

# FAQ

FREQUENT ASKED QUESTIONS

# INFUSION

## What is INFUSION?

INFUSION is a vegan wax treatment for extreme reconstruction on damaged, dry and frizzy hair. It reconstructs, seals the cuticles, reduces frizz and adds a lot of shine.

## What makes INFUSION vegan?

INFUSION does not come from any animal source, it is not tested on animals (As every other TRUSS product) and the extraction and manufacturing process is 100% natural and eco-friendly.

## Can INFUSION be applied on hair extensions?

Yes. There is absolutely no problem to apply INFUSION on hair extensions.

## Can I perform INFUSION on the same day as a Smoothing Treatment?

It is recommended to perform an INFUSION treatment one week after any Smoothing Treatment.

## Can I perform INFUSION on the same day as a color service?

Yes. You first do a color service and once finished, apply INFUSION on dry hair.

## If I'm doing a root touch-up, can I perform INFUSION at the same time?

Absolutely. Apply INFUSION from the middle shaft to the ends of the hair while you have the color processing in the root area.

## Since INFUSION is a wax, can it affect the effectiveness of my color results?

No. INFUSION is a natural wax. The alkaline level of the color will very easily go through the wax and penetrate normally into the hair.

## Will INFUSION help my color results to last longer?

Absolutely. INFUSION seals the cuticles and has several agents that will help to preserve the color.

## For how long will my INFUSION results last?

Results may vary depending on the home care maintenance, but it may last up to one and a half months.

## Is there a problem if I let it process longer than the recommended 30 minutes?

No. Staying longer will not affect the results.

## Do I need to combine INFUSION with any other treatments in my salon?

It is highly recommended that you shampoo hair TWICE with BIDIMENSIONAL SHAMPOO (Step 1 from Fast Repair Kit), followed by the application of INTENSIVE NUTRITION (Step 3).

Use AMINO prior to styling to protect against the heat of hot tools and add even more shine.

## What is the difference between Infusion and K Recovery?

INFUSION is an intense reconstruction system that must be applied on dry hair and processed for 30 minutes. K Recovery must be applied on hair prior to blowouts (with AMINO) for immediate quick reconstruction, as well as to make hair stronger if applied on compromised areas (leave-in) before highlighting.

## What home care products should I recommend to my clients?

It is highly recommended that the client continues the treatment at home applying NIGHT SPA weekly. INFUSION Shampoo and Conditioner will also help results to last longer.



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# STEP BY STEP



## High Liss

**High Liss is a multi-functional treatment that lasts for 3 months. It reduces volume and frizz, restoring and moisturizing damaged hair.**

### High Liss:

- Is Formaldehyde free;
- Is compatible with all other chemical treatments;
- Releases no fumes in the air, No irritation in the eyes or throat;
- No waiting time for first wash;
- Offers a Blond version with violet pigments for blond, bleached and colored hair that brightens the color.



### Step by Step:

1. Shampoo hair with **TRUSS Clarifying Shampoo**.
2. Blow Dry 90%.
3. Apply product generously 1/4" from the scalp with a brush. Apply evenly from roots to ends, over saturating your sections with product. Cover hair with a plastic cap to keep the moisture in.

### Processing time:

- Thin and Damaged: **30 min.**
  - Medium: **45 min.**
  - Thick and Resistant: **60 min.**
4. Rinse thoroughly. It is very important that you rinse 100%, until you feel a rough texture in the hair.
  5. Spray **TRUSS Amino** and blow dry straight.
  6. Spray **TRUSS Amino** evenly and flat iron taking thin sections, sliding slowly and repeating movement until the cuticle is sealed.

### FLAT IRON TEMPERATURE:

Thin Damaged hair 350°F-380°F

Thick Resistant hair 420°F

8x Powder

### NUMBER OF PASSES:

Anti-frizz solution: 3-5 passes

Smoothing Treatment: 5-8 passes

- **High Liss** delivers 5 to 7 applications per bottle.
- Recommended Service Charge: U\$150-U\$250 depending on the length of the hair.



## 8x Powder

**8x Powder** is a **BOND BUILDER** in a **POWDER FORM** that reduces breakage and helps prevent damage during all color and decolorizing services.

- With **8x Powder**, you do not need to bump up your developer.
- It does not delay lift.
- One step only.
- It costs **30%** less than the leading brand – average **\$2** per application or less through special deals.
- It delivers **40 applications**.



**How to Use:** Add one scoop of **8x Powder** to any bleach formula up to 75g/2.5oz. For over 75g/2.5oz, add an extra scoop. For colors, only one scoop is enough – no matter the amount of color or hair length.

## Air Libre

**Air Libre** is a low-chemical Lightener recommended for all Balayage techniques. It provides **5 levels of lift without foil and 7 levels** of lift with foil.

**TRUSS Air Libre** has **COLLAGEN** as its main ingredient (it is not clay based), adding elasticity and shine. It also counts with a group of special oils that adds moisture during the application without drying out, lowering the damaging effects of the ammonia without lowering its strength to deliver the expected lift. It can be applied on and off the scalp.



## Deluxe Prime Colors: Faded hair, never again!

**Directions to the Consumer:** Apply **Deluxe Colors** (available in 6 different tones) after the shampoo and before the conditioner once a week from 3-5 minutes and rinse.

Now your client's hair color will always be fresh, shinier than ever with an amazing texture!



## TRUSS K Recovery

**TRUSS K Recovery** is a versatile product with high concentration of **Keratin, Collagen** and **Amino Acids** that offers two amazing services at the salon:

**Reconstructive Blowout:** Before the blowout, apply **K Recovery** in the areas where the hair is compromised. Spray amino and blow dry. It only takes a minute to apply and results are immediate!

**Extra Protection Before/After Highlighting:** Apply **2 to 4 pumps TRUSS K Recovery** in the areas where the hair is more sensitive or compromised. Blow dry product completely and proceed with bleaching or coloring on top of it. If after highlighting, follow the same steps as "Reconstructive Blowout".

- **DELIVERS 40 applications at a cost of U\$1 per application.**
- **Recommended service charge: U\$10-15**



8x Powder

## Fast Repair

**FAST REPAIR** is Truss' back bar **12 minute** treatment (**4 minutes** each step) that replenishes in a high concentration, the lipids lost with chemical services. The proteins and amino acids, will add a lot of shine, elasticity and **AMAZING FRIZZ CONTROL** for 20 days or more.

- **DELIVERS UP TO 60 APPLICATIONS and generates up to U\$1,800.00 of revenue!**



# No matter what your client's need is, **TRUSS HAS THE SOLUTION!**

Understand the different products and services you can offer at your salon:



## **HIGH LISS**

### **What is it?**

Customizable anti-frizz smoothing treatment.

### **What are the expected results?**

Up to 80% of volume reduction in a single application, frizz-free.

### **Who is the targeted client for this treatment?**

A client who wants to reduce frizz and volume, with treatment that will last longer.

### **How long is it going to last?**

Up to 3 months.

### **How often can you perform the treatment?**

As often as desired.

### **How long does it take to perform the treatment?**

1.5hr-2hrs.

### **How much to charge per treatment?**

Prices vary depending on location. Must be charged the equivalent to a Keratin Complex or Brazilian Blowout treatment.

Short hair: \$150.

Medium/Long: \$250 and up.

### **How many applications per bottle?**

Up to 7 applications.

### **Do I have to combine High Liss with any other treatments?**

No. Only Clarifying Shampoo prior and Amino before the blowout and before flat ironing.

### **What is the recommended take home product?**

Truss home care line of shampoos, conditioners and Deluxe Prime.



## **K RECOVERY**

### **What is it?**

Fast reconstruction with Keratin and Collagen prior to blowouts and highlights.

### **What are the expected results?**

Stronger and healthier hair.

### **How long is it going to last?**

Results will vary depending on porosity/damage level as well as the maintenance at home (use of hot tools, hot water, etc). Reconstruction on processed hair may last up to 30 days.

### **How often can you perform the treatment?**

Whenever the hair is damaged/compromised.

### **How long does it take to perform the treatment?**

3 minutes to apply, only on damaged areas.

### **How much to charge per treatment?**

\$10-\$15 by adding K Recovery to your blowout or before highlights (highlight on top of it).

### **How many applications per bottle?**

Up to 40 applications.

### **Do I have to combine K Recovery with any other treatments?**

Yes. You may use Fast Repair prior to applying K Recovery and Amino prior to Styling. It is also recommended that you use K Recovery along with the Keratin Infused Flat Iron treatment.

### **What is the recommended take home product?**

Home care shampoos and conditioners, Net Mask, Brush + Hair Protector.



## **INFUSION**

### **What is it?**

Vegan wax for intense reconstruction.

### **What are the expected results?**

Reconstructs, adds shine, seals the cuticles, reduces frizz.

### **How long is it going to last?**

Up to 1,5 months.

### **How often can you perform the treatment?**

Every month and a half.

### **How long does it take to perform the treatment?**

1.1 hour (10min application + 30min processing time + 10 min wash + 20 min style).

### **How much to charge per treatment?**

\$50 or \$75 with blowout and up.

### **How many applications per bottle?**

Up to 13 applications.

### **Do I have to combine Infusion with any other treatments?**

Yes. You will wash the treatment with Bidimensional Shampoo twice and then apply Intensive Nutrition and Amino prior to styling.

### **What is the recommended take home product?**

Night Spa (weekly) and Infusion Shampoo and Conditioner.



## **FAST REPAIR**

### **What is it?**

3 step back-bar deep conditioning system.

### **What are the expected results?**

Frizz-maintenance, moisture, hydration and shine.

### **How long is it going to last?**

20 days.

### **How long does it take to perform the treatment?**

12 minutes, 4 minutes each step.

### **How often can you perform the treatment?**

As often as desired. It is recommended every 20-30 days.

### **How much to charge per treatment?**

\$20-\$30.

### **How many applications per bottle?**

Up to 60 applications.

### **Do I have to combine Fast Repair with any other treatments?**

Yes. You may use fast repair with Infusion, K Recovery and Amino prior to styling.

### **What is the recommended take home product?**

Crazy for Truss.



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# TRUSS: A shampoo and conditioner for every hair type. The solution for all your hair needs.

Find out which product suits you better.



## BLOND Shampoo, Conditioner and Mask

*Blonde/bleached/gray hair that fades too fast?*

This line can be used every time you wash your hair to avoid color oxidation, leaving hair shiny and frizz-free. Mask is for weekly use only.



## EQUILIBRIUM Shampoo and Conditioner

*Oily scalp, dry ends?*

Problem fixed! It cleans the scalp removing the excessive oiliness, replenishing hydration in the ends. Leaves hair strong, vibrant and it won't weigh your hair down!

## CURLY Shampoo and Conditioner

*Curly line will help you fight frizz and leave your curls vibrant!*

Don't forget to add Net Mask as your weekly treatment to ensure your curls will look flawless!



## PERFECT Shampoo, Conditioner and Mask

This anti-aging trio has hyaluronic-acid, a bio-synthesized intelligent technology that fulfills the porosity levels bringing elasticity and shine back. Recommended to normal hair types. Mask is for weekly use only.



## THERAPY Shampoo

*Your solution to all scalp disorders:* dandruff, allergies, psoriasis, etc. It promotes blood circulation on the scalp to ensure healthier and stronger hair growth. This is a shampoo that your male clientele will love!

## INFUSION Shampoo and Conditioner

*Product 100% Vegan to fight frizz* bring the moisture, elasticity and smoothness back. Highly recommended as a maintenance to prolong results from both Infusion and High Liss Professional Treatments.



## ULTRA HYDRATION

### Shampoo and Conditioner

Recommended for extremely dry and damaged hair for extra deep hydration and elasticity.



## ULTRA HYDRATION PLUS Shampoo and Conditioner

If chemicals have compromised your hair way too much and if breakage is a problem, these products are your new next best friend. Recommended for extremely damaged and dry hair for extra deep hydration, elasticity and intense hydration.

## MIRACLE Shampoo, Conditioner and Mask

*Recommended for all hair types.*

It restores elasticity, providing intense 3dimensional shine, strength, softness, color protection and special anti-aging ingredients. Mask is for weekly use only.



## SPECIFIC Mask

If your shampoos and conditioners above do not have their own masks, Specific mask will help you solve all of the specific needs that every hair has! Weekly use.



All TRUSS shampoos, conditioners and mask are color and keratin-safe and will maintain the results obtained at the salon.

# NUMBER OF APPLICATIONS & REVENUE



BACK BAR				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Kit Fast Repair (Bidimensional, Lipidic, Intensive Nutrition)	50-60	\$1.90 - \$1.60	\$20.00 - \$30.00	Up to \$1800
Therapy Shampoo 1000ml/33.81fl.oz				
Blond Shampoo 1000ml/33.81fl.oz	50-60	\$1.90 - \$1.60	\$5.00	Up to \$300.00
Blond Mask 1000ml/33.81fl.oz				



PERFECT BLOND				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Air Libre Bleaching Powder 500g/17.64oz	5-7	\$6.20 - \$4.42	\$150.00 and up	\$1,050.00 and up
Blanc Blond Lightening Powder 500g/17.64oz	5-7	\$5.80 - \$4.15	\$150.00 and up	\$1,500.00 and up
8x Powder 200g/7.05oz	40	\$2.05	\$20.00	Up to \$800.00



TREATMENT				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Exclusive Vapor Flat Iron + Recovery Complex 60ml/2.11fl.oz	20-25	\$1.00 - \$0.75	\$40.00 - \$70.00	Up to \$1,750.00
Infusion 650ml/21.98fl.oz	13	\$3.38	\$50.00 - \$75.00	Up to \$975.00
K Recovery 650ml/21.98fl.oz	Up to 40	\$1.00	\$10.00 - \$15.00	Up to \$600.00
Net Mask 550g/19.40fl.oz	30	\$0.70	\$10.00 - \$15.00	\$800.00



SMOOTHING TREATMENT				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
High Liss 650ML/22.88fl.oz				
High Liss Blond 650ML/22.88fl.oz	5-7	\$7.14	\$150.00 and up	\$1,050.00 and up



COLOR MAINTENANCE				
PRODUCTS	PRODUCT OUTPUT	COST PER APPLICATION	RECOMMENDED SERVICE CHARGE	REVENUE
Deluxe Prime 260ml/8.79fl.oz				
Deluxe Prime Blond 260ml/8.79fl.oz				
Deluxe Prime Honey Blond 260ml/8.79fl.oz				
Deluxe Prime Chestnut Cool Brown 260ml/8.79fl.oz	25-30	\$0.58 - \$0.49	\$10.00 - \$15.00	Up to \$450.00
Deluxe Prime Warm Brown Chocolate 260ml/8.79fl.oz				
Deluxe Prime Copper 260ml/8.79fl.oz				
Deluxe Prime Marsala Red 260ml/8.79fl.oz				

\*PRODUCT PRICES ARE FULL PRICES ONLY. ADDITIONAL DISCOUNTS AVAILABLE THROUGH SPECIAL ON-GOING DEALS.