



ONC LLC, Los Angeles, CA 90025

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# PRESS RELEASE

## For Immediate Release

For more information contact:

Eric Kaya  
ONC LLC

Mobile: 310 430-6552

Office: 424 293-0869

Email: [ekaya@oncorganic.com](mailto:ekaya@oncorganic.com)

[quinoaplex.com](http://quinoaplex.com)

## SUN, SEA AND SPLIT ENDS - INTREPID 3-IN-1 SUPER-PRODUCT TO THE RESCUE!

**Following development of chemical bond-multipliers ONC launch more powerful natural 3-in-1 single step alternative QUINOAPLEX R<sub>3</sub>.**

**Los Angeles (September 15, 2016)** ONC, the premier niche company for natural, healthier hair color and care products, launches **QUINOAPLEX R<sub>3</sub>** an organic based bond builder and protein conditioner. Following advances in chemical hair re-bonding, ONC have bettered current offerings on the market with a more powerful product, using all natural re-bonding technology, hydrolyzed quinoa protein and certified organic ingredients.

Hair exposed to daily stress such as, sun, heat, chemical treatments, pollution, and over washing becomes dry, brittle and damaged. Natural hydrolyzed quinoa protein contains all eight essential amino acids for conditioning and protecting hair. It repairs damage and makes hair smoother and glossier, balancing the pH value and providing additional Vitamins C and E to both hair and scalp. **QUINOAPLEX R<sub>3</sub>** restores bonds and repairs keratin fibers, while infusing proteins and amino acids at the same time.

**QUINOAPLEX R<sub>3</sub>** builds the hair's four main peptide, disulfide, saline, and hydrogen bonds naturally, where other bond multipliers build just one; the disulfide bond, with a patented chemical bis-aminopropyl diglycol dimaleate.

Designed rebuild damaged hair; **QUINOAPLEX R<sub>3</sub>** penetrates the cortex, to deliver moisture and repairs deep into the hair. One product, one bottle, one easy step in an industry that typically uses, three products, three bottles, and three steps.

**QUINOAPLEX R<sub>3</sub>** allows salons to retain the same target market while also expanding into the organic sector. Distributors may regain salons that have stopped using chemical re-bonding products with **QUINOAPLEX R<sub>3</sub>**, the unique, natural, organic alternative.

### NURTURE HAIR NATURALLY WITH QUINOA PROTEIN

Guards from exposure to and protects against:

- ✓ Sun / UV
- ✓ Sea / Salt / Chlorine
- ✓ Drying wind / City pollutants
- ✓ Heat styling / Over processing and/or washing
  
- ✓ Comfortable application
- ✓ Refreshes scalp improving circulation
- ✓ Contains amino acids
- ✓ Regulates pH / restores bonds / repairs keratin fibers
- ✓ Prevents split ends and improves strength
- ✓ Increases elasticity and manageability
- ✓ Binds, moisturizes and nourishes
- ✓ Builds volume for easier styling / increases gloss for healthier looking hair
- ✓ Keeps true color longer (when used pre-coloring)
- ✓ Restores Vitamins C and E after highlights / balayage
- ✓ Repairs, maintains and protects integrity of hair

Single step 3-in-1 tool or service for:

- Scalp treatment / Premature thinning / balding / Oil reduction
- Rejuvenation - reverses damage
- Pre-color / color / color correction / balayage / bleaching (Mix with color or bleach. No change to ratios, developer or formula time)
- Curl definition / perming / perm neutralization
- Post-relaxer and post-perm conditioner
- Keratin treatment
- Cutting lotion
- Use with hot tools

- Ethnic hair care
- Stand-alone treatment

Chemical Bond Multiplier	QUINOAPLEX R <sub>3</sub>
Builds only the one <b>disulfide</b> bond chemically with a patented chemical compound called <b>bis-aminopropyl diglycol dimaleate</b>	Builds all four main <b>peptide, disulfide, saline, and hydrogen bonds</b> naturally with hydrolyzed <b>quinoa protein</b>
–	Replenishes amino acids
Interferes with coloring and can affect color results	Does not interfere with coloring or change color. No change to ratios, developer or formula times
Requires a dual step process in color and lightening applications	Single step process for color and lightening applications
Coats hair in a film leaving it feeling plastic	Penetrates hair shaft leaving hair feeling fresh, smooth and natural
Three chemical products in three formulas for use in multiple chemical services and as a hair treatment	Single 3-in-1 natural product for use in multiple chemical services and as a hair treatment
Chemical ingredients including bis-aminopropyl diglycol dimaleate	Contains natural Hydrolyzed Quinoa and certified organic ingredients including quinoa protein and aloe vera
Contains chemicals	Free from silicone, sulfates, parabens, phthalates, DEA, and aldehydes
Potentially toxic	Gluten Free. GMO Free. Toxic Free. Hypoallergenic suitable for asthmatics
?	Not tested on animals

“Today organic products are everything and an advance in professional hair care is overdue. **QUINOAPLEX R<sub>3</sub>** is the breakthrough natural organic healing aid, potentially eliminating chemical overload, which will challenge salons and distributors to view professional lines of organic products differently.” – Eric Kaya, President.

ONC are the premier niche distributor of healthier hair color and care products,

and have been championing innovative products with certified organic ingredients since 1993.

Sabire Kaya founded eco-friendly ONC out of her passion for using healthier organic products. Sabire's tenacity and innovation helped grow ONC to become a leading brand in organic beauty products now spanning three continents.

First to offer products without parabens (2003), and propylene glycol (2012), ONC's ethos is product innovation, quality, 360° communications, and in-depth training to deliver high-end products and services. ONC has a proven record of accomplishment with its primary customer – the hair salon.

ONC audit for best manufacturing practice, responsible environmental policies and actively seeks to reduce its carbon footprint.