



BEFORE

AFTER

KCEXPRESS®
Express Blow Out®

KERATIN COMPLEX®
KC PRIMER
Keratin Pre-Treatment Shampoo

KERATIN COMPLEX®
KCEXPRESS
Express Blow Out Smoothing Treatment

KERATINCOMPLEX®
KCEXPRESS™
Express Blow Out® Smoothing System

KCEXPRESS™ System includes:
11.41L (41.4 oz.) KC PRIMER Keratin Pre-Treatment Shampoo
11.41L (41.4 oz.) KCEXPRESS Smoothing Treatment
11.41L (41.4 oz.) Keratin Complex Hair Oil
11.41L (41.4 oz.) Keratin Complex Hair Treatment Spray
20.8L (70.4 oz.)

Guidelines & Pro-Tips

KCEXPRESS is the **perfect pairing to every color service** that delivers frizz-free, color-locking, smooth results. Proper product usage, technique, and professional evaluation are essential to achieving optimal treatment performance.

→ A thorough consultation and real time evaluation throughout the service are essential to delivering **consistent, maximized, high performance results** with every KCEXPRESS treatment.

WHO IS KCEXPRESS FOR?

Ideal for:

- Clients who **regularly lighten and/or color their hair**
- **Locking in color and eliminating frizz**
- **Freshly lightened or colored hair**
- **All hair types**

KEY PERFORMANCE PRINCIPLES

- ✓ Customization drives results
- ✓ Equal product usage ensures consistency
- ✓ Proper application prevents oversaturation issues
- ✓ Professional judgment protects hair + ensures treatment results
- ✓ Aftercare preserves longevity



KCEXPRESS®

Express Blow Out®

Guidelines & Pro-Tips

KERATINCOMPLEX®
Beautiful hair every day

PRE-TREATMENT PREP

Consistency is key to performance.

Use equal proportions of each product of the system throughout the service:

EXAMPLE:

- KC PRIMER Keratin Pre-Treatment Shampoo: **1 oz.**
- KCEXPRESS Treatment: **1 oz.**

COLOR AWARENESS

Color or lightening services are recommended **any time prior or immediately before** the treatment service.

- If color is not done immediately before treatment service, **shampoo hair twice** with KC PRIMER Keratin Pre-Treatment Shampoo.
- If KCEXPRESS is **added to a same-day color service**; after color processing, rinse and shampoo hair once with any Keratin Complex Shampoo to remove color. Rinse completely and lightly shampoo once with KC PRIMER Keratin Pre-Treatment Shampoo.
- If coloring after treatment service, wait a **minimum of 2 weeks** before performing any color or lightening service.



APPLICATION GUIDELINES

- KCEXPRESS is **applied onto damp, towel-dried hair**. Remove most of the surface moisture with a towel to ensure proper absorption of the treatment into the hair
- **Apply treatment lightly** on subsections and use a fine-tooth comb to properly distribute treatment through each subsection
- Average treatment usage: **1 oz.** (*based on medium length & density*)

WATCH FOR OVERSATURATION SIGNS:

- Product build up in teeth of comb

CORRECTION:

- During application, comb subsection multiple times to ensure even distribution. If there is a treatment buildup on comb, use a towel to remove extra treatment from comb. Repeat combing through subsection until minimal product appears in comb.

PRO TIP:

During application comb each subsection independently. For saturation and blow-drying efficiency, **do not combine subsections together** during application.



SATURATION TIME

- **No saturation time is required.** Adding a saturation time does not have any added benefits or will not lead to better treatment results.



KCEXPRESS®

Express Blow Out®

Guidelines & Pro-Tips

KERATINCOMPLEX®
Beautiful hair every day

BLOW-DRY

Blow-dry hair 80% with fingers to remove any heavy pockets of moisture in the hair prior to using paddle or round brush to finish blow-drying 100%.

WATCH FOR OVERSATURATION SIGNS:

- Long or extended blow-dry timing
- Excess steaming or product burn off

CORRECTION:

- Lower blow-dryer temperature and blow-dry smaller subsections.
- Do not place blow-dryer nozzle or concentrator directly on to hair.



PRO TIP:

Create tension during blow-dry with a paddle or round brush, smoothing out as much texture as possible before flat ironing.

IRONING GUIDELINES

Customize iron temperature and passes to fit clients' hair condition, texture, and desired results

PRO TIP:

Examples of Iron Temperatures & Passes:

- 380° & 2 passes- for fine, compromised hair conditions or to maintain natural texture
- 390° & 3 passes- for medium hair types or to lightly control natural texture
- 400° & 4 passes- for coarse, resistant hair types or to control unruly texture

Use Professional Judgment:

- ✓ Adjust temperature based on hair condition
- ✓ Always prioritize hair integrity

WATCH FOR OVERSATURATION SIGNS:

- Heavy, flat or greasy feel and appearance
- Product debris or buildup on iron
- Small white flakes at base or scalp area



CORRECTION:

- These should be eliminated when the client performs the first wash, post treatment, any time after the 8-hour downtime.



KCEXPRESS®

Express Blow Out®

Guidelines & Pro-Tips

KERATINCOMPLEX®
Beautiful hair every day

POST TREATMENT GUIDELINES

- **8-hour downtime-** The client should not get their hair wet, use traditional shampoo, use pins or clips, or wear any type of ponytail.
- If the hair gets wet during the downtime, clients should blow-dry hair and lightly go over hair with a smoothing iron on low heat.

Home care guidelines

- ✓ Recommend **Keratin Complex shampoos, conditioners and aftercare products** to ensure the longevity and effectiveness of the KCEXPRESS Treatment.

THINGS TO AVOID:

- **Sodium Chloride** (salt) can significantly affect keratin in hair, especially keratin treatments, because it can break down keratin bonds and the protective keratin layer and damage the hair cuticle
- **Chlorine or saltwater**
- **Sun exposure** after chlorine or saltwater
- **Frequent washing** with strong sulfate-containing products

OVER TIME, this leads to:

- Loss of treatment benefits and can present frizz, dryness, brittleness, and cuticle damage
- Shortened lifespan of the treatment
- Weaker hair structure and increased susceptibility to damage

CORRECTION:

- ✓ Saturate hair with fresh water before entering the water
- ✓ Apply a Keratin Complex leave-in conditioner or keratin-enhanced product before swimming to create a protective barrier
- ✓ Rinse thoroughly with fresh water immediately after swimming to remove salt and chlorine
- ✓ Use sulfate-free, sodium chloride-free shampoos and conditioners to avoid further depletion
- ✓ Wear a swim cap for maximum protection

