

KERATINCOMPLEX®

The Perfect Color Service

EXPRESS COLOR & Smoothing System

**10-Minute Hair Color
& Color-Locking, Anti-Frizz Service**

BUSINESS BUILDING GUIDE



**NEW SERVICE.
NEW REVENUE.**

**KERATIN
COMPLEX[®]**
Beautiful hair every day

THE PERFECT COLOR SERVICE

Permanent Color & Smoothing In Less Time Than a Single Process Color.

The Keratin Complex® Express Color & Smoothing System combines the power of KeraLuminous¹⁰ Express Permanent Color with the KCEXPRESS® 15-Minute Color-Locking, Anti-Frizz Treatment to deliver stronger, healthier, and more vibrant hair.

This new service locks in color, eliminates frizz, and boosts shine—for results that last up to 6 weeks—all in less time than a single process color service.

EARN MORE IN LESS TIME

4

THE CLIENT

5

GIVE YOURSELF A RAISE

6-7

THE KERALUMINOUS¹⁰ SHADE COLLECTION

8

KCEXPRESS: The Perfect Pairing To Every Color Service

9

EXPRESS COLOR & SMOOTHING SYSTEM INSTRUCTIONS

10-11

KERALUMINOUS¹⁰ PRO TIPS

12-14

#KCEXPRESSIVES & RESOURCES

15



EARN MORE IN LESS TIME!

WHY YOU'LL LOVE THE PERFECT COLOR SERVICE:

- **New Service Opportunity**

Combines color application with a color-locking, anti-frizz treatment in less time than a single process color service.

- **Higher Revenue Per Ticket**

Faster, high-value service means more income per appointment.

- **Improved Hair Integrity**

Strengthens, protects, and repairs damage for healthier-looking hair.

- **Enhanced Color Service**

Helps prevent fading and boosts vibrancy for longer-lasting color.

- **Lifestyle Enhancer**

This service increases manageability; cuts down blow-dry time and makes haircare routines faster and easier.

- **Advanced Technology & Signature Keratin**

KeraLuminous **10** features a powerful blend of Signature Keratin, Vitamin C, and KC FASTLOCK™ Technology, an innovative color-accelerating system that drives color deeper and faster into the hair for consistent, reliable results and up to 100% gray coverage in just 10 minutes.

- **Long-Lasting Results**

System delivers up to 6 weeks of smoother hair and radiant color.

- **Larger Tubes, More Applications**

3.4 oz tube size means more applications per tube.

Plus, a 1:1.5 mixing ratio means you use less color per client.

- **Bonus! Easy Add-On Service – Every Color. Any Brand. Any Time.**

KCEXPRESS can be added to every color service, increasing the number of daily services booked.

THE CLIENT

WHO IS THE EXPRESS COLOR & SMOOTHING SYSTEM PERFECT FOR?

This service is ideal for clients who:

- ✓ Book regular root touch-ups
- ✓ Come in every 2–3 weeks for gray coverage
- ✓ Schedule last minute or same-day appointments
- ✓ Are short on time but want both gray coverage and frizz control
- ✓ Wear short styles and want to blend gray seamlessly
- ✓ Want long-lasting color with smooth, frizz-free and more manageable results



Natural Level 7
75% Gray



FORMULA:
¼ oz. 6N + ¾ oz. 7N
+ 1 ½ oz. 20 vol.



“Now I only need one appointment to cover my grays and get a smoothing treatment! It is faster, and more efficient—**Love it!**”

—Lisa

SCAN TO
WATCH



GIVE YOURSELF A RAISE

Which Salon Pro Are You?

Discover how the Express Color & Smoothing System fits your color business—no matter your schedule or goals. This new service saves time and boosts revenue, helping you work smarter, not harder.

Salon Pro #1: The Builder

"I work behind the chair five days a week and I'm focused on building a loyal clientele.

KC TIP: Save Time. Boost Revenue.

Add the Express Color & Smoothing System to your menu. This 2-in-1 service combines two high-impact treatments—color and smoothing—into one efficient appointment. It's a time-saver for your clients and a revenue booster for you.

Salon Pro #2: The Hustler

"I've worked hard—luckily my book, is always full. But, I want to earn more without adding hours.

KC TIP: More Money. Same Hours.

Offer the Express Color & Smoothing System as an upgrade. This new service not only covers gray but also makes the hair healthier, stronger and more vibrant for up to 6 weeks—all in the time it takes for a single process color service. Plus, your clients enjoy more manageability, easier styling and faster blow-drys. More \$\$\$ per client = more income for you.

Salon Pro #3: The Balanced Boss

"I want to work fewer hours but still give my clients what they need—and keep my income strong.

KC PRO TIP: Fast Color. Faster Profits.

Deliver two essential services—gray coverage and smoothing—in one efficient appointment. With the Perfect Color Service, Express Color & Smoothing System, you give your clients 2 services in less time and they enjoy stronger, healthier and more vibrant hair for up to 6 weeks.

REAL PEOPLE. REAL RESULTS.

The Perfect Color Service!



BEFORE

Natural Level 6
80% Gray

“ I want to look youthful
and sleek, not gray and frizzy. ”
–Denise



AFTER

FORMULA:
¼ oz. 5N + ¼ oz. 6N
+ 1 ½ oz. 20 vo

SCAN TO
WATCH



BEFORE

Natural Level 6
30% Gray

“ I love that it only took 10 minutes
to get my signature red! It feels
healthy too. ”
–Donna



AFTER

FORMULA:
½ oz. 6R + ½ oz. 5MM
+ 1 ½ oz. 20 vol.

SCAN TO
WATCH



THE PERFECT COLOR SERVICE

THE KERALUMINOUS 10 SHADE COLLECTION

Upgrade your color business with KeraLuminous 10, a 10-Minute Express Permanent Color, powered by KC FASTLOCK™ Technology and infused with Signature Keratin and Vitamin C for up to 100% gray coverage in ten minutes. This thoughtfully selected shade range (levels 4-8) is designed for regular touch-ups whether you're covering gray or enhancing natural hair.



KeraLuminous 10 Express Color Shades							
	NEUTRAL	ASH	CHOCOLATE	GOLD	COPPER	RED	MAHOGANY
8 LIGHT BLONDE							
	8N	8A					
7 MEDIUM BLONDE							
	7N	7A					
6 DARK BLONDE							
	6N	6A	6CH	6G	6C	6R	
5 LIGHT BROWN							
	5N					5RR	5MM
4 MEDIUM BROWN							
	4N		4CH				

10-MIN PERMANENT COLOR + 15-MIN SMOOTHING

KCEXPRESS®: THE PERFECT PAIRING TO EVERY COLOR SERVICE

Every Color. Any Brand. Any Time.

KCEXPRESS combines with KeraLuminous **10**, a 10-Minute Permanent Color to complete the Express Color & Smoothing System.* Elevate your services, save your client time, increase revenue, and seamlessly integrate KCEXPRESS, into every salon color service.



- ✓ Stronger, healthier, more vibrant hair
- ✓ Locks in color & eliminates frizz
- ✓ Powered by Signature Keratin
- ✓ Enhances color vibrancy and radiant shine
- ✓ Cuts daily styling time and makes blow-dry time faster and easier
- ✓ Cumulative results
- ✓ Results last up to 6 weeks

10 min
EXPRESS
PERMANENT
COLOR



 **15** min
COLOR-LOCKING,
ANTI-FRIZZ
TREATMENT

*KCEXPRESS is not limited to 10-minute color services. It can be used with any color, from any brand, any time.

EXPRESS COLOR & Smoothing System

INSTRUCTIONS

CLIENT CONSULTATION

A proper client 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.
6. Perform a patch test.

Step 1 - KeraLuminous¹⁰ Express Permanent Color



1. Mix desired formula of KeraLuminous¹⁰ shade(s) with Keratin Complex 20 Volume Developer.

Color Mixing Ratio 1:1.5

2. Divide hair into 4 sections.

Gloves should be worn.



3. Part clean, dry hair into ¼-inch (.6 cm) subsections and apply formula to regrowth or scalp area quickly and neatly.

Apply to resistant or high % gray areas first.

4. Process color for 10 minutes at room temperature.

***Optional: Process for up to 20 minutes for deeper results or additional gray coverage.**



5. Shake, measure and pour KC EXPRESS Treatment into a bowl. Aerate for 10-15 minutes.

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

Step 2 - KC PRIMER Keratin Pre-Treatment Shampoo



1. After color processing is completed, rinse and shampoo hair one time with any Keratin Complex Shampoo, to remove color. Rinse completely.



2. Lightly shampoo once with Keratin Complex KC PRIMER Keratin Pre-Treatment Shampoo. Rinse completely. Do not condition.

Step 2 - KC PRIMER Keratin Pre-Treatment Shampoo (CONT'D)



3. Towel-dry hair.

KCEXPRESS is applied to damp, towel-dried hair.

Step 3 - KCEXPRESS Color-Locking, Anti-Frizz Treatment



1. Divide hair into six sections.

Gloves should be worn.



2. Starting at the nape, part hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply KCEXPRESS evenly, beginning ¼-inch (.6cm) 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 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

AFTERCARE

8 Hour downtime. The client should regularly use Keratin Complex shampoos, conditioners and aftercare products to ensure the longevity and effectiveness of the Express Color & Smoothing System. 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 service completion. If hair gets wet during this time, instruct client to blow-dry and lightly go over hair with a smoothing iron using low heat.

ACCESS YOUR
RESOURCES



KERALUMINOUS 10

FORMULATION GUIDELINES

- 1. Assess hair condition, porosity, texture and chemical history.
- 2. Determine natural level and % of gray.
- 3. Determine target level and tone.
- 4. Select desired KeraLuminous 10 shade(s).

Larger Tubes. More Applications.

KeraLuminous 10 is available in a 3.4 fl. oz. (100 ml) tube. This allows for more applications per tube. Plus, a 1:1.5 mixing ratio means you use less color per client.

KeraLuminous 10 is ideal for guests with natural levels 4-8 and gray hair up to 75%.

SHADE & TONE

SHADE	TONE	BASE
N	NEUTRAL	RED, BLUE, YELLOW
A	ASH	BLUE
G	GOLD	BROWN + YELLOW
CH	CHOCOLATE	BROWN + YELLOW ORANGE
C	COPPER	ORANGE
R/RR	AUBURN	RED
MM	MAHOGANY	BROWN + RED VIOLET

MIXING RATIO - 1:1.5



Example: 1 oz. of KeraLuminous 10 to 1½ oz. of 20 vol. KC Developer

PROCESSING TIME - 10 minutes

Do not use heat. Processing times are recommendations only and may be adjusted as needed to ensure coverage, vibrancy, or durability.

LEVEL-ON-LEVEL FORMULATION EXAMPLES:

NATURAL LEVEL	DESIRED TONE	FORMULA
4 0% gray	Warm Natural	4CH + 20 vol. KC Developer (1:1.5)
5 25% gray	Auburn	1 part 5N + 3 parts 5RR + 20 vol. KC Developer (1:1.5)
6 50% gray	Cool Natural	3 parts 6N + 1 part 6A + 20 vol. KC Developer (1:1.5)
8 75% gray	Natural	3 parts 8N + 1 part 7N + 20 vol. KC Developer (1:1.5)



Natural Level 7
60% Gray



FORMULA:
 $\frac{3}{4}$ oz. 7N + $\frac{1}{4}$ oz. 7A
+ 1 $\frac{1}{2}$ oz. 20 vol.

“ I love when my gray is covered
and my hair is easier to manage. ”

—Marsha

APPLICATION & GRAY COVERAGE **PRO TIPS**

- KeraLuminous **10** is applied to clean, dry hair
- Apply to $\frac{1}{4}$ -inch subsections quickly and neatly
- Apply KeraLuminous **10** to resistant or high % gray areas first
- Optional: Process for up to 20 minutes at room temperature for deeper results or additional gray coverage. It is not recommended to process longer than 20 minutes
- For maximum coverage on gray hair of 75% or higher use the following formula ratio: $\frac{3}{4}$ oz. target shade + $\frac{1}{4}$ oz. shade 1 level darker than target and process up to 20 minutes

EXPRESS COLOR & SMOOTHING SYSTEM

If proceeding with the Express Color & Smoothing System, once the express color processing is completed, rinse thoroughly. Shampoo once with any Keratin Complex Shampoo to remove any remaining color and rinse. Do not condition. Proceed with the steps of the KCEXPRESS Color-Locking & Anti-Frizz Treatment.

#KCEXPRESSIVES

ENTER YOUR EXPRESS ERA & BECOME A KCEXPRESSIVE

Showcase your artistry and connect with fellow stylists who are elevating their craft with the Express Color & Smoothing System. Share your looks, tag us, and include your KeraLuminous **10** formula to get featured.



BUILD YOUR BUSINESS

Visit our resource center and download business building tools to help amplify this new system and service to your clients.



KERATIN COMPLEX®

Beautiful hair every day

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Beautiful hair every day

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