

NEW!

STYLING JUST GOT A KERATIN GLOW-UP.

Keratin Complex is redefining what styling means with two new keratin-powered innovations designed to elevate performance and protect hair health.

KCRESET Reporative Dry Shampoo

Extend the life of your style—and your smoothing treatment—with this keratin-enhanced dry shampoo that refreshes while repairing.

- Absorbs oil without powdery residue
- Helps repair and reduce breakage
- Prevents salt buildup from sweat
- Adds soft lift and natural texture
- Enhances shine while refreshing
- Modern, luminous scent with notes of fresh citrus, floral, amber & sandalwood

BUY 3 GET 1

KCRESET Reporative Dry Shampoo

\$45.00 / Reg. Price: \$60.00 (4 units)



KCDEFINITION Strengthening Texture Spray

Create effortless texture with this keratin-enhanced spray that delivers buildable body & flexible hold.

- Adds texture and creates separation
- Enhances curls and waves
- Provides flexible, buildable hold
- Delivers body and bounce without stiffness
- Helps strengthen hair and reduce breakage
- Supports shine and natural movement
- Ideal for tousled, undone styles
- Modern, luminous scent with notes of fresh citrus, floral, amber & sandalwood

BUY 3 GET 1

KCDEFINITION Strengthening Texture Spray

\$45.00 / Reg. Price: \$60.00 (4 units)



NKST

The Award-Winning Smooth

Long-lasting classic smoothing results • Eliminates frizz and delivers luminous shine • Results last up to 5 months



NKST Liter Duo

INCLUDES:

- (1) 33.8 oz. KC PRIMER
- (1) 33.8 oz. NKST Smoothing Treatment

FREE:

- (2) 6.5 oz. KCRESET Dry Shampoos

\$450.00 / Salon Value: \$480.00

NKST 16 oz. Duo

INCLUDES:

- (1) 16 oz. KC PRIMER
- (1) 16 oz. NKST Smoothing Treatment

FREE:

- (1) 6.5 oz. KCRESET Dry Shampoo

\$250.00 / Salon Value: \$265.00



NKST is best for:

Clients who want classic, long-lasting smoothing with frizz elimination, luminous shine, and maximum manageability across all hair types.

PRO TIP:

Recommend KCRESET as part of your client's regimen! It can be used during downtime and helps extend the life of their smoothing treatment!

KCEXPRESS®

The Perfect Pairing To Every Color Service

Fast 15-minute add-on service • Locks in color & eliminates frizz • Results last up to 6 weeks



KCEXPRESS Liter Duo

INCLUDES:

- (1) 33.8 oz. KC PRIMER
- (1) 33.8 oz. KCEXPRESS Smoothing Treatment

FREE:

- (2) 6.5 oz. KCDEFINITION Texture Sprays

\$400.00 / Salon Value: \$430.00



POTENTIAL EARNINGS

+ \$1,125
WEEK

+ \$4,500
MONTH

+ \$58,500
YEAR

HERE'S HOW:

*Example based on 3 add-ons per day at \$75 each (KCEXPRESS suggested price), with the salon open 5 days per week.

KCEXPRESS is best for:

Clients who regularly lighten or color their hair and want a fast, color-locking smoothing service that eliminates frizz and boosts shine.

PRO TIP:

For buildable texture, use KCDEFINITION to prep dry hair prior to curling. Finish the style with KCDEFINITION for strong curls that will last.

NKSTB 20% OFF

The Reparative Smooth for Fragile Hair

Repairs damage and reduces breakage • Protects fine, damaged, or compromised hair • Results last up to 5 months



NKSTB Liter Duo

INCLUDES:

- (1) 33.8 oz. KC PRIMER
- (1) 33.8 oz. NKSTB Smoothing Treatment

\$348.00 / Salon Value: \$435.00

NKSTB 4 oz. System Kit

INCLUDES:

- (1) 4 oz. KC PRIMER
- (1) 4 oz. NKSTB Smoothing Treatment
- (1) 5 oz. Keratin Obsessed® Multi-Benefit Treatment Spray

\$120.00 / Salon Value: \$150.00



NKSTB is best for:

Clients with fine, fragile, or overprocessed hair who need a reparative smoothing option that strengthens, protects, and supports lower iron temperatures.

KCSMOOTH™ 20% OFF

Faster Blow-Dries & Maximum Manageability

Heat protection • Same day style • Zero downtime • Results last up to 3 months



KCSMOOTH Liter System

INCLUDES:

- (1) 33.8 oz. KCSMOOTH™ Smoothing Treatment
- (32) 5 oz. KCSMOOTH™ Restorative Leave-in Lotion

\$476.00 / Salon Value: \$595.00

KCSMOOTH 4 oz. System Kit

INCLUDES:

- (1) 4 oz. KCSMOOTH™ Smoothing Treatment
- (4) 5 oz. KCSMOOTH™ Restorative Leave-in Lotion

\$96.00 / Salon Value: \$120.00



KCSMOOTH is best for:

Clients who regularly style with hot tools and want maximum manageability, added heat protection, faster blow-drying, and easier styling.

Gift-Ready Kits for Your Best Retail Season — **Buy 5, Get 1 Free!**



Best-Ever Blowout Kit



Keratin Care Travel Duo



Color Care Travel Duo



Healthy Hair Trio

(Applies to 5 of the same product only.)

FAST COLOR. FASTER PROFITS.

KeraLuminous10 10-Minute Express Permanent Color

PURCHASE:

(5) 3.4 oz. KeraLuminous10 Express Permanent Color Shades
(CHOOSE YOUR OWN)

FREE:

(1) Liter 20 vol. Developer

\$40.00 (5 tubes + free developer) / Reg. Price: \$49.00



**Not Sure Which
Treatment *Fits*
Your Client?**



Picking the right treatment for every client just got easier! Take the KC Treatment Finder Quiz to instantly match your client's hair type, goals, and lifestyle to the perfect Keratin Complex Keratin Smoothing Treatment.