

KERATIN COMPLEX™

OSHA COMPLIANT

2012 UPDATED
TRAINING MANUAL
& PROTOCOLS

TOOL & PRODUCT SETUP

Please have the following tools ready prior to starting the treatment:

- Keratin Complex™ Natural Keratin Smoothing Treatment/ Natural Keratin Smoothing Treatment for Blonde Hair
- Keratin Complex Clarifying Shampoo
- Cape, towels, bowl, tint brush
- Heat-resistant fine-tooth tail comb, gloves, clips, plastic cap, Keratin Complex Heat Therapy blow-dryer, and Keratin Complex vent brush
- Keratin Complex Thermal Glove
- Keratin Complex Heat Therapy Iron or professional titanium 450°F (232°) flat iron and 450°F (232°) detailing iron or Keratin Complex Root Refiner

TIP: For normal hair types and single-process color, use NKST. For bleached blonde, double-processed, highlighted, platinum blonde, gray or white hair, use NKST for Blonde Hair.

NATURAL KERATIN SMOOTHING TREATMENT (NKST) STEP-BY-STEP

CLIENT CONSULTATION

- Determine the client's degree of curl. Create a visual for the client by establishing a curl scale of 1 (straight) to 10 (very curly). Explain that NKST can reduce the client's curl by up to 3 levels.
- Explain the difference between NKST and chemical straighteners or relaxers.
- Discuss chemical history and assess the current condition of the hair.
- Discuss client's lifestyle and medical history.
- Review home maintenance protocol during the 72-hour post-treatment period.
- Determine the length and density of the client's hair before quoting a price.

FEATURES & BENEFITS

NATURAL KERATIN SMOOTHING TREATMENT is a professional keratin treatment that:

- Penetrates the cuticle to reduce frizz and curl
- Repairs damage and blocks the effects of humidity to prevent frizz
- Makes hair smoother and healthier with each treatment
- Cuts daily styling time and increases manageability
- Results last up to 5 months

NKST FOR BLONDE HAIR

- Soft ash tone maintains blonde, gray, white and highlighted shades
- Formulated to activate at a lower temperature
- Contains added conditioning benefits to keep blonde, gray, white and highlighted hair nourished

COMBINING NATURAL KERATIN SMOOTHING TREATMENT & COLOR SERVICES

- Color should be applied prior to NKST (on the same day), as the treatment acts as a color-locking system. Color will last longer and appear more vibrant. NKST is compatible with semi-permanent, demi-permanent, permanent color/highlights, gloss and toner.
- Color should not be applied sooner than 2 weeks after treatment, as developer, bleach and ammonia will disrupt the keratinous bond and compromise the longevity of the treatment.
- NKST should not be applied on hair that has been treated with henna color. Henna creates a coating on the hair and prevents the treatment from penetrating the hair shaft.

1

PREPARATION

Shake NKST bottle well. Measure and pour 2 – 3 ounces of treatment depending on hair length and density. Allow product to aerate for 10 – 15 minutes as the client's hair is cleansed with Keratin Complex Clarifying Shampoo. Blow-dry 100% as described in instructions below. Do NOT pour product back into bottle after application is completed. Discard any remaining product.

CLARIFYING SHAMPOO

The pH-elevating Keratin Complex Clarifying Shampoo properly opens the cuticle in preparation for treatment to ensure optimal results. Shampoo as follows:

- 2 times for bleached blonde, double-processed, chemically processed or 70% or more highlighted hair
- 2 times for normal, single-process color-treated and 50% or less highlighted hair
- 3 times for virgin, coarse, resistant, or gray hair

We recommend allowing 50% of the lather to remain in the hair after the first shampoo. Do not completely rinse the lather out; instead, continue by adding more Keratin Complex Clarifying Shampoo each time. In order to better achieve lather, add water. Rinse completely after the final shampoo.

When color has been applied prior to the NKST, always remove the color first with Keratin Complex Color Care Shampoo or Keratin Complex Blondeshell Shampoo, then shampoo once lightly with Keratin Complex Clarifying Shampoo.

2

BLOW-DRY

1. Rough dry using fingers.
2. Blow-dry the hair 100% using a medium heat setting. We recommend using a Keratin Complex Heat Therapy Dryer; ensure the positive ion (blue light) setting is on to keep the cuticle open during blow-drying.

3

APPLICATION

Gloves should be worn during application.

1. Divide the hair into **6 sections**.
2. Starting at the nape of the neck, part the hair into ½-inch sub-sections.

IMPORTANT: The following steps will reduce and/or eliminate sensory irritation.

- Allow product to aerate for 10 – 15 minutes before application.
- Always apply product away from the face.
- Use proper sectioning technique as described in the directions.
- Blow-dry away from the face, using a cool dryer setting.
- Avoid oversaturation.

- Use a tint brush to apply NKST. Begin application **1/8-inch to 1/4-inch** off the scalp through to the ends of the hair, working toward the top of the head. Comb away from the face using a fine-tooth comb to ensure the product is evenly distributed.
- Continue combing for even distribution and to remove any excess product from the hair. Less is best.
- When treatment has been thoroughly distributed through the hair, cover hair with a plastic cap and allow product to absorb at room temperature for 30 minutes. **DO NOT RINSE.**

IMPORTANT: DO NOT OVERSATURATE! If oversaturation occurs, the hair will appear greasy, flaky and heavy, and it will be harder to blow-dry and flat iron. Comb the hair thoroughly with a fine-tooth comb to ensure even product distribution. If oversaturation has occurred, use a fine-tooth comb to remove excess product. Oversaturating the hair may also cause sensory irritation. Continue combing hair until no excess residue remains on the comb, wiping excess product onto a towel. When applying the treatment, you will notice that the first areas of application may appear dry. This means the cuticle has absorbed the treatment. It is not necessary to reapply, as this will cause oversaturation.

4

POST APPLICATION

This is a critical step in achieving optimal blow-dry and flat iron results.

- After 30 minutes, remove cap. Using a fine-tooth comb, comb the hair thoroughly away from the face to ensure even distribution of product.
- Wipe any excess product onto a towel.

5

2ND BLOW-DRY

- Before blow-drying, section the hair into **6 sections**.
- Blow-dry the hair (using the concentration nozzle) one section at a time on a cool dryer setting.**
- Blow-dry the hair until 80% dry using only fingers, and then finish using a Keratin Complex vent brush.**

We recommend using a Keratin Complex Heat Therapy Dryer; ensure the negative ion (green light) setting is on to seal the cuticle during blow-drying. Hair must be 100% dry before flat ironing.

6

FLAT IRON

This is the most important phase of the smoothing treatment. It is recommended that you use a Keratin Complex Heat Therapy Iron, along with the Keratin Complex Root Refiner Taming + Smoothing Tool if the hair is especially coarse or unruly. You may also use a professional titanium flat iron that heats up to 450°F.

IMPORTANT: Flat iron temperatures should be adjusted based on the client's hair type. At extremely high temperatures, a flat iron can be damaging to the hair. Follow the guidelines below and use your professional judgment when selecting an iron temperature. Keep the flat iron in continuous motion to avoid heat damage or kinks in the hair. If the ends of the hair are severely damaged or split, cautiously go over the ends fewer times to prevent further damage. Always have a heat-resistant comb in front of the iron to provide tension.

- Replace the client's towel.
- Section the hair into 6 sections.
- Starting at the nape of the neck, flat iron 1/8-inch sub-section partings (sections should be thin enough that you can see through the section). "Tap, tap, tap" the iron at the root area first, then follow through from root to end. Use light tension on the ends to help smooth the root area.



NKST IRON TEMPERATURES/HAIR TYPES

400° - 410°F (204° - 210°C): Double-processed, overprocessed, damaged, fine, gray, or platinum blonde hair. Start with the lowest temperature of 400°F; you can go up to 410°F if needed. Pass the iron over each section 7 – 10 times from root to end.

410° - 430°F (210° - 221°C): Color-treated, chemically processed or highlighted hair. Start with the lowest temperature of 410°F; you can increase the temperature to 430°F if needed. Pass the iron over each section 7 – 10 times from root to end.

430° - 450°F (221° - 232°C): Virgin, coarse or resistant hair. Pass the iron over each section 10 – 12 times from root to end.



NKST FOR BLONDE HAIR IRON TEMPERATURES/HAIR TYPES

380° - 400°F (193° - 204°C): Double-processed, overprocessed, damaged, fine, gray, or platinum blonde hair. Pass the iron over each section 7 – 10 times from root to end.

400° - 420°F (204° - 215°C): Color-treated, chemically processed or highlighted hair. Pass the iron over each section 7 – 10 times from root to end.

420° - 430°F (215° - 221°C): Virgin, coarse or resistant hair. Pass the iron over each section 10 – 12 times from root to end.

ADJUST THE NUMBER OF IRON PASSES IF THE HAIR IS COMPROMISED OR EXTREMELY FINE.

AFTERCARE

- The client should not shampoo for at least 72 hours. During this 72-hour period, the client may use Keratin Complex Lock Launder Strengthening Dry Shampoo or Keratin Complex Volumizing Dry Shampoo Lift Powder to absorb excess oil from the scalp and keep the hair fresh and clean.
- The client should avoid getting any moisture into the hair during this 72-hour period. If the hair gets wet, instruct the client to blow-dry and go over their hair lightly with a flat iron on low heat.
- The client should wear their hair down. Do not use pins, clips, ponytail holders or sunglasses to hold or pull the hair back.
- After 72 hours, the hair should be washed with Keratin Complex Care, Color Care or Blondeshell Shampoo and Conditioner.

WARNING: Avoid contact with eyes. If contact occurs, flush eyes with water. In the event of further irritation, consult your medical provider. Store in a cool, dry place.

TOOL & PRODUCT SETUP

Please have the following tools ready prior to starting the treatment:

- Keratin Complex Express Blow Out
- Keratin Complex Clarifying Shampoo
- Cape, towels, bowl, tint brush
- Heat-resistant fine-tooth tail comb, gloves, clips, Keratin Complex Heat Therapy blow-dryer, and Keratin Complex vent brush
- Keratin Complex Thermal Glove
- Keratin Complex Heat Therapy Iron or professional titanium 450°F (232°) flat iron and 450°F (232°) detailing iron or Keratin Complex Root Refiner

TIP: Remember less is best. Because damp hair allows for easier distribution of product, only 1 ounce of Express Blow Out may be required.

EXPRESS BLOW OUT STEP-BY-STEP

CLIENT CONSULTATION

- Determine what result can be achieved from this express service, based on the hair's degree of curl, texture and density.
- Discuss chemical history and assess the current condition of the hair.
- Discuss client's lifestyle and medical history.
- Determine the length and density of the client's hair before quoting a price.
- Explain the difference between Express Blow Out and chemical straighteners or relaxers.

FEATURES & BENEFITS

EXPRESS BLOW OUT is a professional keratin treatment that penetrates the cuticle to reduce frizz and curl. It was designed to reduce frizz and curl on a more temporary basis by utilizing a different silicone compound than that of the NKST.

- Offers speedy smoothing in just 60 minutes or less
- Repairs damage and blocks the effects of humidity to prevent frizz
- The client is able to shampoo in just 8 hours
- Makes hair smoother and healthier with each treatment
- Cuts daily styling time and increases manageability
- Results last up to 6 weeks

COMBINING EXPRESS BLOW OUT & COLOR SERVICES:

- Color should be applied prior to Express Blow Out (on the same day), as the treatment acts as a color-locking system. Color will last longer and appear more vibrant. Express Blow Out is compatible with semi-permanent, demi-permanent, permanent color/highlights, gloss and toner.
- Color should not be applied sooner than 2 weeks after treatment, as developer, bleach and ammonia will disrupt the keratinous bond and compromise the longevity of the treatment.
- Express Blow Out should not be applied on hair that has been treated with henna color. Henna creates a coating on the hair and prevents the treatment from penetrating the hair shaft.

1

PREPARATION

Shake bottle well. Measure and pour 1 – 1 ½ ounces of Express Blow Out into a bowl depending on hair length and density. Allow product to aerate for 10 – 15 minutes as the client's hair is cleansed with Keratin Complex Clarifying Shampoo. Do NOT pour product back into bottle after application is completed. Discard any remaining product.

2

CLEANSE

The pH-elevating Keratin Complex Clarifying Shampoo properly opens the cuticle in preparation for treatment to ensure optimal results. Cleanse hair twice for all hair types.

We recommend allowing 50% of the lather to remain in the hair after the first shampoo. Do not completely rinse the lather out; instead, continue by adding more Keratin Complex Clarifying Shampoo each time. In order to better achieve lather, add water. Rinse completely after the final shampoo. When color has been applied prior to the Express Blow Out, always remove the color first with Keratin Complex Color Care Shampoo or Keratin Complex Blondeshell Shampoo, then shampoo once lightly with Keratin Complex Clarifying Shampoo.

3

TOWEL-DRY

Towel-dry the hair 80%, leaving enough moisture in the hair for optimal distribution of Express Blow Out. Do not use a blow-dryer.

4

APPLICATION

Gloves should be worn during application.

1. Divide the hair into **6 sections**.
2. Starting at the nape of the neck, part the hair into 2-inch sub-sections.
3. Use a tint brush to apply Express Blow Out. Begin application 1/8-inch to 1/4-inch off the scalp through to the ends of the hair, working toward the top of the head. Comb away from the face using a fine-tooth comb to ensure the product is evenly distributed.
4. Continue combing the hair for even distribution and to remove any excess product from the hair. **DO NOT RINSE.**

IMPORTANT: DO NOT OVERSATURATE! Less is best. Express Blow Out is formulated to work effectively without oversaturating the hair. If oversaturation occurs, the hair will appear greasy, flaky and heavy and it will be harder to blow-dry and flat iron. Oversaturating the hair may also cause sensory irritation. To remove excess product, use your fine-tooth comb, combing hair thoroughly. Excess product remaining on the comb should be wiped onto a towel. Continue combing thoroughly until hair combs clean without excess product on the comb. **DO NOT RINSE.**

IMPORTANT: The following steps will reduce and/or eliminate sensory irritation.

- Allow product to aerate for 10 – 15 minutes before application.
- Always apply product away from the face.
- Use proper sectioning technique as described in the directions.
- Blow-dry away from the face, using a cool dryer setting.
- Avoid oversaturation.

5

RED CARPET-READY BLOW-DRY

This step is key to close down the cuticle and seal Express Blow Out into the hair.

1. Before blow-drying, section the hair into **6 sections**.
2. **Blow-dry the hair (using the concentration nozzle) one section at a time on a cool dryer setting.**
3. **Blow-dry the hair until 80% dry using only fingers.**
4. Finish blow-drying using a medium heat setting and a Keratin Complex round brush. We recommend using a Keratin Complex Heat Therapy Dryer; ensure the negative ion (green light) setting is on to seal the cuticle during blow-drying. Hair must be 100% dry before flat ironing.

6

FLAT IRON

This is the most important phase of the Express Blow Out service. It is recommended that you use a Keratin Complex Heat Therapy Iron, along with the Keratin Complex Root Refiner Taming + Smoothing Tool if the hair is especially coarse or unruly. You may also use a professional titanium flat iron that heats up to 450°F.

IMPORTANT: Flat iron temperatures should be adjusted based on the client's hair type. At extremely high temperatures, a flat iron can be damaging to the hair. Follow the guidelines below and use your professional judgment when selecting an iron temperature.

Always have a heat-resistant comb in front of the iron to provide tension.

1. Section the hair into **6 sections**. Start at the nape of the neck with **1- to 2-inch sub-sections**.
2. Slowly move the iron from root to end, passing over each section 2 – 4 times.

IRON TEMPERATURES/HAIR TYPES

400° - 410°F (204° - 210°C): Double-processed, overprocessed, damaged, fine, gray, or platinum blonde hair. Start with the lowest temperature of 400°F; you can increase the temperature to 410°F if needed. Pass the iron over each section 2 – 4 times from root to end.

410° - 430°F (210° - 221°C): Color-treated, chemically processed or highlighted hair. Start with the lowest temperature of 410°F; you can increase the temperature to 430°F if needed. Pass the iron over each section 2 – 4 times from root to end.

430° - 450°F (221° - 232°C): Virgin, coarse or resistant hair. Pass the iron over each section 2 – 4 times from root to end.

IMPORTANT: Keep the flat iron in continuous motion to avoid heat damage or kinks in the hair. If the ends of the hair are severely damaged or split, cautiously go over the ends fewer times to prevent further damage.

AFTERCARE

- The client should not shampoo for 8 hours.
- The client should avoid getting any moisture into the hair during this 8-hour period. If the hair gets wet, instruct the client to blow-dry and go over their hair lightly with a flat iron on low heat.
- The client should wear their hair down. Do not use pins, clips, ponytail holders or sunglasses to hold or pull the hair back.
- After 8 hours, the hair should be washed with Keratin Complex Care, Color Care or Blondeshell Shampoo and Conditioner.

WARNING: Avoid contact with eyes. If contact occurs, flush eyes with water. In the event of further irritation, consult your medical provider. Store in a cool, dry place.

FREQUENTLY ASKED QUESTIONS

Q: What is Keratin Complex Express Blow Out?

A: Express Blow Out is a one-hour service that utilizes trionic keratin protein and an advanced co-polymer delivery system to reduce frizz and curl in all hair types. This express treatment delivers soft, silky texture and more manageable hair without the wait.

Q: How much time should be allowed to perform the Express Blow Out treatment?

A: We recommend a one-hour window; however, it should be determined on an individual basis based on client consultation.

Q: Is the treatment applied to wet or dry hair?

A: Express Blow Out should be applied to 80% towel-dried hair.

Q: How soon can the client wash their hair?

A: Hair can be washed after 8 hours.

Q: What results can be expected after the treatment?

A: Express Blow Out will reduce frizz, soften the hair and reduce daily styling time for up to 6 weeks.

Q: Can the treatment be done on pregnant or nursing women?

A: No, it is not recommended.

HOW-TO: KERATIN COMPLEX SMOOTHING THERAPY TREATMENTS & RELAXERS/CHEMICAL STRAIGHTENERS

Keratin Complex Natural Keratin Smoothing Treatment, Natural Keratin Smoothing Treatment for Blonde Hair and Express Blow Out set the new standard for relaxed and straightened hair. Straighteners and relaxers may contain harsh chemicals that break the hair's bonds, causing shedding and breakage. Our revolutionary smoothing treatments dramatically improve the condition of hair that has been previously treated with a chemical relaxer or straightener. Our unique formulas soften and repair kinky, coarse and wiry hair, smoothing the rough texture that other chemicals have left behind. Flat ironing seals the subcuticle of the hair for a shiny finish. NKST helps keep the hair smooth and manageable with results that last up to 5 months. The treatment can be applied 2 to 4 weeks after a chemical relaxer or straightener.

1

REFER TO PAGES 1 - 4 FOR FULL NKST AND EXPRESS BLOW OUT INSTRUCTIONS.

Shake bottle well. Measure and pour treatment. Allow product to aerate for 10 – 15 minutes as the client's hair is cleansed with Keratin Complex Clarifying Shampoo.

2

PRE-TREAT

1. Shampoo the hair once with Keratin Complex Keratin Care or Color Care Shampoo and rinse thoroughly. Apply a small amount of Keratin Complex Vanilla Bean Deep Conditioner evenly throughout the hair.
2. Cover the hair with a plastic cap and place under a dryer for 10 – 20 minutes.
3. Rinse well.
4. Shampoo twice with Keratin Complex Clarifying Shampoo, then rinse.

When color has been applied prior to the NKST or Express Blow Out, always remove the color first with Color Care Shampoo, then follow with Vanilla Bean Deep Conditioner directions above. Rinse thoroughly. Shampoo again with Color Care Shampoo, then rinse thoroughly. Shampoo once with Clarifying Shampoo. Rinse thoroughly. This process will protect the color from fading or changing.

3

BLOW-DRYING

To prevent breakage, we recommend that you do not detangle the hair when wet. Using a medium heat setting, blow-dry the hair 100% dry using only your fingers. We recommend using a Keratin Complex Heat Therapy Dryer; ensure the positive ion (blue light) setting is on to keep the cuticle open during blow-drying.

4

APPLICATION

REFER TO PAGES 1 - 4 FOR FULL NKST AND EXPRESS BLOW OUT INSTRUCTIONS.

IMPORTANT: When applying the treatment to previously relaxed or straightened hair, you will notice that the roots appear dry, while the mid-shaft and ends of the hair appear wet. This is normal; do NOT reapply the treatment. Continue to the next section.

5

FLAT IRON

IRON TEMPERATURES/HAIR TYPES

360° - 380°F (182° - 193°C): When flat ironing relaxed, chemically straightened or damaged hair, use 360° – 380°F. Do not exceed 400°F. If the hair is extremely damaged, pass over each section 4 – 6 times root to mid-shaft, with only 1 – 2 passes over the ends.

USING THE ROOT REFINER: The Root Refiner Taming + Smoothing Tool was created to tame highly textured hair with hard-to-control roots. The ceramic barrel smoothes hair quickly without damage, while maximizing moisture and shine.

AFTERCARE: Refer to pages 2 - 4 for full NKST and Express Blow Out aftercare instructions.

WARNING: Avoid contact with eyes. If contact occurs, flush eyes with water. In the event of further irritation, consult your medical provider. Store in a cool, dry place.

KERATIN COMPLEX™

NKST FREQUENTLY ASKED QUESTIONS

Q What is Keratin Complex Natural Keratin Smoothing Treatment?

A NKST is a professional keratin treatment that penetrates the cuticle to reduce frizz and curl. It repairs damage and blocks the effects of humidity to prevent frizz, making the hair smoother and healthier with each treatment. It also cuts styling time and allows for easier blow-drying. Results last up to 5 months.

Q How much time should be allotted for each client?

A Please allow a 2 to 3 hour window. Time should be determined on an individual basis and it is recommended that you screen each client by asking about their hair length, type and texture.

Q What results can be expected after the treatment?

A The hair will be more manageable and take much less time to style. It will be noticeably softer, smoother and healthier-looking, with added life, shine and a lengthened look.

Q Can hair be colored before the treatment?

A Yes! A great time to have the treatment done is directly after permanent color, semi-permanent color or highlights. The treatment will extend the life of the color and seal the color in, making it more vibrant.

Q Can the treatment be done on chemically treated, previously relaxed or straightened hair?

A Yes! We recommend waiting 2 weeks between any chemical services. Adjust iron temperature based on hair type as described in instructions and refer to our "How-To" section on relaxers.

Q How many days after the treatment can hair get wet or be washed?

A The client must wait 3 days (72 hours) before washing their hair or swimming.

Q Can the hair be pulled back or clipped up during the 72-hour waiting period?

A No. Using hair bands or clips will leave lasting impressions on the hair.

Q What should be done if the hair gets wet during the 72-hour waiting period?

A The client should blow-dry and flat iron with medium to low heat immediately.

Q What kind of shampoo and conditioner should be used?

A Keratin Care Shampoo and Conditioner (Sodium Chloride-Free) or Keratin Color Care or Blondeshell Shampoo and Conditioner (Sodium Chloride- and Sulfate-Free).

Q Do well water and/or water softeners affect the treatment?

A Yes. If either contains salt, they may have a minimal effect on the treatment. We recommend a filtration system that can be attached to the showerhead to eliminate salt at the source.

Q Is the treatment reapplication done on the entire head or just on the new growth?

A The reapplication should be done on the entire head as the buildup of keratin can only improve, not harm, the hair.

Q How long will the treatment last?

A The treatment lasts up to 5 months, depending on the client's lifestyle, maintenance and adherence to all aftercare instructions.

Q Should the hair be cut before or after the treatment?

A We recommend that hair be cut after the treatment, as it will have a smoother texture and will lie differently.

Q Can Keratin Complex Smoothing Therapy treatments be done on hair that has been treated with henna?

A It is not recommended that a treatment be performed on hair that has been treated with henna color. Henna creates a coating on the hair and prevents the treatment from penetrating the hair shaft.

Q Can the treatment be done on pregnant or nursing women?

A No, it is not recommended.

INFUSION

THE DAILY STYLING MUST-HAVE



- Deep penetrating action replenishes and revitalizes hair for a silky, shiny finish
- Seals nourishment into the cuticle
- Hydrates and smoothes the hair with each blow-dry

DIRECTIONS FOR A PROFITABLE IN-SALON SERVICE

1. For Keratin Complex Smoothing Therapy clients, start by washing the hair with Keratin Complex Keratin Care, Color Care or Blondeshell Shampoo. For untreated clients, start with Keratin Complex Clarifying Shampoo.
2. Towel-dry hair. Dispense a quarter-sized amount of Infusion into palms and work throughout the hair from root to end.
3. Comb through the hair for even distribution.
4. Place a cap over the hair and allow client to set under medium heat for 20 minutes.
5. Blow-dry hair until 100% dry.
6. Flat iron the hair for a beautifully smooth and shiny finish.

INTENSE Rx

THE REPAIRING REMEDY

REPAIR REVITALIZE REJUVENATE

- Works from the inside out to rebuild strength and reduce split ends in compromised hair
- Instantly repairs damage from heat styling, coloring and chemical treatments
- Makes hair more resilient

DIRECTIONS

1. For Keratin Complex Smoothing Therapy clients, start by washing the hair with Keratin Complex Keratin Care, Color Care or Blondeshell Shampoo. For untreated clients, start with Keratin Complex Clarifying Shampoo.
2. Towel-dry the hair extremely well.
3. Apply a quarter-sized amount of Intense Rx® into palms and distribute evenly, concentrating application on the mid-shaft to ends.
4. Cover the hair with a processing cap and place under medium heat for 10 – 15 minutes.
5. For optimal styling results, use 2 – 4 pumps of Infusion Keratin Replenisher.
6. Blow-dry and style with a flat iron to achieve a soft, smooth and shiny finish.



KERATIN COMPLEX™ HEAT THERAPY

ADVANCED STYLING TECHNOLOGY FOR SUPERIOR RESULTS

STEALTH II



- Titanium 1½-inch plates
- Lightweight, ergonomic design allows close access to the roots and adapts easily to your styling techniques
- Digital temperature display at your fingertips: 330° – 450°F (166° – 232°C)

STEALTH III



- Premium beveled titanium plates straighten and smooth the hair quickly without damage
- Sleek, ergonomic design and non-slip grip with 360-degree swivel cord for mobility and ease of use
- Ionic technology reduces frizz and static flyaways, smoothes the cuticle and enhances shine

STEALTH STRETCH



- Extra-long titanium plates feature 20% more plate surface than the original Stealth iron to style the hair faster
- Advanced internal ceramic heaters deliver even, high heat to maximize styling in all hair textures
- Smoothes, straightens and waves for versatile styling
- Perfect for styling long, thick hair

KERASTYLER DETAILER



- Titanium 1/2-inch plates
- Ideal for short hair, men's styling and hard-to-reach areas
- Ionic technology promotes smoother hair and reduces static
- Heats to 450°F (232°C)

ROOT REFINER



- Advanced ionic technology smoothes and tames highly textured hair and frizzy, hard-to-control roots
- Dual-comb design allows styling close to the roots
- Heats instantly up to 430°F

5-IN-ONE



- 5 interchangeable heads for unlimited curly looks
- Far-infrared technology distributes heat evenly
- Digital temperature control heats to 450°F (230°C)

CERAMIC BALL DRYER

- 2 speeds/3 temperatures with cold shot button
- Ion generator switch allows a continuous stream of over 3 million negative ions to smooth the cuticle
- Double-housing structure prevents heat from transferring into the handle



TEMPEST

- Revolutionary micro-ceramic heating element dries hair from the inside out, preventing damage to the outer cuticle
- Three-layer heat-protective shell keeps dryer body cool for professional comfort
- Lightweight, ergonomic design
- Offers 8 custom settings



TEMPEST MINI PRO

- Revolutionary micro-ceramic heating element dries hair from the inside out, preventing damage to the outer cuticle
- Far-infrared technology helps preserve the hair's natural moisture and shine for smooth, silky texture
- Ultra-light, compact design is perfect for on-the-go use



KERATIN COMPLEX™ PRODUCT COLLECTION



NATURAL KERATIN SMOOTHING TREATMENT

is a specially formulated revitalizing and rejuvenating treatment that reduces frizz and curl. This advanced formulation smoothes hair by infusing the highest quality natural keratin deep into the damaged cuticle. Typical results last up to 5 months.

NATURAL KERATIN SMOOTHING TREATMENT FOR BLONDE HAIR

is formulated to activate at a lower temperature and is extremely gentle and effective for blonde, overprocessed and grey hair.

EXPRESS BLOW OUT

is a unique smoothing service that reduces frizz and curl in just one hour. Its advanced delivery system infuses hair with natural keratin protein, resulting in smoother, more manageable hair without the wait. Hair can be washed just 8 hours after treatment.

CLARIFYING SHAMPOO

removes all residue and impurities that cling to the hair shaft. Our advanced elevating pH technology opens the cuticle, allowing optimal absorption of Natural Keratin Smoothing Treatment and Express Blow Out.



VANILLA BEAN DEEP CONDITIONER

is an intensive aromatherapy conditioning treatment for all hair types. Packed with vanilla bean bionutrients that restore moisture and shine for stronger, healthier hair.

INFUSION KERATIN REPLENISHER

infuses keratin protein in the cuticle, leaving the hair with a soft and silky finish. The deep penetrating action replenishes the hair and closes the cuticle to entrap nourishment. Infusion also serves as a follow-up treatment to our Keratin Complex Smoothing Therapy treatments to ensure longevity.

SHINE

is a unique blend of luxurious keratin oils that creates vibrant shine and enhanced protection from blow-drying and heat styling, delivering radiance and sheen without weighing hair down.

THERMO-SHINE

was developed especially for flat ironing. Our heat-activated silicone compound protects against damage as it smoothes and conditions.

STRAIGHT DAY SPRAY

is a superior daily treatment that replenishes the hair's existing keratin bonds to increase shine and softness. On wet or dry hair, this hydrating spray smoothes, reduces flyaways and tames unwanted frizz.

KERAWHIP HYDRATING CREAM CONDITIONER

is a spa treatment for the hair! KeraWhip is a unique whipped conditioner that controls breakage and split ends while delivering intensive hydration.



KERATIN COLOR CARE SHAMPOO

was developed to extend the vibrancy of color-treated hair. This sodium chloride- and sulfate-free formula contains a special combination of keratin, soy and wheat proteins for renewed strength and lasting color protection.

KERATIN COLOR CARE CONDITIONER

contains panthenol to smooth and moisturize color-treated hair. A blend of proteins provides the nourishment hair needs to stay strong, soft and healthy.

KERATIN CARE SHAMPOO

gently cleanses hair without stripping precious nutrients and moisture. The sodium chloride-free formula contains keratin protein to strengthen the cuticle and defend against future damage.

KERATIN CARE CONDITIONER

is a daily-use conditioner that instantly hydrates and softens all hair types. Keratin, wheat and soy proteins nourish the hair from within to leave it shiny, glossy and healthy.

VOLUMIZING DRY SHAMPOO LIFT POWDER

gently cleanses, boosts volume and absorbs excess oil without diminishing the precious nutrients of healthy hair. Great for use during the 72-hour waiting period after the Natural Keratin Smoothing Treatment. Available in blonde, brunette and neutral shades.

TRAVEL VALET SHAMPOO AND CONDITIONER

is available in Keratin Care and Keratin Color Care editions. The TSA-approved 3-ounce sizes are perfect for preserving a keratin treatment when traveling or on the go.



INTENSE RX

repairs damaged, overprocessed, highlighted, permed, straightened, and relaxed hair. Rebuilds strength, restores elasticity and reduces breakage in just one treatment.



KEEP UP WITH THE LATEST & GREATEST FROM KERATIN COMPLEX. SCAN THIS CODE TO "LIKE" US ON FACEBOOK!



STYLE THERAPY COLLECTION



GLOWTION POTION STYLING OIL

is the softening solution for dry, damaged and color-treated hair. This frizz-control formula mends rough split ends and breakage, even in coarse hair textures.

LIFT OFF ROOT AMPLIFYING STYLING GEL

is the perfect styling boost for all hair types. A special blend of keratin, wheat protein and humectants boosts moisture and shine while reducing static flyaways.

VITA VOLUME BOOSTING FOAM

is a lightweight foamer that improves body and fullness. This non-greasy, moisturizing formula lifts hair from root to tip for full-blown volume and bounce.

FLEX FLOW FLEXIBLE SHAPING HAIRSPRAY

is a lightweight aerosol hairspray that improves the strength of the hair fibers while giving brushable hold to all styles.

BOLD HOLD MAXIMUM FINISHING HAIRSPRAY

is a maximum-hold hairspray that delivers powerful hold with brushable memory—perfect for keeping elaborate updos in place or giving wavy, curly looks long-lasting bounce.

LOCK LAUNDER STRENGTHENING DRY SHAMPOO

is a special blend of oil-absorbing powders that instantly eliminate residue and excess oil while refreshing hair and scalp.

LOCK LUSTER NOURISHING SPRAY CONDITIONER

is a unique wet-to-dry conditioner with anti-aging vitamins and antioxidants that instantly conditions without weighing hair down.

INTRODUCING

Blondeshell™ KERATIN COMPLEX™

Perfect for all blonde and gray shades, from natural to highlighted, the Keratin Complex Blondeshell collection brightens all hair types while reducing brassy tones. Blonde, gray and silver shades stay bright and radiant, thanks to a fade-fighting chamomile complex and strengthening blend of keratin, vitamins and natural oils. The Blondeshell collection is formulated without parabens, sulfates or sodium chloride for healthier hair and truer color.

Shampoo & Conditioner (3 oz., 13.5 oz. & 33.8 oz.)

Keratin-Enriched Debrass & Brighten Formula

Enhance (3.4 oz.)

High Shine Brightening Oil

Masque (6.7 oz.)

Deep Keratin Treatment




KERATIN COMPLEX™

AS SEEN IN

The collage features several magazine covers: **American Salon** with a man's face, **Better Homes and Gardens** with autumn-themed food, **InStyle** with a woman's face and '5th ANNIVERSARY SPECIAL ISSUE!' text, **Lucky** with a woman's face and 'Free stuff too good to ignore' text, and **HAIR** with a woman's face and '101 SEXY CUTS' text. A screenshot of the **www.keratincomplex.com** website shows the brand name and a 'Vote NOW!' button. A woman with long, dark, wavy hair is the central focus of the collage.

Since our launch in 2007, Keratin Complex has revolutionized the way with innovative technology and amazing results. It is no wonder Keratin Complex is now the leading smoothing and styling products are specially formulated to contain natural keratin protein, rebuilds, restores and rejuvenates hair. No more bad hair days with Keratin Complex!

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