

# KERATIN COMPLEX<sup>®</sup>

*Beautiful hair every day*



*Express Service Menu Protocol*

The fastest way to healthier hair.

**UPGRADE EVERY SERVICE  
THAT YOUR SALON OFFERS  
WITH THE POWERFUL  
BENEFITS OF**  
*Signature Keratin*

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**INTRODUCING THE**  
*Express Service Menu*  
*By Keratin Complex*

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**5 PRODUCTS.  
7 SERVICES.  
15-MINUTES OR LESS.**  
*Stronger. Healthier. Smoother.*

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**PATENTED.**  
*Trusted by Stylists Globally*

## Menu

### *Keratin Treatment*

EXPRESS SMOOTHING TREATMENT.....\$150

*One hour service*

This quick, one hour service helps eliminate frizz and provide luminous shine and healthier hair for up to 6 weeks.

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### *Color*

15-MINUTE COLOR-LOCKING TREATMENT.....\$75\*

*15 Minute add-on*

Add this keratin treatment to your color service to lock in color and experience smooth, frizz free hair for up to 6 weeks.

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RADIANT COLOR.....\$25\*

*No extra time*

Get stronger, more vibrant hair color with this one-step add-on that strengthens hair bonds while adding shine.

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BRIGHTEST BLONDE.....\$25\*

*No extra time*

Protect, prevent and repair damage during the lightening process. Perfect for blonde or fragile hair types.

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### *Blow Out*

RED CARPET BLOW-DRY.....\$25\*

*10 Minute add-on*

Get runway ready with this humidity blocking blow-dry service designed to deliver your best ever blowout.

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### *Add-On Treatments*

REPARATIVE REMEDY.....\$25\*

*10-15 Minute add-on*

Jumpstart damage repair with this instant keratin booster that rebuilds and repairs the bonds of the hair.

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MASQUE MAXIMIZER.....\$25\*

*5 Minute add-on*

Discover superior hydration with this customized restoring remedy that moisturizes and strengthens bonds of the hair.

*\*Recommended add-on service price.*



## EXPRESS SMOOTHING TREATMENT One hour service

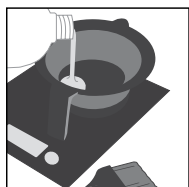
### Client Consultation

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



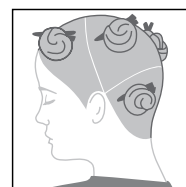
2. Shampoo hair twice with Keratin Complex KC PRIMER Shampoo.



3. Towel-dry hair well.

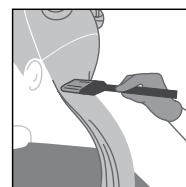


#### Step 2 of 2 Treatment Application

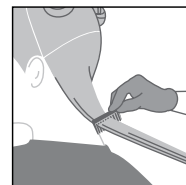


1. Gloves should be worn. Divide hair into six sections.

*\* KC EXPRESS is applied to damp, towel dried hair and requires no saturation time.*



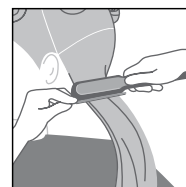
2. Starting at the nape of the neck, part damp hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) away from the scalp through to the ends.



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



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



5. Finish blow-drying 100% using a vent or round brush.

6. Divide hair into six sections. Flat iron 1 to 2-inch (2.5 to 5 cm) subsections, following the flat iron guide.



#### FLAT IRON GUIDE

##### TEMPERATURE RANGE

380° - 400° F (193° - 204° C)

##### NUMBER OF PASSES

2 - 4 times from base to end



## 15-MINUTE COLOR-LOCKING TREATMENT 15 Minute add-on

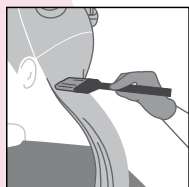
### Client Consultation

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

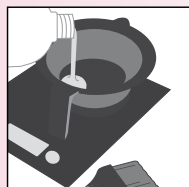
1. Assess hair:
  - Texture, porosity and condition
  - Chemical-processing history
  - Client's lifestyle and medical history
2. Assess the client's post-treatment expectations.
3. Review post-treatment and at-home maintenance.
4. Quote price based on hair's length, texture and condition.
5. Perform a patch test.

### Instructions

#### Step 1 of 2 Pre-Treatment Shampoo



1. Apply desired color or lightener formulas.
2. Process color or lightener according to product directions.



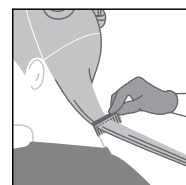
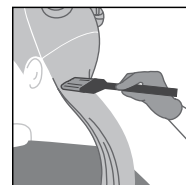
3. Shake, measure and pour treatment into a bowl. Aerate 10-15 minutes.  
**1 oz. per application based on texture, porosity and condition of hair.**



4. After color processing is complete, shampoo hair once with any Keratin Complex Shampoo, to remove color. Rinse Completely.



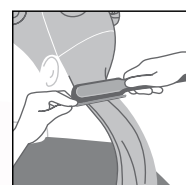
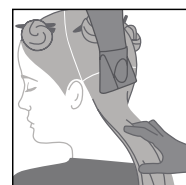
### Treatment Application



5. Lightly shampoo once with Keratin Complex KC Primer Pre-Treatment Shampoo. Rinse completely. Do not condition.
6. Towel-dry hair well.
7. Divide hair into six sections.  
*\* KCEXPRESS is applied to damp, towel dried hair and requires no saturation time.*
8. Gloves should be worn. Starting at the nape of the neck, part damp hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) away from the scalp through to the ends.
9. Continue combing to ensure even distribution, avoiding oversaturation.

**15-minute  
Add-on  
Service**

### Finish & Styling



10. Divide hair into six sections. Blow-dry 80% with fingers.
11. Finish blow-drying 100% using a vent or round brush.
12. Divide hair into six sections. Flat iron 1 to 2-inch (2.5 to 5 cm) subsections, following the flat iron guide. ▶

#### FLAT IRON GUIDE

**TEMPERATURE RANGE**  
380° - 400° F (193° - 204° C)  
**NUMBER OF PASSES**  
2 - 4 times from base to end



## RADIANT COLOR No extra time



**Add Vitalshot to color to strengthen bonds and increase vibrancy.**

**1 Vitalshot or 2-3 pumps of Vitalshot + 3 oz./90 ml of Keraluminous® Permanent Color formula, KeraBrilliance® Demi-Permanent Color formula, or Graffiti Glam Semi-Permanent Color formula.**

1. Mix color and Keratin Complex developer according to desired results.
2. Mix Vitalshot into color formulation and apply.
3. After processing, rinse hair with lukewarm water. Shampoo and condition.

## BRIGHTEST BLONDE No extra time



**Add Vitalshot to lightener to rebuild bonds and protect hair while lightening.**

**1 Vitalshot or 2-3 pumps of Vitalshot + 3 oz./90 ml of It's a Blonde Thing® Keratin Lightening System® formula.**

1. Mix lightener and Keratin Complex developer according to desired results.
2. Mix Vitalshot into lightener formulation and apply.
3. After processing, rinse hair with lukewarm water. Shampoo and condition.

## REPARATIVE REMEDY 10-15 Minute add-on



**Add Vitalshot to hair for an instant Keratin boost that rebuilds and repairs hair.**

**1 Vitalshot or 2-3 pumps of Vitalshot.**

1. Shampoo hair and towel dry.
2. Apply Vitalshot, combing through the hair for even distribution
3. Cover hair with towel or cap and place client under heat for 10-15 minutes. Remove cap and allow hair to cool for 2-5 minutes. Do not rinse.
4. Style as desired.

## MASQUE MAXIMIZER 5 Minute add-on



**Add Vitalshot to any masque to restore, moisturize, and strengthen the hair.**

**1 Vitalshot or 2-3 pumps of Vitalshot + .5-1 oz./15-30 ml of one of our Keratin Complex masques.**

1. Shampoo hair and towel dry.
2. Apply Vitalshot, combing through the hair for even distribution.
3. Layer masque and massage throughout the hair for even distribution.
4. Leave on hair for 5 minutes. Rinse and style as desired.



## RED CARPET BLOW-DRY 10 Minute add-on

This service features Intense RX® and Infusion Keratin Replenisher, this duo creates instant runway-ready hair that boosts ultimate smoothness and shine!

### DIRECTIONS

- 1 Shampoo and towel-dry the hair.
- 2 Distribute a small amount of Intense Rx® Keratin Repair Serum throughout damp hair, concentrating application mid-length to ends.
- 3 Cover hair with a plastic cap and place client under a medium-heat dryer for 10-15 minutes.
- 4 Remove cap and allow hair to cool.
- 5 Blow-dry with fingers until hair is 80% dry.
- 6 Apply a small amount of Infusion Keratin Replenisher.

### CHOOSE YOUR FINISH

Complete steps 1 through 6 for the Blow-Dry Remedy, then continue with the Red Carpet Blow-Dry or Sleek & Smooth Blow-Dry steps.



### RED CARPET BLOW-DRY

Get show-stopping smooth volume, waves or curls with this body-enhancing blowout that lasts all night.

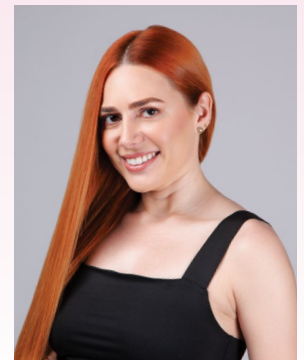
1. Create volume throughout the hair using a blow-dryer and round brush.
2. Over-direct the hair at the base to achieve maximum volume. Finish style as desired.



### SLEEK & SMOOTH BLOW-DRY

This finish smooths frizz and curls for a polished look that is elegantly sleek and straight.

1. Finish blow-drying with a vent brush and or paddle brush.
2. To maximize smoothness, complete the style by flat ironing the hair.



*Healthy.*  
*Strong.*  
*Smooth.*