

grow your business in 3 easy steps!

Understanding the true potential of keratin infused smoothing treatments and products!



1 RECOGNIZE THAT “SMOOTHING” IS NOT “STRAIGHTENING” AND “STRAIGHTENING” IS NOT “SMOOTHING”!

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

WHAT IS “SMOOTHING”?

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

With Keratherapy, clients can enjoy the benefits of smoothing for days, weeks or months by taking advantage of up to 5 in-salon treatments, or by home use of Keratherapy's Keratin Infused Home Care Collections.

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

2 ADD NEW PROFESSIONAL SERVICES TO YOUR MENU

With Keratherapy, Salons & Stylists can offer up to 5 different in-salon Smoothing services depending on the formula being used. (See reverse side for formulas):

FULL KERATIN SMOOTHING TREATMENT

Maximum curl reduction & smoothing for 12-16 weeks*. Average client price \$200-\$300 and up (US)

EXPRESS KERATIN SMOOTHING TREATMENT

In less than an hour, give clients maximum smoothing benefits and 0-60% average curl reduction for 4-6 weeks*. Average client price \$75-\$125 and up (US)

COLOR LOCK KERATIN SMOOTHING TREATMENT

Lock-in color and increase shine, vibrancy and longevity in just 20-25 minutes extra. Zero to minimal curl reduction-Keep the curl but lose the frizz! Maximum smoothing benefits for 4-6 weeks*. Average client price \$25-\$35 add-on (US)

KERATIN SMOOTHING TREATMENT ADD-ON

Combine with a cut or use after relaxers, balayage or any other chemical service. In 20-25 minutes extra your clients can enjoy maximum smoothing benefits for 4-6 weeks with minimal change to hair texture*. Average client price \$25-\$35 add-on (US)

KERATIN SMOOTHING BLOWOUT

Premium Blowout 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. Average client price \$5-\$10 more than regular blow-dry (US)

*Curl reduction and longevity of treatment are determined by existing texture, porosity and chemical history of hair, in addition to formula used, application process, home care regimen, etc.

POTENTIAL SMOOTHING REVENUE (per stylist)

TREATMENT TYPE	SERVICES/WEEK	AVG. PRICE	ANNUAL INCOME
FULL TREATMENT	1	\$200	\$10,400
EXPRESS TREATMENT	5	\$75	\$19,500
COLOR LOCK TREATMENT	5	\$30	\$7,800
ADD-ON TREATMENT	5	\$30	\$7,800
KERATIN BLOWOUT	10	\$10 premium	\$5,200

3 OFFER A FULL COLLECTION OF KERATIN BASED 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 & smoothing. If you are not offering a complete range of Keratin Infused Home Care products, your clients have no option but to buy elsewhere. Keratherapy's Keratin Infused Home Care Collections help you offer smoothing and strengthening benefits to all clients, regardless of texture. Choose from:

- Moisture Collection
- Volume Collection
- Color Protect Collection
- Gray Conceal Collection
- KERATINFIXX Collection
- Style/Finish Collection
- Fiber Thickener Collection

KERATHERAPY™

treatment comparison chart

(not all treatments available in all areas)

● FULL TREATMENTS

● EXPRESS / ADD-ON TREATMENTS









● BOOSTER TREATMENTS

● BLOWOUT TREATMENTS

MAX ←

STRENGTH

→ MIN

								
	Brazilian Renewal	Extreme Renewal Crème De Cocoa	Extreme Renewal	Pure Renewal Plus +	Express Renewal Plus+	Color Lock & Smooth	Keratin Booster Treatment Amplifying Spray	Daily Smoothing Cream
Description	<ul style="list-style-type: none"> » maximum curl reduction possible without breaking bonds » ultimate frizz control & humidity protection » faster blow dry & finishing » maximum shine and volume reduction 	<ul style="list-style-type: none"> » medium to maximum curl reduction on extremely coarse, resistant hair » maximum curl reduction on fine to normal textured hair* » maximum frizz control & humidity protection » faster blow dry & finishing 	<ul style="list-style-type: none"> » maximum curl reduction on fine to normal textured hair* » maximum frizz control & humidity protection » faster blow dry & finishing 	<ul style="list-style-type: none"> » med-max curl reduction* » maximum frizz control » humidity protection » faster blow dry & finishing » 100% formaldehyde free 	<ul style="list-style-type: none"> » medium curl reduction* » maximum frizz control & humidity protection » faster blow dry & finishing » 100% formaldehyde free 	<ul style="list-style-type: none"> » express treatment, color or service add-on » locks-in color » dramatic shine & vibrancy » maximum frizz control » faster blow dry & finishing » minimal curl reduction* 	<ul style="list-style-type: none"> » improves performance of formaldehyde free treatments » increases curl reduction, frizz control and longevity » 100% formaldehyde free 	<ul style="list-style-type: none"> » eliminates frizz » repels humidity » shines & seals » faster blow dry & finishing » 100% formaldehyde free
Ideal Client	<ul style="list-style-type: none"> » extremely curly, coarse or resistant hair » wants maximum curl reduction possible with long-term smoothing » thick, straight hair needing maximum smoothing & volume reduction » active clients who need to shampoo same day 	<ul style="list-style-type: none"> » coarse, frizzy, unruly hair » wants ultimate curl reduction and long-term smoothing » straight hair that just needs smoothing 	<ul style="list-style-type: none"> » coarse, frizzy, unruly hair » wants ultimate curl reduction and long-term smoothing » straight hair that just needs smoothing 	<ul style="list-style-type: none"> » any texture hair » wants maximum curl reduction and long-term smoothing without formaldehyde » straight hair that just needs smoothing 	<ul style="list-style-type: none"> » any texture hair » wants medium curl reduction » wants long-term smoothing without formaldehyde » straight hair that just needs smoothing 	<ul style="list-style-type: none"> » any texture hair » after every color/highlight » after every chemical service » wants smoothing but no curl reduction » straight hair that just needs smoothing » combine with cut for new service 	<ul style="list-style-type: none"> » any Pure Renewal PLUS or Express Renewal PLUS client who wants maximum smoothing benefits » any previous Pure PLUS or Express PLUS client wanting a "refresher" between treatments 	<ul style="list-style-type: none"> » every client after every service
Application	<ul style="list-style-type: none"> » bowl & brush » ½ to 1 oz. per client » immediately after color is ok 	<ul style="list-style-type: none"> » bowl & brush » ½ to 1 oz. per client » immediately after color is ok 	<ul style="list-style-type: none"> » bowl & brush » ½ to 1 oz. per client » immediately after color is ok 	<ul style="list-style-type: none"> » bowl & brush » ½ to 1 oz. per client » 1 week before/after color is best 	<ul style="list-style-type: none"> » quick spray application » ½ to 1 oz. per client » 1 week before/after color is best 	<ul style="list-style-type: none"> » quick spray application » ½ to 1 oz. per client » immediately after color is ok 	<ul style="list-style-type: none"> » quick spray application » apply after treatment rinsing stage, then blow dry & iron as usual 	<ul style="list-style-type: none"> » apply to towel dried hair then blow dry, iron after if desired
Service Time	AVG. 90 - 120 minutes	AVG. 90 minutes	AVG. 90 minutes	AVG. 90 - 120 minutes	45 - 60 minutes	45 - 60 minutes as Express 20 - 25 minutes as Service add-on	» a few minutes » simply spray, distribute then proceed to next treatment step	a few minutes
Benefits Last	12-16 weeks	12-16 weeks	12-16 weeks	Up to 12 weeks	4-6 weeks	4-6 weeks	» Can extend the life of formaldehyde free treatments up to 25%	until next shampoo
Wait to Shampoo	none	48 hours	48 hours	none	none	24 hours	N/A	none

*Curl reduction results are determined by existing texture and porosity of hair, chemical history, application process, etc. The less curl to begin with the straighter the result. Some body and texture will be present after client shampoos but any remaining curl will straighten effortlessly. To maximize treatment life clients should use keratherapy home care collections.