

## KERATIN COMPLEX EDUCATION

# Class Menu

Join Keratin Complex for our in-depth education courses and learn from the best and brightest in the pro-beauty industry. As the leading innovator of salon professional smoothing services, Keratin Complex not only shows you how to boost your business by harnessing the powers of our transformative Signature Keratin-infused treatments, but also how to tap our complete portfolio of professional hair color and care products to transform your business and deliver beautiful hair for every client. Keratin Complex offers a robust lineup of smoothing, color and retail classes with educators nationwide. Learn all about our class offerings and register today. We can't wait to take your business to the next level.

### Signature Series \*Demo Classes

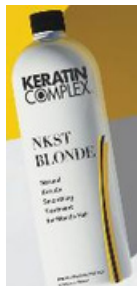


#### SIGNATURE SMOOTH WITH NKST

Transform your business and maximize revenue with NKST, Natural Keratin Smoothing Treatment from Keratin Complex— Learn how to eliminate frizz, block humidity, repair damage, and enhance color vibrancy with this long-lasting, award-winning signature smoothing treatment. Formulated with Keratin Complex Signature Keratin for stronger, healthier hair with results that last up to 5 months.

**CLASS LENGTH:** In-Person/3hrs Virtual/1hr

**COST: \$350**



#### REPARATIVE SMOOTH WITH NKSTB

It's not just for blondes! Offer long lasting repair with NKSTB, Natural Keratin Smoothing Treatment for Blonde Hair from Keratin Complex.— Learn how to eliminate frizz, repair damage, and protect fine, fragile, overprocessed, and compromised hair with this reparative smoothing treatment. Formulated with Keratin Complex Signature Keratin for stronger, healthier hair, with results that last up to 5 months.

**CLASS LENGTH:** In-Person/3hrs Virtual/1hr

**COST: \$350**



#### KCEXPRESS- THE PERFECT PAIRING TO EVERY COLOR SERVICE

Build easy, fast revenue with Keratin Complex KCEXPRESS Express Blow Out— The Perfect Pairing To Any Color Service. Learn how to lock-in color, eliminate frizz, create service add-ons, and boost revenue through every color client with this speedy 15-minute add-on smoothing treatment. Powered by Keratin Complex Signature Keratin for stronger, healthier hair with results that last up to 6 weeks.

**CLASS LENGTH:** In-Person/3hrs Virtual/1hr

**COST: \$350**

*\*Treatment demo on mannequin or salon provided model*

### Advanced Series \*Demo Class



#### ADVANCED SMOOTH WITH KCMAX

Offer an advanced smoothing option with KCMAX Maximum Keratin Smoothing System— Learn how this transformative three-step advanced smoothing system, powered by Keratin Complex Signature Keratin, can boost revenue and deliver strong, maximum smoothing results that lasts up to 3 months.

**CLASS LENGTH:** In-Person/3hrs Virtual/1hr

**COST: \$350**

*\*Treatment demo on mannequin or salon provided model*

## Botanical Series- Demo Classes\*



### \*NEW\* KCRIO RESTORATIVE KERATIN SYSTEM

Introducing Keratin Complex KCRIO Restorative Keratin System! Designed for all hair types, KCRIO features a proprietary blend of Signature Keratin, Creatine, and Murumuru Butter. Learn how this innovative keratin treatment works from the inside out to revive, restore, and reenergize dull, dry, and unruly hair, while creating the ultimate smooth finish for up to 3 months.



### CUSTOMIZABLE SMOOTH WITH PBO

Customize smoothing results with Keratin Complex PBO, Personalized Blow Out— Learn how to lose frizz and achieve personalized smoothing results with this keratin treatment. Powered by K-Pure juice, a proprietary blend of keratin, amino acids and botanicals, this customizable smoothing treatment will provide a variety of smoothing finishes for all hair types and textures, with zero down time and results that last up to 3 months.

CLASS LENGTH: In-Person/3hrs Virtual/1hr

COST: \$350



### MAXIMUM MANAGEABILITY WITH KCSMOOTH

Build your smoothing business with KCSMOOTH Heat Activated Smoothing System from Keratin Complex— Learn how this unique two-step smoothing system tames frizz, restores shine, delivers maximum manageability and makes blow-drying faster and easier, while providing heat protection. Formulated with Keratin Complex Signature Keratin for stronger, smoother, and healthier hair with results that last up to 3 months.

CLASS LENGTH: In-Person/3hrs Virtual/1hr

COST: \$350



### CURL ENHANCING WITH KCTEXTURE

Expand your texture service menu with KCTEXTURE Curl Enhancing Keratin Treatment from Keratin Complex— NO HEAT NEEDED! Learn how this unique super hydrating curly keratin treatment will enhance and define wavy, curly, and tight textures while nourishing and protecting every curl with results that last up to 3 months.

CLASS LENGTH: In-Person/3hrs Virtual/1hr

COST: \$350

*\*Treatment demo on mannequin or salon provided model*

## Add-on Service Class- Demo Class\*



### EXPRESS SALON SERVICES CLASS

Ready, Set, Go! Discover the power of add-on services with Keratin Complex. Explore many fast, easy, and efficient services, featuring KCEXPRESS, Intense RX, Infusion Keratin Replenisher, and Vitalshot, that will encompass and elevate all your existing salon services and maximize your revenue through every client, every visit. Learn how to create an Express Menu of services to boost your business.

CLASS LENGTH: In-Person/3hrs Virtual/1hr

COST: \$350

*\*Treatment demo on mannequin or salon provided model*



## TEXTURE MASTER CLASS

Calling all textures! Customize your smoothing results with the Botanical Series of Keratin Complex Smoothing Treatments! Discover how to control frizz and maximize smooth with PBO, get maximum manageability with KCSMOOTH, and enhance and define all curly hair types with KCTEXTURE. Create new texture services for curl defining and enhancing, relaxer transitioning, protective and natural styling, and so much more.

CLASS LENGTH: 4hrs

COST: \$650



## SMOOTHING MASTER CLASS

Discover the world of Keratin Complex Smoothing Treatments and learn how they can provide your clients with beautiful hair every day while empowering you to maximize revenue. Walk away with the techniques and know-how to build your business and boost your revenue through every client with Keratin Complex's fully customizable portfolio of keratin treatments designed for every hair type and texture.

CLASS LENGTH: 4hrs

COST: \$650

*\*Includes 5 mannequins for hands-on portion, for up to 20 attendees*

## Keratin Complex Support



### KC Q&A SESSION

Ask the Expert! A virtual one-on-one with you, your team, or salon with a knowledgeable educator to answer any questions and offer you a deeper understanding of the treatments and/or products you use or are interested in. Learn the ins and outs, pro-tips, and get the answers you need customized to your business and clients.

CLASS LENGTH: Virtual/30min

COST: FREE

## Retail & Styling Classes- Demo Classes



### RETAIL RHAPSODY

Provide clients with beautiful hair every day away from your chair! Maximize revenue by empowering clients to achieve gorgeous hair results at home with the Keratin Complex Retail Collection. Learn how to personalize each client's at-home regimen for healthier, stronger and smoother hair. Discover how Keratin Complex's keratin-enhanced collection of aftercare eliminates frizz, increases manageability, and repairs damage.

*\*Product demo on mannequin and/or attendees*

CLASS LENGTH: In-Person/2hrs Virtual/1hr

COST: \$250



### THE PERFECT BLOWDRY

Create the perfect blow-dry with Keratin Complex. Discover the Red Carpet Blow-Dry – a one of a kind blow-dry service that features Keratin Complex Intense RX® Repair Serum and Infusion Keratin Replenisher. This dynamic duo creates instant runway-ready hair that boosts ultimate smoothness and shine! Create long-lasting styles with curls or sleek, smooth finishes, with this revenue boosting service.

CLASS LENGTH: In-Person/2hrs Virtual/1hr

COST: \$250

*\*Service demo on mannequin or salon provided model*

## Color + Treatment Class- Demo Class



### THE PERFECT COLOR SERVICE

Fast Color. Faster Profits! Transform your business with the Keratin Complex Express Color & Smoothing System—a 2-in-1 service featuring KeraLuminous<sup>10</sup> 10-Minute Express Permanent Color, and KCEXPRESS 15-Minute Color-Locking, Anti-Frizz Treatment. This powerful combination delivers vibrant, long-lasting color while leaving hair stronger, shinier, and frizz-free for up to 6 weeks.

CLASS LENGTH: In-Person/3hrs Virtual/1hr

COST: \$350

*\*Color/Treatment demo on mannequin or salon provided model*

## Keratin Complex Color- Demo/Hands-on Class



### ELEMENTS OF COLOR- Signature Classes\*

Transform your business with Keratin Complex Color—Learn how this revolutionary keratin-enhanced color line restores, strengthens, and improves the overall integrity of the hair while delivering luminous reds, rich brunettes, superior high-lift blondes, and exceptional gray coverage. The Keratin Complex Color portfolio delivers beautiful, strong, shiny, and healthy hair.

#### SIGNATURE COLOR CLASSES

- **\*NEW\* KeraLuminous Express Permanent Color-** Focus: innovative permanent color that drives color deeper and faster into the hair for consistent, reliable results and up to 100% gray coverage in just 10 minutes.
- **Signature Brunettes-** Focus: Gray coverage with KeraLuminous, Formulating for tonal control with KeraLuminous and KeraBrilliance.
- **Signature Blondes-** Focus: Lightening with It's a Blonde Thing, Toning with KeraBrilliance, Formulating gray coverage & high-lift series with KeraLuminous.
- **Signature Reds-** Focus: Formulating red series with KeraLuminous and KeraBrilliance, Fashion Colors with GraffitiGlam.

DEMO CLASS LENGTH: In-Person/3hrs Virtual/1hr

COST: \$350

*\*Color demo on mannequin or salon provided model*

### KC COLOR ESSENTIALS- Technique Classes\*

- **Modern Color Techniques-** Unleash your creativity and learn the secrets of using the full portfolio of Keratin Complex Color with fast, salon everyday color techniques to maximize color and hair results.
- **Ultimate Blonding Techniques-** Take your blonding to the next level with Keratin Complex Color and It's a Blonde Thing Keratin Lightening System. Learn how to boost your lightening business from high impact lightening to beautiful balayage, and beyond, with advanced blonding techniques.
- **Dimensional Color Techniques-** Unlock new levels of dimension and learn the secrets of using the full portfolio of Keratin Complex Color, along with adding KCEXPRESS to every color service, to enhance your coloring results. Create exceptional depth, dimension, and vibrant color results with specialized shade selection and color placement techniques.

DEMO CLASS LENGTH: 3hrs

COST: \$350

HANDS-ON CLASS\*\* LENGTH: 5hrs

COST: \$650

*\*Color demo on mannequin*

*\*\*Hands-on class includes 5 mannequins for hands-on portion, for up to 20 attendees.*