



BRAZILIAN BLOWOUT®

GLASS HAIR

Weekly Leave-In Repair Treatment

3.4oz | \$49 MSRP

WHAT IT IS:

Molecular repair that doesn't just fix damage, it upgrades how hair looks, feels, and behaves—instantly.

WHY IT EXISTS:

Achieving hair that looks healthy typically requires layering multiple care and styling products to mask damage, often compromising feel, movement, or performance. Glass Hair delivers true internal repair and surface perfection in a single formulation, eliminating the trade-offs stylists and clients are used to accepting.

KEY TECHNOLOGY:

Bioidentical Peptide Complex

(sr-Tripeptide-137, Hexapeptide-40, sh-Polypeptide-146)

- Rebuilds weakened bonds at the molecular level
- Recharges the hair's own peptide chains to reinforce internal structure

Multi-Acid Moisture System

(Lactic and Amino Acids)

- Functional acids penetrate the cortex to deliver hydration at multiple depths
- Binds and retains hydration within the hair fiber to rebalance internal moisture
- Forms a moisture-retaining film to prevent dehydration and fiber collapse

Gloss-Enhancing Bio Polymers (proprietary)

- Repairs compromised areas, helping to reduce breakage
- Bio adhesive technology smooths cuticle-scale damage and surface irregularities
- Boosts light reflection for a smooth, high-gloss finish

FEATURES → BENEFITS

- Molecular-level repair
→ Corrects damage within the cortex and medulla
- Internal + external fiber restoration
→ Hair feels stronger, softer, and measurably healthier
- Cuticle sealing for surface uniformity
→ Maximizes light reflection for a true glass-like finish
- High efficacy on compromised hair
→ Delivers visible improvement on dry, damaged, or chemically treated hair

WHAT MAKES IT DIFFERENT:

Glass Hair delivers a level of instant transformation and internal repair typically reserved for professional in-salon treatments.

- Works within the hair's internal structure rather than coating the surface
- Avoids over-proteinization that can weaken hair over time.
- Can be used to maintain and extend Brazilian Blowout treatments

This is corrective care with immediate visual payoff, not cosmetic gloss.

HOW TO USE:

Apply to clean, towel-dried damp hair. Dispense 4–6 pumps and apply from ends to roots. Do not rinse. Style as desired. Use once weekly for continued improvement.

HOW TO SELL IT:

"This is a corrective you can use with any service—clients see an immediate difference in hair health and manageability, so the value is obvious before they even leave the chair."

"Because the transformation is instant and the hair continues to improve with weekly use, it makes it an easy yes for the client to take home."

WHO IT'S FOR:

Stylist:

- Clients with compromised, chemically treated, dry/very dry, porous hair
- Services where hair health and shine need to be elevated quickly

Client:

- Regularly heat style
- Color- or bleach-treated hair
- Anyone focused on improving hair health as well as maintaining length

REVENUE OPPORTUNITY:

- **3.4 oz | \$49 MSRP**
- Upgrade to a **Glass Hair Blowout** or bundle into the service
- No added time behind the chair
- Reinforces stylist authority in advanced hair-repair technology