

PBO
Personalized Blow Out® Smoothing Treatment

KERATINCOMPLEX®
PBO
Personalized Blow Out® Smoothing System

BEFORE

AFTER

Guidelines & Pro-Tips

PBO is a **customizable keratin smoothing system** to control frizz and maximize smooth. Proper product usage, technique, and professional evaluation are essential to achieving optimal performance.

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

WHO IS PBO FOR?

Ideal for:

- Clients looking for **specific or customized smoothing results**
- **Coarse, resistant hair types**
- **Increasing manageability & controlling frizz**
- Clients looking for **same day styling & zero downtime**

KEY PERFORMANCE PRINCIPLES

- ✓ Customization drives results
- ✓ Equal product usage ensures consistency
- ✓ Proper application prevents oversaturation issues
- ✓ Heat control protects hair + maintains color
- ✓ Aftercare preserves longevity



PBO

Personalized Blow Out® Smoothing Treatment

Guidelines & Pro-Tips

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: **1.5 oz.**
- PBO Treatment: **1.5 oz.**
- PicturePerfect Hair™ Bond Sealing Masque: **1.5 oz.**

PRO TIP:

For **overly porous, compromised, or dry hair**, prep with:

→ **KCHYDRATE Shampoo & Conditioner** (or comparable hydrating shampoo & conditioner) in place of the KC PRIMER Keratin Pre-Treatment Shampoo during step 1 of the treatment protocol.



APPLICATION GUIDELINES

- For **Frizz Control or Ultimate Smoothness Finishes**, PBO 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.
- For **Maximum Straightness Finish**, PBO is **applied onto dry hair**. Rough dry hair 100% with fingers prior to application.
- **Apply treatment lightly on subsections, avoiding the ends**, and use a fine-tooth comb to properly distribute treatment through each subsection.
- Average treatment usage: **1.5 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

→ When following the **Maximum Straightness Finish** of the protocol, apply on 100% dried hair, and during application, use the **back of a comb** with light pressure, on each subsection, to align the hair for a straighter foundation prior to saturation time.



SATURATION TIME

- Process for **40 minutes**

Avoid clipping hair tightly prior to placing cap over hair. Place hair loosely into cap to allow natural drying of hair during saturation time.

PRO TIP:

Hair should be at least **~50% dry at completion of saturation time**

→ If still wet with treatment, this indicates **oversaturation**



PBO

Personalized Blow Out® Smoothing Treatment

Guidelines & Pro-Tips

BLOW-DRY

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

WATCH FOR OVERSATURATION SIGNS:

- Sticky or tacky texture
- 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.
- During blow-dry, if there is difficulty getting a brush through each section, lightly mist sections with water for better manageability.



PRO TIP:

After initial blow drying with a paddle brush, blow dry with a **round brush to create tension**, especially at the scalp area or base of hair, smoothing out as much texture as possible before flat ironing.

IRONING GUIDELINES

For strong base texture or curl:

- Start with 4-5 passes with iron at the **base (first 2-3 inches)**
- Proceed with desired passes from base to ends, utilizing the **Flat Iron Guide** of the treatment protocol

Use Professional Judgment:

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

Color Awareness

Porous, chemically treated, colored or lightened hair may **shift in tone during ironing**

- Reduce heat immediately if discoloration is observed
- If necessary, **correct after treatment completion** following the **Post Treatment Guidelines**



PICTUREPERFECT HAIR™ BOND SEALING MASQUE

After iron step, rinse hair for 5 seconds- focusing on the scalp and hairline



Importance of the quick rinse:

1. To lightly rinse any treatment from the scalp and hairline
2. Re-wet hair slightly to aid in the masque application
3. Allowing some treatment to remain on the hair, combining with the masque to achieve stronger cuticle closure and seal of the hair.

- ✓ During the 5-second rinse, do not allow the mid-shaft or ends of the hair to lay in the bottom of the sink. This may lead to over rinsing and a weakened sealing of the hair.
- ✓ Make sure hair is consistently damp prior to masque application. If hair is too saturated with water, towel dry hair prior to masque application.



PBO

Personalized Blow Out® Smoothing Treatment

Guidelines & Pro-Tips

MASQUE TIMING:

- Standard processing for normal hair conditions: **5 minutes**
- Resistant or compromised hair: **up to 10 minutes**

PRO TIP:

Apply masque to **mid lengths to ends first**, then toward scalp

- **Ensure full saturation**- if hair lacks slip during masque application, apply additional masque
- Use a **wide tooth comb** for even distribution



***Remainder of the PicturePerfect Hair Bond Sealing Masque used during the treatment service is to be given to clients for use during their at-home maintenance and support of treatment**

POST TREATMENT GUIDELINES

- **Same-day style and zero downtime**

Color Services

- ✓ If necessary, deposit color may be applied after completion of treatment, **immediately after the masque step**
- ✓ Follow color processing with rinse + shampoo + **additional PicturePerfect Hair Bond Sealing Masque** to reseal the treatment into the hair and to ensure effectiveness and longevity of the treatment results

Lightening Services

- Wait a **minimum of 2 weeks** after treatment service before performing any lightening service

Home care guidelines

- ✓ The client should use **PicturePerfect Hair Bond Sealing Masque** once a week or bi-monthly, depending on washing routine, along with regular use of any **Keratin Complex shampoos, conditioners and aftercare products** to ensure longevity and effectiveness of the 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