

# Bumble and bumble.

# *Bb. Bond-Building*

**Introducing NEW Bb.Bond-Building TripleBond Flash Rinse**

**Available as from mid-January 2025**

## **Strong Bonds in a Flash.**

Introducing the quick solution for damaged hair, the NEW Bb.Bond-Building TripleBond Flash Rinse is an INSTANT in-shower treatment that builds the 3 essential bond types. Powered by our Honey Bond-Building TripleBond Complex, this rinse also helps combat dullness and dryness (a.k.a. visible signs of damage), leaving hair shiny, detangled, and soft and smooth.

## **KEY CLAIMS**

- **Instant Results:**
  - Builds hydrogen, ionic, and covalent bonds to help fortify hair.
  - **2x shine\***: immediate shine that lasts all day.
- **No Wait Time:** Works instantly.
- **Detangles, Softens + Smooths.**
- **Safe for Chemically Treated + Color-Treated Hair.**

\*vs. unwashed hair.

## **HOW IT WORKS**

Our Honey Bond-Building TripleBond Complex uses low molecular weight bond-builders to penetrate the cortex and instantly build 3 essential types of bonds: hydrogen, ionic, and covalent.

- **Micelle Conditioning Technology:** Attracts dirt and impurities, lifting them from the hair while conditioning and adding shine.

## **HOW TO USE**

As a stand-alone hair treatment: Apply directly to damp hair from root to tip, then rinse. Use weekly or as needed.

Or use in between your favorite Bumble and bumble shampoo and conditioner in your shower routine.

## **FORMULATED FOR**

- Ideal for fine, brittle, damaged hair.
- All hair diameters (Fine, Medium, Thick).
- Patterns: Curly (3A-3C), Wavy (2A-2C), Straight (1A).
- Chemically treated and color-treated hair.



**Bb.Bond-Building TripleBond Flash Rinse** will be available **mid-January 2025** at **Aveda Salons and Douglas**, as well as online at **douglas.nl, debijenkorf.nl, and salontoppers.nl**.

**Bumble and bumble. is a cruelty-free brand. We don't test on animals.**

**Suggested Retail Price: €52, 250 ml**

### **About Bumble and bumble.**

Bumble and bumble began as a New York City salon in 1977, where Bumble and bumble. hairdressers clipped, colored and styled their way into prominence in magazines, on runways, and backstage around the world.

The brand is dedicated to the craft of hairstylists and colorists who are obsessed with technical and artistic excellence through bold self-expression. Bumble and bumble invents products to meet these professionals' exacting standards that are also easy enough for anyone to use. From the iconic, wave-enhancing Surf Spray to the bestselling, mega moisturizing Hairdresser's Invisible Oil range, these well-loved products are used by the pros in Bumble and bumble salons and by millions of people around the world at home every day.

At Bumble and bumble, we believe in really great hair on your own terms.

Our mission: to provide a range of pro-curated, backstage-vetted, high-performing products and techniques inclusive of every hair type, texture, and styling preference so that you can create the hair you want every day, every night, every time.

**For more information, please contact Lyddia Roy:  
[contact@mmbtsy.com](mailto:contact@mmbtsy.com)**

