

KERATINCOMPLEX®



LOOK BOOK
2025

*Your
Beautiful
Hair
Stories*

Real People. Real Results.



Keratin Complex proudly launches its 2025 brand campaign, "Your Beautiful Hair Stories," highlighting the artistry and expertise of our KCEXPRESSIVES — a community of dedicated stylists who are passionate about transforming hair. In this campaign, we bring 3 KCEXPRESSIVES to Keratin Complex HQ, where they showcase their talent using our products on everyday models with real hair challenges.

Each model represents the people we meet every day, facing common hair struggles like frizz, lack of manageability, or simply never achieving the desired look they envision when leaving the salon. What they all share is a fast-paced life, looking to spend less time on their hair and more time enjoying what matters most.

Through this campaign, we follow the journey of each KCEXPRESSIVE and their model, revealing how Keratin Complex's innovative products helped them achieve stronger, smoother, and healthier hair. These transformations are not just physical — they are emotional, empowering, and life-changing.







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Brunettes

Technique:

Flawless Brunette

Create flawless brunettes with Keratin Complex. This technique delivers dimensional color to enhance all styles, which can be tailored and customized for each client. For instant runway-ready hair, add a Red Carpet Blow-dry service, designed to deliver your best-ever blowout that boosts ultimate smoothness and shine!



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 10 Volume Developer

Formula B: KeraBrilliance- 20g 8.01/8NA + 10g 8.03/8NG + 10g 9.23/9VG + 40g 5 Volume Activator

Formula C: KeraBrilliance- 40g 9.0/9N + 20g 8.32/8GV + 60g 5 Volume Activator

Model: NATURAL LEVEL 6 HAIR with previously lightened ends.

Steps:

1. Section hair for highlighting service. Use Formula A to Balayage the hair to soften natural hair color throughout the head. Section front hairline and thinly slice isolated foils along the top and both sides of the front hairline to create a face-framing highlighting effect. Process 45 minutes or until hair is lifted to a level 8/9 blonde.
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Towel dry. Section head into four sections.
4. Apply Formula B to any pre-lightened or highlighted areas throughout the hair. Comb through with a fine-tooth comb for even color distribution. Process for 10 minutes.
5. Remove excess pre-fill color with a towel.
6. Apply Formula C throughout the hair from scalp through ends. Comb through with a fine-tooth comb.
7. Process for 20 minutes or when desired toning result is achieved. Shampoo, rinse completely, and towel-dry the hair.
8. Distribute a small amount of Intense RX Repair Serum throughout damp hair, concentrating application to mid-lengths and ends.
9. Cover hair with a plastic cap and place client under a medium heat dryer for 10-15 minutes.
10. Remove cap and allow to cool. Blow-dry hair with fingers until 80% dry.
11. Apply a small amount of Infusion Keratin Replenisher throughout hair. Create volume throughout the hair using a blow dryer and round brush. Over-direct hair at the base to achieve maximum volume.
12. Complete the style by using a curling iron or wand to achieve desired curl or wave.

 @morethanhairr



Meet
#**KCEXPRESSIVE**
Molika!



Watch Mackenzie's
and Molika's
interview.

Technique:

Caramel Ribbons

Create a dimensional caramel brunette with Keratin Complex. Enhance your natural brunettes with this technique that can be tailored and customized for each client. Add NKST- Natural Keratin Smoothing Treatment to maximize color vibrancy and lock in color for long lasting brunette results.



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 20 Volume Developer

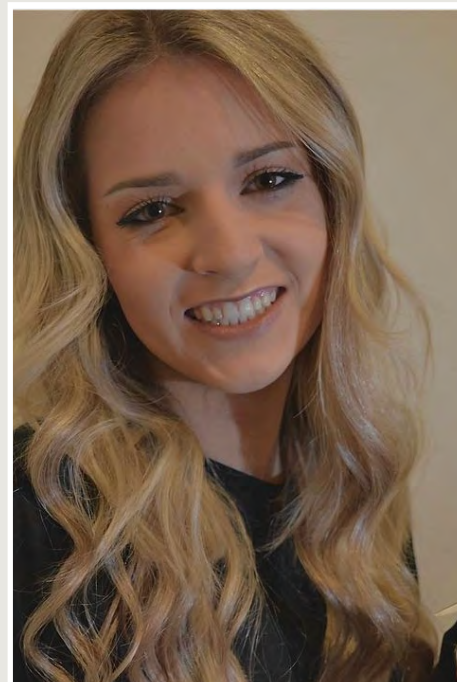
Formula B: KeraBrilliance- 20g 8.7/8GN + 10g 8.1/8A + 30g 5 Volume Activator

Model: NATURAL LEVEL 5 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a Babylight/Teasylight foiling technique throughout the head. Process 45 minutes or until hair is lifted to a level 8 blonde
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Towel dry. Section head into four sections.
4. Starting at nape take 1-inch horizontal partings and apply Formula B to the highlighted area of each subsection. Comb through with a fine-tooth comb to blend and ensure even color distribution.
5. Continue the application through the remaining sections.
6. Process for 20 minutes or when desired toning result is achieved.
7. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
8. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
9. Towel dry and blow dry 100% with fingers.
10. Follow with the application, blow-dry, iron, and aftercare steps of the NKST- Natural Keratin Smoothing Treatment protocols.

#KCEXPRESSIVE: *Allison*



 @Allisonthestylist

Technique:

Blissful Brunette

Create a rich lived-in natural brunette with Keratin Complex. This technique will make your brunettes photo ready. This technique delivers natural brunette results that can be tailored and customized for each client. Add KCEXPRESS Smoothing Treatment to maximize color vibrancy and lock in color for lasting, high impact brunette results.



Formula:

KeraBrilliance- 30g 6.0/6N + 30g 5.35/5GRv + 60g 5 Volume Activator

Model: NATURAL LEVEL 6 HAIR

Steps:

1. Prep by shampooing the hair twice with Keratin Complex Color Care Shampoo. Do not condition.
2. Towel dry. Section head into four sections.
3. Apply formula to damp hair. Starting at nape, take 1-inch horizontal partings and apply formula to the entire subsection. Comb through with a fine-tooth comb for even color distribution.
4. Continue the technique through the entire section. Repeat technique through the remaining sections.
5. Process for 20 minutes.
6. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
7. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
8. Towel Dry hair well.
9. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS Smoothing Treatment protocols

#KCEXPRESSIVE: *Maria Russell*



 @Mariamakesmebella_

Technique:

Espresso Brunette

Create an autumn inspired brunette with Keratin Complex. This technique will add warm, fall tones to make your brunettes soft and cozy. This technique delivers warm brunette results that can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create multi-tonal, flawless brunette color results.



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 20 Volume Developer

Formula B: KeraLuminous- 20g 6.23/6VG + 10g 5.23/5VG + 10g 5.3/5G + 60g 10 Volume Developer

Model: NATURAL LEVEL 5 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a slice foiling technique at the regrowth or scalp area. Process 45 minutes or until hair is lifted to a level 7/8 blonde.
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Towel dry.
4. Section head into four sections.
5. Apply Formula B to damp hair. Starting at nape take 1-inch horizontal partings and apply Formula B to the entire subsection. Comb through with a fine-tooth comb for even color distribution.
6. Continue the technique through the entire head.
7. Process for 35 minutes.
8. Rinse thoroughly and gently cleanse and condition hair.
9. Style as desired.

#KCEXPRESSIVE: *Olivia Castellano*



 @HairByOliviaa.c

Technique:

Roasted Chestnut

Create a rich, high-impact brunette with Keratin Complex. This technique delivers dimensional brunette results that can be tailored and customized for each client. Add NKST- Natural Keratin Smoothing Treatment to maximize color vibrancy and lock in color for long-lasting brunette results.



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 10 Volume Developer

Formula B: KeraBrilliance- 40g 6.01/6NA + 40g 5 Volume Activator

Model: NATURAL LEVEL 6 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a foiling technique throughout the head. Process 45 minutes or until hair is lifted to a level 7 blonde.
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Towel dry. Section head into four sections.
4. Starting at nape take 1-inch horizontal partings and apply Formula B to the highlighted area of each subsection. Comb through with a fine-tooth comb for even color distribution.
5. Continue the application through the entire head.
6. Process for 20 minutes or when desired toning result is achieved.
7. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
8. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
9. Dry hair 100%.
10. Follow with the application, blow-dry, iron, and aftercare steps of the NKST- Natural Keratin Smoothing Treatment protocols.

#KCEXPRESSIVE: *Maria Price*



 @Getprimped

Technique:

Chocolate Truffle

Create a polished brunette result with Keratin Complex. This technique will revive and enhance your brunettes with results that can be tailored and customized for each client. Add KCEXPRESS Smoothing Treatment to maximize color vibrancy and lock in color for lasting, high impact brunette results.



Formula:

Formula A: KeraLuminous- 25g 6.00/6NN + 15g 4.7/4Gn + 60g 10 Volume Developer

Model: NATURAL LEVEL 5 HAIR

Steps:

1. Section head into four sections.
2. Starting at nape take 1-inch horizontal partings and apply formula to regrowth scalp area. Blend color into mid-shafts with application brush or fingers. Comb through for even distribution.
3. Continue through the remaining sections.
4. Process for 35 minutes.
5. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
6. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
7. Towel Dry hair well.
8. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS Smoothing Treatment protocols.

#KCEXPRESSIVE: *Maria Yasak*



 @myBeautyCuture

Technique:

Cocoa Swirl

Create a scrumptious, rich brunette result with Keratin Complex. This technique will add depth and natural lived-in brunette results that can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create multi-tonal, natural summer beach hair color results.



BEFORE



AFTER

Formula:

Formula A: KeraLuminous- 25g 5.00/5NN + 15g 6.3/6G + 60g 10 Volume Developer

Formula B: Lightener- 30g It's a Blonde Thing Lightener + 60g 20 Volume Developer

Model: NATURAL LEVEL 5 HAIR

Steps:

1. Section head into four sections.
2. Starting at the nape, take 1-inch horizontal partings and apply Formula A to the regrowth scalp area.
3. Continue through all sections.
4. Section hair for highlighting service. Use Formula B to place a few thinly sliced highlights throughout the head strategically, blending highlight into previously colored regrowth scalp area. Isolate with foil.
5. Do not disturb highlight foils. Starting at the nape, section hair and apply remaining Formula A through the mid-shafts and ends of all the hair not foiled. Comb each section from scalp to ends to ensure proper saturation.
6. Process for 45 minutes or until highlighted foils are fully processed.
7. Rinse thoroughly and gently cleanse and condition hair.
8. Style as desired.

#KCEXPRESSIVE: Sam Stevens



 [@hairbysamstevens](https://www.instagram.com/hairbysamstevens)



Reds

Technique:

Candy Apple

Create a deep, vivid red with Keratin Complex. This technique will mix warmth and extreme vibrancy to make your reds stunning. This technique delivers vibrant red results that can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create dynamic red color results.



BEFORE

AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 20 Volume Developer

Formula B: KeraLuminous- 30g 6.6/6R + 45g 30 Volume Developer

Formula C: KeraLuminous- 40g 6.6/6R + 60g 10 Volume Developer

Model: NATURAL LEVEL 4 HAIR with Previously lightened mid-shafts and ends.

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a slice foiling technique at the midshafts and ends. Process 45 minutes or until hair is lifted to a level 8 blonde.
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Dry hair 100%.
4. Apply Formula B to scalp or regrowth area through entire head.
5. Starting at nape, take 1-inch horizontal partings and apply Formula C to newly highlighted area, overlapping the base color. Blend color overlaps with fingers and comb through entire section to feather both formulas together.
6. Continue through the entire head.
7. Process for 35 minutes.
8. Rinse thoroughly and gently cleanse and condition hair.
9. Style as desired.

#KCEXPRESSIVE: *Selines Santiago*



 @ SS77hairstudio

Technique:

Copper Madness

Create long-lasting vivid copper results with Keratin Complex. This technique delivers results that can be tailored and customized for each client. Add NKSTB- Natural Keratin Smoothing Treatment for Blonde Hair to repair and protect, maximize color vibrancy, and lock in color for lasting, high impact copper results.



BEFORE



AFTER

Formula:

Formula A: KeraLuminous- 20g 6.4/6C + 20g 7.4/7C + 60g 10 Volume Developer

Formula B: KeraBrilliance- 40g 7.4/7C + 40g 5 Volume Activator

Model: NATURAL LEVEL 6 HAIR

Steps:

1. Apply Formula A to scalp or regrowth area through entire head.
2. Process for 35 minutes.
3. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
4. Rough blow-dry the hair 100%
5. Section head into four sections.
6. Starting at nape, take a 1-inch horizontal parting and apply Formula B to the hair from scalp through the ends.
7. Continue the application through the entire head.
8. Process for 20 minutes.
9. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
10. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair. Do not condition.
11. Dry hair 100%.
12. Follow with the application, blow-dry, iron, and aftercare steps of the NKSTB- Natural Keratin Smoothing Treatment for Blonde Hair protocols.

#KCEXPRESSIVE: *Maria Price*



 @Getprimped

Technique:

Reds Have More FUN!

Create a sophisticated red-violet result with Keratin Complex. This technique delivers deep, rich red results that can be tailored and customized for each client. Add NKST- Natural Keratin Smoothing Treatment to maximize color vibrancy and lock in color for long-lasting red results.



BEFORE



AFTER

Formula:

Formula A: KeraLuminous- 30g 6.5/6Rv + 45g 10 Volume Developer

Formula B: KeraBrilliance- 40g 6.5/6Rv + 40g 5 Volume Activator

Formula C: GraffitiGlam- Scarlet Red

Model: NATURAL LEVEL 6 HAIR

Steps:

1. Apply Formula A to scalp or regrowth area through entire head.
2. Process for 35 minutes.
3. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
4. Rough blow-dry the hair 100%.
5. Section head into four sections. Starting at nape, take a 1-inch horizontal parting and apply Formula B to the hair from scalp through the ends. Continue the application through the entire head.
6. Process for 20 minutes.
7. Rinse well and shampoo the hair twice with Keratin Care Shampoo. Do not condition. Rough blow-dry the hair 100%.
8. Apply Formula C to the hair from scalp through the ends. Continue the application through the entire head.
9. Process for 20 minutes.
10. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
11. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair. Do not condition.
12. Dry hair 100%.
13. Follow with the application, blow-dry, iron, and aftercare steps of the NKST- Natural Keratin Smoothing Treatment protocols.

#KCEXPRESSIVE: ***Maria Price***



 **@Getprimped**

Technique:

She's on FIRE!

Create intense red results with Keratin Complex. This technique delivers a vibrant red that can be tailored and customized for each client. Add KCEXPRESS Smoothing Treatment to maximize color vibrancy and lock in color for lasting, bright red results.



BEFORE



AFTER

Formula:

Formula A: KeraLuminous- 30g 6.5/6Rv + 45g 10 Volume Developer

Formula B: Lightener- 30g It's a Blonde Thing Lightener + 60g 10 Volume Developer

Formula C: KeraBrilliance- 40g 6.5/6Rv + 40g 5 Volume Activator

Model: NATURAL LEVEL 6 HAIR

Steps:

1. Apply Formula A to scalp or regrowth area through entire head.
2. Process for 35 minutes.
3. Shampoo the hair twice with Keratin Complex Color Care Shampoo. Do not condition.
4. Dry hair 100%. Section hair for highlighting service. Use Formula B to perform a full highlight using a foiling technique from scalp through the ends throughout the head. Process 45 minutes or until hair is lifted to a level 7 blonde.
5. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
6. Rough blow-dry the hair 100%.
7. Section head into four sections. Starting at nape, take a 1-inch horizontal parting and apply Formula C to the hair from scalp through the ends.
8. Process for 20 minutes.
9. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
10. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair. Do not condition.
11. Towel dry hair.
12. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS Smoothing Treatment protocols.

#KCEXPRESSIVE: *Maria Price*



@Getprimed

Technique:

Rockin' Red

Create a festive scarlet red with Keratin Complex. Inspired by the holiday season, this technique will spice up the winter months and can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create multi-tonal, seasonal semi-permanent color results.



BEFORE

AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 10 Volume Developer

Formula B: GraffitiGlam- Scarlet Red

Model: NATURAL LEVEL 5 HAIR

Steps:

1. Section front hairline and using Formula A, thinly slice back-to-back isolated foils along the top and both sides of the front hairline to create a face-framing highlight effect.
2. Section hair into four sections.
3. Starting at nape, take 1-inch diagonal partings and slice and foil top of subsection using Formula A. Next take a 1-inch reverse diagonal parting and slice and foil top of subsection. Continue alternating diagonal partings technique through remaining sections. Process 45 minutes or until hair is lifted to a level 7/8 blonde.
4. Rinse well and shampoo with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
5. Towel dry well. Section head into four sections.
6. Starting at nape, apply Formula B to the highlighted area through each section. Comb through with a fine-tooth comb for even color distribution and saturation.
7. Process for 30 minutes.
8. Rinse thoroughly and gently cleanse and condition hair.
9. Style as desired.

#KCEXPRESSIVE: *Nicolle Talley*



 @devon_emages



Blondes

Technique:

Champagne Dreams

Create refreshing, radiant blondes with Keratin Complex. This touch-up and toning technique delivers bright, bubbly blonde results that can be tailored and customized for each client. Add KCEXPRESS Smoothing Treatment to maximize color vibrancy and lock in color for lasting, high impact blonde results.



BEFORE



AFTER

Formula:

Formula A: KeraLuminous- 15g 9.00/9NN + 15g 10.0/10N + 45g 20 Volume Developer

Formula B: KeraLuminous- 15g 10.0/10N + 15g 9.1/9A + 45g 20 Volume Developer

Formula C: KeraBrilliance- 30g 9.0/9N + 15g 8.32/8GV + 45g 5 Volume Activator

Model: NATURAL LEVEL 7 HAIR with 50% gray

Steps:

1. Apply formula A to scalp or regrowth area through entire head.
2. Section head from ear to ear into two sections. Apply Formula B throughout the back section overlapping the base color. Blend color overlaps with fingers and comb through for even color distribution and saturation.
3. Apply Formula C throughout the front section overlapping the base color. Blend color overlaps with fingers and comb through for even color distribution and saturation.
4. Process for 45 minutes.
5. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
6. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
7. Towel Dry hair well.
8. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS Smoothing Treatment protocols.

 @arielatkeneths



Meet
#*KCEXPRESSIVE*
Ariel!



Watch Dana's
and Ariel's
interview.

Technique:

Ice Queen

Create a stunning icy blonde with Keratin Complex. This blonde toning technique will make heads turn. Deliver strong radiant blonding results that can be tailored and customized for each client. Add KCEXPRESS Smoothing Treatment to maximize color vibrancy and lock in color for lasting, high impact blonde results.



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 20 Volume Developer

Formula B: KeraBrilliance- 25g 9.2/9V + 25g 9.1/9A + 10g Clear/00 + 60g 5 Volume Activator

Model: NATURAL LEVEL 7 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a Babylight foiling technique at the regrowth or scalp area. Process 45 minutes or until hair is lifted to a level 9 blonde.
2. Shampoo the hair twice with Keratin Complex Color Care Shampoo. Do not condition.
3. Rough dry hair 100% with fingers.
4. Section head into four sections. Starting at nape, take 1-inch horizontal partings and apply Formula B to newly highlighted scalp area. Continue through the entire head.
5. Section head into 4 sections. Take 1-inch horizontal partings and apply Formula B through the remaining midshafts and ends throughout the head. Comb through with a fine-tooth comb for even color distribution.
6. Process for up to 20 minutes or until the desired toning result is achieved.
7. Rinse well and shampoo once with Keratin Complex Color Care Shampoo to cleanse and remove the color from the hair.
8. Rinse completely and lightly shampoo once with Keratin Complex KC Primer Shampoo. Avoid scrubbing the hair.
9. Towel Dry hair well.
10. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS Smoothing Treatment protocols.

#KCEXPRESSIVE: *Erica*



 @ev.hairco

Technique:

Bombshell Blonde

Create stunning radiant blondes with Keratin Complex. This technique will make your blondes stand out in the crowd. This lightening and toning technique delivers natural blonde results that can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create multi-tonal, flawless blonde color results.



BEFORE

AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 20 Volume Developer

Formula B: KeraLuminous- 20g 10.32/10GV + 10g 10.1/10A + 10g 10.2/10V + 60g 10 Volume Developer

Model: NATURAL LEVEL 8 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a slice foiling technique at the regrowth or scalp area. Process 45 minutes or until hair is lifted to a level 10 blonde.
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Towel dry.
4. Section head into four sections.
5. Apply Formula B to damp hair. Starting at nape, take 1-inch horizontal partings and apply Formula B to newly highlighted scalp area. Continue through the entire head.
6. Section head into four sections. Take 1-inch horizontal partings and apply Formula B through the mid-shafts and ends of each section. Comb through each subsection with a fine-tooth comb for even color distribution.
7. Process for up to 20 minutes or until the desired toning result is achieved.
8. Rinse thoroughly and gently cleanse and condition hair.
9. Style as desired.

#KCEXPRESSIVE: Amber Brymer



 **@beautybyamberrsky**

Technique:

Sabrina Blonde

Create a popstar blonde with Keratin Complex. This technique will make your blondes bright and stage ready. This lightening and toning technique delivers brilliant neutral blonde results that can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create multi-tonal, flawless blonde color results.



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 10 Volume Developer

Formula B: KeraBrilliance- 20g 9.1/9A + 20g 9.23/9VG + 40g 5 Volume Activator

Model: NATURAL LEVEL 8 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full highlight using a slice foiling technique. Process 45 minutes or until hair is lifted to a level 9 blonde.
2. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
3. Towel dry.
4. Section head into four sections.
5. Apply Formula B to damp hair. Starting at nape, take 1-inch horizontal partings and apply Formula B from scalp through to the ends. Comb through for even distribution.
6. Continue through the entire head.
7. Process for up to 20 minutes or until the desired toning result is achieved.
8. Rinse thoroughly and gently cleanse and condition hair.
9. Style as desired.

#KCEXPRESSIVE: *Olivia Castellano*



 @HairByOliviaa.c

Technique:

Vanilla Kiss

Create a stunning blonde with Keratin Complex. This technique will break up warmth and create a seamless blonding blend. This lightening and glazing technique delivers brilliant blonde results that can be tailored and customized for each client. Add Vitalshot to repair, strengthen and maximize color vibrancy for lasting, high impact blonde results.



BEFORE



AFTER

Formula:

Formula A: Lightener- 30g It's a Blonde Thing Lightener + 60g 10 Volume Developer + Vitalshot

Formula B: KeraBrilliance- 45g 000/Clear + 45g 5 Volume Activator

Model: NATURAL LEVEL 7 HAIR

Steps:

1. Section hair for highlighting service. Use Formula A to perform a full microlights highlight using a thin slice and weaving technique. Focus application to the regrowth or scalp area and blend lightener out through any natural or prelightened area to blend lightening through to the ends. Isolate subsection with foil.
2. Process 45 minutes or until hair is lifted to a level 9 blonde.
3. Shampoo the hair twice with Keratin Complex Keratin Care Shampoo. Do not condition.
4. Towel dry.
5. Section head into four sections.
6. Apply Formula B to damp hair. Starting at nape, take 1-inch horizontal partings and apply Formula B from scalp through to the ends. Comb through for even distribution.
7. Continue through the entire head.
8. Process for up to 20 minutes.
9. Rinse thoroughly and gently cleanse and condition hair.
10. Style as desired.

#KCEXPRESSIVE: Sam Stevens



 **@hairbysamstevens**



Fashion Color

Technique:

Galaxy Hues

Create a color result from a galaxy far, far away with Keratin Complex. Inspired by the stars, this technique will expand your creativity and can be tailored and customized for each client. Use the full spectrum of Keratin Complex shades to create an out of this world semi-permanent color result.



BEFORE



AFTER

Formula:

Formula A: KeraLuminous- 20g 1.0/1N + 20g 3.0/3N + 60g 20 Volume Developer

Formula B: GraffitiGlam- Fierce Purple + Ultramarine Blue

Formula C: GraffitiGlam- Fierce Purple + Lavender Twilight

Model: NATURAL LEVEL 4 HAIR with previously lightened mid-shafts and ends

Steps:

1. Apply Formula A to scalp or regrowth area through entire head.
2. Section head into four sections.
3. Starting at nape, take a 1-inch diagonal parting and apply Formula B to the previously highlighted hair, softly overlapping the base color. Blend color overlaps with fingers and comb through for even color distribution and saturation.
4. Next, take another 1-inch diagonal parting and apply Formula C to the previously highlighted hair, softly overlapping the base color. Blend color overlaps with fingers and comb through for even color distribution and saturation.
5. Continue technique, alternating subsection formulas, throughout entire head.
6. Process for 35 minutes.
7. Rinse thoroughly and gently cleanse and condition hair.
8. Style as desired.

#KCEXPRESSIVE: Olivia Castellano



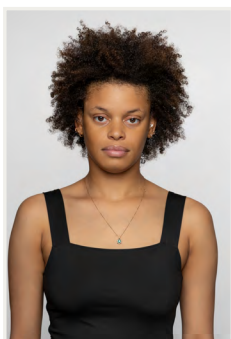
 [@HairByOliviaa.c](https://www.instagram.com/HairByOliviaa.c)



Smoothing

Technique:

Curl Enhancing with KCTEXTURE



BEFORE



AFTER

Instructions

Step 1 of 3 Pre-Treatment Shampoo



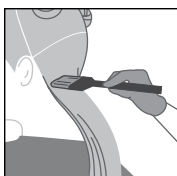
1. Shake, measure and pour treatment into bowl. Shampoo twice with Keratin Complex KC PRIMER Shampoo. Do not condition or detangle hair.



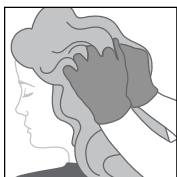
2 oz. per application based on texture, porosity, and condition of hair.

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.

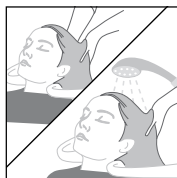


3. Cover loosely with a plastic cap. Allow treatment to saturate for 30 minutes.



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 treatment 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 generously and gently massage into hair while encouraging curl pattern. Allow to saturate for 10-15 minutes.

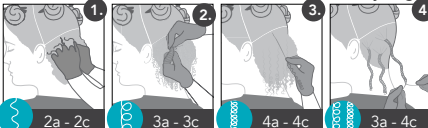


2. Rinse thoroughly for 2-3 minutes, concentrating on the scalp and hairline.

3. Style as desired. Provide client with the KCTEXTURE Intense Hydrating Masque used during the service as a necessary part of their at-home regimen.

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

IMPORTANT: Some clients who use at-home color, direct pigments or who have changed their hair color may experience a shift in color. When coloring on the same day as treatment, we recommend lightening before the treatment and any deposit coloring after the masque step of the treatment. *Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Regular use of the Intense Hydrating Masque helps minimize the chance of this occurring.



Aftercare

Same day style with zero downtime. 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.

@q_cali_hair



Meet
#KCEXPRESSIVE
Q!



Watch Syriah's and
Q's interview.

@q_cali_hair



Meet
#KCEXPRESSIVE
Q!



Watch Rae's and Q's
interview.

Natural Styling Technique:

Weightless Curls

Create weightless bouncy curls with Keratin Complex. This texture styling technique delivers healthy natural curls that can be tailored and customized for each client. Use the full assortment of Keratin Complex products to create strong, healthy, and smooth style results.



BEFORE



AFTER

Products:

Keratin Volume Shampoo
Vanilla Bean Deep Conditioner
KeraBalm 3-in-1 Hair Balm
KCTEXTURE Leave-in Conditioner
Volumizing Foam
Flex Hold Hairspray

Steps:

1. Shampoo the hair with Keratin Complex Keratin Volume Shampoo. Rinse well.
2. Condition hair with Vanilla Bean Deep Conditioner. Distribute throughout the hair, concentrating on the ends. Allow the conditioner to saturate for 5-10 minutes. Rinse thoroughly.
3. Towel dry. Apply a small amount of KeraBalm from scalp to ends throughout the hair. Comb through the hair for even distribution.
4. Spray hair evenly with KCTEXTURE Leave-in Conditioner and comb through hair.
5. Starting at nape take 1-inch horizontal partings and apply Volumizing foam. Pin or clip curl to the base of the hair.
6. Continue setting the curls through the entire head. Allow curls to completely dry, open-air or under a medium heat hood dryer.
7. Remove pins or clips and loosely separate curls with fingers or a wide tooth comb.
8. Style as desired.
9. Finish style by lightly spraying Flex Hold Hairspray to create a light, flexible hold.



BEFORE



AFTER

#KCEXPRESSIVE: *Areline Lazalde*



 @sdhairqueen



BEFORE



AFTER

#KCEXPRESSIVE: *Valerie Money*



 @V.m.hair



BEFORE



AFTER

#KCEXPRESSIVE: *Rachael Hanlon*



 @rachaelhanlonhair

NKSTB



BEFORE



AFTER

#KCEXPRESSIVE: Maria Price



 **@Getprimped**

KCEXPRESS



BEFORE



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#KCEXPRESSIVE: Corrin Weekly



 **@Styledbycorrin**



BEFORE



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 **@rachaelhanlonhair**

KCMAX



BEFORE



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BEFORE



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#KCEXPRESSIVE: *Salisha Abel*

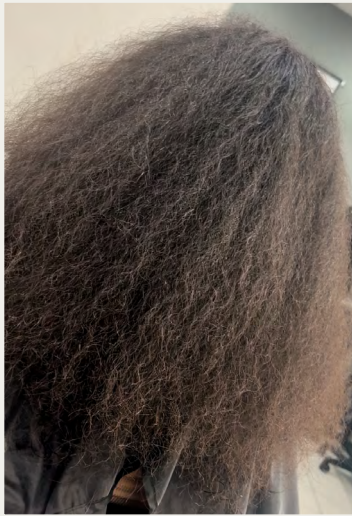


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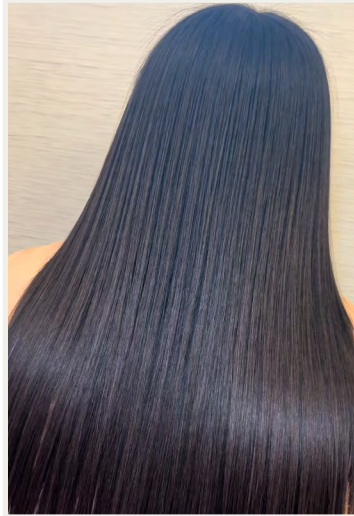
#KCEXPRESSIVE: *Valerie Money*



 @V.m.hair



BEFORE



AFTER

#KCEXPRESSIVE: *Jada Finnegan*



 @Enhancedlookz_



BEFORE



AFTER

#KCEXPRESSIVE: *Nicole Talley*



 @devon_emages



BEFORE



AFTER

#KCEXPRESSIVE: *Odasha Dennis*



 @odasha_styles

KCSMOOTH



BEFORE



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#KCEXPRESSIVE: *Nicolle Talley*



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Beautiful hair every day