reducing damage from repeated bleaching, split ends, hair breakage, skin irritation for glossy bleached hair.



Before

After

Process

- 10-20% amount of bleach and 2nd agent together
- Standard hair color application.
- After shampoo
- After Bond B
Apply onto the mid to the end area and then comb well.
 - Short hair 15g
 - Semi long hair 20g
 - Long Hair 30g
- Rinse off
- Apply after treatments
Finish with Moist treatment (moisture touch) or Smooth treatment (light touch).

4 FORM CONTROL PLEX

FORM CONTROL PLEX is not straight perm nor hair relaxing because it doesn't use reducing agents nor alkaline agents. Instead, Glyoxylic Acid and Dicarboxylate (reactive repair) contained to remove “unwanted waves,” spread from “unruly hair,” desiccation, or unevenness, to revive the original condition of hair.

Model A



Before

After

Model B



Before

After

Item used



Process

- Pre shampoo (Cleansing Shampoo)
- Use Relaxing A+ & Relaxing Bond A.
Keep it off from the scalp by 5mm upon application.
 - Short hair 20g
 - Semi long hair 40g
 - Long Hair 60g
- Leave on time with heat for 20 minutes.
- Rinse off
Apply Moist Treatment or Smooth Treatment afterwards.
- Dry the hair completely then apply hair iron (in high heat)
- Apply After Bond B
Apply onto mid to the end area after rinsing.
 - Short hair 15g
 - Semi long hair 20g
 - Long Hair 30g
- Rinse off
- Apply after treatments
Finish with Moist treatment (moisture touch) or Smooth treatment (light touch).

5 RELAXING PLEX

RELAXING PLEX fills the hair in porous state with 18 amino acids then reconstruct keratin protein for restoration. It recovers glossy & moisture for badly damaged hair.



Before

After

Process

- Pre shampoo (Cleansing Shampoo)
- Use Relaxing A+ & Relaxing Bond A.
Apply needed amount.
- Leave on time with heat for 20 minutes.
- Rinse off
Apply Moist Treatment (moisture touch) or Smooth Treatment (light touch) afterwards.
- Dry the hair completely then apply hair iron (in high heat)
- Apply After Bond B
Apply onto mid to the end area rinse off.
 - Short hair 15g
 - Semi long hair 20g
 - Long Hair 30g
- Rinse off
- Apply after treatments
Finish with Moist treatment (moisture touch) or Smooth treatment (light touch).