

STRONGER, SMOOTHER & HEALTHIER *hair*



KERATIN COMPLEX®

Beautiful hair every day

PRODUCT GUIDE

GET YOUR *Strongest, healthiest hair yet!*

Beauty is individuality. At Keratin Complex®, we believe that we are all unique and should embrace the natural fabric of our hair and never change it – just make it the best version of itself. Each of our customizable keratin treatments, professional hair color and at-home products are powered with our Signature Keratin to make the hair healthy from the inside out.

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



See the
Keratin
difference

Design your own healthy hair regimen from our keratin-enhanced collection by following this guide.

Ask your stylist which smoothing treatment is right for you!



1. SHAMPOOS & CONDITIONERS

#1 best seller



COLOR CARE Smoothing Duo
33.8 oz. / 13.5 oz. / 3 oz.

This color-safe, frizz-fighting shampoo and conditioner gently cleanses and conditions while minimizing frizz and flyaways for healthier, smoother and shinier hair.



KERATIN CARE Smoothing Duo
33.8 oz. / 13.5 oz. / 3 oz.

This frizz-fighting shampoo and conditioner gently cleanses and conditions hair while helping restore strength and shine. For all hair types.



BLONDESHELL® Debrass Duo
33.8 oz. / 13.5 oz.

This unique lavender shampoo and conditioner eliminates brassy tones for brighter, more vibrant color. For all hair shades.



KEY:

- Prolongs Keratin Treatments
- No added Sodium Chloride
- No added SLS/Color-safe
- UV Protectant
- Available in Travel Size



TIMELESS COLOR® Fade-Defy Duo
33.8 oz. / 13.5 oz.

This color-protecting shampoo and conditioner defends against fading while hydrating and maintaining shine.



KERATIN VOLUME Amplifying Duo
33.8 oz. / 13.5 oz.

This lightweight, amplifying shampoo and conditioner creates body and fullness while adding softness and shine.



2. BLOW-DRY AIDS & REPAIR SERUMS



KERATIN OBSESSED™
Multi-Benefit Treatment Spray
5 oz. / 1.7 oz.

This lightweight, all-in-one leave-in spray is packed with keratin and 30 nourishing benefits that deliver healthier, stronger, more vibrant hair. Essential aftercare for NKST, NKSTB and KCEXPRESS treatments.



KCMAX™
Daily Treatment Spray
5 oz.

This color-enhancing daily treatment spray eliminates frizz and makes blow-drying faster and easier. Essential aftercare for KCMAX treatment.



KCSMOOTH™
Restorative Leave-in Lotion
5 oz.

This lightweight, heat-protecting spray lotion instantly conditions, smooths and delivers a fast, easy blowout with silky, shiny results. Essential aftercare for KCSMOOTH treatment.



KCTEXTURE™
Leave-in Conditioner
5 oz.

This revitalizing leave-in conditioner seals in moisture giving curls definition, softness, and shine.



INFUSION
Keratin Replenisher
4 oz. / 2.5 oz.

This powerful blow-dry cream cuts blow-dry time in half while fighting frizz and replenishing moisture and shine.



INTENSE RX®
Repair Serum
3 oz. / 1.5 oz.

This highly concentrated serum repairs breakage and split ends while improving the hair's strength and resilience.



KERABALM
3-in-1 Hair Balm
1.7 oz.

This innovative hair primer protects and perfects for style longevity and damage repair. Apple Stem Cell Extract rejuvenates for more youthful-looking hair.





3. HAIR MASQUES



**VANILLA BEAN
Deep Conditioner**
33.8 oz. / 7 oz.

This rich, vanilla-infused conditioning treatment creates an indulgent aromatherapy experience while moisturizing the hair.



**BLONDESHELL®
Debrass Masque**
7 oz.

This unique, lavender hydrating masque eliminates brassy tones while enhancing and brightening all shades.



NEW

**KCTEXTURE™
Intense Hydrating Masque**
4 oz.

This ultra-nourishing, deep conditioning treatment delivers essential moisture to dry, damaged curls. Essential aftercare for KCTEXTURE treatment.



**PICTUREPERFECT HAIR™
Bond Sealing Masque**
4 oz.

This strengthening masque blends keratin and botanicals to leave hair nourished with a visibly smooth, shiny finish. Essential aftercare for PBO treatment.





4. KERATIN-ENHANCED STYLE



FIRM HOLD HAIRSPRAY

9 oz. / 1.8 oz.

Hold: 9 / Shine: 5

This maximum hold hairspray delivers powerful all-day hold with brushable memory.



FLEX HOLD HAIRSPRAY

9 oz. / 1.8 oz.

Hold: 5 / Shine: 5

This lightweight hairspray gives flexible hold and shine to every style.



TEXTURIZING SPRAY

5 oz.

Hold: 7 / Shine: 5

This texturizing spray delivers effortlessly tousled hair while adding definition and volume to all hair types.



VOLUMIZING FOAM

8 oz.

Hold: 6 / Shine: 6

This amplifying foam provides weightless lift and fully moveable hold for all hair types.



STYLING GEL

8 oz.

Hold: 7 / Shine: 6

This lightweight defining gel fights frizz and adds volume while maintaining long-lasting styles.



KERATIN COMPLEX

Styling Gel

This lightweight defining gel fights frizz and adds volume.

gel para peinar
8 fl. oz. / 237 ml



KERATIN COMPLEX

Firm Hold Hairspray

This maximum hold hairspray delivers powerful all-day hold with brushable memory.

laca de fijación fuerte
300 ml / Net Wt. 9 oz / 255 g



KERATIN COMPLEX

Molding Paste

This firm hold molding paste defines, sculpts and molds every style with ease.

pasta moldeadora
5 fl. oz. / 148 ml



SHINE SPRAY

3 oz.

Hold: 0 / Shine: 10

This shine spray provides incredible brilliance and shine to all hair types while providing thermal protection.



STRONG HOLD GEL

5 oz.

Hold: 8 / Shine: 8

This strong hold gel delivers firm hold and flexible control with lasting shine.



STYLING LOTION

5 oz.

Hold: 5 / Shine: 6

This leave-in lotion provides lightweight styling control with thermal protection while cutting blow-dry time.



MOLDING PASTE

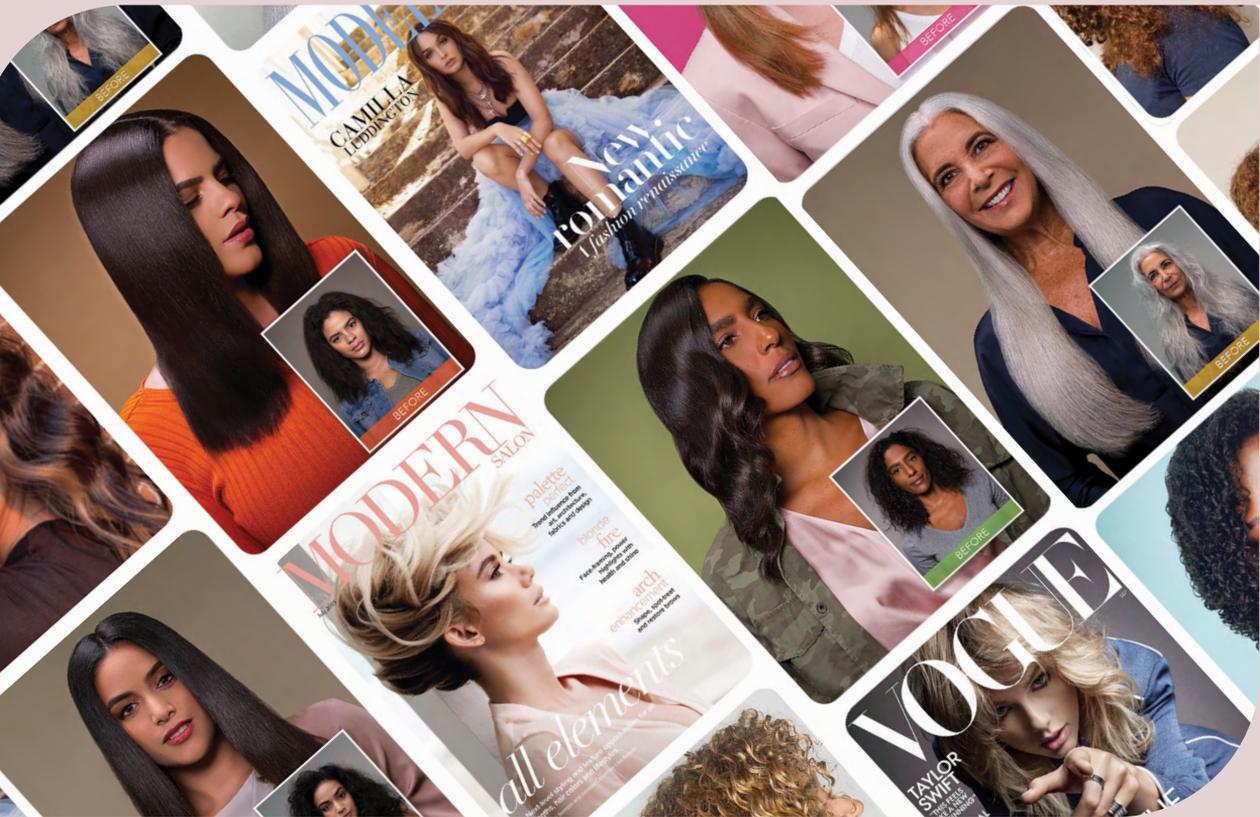
5 oz.

Hold: 7 / Shine: 5

This firm hold molding paste defines, sculpts, and molds any style with ease.



#1 *Keratin brand in the world!*



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Beautiful hair is not a trend,
it's a lifestyle.

#keratincomplex



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KERATINCOMPLEX
Beautiful hair every day

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