

KERATHERAPY™



The Science of Keratin Care  
for Healthy Hair

2024 Introductory Offers

the  
**salon**  
center  
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# The Science of Keratin Care for Healthy Hair

Want to know the secret to healthy hair? It's simple, **keratin**.

Sure, there are plenty of other ingredients that help address specific hair concerns but without a strong foundation of keratin, you just won't get there.

## How does Keratherapy do it?

### Keep it Simple

There are so many products touting so many ingredients on the market for healthy hair. But at the end of the day, there is only one ingredient that is naturally produced in the body that creates healthy hair. Keratin helps keep hair strong, playing a crucial role in maintaining the strength, structure, and overall health. It's one ingredient. It's the solution for a great head of healthy hair!

### Keep it Healthy

Why is Keratin so important? Healthy hair is made up of 80% keratin. But as we age, we naturally lose it. When you combine the natural aging process with environmental factors, chemical treatments, and heat tools, keratin deficiency is accelerated, resulting in dull, dry, frizzy, lackluster hair.

Since strong, healthy hair depends on healthy keratin levels, the solution is to replenish keratin back into the hair so you can:

**Strengthen & Repair** . Strengthen & Repair . Keratin fills in the gaps in the hair shaft, smoothing out the cuticle, making hair stronger and thus less prone to breakage and more resistant to damage.

**Improve Elasticity** . Keratin helps restore & improve elasticity, allowing for flexibility so the hair can stretch and bounce back without breaking.

**Enhance Shine & Smoothness** . Keratin creates a protective barrier around the hair shaft, sealing in moisture.

**Reduce Frizz** . Keratin acts as a shield preventing excess moisture from entering the hair shaft which causes frizz, for sleek, controlled hair, even in high humidity.

**Add Volume & Body** . The use of keratin can be customized to enhance the texture of the hair, adding body and volume for a fuller appearance.

**Extend the Life of Hair Color** . By restoring proper keratin levels, hair will be less porous and will hold color longer.



### Keep it Keratin

Keratherapy is the first-of-its-kind, comprehensive keratin care line with KERABOND. What is KERABOND? Each product is rooted in the science of KERABOND, a proprietary, high-performance formulation designed to attack keratin deficiency from within the hair shaft, replenishing keratin so the hair is left not only protected from future damage but **3x stronger** (than untreated hair) **for longer**.



The a-helix protein structure in the hair fiber is what provides strength to the hair. In weak hair, these bonds are broken and missing. Traditional at-home keratin products rinse out quickly because they only act on the surface, failing to penetrate the hair and actually rebuild these bonds. Using a proprietary molecule KERABOND replenishes and temporarily bonds keratin to the internal polypeptide chains in hair. KERABOND goes beyond the surface, deep within the hair cortex to deliver long-lasting protection. It repairs disulfide bonds while fortifying salt and hydrogen bonds, thus strengthening hair from the inside. Fully penetrating the hair shaft ensures long-lasting color, hydration, and manageability for strong, shiny, healthy, youthful hair.

### Keep it Personal

While we set the foundation for stronger, long-lasting healthy hair for all hair types, textures, and concerns in keratin, we also know no two heads of the hair are the same. Products are designed to work in tandem with one another. By coupling Kerabond with additional ingredients for personalized performance options, and presenting them in collections, optimal hair health is guaranteed. Keratherapy offers the most comprehensive collection of 7 keratin-infused and 2 vegan Smoothing and Conditioning Salon Treatments (based on country/region). These treatments are complimented by a Home Care line featuring 9 different collections!

# Professional Stylist Station & Home Care Retailing Intros

## Intro Offer #1

### Intro #1 Moisture + Keratin Collection

- 1 - Moisture Shampoo 10.1oz
- 1 - Moisture Conditioner 10.1oz
- 1 - Leave In Conditioner Spray 8.5oz
- 1 - Deep Conditioning Masque 8oz

**Salon Cost: \$47.60**

Salon Value: \$56.00



### Intro #1 Color Protect + Keratin Collection

- 1 - Color Protect Shampoo 10.1oz
- 1 - Color Protect Conditioner 10.1oz
- 1 - Color Seal Leave In Spray 4.2oz

**Salon Cost: \$35.70**

Salon Value: \$42.00



### Intro #1 Repair + Keratin Collection

- 1 - Keratifix Repair Shampoo 10.1oz
- 1 - Keratifix Repair Conditioner 10.1oz
- 1 - Keratifix 20-in-1 Leave-in 4.2oz

**Salon Cost: \$35.70**

Salon Value: \$42.00



### Intro #1 Volume + Keratin Collection

- 1 - Volume Shampoo 10.1oz
- 1 - Volume Conditioner 10.1oz
- 1 - Root Boost & Volumizer 8.5oz

**Salon Cost: \$36.13**

Salon Value: \$42.50



### Intro #1 Blonde + Keratin Collection

- 1 - Blonde Toning Shampoo 10.1oz
- 1 - Blonde Toning Conditioner 10.1oz
- 1 - Blonde Toning Spray 4.2oz

**Salon Cost: \$35.06**

Salon Value: \$41.25



### Intro #1 Bamboo Miracle Vegan Collection

- 1 - Bamboo Smooth & Repair Shampoo 10.1oz
- 1 - Bamboo Smooth & Repair Cond. 10.1oz
- 1 - Bamboo All-in-One Leave In 6oz
- 1 - Bamboo Miracle Reconstructor 6oz

**Salon Cost: \$51.00**

Salon Value: \$60.00



### Intro #1 Style + Keratin Collection

- 1 - Define, Shine & Style Cream 4.2oz
- 1 - Ultra Fast Blow-Dry Mist 4.2oz
- 1 - Rapid Rescue 4.2oz
- 1 - Daily Smoothing Cream 6.8oz
- 1 - Argan Oil 1.7oz
- 1 - Volumizing & Styling Foam 6oz

**Salon Cost: \$73.95**

Salon Value: \$87.00



## Intro Offer #2

Purchase our Style + Keratin Collection  
plus one or more other Collections Save 20%

### Collections with Save 20%

**Moisture + Keratin Collection**

**Salon Cost: \$44.80 each**

**Volume + Keratin Collection**

**Salon Cost: \$34.00 each**

**Color Protect + Keratin Collection**

**Salon Cost: \$33.60 each**

**Blonde + Keratin Collection**

**Salon Cost: \$33.00 each**

**Repair + Keratin Collection**

**Salon Cost: \$33.60 each**

**Bamboo Miracle Vegan Collection**

**Salon Cost: \$48.00 each**

### Style + Keratin Collection

- 1 - Define, Shine & Style Cream 4.2oz
- 1 - Ultra Fast Blow-Dry Mist 4.2oz
- 1 - Rapid Rescue 4.2oz
- 1 - Daily Smoothing Cream 6.8oz
- 1 - Argan Oil 1.7oz
- 1 - Volumizing & Styling Foam 6oz

**Salon Cost: \$73.95**

Salon Value: \$87.00



## Intro Offer #3

**\$99 Intro - 33% Savings | \$147 Value**

### Intro #3 Moisture + Keratin

- 2 - Moisture Shampoo 10.1oz
- 2 - Moisture Conditioner 10.1oz
- 1 - Moisture Shampoo 33.8oz
- 1 - Moisture Conditioner 33.8oz
- 1 - Daily Smoothing Cream 6.8oz
- 1 - Keratinfixx 20-in-1 Leave-in 4.2oz
- 2 - Liter Pumps

**Salon Cost: \$99.00**

Salon Value: \$147.00



### Intro #3 Color Protect + Keratin

- 2 - Color Protect Shampoo 10.1oz
- 2 - Color Protect Conditioner 10.1oz
- 1 - Color Protect Shampoo 33.8oz
- 1 - Color Protect Conditioner 33.8oz
- 1 - Daily Smoothing Cream 6.8oz
- 1 - Keratinfixx 20-in-1 Leave-in 4.2oz
- 2 - Liter Pumps

**Salon Cost: \$99.00**

Salon Value: \$147.00



### Intro #3 Repair + Keratin

- 2 - Keratinfixx Repair Shampoo 10.1oz
- 2 - Keratinfixx Repair Conditioner 10.1oz
- 1 - Keratinfixx Repair Shampoo 33.8oz
- 1 - Keratinfixx Repair Conditioner 33.8oz
- 1 - Daily Smoothing Cream 6.8oz
- 1 - Keratinfixx 20-in-1 Leave-in 4.2oz
- 2 - Liter Pumps

**Salon Cost: \$99.00**

Salon Value: \$147.00



Plus



## Intro Offer #4

**\$199 Intro - 38% Savings | \$323 Value**

- 2 - Moisture Shampoo 10.1oz
- 2 - Moisture Conditioner 10.1oz
- 2 - Keratinfixx Repair Shampoo 10.1oz
- 2 - Keratinfixx Repair Conditioner 10.1oz
- 3 - Daily Smoothing Cream 6.8oz
- 3 - Keratinfixx 20-in-1 Leave-in 4.2oz
- 1 - Moisture Shampoo 33.8oz
- 1 - Moisture Conditioner 33.8oz
- 1 - Keratinfixx Repair Shampoo 33.8oz
- 1 - Keratinfixx Repair Conditioner 33.8oz
- 4 - Liter Pumps





# Professional Treatment Intros

## Intro Offer #6

### Full Keratin Replenishment and Smoothing Treatment Offer

Choose from traditional or formaldehyde-free formulas!

- 1 Choose a Treatment: Brazilian Renewal, Extreme Renewal, Extreme Renewal Creme de Cocoa or Pure Renewal Plus+ | 33.8oz/1Ltr
- 1 Clean Start Pre-Treatment Shampoo | 33.8oz/1Ltr
- 1 Moisture+Keratin Deep Conditioning Masque | 16oz/473ml
- 1 Style+Keratin Daily Smoothing Cream | 6.8oz/200ml
- 1 Moisture+Keratin Shampoo | 33.8oz/1Ltr
- 1 Moisture+Keratin Conditioner | 33.8oz/1Ltr
- 1 Thermal Square Brush | 1.25"/32mm
- 1 Thermal Square Brush | 1.75"/45mm
- 1 Thermal Square Brush | 2"/53mm
- 1 Vent Brush Black
- 1 Heat Resistant Carbon Tail Comb Black
- 1 Heat Resistant Carbon Wide Tooth Comb Black
- 1 Mixing Bowl
- 1 Applicator Brush
- 3 Pumps
- 6 Mirror Clings
- 2 Certified Salon Window Cling
- 2 Tent cards
- 1 Product Guide (DIGITAL VERSION)
- 1 Application Guides (DIGITAL VERSION)
- 1 Market Potential Sheet (DIGITAL VERSION)



Your Choice



**Intro Offer**  
**\$375**

Salon Value \$535.25  
**30% Savings**

## Intro Offer #7

### Express Keratin Replenishment & Smoothing Treatment Offer

Choose from traditional or formaldehyde-free formulas!

- 1 Color Lock & Smooth or Express Renewal | 8oz/237ml
- 1 Clean Start Pre-Treatment Shampoo | 16oz/473ml
- 1 Style+Keratin Daily Smoothing Cream | 6.8oz/200ml
- 1 ColorProtect+Keratin Shampoo | 33.8oz/1Ltr
- 1 ColorProtect+Keratin Conditioner | 33.8oz/1Ltr
- 2 Pumps
- 1 Heat Resistant Carbon Tail Comb Black
- 1 Heat Resistant Carbon Wide Tooth Comb Black
- 2 Mirror Clings
- 1 Certified Salon Window Cling
- 2 Tent cards
- 1 Market Potential Sheet (DIGITAL VERSION)
- 1 Product Guide (DIGITAL VERSION)
- 1 Application Guides (DIGITAL VERSION)



Your Choice



**Intro Offer**  
**\$119**

Salon Value \$172.50  
**31% Savings**