

NKSTB

Natural Keratin Smoothing Treatment For Blonde Hair

Not just for blondes! Enjoy up to 5 months of smooth, shiny, manageable hair with this reparative treatment specially formulated for fine, fragile or overprocessed hair.

Why We ♥ it

- Blocks humidity and eliminates frizz
- Formulated with our Signature Keratin for stronger, healthier hair
- Soft, neutral-tint formula will not compromise the clarity of blonde, gray and silver tones
- Specially designed to protect fine, fragile and overprocessed hair
- Contains special conditioning agents to soften and protect hair
- Repairs damage
- Reduces breakage and delivers healthy-looking shine
- Dramatically reduces blow-dry time
- Enhances color vibrancy
- Cumulative results
- Results last up to 5 months
- Clients go home with Keratin Obsessed Multi-Benefit Treatment Spray to maintain longevity and effectiveness of the treatment



Scan to watch the
KC difference!



REVENUE
POTENTIAL \$
(4 OZ.)

4
applications
x \$350
service price
= \$1,400

Reparative treatment that is not just for blondes, but also for fine, fragile, damaged or overprocessed hair.



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

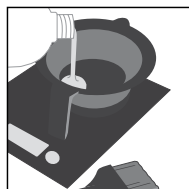


Client Consultation ▶ A proper client consultation sets you and your client up for success.

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.

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



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



3. Blow-dry hair 100% with fingers.

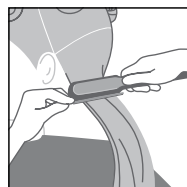
Step 2 of 2 Continued



4. Cover with a plastic cap. Allow treatment to saturate for 30 minutes.



5. Divide hair into six sections. Blow-dry 80% with fingers.



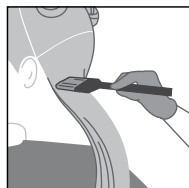
6. Finish blow-drying 100% using a vent brush.

7. Divide hair into six sections. Flat iron 1/8-inch (.3 cm) sub-sections, following the flat iron guide. ▼

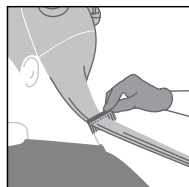
Step 2 of 2 Treatment Application



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



2. Starting at the nape of the neck, part the hair into 1/2 to 1-inch (1 to 2.5 cm) sub-sections. Apply treatment evenly, beginning 1/4-inch (.6 cm) away from the scalp through to the ends.



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

FLAT IRON GUIDE

TEMPERATURE RANGE

360° - 380° F (182° - 193° C)

NUMBER OF PASSES

FINE TO MEDIUM HAIR

7 - 10 times from base to ends

COARSE, VIRGIN OR RESISTANT HAIR

10 - 12 times from base to ends

Aftercare

The client should use Keratin Obsessed after every shampoo and before any restyle to ensure the longevity and effectiveness of the treatment, along with regular use of 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 72 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.

