

# EXPRESS RENEWAL PLUS+

## ZERO FORMALDEHYDE EXPRESS KERATIN TREATMENT

**KERATHERAPY EXPRESS RENEWAL+** is a professional express smoothing treatment that is as easy to use as spraying it on and sealing it in. Express Renewal Plus+ is a fast, safe way to remove frizz, rejuvenate, smoothen and revive the hair.

### FEATURES

- Fast, easy spray-on application
- Transforms ordinary, overworked hair into silky, shiny, healthy looking hair for up to 4-6 weeks
- Eliminates frizz, protects from humidity
- Dramatically speeds blow-drying, ironing & overall finishing
- Reduces curl up to 50-60%
- Adds a NEW SERVICE to your Professional menu
- No down time for clients!
- 100% formaldehyde-free, complies with EU, Canada & all worldwide health agencies



### KERABOND TECHNOLOGY

Combines the benefits of keratin with proteins, amino-acids, nutrients and natural ingredients resulting in strong, healthy hair that is frizz-free, shiny, smooth, manageable, and resistant to humidity.



### PANTHENOL

Form of Vitamin B that seals the cuticle while creating incredible shine. Maintains optimum moisture balance and repels humidity



### HELIANTHUS (SUNFLOWER) OIL

Conditions, moisturizes and adds shine



### AMINO ACID COMPLEX

(Glutamine, Glycine, Alanine, Etc.)  
Softens hydrogen bonds to enable short-term reshaping of hair



### VACCINIUM MYRTILLUS (BILLBERRY) LEAF EXTRACT

Antioxidant, that moisturizes and protects hair



### ORGANIC COMPLEX

(Blend Of Billberry, Sugarcane, Sugar Maple, Ginger, Lemon And Ginger;  
Macrocystis Pyrifera Extract / Kelp)  
Rich in vitamins and minerals. Adds shine to the hair and gives hair fullness

# application process

*(shake well before use)*

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.

1. **SHAMPOO:** Cleanse hair with Keratherapy Clean Start Pre-Treatment Shampoo. Work shampoo into a lather from roots to ends, being sure not to massage or scratch the scalp. Rinse and Repeat. **NOTE:** If using directly after a color or highlighting service, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo.
2. **DIVIDE:** Section into 3-4 large parts.
3. **APPLICATION:** Starting at the nape area, take 1" to 1-1/2" sections and generously spray Express Renewal Plus+ onto the hair making sure that all hair has been thoroughly treated. Avoid excessive contact with scalp. Massage treatment into each section with fingertips then comb straight with a fine tooth comb.
4. **PROCESS:** Continue this process over the entire head until completely treated. Let hair process for 20 minutes. It is not necessary to cover with a plastic cap or to apply heat.
5. **RINSE:** After processing time is complete, rinse the hair with water for 10-20 seconds to remove excess; do not shampoo. Towel Dry.
6. **BOOSTER:** For greater treatment longevity or for clients with coarse, resistant hair, towel dry the hair and spray Keratherapy Keratin Booster throughout the hair and comb to evenly distribute.
7. **BLOWOUT:** Using a brush and blow dryer on medium heat, dry the hair completely straight and smooth until 100% dry. **NOTE:** THIS IS A CRITICAL STEP! Hair must be completely dry and smooth before flat ironing.
8. **FLAT IRONING:** Section the hair into 3-4 sections to begin the flat ironing process. It is extremely important to choose the correct iron temperature from the chart below. This is determined by the hair type and overall condition of the hair. Starting at the nape area, take small sections and flat iron thoroughly until the hair becomes shiny and smooth. This will require multiple passes of the flat iron on each section. Pay particular attention to the resistant root area. Continue this process until all the hair has been flat ironed thoroughly.
9. **STYLE:** For longest lasting results, the client should use Keratherapy Keratin Infused Home Care products to maintain the treatment between salon visits. No down time! Client can get hair wet, use clips, bands, etc. immediately after treatment is completed.

## TIPS

1. We highly recommend waiting one week after a color service before applying the Express Renewal Plus+ Keratin Treatment.
2. Always begin ironing in back of head. If color begins to lighten, lower temperature of the flat iron and proceed.
3. Add a haircut during processing time for added revenue.
4. If client's hair is extremely damaged or fragile, do not conduct this or any keratin service. We recommend continual use of the Keratherapy Deep Conditioning Masque until the hair has been restored and reconstructed.

For more information please visit KERATHERAPY.COM  
Available in 8 oz / 237 ml

HAIR TYPE RECOMMENDED	IRON SETTING
Coarse or resistant texture, virgin, extremely curly	430°F-450°F (221°C- 230°C)
Medium texture or colored hair	410°F-420°F (210°C- 215°C)
Fine texture, double processed or highlighted hair	400°F (204°C)