ALTER EGO
ITALY

EGOBOND

Strenght and protection for the hair



BEAUTY & KINDNESS

Hair_Gogen team as Alter Ego Italy International Creative Director / Photography_Marco Di Filippo @TM STUDIO Productions / Products_ Alter Ego Italy

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 1 08/03/21 19:37



EGOBOND

extraordinary fortifying efficacy thanks to

KERAVIS™ BOND TECHNOLOGY

Hair_Gogen team as Alter Ego Italy International Creative Director / Photography_Marco Di Filippo @ TM STUDIO Productions / Products_ Alter Ego Italy

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 2 08/03/21 19:37

The revolutionary fortifying system

EGOBOND is the complete range of **Bond-Builder** products for the technical service and home maintenance, enriched with **KERAVIS™ BOND TECHNOLOGY**.

This **revolutionary fortifying system**, which is developed in **7 steps**, respectively **3** for the treatment **service in the salon** and **4** for the **home maintenance**, is formulated to:

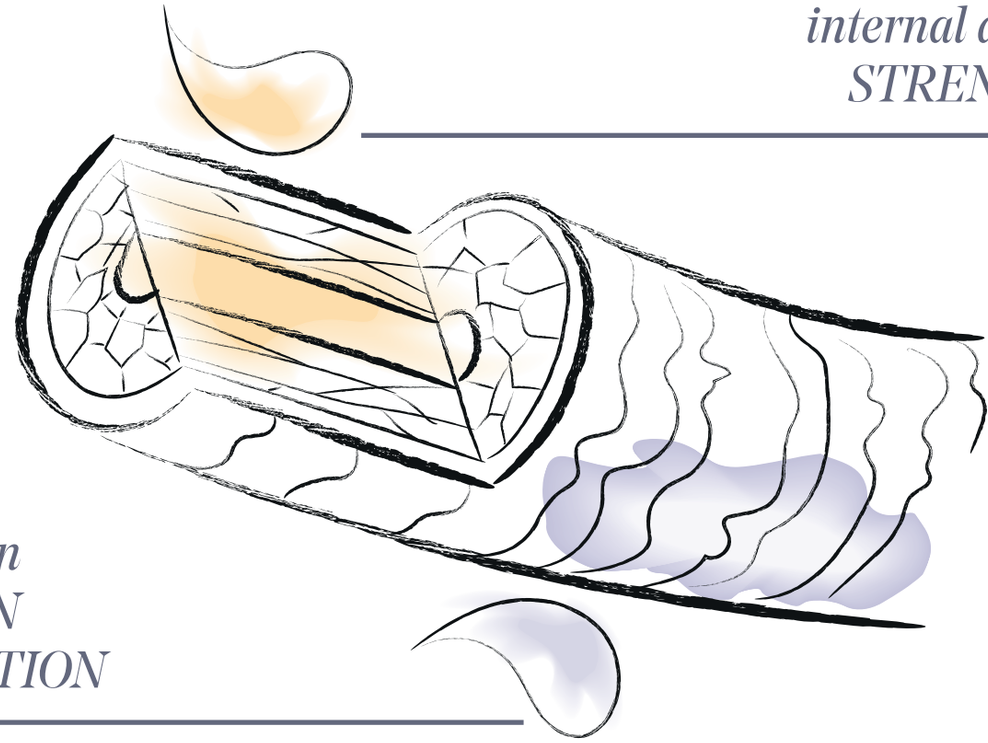
1. **protect and strengthen the hair structure** during technical services in the salon and for the well-being maintainance of the hair at home

2. offer **optimal anti-breakage benefits** thanks to the **protein-based** formulations that act on all r**esistance parameters** and hydration of the hair

3. allow **efficient and long-lasting protection**, also thanks to the **highly performing products** formulated for the home maintenance

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 3 08/03/21 19:37

internal action
STRENGHT



external action
PROTECTION
AND HYDRATION

KERAVIS ™ BOND
TECHNOLOGY

A powerful active composed by **amino acids** and **proteins of vegetable origin** that STRENGTHENS and IMPROVES the condition of damaged hair. This chemical composition allows to penetrate into the hair cuticle **building strength from the inside** thanks to the low molecular weight and **improving strength through** the formation of a film on the outside that gives the hair extreme shine. .

INNOVATIVE TECHNOLOGY WITH DUAL FUNCTION

- RESTORES the hair, repairing the damage created by the coloring or bleaching service, recomposisig the destroyed chemical bonds
- STRENGTHENS the sulphide bridges in the hair structure, that characterize the elasticity of the hair, preventing future damage

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 4 08/03/21 19:37



Hair_Gogen team as Alter Ego Italy International Creative Director / Photography_Marco Di Filippo @TM STUDIO Productions / Products_Alter Ego Italy

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 5 08/03/21 19:37

BEFORE *AFTER*



HAIR SUBJECT
TO FREQUENT TECHNICAL
TREATMENTS WITHOUT THE
SUPPORT OF EGOBOND

HAIR TREATED
WITH THE SUPPORT
OF EGOBOND

KERAVIS™ BOND *TECHNOLOGY*

The use of **Keravis™ Bond Technology** in the EGOBOND line creates HIGHLY PERFORMING FORMULAS which guarantee IMMEDIATELY VISIBLE RESULTS.

Results to see and to touch

The constant use of EGOBOND home maintenance products, enriched with Keravis™ Bond Technology, gives the hair a visibly stronger, healthier and brighter appearance. The hair results more beautiful to the touch, particularly soft and silky.

EGOBOND

Benefits

- **Increases the strength and resistance** of the hair that tends to breakage
- **Increases hair hydration** for maximum elasticity and shine
- **Triples** the strength of damaged hair
- Significantly improve consumer perception thanks to the immediately visible **results perceptible both to the eye and to the touch**
- **Quick and easy** to use
- **Proven effectiveness** of home maintenance products
- Suitable for colored, bleached and treated hair

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 7 08/03/21 19:37

In Salon treatment

Synergy and effective results in 3 SIMPLE STEPS







STEP 1

BOND BOOSTER

pH: 4.3-4.8

ADDITIVE TREATMENT
Thanks to the special Keravis™ Bond Technology protein complex, it **penetrates in the hair structure** restoring its strength and vitality.
Its liquid formulation allows easy mixing and emulsion for a maximum efficiency of the technical service.

250 ml - AEI 1004488

STEP 2

BOND SETTER

pH: 4.5-5.0

FORTIFYING TREATMENT
which acts in synergy with Bond Booster, increasing the **hydration and cosmeticity of the hair**.
It represents a fundamental phase for the optimal result of the EGOBOND treatment.

500 ml - AEI 1004489

STEP 3

BOND LOCKER

pH: 4.5-5.0

SEALING TREATMENT
developed to complement the EGOBOND treatment.
It nourishes and detangles treated hair giving a **healthy and strong appearance**.
The particular polymer molecular structure envelops the hair reducing damage caused by thermal and mechanical stresses that hair can be exposed to.

500 ML - AEI 1004490
250 ML - AEI 1032411

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 8 08/03/21 19:37

Home maintenance treatment

Always HEALTHY and PROTECTED hair









STEP 4

BOND SHAMPOO

RESTRUCTURING SHAMPOO
ideal for damaged hair. It **protects and repairs** colored, bleached and treated hair.
Hair results easier to manage, brighter and healthy use after use.

250 ml - AEI 1032412

STEP 5

BOND MASK

RESTRUCTURING MASK enriched with Keravis™ Bond Technology complex that **detangles and deeply nourishes** the hair fiber. It protects from the frizzy effect and from the formation of split ends. Hair becomes perfectly shiny, silky and ready for the next step.

250 ml - AEI 1032413

STEP 6

BOND LEAVE-IN

SEALING LEAVE-IN TREATMENT formulated with Keravis™ Bond Technology. It is ideal for all hair types, especially those colored, bleached and treated. Bond leave-in creates a **protective film** on the stem able to protect the hair from external agents.

200 ml - AEI 1032414

STEP 7

BOND OIL

DETANGLING OIL enriched with Abyssinica oil that has a deep nourishing action.
It closes the EGOBOND treatment giving the last protective touch to the hair while increasing its **vitality, shine and softness at the same time**.

100 ml - AEI 1032415

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 9 08/03/21 19:37

EGOBOND

USE	 STEP 1 BOND BOOSTER	 STEP 2 BOND SETTER
TOTAL BLEACHING	**7,5ml Bond Booster 1** **45gr** Alter Ego Italy bleaching cream **90gr** Total Blonde Activator *After the indicated setting time, rinse and wash with Egobond Shampoo..*	**10ml Bond Setter 2** *distribute evenly on lengths* **10min.** *Proceed to tonin service. Rinse and wash with Egobond Shampoo.*
PARTIAL BLEACHING / BALAYAGE / MECHES	**7,5ml Bond Booster 1** **30gr** Alter Ego Italy bleaching powder **60gr** Coactivator Cream *After the indicated setting time, rinse and wash with Egobond Shampoo.*	**10ml Bond Setter 2** *distribute evenly on lengths* **10min.** *Proceed to tonin service. Rinse and wash with Egobond Shampoo.*
OXIDIZING COLOR	**3,75ml Bond Booster 1** **30gr** Alter Ego Italy coloring cream **75gr** Coactivator Cream *After the indicated setting time, rinse and wash with Egobond Shampoo.*	**10ml Bond Setter 2** *distribute evenly on lengths* **10min.** *Rinse*
STAND ALONE TREATMENT	Prepare the hair for treatment with **Egobond Shampoo** Treatment: **10ml Bond Booster 1** + **15ml Bond Setter 2** *(distribute evenly on lengths)* **10min.** *Rinse*	

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 10 08/03/21 19:37



STEP 3
BOND LOCKER

10ml Bond Locker 3
distribute evenly on lengths
5min.
Rinse

10ml Bond Locker 3
distribute evenly on lengths
5min.
Rinse

10ml Bond Locker 3
distribute evenly on lengths
5min.
Rinse

10ml Bond Locker 3
distribute evenly on lengths
10min.
Rinse

HOME MAINTENANCE



STEP 4
BOND SHAMPOO



STEP 5
BOND MASK

Ideal for medium-thick hair.



STEP 6
BOND LEAVE-IN

Ideal for medium-fine hair.



STEP 7
BOND OIL

ALTEREGO
ITALY

BEAUTY & KINDNESS

WWW.ALTEREGOITALY.COM

SCANSIONA
PER GUARDARE
IL VIDEO DI EGOBOND

PETTENON COSMETICS S.P.A
Via Del Palù 7/D
35018 S. Martino Di Lupari (Pd)
Italy

AEI 8032446
8 008277 324463

AEI8032446_BROCHURE_EGOBOND_GB_2021 .indd 12 08/03/21 19:37