

KCTEXTURE™

Curl Enhancing Keratin Treatment

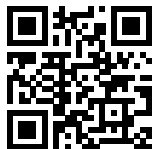
KCTEXTURE is a unique curly keratin treatment designed to enhance and define all wavy, curly and tight textures while restoring essential moisture to the hair.

Why We ♥ it

- Powered by a proprietary blend of Signature Keratin, oils, butters and amino acids
- Super-hydrating treatment that nourishes and protects every curl
- Requires no heat and preserves all curl patterns
- Adds softness and shine
- Same-day style with zero downtime
- Delivers stronger, healthier hair
- Cumulative results
- Results last up to 3 months
- Unique natural styling techniques to enhance all curl patterns
- Clients go home with KCTEXTURE Intense Hydrating Masque, the essential aftercare to maintain the longevity and effectiveness of the treatment



Scan to watch the
KC difference!



REVENUE
POTENTIAL \$
(8 oz.)

4
applications
x \$200
service price
= \$800

The ultimate curly keratin treatment
that requires NO HEAT!



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



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



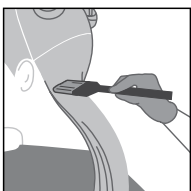
1. Shake, measure and pour treatment into bowl. Shampoo twice with Keratin Complex KC PRIMER Shampoo. Do not condition or detangle hair.

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

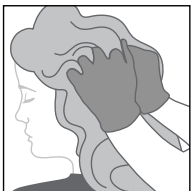


2. Towel-dry hair thoroughly.

Step 2 of 3 Treatment Application



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



2. During application, encourage curl of each section with scrunching, finger-wrapping, or shingling techniques, depending on natural curl level and desired results.



3. Cover loosely with a plastic cap. Allow treatment to saturate for 30 minutes.
4. Remove cap and lightly diffuse hair with low/cool air for up to 5 minutes, depending on texture, porosity and condition of hair. Avoid drying hair completely.



5. Rinse hair for 5 seconds, focusing on the scalp and hairline. Gently towel-dry hair.

Step 3 of 3 Intense Hydrating Masque



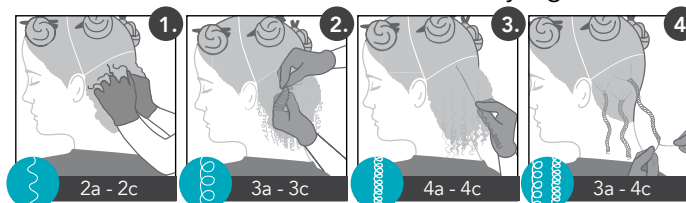
1. Apply KCTEXTURE Intense Hydrating Masque. Gently massage into hair and encourage curl pattern. Allow to saturate for 10-15 minutes.



2. Rinse thoroughly for 2-3 minutes, concentrating on the scalp and hairline.
3. Apply curl-enhancing products. Style hair using desired curl defining or protective styling techniques.

NATURAL STYLING TECHNIQUES

For in treatment and/or after treatment styling.



1. Scrunching Technique: Use hands to diffuse or scrunch hair and encourage desired curl pattern.

2. Finger Wrap Technique: Wrap individual curls around finger in the direction of natural texture.

3. Shingling Technique: Use fingers to lightly separate and ribbon each curl from scalp to ends to smooth and define.

4. Twist-Out Technique: Split a small subsection into 2 and fold hair over at the base. Continue to twist both sections of hair from base to ends. Twirl ends to lock each twist.

For more curl pattern information see our curl chart at keratincomplex.com/resources

Some clients who use at-home hair color, direct pigments, changed their hair color or have colored their hair may experience a shift in color. We recommend color on the same day after the masque step of treatment. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Using KCTEXTURE Intense Hydrating Masque as a conditioner helps minimize the chance of this occurring.

Aftercare

Same-day wash. The client should use KCTEXTURE Intense Hydrating Masque after every shampoo to ensure longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.

