

**KERATINCOMPLEX®**  
*Beautiful hair every day*

## Quick Guide

# KCMAX™

## Maximum Keratin Smoothing System

Our most powerful keratin treatment to date: KCMAX™ Maximum Keratin Smoothing System. This transformative three-step system combines a proprietary keratin blend with the most advanced smoothing technology to deliver straighter, smoother and healthier hair that lasts up to 3 months.

### Why We ♥ it

- Eliminates frizz and increases manageability
- Formulated with proprietary keratin technology for stronger, healthier hair
- Straighter, smoother results in just one treatment
- Dramatically increases the strength of damaged hair
- Delivers luminous shine and silky softness
- No wait time—hair can immediately be pulled back or put in clips
- 90-minute treatment
- Cumulative results
- Perfect for all hair types
- Results last up to 3 months
- Clients go home with KCMAX Daily Treatment Spray to maintain longevity and effectiveness of the treatment



Scan to watch the KC difference!



REVENUE  
POTENTIAL \$  
(LITER)

33  
applications  
x \$300  
service price  
= \$9,900

Our strongest smoother that delivers ready to wear hair!



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



## 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

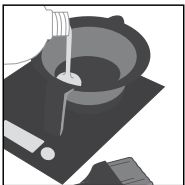
### Step 1 of 3 Pre-Treatment Shampoo



1. Shampoo hair twice with KCMAX Maximum Keratin Pre-Treatment Shampoo. During the second shampoo, allow shampoo to saturate for 5 minutes. Rinse completely. **DO NOT CONDITION.**



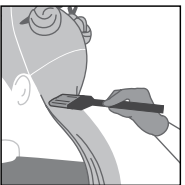
2. Thoroughly towel-dry the hair.



3. Shake, measure and pour treatment into a bowl.

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

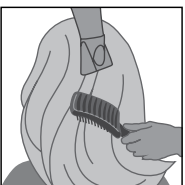
### Step 2 of 3 Treatment Application



1. Gloves should be worn. Divide hair into six sections.
2. Starting at the nape, part damp hair into ½ to 1-inch (1 to 2.5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) from the scalp through to the ends.

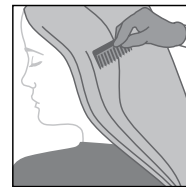


3. Continue combing to ensure even distribution, avoiding oversaturation.
4. Cover with a plastic cap and allow treatment to saturate for 30 minutes.

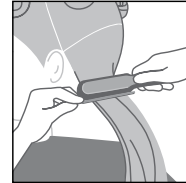


5. Divide the hair into six sections. Blow-dry hair 80% with fingers.
6. Finish blow-drying 100% using a vent brush.

### Step 3 of 3 Treatment Spray



1. Starting at the nape, part hair in 2-inch (5cm) sections and mist 1-3 pumps of KCMAX Daily Treatment Spray from base to ends through each section. Comb through each section to ensure even distribution.



2. Divide hair into six sections. Flat iron ½ to 1-inch (1 to 2.5 cm) subsections, following the flat iron guide. ▼
3. Provide client with the same bottle of KCMAX Daily Treatment Spray used during the service as a necessary part of their at-home regimen.

#### FLAT IRON GUIDE

##### FINE TO MEDIUM HAIR

TEMPERATURE RANGE  
380°- 400°F (193°- 204°C)

NUMBER OF PASSES  
7 - 10 times from base to ends

##### COARSE, VIRGIN AND RESISTANT HAIR

TEMPERATURE RANGE  
400°- 450°F (204°-232°C)

NUMBER OF PASSES  
10 - 12 times from base to ends

Always use professional judgment when selecting a flat iron temperature. The temperature should be adjusted based on the client's hair type and chemical-processing history.

#### Aftercare

Next day wash. The client should use KCMAX Daily Treatment Spray after every shampoo and before any restyle to ensure longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.

