

A TREATMENT FOR EVERY

hair type



KERATIN COMPLEX®

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

Advanced Series

Botanical Series



	Award-winning Smooth	Reparative	15-Minute Color-Locking	Maximum Smooth
	NKST	NKSTB	KCEXPRESS®	KCMAX™
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 & anti-frizz, 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
AVAILABLE TREATMENT 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.
AVG. USE PER APPLICATION	1.5 oz.	1.5 oz.	1 oz.	1 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
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
LONGEVITY	Up to 5 months	Up to 5 months	Up to 6 weeks	Up to 3 months

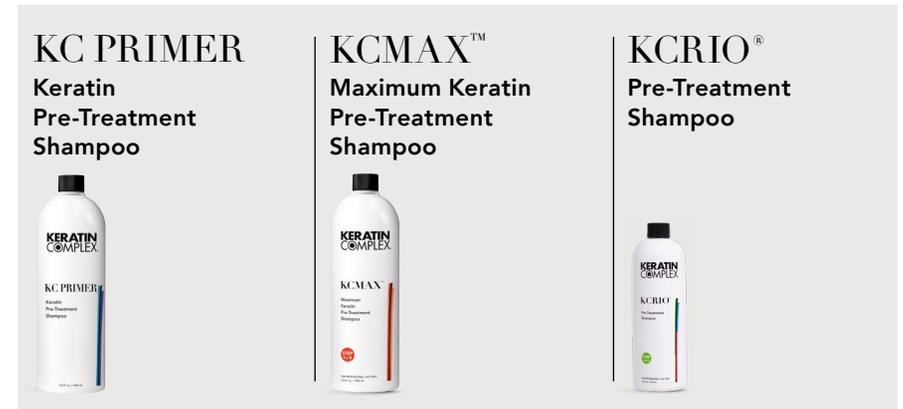
	Sleek & Strong	Customizable	Maximum Manageability	Curl-Enhancing
	KCRIO®	PBO	KCSMOOTH™	KCTEXTURE™
TREATMENT BENEFITS	<ul style="list-style-type: none"> Superior curl reduction Maximum shine Revives dull, frizzy hair and reenergizes strands Same day style, zero downtime 	<ul style="list-style-type: none"> 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 TREATMENT SIZES	16 oz. *(2 - 8oz.)	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.	2 oz.
POTENTIAL REVENUE PER LITER	11 applications X \$275 service price = \$3,025	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; lightening before treatment, coloring after masque step of 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 3 months	Up to 3 months	Up to 3 months	Up to 3 months

*Revenue based on standalone service



Best practices for all treatments

Using the correct pre-treatment shampoo is essential to ensure optimal keratin uptake. Each formula has been specifically designed to work synergistically with its corresponding treatment. KC PRIMER pairs with NKST, NKSTB, KCEXPRESS, PBO, and KCTEXTURE. KCMAX Maximum Keratin Pre-Treatment Shampoo is formulated exclusively for the KCMAX System. KCRIO Pre-Treatment Shampoo is designed to work with the KCRIO System. These pre-treatment shampoos are the crucial first step in every Keratin Complex treatment protocol.



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

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.

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
- 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 - KC PRIMER KERATIN 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. DO NOT CONDITION.



3. Blow-dry hair 100% with fingers.

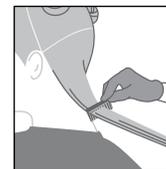
Step 2 - NKST NATURAL KERATIN SMOOTHING TREATMENT



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.

Step 2 - NKST NATURAL KERATIN SMOOTHING TREATMENT (Cont'd)

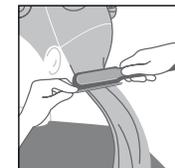


4. Cover with a plastic cap. Allow treatment to saturate for 30 minutes.



5. Blow-dry 80% with fingers.

6. Divide hair into six sections. 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. ▼

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

72 hour downtime. 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 - KC PRIMER KERATIN 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. DO NOT CONDITION.



3. Blow-dry hair 100% with fingers.

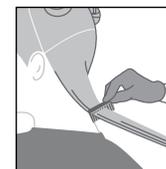
Step 2 - NKSTB NATURAL KERATIN SMOOTHING TREATMENT FOR BLONDE HAIR



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.

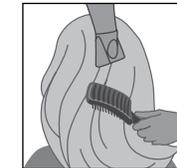


3. Continue combing to ensure even distribution, avoiding oversaturation.

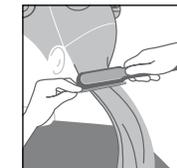
Step 2 - NKSTB NATURAL KERATIN SMOOTHING TREATMENT FOR BLONDE HAIR (Cont'd)



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



5. Blow-dry 80% with fingers.



6. Divide hair into six sections. Finish blow-drying 100% using a vent brush.

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

72 hour downtime. 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.



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

REVENUE POTENTIAL \$ (LITER)

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



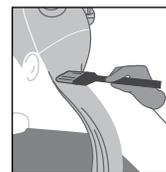
#KCEXPRESS

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



Instructions

Step 1 - COLOR OR LIGHTENER APPLICATION AND PROCESSING

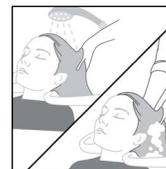


1. Mix and apply desired color or lightener formula(s).
2. Process color or lightener according to product directions.

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.

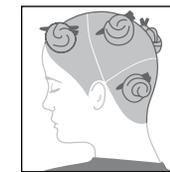


3. Lightly shampoo once with Keratin Complex KC PRIMER Keratin Pre-Treatment Shampoo. Rinse completely. DO NOT CONDITION.

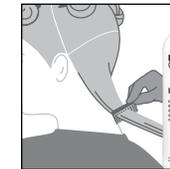


4. Towel-dry hair.
KCEXPRESS® is applied to damp, towel dried hair.

Step 3 - KCEXPRESS® EXPRESS BLOW OUT SMOOTHING TREATMENT



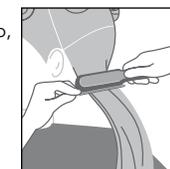
1. Divide hair into six sections.
Gloves should be worn.
2. Starting at the nape, part towel-dried hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply KCEXPRESS® evenly, beginning ¼-inch (.6 cm) away from scalp through to the ends.



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.



Maximum Smooth

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

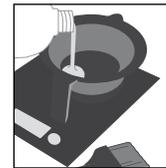
Step 1 - KCMAX MAXIMUM KERATIN PRE-TREATMENT SHAMPOO



1. Shampoo hair twice with KCMAX Maximum Keratin Pre-Treatment Shampoo. During the second shampoo, allow shampoo to saturate for 5 minutes. Rinse completely.



2. Thoroughly towel-dry the hair.
- DO NOT CONDITION.



3. Shake, measure and pour treatment into a bowl.
1 oz. per application based on texture, porosity and condition of hair.

Step 2 - KCMAX MAXIMUM KERATIN SMOOTHING TREATMENT



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.

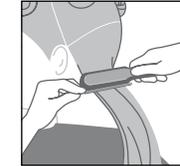


5. Blow-dry hair 80% with fingers.
6. Divide the hair into six sections. Finish blow-drying 100% using a vent brush.

Step 3 - KCMAX DAILY 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.



Sleek & Strong

KCRIO®

Restorative Keratin System

KCRIO® is designed for all hair types, delivering maximum smoothness and sleekness while restoring hair from the inside out.

Why We ♥ it

- Features a proprietary blend of Signature Keratin, Creatine and Murumuru Butter designed to nourish, smooth and strengthen.
- Delivers the ultimate smooth finish.
- Innovative spray formula offers a fast, efficient spray application.
- Eliminates frizz and adds maximum softness and shine.
- Unique liquid formula with specialized foaming action supports faster penetration of treatment into the hair.
- Revives, restores, and reenergizes dull, dry unruly hair strands from the inside out.
- Cumulative results.
- Same day style and zero downtime.
- Results last up to 3 months.

REVENUE POTENTIAL \$

11 applications
x \$275 service price
= \$3,025



#KCRIO

A restorative treatment that delivers maximum smoothness and sleekness.



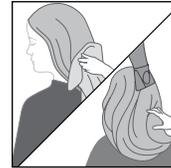
Instructions

Step 1 - KCRIO® PRE-TREATMENT SHAMPOO



1. Shampoo hair twice with KCRIO Pre-Treatment Shampoo.

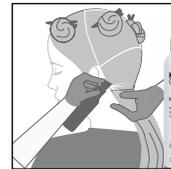
DO NOT CONDITION.



2. Towel dry hair well.

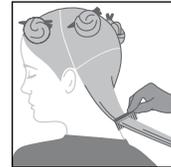
3. Blow dry hair 100% with fingers.

Step 2 - KCRIO® RESTORATIVE KERATIN TREATMENT



1. Shake treatment well. **Gloves should be worn.**

2. Divide hair into 4 sections. Starting at the nape, part the hair into ½ to 1-inch (1 to 2.5 cm) subsections. Beginning 1-inch (2.5 cm) away from the scalp, hold subsection in the palm of your hand and spray approximately 4-inches (10 cm) away from the subsection. Spray treatment on to the subsection, avoiding the ends.



3. Use your hands to evenly saturate the section. Comb through the entire section to ensure even distribution, avoiding oversaturation.



- 1 ½ oz. per application based on texture, porosity & condition of hair.

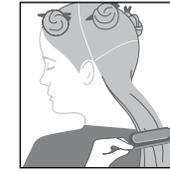
4. Allow treatment to saturate for 20 minutes. No plastic cap needed.



5. Gloves should be worn. Blow-dry hair 80% with fingers.

6. Divide hair into 4 sections. Finish blow-drying hair 100% using a vent brush.

Step 2 - KCRIO® RESTORATIVE KERATIN TREATMENT (cont'd)



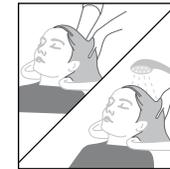
7. Divide hair into 4 sections. Flat iron ¼ -inch (.5 cm) subsections following the flat iron guide.

Step 3 - KCRIO® RECONSTRUCTION MASQUE



1. Rinse hair thoroughly, concentrating on the scalp and hairline. Towel dry.

2. Apply 1 to 2 fl. oz. (30 to 60 ml) of KCRIO Reconstruction Masque. Massage into hair and allow it to saturate for 5-10 minutes.



3. Rinse hair thoroughly.

4. Treatment is completed. Style as desired.

FLAT IRON GUIDE

FINE HAIR

6 passes at 360°- 380° F (182°- 193° C)

MEDIUM HAIR

6 - 8 passes at 380°- 400° F (193°- 204° C)

COARSE, VIRGIN, OR RESISTANT HAIR

8 - 12 passes at 400°- 420° F (204°- 216° C)

IMPORTANT: Always use professional judgement when selecting a flat iron temperature. The temperature should be adjusted based on the client's hair type and condition. Some clients who use at-home color, direct pigments or who have changed their hair color may experience a shift in color. When coloring on the same day as treatment, we recommend lightening before the treatment and any deposit coloring after the masque step of the treatment.

Aftercare

Same-day style with zero downtime. The client should regularly use Keratin Complex shampoos, conditioners and aftercare products to ensure the longevity and effectiveness of the KCRIO Restorative Keratin Treatment.



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 - KC PRIMER KERATIN PRE-TREATMENT SHAMPOO



1. Shake, measure and pour treatment into a bowl. Shampoo hair twice with Keratin Complex KC PRIMER Shampoo.
DO NOT CONDITION.
1.5 oz. per application based on texture, porosity and condition of hair.



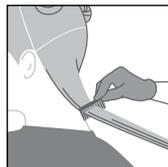
2. Towel-dry hair thoroughly.*

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

Step 2 - PBO PERSONALIZED BLOW OUT® SMOOTHING TREATMENT



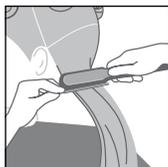
1. Gloves should be worn. Divide the hair into four sections. Starting at the nape of the neck, part damp hair into 1-inch (2.5 cm) subsections. Apply treatment, beginning ¼ inch (.6 cm) from the scalp through to the ends.



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.

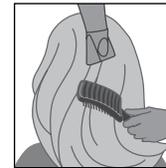
Step 3 - PICTUREPERFECT HAIR™ BOND SEALING MASQUE



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



2. Apply PicturePerfect Hair™ Bond Sealing Masque generously and massage into hair. 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: Always use professional judgment when selecting a flat iron temperature. The temperature should be adjusted based on the client's hair type and condition. For fine, fragile, white, gray, or chemically processed hair, flat iron hair at 350° F (177° C) using four to six passes and increase temperature and number of passes only if necessary. *Some clients who use at-home color, direct pigments or who have changed their hair color may experience a shift in color. When coloring on the same day as treatment, we recommend lightening before the treatment and any deposit coloring after the masque step of the treatment. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Regular use of the PicturePerfect Hair Bond Sealing Masque helps minimize the chance of this occurring.

Aftercare

Same day style with zero downtime. 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



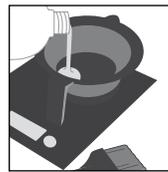
#KCSMOOTH

Maximum manageability treatment that lasts up to 3 months.



Instructions

Step 1 - KCSMOOTH HEAT ACTIVATED SMOOTHING TREATMENT



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.

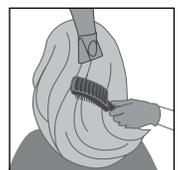
1. Shake, measure and pour treatment into a bowl.
1 oz. per application based on texture, porosity and condition of hair.



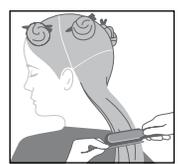
2. Gloves should be worn. Divide the hair into four sections. Starting at the nape of the neck, part hair into 1-inch (2.5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) from the scalp through to the ends.



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 - KCSMOOTH RESTORATIVE LEAVE-IN LOTION



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: Always use professional judgment when selecting a flat iron temperature. The temperature should be adjusted based on the client's hair type and condition. For fine, fragile, white, gray, or chemically processed hair, flat iron hair at 350° F (177° C) using four to six passes and increase temperature and number of passes only if necessary. *Some clients who use at-home color, direct pigments or who have changed their hair color may experience a shift in color. When coloring on the same day as treatment, we recommend lightening before the treatment and any deposit coloring after the masque step of the treatment. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Regular use of the Restorative Leave-in Lotion helps minimize the chance of this occurring.

Aftercare

Same day style with zero downtime. 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 - KC PRIMER KERATIN 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 - KCTEXTURE CURL ENHANCING KERATIN TREATMENT



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.



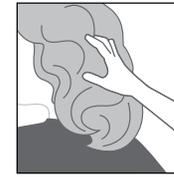
4. Remove cap and lightly diffuse hair with low/cool air for up to 5 minutes, depending on texture, porosity and condition of hair. Avoid drying hair completely.

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

Step 3 - KCTEXTURE INTENSE HYDRATING MASQUE



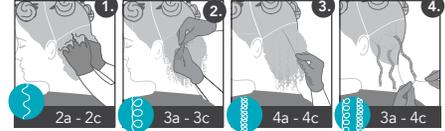
1. Apply KCTEXTURE Intense Hydrating Masque generously and gently massage into hair while encouraging curl pattern. Allow to saturate for 10-15 minutes.



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

IMPORTANT: Some clients who use at-home color, direct pigments or who have changed their hair color may experience a shift in color. When coloring on the same day as treatment, we recommend lightening before the treatment and any deposit coloring after the masque step of the treatment. *Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Regular use of the Intense Hydrating Masque helps minimize the chance of this occurring.

Aftercare

Same day style with zero downtime. 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.





The science of beautiful hair

THE PROBLEM

Keratin is depleted when hair is damaged physically, chemically and/or from environmental factors.

THE SOLUTION

Our treatments and products help repair damage from the inside out by replenishing lost keratin, making the hair healthier, stronger and smoother.



Block humidity & eliminate frizz



Strengthen & repair damaged hair



Reduce breakage



Increase manageability & cut blow-dry time



Provide anti-aging benefits to the hair



Deliver radiant shine & enhance color vibrancy

KERATIN COMPLEX TREATMENT AFTERCARE

In addition to essential treatment aftercare products; Keratin Obsessed Multi-Benefit Treatment Spray, KCMAX Daily Treatment Spray, PicturePerfect Bond Sealing Masque, KCSMOOTH Restorative Lotion, and KCTEXTURE Intense Hydrating Masque, regular use of Keratin Complex shampoos, conditioners and aftercare products help ensure the longevity and effectiveness of all Keratin Complex Smoothing Treatments.

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!**



Scan to calculate
your raise!

K-TG26



KERATINCOMPLEX
Beautiful hair every day

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