





(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.

The Science Of Keratin Care For Healthy 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!





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? Protein in healthy hair is made up of approximately **95%** Keratin and is the primary building block of hair. 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. 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.



Volume+Keratin





Repair+Keratin



ColorProtect+Keratin



Blonde+Keratin







Concealer+Keratin



HOME CARE COLLECTIONS





KEEP IT HYDRATED!

Designed to restore moisture and protein balance to all hair types and textures, our Moisture Collection is powered by highly effective hydrating ingredients like Aloe Vera, Willow Bark Extract, Collagen & Jojoba Oil.

Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, more manageable, moisturized, healthy hair.

MOISTURE SHAMPOO & CONDITIONER

10.1 fl oz / 300ml | 33.8 fl oz / 1 Liter Sample sachet 0.33 fl oz / 10ml | Travel sizes 2 fl oz / 60ml

The keratin-infused, color-safe, gluten free, hydrating shampoo and conditioner gently remove residue build-up on all hair types while adding and locking in moisture.

MOISTURE LEAVE-IN SPRAY

8.5 fl oz / 251 ml

A keratin-infused, weightless, multi-purpose, leave-in conditioner and detangler, this spray nourishes and hydrates the hair for a refreshed look.

DEEP CONDITIONING MASQUE

16.9 fl oz / 500 ml | 8 fl oz / 237 ml | Sample sachet 0.33 fl oz / 10 ml

A keratin-infused, intense nourishing and hydrating treatment, this lightweight masque revives dry, damaged hair and improves elasticity, texture and manageability.

















NORTHONES

ATHERAP

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KEEP IT COLORFUL & VIBRANT!

Designed to ensure color stays vibrant, our Color Protect Collection is powered by highly effective color-protecting ingredients like cold-pressed red raspberry seed oil, a powerful antioxidant proven to help extend the life of hair color.

Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, more colorful and manageable, healthy hair.

COLOR PROTECT SHAMPOO & CONDITIONER

10.1 fl oz / 300ml | 33.8 fl oz / 1 Liter Sample sachet 0.33 fl oz / 10ml | Travel sizes 2 fl oz / 60ml

The keratin-infused, color-safe, gluten free, color-preserving shampoo and conditioner protect color-treated and highlighted hair from harmful UV rays and environmental stressors and gently remove residue buildup, which can cause hair to become dull and lifeless.

COLOR SEAL LEAVE-IN SPRAY

4.2 fl oz / 125ml

A keratin-infused, color-preserving spray, this formula extends the life of hair color by sealing the cuticle and protecting from fading due to UV and heat damage.

























Repair+Keratin

KEEP IT REPAIRED!

Designed to revive dull, frizzy, lifeless hair, our KERATINFIXX Repair Collection is powered by highly effective ingredients like Argan Oil to repair the hair and Caviar Extract which boasts vitamins A and D, along with Omega 3 fatty acids, to prevent breakage and dry, brittle hair.

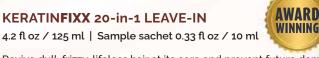
Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, frizz-free, more manageable healthy hair.

REPAIR SHAMPOO & CONDITIONER

10.1 fl oz / 300ml | 33.8 fl oz / 1 Liter Sample sachet 0.33 fl oz / 10ml | Travel sizes 2 fl oz / 60ml

The keratin-infused, color-safe, gluten free, repair shampoo and conditioner repair dry, damaged, overprocessed hair while protecting against environmental stressors and humidity and restoring elasticity.

KERATINFIXX 20-in-1 LEAVE-IN



Revive dull, frizzy, lifeless hair at its core and prevent future damage. This reparative cream replenishes keratin from within, fortifying strands, and sealing in nourishment to deliver smooth, shiny, stronger, softer, healthier hair. 20 benefits in one simple step. No matter your hair problem, this proprietary, keratin-infused treatment is the solution for total hair wellness!





















Strength+Vegan

BAMBOOMIRACLE

KEEP IT STRONG!

Designed to completely transform even the most damaged hair, our BambooMiracle™ Collection is designed to repair, rebuild & protect hair.

This Vegan Collection is powered by highly effective ingredients like Bamboo for strength and resilience, Cysteine to repair broken bonds, Baobab to stimulate collagen production and address dry, frizzy hair and Swiss Pinot Noir Grape Seed Extract, a powerful antioxidant, that helps extend the life of hair color while stimulating circulation at the scalp. These vegan ingredients strengthen and fortify strands, protect from future damage, and rebuild hair bonds to result in shiny, stronger, frizz-free, more manageable healthy hair.

KERATHERAPY

KERATHERAPY

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ONDITIONER

BAMBOOMIRACLE™ SHAMPOO & CONDITIONER

10.1 fl oz / 300 ml | 33.8 fl oz / 1 Liter

The vegan, bamboo-infused, color-safe, gluten free, repair shampoo and conditioner gently remove residue build-up while smoothing and adding nourishment to dry, damaged hair.

ALL-IN-ONE LEAVE-IN TREATMENT

6 fl oz / 178 ml

A vegan, bamboo-infused, weightless, leave-in conditioner and detangler, this treatment stimulates collagen production, smoothes rough cuticles, repels humidity and nourishes and hydrates while extending the life of hair color with additional UV protection.

RECONSTRUCTOR BOND REPAIR TREATMENT

6 fl oz / 178 ml

Immediately repair broken bonds and return hair to its most healthy state while protecting against future thermal, chemical and environmental damage. This vegan bamboo and cysteine-infused bond builder is the first professional strength reconstructor for home use designed to strengthen and fortify strands while adding softness and shine.















Blonde+Keratin

KEEP IT BLONDE!

Designed to neutralize brassiness on blonde, gray and highlighted hair, our Blonde Collection is powered by highly effective ingredients like Willow Bark Extract to strengthen and protect hair from harmful chemicals, Collagen to improve strength and elasticity, and Jojoba Oil, Argan Oil and Aloe Vera to heal and repair. Together they brighten and cleanse without stripping moisture, revealing cooler tones, amazing shine and refreshed vibrancy.

Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, more manageable, blonder, healthy hair.

BLONDE SHAMPOO & CONDITIONER - VIOLET TONING

10.1 fl oz / 300 ml | 33.8 fl oz / 1 Liter

The keratin-infused, color-safe, gluten free, violet-depositing shampoo and conditioner gently cleanse and neutralize brassy. warm and yellow tones in blonde, highlighted, silver and gray hair without stripping moisture.

VIOLET TONING LEAVE-IN SPRAY

4.2 fl oz / 125 ml

A lightweight, keratin-infused leave-in treatment, this violet-based spray conditioner instantly tones brass, seals the cuticle, adds shine and detangles.

















KEEP IT VOLUMIZED!

Designed to give flat, lifeless hair a lift, our Volume Collection is powered by highly effective ingredients like Sea Kelp, Indian Laurel Extract and Hemp Seed Oil to deliver weightless volume.

Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, fuller, more voluminous, manageable, healthy hair.

VOLUME SHAMPOO & CONDITIONER

10.1 fl oz / 300 ml

The lightweight, keratin-infused, color-safe, gluten free, volume shampoo and conditioner gently cleanse while removing build-up to create body, fullness and texture in the hair.

ROOT BOOST & VOLUMIZER

8.5 fl oz / 251 ml

A lightweight, keratin-infused double-duty volumizer, this proprietary formula can be used at the root or throughout the hair to increase body, thickness and volume without adding weight.





















KEEP IT STYLED!

Designed to help you achieve and maintain all your style goals, our Style Collection is powered by highly effective ingredients that protect, enhance, and improve the overall appearance of your hair.

Coupled with **KERABOND**, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, more manageable, styled, healthy hair.





Style+Keratin



DAILY SMOOTHING CREAM

16.9 fl oz / 500ml | 6.8 fl oz / 200ml Sample sachet 0.33 fl oz / 10ml | Travel size 2 fl oz / 60ml

A heat-activated keratin-infused blow-dry treatment, this smoothing cream seals the cuticle, eradicates frizz, dramatically reduces blow-dry time, and protects from damage caused by the environment, chemical processing and heat styling. The results are shiny, smooth, frizz-free, healthy hair for days and detangles.



RAPID RESCUE

4.2 fl oz / 125 ml

Transform hair instantly! A keratin-infused repair spray, this formula works quickly to mend split ends, prevent moisture loss and repair damage brought on by chemical services and environmental elements all while helping protect against color fading.



VOLUMIZING & STYLING FOAM

6 fl oz / 178 ml

A lightweight, keratin-infused medium hold workable non-aerosol foam. This formula controls frizz and adds volume, thickness and moisture for all hair types.



ARGAN OIL

1.7 fl oz / 50 ml

A keratin-infused argan oil, this formula provides for a faster blow dry while eliminating frizz and flyaways by creating a humidity barrier. Additionally, it adds hydration without weight.



ULTRA-FAST BLOW DRY MIST

4.2 fl oz / 125 ml

A fast-acting, keratin-infused blow-dry mist, this lightweight formula delivers frizz-free blowouts while protecting from heat damage for all hair types. Additionally, it smoothes, softens and moisturizes.



DEFINE, SHINE & STYLE CREAM

4.2 fl oz / 125 ml

An all-in-one styler, this fast-drying, weightless, medium hold, keratin-infused styling cream helps define any style, seal the cuticle, eliminate frizz, protect from humidity, and provide control and hold for all hair types and textures. Cocktail with any Keratherapy styling or finishing product to curate your look.

















LITERS, TRAVEL SIZES & SAMPLE SACHETS









MOISTURE SHAMPOO & CONDITIONER

COLOR PROTECT SHAMPOO & CONDITIONER

REPAIR SHAMPOO & CONDITIONER

VEGAN
SHAMPOO & CONDITIONER

33.8 fl oz / 1 Liter



DAILY SMOOTHING CREAM 2.0 ft oz / 60 mt

REPAIR SHAMPOO & CONDITIONER 2.0 ft oz / 60 mt MOISTURE SHAMPOO & CONDITIONER 2.0 ft oz / 60 ml COLOR PROTECT SHAMPOO & CONDITIONER 2.0 ft oz / 60 mt



SAMPLE SACHETS 0.33 fl oz



Concealer+Keratin

KEEP IT COVERED!

Designed to help disguise roots so hair color looks better, longer, our Root Concealer Collection offers five natural-looking shades to choose from - Black, Med/Dark Brown, Light Brown, Blonde, Auburn/Red - so you can achieve the perfect match.

Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, more manageable, colorful, healthy hair.



5 colors: Light Brown, Medium/Dark Brown, Blonde, Black, and Auburn Red

A keratin-infused root concealer designed to temporarily cover roots in between hair color services, this spray keeps color looking better, longer.



Thickening+Keratin

KEEP IT THICKER!

Designed to help those with thinning hair, our Fiber Hair Thickener Collection restores the full and even appearance of healthy hair in seconds. Offered in four natural-looking shades - Gray, Medium Brown, Light Brown, Dark Brown/Black -Recreate the natural appearance of healthy volume, and help add color while eliminating visibly thinning areas of hair loss.

Coupled with KERABOND, a proprietary, high-performance keratin formulation designed to replenish keratin, fortify strands, and protect from future damage, the results are shiny, stronger, more manageable, colorful, thicker, healthy hair.



















FIBER HAIR THICKENER - 4 fl oz

4 colors: Light Brown, Medium Brown, Gray, & Dark Brown/Black

Designed to temporarily thicken hair, this keratin-infused spray instantly adds color and eliminates the appearance of thinning hair for both men and women.



HOLIDAY BUNDLES





TRIO BUNDLES

Moisture | Color Protect | Repair Blonde | Volume | BambooMiracle Shampoo | Conditioner | Leave-In



TRAVEL SIZE BUNDLES

Moisture | Color Protect | Repair
Shampoo | Conditioner | Daily Smoothing Cream



HERO 5-PACK BUNDLES

Moisture | Color Protect | Repair | Style

Includes our Best-Sellers and Award-Winners



PROFESSIONAL TREATMENTS







KERATHERAP

& SMOOTH

KERATIN TREATMENT SPRAY

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8 fl. oz. / 237ml

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NOUN - the state of being full of energy and life - striking brightness of color



COLOR LOCK & SMOOTH

KERATIN SMOOTHING TREATMENT SPRAY FORMALDEHYDE-FREE

KERATHERAPY COLOR LOCK & SMOOTH is the hottest new service in professional salons today. This 2-in-1 formula can be used as an ADD-ON service after all color or highlighting services to LOCK COLOR in and prevent fading OR as standalone in-salon EXPRESS Keratin Smoothing Treatment providing frizz control.

FEATURES

- Add-on to all color services or chemical services in just
 5 - 10 extra minutes
- Can be a stand-alone express keratin treatment service in just 30 - 40 mins
- Locks in color and protects from fading
- Extends vibrancy and adds shine and softness
- Reduces frizz and blocks humidity

- Replenishes natural keratin and collagen proteins that are lost over time
- Deeply penetrates the hair while smoothing and sealing the cuticle
- Safe for color-treated and all types of hair
- Cuts blow dry and styling time while provides color vibrancy
- ✓ Strengthening hair



KERABOND TECHNOLOGY

Combines the benefits of keratin with proteins, amino-acids, nutrients and natural ingredients resulting in strong, healthy hair that is frizz-free, shiny, smooth, manageable, and resistant to humidity.



PANTHENOL

Form of Vitamin B that seals the cuticle while creating incredible shine. Maintains optimum moisture balance and repels humidity.



ARGANIA SPINOSA (ARGAN) OIL

Restores shine, cares for the scalp, and minimizes the damage caused by split ends. Rejuvenates hair from root to tip, increasing strength, elasticity and overall health.



OLEA EUROPAEA (OLIVE) OIL

Conditions, smoothes, and adds shine.



WHEAT GERM AMINO ACID

A rich source of vitamin E and protein that relieves dryness and adds softness and moisture to the hair.



COLLAGEN AMINO ACIDS

Increases elasticity, strengthens and promotes growth.



JOJOBA SEED OIL

Rich in minerals and vitamin E, acts as a humectant and creates a protective film over the hair shaft that helps seal in moisture and adds shine. Helps to repair hair damaged by heat and styling.



TOCOPHERYL ACETATE (Vitamin E)

Gives life to dull, limp hair. Heals, rejuvenates, softens, soothes and protects the hair and scalp.

Available in 8 oz / 237 ml | 2 oz / 60 ml

Also in Stylist Kits which includes: 3 oz / 90 ml Extended Treatments
2 oz / 60ml Clean Start, 2 oz / 60 ml Color Lock & Smooth



Professional Treatments

FORMALDEHYDE-FREE



CENATIN SMOOTHING THEATHEN

PURE RENEWAL PLUS+

Maximum Strength Smoothing Treatment & Keratin Replenishment

33.8 fl oz / 1 Liter | 16.9 fl oz / 500 ml | 3 fl oz / 90 ml

Pure Renewal PLUS+ is a truly groundbreaking. ZERO formaldehyde keratin smoothing system. This proprietary treatment is a powerful blend of KERABOND and Proliss-100 perfectly formulated to provide salons a legitimate alternative to traditional keratin treatments. Pure Renewal PLUS+ provides maximum curl and volume reduction up to 12 weeks, without a permanent structural change to the hair, and without the use of aldehydes, thioglycolate or sodium hydroxide.

CLEAN START

33.8 fl oz / 1 Liter | 16.9 fl oz / 500 ml

Pre-Treatment Clarifying Shampoo

Used before in every Keratherapy Smoothing Treatment, this Clarifying Shampoo removes product residue, impurities and buildup from products and chemical services that can interfere with keratin treatment results. The 8.5 pH opens the cuticle to provide maximum absorption of treatments and to ensure the longest-lasting results.

BAMBOOMIRACLE BLOWOUT ZERO -FORMALDEHYDE-FREE & VEGAN

Maximum Strength Smoothing Treatment 33.8 fl oz / 1 Liter

A maximum strength VEGAN formaldehyde-free professional smoothing treatment enriched with tropical oils, butters, and extracts that dramatically reduce frizz, reduce curl and volume, increase shine and manageability, and moisturize from the inside out for up to 12 weeks. This amazing treatment features bamboo extract, an eco-friendly alternative for hair health that contains powerful anti-aging properties. Bamboo extract is also the richest known source of silica, an essential element for maintaining the integrity of hair.

BAMBOOMIRACLE DETOX SHAMPOO - VEGAN

Pre-Treatment Clarifying Shampoo

33.8 fl oz / 1 Liter

A critical first step to our BAMBOOMIRACLE Blowout application; this clarifying shampoo gently detoxes the hair and scalp by removing excess oil and product buildup while deep cleansing each strand.

BrazilianX ONE

NEW - COMING SOON!

Unleash your hair's ultimate potential with BrazilianX ONE, our most advanced, modern, powerful and luxe, formaldehyde-free smoothing treatment combining best of keratin + nanoplastia + hair botox technology.

Our luxe, signature silk formula is a pure, eco-friendly, formaldehyde-free innovation designed to deliver a complete hair transformation with the highest quality of ingredients.

Enhancing our Kerabond + BambooMiracle complex, this expert technology is ONE-of-a-kind smoothing treatment and the first in its category. BrazilianX ONE works at the hair's deepest molecular level to create a flawless, vibrant, and sleek blowout, leaving you with smoother, stronger, healthier hair and a radiant, long-lasting shine.

Welcome to Luxury... Welcome to Loving Your Hair.



Professional Treatments

TRADITIONAL



BRAZILIAN RENEWAL

Ultra Strength Smoothing Treatments & Keratin Replenishment 33.8 fl oz / 1 Liter | 16.9 fl oz / 500 ml | 3 fl oz / 90 ml Offers the greatest amount of curl reduction possible, along with amazing shine and "no-frizz" smoothing for all types of hair; all with fewer fumes than our closest competitors. Especially effective on hair that is coarse, unruly, extremely curly or very resistant. Enriched with keratin, collagen, argan oil, soy and rice proteins for extra brilliance, strength, and protection. Delivers long-lasting nourishment and protection for up to 16 weeks. Clients can wash their hair on the same day and experience no downtime!

EXTREME RENEWAL CRÈME DE COCOA

Maximum Strength Smoothing Treatment & Keratin Replenishment 33.8 fl oz / 1 Liter | 16.9 fl oz / 500 ml | 3 fl oz / 90 ml

This maximum strength keratin smoothing treatment offers superior curl reduction. Reduces excess volume and frizz and delivers long- lasting nourishment and protection for up to 12 weeks. Safe for color- treated hair.

EXTREME RENEWAL

Maximum Strength Smoothing Treatment & Keratin Replenishment 33.8 fl oz / 1 Liter | 16.9 fl oz / 500 ml

A maximum strength keratin smoothing treatment that smoothes and dramatically reduces frizz and curls on medium to resistant hair types. Delivers long-lasting nourishment and protection for up to 12 weeks. Safe for color-treated hair.

BAMBOOMIRACLE BLOWOUT - VEGAN

Maximum Strength Smoothing Treatment & Keratin Replenishment 33.8 fl oz / 1 Liter

A maximum strength VEGAN professional smoothing treatment enriched with tropical oils, butters, and extracts that dramatically reduce frizz, reduce curl and volume, increase shine and manageability, and moisturize from the inside out for up to 16 weeks. This amazing treatment features bamboo extract, an eco-friendly alternative for hair health that contains powerful anti-aging properties. Bamboo extract is also the richest known source of silica, an essential element for maintaining the integrity of hair.

BAMBOOMIRACLE INTENSE MOISTURE MASQUE - VEGAN

33.8 fl oz / 1 Liter

A critical 3rd Step to our BAMBOOMIRACLE Blowout System; this reparative formula is rich in Buriti & Murumuru butter that helps restore and hydrate color-treated and chemically processed hair. Targets damaged, dehydrated, over-processed strands and leaves hair healthier, shinier, smoother and stronger.



Tools & Accessories

KT PRO 450 1.5" DIGITAL TITANIUM PROFESSIONAL FLAT IRON

- · State of the Art Technology
- · Titanium floating plates for a smooth glide through the hair
- · Sleek, ergonomic, non-slip grip, designed for professional comfort
- · Dual MCH ceramic heaters for fast heat up, recovery & consistent heat · Negative ions promote smoother, silkier hair
- · Professional Salon Model with digital temperature control
- Far-infrared technology eliminates static & frizz
- Dual voltage: 200-240 Vac or 100-127 Vac for worldwide use



























LEARN MORE: KERATHERAPY.COM

FOR STYLISTS: PRO.KERATHERAPY.COM

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