



CUSTOM | PERSONALIZED | REPAIR

a custom in-salon hair treatment!

5 benefits in 15 minutes:

- Longer lasting, more vibrant color
- Renewed internal strength
- Increased elasticity & manageability
- Luminous shine & touchably soft hair
- Restored condition for faster blowdrying!

sudzz_{fx}
ARTFUL DESIGN
INNOVATIVE SCIENCE™
SINCE 2002

AFTER



BEFORE





INSTANT IMPROVES

cuticle, cortex & moisture level!

STEP 1: Begin by clarifying the hair with SUDZZfx® Nyrvana™ Purifying Shampoo. This removes any buildup on the hair as a result of styling products, medication, smoking or the environment. Leave on for 2 minutes. Rinse out thoroughly and towel-dry well.

STEP 2: Using a bowl, dispense (1/2 oz.) SUDZZfx® Moxee™ Reconstructing Conditioner, AquaFix® Hydrating Conditioner, Enhance™ Daily Conditioner, and 1-drop of Zenyth® Frizz Eliminator. Mix to form the perfect blend for your client. Customize by adding more of either of these products.

STEP 3: Apply to hair from the ends up. Comb through for even distribution. Apply cap and place client under warm dryer for 15 minutes. Rinse thoroughly, towel dry and style.



revenue
potential

AT \$15
Per Treatment
8-per month = \$120
Annually \$1,440
16-per month = \$240
Annually \$2,880

AT \$20
Per Treatment
8-per month = \$160
Annually \$1,920
16-per month = \$320
Annually \$3,840

AT \$25
Per Treatment
8-per month = \$200
Annually \$2,400
16-per month = \$400
Annually \$4,800

BONUS:

Dispense and sell an "emergency shot" for at home use! Some enterprising SUDZZfx salons have gotten creative, grabbed some mini mason jars, twine and paper and started reselling the treatment for even more bonus profit!

