



epres™

TRAINING MANUAL

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## WHY EPRES™

epres exists to revolutionize haircare.

We are a performance-first, scientifically led beauty company focused on disrupting and sustaining technologies in haircare. We develop cutting-edge solutions for all hair types, valorize our technology through salon professionals, and use balanced science to deliver the healthiest hair possible.

Our founder, Dr. Eric Pressly, holds more than 100 patents in bond-repair technology, but he considers epres' first formula to be his best invention yet: a unique bond-repair treatment that re-bonds the structure of the hair with maximum efficacy, working to repair chemical, thermal and mechanical damage—all in one simple, acid-free step.

CREDIBLE SCIENCE. INCREDIBLE RESULTS.™



## FOUNDER STORY



# ERIC PRESSLY

epres™ founder Eric Pressly first discovered his talent for innovation while pursuing his Ph.D. in materials science, working on everything from developing life-saving pharmaceuticals to inventing the bond-building category in haircare.

Now he's taking hair science to the next level with epres' first breakthrough, a one-step bonding treatment that was formulated to mix with all major professional services to deliver deep repair without affecting the pH of chemical service. For salon pros, epres' cutting-edge technology is a game-changer: the ultimate tool to elevate their own artistry, achieve consistently superior results, and send clients out the door with softer, stronger, healthier hair.

## WHO IS EPRES™ FOR

epres Professional Bond Repair was developed for anyone with damaged hair. Whether you color, bleach, straighten, blowout or perm, our technology repairs broken bonds to increase hair's strength and softness, decrease breakage and frizz, and bring hair back to its healthiest state.

For stylists, epres innovation helps you deliver your very best every day.

For clients, we have created another reason to go back to the salon. And for customers everywhere, we also offer an at-home, spray-on treatment so everyone can enjoy—and extend—the benefits of stronger, healthier hair.



## EPRES TECHNOLOGY

Our patent-pending molecular technology repairs disulfide bonds, which form the internal structure of healthy hair. Rebuilding these bonds with epres technology during your professional service leads to softer, stronger hair with less breakage and frizz—and no change in development time or desired color effect. Plus we do it all in one simple, acid-free step.

- Unlike acid-based bond builders, epres Professional Bond Repair does NOT affect the pH of the chemical service—resulting in less damage and better bond repair without unwanted side effects.
- Our formulation does not slow the chemistry of professional services.
- Our acid- and thiol-free technology does not deswell the hair, which can inhibit coloring and bleaching.
- Unlike those that use solid molecules, our liquid-molecule Biodiffusion™ technology delivers continuous repair through each strand, even after hair is dry.



## THE EPRES™ ADVANTAGE

	EPRES PROFESSIONAL BOND REPAIR	OTHER BOND BUILDERS
ONE-STEP SYSTEM	✓	X
DESIGNED FOR ALL HAIR TYPES & TEXTURES	✓	X
FORMULATED TO BE ADDED TO ALL MAJOR CHEMICAL SERVICES	✓	X
ACID-FREE FORMULA DOES NOT AFFECT pH OR SPEED OF SERVICES	✓	X
DELIVERS PREDICTABLE, CONSISTENTLY SUPERIOR RESULTS	✓	X
REPAIRS EVEN AFTER HAIR IS DRY WITH BIODIFFUSION™ TECHNOLOGY	✓	X
BIODEGRADABLE INGREDIENTS, VEGAN FORMULA	✓	X
FOUNDER AUTHORITY	✓	X
COST PER APPLICATION	<\$1	\$1.41 - \$2.24

## SERVICES WHERE EPRES™ CAN BE USED

Not only is epres Professional Bond Repair perfect for all hair types, it also works perfectly with all services. Whether used with color, bleach, straighteners, blowouts, perms, detanglers, relaxers, in-salon treatments or on virgin hair, our treatment's patented formula delivers incredible flexibility and performance.

## SAFETY PROTOCOLS

epres Professional Bond Repair has been verified for safety; our MSDS sheets are available at [epres.com](http://epres.com) for review.

## HOW TO USE

When incorporating epres into your service, there are NO extra steps necessary: Simply add the recommended number of pumps directly into your formula, then mix and process as usual.



## HOW TO USE / SERVICES

### COLOR

For every 1 oz of color, add 2 pumps of epres™ Professional Bond Repair directly into mixing bowl following the developer step and mix thoroughly.

### BLEACH & LIGHTENER

For every 1 oz of bleach or lightener, add 2 pumps of epres Professional Bond Repair directly into mixing bowl following the developer step and mix thoroughly.

### PERMS & JAPANESE STRAIGHTENING

For every 1 oz of neutralizer, add 2 pumps of epres Professional Bond Repair and shake thoroughly. Continue to process as usual.

### HYDROXIDE RELAXER

For every 1 oz of relaxer, add 2 pumps of epres Professional Bond Repair into the cream/paste and mix thoroughly. Continue to process as usual.



## FOR CLIENTS / CONSUMERS

Our breakthrough technology is also available to the at-home consumer with epres™ Bond Repair Treatment: a simple, one-step spray that actively rebonds hair's structure, then continues to diffuse repair through each strand for hours.

Just spray onto dry hair until fully saturated, leave on at least 10 minutes, then cleanse and style as usual to restore stronger, shinier, healthier hair.



## FAQs

### HOW IS EPRES DIFFERENT FROM OTHER BOND-BUILDERS?

epres Professional Bond Repair is an acid-free, single-step formula that delivers deep bond repair via patent-pending technology. Some of the advantages of our formula include:

- As a vegan, acid-free, zero-quat technology, epres does not affect the pH of the chemical service—and delivers more diffusion since hair is more swollen at a pH of 8.
- Unlike other bond builders that use solid actives, epres' liquid actives and Biodiffusion™ technology continue to work even when hair is dry.
- Our formulation does not slow or inhibit the chemistry of professional services.

### WHY ACID FREE?

Acidic molecules lower the pH of a solution, which can have a negative effect in many professional salon services that operate best at high pH. For example, acid in bleach can lower the level and speed of lift; in color, it can decrease the depth and amount of deposit; in relaxers, it can reduce the ability to straighten. Since our technology does not have the negative side effects of acids, it can be formulated to higher concentrations for faster, more effective repair of disulfide bonds than competitive technologies.

### WHY QUATERNARY (QUAT) FREE?

Quats are chemical preservatives commonly used in shampoos, conditioners and lotions to give slip and smoothness. Many of these end up down the drain, get stuck in our waterways, and can affect marine life. We formulate without quats in our continued efforts to build better technology with less impact.

### WHY DO YOUR PRODUCTS CONTAIN ALCOHOL? AREN'T THEY DRYING FOR THE HAIR?

Great question! Not all alcohols are created equal. Rest assured, the alcohol in our formula is designed to stabilize and optimize performance.

### ARE YOUR PRODUCTS GLUTEN FREE?

Yes, our products are gluten free.

### ARE YOUR PRODUCTS SILICONE FREE?

Yes, our products are free of silicones.

## FAQs

### WHEN SHOULD I USE EPRES?

Any time the hair is in need of deep repair! Not only can our formula be used on all hair types, it also can be used across all services. Whether it's bleach, straightening, blowouts, perms, detangling, relaxers, or other in-salon treatments, our formula's molecular construct lends itself to great flexibility and performance.

### WILL THE PROFESSIONAL BOND TREATMENT CHANGE MY COLOR FORMULAS?

No. Within the haircoloring process, our molecular technology repairs the hair with no change in development time and no dilution to the desired color effect. The results are consistent and predictable.

### WHAT IF I USE COLOR THAT ALREADY HAS BONDER INSIDE?

Testing shows that epres Professional Bond Repair works great with these formulas, and delivers a significant difference in the health of the hair—much more so than just using color with bonder inside.

### CAN I USE IT WITH OTHER BOND BUILDING PRODUCTS?

Yes! Although, once you try our bond repair treatment, we're confident that you will see the difference—and will not need another treatment in your hair care arsenal.

### DOES THE PRODUCT PERFORM BETTER IF LEFT ON LONGER?

Yes, it does! If hair is damaged and needs special attention, it certainly can benefit from allowing the product to work its magic longer.

### CAN I USE HEAT WITH THE PROFESSIONAL BOND TREATMENT?

Yes, but as with any heat used in processing, it will speed up the time—so keep that in mind during use.

### CAN I USE IT ON EXTENSIONS OR WIGS?

Yes! It will help to extend the lifespan of your human hair extensions and wigs. Just be sure to avoid any areas with tape or glue to prevent loosening the adhesive.

## FAQs

### **CAN I USE IT ON HAIR THAT HAS BEEN TREATED WITH HENNA?**

Yes, you can.

### **ARE YOUR PRODUCTS SAFE TO USE WHILE PREGNANT OR NURSING?**

We recommend consulting with your doctor before adding any new products to your routine while pregnant or nursing.

### **DOES THIS TREATMENT HELP WITH HAIR LOSS/SHEDDING?**

Our bond repair treatment is not intended for hair loss but it definitely helps to improve the bonds of the hair, making it stronger and enhancing its overall health.

### **DOES THIS TREATMENT AFFECT THE NATURAL CURL PATTERN?**

Curly hair is highly susceptible to breakage; by repairing the bonds of the hair, curls become more healthy and defined.

### **DO YOU OFFER CLASSES AND/OR EDUCATION?**

We formulated the technology to be as simple as possible. Just follow the 2:1 rule: add 2 pumps of epres to one ounce of service product as directed on our package.

### **SHOULD I BE CHARGING MORE FOR THIS AS A HAIRSTYLIST/COLORIST?**

With a cost per application of under \$1 for 2 pumps of product, that's up to you! It's an opportunity to give your client an elevated level of service and a healthy end result. You could take this as a time to increase prices, add on as an upgrade, or showcase how you're continuing to push the boundaries of your service. We have seen stylists upcharge between \$25 to \$50, or raise their prices between 15% and 30%, when including our technology in their services.

epres™

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