A treatment for every hair type.

Signature Series

NEW LOOK KERATIN COMPLEX KERATIN VKST KCEXPRESS NKST BLONDE 15-Minute Color Lockina **Award-winning Smooth** Reparative **KCEXPRESS™** NKST • Blocks humidity and • Protects fine, damaged, • Color-locking, 15-min eliminates frizz or compromised hair service add-on Long lasting • Reduces breakage • Enhances color vibrancy smooth results • Great for spot Repairs damage • Delivers luminous shine treatments, bangs, and problem areas 33.8 oz., 16 oz., 4 oz. 33.8 oz., 4 oz. 33.8 oz., 16 oz., 4 oz. 1.5 oz. 1.5 oz. 1 oz. 23 applications 23 applications 33 applications X \$350 service price X \$350 service price X \$150 service price = \$8,050 = \$8,050 = \$4,950* Same day Same day Same day before treatment before treatment before treatment Great for color-locking Great for color-locking Great for color-locking

Up to 5 months

Up to 6 weeks

Advanced Series



Strong + Sleek

KCMAX™

- Straighter, smoother results
- Increases strength of damaged hair
- No wait time on pulling back or clipping hair

33.8 oz., 4 oz.

1 oz.

33 applications X \$300 service price = \$9,900

Same day

Up to 3 months

Botanical Series



Customizable

РВО

- Offers customizable smoothing finishes
- Retains moisture and delivers shine
- Same day style, zero downtime

33.8 oz., 4 oz.

23 applications

Up to 3 months

= \$6,900

X \$300 service price

Same day; lightening before

treatment, coloring after

masque step of treatment

1.5 oz.

before treatment



Maximum Manageability

KCSMOOTH™

- Faster, easier blow-drys • Provides heat protection
 - Same day style, zero downtime

33.8 oz., 4 oz.

33 applications

= \$9,075

is applied

Up to 3 months

X \$275 service price

Same day; lightening before

treatment, coloring after

Restorative Leave-in Lotion

1 oz.

Curl-Enhancing KCTEXTURE™

• Enhances natural texture

KERATIN COMPLEX

KCTEXTURE

- Adds strength and hydration
- Does not change curl pattern
- Same day style, zero downtime

33.8 oz., 8 oz.

2 oz.

17 applications X \$200 service price = \$3,400

Same day; lightening before treatment, coloring after masque step of treatment

Up to 3 months

*Revenue based on standalone service



Up to 5 months

TREATMENT

BENEFITS

AVAILABLE SIZES

AVG. USE PER

APPLICATION

POTENTIAL REVENUE PER LITER

COLOR OR

LIGHTENER

APPLICATION

LONGEVITY



