

# KERATIN COMPLEX®

Beautiful hair every day

## Quick Guide

# The Perfect Pairing to Every Color Service

## KCEXPRESS®

### Express Blow Out® Smoothing Treatment

This color-locking, anti-frizz treatment creates stronger, healthier, more vibrant hair with results that last up to 6 weeks. Add KCEXPRESS to every color, any brand, any time, in just 15 minutes.

#### Why We ♥ it

- Perfect pairing to any color or lightening service
- Profitable color-locking, anti-frizz service add-on
- Powered by our Signature Keratin for stronger, healthier hair
- Eliminates frizz, enhances color vibrancy, and delivers radiant shine
- Cuts daily styling time and makes blow-dry time faster and easier
- Cumulative results
- Results last up to 6 weeks
- Hair can be shampooed just 8 hours after treatment
- Clients go home with Keratin Obsessed Multi-Benefit Treatment Spray to maintain longevity and effectiveness of the treatment

**+ \$1,125**  
WEEK

**+ \$4,500**  
MONTH

**+ \$58,500**  
YEAR

#### HERE'S HOW:

\*Example based on 3 add-ons per day at \$75 each (KCEXPRESS suggested price), with the salon open 5 days per week.



#KCEXPRESS

Quick 15-minute add-on  
to lock in color + smooth.



# KCEXPRESS®

Signature Series

## Client Consultation

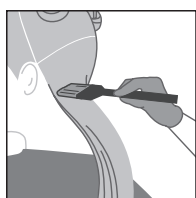
A proper consultation sets you and your client up for successful service results.

1. Assess hair:
  - Texture, porosity and condition
  - Chemical service history
2. Discuss the client's service expectations.
3. Determine client's wash routine and hair care regimen.
4. Discuss post-service at-home maintenance.
5. Quote price based on hair length, density, texture and condition.



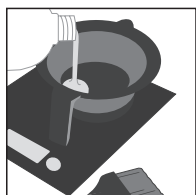
## Instructions

### Step 1 - COLOR OR LIGHTENER APPLICATION AND PROCESSING



1. Mix and apply desired color or lightener formula(s).
2. Process color or lightener according to product directions.

### Step 2 - KC PRIMER KERATIN PRE-TREATMENT SHAMPOO



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



2. After color/lightener processing is complete, rinse and shampoo hair one time with any Keratin Complex Shampoo, to remove color. Rinse completely.



3. Lightly shampoo once with Keratin Complex KC PRIMER Keratin Pre-Treatment Shampoo. Rinse completely. **DO NOT CONDITION.**



4. Towel-dry hair.  
**KCEXPRESS® is applied to damp, towel dried hair.**

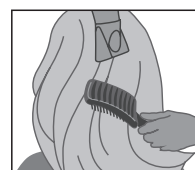
### Step 3 - KCEXPRESS® EXPRESS BLOW OUT SMOOTHING TREATMENT



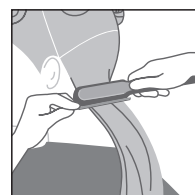
1. Divide hair into six sections.  
**Gloves should be worn.**
2. Starting at the nape, part towel-dried hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply KCEXPRESS® evenly, beginning ¼-inch (.6 cm) away from scalp through to the ends.



3. Comb through subsection to ensure even distribution, avoiding oversaturation. Continue application through the rest of the hair.  
**KCEXPRESS® does not require any saturation time.**



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

#### Aftercare

8 Hour downtime. The client should use Keratin Complex shampoos, conditioners and aftercare products to ensure the longevity and effectiveness of the KCEXPRESS Treatment. The client should not get their hair wet, use traditional shampoo, use pins or clips, or wear any type of ponytail for a minimum of 8 hours after the treatment completion. If the hair gets wet during this time, instruct client to blow-dry and lightly go over the area with a smoothing iron using low heat.

