

# Advanced BioTech

*Developer of MultiFIX™ and BioWorld Products™*

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## PERM ODOR CASE STUDY

### Project Situation

A client's husband had a problem disliking the smell of his wife's permanent after each treatment. The client decided to try using BioWorld Odor Neutralizer in the perm solution to make her husband happy. The worse that could happen would be that the perm would not take. The client's hair stylist included BON during the neutralizing stage and then rinsed after the five-minute time period.

### Products/Technology Used

#41014 BioWorld Odor Neutralizer BON-CC-41 Concentrate

### Results

The husband was very happy to have his wife come home after a perm with a very minimal smell that he liked. The great news was the perm lasted over three months (it used to last only 2½ months). The client has continued using BON when getting a perm to eliminate odors. The client said "If you have a husband that is very sensitive to the perm smell, I highly recommend BON-CC-41."