

KERATINCOMPLEX®

Beautiful hair every day

Keratin-Enhanced Color
FOR STRONGER, HEALTHIER HAIR

COLOR TRAINING MANUAL



Table of Contents

Keratin Complex Color Story 04

How does Keratin Complex Color Work? 07

Hair Structure 08

Hair Color 10

The Law of Color 12

Developers/Lightener 14

Decolorizing Process 15

Gray Coverage/Formulations 16

Permanent Color 17

Demi-Permanent Color 19

Semi-Permanent Color 20

Lightener 21

Bond Rebuilder 22

Best Practices 23



FROM THE #1 IN SMOOTHING:

A Revolutionary; Keratin-Enhanced Color Line

Powered by our Advanced Keratin technology, Ceramides and BotanicalPowerblend™, our proprietary formula restores, strengthens and improves the overall integrity of the hair while delivering luminous reds, rich brunettes, superior high-lift blondes and exceptional gray coverage.

This classic, European collection includes KeraLuminous® Permanent Color, KeraBrilliance® Demi-Permanent Color and GraffitiGlam™ Semi-Permanent Color for healthy and beautiful hair color every day.



KeraLuminous® Permanent Color

KeraLuminous Permanent Color is 100% oxidative color that delivers rich, vibrant, consistently predictable results.

Why We ♥ It

- Improves the overall integrity of the hair while delivering vibrant reds, rich brunettes, superior high-lift blondes and exceptional gray coverage
- Unique technology features a combination of Advanced Keratin and Ceramides that help reduce porosity for long-lasting, even color and increased strength
- Intense Neutral Series provides exceptional gray coverage and longevity
- Ultra-nourishing cream formula
- BotanicalPowerblend™ creates touchable hair that's softer, smoother, shinier and more youthful-looking
- Fully intermixable shades plus 000/Clear create an infinite array of vibrant color results



KeraBrilliance®

Demi-Permanent Color

KeraBrilliance Demi-Permanent Color delivers limitless color possibilities, maximum shine and brilliantly reflective results—all from an ammonia-free formula.

Why We ♥ It

- Advanced keratin and ceramide blend helps fortify from within, reduce porosity and smooth the cuticle
- BotanicalPowerblend™ moisturizes and nourishes as it helps restore strength to damaged hair
- Rich conditioning cream
- Concentrated Micronized Pigments enhance tones/control unwanted tones and provide up to 100% gray blending
- Unique formulation increases moisture retention, creating a touchable, soft, silky texture
- Brilliant, fully intermixable shades for endless color possibilities



GraffitiGlam™

Semi-Permanent Color

GraffitiGlam Semi-Permanent Color exemplifies glamorous and expressive hair color that's inspired by graffiti—a vibrant art form we can all admire.

Why We ♥ It

- Dynamic collection of 10 vibrant semi-permanent shades + Clear is designed to inspire every colorist to unleash their creativity
- Our Advanced Keratin and Ceramides help create a uniform canvas for bold, expressive colors or soft pastels
- 10 shades + Clear available in a convenient pre-packed kit

A horizontal brushstroke graphic with a gradient of colors from purple to red.

#keratincomplexcolor

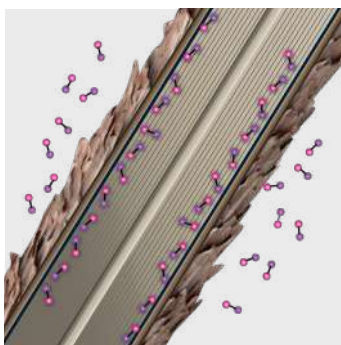


How does Keratin Complex Color Work?

- By using the power of our proprietary keratin to strengthen and condition the hair while infusing it with rich, radiant color.
-

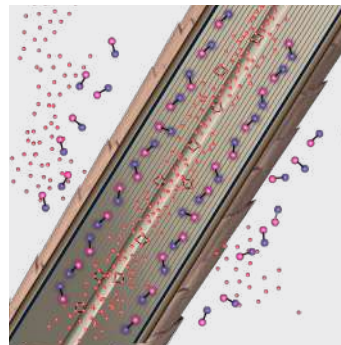
3-STEP TECHNOLOGY

Step 1



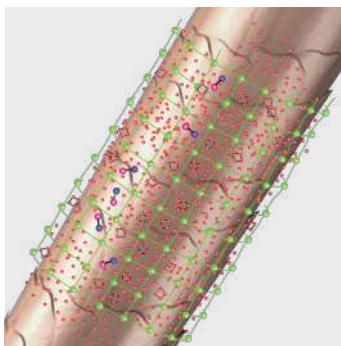
First, our proprietary **Advanced Keratin** and **Ceramide** blend fills uneven surfaces in the cuticle and structurally reinforces the Cell Membrane Complex to strengthen and protect the hair.

Step 2



Simultaneously, the **Concentrated Micronized Pigments** anchor deep within the cortex, link together and disperse dye molecules evenly for maximum color penetration and saturation.

Step 3



As the color develops, our **BotanicalPowerblend™** moisturizes and nourishes hair, and smooths the cuticle for a silky-soft finish.



The result is **stronger, healthy hair** with rich, long-lasting color and unparalleled shine.



Advanced Keratin



Concentrated Micronized pigments



Ceramide



BotanicalPowerblend



Hair Structure

To achieve a successful hair coloring service, you need to consider the technique, the type of hair coloring products being used and the integrity of the hair itself.

Components

CUTICLE

This is outermost protective layer, consisting of 6 – 8 translucent, overlapping scale-like layers that surround the hair.

CORTEX

The cortical center gives hair its strength, elasticity, flexibility and color.

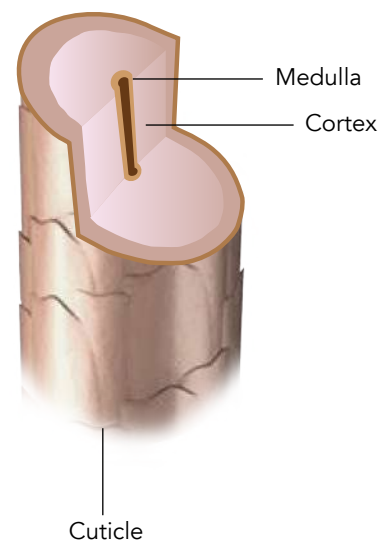
CELL MEMBRANE COMPLEX (CMC)

This “glue” binds hair components together. It is the pathway for micro-pigments (hair dyes) to travel into the hair.

MEDULLA

This is the hair’s innermost layer.

Hair Structure



Characteristics

TEXTURE

Diameter of individual hair strands.

Fine

Fine hair is more receptive to lightening or depositing hair color.

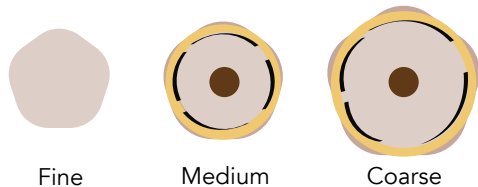
Medium

Medium/average hair is the ideal hair type when lightening or depositing hair color because it is used as the standard for color manufacturers.

Coarse

Coarse hair is less receptive during lightening or depositing hair color due to a larger cortex-to-cuticle ratio.

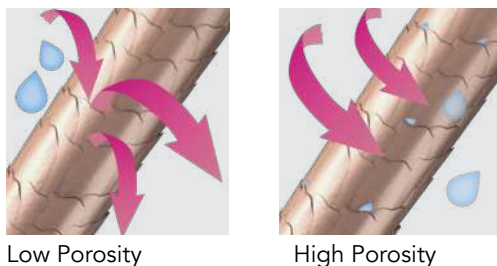
Hair Strand Diameter



POROSITY

The ability of the hair to absorb water or other liquids. The higher the porosity, the easier and faster liquids will absorb, but the less likely it is that they will be retained.

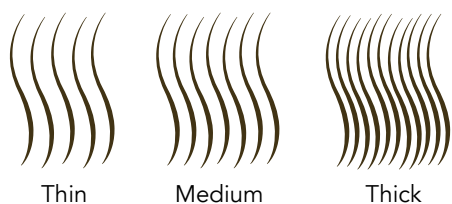
Hair Porosity



DENSITY

Density is determined by the amount of hair per square inch. Hair color can be influenced by density because it affects the way light is reflected or absorbed.

Hair Density





Hair Color

Types of Pigment

NATURAL PIGMENT

Natural pigment refers to naturally occurring color, called melanin. Melanin is the primary factor in determining natural hair color.

The distribution of melanin throughout the hair creates the entire spectrum of hair color—from black to blonde—and every variation in tone from cool to warm.

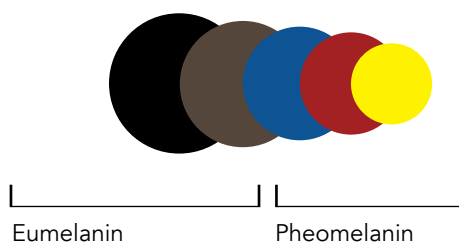
Red, yellow and blue are made up of two distinct types of melanin that appear and behave very differently from one another.

MELANIN

Eumelanin (brown-black): Provides natural color, ranging from black to dark brown.

Pheomelanin (red-yellow): Both types of melanin are present in all hair, but at different levels. The more eumelanin, the darker the hair color, and the larger the eumelanin molecules. If less eumelanin is present, the hair is lighter and the eumelanin molecules are smaller. The amount of total pigment dictates how light or dark the hair is.

Melanin



ARTIFICIAL PIGMENTS

Artificial pigments are designed to mimic the appearance and composition of natural hair color, and they fall into two categories: Direct and Oxidative.

Direct Pigments are pre-developed or “staining” pigments that deposit visible color on contact. Direct pigments deposit both on and in-between cuticle layers.

Oxidative Pigments react with oxidizing agents (hydrogen peroxide) and combine to reach up to 300 times their normal size, as they couple with oxidized natural melanin to form a new color.

Categories of Hair Color

PERMANENT

- Contains oxidative pigments
- Provides 100% gray coverage
- Permanently lightens, darkens or tonally changes the hair
- Mixes with 10 volume, 20 volume, 30 volume or 40 volume developer
- Allows permanent results

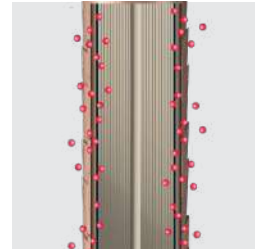
Permanent hair color



DEMI-PERMANENT

- Contains no ammonia
- Deposits color pigment onto and into the cuticle
- Provides tonal changes or darkens hair
- Mixes with 6 volume activator
- Lasts 4 – 6 weeks

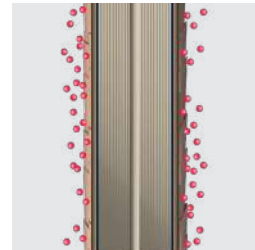
Demi-permanent hair color



SEMI-PERMANENT

- Contains no ammonia
- Does not lift hair color, deposits only
- Provides tone-on-tone coloring
- Contains direct dye pigments
- Is not mixed with a developer
- Lasts 4 – 6 shampoos

Semi-permanent hair color



Color Wheel/Color Defined

PRIMARY COLORS

Red, yellow and blue are the building blocks of all color. Primary colors are pure and cannot be created by mixing other colors together. Combinations of primaries create all other colors.

SECONDARY COLORS

Secondary colors are created by mixing two primary colors together.

- Yellow + Red = Orange
- Red + Blue = Violet
- Blue + Yellow = Green

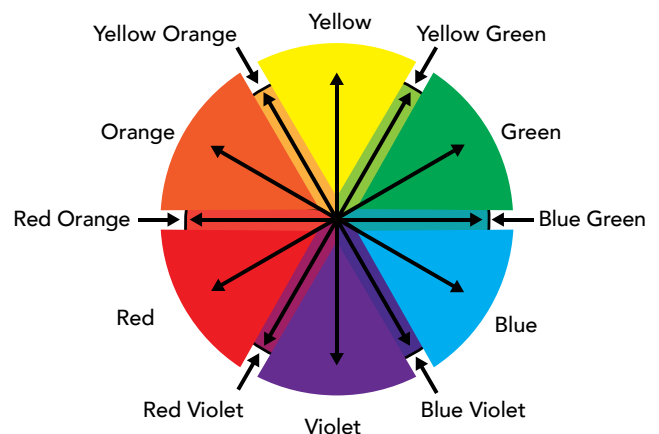
TERTIARY COLORS

Tertiary colors are created by mixing a secondary color and its neighboring primary color on the color wheel in equal amounts.

- Yellow + Orange = Yellow-Orange
- Blue + Violet = Blue-Violet
- Red + Orange = Red-Orange

The Color Wheel is an essential tool for stylists when manipulating hair color, which is formulated from a combination of primary, secondary and tertiary colors.

Color Wheel



The Law of Color





The “Law of Color” states that two opposite colors on the color wheel will counteract each other when put side by side, and neutralize each other when mixed together.





NATURAL COLORS

Each natural hair color level contains certain amounts of red, yellow and blue pigments. Identifying the natural level is key in color formulation because natural hair color and the artificial pigment both determine the final result. The greater the concentration of blue, red and yellow, the darker the hair color will be. The lesser the concentration of blue, red and yellow, the lighter hair color will be.

COMPLEMENTARY COLORS

 +  +  =  Light Blue, Red, Yellow

 +  +  =  Mid Blue, Red, Yellow

 +  +  =  Dark Blue, Red, Yellow

There are only two ways to describe color:











LEVEL/DEPTH

Levels are categorized from 1 – 10 to coincide with natural levels. The lower the number, the darker the hair.

Example: Level 1 is the darkest (black) and Level 10 is the lightest (ultra-light blonde). These correspond to the Keratin Complex® Neutral (N) Series.

Neutral Series swatches should be used to identify the natural and/or starting level. Identifying the natural level is important for color formulation because the natural hair color and the artificial pigment both determine the final result.

Color Levels

	10.0/10N – Ultra-Light Blonde
	9.0/9N – Lightest Blonde
	8.0/8N – Light Blonde
	7.0/7N – Medium Blonde
	6.0/6N – Dark Blonde
	5.0/5N – Light Brown
	4.0/4N – Medium Brown
	3.0/3N – Dark Brown
	2.0/2N – Darkest Brown
	1.0/1N – Black

LEVEL SYSTEM & SHADE IDENTIFIER

The level and tone identifiers represent the relationship between the natural level and tone.

Example:



8.43/8CG

8 describes the **level** of the color

4 describes the **primary** tone of the color

3 describes the **secondary** tone of the color

CG = Copper Gold

The tone is the shade (characteristic or hue) of the color. The Keratin Complex® color system utilizes both single- and double-toned shades. The secondary tone can enhance, subdue or modify the primary tone.

Example: An 8.43 is Level 8. The primary tone (.4/Copper) is warm, as is the secondary tone (.3/Gold). Therefore, the secondary tone enhances the warmth of the shade.

Example: 7.32/7GV is Level 7. The primary tone (.3/Gold) is warm and the secondary tone (.2/Violet) is cool. Therefore, the secondary tone modifies the warmth of the shade.

TONE/HUE—CHARACTERISTICS OF COLOR

Tone (also referred to as “hue”) refers to the underlying color of the hair. Tones are categorized as warm, neutral or cool and are usually part of the shade description.

Example: Keratin Complex has a Level 8 Blonde family: a Level 8.3/8G Golden Blonde, a Level 8.4/8C Coppery Blonde and a Level 8.1/8A Ash Blonde. The gold, copper and ash give the light blonde its own characteristic.

Tone/Hue Example



8.03/8NG



8.00/8NN



8.1/8A

Level & Tone Identifier Chart

Use this chart to identify the specific number and letter representation for each tone. The shade names and base tones are also included.

#	LETTER	SHADE	BASE
.0	N	NEUTRAL	RED, BLUE, YELLOW
.1	A	ASH	BLUE
.2	V	VIOLET	VIOLET
.3	G	GOLD	YELLOW
.4	C	COPPER	ORANGE
.5	M	MAHOGANY	RED VIOLET
.6	R	AUBURN	RED
.7	GN	MATTE	GREEN

NEW LOOK!
New & Improved
Formula



Developers

The Keratin Complex® Developers work with KeraLuminous® Permanent Color to enhance and create flawless tone, increased strength and radiant shine.

- Richer deposit of color and more vibrant tonality
- Combination of castor oil and mineral oil for a high-impact shine
- Blend of emollients for ease of mixing and improved spreadability

Keratin Complex Activator works with KeraBrilliance® Demi-Permanent Color.

Keratin Complex Developer in 10, 20, 30 and 40 volume work with KeraLuminous® Permanent Color.

Philosophy of Developers

The higher the volume of the developer, the more oxygen is present. Therefore, more levels of lift you can achieve. The lower the volume of the developer, the less lift you will achieve.

Usage Guidelines

ACTIVATOR

Recommended for depositing, toning and correcting color when used with KeraBrilliance Demi-Permanent Color.

10 VOLUME

Recommended for up to 1 level of lift, depositing, toning.

20 VOLUME

Recommended for up to 2 levels of lift and for optimal gray coverage when used with KeraLuminous Permanent Color.

30 VOLUME

Recommended for up to 3 levels of lift when used with KeraLuminous Permanent Color.

40 VOLUME

Recommended for up to 4 levels of lift when used with KeraLuminous High-Lift Permanent Color.

Decolorizing Process

During the lifting process, warm underlying pigments become visible. Each level of hair color has its own underlying pigment (red, orange, yellow or a combination) that is exposed when hair is lightened.

Depending on the desired results, these contributing pigments can be enhanced, neutralized or modified. Below are the natural levels, their corresponding underlying pigments and their neutralizing tones.

Pigment Chart


Natural Level	Underlying Pigment	Neutralizing Tone
 10 Ultra-Light Blonde	 Pale Yellow	 Pale Violet
 9 Lightest Blonde	 Yellow	 Violet
 8 Light Blonde	 Yellow-Orange	 Violet-Blue
 7 Medium Blonde	 Orange	 Blue-Violet
 6 Dark Blonde	 Red-Orange	 Blue
 5 Light Brown	 Red	 Blue-Green
 4 Medium Brown	 Red	 Green-Blue
 3 Dark Brown	 Red	 Green
 2 Darkest Brown	 Red	 Green
 1 Black	 Red	 Green



Gray Coverage

FORMULATION GUIDELINES

1. Determine:

- The natural hair color level
- The percentage of gray/non-pigmented hair
- The target level and tone 
- The undertones found at target level

2. Select the shade and developer volume needed to achieve the target color



8.03/8NG



8.00/8NN



8.1/8A

GRAY HAIR

Once melanin is no longer produced in the follicle, the hair will go into a dormancy state and shed. Then a new colorless (white) hair will grow in its place. White hair contains no melanin.

Gray hair is actually a mixture of pigmented and white hairs, which creates the appearance of gray.

The chart below shows gray hair by percentage of white and the suggested formulations.

For Resistant Hair:

- Use NN for up to 100% opaque coverage of white hair
- Apply color to resistant areas first
- Color should be processed for up to 45 minutes

PRO TIP

When working with undertones, think about how you want to alter the underlying pigment. Do you want to enhance, neutralize or modify it? Your choice of color families and tones will create the fine nuances that alter the underlying pigment.

Warm shades reflect light, making the final shade appear one-half level lighter.

Cool shades absorb light, making the final shade appear one-half level darker.

Gray Coverage Formulation



0 – 25% — Target Shade



50 – 75% — $\frac{1}{2}$ N (or NN) + $\frac{1}{2}$ Shade



25 – 50% — $\frac{1}{4}$ N + $\frac{3}{4}$ Shade



75 – 100% — $\frac{3}{4}$ N (or NN) + $\frac{1}{4}$ Shade

Pre-fill Chart

Keratin Complex® recommends the use of KeraBrilliance® Demi-Permanent Color and Keratin Complex Activator for all pre-filling. Determine target shade and select recommended shade for pre-pigmentation using the chart below. The processing time is up to 10 minutes.

Pigment Pre-fill Chart

Levels	Underlying Pigment	KeraBrilliance Shade
1 – 5	Red	1 oz. (30 ml) 6.4/6C with 1 oz. (30ml) KC Activator
6	Orange	.7 oz. (20 ml) 6.4/6C + .3 oz. (10 ml)) 7.3/6G with 1 oz. (30 ml) KC Activator
7	Orange-Yellow	.7 oz. (20 ml) 7.3/7G + .3 oz. (10 ml) 7.4/7C with 1 oz. (30 ml) KC Activator
8	Yellow-Orange	1 oz. (30 ml) 8.3/8G with 1 oz. (30 ml) KC Activator
9	Yellow	1 oz. (30 ml) 9.3/9G with 1 oz. (30 ml) KC Activator

*If target shade desired is warm, fill on level

*If target shade desired is neutral or cool, fill to a level lighter than desired shade

Permanent Color



KeraLuminous®

Permanent Color

KeraLuminous Permanent Hair Color is 100% oxidative color that provides rich, vibrant, consistently predictable results. It strengthens and repairs with our renowned Advanced Keratin and Ceramide blend, which helps fortify from within, reduce porosity and smooth the cuticle. Our BotanicalPowerblend™ simultaneously moisturizes and nourishes, leaving the hair beautifully conditioned and silky soft. This classic, European cream color allows you to achieve vibrant reds, rich brunettes, superior high-lift blondes and exceptional gray coverage.

🔪 MIXING RATIO 1:1:5

KeraLuminous comes in a 3.4 oz. (100 ml) tube for multiple applications. Mix 1 part cream color 1.7 oz. (50 ml) with 2.6 oz. (75 ml) of KC Developer. KeraLuminous mixes easily and rapidly. Apply to dry, unwashed hair.

⌚ PROCESSING TIME 35 minutes

Up to 45 minutes for resistant gray or when using the High-Lift Series

Virgin Application Choose from the below options

1. When coloring level-on-level or darker:
Starting ½ inch away from the scalp, apply the color mixture to the midlengths and ends. Then apply it to the first ½ inch at the root area.
2. When going 1 – 2 levels lighter:
First, apply the color mixture to the midlengths only, using a higher volume of developer than standard. Next, apply the mixture to the root area. Apply it to the ends last.
3. When going 3 – 4 levels lighter using the High-Lift Series:
Follow option 2.

Retouch Application

Apply the appropriate color mixture to the regrowth area only. Saturate the top side of the parting. There is no need to apply the color to both sides.

Refresh Application

After the retouch, use the remaining 5 – 10 minutes to pull the color through the midlengths and ends with the appropriate KeraLuminous or KeraBrilliance formula.

GRAY COVERAGE APPLICATION

1. Divide hair into four sections with a parting that moves from ear-to-ear, then from mid-forehead to nape.
2. Starting with the section containing the highest percentage of white hair, saturate one side of a fine parting with color. There is no need to apply color to both sides.
3. After a retouch application, refresh the midlengths and ends, using KeraLuminous or KeraBrilliance.

◀ PRE-FILL Refer to Pigment Pre-fill Chart.

#keratincomplexcolor

KeraLuminous

High-lift Series

The KeraLuminous High-Lift Series can lift natural hair color up to four levels with predictable control and optimal longevity. The rich, European cream formula strengthens and repairs with our renowned Advanced Keratin and Ceramide blend, which helps fortify from within, reduce porosity and smooth the cuticle. Our BotanicalPowerblend™ simultaneously moisturizes and nourishes, leaving the hair beautifully conditioned and silky soft. Use it on any hair type or texture that is level 6 or lighter.

LIFTING PERFORMANCE

- 30 Volume Keratin Complex Developer: 2 – 3 levels
- 40 Volume Keratin Complex Developer: 3 – 4 levels

MIXING RATIO 1:2

KeraLuminous High-Lift Series comes in a 3.4 oz. (100 ml) tube for multiple applications. Mix 1 part cream color 1.7 oz. (50 ml) with 3.4 oz. (100 ml) KC Developer. The KeraLuminous High-Lift Series mixes easily and rapidly. Apply to dry, unwashed hair.

PROCESSING TIME Up to 45 minutes

Application

Virgin: First, apply the color mixture to the midlengths only. Next, mix a fresh batch of color and apply it to the root area. Apply this second color batch to the ends last.

Retouch: Apply the appropriate High-Lift Series formula to the regrowth only.

KeraLuminous

Concentrates Series

KeraLuminous Concentrates can be added to any formula to intensify, neutralize or modify, or to create special effects with long-lasting results.

MIXING RATIO

Mix up to ¼ tube of KeraLuminous Concentrates Series with 1.7 oz. (50 ml) of KeraLuminous Permanent Color, High Lift Series or KeraBrilliance Demi-Permanent Color.

Ex: 1.7 oz. (50 ml) KeraLuminous + ¼ tube KeraLuminous Concentrate with 2.6 oz. (75 ml) KC Developer

KeraLuminous Concentrates can also be used on virgin or pre-lightened hair to create rich fashion tones or pure pastels.

Ex: Pastel Lavender: .7 oz. (21 ml) KeraBrilliance® Clear + .1 oz. (4 ml) .22/VV Concentrate with .8 oz. (25 ml) Keratin Complex Activator

Demi-Permanent Color



KeraBrilliance®

Demi-Permanent Color

KeraBrilliance Demi-Permanent Color delivers limitless color possibilities, maximum shine and brilliantly reflective results—all from an ammonia-free formula. It strengthens and repairs with our renowned Advanced Keratin and Ceramide blend, which helps fortify from within, reduce porosity and smooth the cuticle. Our BotanicalPowerblend™ simultaneously moisturizes and nourishes, leaving the hair beautifully conditioned and silky soft. This ultra-conditioning European demi-formulation is ideal for blending gray, enhancing or refreshing color, toning highlights or correcting undesirable tones.

🥄 MIXING RATIO 1:1

KeraBrilliance comes in a 3.4 oz. (100 ml) tube for multiple applications. Mix 1-part color 1.7 oz. (50 ml) with 1.7 oz. (75 ml) activator. KeraBrilliance mixes easily and rapidly. Apply to dry, unwashed hair.

🕒 PROCESSING TIME 20 minutes

Application Techniques

Glaze: Use as a standalone color service to blend gray or to enhance, counteract or balance tones

Refresh: Use to refresh faded midlengths and ends while simultaneously processing a root retouch

Lowlight: Use to create depth and dimension by adding lowlights

Fill: Use as a pigment pre-fill when doing a tint back. If the target shade is warm, fill on level. If the target shade is neutral or cool, fill to a level lighter than the target shade

KeraLuminous/KeraBrilliance Transparency Chart

Color Deposit	Color	Clear	Developer	Activator
Maximum	1.7 oz. (50 ml)	N/A	2.6 oz. (75 ml)	1.7 oz. (50 ml)
Moderate	.8 oz. (25 ml)	.8 oz. (25 ml)	2.6 oz. (75 ml)	1.7 oz. (50 ml)
Minimum	.3 oz. (10 ml)	1.4 oz. (40 ml)	2.6 oz. (75 ml)	1.7 oz. (50 ml)

#keratincomplexcolor

Semi-Permanent Color



GraffitiGlam™

Semi-Permanent Color

Keratin-Enhanced Intense Direct Pigments

GraffitiGlam Semi-Permanent Color exemplifies glamorous and expressive hair color that's inspired by graffiti—a vibrant art form we can all admire.

This dynamic collection of 10 vibrant semi-permanent shades + Clear is designed for every stylist to unleash his/her creativity.

INSTRUCTIONS

For more vibrant results, pre-lighten the hair before applying.

1. Shampoo with Keratin Complex Clarifying Shampoo and towel dry.
2. Apply GraffitiGlam directly to the hair (no developer is required) and process for 20 – 35 minutes, depending on the desired results.
3. Rinse the hair thoroughly until the water runs clear. To ensure maximum longevity, avoid prolonged exposure to sunlight and chlorine. Use the Keratin Complex full product portfolio for at-home maintenance.



Lightener



It's a Blonde Thing®

Keratin Lightening system®

It's a Blonde Thing Keratin Lightening System is fortified with keratin amino acids to help strengthen and restore damaged hair.

Infused with our signature Advanced Keratin, It's a Blonde Thing protects against chemical breakage and reduces porosity by filling in the empty spaces in the cuticle with keratin.

- We do NOT recommend putting clients under heat when processing. (It isn't necessary.)
- Once the powder lightener and developer have been completely combined, the mixture does not swell. This allows colorists to get very close to the roots when lightening—without having to worry about “bleed marks.”
- Another advantage: The blue powder helps control unwanted warmth and is formulated to transition from blue to white during processing, which allows colorists to get a correct read on lifting and achieve more accurate results.
- It's a Blonde Thing can lift up to 7 levels and can be used either on or off the scalp.

👉 MIXING RATIO 1:2

Lightener: Developer Up to 7 levels of lift

10 and 20 volume—Use on the scalp

10, 20, 30, 40 volume—Use off the scalp
(in foil, balayage wraps or open-air balayage)

Lightener Chart

Developer	Timing	Level of Lift
10 Volume	30 – 35 minutes	Up to 2 levels
20 Volume	30 – 35 minutes	Up to 3 levels
30 Volume	40 – 45 minutes	2 – 4 levels
40 Volume	40 – 45 minutes	4 – 7 levels

#keratincomplexcolor

Bond Rebuilder



Multi-Patented
Formula

Vitalshot®

Bond Rebuilder

Vitalshot is a bond rebuilder that repairs and rebuilds the hair's inner bonds in just one step. Formulated with our multi-patented, triple-layer repair technology, Vitalshot strengthens hair from the inside out to help reverse long-term damage. Hair is left silky soft with a shiny finish.

- Can be used in all color and lightening services
- No interference with lightener
- No need to change color formulations
- No added processing time
- No coating on the hair
- Strengthens hair from the inside out

ONE FORMULA. FOUR UNIQUE SERVICES.



1. REPARATIVE REMEDY

This instant keratin booster helps rebuild and repair the hair's inner bonds.

1 – 2 Vitalshots

1. Shampoo hair and towel dry.
2. Apply one or two Vitalshot ampoules, and comb through the hair for even distribution.
3. Cover the hair with a towel or cap, then place the client under heat for 10 – 15 minutes.
4. Remove the cap and allow the hair to cool 2 – 5 minutes. Do not rinse.
5. Blow-dry and style as desired.



2. RADIANT COLOR

Strengthens bonds and increases vibrancy while coloring

1 Vitalshot +

3 oz. / 90 ml of KeraLuminous® Permanent Color formula or KeraBrilliance® Demi-Permanent Color formula

1. Mix one Vitalshot into every 3 oz. (90 ml) color formulation.
2. First, mix the color and developer based on the desired results.
3. Mix one Vitalshot ampoule into formulation and apply.
4. After processing, rinse hair and cleanse with Timeless Color® Fade-Defy Shampoo and Conditioner.



3. BRIGHTEST BLONDE

Rebuilds bonds and protects blonde and fragile hair while lightening

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

1. Mix one Vitalshot into every 3 oz. (90 ml) of lightener formula.
2. First, mix the powder lightener with the desired developer.
3. Mix one Vitalshot ampoule into the formulation and apply.
4. After processing, rinse the hair, then cleanse and condition with Timeless Color® Fade-Defy Shampoo and Conditioner.



4. MASQUE MAXIMIZER

Customized restoring remedy that moisturizes and strengthens the bonds of the hair

🍷 1 Vitalshot +
.5-1 oz. / 15-30 ml of one of our Keratin Complex masques

Best Practices

1. Follow the manufacturer's guidelines.
2. Wear protective gloves during mixing and application.
3. Wear a smock/apron/cape to protect yourself and the client.
4. Examine the client's scalp prior to application. Do not apply product if the scalp is sensitive, irritated or has any skin ailments.
5. Do not use over metal dyes or henna

PATCH TEST INSTRUCTIONS

Clean a small area behind the bend of the elbow. Mix a small amount of color and developer, and apply to the cleaned area. Wait 24 – 48 hours. If there are sensitivity issues and/or allergic reactions, DO NOT PROCEED.

POST-SERVICE

The Keratin Complex® keratin-enhanced aftercare products are specially formulated for color-treated hair and are safe for use after any Keratin Complex color service.

#keratincomplexcolor

KERATINCOMPLEX®

Beautiful hair every day

888.409.4445 | 561.206.6050 | keratincomplex.com

