

KERATINCOMPLEX®

TRANSFORM YOUR BUSINESS
THIS SUMMER WITH **PROFITABLE
SERVICES FOR EVERY HAIR TYPE.**

Earn \$8,050 with just one liter of NKSTB



**SCAN TO GET
CERTIFIED**



Reparative treatment specially formulated
for fine, fragile, or over-processed hair with
results that last up to 5 months!

**SAVE 20% WHEN YOU
PURCHASE THE BELOW:**

NKSTB Liter Duo includes:

- (1) 33.8 oz. KC PRIMER
- (1) 33.8 oz. NKSTB Smoothing Treatment
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner

\$388.0 / Salon Value: \$485.00

REVENUE POTENTIAL \$ (LITER):

23 applications
x \$350 service price = **\$8,050**

Only available while supplies last

GET BOUNCY, HYDRATED, AND DEFINED CURLS WITH THE **CURLY KERATIN TREATMENT**

NO HEAT NEEDED!

KCTEXTURE LITER SYSTEM KIT INCLUDES:

- (1) 33.8 oz. KC PRIMER Pre-Treatment Shampoo
- (1) 33.8 oz. KCTEXTURE Smoothing Treatment
- (16) 4 oz. KCTEXTURE Intense Hydrating Masque

\$300.0 / Salon Value: \$400.00



KCTEXTURE 8 OZ. SYSTEM KIT INCLUDES:

- (1) 8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 8 oz. KCTEXTURE Curl Enhancing Keratin Treatment
- (4) 4 oz. KCTEXTURE Intense Hydrating Masque

\$88.0 / Salon Value: \$110.00



WHY WE ❤️ IT

1. Eliminate frizz
2. Add strength and hydration
3. Enhance natural texture
4. No change to curl pattern
5. Results last up to 3 months

REVENUE POTENTIAL

\$ (LITER): 17 applications
x \$200 service price

= \$3,400

Only available while supplies last



@keratincomplex

PRO TIP: Build in aftercare product into the price of the service and help guarantee treatment results! The client should use KCTEXTURE Intense Hydrating Masque after every shampoo to ensure the longevity and effectiveness of the treatment for up to 3 months.

FREE



**SCAN TO GET
CERTIFIED**

REVIVE. RESTORE. REPAIR.

Buy 3 Get 1 FREE!

KERATINCOMPLEX®



PicturePerfect Hair™ Bond Sealing Masque

Strengthens Hair Bonds,
Hydrates, & Adds Shine

KCTEXTURE™ Intense Hydrating Masque

Intensely Hydrates All Curls

Vanilla Bean Deep Conditioner

Indulgent Aromatherapy Escape

Blondeshell® Debrass Masque

Repairs, Brightens & Protects

*No mix & match. Vanilla Bean Deep Conditioner liter size is not included in the promo.

PRO TIP: Add deep conditioners and masques to any salon service to replenish moisture, target breakage, and seal in color.



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COMPARISON
CHART

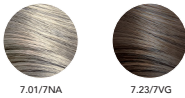


GET THE PERFECT SUMMER BLONDE!

This technique enhances blonde styles with a customizable, tailored look for every client. Perfect for a bright, sun-kissed finish!

INCLUDES:

- (1) 16 oz. It's a Blonde Thing® Keratin Lightening System®
- (2) 3.4 oz. KeraLuminous® Permanent Hair Color Shades 7.01/7NA, 7.23/7VG



- (3) 3.4 oz. KeraBrilliance® Demi-Permanent Hair Color Shades 8.01/8NA, 9.23/9VG, 000/Clear



- (1) 32 oz. 20 Volume Developer
- (1) 32 oz. 5 Vol. Activator

\$71.20 / Salon Value: \$89.00



Only available while supplies last



EXPLORE OUR 2025 LOOKBOOK.

Scan the QR code for fresh color techniques and inspiration from the **KCEXPRESSIVES** stylist community.



DOWNLOAD
BOHO BLONDE
TECHNIQUE

**360°
SUPPORT**



Resource Center
Education
Salon Resources
Marketing
Social Media
Education Videos
...and more!

Free Certification
Watch the online videos and take a short quiz to become certified and take your business to the next level.

KCEXPRESSIVES Stylist Community
Join KCEXPRESSIVES and elevate your artistry—a community of stylists transforming the industry. Be part of the movement!

Free Virtual Education
Join us every Monday for free virtual education classes designed exclusively for salon professionals.