



1. Recognize that "Smoothing" and "Straightening" are Not the Same

It's no longer about "straight"; it's about healthy, strength, manageability & shine. The category has evolved from an exclusive, expensive, time-consuming treatment for a small percentage of clients to a selection of services and high quality home care products at affordable price point and curl reduction levels that appeal to every client in your chair.

What is "Smoothing"?

- Stronger, healthier hair
- Elimination of frizz
- Immunity to humidity
- Incredible Manageability
- Shinier, Longer lasting color
- 50% faster blow-dry, ironing or overall finish time

With Keratherapy, clients can enjoy the benefits of smoothing for days, weeks or months by taking advantage of up to 7 in-salon treatments, or by home use of our 9 Keratin-Infused or Vegan Home Care Collections.

Curly, straight or anywhere in-between; every client wants to enjoy the benefits of smoothing treatments or high quality home care products. Your clients are already purchasing Keratin-based and Vegan "Smoothing" products and treatments online and over-the-counter. Capture your share of this revenue by offering new in-salon Keratin or Vegan Smoothing services and a full range of retail products.

2. Add New Professional Services to Your Menu

With Keratherapy, Salons & Stylists can offer up to 7 different in-salon smoothing services depending on the hair type and the formula being used. (See reverse side for formulas)

Full Keratin or Vegan Smoothing Treatment

Maximum curl reduction & smoothing for up to 16 weeks.
Service price ranging \$150 to \$300 or higher (USA).

Express Keratin Smoothing Treatment - Color Lock & Smooth

Express Treatment in just 30 minutes. Service price averaging \$75 (USA).
Maximum smoothing benefits up to 6 weeks.
Lock-in color and increase shine, vibrancy and longevity.
Keep the curl but lose the frizz! Zero to minimal curl reduction if desired.

Add-on Color Service and Smoothing Treatment

Combine with a color service, a haircut, after relaxers, balayage or any other chemical service. In 5 to 10 minutes extra, your clients can enjoy locking in color and maximum smoothing benefits for up to 6 weeks with minimal change to hair texture. Service price ranging \$25 to \$30 (USA).

Premium Blowout and Smoothing Service

With our Award-Winning Daily Smoothing Cream, offer a Premium Blowout add-on service that gives clients smoothing benefits until their next shampoo. Dramatically improve shine, condition and manageability while eliminating frizz and repelling humidity. Great way to introduce smoothing to all clients. Service price ranging \$5 to \$10 more than regular blow-dry (USA).

Curl reduction results are determined by existing texture and porosity of hair, chemical history, application process, etc. Some body and texture will be present after client shampoos but any remaining curl will straighten effortlessly. For best and long lasting treatment results, clients would use Keratherapy Home Care Collections.

Potential Smoothing Revenue (per stylist)

Treatment Type	Services/Week	Average Price	Annual Income Potential
Full Extended Treatment	1	\$200	\$10,400
Express Color Lock Treatment	5	\$75	\$19,500
Add-On Color Lock Treatment	5	\$30	\$7,800
Premium Blowout Service	10	\$10	\$5,200

3. Offer a Full Collection of Keratin and Vegan Smoothing Home Care Products

Many clients may never get a salon treatment, but still want the benefits of smooth, manageable, shiny, healthy hair. Every OTC and Professional product line has home care products dedicated to the benefits of keratin or vegan smoothing. If you are not offering a complete range of home care products, your clients have no option but to buy elsewhere. *Keratherapy Keratin-infused and Vegan Home Care Collections help you offer smoothing and strengthening benefits to all clients, regardless of texture.*

Choose from:

- Moisture+Keratin Collection
- Repair+Keratin Collection
- ColorProtect+Keratin Collection
- Volume+Keratin Collection
- Strength+Vegan Collection
- Blonde+Keratin Collection
- Style+Keratin Collection
- Thickening+Keratin Collection
- Concealer+Keratin Collection



Professional Smoothing Treatment Comparison Chart



	Brazilian Renewal	Extreme Renewal Crème De Cocoa	Extreme Renewal	BambooMiracle Blowout	Pure Renewal Plus+	BrazilianX ONE	Color Lock & Smooth
Ideal Hair Type	Extremely Curly, Coarse or Resistant Hair	Coarse, Frizzy, Unruly Hair	Coarse, Frizzy, Unruly Hair	Extremely Curly, Coarse or Resistant Hair	All Hair Types	All Hair Types	All Hair Types
Degree of Curl Reduction*	Maximum Curl Reduction	Medium - Maximum Curl Reduction	Medium - Maximum Curl Reduction	Maximum Curl Reduction	Medium - Maximum Curl Reduction	Maximum Curl Reduction	Customizable Curl Reduction
Longevity	Up to 4 months	Up to 3 months	Up to 3 months	Up to 4 months	Up to 3 months	Up to 4 months	Up to 6 Weeks
Average Service Time	75-100 Minutes	60-90 Minutes	60-90 Minutes	75-100 Minutes	60-90 Minutes	75-100 Minutes	30-40 min. Express OR 5-10 min. Add-On
Waiting Period Before Washing, Exercise, Clipping	No waiting period	Wait 48 Hours	Wait 48 Hours	No waiting period	No waiting period	No waiting period	Wait 24 Hours
Treatment after Color Service	Treatment can be performed immediately after color service. Replace Clean Start Shampoo with Moisture or Color Protect Shampoo.	Treatment can be performed immediately after color service. Replace Clean Start Shampoo with Moisture or Color Protect Shampoo.	Treatment can be performed immediately after color service. Replace Clean Start Shampoo with Moisture or Color Protect Shampoo.	Treatment can be performed immediately after color service. Replace Clean Start Shampoo with Moisture or Color Protect Shampoo.	Wait 10 to 14 days before or after color service.	Wait 10 to 14 days before or after color service.	Treatment can be performed immediately after color service. Replace Clean Start Shampoo with Moisture or Color Protect Shampoo.
Type	Keratin Traditional	Keratin Traditional	Keratin Traditional	Vegan Traditional	Keratin Formaldehyde - Free	Keratin + nanoplastia + hair botox technology Formaldehyde - Free	Keratin Formaldehyde - Free
Revenue Potential of a 33.8 oz Bottle Avg. \$200.00/Service	Up to \$7,000	Up to \$7,000	Up to \$7,000	Up to \$7,000	Up to \$7,000	Up to \$7,000	Up to \$800 *Per 8 fl. oz Bottle

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