

A TREATMENT FOR EVERY

hair type



KERATINCOMPLEX®

Beautiful hair every day

SMOOTHING TREATMENT GUIDE

A treatment for every hair type.

Innovators of the industry, Keratin Complex®, offers a full portfolio of hair healthier, eliminate frizz, increase manageability, repair damage,

customizable smoothing treatments designed to make the and leave the hair noticeably softer with luminous shine!



Signature Series



Award-winning Smooth

NKST

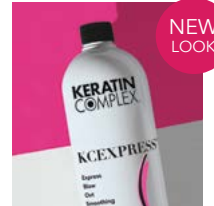
- Blocks humidity and eliminates frizz
- Long lasting smooth results
- Delivers luminous shine



Reparative

NKSTB

- Protects fine, damaged, or compromised hair
- Reduces breakage
- Repairs damage



15-Minute Color Locking

KCEXPRESS™

- Color-locking, 15-min service add-on
- Enhances color vibrancy
- Great for spot treatments, bangs, and problem areas

Advanced Series



Strong + Sleek

KCMAX™

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



Customizable

PBO

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

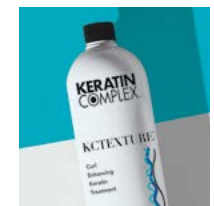
Botanical Series



Maximum Manageability

KCSMOOTH™

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



Curl-Enhancing

KCTEXTURE™

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

TREATMENT BENEFITS	<ul style="list-style-type: none"> • Blocks humidity and eliminates frizz • Long lasting smooth results • Delivers luminous shine 	<ul style="list-style-type: none"> • Protects fine, damaged, or compromised hair • Reduces breakage • Repairs damage 	<ul style="list-style-type: none"> • Color-locking, 15-min service add-on • Enhances color vibrancy • Great for spot treatments, bangs, and problem areas 	<ul style="list-style-type: none"> • Straighter, smoother results • Increases strength of damaged hair • No wait time on pulling back or clipping hair 	<ul style="list-style-type: none"> • Offers customizable smoothing finishes • Retains moisture and delivers shine • Same day style, zero downtime 	<ul style="list-style-type: none"> • Faster, easier blow-drys • Provides heat protection • Same day style, zero downtime 	<ul style="list-style-type: none"> • Enhances natural texture • Adds strength and hydration • Does not change curl pattern • Same day style, zero downtime
AVAILABLE SIZES	33.8 oz., 16 oz. , 4 oz.	33.8 oz., 4 oz.	33.8 oz., 16 oz. , 4 oz.	33.8 oz., 4 oz.	33.8 oz., 4 oz.	33.8 oz., 4 oz.	33.8 oz., 8 oz.
AVG. USE PER APPLICATION	1.5 oz.	1.5 oz.	1 oz.	1 oz.	1.5 oz.	1 oz.	2 oz.
POTENTIAL REVENUE PER LITER	23 applications X \$350 service price = \$8,050	23 applications X \$350 service price = \$8,050	33 applications X \$150 service price = \$4,950*	33 applications X \$300 service price = \$9,900	23 applications X \$300 service price = \$6,900	33 applications X \$275 service price = \$9,075	17 applications X \$200 service price = \$3,400
COLOR OR LIGHTENER APPLICATION	Same day before treatment Great for color-locking	Same day before treatment Great for color-locking	Same day before treatment Great for color-locking	Same day before treatment	Same day; lightening before treatment, coloring after masque step of treatment	Same day; lightening before treatment, coloring after Restorative Leave-in Lotion is applied	Same day; lightening before treatment, coloring after masque step of treatment
LONGEVITY	Up to 5 months	Up to 5 months	Up to 6 weeks	Up to 3 months	Up to 3 months	Up to 3 months	Up to 3 months

*Revenue based on standalone service



Best practices for all treatments

It is essential to use the correct pre-treatment shampoo to ensure optimal keratin uptake. KC PRIMER was designed to work synergistically with NKST, NKSTB, KCEXPRESS, PBO and KCTEXTURE and is the necessary first step in the treatment protocol. KCMAX Maximum Keratin Pre-Treatment Shampoo was designed to work synergistically with the KCMAX System and is the necessary first step in the KCMAX treatment protocol.

KC PRIMER

Keratin Pre-Treatment Shampoo

A powerful yet gentle cleansing shampoo that prepares the cuticle for optimal uptake of Signature Keratin in NKST, NKSTB, KCEXPRESS, PBO & KCTEXTURE Treatments.



KCMAX™

Maximum Keratin Pre-Treatment Shampoo

Gently removes buildup and prepares the hair for the KCMAX Maximum Keratin Smoothing Treatment.



Flat Iron

Use professional judgment when selecting a flat iron temperature; the temperature should be adjusted based on the client's hair type and chemical-processing history. Start at the lowest recommended temperature and increase only if needed.

When flat ironing highly processed or chemically damaged hair, do not exceed 380 °F (193 °C).

Client Consultation

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 protocol.
4. Quote price based on length, texture and condition.
5. Perform a patch test.



Award-winning Smooth

NKST

Natural Keratin Smoothing Treatment

Enjoy up to 5 months of smooth, shiny, manageable hair with our award-winning signature smoothing solution.

Why We ♥ it

- Blocks humidity and eliminates frizz
- Formulated with our Signature Keratin for stronger, healthier hair
- Instantly repairs damage
- Increases manageability
- Delivers luminous shine
- Dramatically reduces blow-dry time
- Enhances color vibrancy
- Cumulative results
- Voted behindthechair.com's "Favorite Chemical Smoothing Service" 10 years in a row
- Winner of the Beauty Launchpad 2019, 2020, 2021 and 2022 Readers Choice Award for "Favorite Smoothing Service"
- Results last up to 5 months
- Clients go home with Keratin Obsessed Multi-Benefit Treatment Spray to maintain longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

23
applications
x \$350
service price
= \$8,050



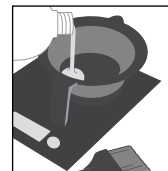
#NKST

Our award-winning signature smoothing treatment that lasts up to 5 months.



Instructions

Step 1 of 2 Pre-Treatment Shampoo



1. Shake, measure and pour treatment into a bowl. Aerate 10-15 minutes.

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



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

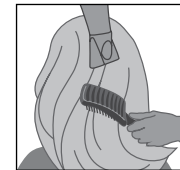


3. Blow-dry hair 100% with fingers.

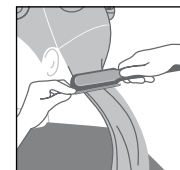
Step 2 of 2 Continued



4. Cover with a plastic cap. Allow treatment to saturate for 30 minutes.

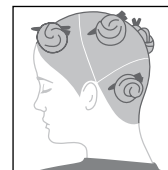


5. Divide hair into six sections. Blow-dry 80% with fingers.

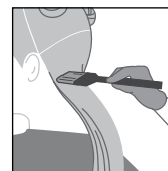


6. Finish blow-drying 100% using a vent brush.
7. Divide hair into six sections. Flat iron 1/8-inch (.3 cm) subsections, following the flat iron guide. ▼

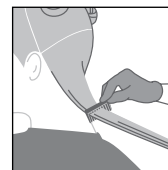
Step 2 of 2 Treatment Application



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



2. Starting at the nape of the neck, part the hair into 1/2 to 1-inch (1 to 2.5 cm) subsections. Apply treatment evenly, beginning 1/4-inch (.6 cm) away from the scalp through to the ends.



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

FLAT IRON GUIDE

TEMPERATURE RANGE

380° - 420° F (193° - 216° C)

In certain circumstances a higher temperature may be desired. Please consult a Keratin Complex professional before performing the treatment service at a higher temperature.

NUMBER OF PASSES

FINE TO MEDIUM HAIR

7 - 10 times from base to ends

COARSE, VIRGIN OR RESISTANT HAIR

10 - 12 times from base to ends

Aftercare

The client should use Keratin Obsessed after every shampoo and before any restyle to ensure the longevity and effectiveness of the treatment, along with regular use of Keratin Complex shampoos, conditioners, and styling products. 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 72 hours after treatment completion. If the hair gets wet during this time, instruct the client to blow-dry and lightly go over hair with a smoothing iron on low heat.



Reparative

NKSTB

Natural Keratin Smoothing Treatment For Blonde Hair

Not just for blondes! Enjoy up to 5 months of smooth, shiny, manageable hair with this reparative treatment specially formulated for fine, fragile or overprocessed hair.

Why We ♥ it

- Blocks humidity and eliminates frizz
- Formulated with our Signature Keratin for stronger, healthier hair
- Soft, neutral-tint formula will not compromise the clarity of blonde, gray and silver tones
- Specially designed to protect fine, fragile and overprocessed hair
- Contains special conditioning agents to soften and protect hair
- Repairs damage
- Reduces breakage and delivers healthy-looking shine
- Dramatically reduces blow-dry time
- Enhances color vibrancy
- Cumulative results
- Results last up to 5 months
- Clients go home with Keratin Obsessed Multi-Benefit Treatment Spray to maintain longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

23
applications
x \$350
service price
= \$8,050



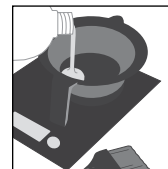
#NKSTB

Reparative treatment that is not just for blondes, but also for fine, fragile, damaged or overprocessed hair.



Instructions

Step 1 of 2 Pre-Treatment Shampoo

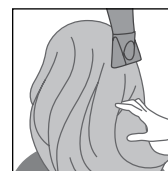


1. Shake, measure and pour treatment into a bowl. Aerate 10-15 minutes.

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



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

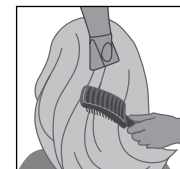


3. Blow-dry hair 100% with fingers.

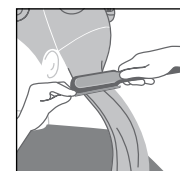
Step 2 of 2 Continued



4. Cover with a plastic cap. Allow treatment to saturate for 30 minutes.



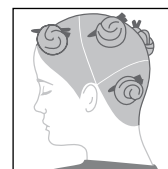
5. Divide hair into six sections. Blow-dry 80% with fingers.



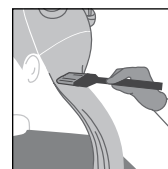
6. Finish blow-drying 100% using a vent brush.

7. Divide hair into six sections. Flat iron 1/8-inch (.3 cm) subsections, following the flat iron guide. ▼

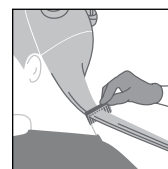
Step 2 of 2 Treatment Application



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



2. Starting at the nape of the neck, part the hair into 1/2 to 1-inch (1 to 2.5 cm) subsections. Apply treatment evenly, beginning 1/4-inch (.6 cm) away from the scalp through to the ends.



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

FLAT IRON GUIDE

TEMPERATURE RANGE

360° - 380° F (182° - 193° C)

NUMBER OF PASSES

FINE TO MEDIUM HAIR

7 - 10 times from base to ends

COARSE, VIRGIN OR RESISTANT HAIR

10 - 12 times from base to ends

Aftercare

The client should use Keratin Obsessed after every shampoo and before any restyle to ensure the longevity and effectiveness of the treatment, along with regular use of Keratin Complex shampoos, conditioners, and styling products. 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 72 hours after treatment completion. If the hair gets wet during this time, instruct the client to blow-dry and lightly go over hair with a smoothing iron on low heat.



15-Minute Color Locking

KCEXPRESS™

Express Blow Out® Smoothing Treatment

This color-locking, speedy smoothing solution is an express service that delivers polished, more manageable hair with results that last up to 6 weeks. KCEXPRESS takes 15 minutes when added to a color service or just 1 hour when used as a standalone service.

Why We ♥ it

- Eliminates frizz
- Unique 1-hour or less treatment
- Profitable color-locking service add-on
- Powered by our Signature Keratin for stronger, healthier hair
- Enhances color vibrancy and delivers radiant shine
- Perfect for quick spot treatments, bangs and problem areas
- Refreshes and revives natural hair extensions
- Cuts daily styling time and makes blow-dry time faster and easier
- Hair can be shampooed just 8 hours after treatment
- Cumulative results
- Results last up to 6 weeks
- Clients go home with Keratin Obsessed Multi-Benefit Treatment Spray to maintain longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

33 applications
x \$150 service price
= \$4,950



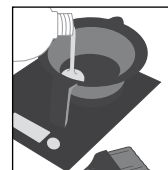
#KCEXPRESS

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



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.

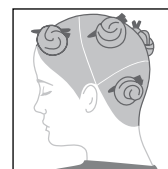


2. Shampoo hair twice with Keratin Complex KC PRIMER Shampoo.

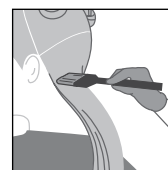


3. Towel-dry hair well.

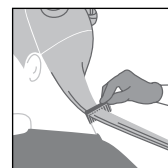
Step 2 of 2 Treatment Application



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

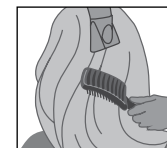


2. Starting at the nape of the neck, part damp hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) away from the scalp through to the ends.

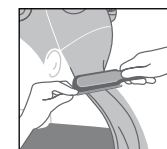


3. Continue combing to ensure even distribution, avoiding oversaturation.

Step 2 of 2 Continued



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 ADD-ON SERVICE *

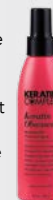
Lock in Color & Smooth

1. When finished with application and processing time of any coloring or lightening service, shampoo once with any Keratin Complex Shampoo to wash and remove the color from the hair.
2. Rinse completely and lightly shampoo once with Keratin Complex KC PRIMER Shampoo. Avoid scrubbing the hair.
3. Towel-dry hair well.
4. Follow with the application, blow-dry, iron, and aftercare steps of the KCEXPRESS protocol.

* The 15-minute add-on color-locking service refers to the timing of the application and finishing of the treatment when added to any color or lightening service.

Aftercare

The client should use Keratin Obsessed after every shampoo and before any restyle to ensure the longevity and effectiveness of the KCEXPRESS treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products. 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 treatment completion. If the hair gets wet during this time, instruct the client to blow-dry and lightly go over hair with a smoothing iron on low heat.



KERATIN
OBSSESSED

Strong + Sleek

KCMAX™

Maximum Keratin Smoothing System

Our most powerful keratin treatment to date: KCMAX™ Maximum Keratin Smoothing System. This transformative three-step system combines a proprietary keratin blend with the most advanced smoothing technology to deliver straighter, smoother and healthier hair that lasts up to 3 months.

Why We ♥ it

- Eliminates frizz and increases manageability
- Formulated with proprietary keratin technology for stronger, healthier hair
- Straighter, smoother results in just one treatment
- Dramatically increases the strength of damaged hair
- Delivers luminous shine and silky softness
- No wait time—hair can immediately be pulled back or put in clips
- 90-minute treatment
- Cumulative results
- Perfect for all hair types
- Results last up to 3 months
- Clients go home with KCMAX Daily Treatment Spray to maintain longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

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



#KCMAX

Our strongest smoother that delivers ready to wear hair!



Instructions

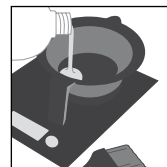
Step 1 of 3 Pre-Treatment Shampoo



1. Shampoo hair twice with KCMAX Maximum Keratin Pre-Treatment Shampoo. During the second shampoo, allow shampoo to saturate for 5 minutes. Rinse completely. **DO NOT CONDITION.**



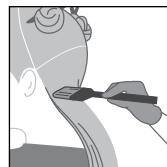
2. Thoroughly towel-dry the hair.



3. Shake, measure and pour treatment into a bowl.

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

Step 2 of 3 Treatment Application



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



2. Starting at the nape, part hair into ½ to 1-inch (1 to 2.5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) from the scalp through to the ends.



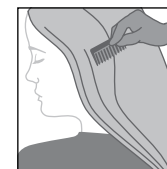
3. Continue combing to ensure even distribution, avoiding oversaturation.

4. Cover with a plastic cap and allow treatment to saturate for 30 minutes.

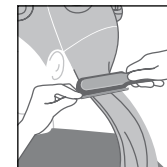
5. Divide the hair into six sections. Blow-dry hair 80% with fingers.

6. Finish blow-drying 100% using a vent brush.

Step 3 of 3 Treatment Spray



1. Starting at the nape, part hair in 2-inch sections and mist 1-3 pumps of KCMAX Daily Treatment Spray from base to ends. Comb through each section to ensure even distribution.



2. Divide hair into six sections. Flat iron ½ to 1-inch (1 to 2.5 cm) subsections, following the flat iron guide.

3. Provide client with the same bottle of KCMAX Daily Treatment Spray used during the service as a necessary part of their at-home regimen.

FLAT IRON GUIDE

FINE TO MEDIUM HAIR

TEMPERATURE RANGE
380°- 400°F (193°- 204°C)

NUMBER OF PASSES
7 - 10 times from base to ends

COARSE, VIRGIN AND RESISTANT HAIR

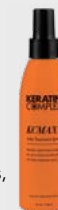
TEMPERATURE RANGE
400°- 450°F (204°-232°C)

NUMBER OF PASSES
10 - 12 times from base to ends

Always use professional judgment when selecting a flat iron temperature. The temperature should be adjusted based on the client's hair type and chemical-processing history.

Aftercare

Next day wash. The client should use KCMAX Daily Treatment Spray after every shampoo and before any restyle to ensure longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.



Customizable PBO

Personalized Blow Out® Smoothing Treatment

This customizable treatment is powered by K-Pure Juice™ and has the ability to control frizz and maximize smooth for up to 3 months.

Why We ♥ it

- Powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids
- Preserves the hair fibers' mechanical strength
- Increases manageability, retains moisture and delivers radiant shine
- Same-day style with zero downtime
- Offers customizable smoothing finishes: Frizz Control, Ultimate Smoothness, Maximum Straightness
- Cumulative results
- Results last up to 3 months
- Clients go home with PicturePerfect Hair Bond Sealing Masque to maintain longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

23
applications
x \$300
service price
= \$6,900



#PBO

A customizable treatment that allows you to control frizz and maximize smooth.



Instructions

Step 1 of 3 Pre-Treatment Shampoo



1. Shake, measure and pour treatment into a bowl. Shampoo hair twice with Keratin Complex KC PRIMER Shampoo.

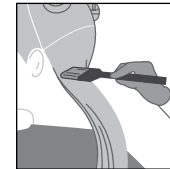
1.5 oz. per application based on texture, porosity and condition of hair.



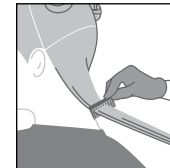
2. Towel-dry hair thoroughly.*

**For Maximum Straightness Finish, blow-dry hair 100% prior to applying treatment.*

Step 2 of 3 Treatment Application



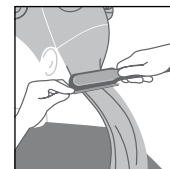
1. Gloves should be worn. Divide the hair into four sections. Starting at the nape of the neck, part damp hair into 1-inch (2.5 cm) subsections. Apply treatment, beginning ¼ inch (.6 cm) from the scalp through to the ends.



2. Continue combing to ensure even distribution, avoiding oversaturation



3. Cover with a plastic cap. Allow treatment to saturate for 40 minutes.



4. Divide the hair into four sections. Blow-dry hair 100% using a vent brush.
5. Divide the hair into four sections. Flat iron ½ to 1-inch (1.25 to 2.5 cm) subsections, following the flat iron guide. Allow hair to cool.

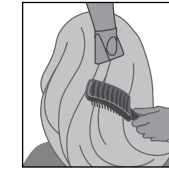
Step 3 of 3 Bond Sealing Masque



1. Rinse treatment for 5 seconds, focus on scalp and hairline. Towel-dry hair.



2. Apply PicturePerfect Hair™ Bond Sealing Masque. Massage into hair and allow to saturate for 5-10 minutes.



3. Rinse thoroughly for 2-3 minutes, concentrating on the scalp.

4. Style as desired. Provide client with the PicturePerfect Hair™ Bond Sealing Masque used during the service as a necessary part of their at-home regimen.

FLAT IRON GUIDE

FRIZZ CONTROL

4 - 6 passes at 370°- 400° F (188°- 204° C)

ULTIMATE SMOOTHNESS

7 - 12 passes at 400°- 430° F (204°- 221° C)

MAXIMUM STRAIGHTNESS

12 - 16 passes at 430°- 450° F (221°- 232° C)

IMPORTANT: If the client has fine, fragile, white, gray and/or chemically processed hair, flat iron hair at 350° F (177° C) using four to six passes and increase the temperature and number of passes only if necessary. *Some clients who use at-home hair color, direct pigments, changed their hair color or have colored their hair may experience a shift in color. We recommend color on the same day after the masque step of treatment. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Using PicturePerfect Hair Bond Sealing Masque as a conditioner helps minimize the chance of this occurring.

Aftercare

Same day wash. The client should use PicturePerfect Hair Bond Sealing Masque at home to ensure the longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.



Maximum Manageability

KCSMOOTH™

Heat Activated Smoothing System

KCSMOOTH is a 2-step Heat Activated System powered by a proprietary blend of Signature Keratin, antioxidants and amino acids to deliver stronger, smoother and healthier hair for up to 3 months.

Why We ♥ it

- Delivers maximum manageability in less time
- Same-day style with zero downtime
- Cumulative results
- Tames frizz and restores shine
- Makes blow-drying faster and easier while providing heat protection
- Quick service that takes 2 hours or less
- Results last up to 3 months
- Clients go home with KCSMOOTH Restorative Leave-In Lotion to maintain longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

33
applications
x \$275
service price
= \$9,075



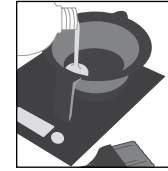
#KCSMOOTH

Maximum manageability treatment
that lasts up to 3 months.



Instructions

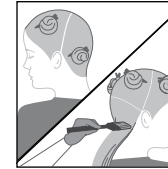
Step 1 of 2 Treatment Application



Start with clean, dry hair.
If hair is not clean, cleanse the hair with a moisturizing shampoo and conditioner. Blow-dry the hair 100% and proceed with step one.

1. Shake, measure and pour treatment into a bowl.

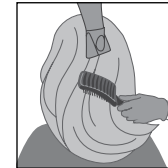
1 oz. per application based on texture, porosity and condition of hair.



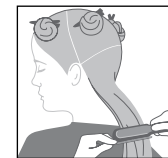
2. Gloves should be worn. Divide the hair into four sections. Starting at the nape of the neck, part hair into 1-inch (2.5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) from the scalp through to the ends.



3. Continue combing to ensure even distribution, avoiding oversaturation.
4. Cover with a plastic cap. Allow treatment to saturate for 30 minutes.



5. Divide the hair into four sections. Using a vent brush, blow-dry hair one section at a time until 100% dry.

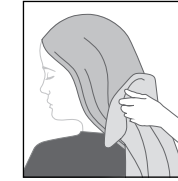


6. Divide the hair into four sections. Flat iron ½ to 1-inch (1.25 to 2.5 cm) subsections, following the flat iron guide. Allow hair to cool.

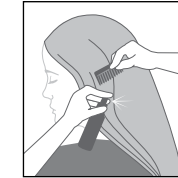


7. Rinse treatment for 2-3 minutes using medium-cool water until treatment is completely rinsed. Do not shampoo.

Step 2 of 2 Treatment Spray



1. Gently towel-dry hair.
2. Shake KCSMOOTH Restorative Leave-In Lotion well. Spray generously throughout the hair and comb through for even distribution. Finish as desired.



3. Provide client with the same bottle of KCSMOOTH Restorative Leave-In Lotion used during the service as a necessary part of their at-home regimen.

FLAT IRON GUIDE

FINE TO MEDIUM HAIR

TEMPERATURE RANGE
380° - 400°F (193° - 204°C)

NUMBER OF PASSES
7 - 12 times from base to ends

COARSE, VIRGIN AND RESISTANT HAIR

TEMPERATURE RANGE
400° - 450°F (204° - 232°C)

NUMBER OF PASSES
10 - 12 times from base to ends

IMPORTANT: If the client has fine, fragile, white, gray and/or chemically processed hair, flat iron hair at 350° F (177° C) using four to six passes and increase the temperature and number of passes only if necessary.

Some clients who use at-home color, direct pigments, who have changed their hair color or have colored their hair may experience a shift in color. We recommend color on the same day after the Restorative Leave-In Lotion step of treatment. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Using KCSMOOTH Restorative Leave-In Lotion helps minimize the chance of this occurring.

Aftercare

Same-day wash. The client should use KCSMOOTH Restorative Leave-In Lotion after every shampoo to ensure longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.



Curl-Enhancing

KCTEXTURE™

Curl Enhancing Keratin Treatment

KCTEXTURE is a unique curly keratin treatment designed to enhance and define all wavy, curly and tight textures while restoring essential moisture to the hair.

Why We ♥ it

- Powered by a proprietary blend of Signature Keratin, oils, butters and amino acids
- Super-hydrating treatment that nourishes and protects every curl
- Requires no heat and preserves all curl patterns
- Adds softness and shine
- Same-day style with zero downtime
- Delivers stronger, healthier hair
- Cumulative results
- Results last up to 3 months
- Unique natural styling techniques to enhance all curl patterns
- Clients go home with KCTEXTURE Intense Hydrating Masque, the essential aftercare to maintain the longevity and effectiveness of the treatment

REVENUE
POTENTIAL \$
(LITER)

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



#KCTEXTURE

The ultimate curly keratin treatment
that requires NO HEAT!



Instructions

Step 1 of 3 Pre-Treatment Shampoo



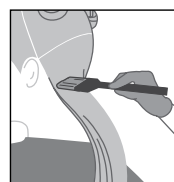
1. Shake, measure and pour treatment into bowl. Shampoo twice with Keratin Complex KC PRIMER Shampoo. Do not condition or detangle hair.



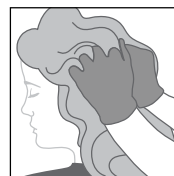
*2 oz. per application
based on texture, porosity,
and condition of hair.*

2. Towel-dry hair thoroughly.

Step 2 of 3 Treatment Application



1. Gloves should be worn. Divide the hair into six sections. Starting at the nape, part damp hair into 1-inch (2.5 cm) subsections. Apply treatment, beginning ¼-inch (.6 cm) from the scalp. Comb through to ensure even distribution.



2. During application, encourage curl of each section with scrunching, finger-wrapping, or shingling techniques, depending on natural curl level and desired results.



3. Cover loosely with a plastic cap. Allow treatment to saturate for 30 minutes.



4. Remove cap and lightly diffuse hair with low/cool air for up to 5 minutes, depending on texture, porosity and condition of hair. Avoid drying hair completely.

5. Rinse treatment for 5 seconds, focusing on the scalp and hairline. Gently towel-dry hair.

Step 3 of 3 Intense Hydrating Masque



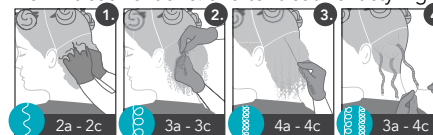
1. Apply KCTEXTURE Intense Hydrating Masque. Gently massage into hair and encourage curl pattern. Allow to saturate for 10-15 minutes.



2. Rinse thoroughly for 2-3 minutes, concentrating on the scalp and hairline.
3. Style as desired. Provide client with the KCTEXTURE Intense Hydrating Masque used during the service as a necessary part of their at-home regimen.

NATURAL STYLING TECHNIQUES

For in treatment and/or after treatment styling.



1. Scrunching Technique: Use hands to diffuse or scrunch hair and encourage desired curl pattern.

2. Finger Wrap Technique: Wrap individual curls around finger in the direction of natural texture.

3. Shingling Technique: Use fingers to lightly separate and ribbon each curl from scalp to ends to smooth and define.

4. Twist-Out Technique: Split a small subsection into 2 and fold hair over at the base. Continue to twist both sections of hair from base to ends. Twist ends to lock each twist.

For more curl pattern information see our curl chart at keratincomplex.com/resources

Some clients who use at-home hair color, direct pigments, changed their hair color or have colored their hair may experience a shift in color. We recommend color on the same day after the masque step of treatment. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Using KCTEXTURE Intense Hydrating Masque as a conditioner helps minimize the chance of this occurring.

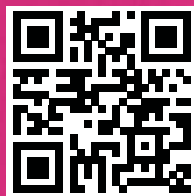
Aftercare

Same-day wash. The client should use KCTEXTURE Intense Hydrating Masque after every shampoo to ensure longevity and effectiveness of the treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products.



GIVE YOURSELF A RAISE!

Add **KCEXPRESS** to your color services and INSTANTLY take your average ticket price to the next level in **just 15 minutes!**



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your raise!

K-TG22 AKCTG1023



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Beautiful hair every day

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