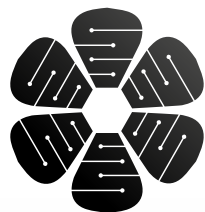


KERATHERAPY™



**The Science of Keratin Care
for Healthy Hair**

2025 Introductory Offers

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.

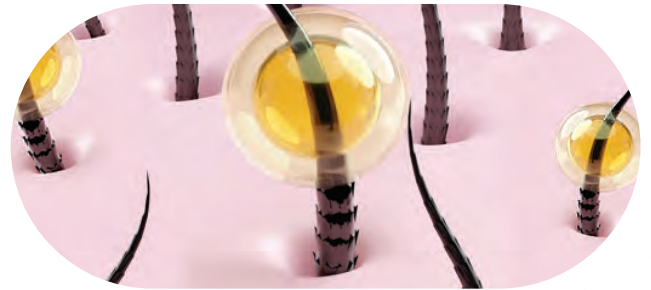
Add Volume & Body . The use of keratin can be customized to enhance the texture of the hair, adding body and volume for a fuller appearance.

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

Purchase one full Collection | 15% Savings

- 1 Moisture+Keratin Collection | \$56 Value | **\$47.60**
- 1 Repair+Keratin Collection | \$42 Value | **\$35.70**
- 1 ColorProtect+Keratin Collection | \$42 Value | **\$35.70**
- 1 Volume+Keratin Collection | \$42.50 Value | **\$36.13**
- 1 Blonde+Keratin Collection | \$41.25 Value | **\$35.06**
- 1 BambooMiracle Vegan Collection | \$60 Value | **\$51.00**
- 1 Style+Keratin Collection | \$87 Value | **\$73.95**



Intro Offer #2

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

Intro Offer #3

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

- 2 Moisture+Keratin, ColorProtect+Keratin, **or** Repair+Keratin Shampoo | 10.1oz/300ml
- 2 Conditioner - Matching Collection | 10.1oz/300ml
- 1 Shampoo - Matching Collection | 33.8oz/1Ltr
- 1 Conditioner - Matching Collection | 33.8oz/1Ltr
- 1 Style+Keratin Daily Smoothing Cream | 6.8oz/200ml
- 1 Repair+Keratin 20-in-1 Leave-In | 4.2oz/125ml
- 2 Liter Pumps

Your Choice



Intro Offer #4

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

- 2 Moisture+Keratin Shampoo | 10.1oz/300ml
- 2 Moisture+Keratin Conditioner | 10.1oz/300ml
- 2 Repair+Keratin Shampoo | 10.1oz/300ml
- 2 Repair+Keratin Conditioner | 10.1oz/300ml
- 3 Style+Keratin Daily Smoothing Cream | 6.8oz/200ml
- 3 Repair+Keratin 20-in-1 Leave-In | 4.2oz/125ml
- 1 Moisture+Keratin Shampoo | 33.8oz/1Ltr
- 1 Moisture+Keratin Conditioner | 33.8oz/1Ltr
- 1 Repair+Keratin Shampoo | 33.8oz/1Ltr
- 1 Repair+Keratin Conditioner | 33.8oz/1Ltr
- 4 Liter Pumps



Intro Offer #5

Purchase 3 of each of our 7 Collections
 (\$370.75 x 3 = \$1112.25)
 receive \$824 in items for free:

Purchase

- 3 Moisture+Keratin Collection
- 3 Repair+Keratin Collection
- 3 ColorProtect+Keratin Collection
- 3 Volume+Keratin Collection
- 3 Blonde+Keratin Collection
- 3 Style+Keratin Collection
- 3 BambooMiracle Collection

Receive Free for Back Bar & Station

- 1 Moisture+Keratin Shampoo | 33.8oz/1Ltr
- 1 Moisture+Keratin Conditioner | 33.8oz/1Ltr
- 1 ColorProtect+Keratin Shampoo | 33.8oz/1Ltr
- 1 ColorProtect+Keratin Conditioner | 33.8oz/1Ltr
- 1 Blonde+Keratin Shampoo | 33.8oz/1Ltr
- 1 Blonde+Keratin Conditioner | 33.8oz/1Ltr
- 1 Repair+Keratin Shampoo | 33.8oz/1Ltr
- 1 Repair+Keratin Conditioner | 33.8oz/1Ltr
- 1 BambooMiracle Smooth & Repair Shampoo | 33.8oz/1Ltr
- 1 BambooMiracle Smooth & Repair Conditioner | 33.8oz/1Ltr
- 10 Liter Pumps
- 1 Style+Keratin Rapid Rescue | 4.2oz/125ml
- 1 Style+Keratin Daily Smoothing Cream | 6.8oz/200ml
- 1 Style+Keratin Argan Oil | 1.7oz/50ml
- 1 Style+Keratin Volumizing & Styling Foam | 6oz/178ml
- 1 Style+Keratin Define, Shine & Style Cream | 4.2oz/125ml
- 1 Style+Keratin Ultra Fast Blow Dry Mist | 4.2oz/125ml

Receive Free for Sampling and Merchandising

- 30 Moisture+Keratin Shampoo | .33oz/10ml
- 30 Moisture+Keratin Conditioner | .33oz/10ml
- 30 Moisture+Keratin Deep Conditioning Masque | .33oz/10ml
- 30 ColorProtect+Keratin Shampoo | .33oz/10ml
- 30 ColorProtect+Keratin Conditioner | .33oz/10ml
- 30 Repair+Keratin Shampoo | .33oz/10ml
- 30 Repair+Keratin Conditioner | .33oz/10ml
- 30 Repair+Keratin 20-in-1 Leave-In | .33oz/10ml
- 30 Style+Keratin Daily Smoothing Cream | .33oz/10ml
- 2 Window Clings
- 6 Mirror Clings
- 4 Tent Cards
- 100 Retail Bags



Intro Offer
\$1112.25

Total Salon Value \$1,936.25
 Free Goods Value \$824
43% Savings

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

Intro Offer #8

BambooMiracle Vegan Strengthening & Smoothing Treatment Offer

Choose from traditional or formaldehyde-free formulas!

- 1 BambooMiracle Blowout or BambooMiracle Blowout ZERO (Formaldehyde-Free) Strengthening & Smoothing Treatment | 33.8oz/1 Ltr
- 1 BambooMiracle Detox Shampoo | 33.8oz/1 Ltr
- 1 BambooMiracle Masque | 33.8oz/1 Ltr
- 1 Application Guide (digital version)
- 1 BambooMiracle Reconstructor | 6oz/178ml
- 1 BambooMiracle All-in-One Leave-in Treatment | 6oz/178ml
- 1 BambooMiracle Smooth & Repair Shampoo | 33.8oz/1 Ltr
- 1 BambooMiracle Smooth & Repair Conditioner | 33.8oz/1 Ltr
- 1 Vent Brush Black
- 1 Thermal Square Brush | 1.25"/32mm
- 1 Thermal Square Brush | 1.75"/45mm
- 1 Thermal Square Brush | 2"/53mm
- 1 Heat Resistant Carbon Tail Comb Black
- 1 Heat Resistant Carbon Wide Tooth Comb Black
- 1 Mixing Bowl
- 1 Applicator Brush
- 4 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)



Intro Offer
\$375

Salon Value \$561.75
33% Savings

*For new Keratherapy accounts only. One-time purchase per account. Subject to Distributor participation, while supplies last.

Learn more: pro.keratherapy.com

Contact us: info@keratherapy.com

Review the application process and get certified: edu.keratherapy.com