

KCEXPRESS™

Express Blow Out® Smoothing Treatment

This color-locking, speedy smoothing solution is an express service that delivers polished, more manageable hair with results that last up to 6 weeks. KCEXPRESS takes 15 minutes when added to a color service or just 1 hour when used as a standalone service.

Why We ♥ it

- Eliminates frizz
- Unique 1-hour or less treatment
- Profitable color-locking service add-on
- Powered by our Signature Keratin for stronger, healthier hair
- Enhances color vibrancy and delivers radiant shine
- Perfect for quick spot treatments, bangs and problem areas
- Refreshes and revives natural hair extensions
- Cuts daily styling time and makes blow-dry time faster and easier
- Hair can be shampooed just 8 hours after treatment
- Cumulative results
- Results last up to 6 weeks
- Clients go home with Keratin Obsessed Multi-Benefit Treatment Spray to maintain longevity and effectiveness of the treatment



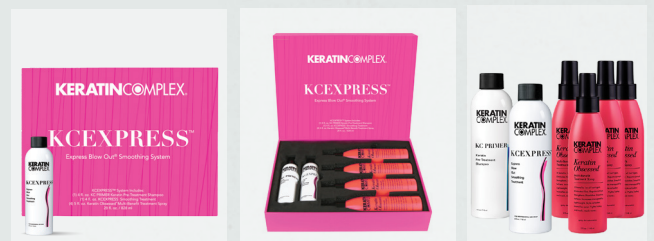
REVENUE
POTENTIAL \$
(4 OZ.)

4
applications
x \$150
service price
= \$600

Quick 15-minute add-on to lock in color + smooth.



**NEW
LOOK**
Same great
formula!



Get social with us and share your before and after transformations
#KERATINCOMPLEX #KCEXPRESS

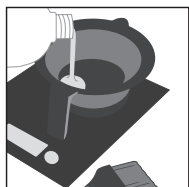


Client Consultation ▶ A proper client consultation sets you and your client up for success.

1. Assess hair:
 - Texture, porosity and condition
 - Chemical-processing history
 - Client's lifestyle and medical history
2. Assess the client's post-treatment expectations.
3. Review post-treatment and at-home maintenance.
4. Quote price based on hair's length, texture and condition.
5. Perform a patch test.

Instructions

Step 1 of 2 Pre-Treatment Shampoo



1. Shake, measure and pour treatment into a bowl. Aerate 10-15 minutes.

1 oz. per application based on texture, porosity and condition of hair.



2. Shampoo hair twice with Keratin Complex KC PRIMER Shampoo.

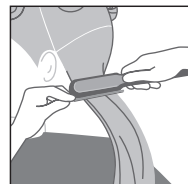


3. Towel-dry hair well.

Step 2 of 2 Continued



4. Divide hair into six sections. Blow-dry 80% with fingers.
5. Finish blow-drying 100% using a vent or round brush.



6. Divide hair into six sections. Flat iron 1 to 2-inch (2.5 to 5 cm) subsections, following the flat iron guide. ▼

FLAT IRON GUIDE

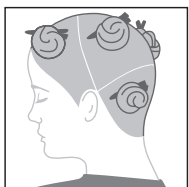
TEMPERATURE RANGE

380° - 400° F (193° - 204° C)

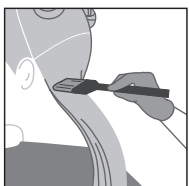
NUMBER OF PASSES

2 - 4 times from base to end

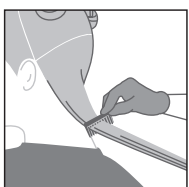
Step 2 of 2 Treatment Application



1. Gloves should be worn. Divide hair into six sections.



2. Starting at the nape of the neck, part damp hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) away from the scalp through to the ends.



3. Continue combing to ensure even distribution, avoiding oversaturation.

15 MINUTE ADD-ON SERVICE*

Lock in Color & Smooth

1. When finished with application and processing time of any coloring or lightening service, shampoo once with any Keratin Complex Shampoo to wash and remove the color from the hair.
2. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
3. Towel-dry hair well.
4. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS protocol.

*The 15-minute add-on color-locking service refers to the timing of the application and finishing of the treatment when added to any color or lightening service.

Aftercare

The client should use Keratin Obsessed after every shampoo and before any restyle to ensure the longevity and effectiveness of the KCEXPRESS treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products. The client should not get their hair wet, use traditional shampoo, use pins or clips, or wear any type of ponytail for a minimum of 8 hours after treatment completion. If the hair gets wet during this time, instruct the client to blow-dry and lightly go over hair with a smoothing iron on low heat.

