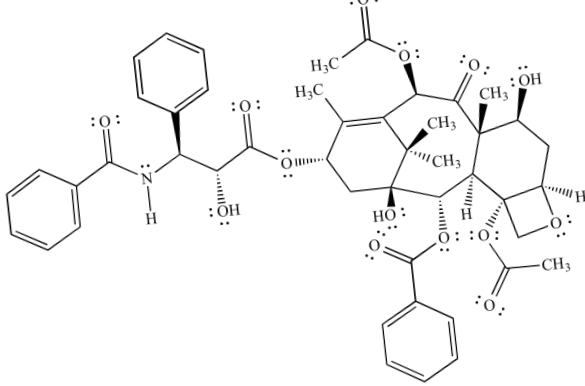


WINTER 2024
BEAUTY 220



OLAPLEX

REPAIR.REBUILD.RESTORE.

YAMARIS GONZALEZ-FUENTES

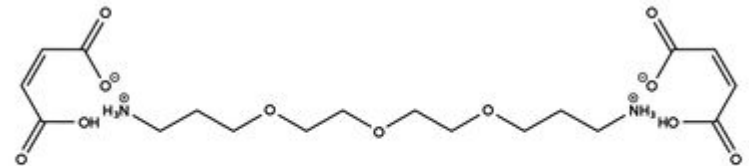
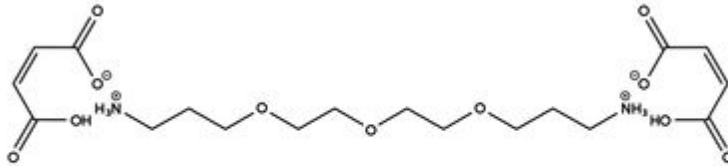


TABLE OF CONTENTS

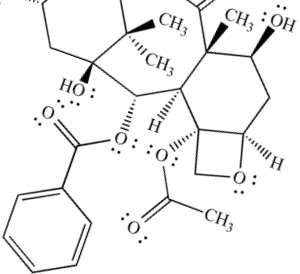
Nº.1	PROBLEM STATEMENT
Nº.2	INSIGHTS
Nº.3.....	OPPORTUNITIES
Nº.4.....	CONCEPTS
Nº.5.....	SKETCHES
Nº.7.....	BRAND OVERVIEW



THE ORIGINAL BOND BUILDER

HOW MIGHT WE,
THROUGH PACKAGING
DESIGN, EMPHASIZE
CURLY HAIR,
SUSTAINABILITY, AND
FACILITATE THE
MOBILITY OF
PRODUCTS WITHOUT
SACRIFICING QUALITY?



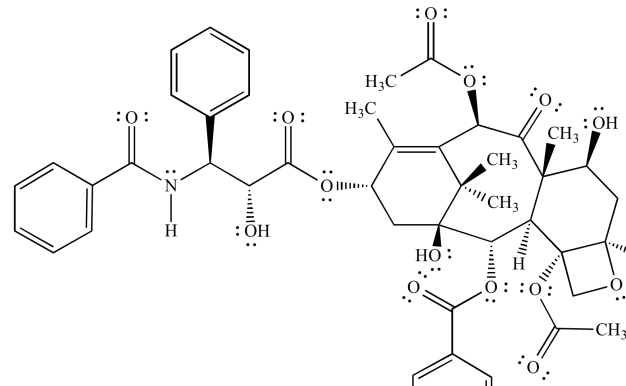


ALL ABOUT OLAPLEX

OLAPLEX was formulated by chemist's Dr. Eric Presley and Dr. Craig Hawker, in California.

Their goal was to give hairstylists a product that allows them to be creative and do colorful makeovers without compromising client's hair.

OLAPLEX: Repairs, Rebuilds and Restores broken hair bonds

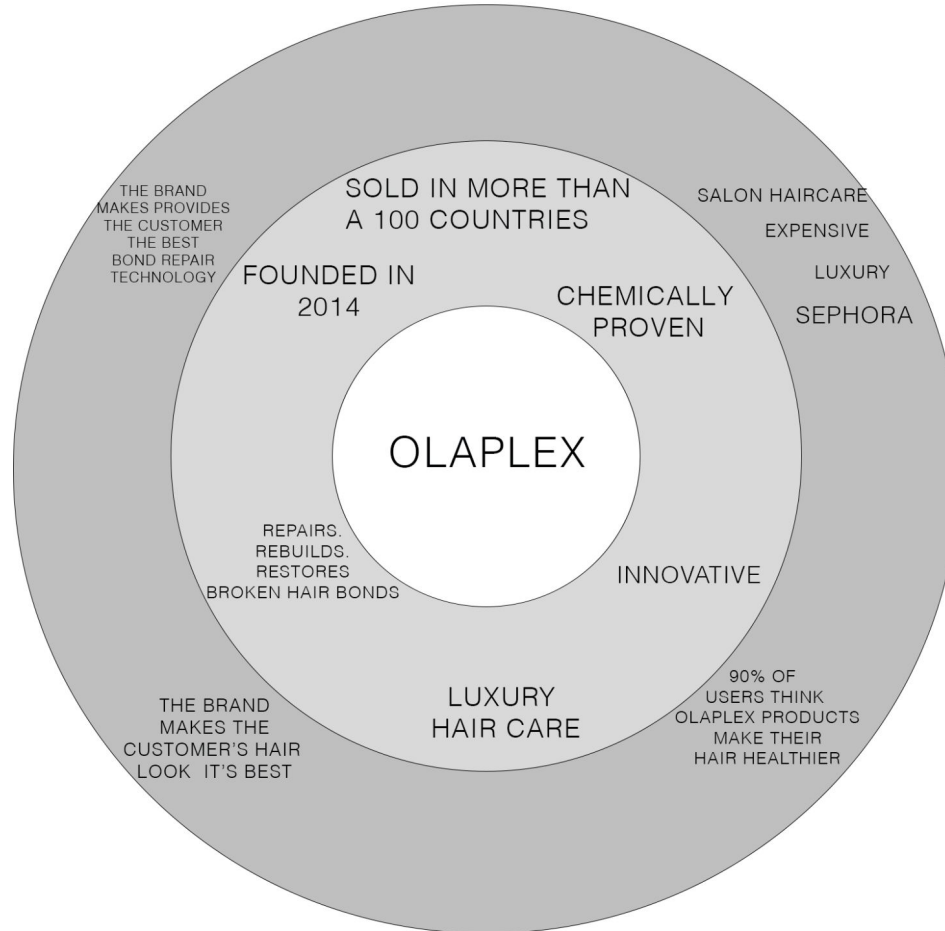


HAIR CUTICLE BEFORE

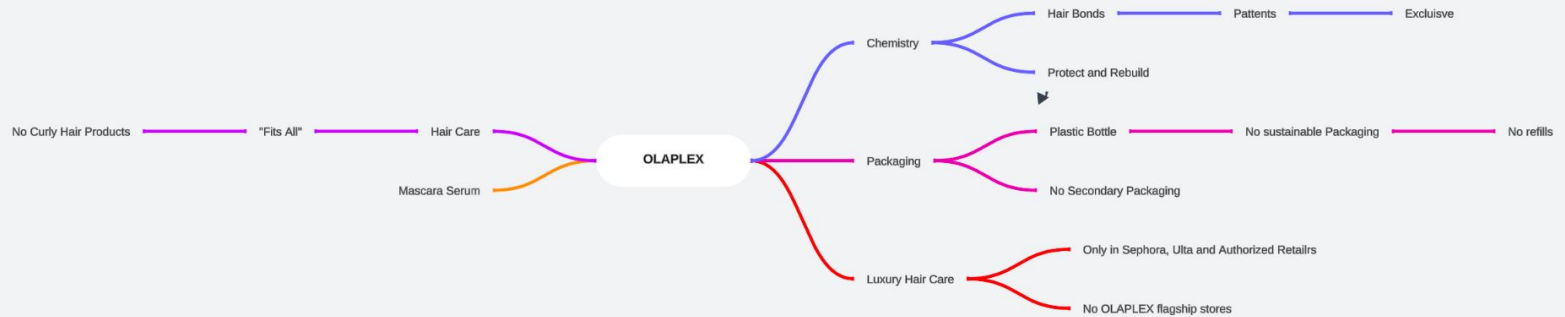
HAIR CUTICLE AFTER

BIS-AMINOPROPYL DIGLYCOL DIMALEATE
Our exclusive ingredient that rebuilds hair strands

OLAPLEX Essence Wheel



MIND MAP



MISSION

Our Mission Is to Improve
Hair Health

We believe every person
deserves to have healthy,
beautiful hair, whether they
are visiting a salon or caring
for their hair at home.



VISION

Aim to be the leading
innovator in the hair care
industry by continuously
developing products and
services that cater to
individual needs.



VALUES

Innovation
Customer Focus
Sustainability



CORPORATE SOCIAL RESPONSIBILITY

Supporting Small Businesses

- Invested in supporting the success of hairstylists.
- 98% of whom are small business owners, and a meaningful percentage of whom are racial or ethnic minorities.
- Affiliate Program, which enable hairstylists to generate income by selling Olaplex products for at-home use.

Diversity, Equity, and Inclusion

“We believe it is important that our employees reflect the diversity of our hairstylist and consumer community. Our Diversity, Equity, and Inclusion (“DEI”) initiatives focus on promoting a workplace of inclusion and acceptance.”

As of June 30, 2021, 77% of their employees identify as female and 41% identify as non-white. In addition, an employee survey from February 2021 found 90% of their employees agree that they have an inclusive environment that makes them feel comfortable bringing their true selves to work.

Environmental Sustainability

“We continue to explore ways to reduce our carbon footprint and to contribute to a more sustainable future for our planet. One of our key initiatives is to limit the use of secondary packaging in which our products are sold.

We believe that between 2015 to 2021 we avoided the use of approximately 2.9 million pounds of paper packaging, which we believe prevented approximately 23 million pounds of greenhouse gas from being emitted into the environment, conserved approximately 37 million gallons of water and saved approximately 29,000 trees from deforestation, as compared to manufacturing, packaging and distribution alternatives.

In addition, we strive to produce clean products that exclude certain harmful ingredients. These efforts are well recognized in the industry, with OLAPLEX being one of only 21 haircare brands accredited with the “Clean at Sephora” designation, as of July 31, 2021. “

THE ENVIRONMENT COMES
FIRST

HEALTHIER HAIR, HEALTHIER PLANET



PACKAGING DESIGN ANALYSIS

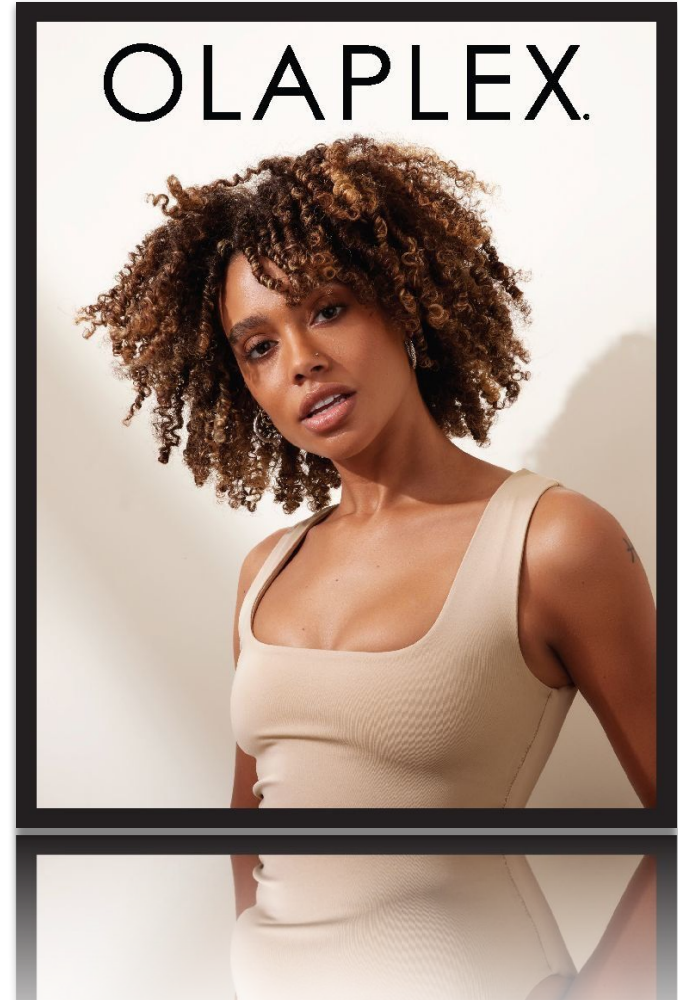


- Olaplex packaging is monotone and elegant
- Consists of Plastic Bottle made with recycled plastic collected from the ocean
- The bottle's size and cap make the user quantify the amount of product used
- Uses no secondary packaging
- Contains only QR code, instructions, ingredients and description in the bottle

SHIPPING PACKAGING



VISUAL IDENTITY ANALYSIS:



LOGO:

SLEEK.

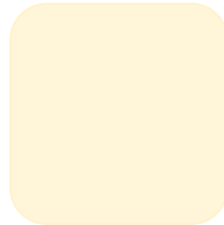
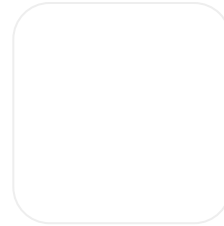
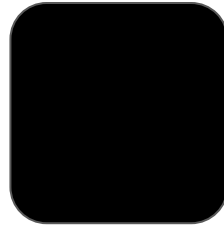
CAPITALIZED.

HELVETICA.

COLOR SCHEME:



OLAPLEX®



PRODUCT MATRIX ANALYSIS



Olaplex
No. 3 Hair Repair Perfector
★★★★☆ 4K
\$30.00 - \$60.00 (\$75.00 value)



Olaplex
No. 7 Bonding Hair Oil
★★★★☆ 1.5K
\$30.00



Olaplex
No. 4 Bond Maintenance™
Shampoo
★★★★☆ 3K
\$15.00 - \$30.00



Olaplex
No. 5 Bond Maintenance™
Conditioner
★★★★☆ 1.3K
\$15.00 - \$30.00



Olaplex
Mini No. 5 Bond Maintenance™
Conditioner
★★★★☆ 244
\$15.00



Olaplex
Mini No. 4 Bond Maintenance™
Shampoo
★★★★☆ 303
\$15.00



Olaplex
No. 4P Blonde Enhancer™ Toning
Purple Shampoo
★★★★☆ 675
\$30.00



Olaplex
No. 4C Bond Maintenance™
Clarifying Shampoo
★★★★★ 1.2K
\$30.00



Olaplex
No. 6 Bond Smoother Reparative
Styling Creme
★★★★☆ 1.2K
\$30.00



Olaplex
No. 0 Intensive Bond Building Hair
Treatment
★★★★☆ 1.8K
\$30.00



Olaplex
No. 8 Bond Intense Moisture Hair
Mask
★★★★☆ 1.2K
\$30.00



Olaplex
No. 9 Bond Protector Nourishing
Hair Serum
★★★★☆ 1.3K
\$30.00



Olaplex
No. 4D Clean Volume Deto Dry
Shampoo
★★★★☆ 1.4K
\$30.00



Olaplex
No. 5P Blonde Enhancer™ Toning
Purple Conditioner
★★★★★ 272
\$30.00



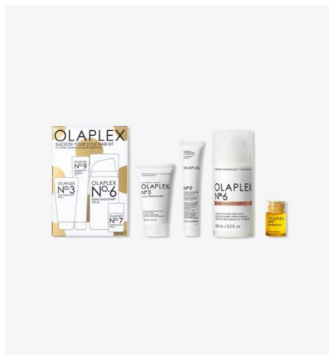
Olaplex
Volumizing Blow Dry Mist
★★★★★ 480
\$30.00



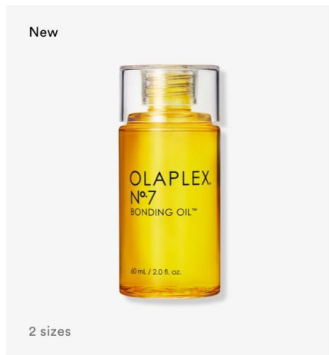
Olaplex
Lashbond Building Serum
★★★★★ 1.2K
\$68.00



OLAPLEX
Strong Days Ahead Hair Kit
★★★★☆ (117)
\$55.00 (\$75 value)



OLAPLEX
Smooth Your Style Hair Kit
★★★★☆ (91)
\$40.00 (\$53 value)



New
OLAPLEX
No.7 Bonding Oil
★★★★☆ (3,159)
\$30.00 - \$54.00

\$120 VALUE



No. 4 BOND MAINTENANCE®
SHAMPOO LITER
★★★★☆ 2933 REVIEWS
~~\$96.00~~ \$ 77.00

\$120 VALUE



No. 5 BOND MAINTENANCE®
CONDITIONER LITER
★★★★☆ 2987 REVIEWS
~~\$96.00~~ \$ 77.00



BOND MAINTENANCE®
LITER SET
★★★★★ 148 REVIEWS
~~\$192.00~~ \$ 154.00

\$120 VALUE



No. 4C BOND
MAINTENANCE®
CLARIFYING SHAMPOO
LITER
★★★★★ 26 REVIEWS





Professional Products

Exclusive for Professional
Hairstylists

Not Sold to the Public

Nº.0

INTENSIVE BOND BUILDING HAIR TREATMENT

PRIMES HAIR FOR MAXIMUM REPAIR

- INTENSIFIES THE BENEFITS
OF Nº.3 HAIR PERFECTOR™
(SOLD SEPARATELY)
- 3X STRONGER HAIR & 68%
MORE REPAIR*
- STRENGTHENS AND
REPAIRS BONDS DEEP
WITHIN THE HAIR



*After one application when used as a two-part system with Nº.3 Hair Perfector™.

OLAPLEX.

Nº.3

HAIR PERFECTOR™

NOT A CONDITIONER. NOT A MASK. THE #1 PRESTIGE HAIRCARE PRODUCT.*

- REPAIRS DAMAGE AND
VISIBLY STRENGTHENS
HAIR
- REDUCES BREAKAGE
AND SPLIT ENDS
- RESTORES HEALTHY
APPEARANCE AND
TEXTURE



*Source: The NPD Group/U.S. Prestige Beauty Total Measured Market, Hair Category Sales, Annual 2021

OLAPLEX.

Nº.4

BOND MAINTENANCE® SHAMPOO

THE #1 PRESTIGE SHAMPOO*

- NOURISHES FOR SOFT, SHINY, HYDRATED HAIR
- PREVENTS FRIZZ AND FLYAWAYS
- REDUCES DAMAGE AND SPLIT ENDS

*Source: The NPD Group/U.S. Prestige Beauty Total Measured Market, Hair Category Sales, Annual 2021

OLAPLEX.



Nº.5

BOND MAINTENANCE® CONDITIONER

THE #1 PRESTIGE CONDITIONER*

- NOURISHES AND HYDRATES WITHOUT HEAVINESS FOR SOFT, SHINY HAIR
- PREVENTS FRIZZ, FLYAWAYS, AND TANGLES
- REDUCES DAMAGE AND SPLIT ENDS

*Source: The NPD Group/U.S. Prestige Beauty Total Measured Market, Hair Category Sales, Annual 2021

OLAPLEX.



Nº.6

BOND SMOOTHER®

THE VELVETY LEAVE-IN FOR 72-HOUR SMOOTH STYLING

- CONTROLS FRIZZ UP TO 72 HOURS
- FASTER, SMOOTHER BLOW-DRIES
- DEFINED, FRIZZ-FREE AIR-DRIES



OLAPLEX.

Nº.7

BONDING OIL™

THE WEIGHTLESS OIL FOR SLEEK SHINE

- MAXIMUM SHINE, SOFTNESS, AND COLOR VIBRANCY
- PROTECTS HAIR FROM HEAT AND EVERYDAY DAMAGE
- TAMES FRIZZ AND FLYAWAYS



OLAPLEX.

Nº.8

BOND INTENSE MOISTURE MASK

RESULTS YOU CAN SEE. REPAIR YOU CAN'T MASK.

- 2X SHINE, 4X MOISTURE,
6X SMOOTHNESS
- 94% SAW MORE BODY*
- RESULTS THAT LAST
THROUGH MULTIPLE
WASHES



*As reported by 47 out of 50 participants in a consumer test.

OLAPLEX.

Nº.9

BOND PROTECTOR NOURISHING HAIR SERUM

THE ANTI-DAMAGE HAIR SHIELD

- SATIN SHINE, STYLE
MEMORY, AND
BOUNCEBACK CURLS
- REDUCES TANGLES
AND STATIC
- HEAT PROTECTION UP
TO 450°F & 48-HOUR
POLLUTION PROTECTION



OLAPLEX.

Nº.4P

BLONDE ENHANCER™
TONING SHAMPOO

**THE REPARATIVE PURPLE SHAMPOO
FOR UNBREAKABLE BLONDES**

- 3X BRIGHTER HAIR*
- NEUTRALIZES BRASSINESS
IN BLONDE, LIGHTENED,
AND GRAY HAIR
- HYDRATES AND
MAINTAINS HAIR
STRENGTH FOR SOFT,
SHINY HAIR

*Compared to top purple shampoos

OLAPLEX.



Nº.4C

BOND MAINTENANCE®
CLARIFYING SHAMPOO

**REMOVE THE BUILDUP.
REVEAL YOUR HEALTHIEST HAIR.**

- PROMOTES AIRY
VOLUME AND
SOFTNESS
- RESTORES SHINE
- SUPPORTS VIBRANT
COLOR CLARITY

OLAPLEX.



NEW! OLAPLEX PEPTIDE COMPLEX TECHNOLOGY™

Supports the natural
lash growth cycle
and retention



**Proven to leave hair
looking and feeling clean
with no clogging buildup.**

100%
saw no white residue

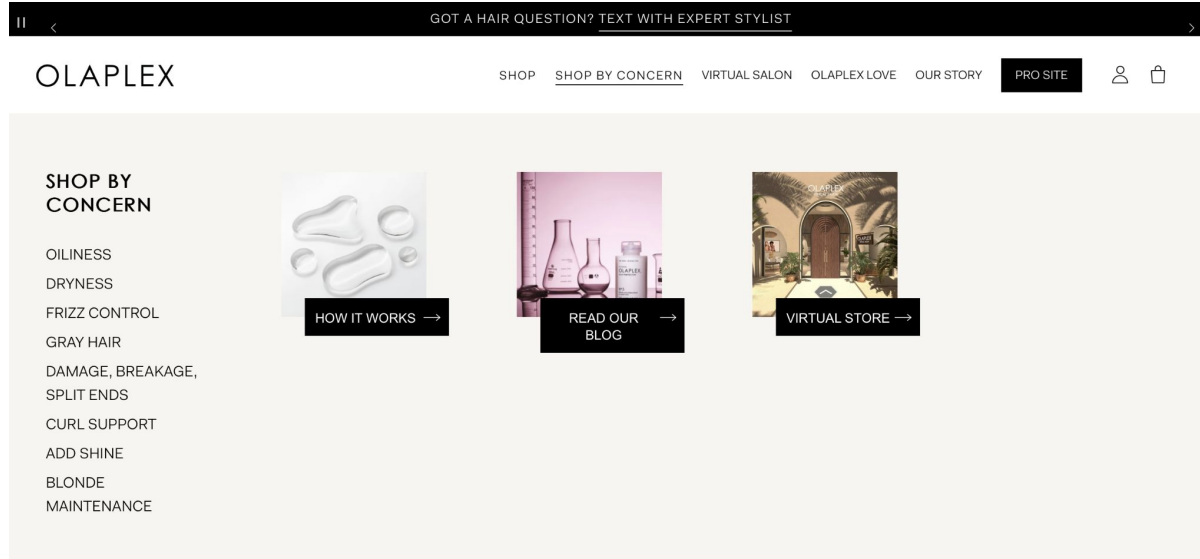
97%
said their hair looked clean

97%
saw oil reduction*

*In an independent consumer perception study of 30 m/f, ages 18+ after 3 consecutive uses.



BRAND PRESENTATION ANALYSIS



[Find a Store](#) | [Email & Text Signup](#) | [Gift Cards](#) | [Sign In](#) | [Rewards](#) ▾

OLAPLEX.

THE ORIGINAL BOND BUILDER

COMING SOON
ONLINE 1/1 IN-STORE 1/2



#1
PRODUCT
IN PRESTIGE
HAIRCARE

COMING
SOON



OLAPLEX
No. 0 Intensive Bond Building
Hair Treatment
\$28.00

COMING
SOON



OLAPLEX
No. 4 Bond Maintenance
Shampoo
\$28.00

COMING
SOON



OLAPLEX
No. 6 Bond Smoother
Shampoo
\$28.00

COMING
SOON



OLAPLEX
No. 7 Bonding Oil
\$28.00

COMING
SOON



OLAPLEX
No. 3 Hair Perfector
\$28.00

COMING
SOON



OLAPLEX
No. 8 Bond Intense Moisture
Mask
\$28.00

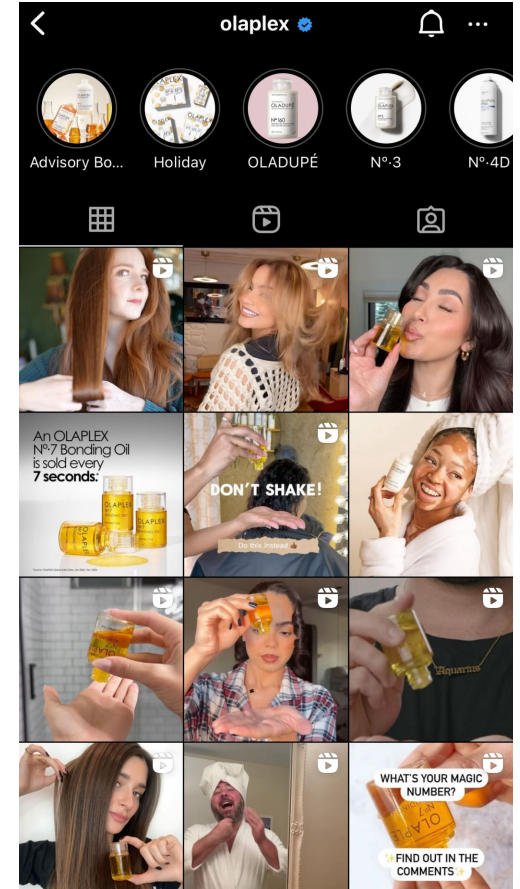
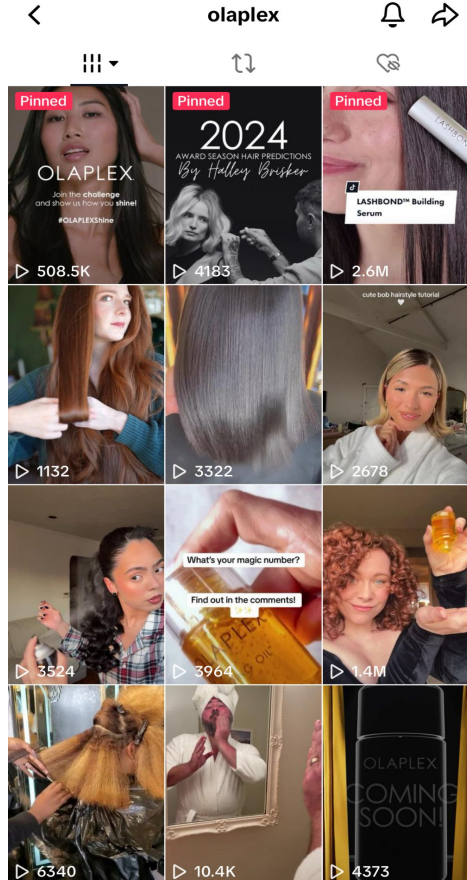
COMING
SOON



OLAPLEX
No. 5 Bond Maintenance
Conditioner
\$28.00



DIGITAL PLATFORMS



KEY INSIGHTS

REFILLABLE PACKAGING

Olaplex does not currently provide sustainable packaging, which would improve customer experience and the brand's sustainability promise.

USE OF NUMBERS

The use of numbers to name their products help with the customer's experience, as it facilitates the understanding of the products order.

PHILANTHROPY

The brand lacks philanthropic efforts.



UNINVITING CUSTOMER EXPERIENCE

OLAPLEX is not inviting to new customers. The brand and customer relationship is not interactive as it is primarily handled by authorized retailers.

ANTI-DIVERSION

All of OLAPLEX products contain a qr code to ensure that their customers can differentiate the real product from a counterfeit one.



EXPANSION INTO OTHER INDUSTRIES

OLAPLEX entering other could pose a challenge to their current packaging promise. As packaging gains significance in other sectors in the beauty industry.

PACKAGING SIMPLICITY

OLAPLEX packaging simplicity and pastel packaging makes the brand noticeable among its competitors.



CUSTOMER PERCEPTION

Only using hair stylist promotion in stores and digital platforms makes the brand intimidating for new customers.

ONLINE TOOLS IN PACKAGING

OLAPLEX provides guides and assistance on how to use their products in their web page. Therefore this could be implemented in their packaging.

COLOR CODED

Their color coded products and their functions are easier to identify among their products.



CUSTOMIZATION

OLAPLEX does not provide any option of customization in their product lines.

SCIENCE IN BRAND

OLAPLEX is a science based brand, yet their packaging does not have anything that alludes to it.

ONLY LIQUID PRODUCTS

Products are moving in the direction of bars and dissolvable products, which the brand has not indulged in.

TRAVEL SIZES

OLAPLEX mini products, are not travel friendly.

SECONDARY PACKAGING

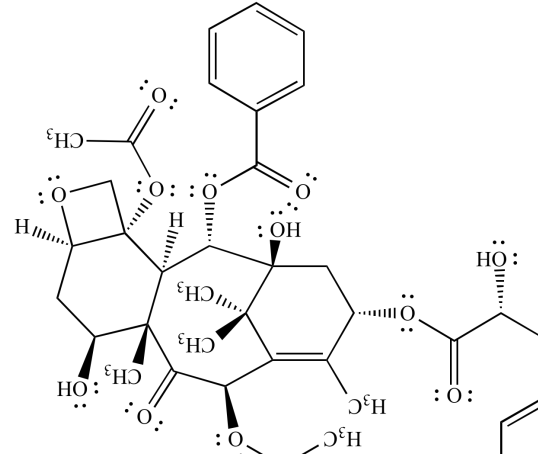
OLAPLEX lack of secondary packaging is good for the environment, but risks the damage of the products.

PRIMARY PACKAGING

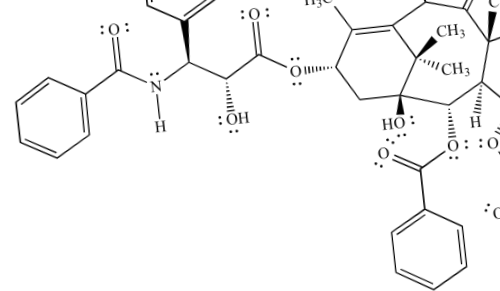
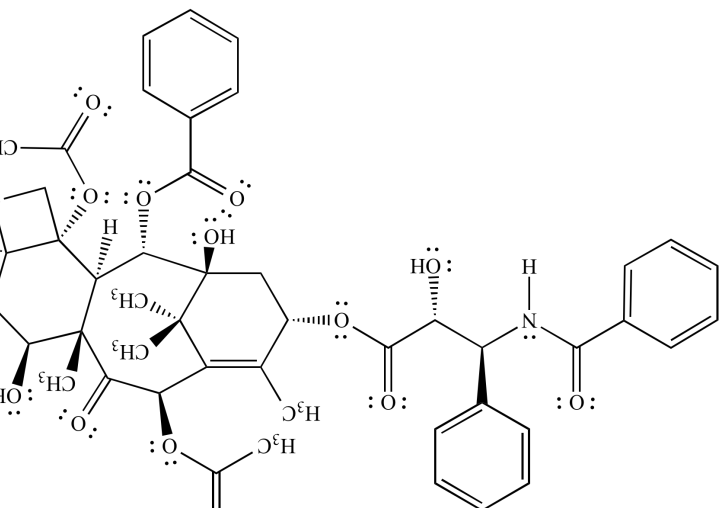
All of their primary packaging is made of plastic.



HOW MIGHT WE, THROUGH PACKAGING DESIGN,
EMPHASIZE CURLY HAIR, SUSTAINABILITY, AND
FACILITATE THE MOBILITY OF PRODUCTS WITHOUT
SACRIFICING QUALITY?



OPPORTUNITIES



There is an
opportunity to create
a hairline tailored to
Coils and Curls.

OLAPLEX.



Why a hairline tailored
to curls?

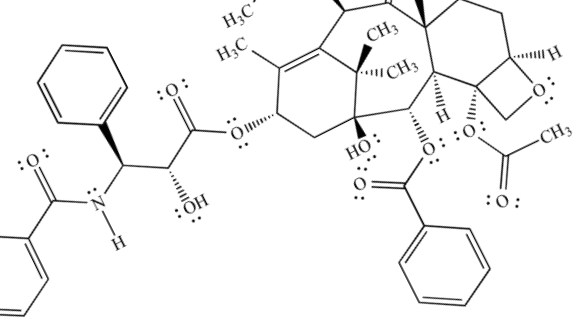
Curl needs:

Due to its unique structure, curly hair tends to be drier, more coarse and more prone to frizz than straight and wavy hair types, and requires concentrated moisture to stay soft, defined and stop from easily tangling.

Some of the ingredients that benefit this type of hair, include **Coconut Oil, Shea Butter, Argan Oil and Jojoba Oil**. **Aloe Vera** and **protein** help reduce frizz.

All of this ingredients + OLAPLEX
BOND REPAIR = Healthy Curly Hair





There is an opportunity to create packaging that is both sustainable, highly functional and aesthetically pleasing for the consumer.

There is an opportunity to make OLAPLEX products customizable.



CONCEPT STATEMENTS:



TIN + PODS = HAIR ON THE GO



+



=

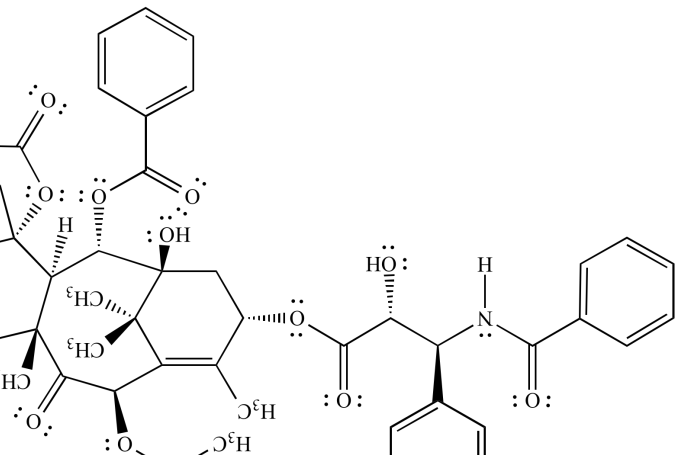


A pocket sized container filled with your choice of OLAPLEX water soluble pods/capsules and biodegradable pods. Perfect for traveling.

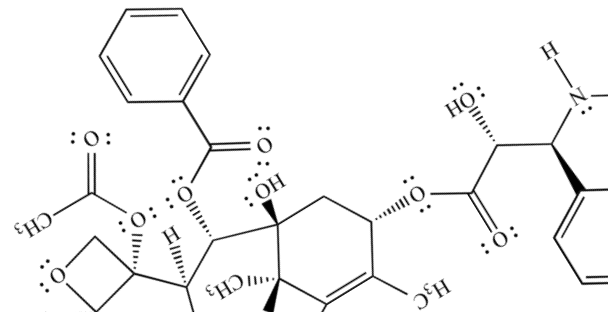
REIMAGINING THE OLAPLEX BOTTLE: A CUSTOMIZABLE EXPERIENCE BY YOU

In this new product line, focused on customization and sustainability, customers have the opportunity to choose their type of packaging, its material, its refills, which products they desire, add ons and OLAPLEX exclusive technologies.

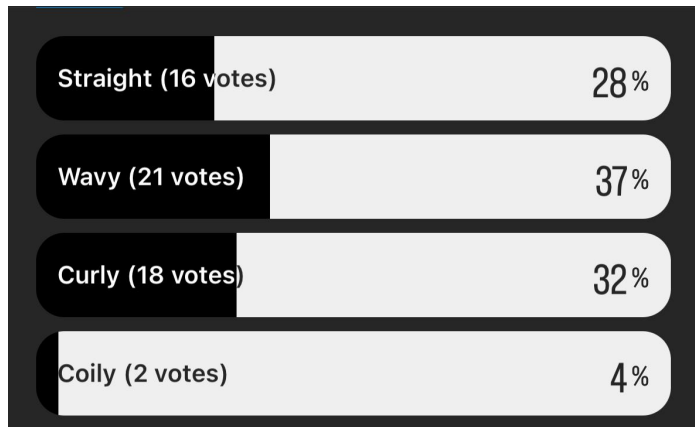
Primary Research



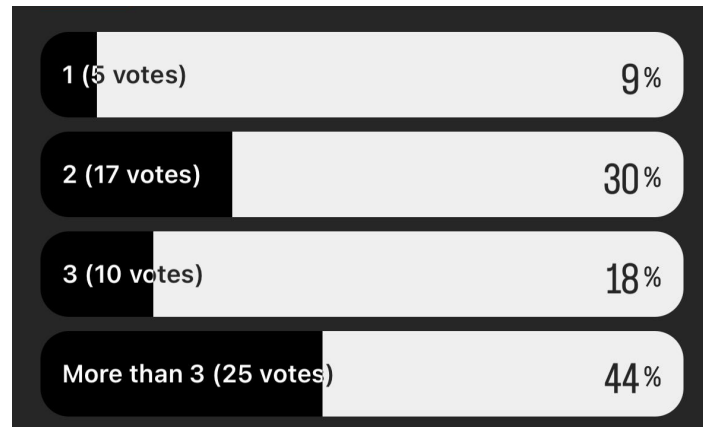
Survey:



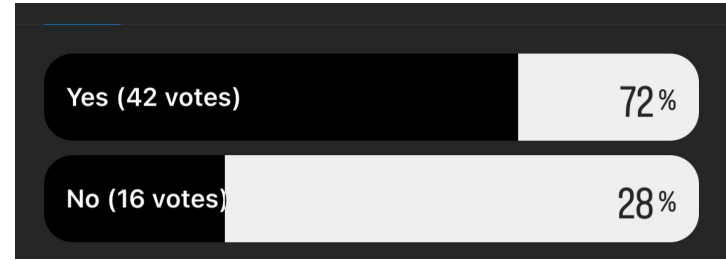
What is your hair type?



How many products do you take when you travel?



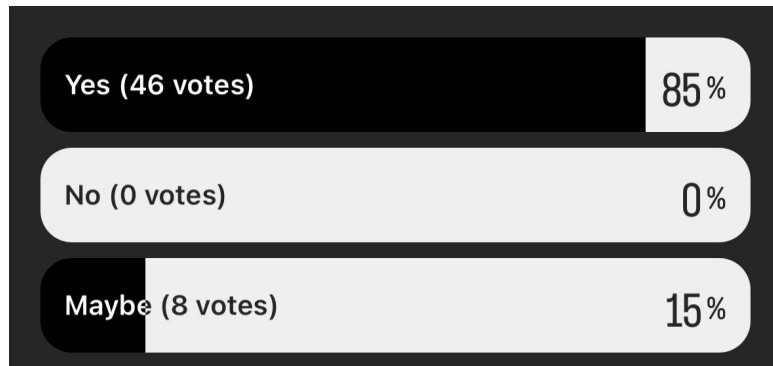
Has the size of your current products ever stopped you from bringing them before?



Do you buy travel sizes of your favorite products?



Would you be interested in a product that allowed you to carry all of your favorite products without sacrificing luggage space?



Consumer Profile + Journey



Jennifer Gomez-Smith is a thirty year old woman living in Orlando, Florida. By day, she assumes the role of a dedicated Spanish teacher, earning an annual income of \$47,874. On weekends, she channels her entrepreneurial spirit, working as a freelance nail technician to supplement her earnings. Her financial goals revolve around securing a home with her longtime boyfriend, Jason.

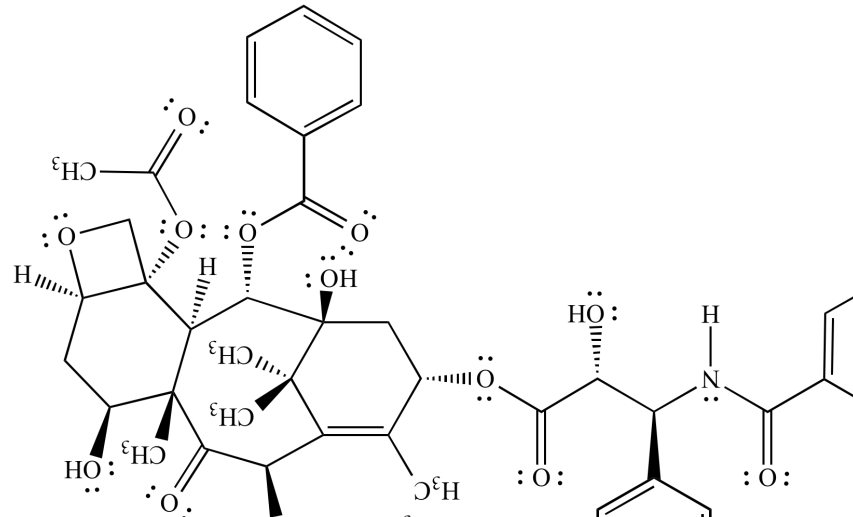
However, two weeks before their planned wedding in San Juan, Puerto Rico, Jennifer and Jason find themselves parting ways. Undeterred, Jennifer decides to proceed with the Puerto Rico trip, repurposing what was meant to be her wedding suite as a vacation.

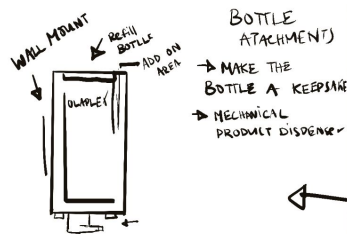
In a moment of introspection, she seeks change by purchasing hair cutting scissors and red box hair dye from a nearby Walgreens. Dissatisfied with the results, she turns to Amado Salon, a luxury hair salon in San Juan.

Here, she encounters Johnny, a skilled stylist, who conducts a thorough hair analysis. Recognizing the need for professional intervention, he proposes an OLAPLEX-driven color remover procedure using N1 and N2. Stressing the significance of OLAPLEX for hair health, Johnny recommends a hair gloss for added vibrancy and introduces Jennifer to the OLAPLEX CURL X line for curl maintenance.

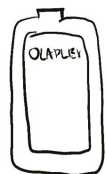
Considering Jennifer's dynamic lifestyle, Johnny suggests the to-go OLAPLEX kit, ensuring her hair care remains a constant amidst her on-the-go schedule. Intrigued, Jennifer delves into the research, acknowledging OLAPLEX as a reliable solution for her evolving hair care needs.

SKETCHES:





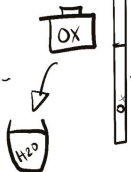
BOTTLE ATTACHMENT
 → MAKE THE BOTTLE A KEYSKIN
 → MECHANICAL PRODUCT DISPENSER



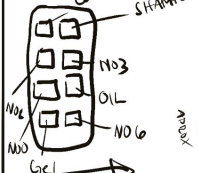
Travel Pouch
 SUSTAINABLE
 - BIODEGRADABLE MATERIAL
 - PLANT IT *
 - COULD BE USED AS REFILL

SOLID TO LIQUID (DISSOLVABLE)
 TRAVEL VERSION

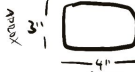
TIDE POOD BUT
 MAKE IT
 OLAPLEX
 LUX



OLAPLEX TIN
 CONDITIONER
 SHAMPOO



SOLID/BAR VER
 OF FAV PRODUCTS
 TRAVEL SIZE
 (ALTOIDS SIZE)
 OR WATERCOLOR
 TIN



OLAPLEX LUX

• GLASSWARE OR
 • CUSTOMIZABLE
 LINE
 PRODUCTS



OLAPLEX X YOU

• ENGRAVEMENT SERVICES

METAL CONTAINERS



CANNED OLAPLEX
 → OLAPLEX GO



RECYCLE IN STORES
 FOR CREDIT

STORE PRODUCT DISPENSER



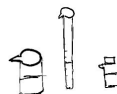
- REFILL YOUR
 PACKAGING
 AT THE STORE
 - FOR A PROOF
 OF THE COST
 - INSPIRED BY
 SODA MACHINE



Waterproof
 Sustainable
 Packaging
 SHOWER
 CAP
 PACKAGING

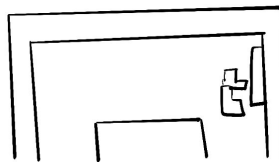
PLAYING WITH THE CHEMISTRY AT
 OLAPLEX

PACKAGING
 INSPIRED
 BY SCIENCE
 VIALS



Science
 vial packaging
 could help
 with the
 measurements
 of product
 boosting add ons

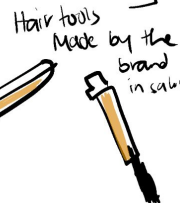
OLAPLEX salon key factor



Sustainable Bottles
 Using Materials
 Green as
 Glass and
 metal



Refills
 would be
 bought in
 Salon



Hair tools
 Made by the
 brand
 in salon

1B

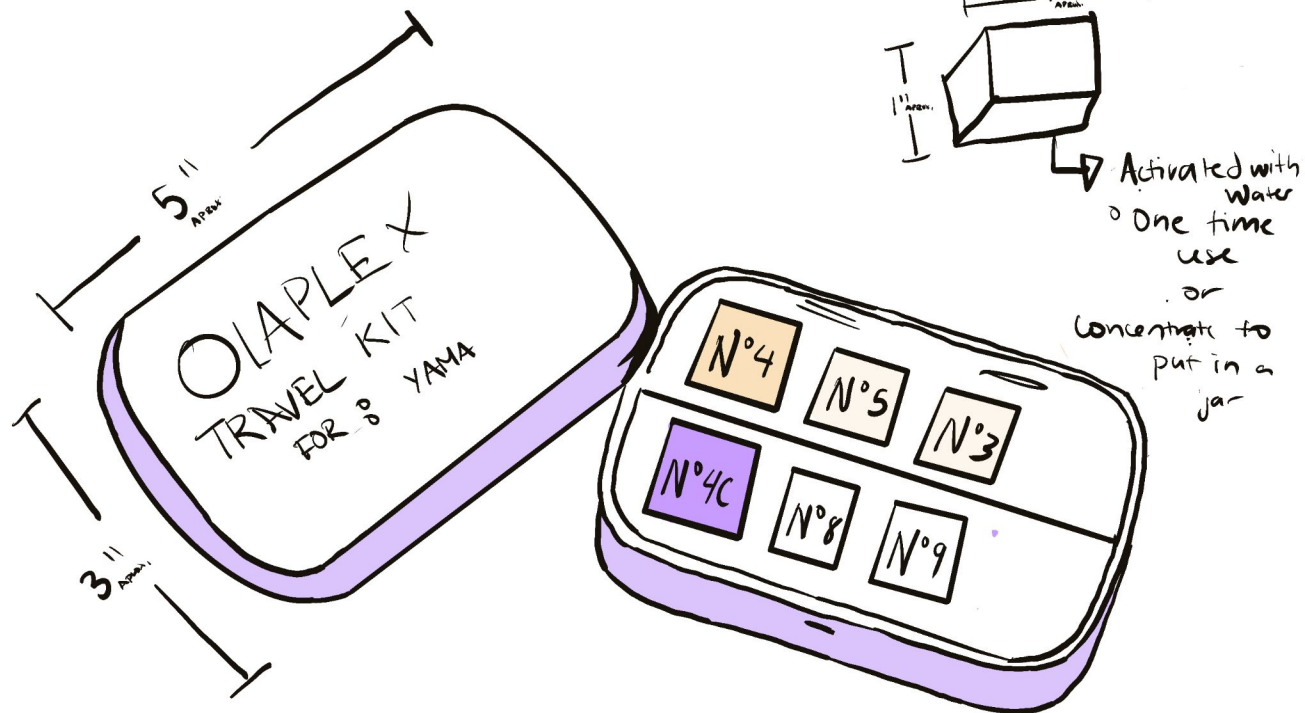


• SHOWER CAP
 PACKAGING
 USES MAGNETS
 TO ATTACH
 • HANDLES ARE
 DETACHABLE

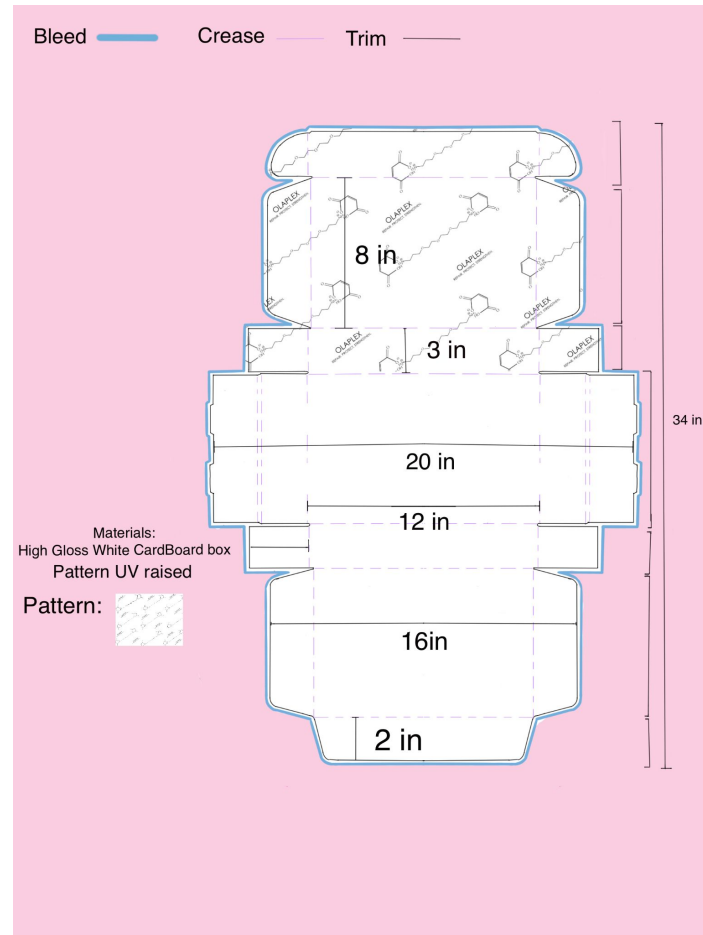


STRAW-LIKE
 ATTACHMENT
 THAT WORKS
 WITH THE
 ADD ON

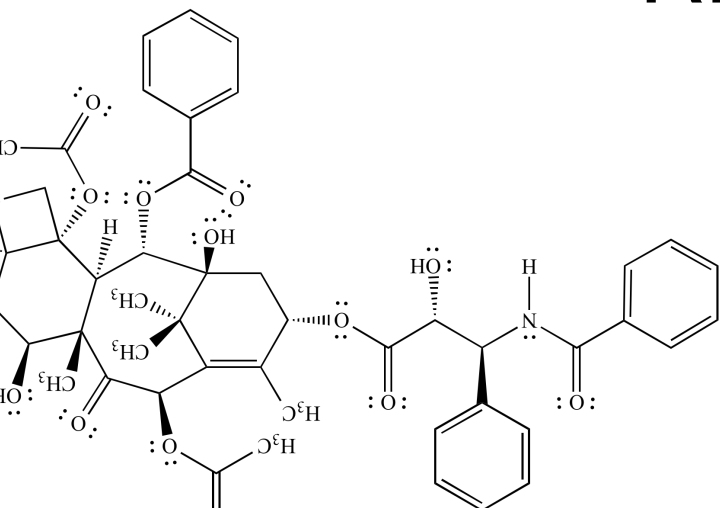
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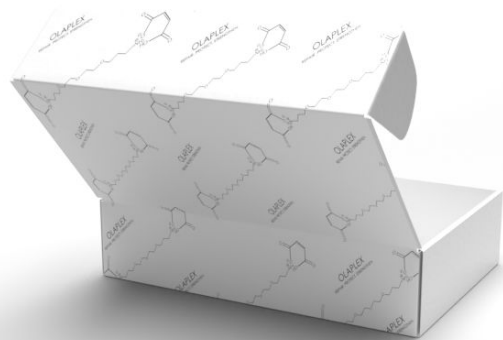


DIELINES



RENDERINGS:





LABEL:

PATENTED TECHNOLOGY • OLAPLEX.COM

OLAPLEXCX

Nº4

BOND MAINTENANCE™
SHAMPOO

REPAIRS, STRENGTHENS,
& NOURISHES CURLS



OLAPLEX CX TRAVEL KIT

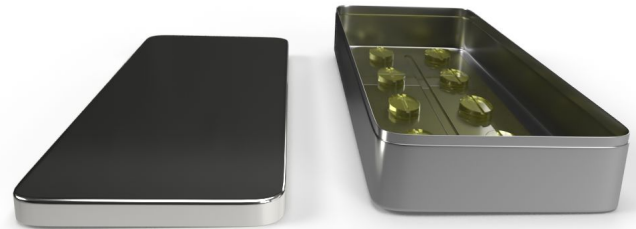
BOND MAINTENCE™ SHAMPOO CX
BOND MAINTENCE™ CONDITIONER CX
BOND MAINTENCE™ BONDING OIL CX
BOND MAINTENCE™ HAIR TREATMENT CX
HAIR PERFECTOR CX
MOISTURIZE MASK REPAIR CX

REPAIRS, STRENGTHENS, & NOURISHES
CURLY HAIR

OLAPLEX CX TRAVEL KIT

BOND MAINTENCE™ SHAMPOO CX
BOND MAINTENCE™ CONDITIONER CX
BOND MAINTENCE™ BONDING OIL CX
BOND MAINTENCE™ HAIR TREATMENT CX
HAIR PERFECTOR CX
MOISTURIZE MASK REPAIR CX

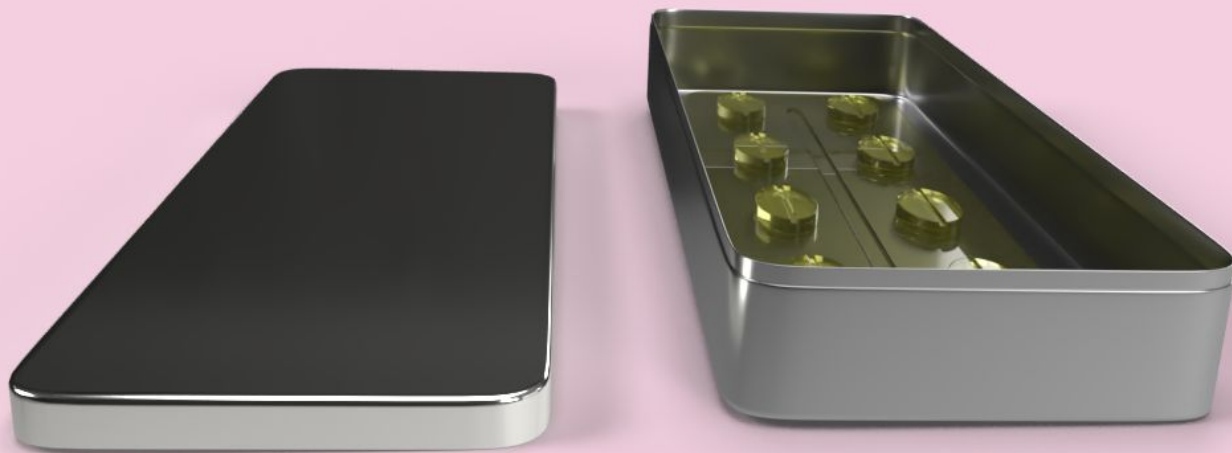
REPAIRS, STRENGTHENS, & NOURISHES
CURLY HAIR





OLAPLEX[®]

CX TRAVEL KIT

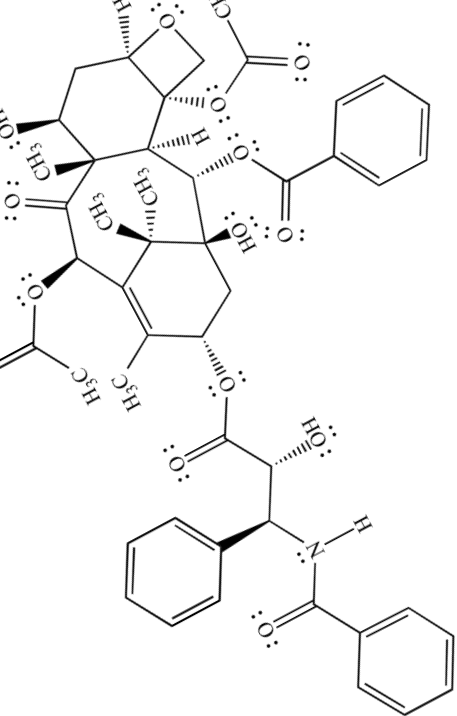


LABEL:

OLAPLEX CX TRAVEL KIT

BOND MAINTENCE™ SHAMPOO CX
BOND MAINTENCE™ CONDITIONER CX
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BOND MAINTENCE™ HAIR TREATMENT CX
HAIR PERFECTOR CX
MOISTURIZE MASK REPAIR CX

REPAIRS, STRENGTHENS, & NOURISHES
CURLY HAIR



INSERTS:

OLAPLEX FOR YOU.
THE LAB
Dear, [Insert Name]

We thank you for joining the Innovative lab of Haircare. In this package, you will find all your hair care needs at the tip of your fingers.

Sincerely,

OLAPLEX



[DATE]

TITLE: OLAPLEX FOR YOU

PURPOSE: REPAIR PROTECT AND STRENGTHEN HAIR

INTRODUCTION:

HAIR BONDS CONTRIBUTE TO A MAJOR ASPECT OF HAIR HEALTH. THEREFORE, APPLYING THE RIGHT CHEMICAL SOLUTIONS CAN CONTRIBUTE TO HEALTHIER HAIR. THE LAB CREATED SEVERAL PRODUCTS TO IMPROVE BONDS HEALTH. IN THIS EXPERIMENT, WE WILL BE TRYING THE SCIENTIFIC EFFECTS AND CONTRIBUTIONS OF OLAPLEX

MATERIALS & METHODS:

OLAPLEX N4 CX - CLEANS, REPAIRS, STRENGTHENS & NOURISHES CURLY HAIR

OLAPLEX N5 CX - HYDRATES, REPAIRS, STRENGTHENS & NOURISHES CURLY HAIR

PROCEDURE:

USE ONE TO TWO PODS OF EACH SOLUTION TO COVER AND NOURISH HAIR.

NOTES:

REFERENCES

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