

# KERATINCOMPLEX®

*Beautiful hair every day*

*Brittany*

## TREATMENT

KCTEXTURE™ Curl Enhancing Keratin Treatment

## COLOR FORMULA: **Natural Color Enhancement**

**Glaze:** KeraBrilliance Demi-Permanent Hair Color - 1 oz. (30ml)

4.01/4NA + 1 oz. (30ml) 000/Clear + 2 oz. (60ml) 6 Volume

Keratin Complex Activator

## AFTERCARE

- Keratin Care Shampoo and Conditioner
- KCTEXTURE Intense Hydrating Masque
- KCTEXTURE Leave-in Conditioner
- Styling Lotion, Volumizing Foam, Shine Spray, Flex Hold Hairspray

## STYLE: **Finger-wrap Natural Styling Technique**

1. Apply **KCTEXTURE Leave-in Conditioner** throughout damp hair.
2. Section hair into 4 sections.
3. In each section: Apply **Styling Lotion** through the section. Brush out natural texture. Take small sections and using **Volumizing Foam**, wrap individual curls around 1, 2, or 3 fingers depending on desired curl, and wrap each curl in direction of natural texture. 1 finger-wrap: tighter coil result, closer to scalp for control. 2 finger-wrap: medium coil result, creates shape at sides or crown. 3 finger-wrap: loose coil results, saves length and gives hair a longer appearance. Make sure to keep hair moisturized with product as you work through each section. For more control at scalp/base, twist hair a few times close to scalp out to 1-inch before finger wrapping the rest of the curl.
4. When finished finger wrapping, scrunch and let dry.
5. When completely dry, spray hands with **Shine Spray** and carefully separate coils as desired.
6. Spray with **Flex Hold Hairspray** and diffuse to set finished style.



#kctexture



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*April*

## TREATMENT

NKSTB Natural Keratin Smoothing Treatment For Fragile Hair

## COLOR FORMULA: **Gray Softening**

KeraLuminous Permanent Hair Color: 1 oz. (30ml) 9.0/9N + 2 oz. (60ml) 9.32/9GV + 1.5 oz. (135ml) 20 Volume Keratin Complex Developer

## AFTERCARE

- Blondeshell Debrass Shampoo and Conditioner
- Blondeshell Debrass Masque
- Infusion Keratin Replenisher
- Keratin Obsessed Multi-Benefit Treatment Spray
- Styling Lotion, Flex Hold Hairspray

## STYLE: **Soft and Smooth Technique**

1. Spray hair with **Keratin Obsessed Multi-Benefit Treatment Spray** into damp hair, brush to distribute. Apply **Infusion** to midshaft and ends of hair. Blow dry 50%.
2. Apply **Styling Lotion** through the hair. Finish blow drying with a round brush to add volume and seal ends.
3. Lightly spray hair with **Flex Hold Hairspray**.
4. Use a smoothing iron at a low temperature to pass over the hair 2-4 times. Slightly bevel ends to create a smooth and straight finish.
5. Spray the finished style with **Flex Hold Hairspray**.

#nkstb





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*Danielle*

## TREATMENT

**KCEXPRESS™** Express Blow Out

## COLOR FORMULA: **Golden Copper**

**Highlights:** Balayage - It's a Blonde Thing™ Lightener + 10 Volume Keratin Complex Developer, KeraLuminous Permanent Hair Color:  
1 oz.(30ml) 7.3/7G + .5 oz.(15ml) 8.43/8CG + .5 oz.(15ml) 8.45/8CRv  
+ 3 oz.(90ml) 20 Volume Keratin Complex Developer

## AFTERCARE

- Keratin Volume Amplifying Shampoo and Conditioner
- Vanilla Bean Deep Conditioner
- Keratin Obsessed Multi-Benefit Treatment Spray
- Volumizing Foam, Flex Hold Spray, Firm Hold Hairspray

## STYLE: **The Perfect Waves Technique**

1. Spray **Keratin Obsessed Multi-Benefit Treatment Spray** in to damp hair. Apply **Volumizing Foam** throughout hair. Brush to distribute.
2. Blow dry with a round brush to create volume.
3. After hair is completely dry, lightly spray **Keratin Obsessed** again throughout hair. Gently blow dry till 100% dry.
4. Use a curling iron to achieve the desired curl. During curling, spray **Firm Hold Hairspray** to each curl for brushable memory and allow to cool.
5. Lightly separate curls with a brush or comb to soften style. Spray **Flex Hold Hairspray** to create a light, flexible hold.



*#kcesspress*



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*Joanna*

## TREATMENT

KCMAX Maximun Keratin Smoothing Treatment

## COLOR FORMULA: **Sleek Mahogany**

**Base:** KeraLuminous Permanent Hair Color - 2 oz.(60ml) 5.35/5GRv + 3oz. (90ml) 20 Volume Keratin Complex Developer

**Color Refresher (ends):** KeraBrilliance Demi-Permanent Hair Color - 2 oz.(60ml) 5.35/5GRv + 2 oz.(60ml) 6 Volume Keratin Complex Activator

## AFTERCARE

- Color Care Smoothing Shampoo and Conditioner
- KCMAX Daily Treatment Spray
- KeraBalm 3-in-1 Hair Primer
- Shine Spray, Flex Hold Hairspray

## STYLE: **Sleek and Smooth Technique**

1. Spray **KCMAX Daily Treatment Spray** to damp hair. Blow dry 50% with fingers.
2. Apply **KeraBalm** throughout hair. Blow dry 100% with a paddle brush.
3. Lightly spray **KCMAX Daily Treatment Spray** again throughout hair. Gently blow dry till 100% dry.
4. Spray **Shine Spray** into hands and lightly work product through the midshafts and ends of hair.
5. Using a smoothing iron, create a sleek and smooth finish. Spray **Flex Hold Hairspray** to finish style.



*#kcmacx*



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## Heather

### TREATMENT

KCSMOOTH™ Heat Activated Smoothing Treatment

### COLOR FORMULA: Boho Blonding

**Natural Reverse Balayage (Base):** KeraLuminous Permanent Hair Color- 1 oz.(30ml) 7.01/7NA + 1 oz.(30ml) 7.23/7VG + 20 Volume Keratin Complex Developer. **Toning Refresher (ends):** KeraBrilliance Demi-Permanent Hair Color 1 oz.(30ml) 9.2/9v + 1 oz.(30ml) 000/Clear + 6 Volume Keratin Complex Activator

### AFTERCARE

- Blondeshell Debrass Shampoo and Conditioner
- Blondeshell Debrass Masque
- Intense RX Repair Serum
- KCSMOOTH Restorative Leave-In Lotion
- Styling Lotion, Texturizing Spray

### STYLE: Effortless Curls Technique

1. Apply **Intense RX Repair Serum** to damp hair, focusing on midshafts and ends. Let it saturate for 10 minutes.
2. Apply **KCSMOOTH Restorative Leave-in Lotion** throughout hair and brush to distribute.
3. Lightly blow dry for a minute to seal products into hair. Apply **Styling Lotion** throughout the hair.
4. Continue to blow dry with a round brush to create volume and shape throughout the hair.
5. When dried 100%, use a curling iron to achieve the desired curl. During curling, spray **Flex Hold Hairspray** to each curl, allow to cool.
6. Separate curls with fingers to achieve style. Spray **Texturizing Spray** to add definition and hold.

#kcsmooth





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## Annalise

### TREATMENT

PBO Personalized Blow Out™

### COLOR FORMULA: **Balanced Brunette**

KeraLuminous Permanent Hair Color: 1 oz.(30ml) 5.0/5N +  
.5 oz.(15ml) 5.3/5G + .5 oz.(15ml) 5.1/5A + 3 oz.(90ml)  
20 Volume Keratin Complex Developer

### AFTERCARE

- Timeless Color Fade-Defy Shampoo and Conditioner
- PicturePerfect Hair Bond Sealing Masque
- Intense RX Repair Serum
- Infusion Keratin Replenisher
- Styling Gel, Molding Paste

### STYLE: **Red Carpet Blowdry Technique**

1. Apply **Intense RX Repair Serum** to damp hair, focusing on midshafts and ends. Let it saturate for 10 minutes.
2. Apply **Infusion Keratin Replenisher**, focusing on midshaft and ends. Lightly blow dry for a minute to seal product into hair.
3. Apply **Styling Gel** throughout the hair and brush to distribute.
4. Blow dry with a round brush or paddle brush into desired style.
5. Use a smoothing iron to achieve desired finish.
6. Use **Molding Paste** to control any lift at the base of the style or control hairline and polish.

*#personalizedblowout*

