

PBO

Personalized Blow Out® Smoothing Treatment

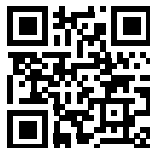
This customizable treatment is powered by K-Pure Juice™ and has the ability to define curl, smooth frizz, or straighten hair for up to 3 months.

Why We ♥ it

- Powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids
- Preserves the hair fibers' mechanical strength
- Increases manageability, retains moisture and delivers radiant shine
- Same-day style with zero downtime
- Offers customizable smoothing finishes: Frizz Control, Ultimate Smoothness, Maximum Straightness
- Cumulative results
- Results last up to 3 months
- Clients go home with PicturePerfect Hair Bond Sealing Masque to maintain longevity and effectiveness of the treatment



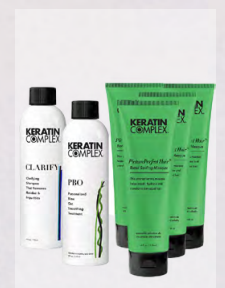
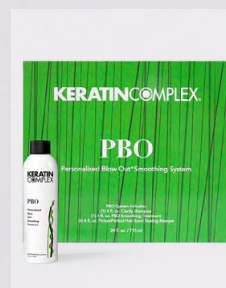
Scan to watch the KC difference!



REVENUE
POTENTIAL \$
(4 OZ.)

4
applications
x \$300
service price
= \$1,200

A customizable treatment that allows you to control frizz and maximize smooth.



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

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 a bowl. Shampoo hair twice with Keratin Complex KC PRIMER Shampoo.

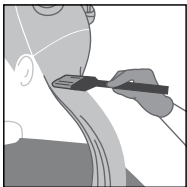
1.5 oz. per application based on texture, porosity and condition of hair.



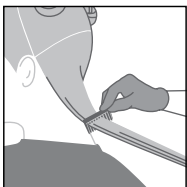
2. Towel-dry hair thoroughly.*

**For Maximum Straightness, blow-dry hair 100% prior to applying treatment.*

Step 2 of 3 Treatment Application



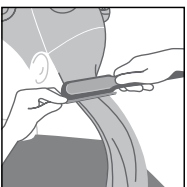
1. Gloves should be worn. Divide the hair into four sections. Starting at the nape of the neck, part damp hair into 1-inch (2.5 cm) subsections. Apply treatment, beginning ¼ inch (.6 cm) from the scalp through to the ends.



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



3. Cover with a plastic cap. Allow treatment to saturate for 40 minutes.

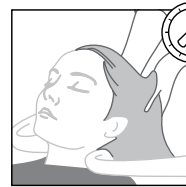


4. Divide the hair into four sections. Blow-dry hair 100% using a vent brush.
5. Divide the hair into four sections. Flat iron ½ to 1-inch (1.25 to 2.5 cm) subsections, following the flat iron guide. Allow hair to cool.

Step 3 of 3 Bond Sealing Masque



1. Rinse hair for 5 seconds, focus on scalp and hairline. Towel-dry hair.



2. Apply PicturePerfect Hair™ Bond Sealing Masque. Massage into hair and allow to saturate for 5-10 minutes.



3. Rinse thoroughly for 2-3 minutes, concentrating on the scalp.



4. Apply Infusion Keratin Replenisher and desired styling products. Style as desired.

FLAT IRON GUIDE

FRIZZ CONTROL

4 - 6 passes at 370° - 400° F (188° - 204° C)

ULTIMATE SMOOTHNESS

7 - 12 passes at 400° - 430° F (204° - 221° C)

MAXIMUM STRAIGHTNESS

12 - 16 passes at 430° - 450° F (221° - 232° C)

IMPORTANT: If the client has fine, fragile, white, gray and/or chemically processed hair, flat iron hair at 350° F (177° C) using four to six passes and increase the temperature and number of passes only if necessary. *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 PicturePerfect Hair Bond Sealing Masque as a conditioner helps minimize the chance of this occurring.

Aftercare

Same day wash. The client should use PicturePerfect Hair Bond Sealing Masque at home to ensure the longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.

