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training manual
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KERATHERAPY™

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The new face of affordable luxury



Keratherapy™ products are specially-formulated for those seeking exceptional solutions to everyday challenges caused by keratin-deficient hair. With both home care collections and professional treatments, our keratin delivery systems provide the perfect balance of keratin and moisture to repair, protect and enhance all hair types and textures, while dramatically improving the appearance, health, and manageability of hair.

All Keratherapy™ products are formulated with our exclusive Kerabond™ technology. 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.

professional treatments



Keratin Treatments & Formaldehyde Facts

What is formaldehyde, where is it used?

Formaldehyde is naturally occurring in most living systems and the environment, and is present in glues, resins, textiles, wood products, even food. It exists in our homes, our offices, our cars and the places we shop.

It is present in our blood in a concentration of 2-3 ppm and is necessary for specific biological functions. Formaldehyde is also used regularly in vaccines, including our annual flu shots.

We breathe formaldehyde every day both indoors and out, inhale it when in traffic, and if you smoke are exposed to between 5 and 181 ppm of formaldehyde depending on the brand. It is also produced when burning wood, so anyone with a wood burning fireplace or stove is exposed regularly to more formaldehyde than those without.

Exposure to formaldehyde

Can formaldehyde be dangerous or harmful? For some people the answer is yes; with repeated and consistent exposure to high concentrations. There are people who are more prone to a reaction to formaldehyde than others, just like nuts, cats, gluten or hair product components like ammonia, bleach, perm solution or ingredients in hair color.

The most dangerous route of exposure for some people is through airborne vapor and is measured in "ppm", which stands for "parts per million." A 2 ppm concentration in air means that for every million particles of air there are 2 particles of the substance being measured.

Formaldehyde in cosmetics

Formaldehyde has been used as a preservative in cosmetics for decades, usually in the form of formaldehyde "donors" or "releasers" such as Imidazolidinyl Urea, DMDM Hydantoin or Quaternium-15. It is one of the most effective and inexpensive anti-bacterial and anti-fungal ingredients available.

Since formaldehyde is a gas, it needs to be dissolved in water to be used in a liquid solution. This final mixture is typically called methylene glycol or formalin and is usually a ratio of 60% water and 40% formaldehyde by weight. This means a product with 1% methylene glycol actually contains approximately .4% formaldehyde by weight.

Formaldehyde in treatments

When keratin treatments using these methylene glycol/formalin are heated, formaldehyde gas is released. Airborne exposure to formaldehyde vapor is regulated by OSHA in the USA.

However, products containing or releasing formaldehyde can be safely used when following recommended procedures and instructions. The key is to know the numbers; specifically whether or not formaldehyde is present in any form in a product and how much gas is generated when using the product.

Any brand that uses less product, less heat and less passes of the flat iron is going to release the least amount of gas; and in many cases it is so low that it cannot be measured.

US Formaldehyde regulations

Several Government agencies in the United States, Canada and other countries have established maximum exposure levels for formaldehyde gas in the workplace. The agency in the USA with workplace regulatory authority is the Occupational Safety and Health Administration (OSHA). The OSHA levels are as follows:

- .5 ppm over 8 hours = Action Level - requires increased industrial hygiene monitoring and initiation of employee medical surveillance and training programs
- .75 ppm over 8 hours = PEL (Permissible Exposure Level) - maximum exposure permitted over an 8 hour period
- 2.00 ppm over 15 minutes = STEL (Short Term Exposure Limit) - maximum exposure allowed during a 15-minute period

Keratherapy currently has 6 professional treatment formulas that are all OSHA compliant. None of Keratherapy's treatments release formaldehyde above the OSHA Action Level of .5 ppm, and three are completely formaldehyde free.

OSHA Compliance Statement

August 6th, 2012

To all Distributors and Salon Professionals;

As a manufacturer, we recognize the need to be honest and transparent with our clients. In doing so, we have ensured that all of our keratin treatments have the required OSHA compliant labeling and warnings in accordance with OSHA's standard, 29 CFR 1910.1048(m)(3). Also, our Material Safety Data Sheets for these products have the required information in accordance with OSHA standards 29 CFR 1910.1048(m)(4) and 29 CFR 1910.1200(g).

In addition, to ensure our products do not violate the workplace safety standards as outline by OSHA, we commissioned the services of Columbia Analytical Services (ALS Environmental) to test the formaldehyde exposure of all our Renewal Treatments in accordance with OSHA standard 1910.1048(c)(1).

On July 11th, 2012 we simultaneously conducted two Air Quality tests of our strongest treatment, Extreme Renewal in a 280 sq. ft. salon space using OSHA and EPA approved formaldehyde off-gas collection badges. We affixed one badge to the stylist during the application process and the other badge placed in close proximity to collect air samples of the room during and immediately following the treatment process.

On July 17th, 2012 we received the final reports from Colombia Analytical Services indicating Formaldehyde exposure levels of 0.10 ppm for the stylist and 0.022 for the entire salon.

Based on the results of these tests we are proud to state that our products are 87% less than the 0.75 ppm exposure level limits set by OSHA. We are proud to share the results of these tests with our distributors, salon professionals and consumers alike. For a copy of the full report, please contact us referencing CAS Project ID P1202820.

All Keratherapy Renewal Treatments are OSHA Compliant, additional information can be found at www.keratherapy.com

Sincerely,

David Mulhollen Jr.
President

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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
- Stronger, healthier hair
- Elimination of frizz
- Immunity to humidity
- 50% faster blow-dry, ironing or overall finishing time
- 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
- KERATINFIXX Collection
- Volume Collection
- Style/Finish Collection
- Color Protect Collection
- Fiber Thickener Collection
- Gray Conceal 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

								
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 » 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 as Express 20 - 25 minutes as Service add-on	a few minutes	a few minutes	
Benefits Last	12-16 weeks	12-16 weeks	12-16 weeks	4-6 weeks	4-6 weeks	4-6 weeks	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.



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traditional
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BRAZILIAN RENEWAL

ULTRA STRENGTH KERATIN SMOOTHING TREATMENT

KERATHERAPY BRAZILIAN RENEWAL is the most advanced keratin smoothing treatment available today. Especially effective on hair that is coarse, unruly, extremely curly or very resistant.

FEATURES

- Maximum amount of curl reduction possible on all hair types without breaking bonds
- Delivers long-lasting nourishment and protection for up to 12-16 weeks
- Amazing shine and “no-frizz” smoothing for all types of hair
- Humidity protection
- Faster blow dry and finishing
- Lower cost per application than all of our major competitors
- Up to 75% less fumes than most competitors
- Safe for color-treated hair
- No wait time, clients can shampoo same day!



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.



ALOE BARBADENSIS LEAF JUICE EXTRACT

Saturated with essential vitamins and minerals that restore moisture



GLYCERIN

Holds and retains moisture



HYDROLYZED COLLAGEN

Increases elasticity, strengthens and promotes growth



SILK AMINO ACIDS

Penetrates and strengthens damaged hair



PROTEIN COMPLEX

(Hydrolyzed Silk, Soy, Rice & Wheat) Strengthens hair and seals cuticle. Improves elasticity and increases shine, eliminates static and improves combability



ORGANIC COMPLEX

(Linseed Oil, Safflower Oil, Shea Butter and Green Tea) antioxidants, moisturize soother and protect hair

application process

(shake well before use)

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.

1. **SHAMPOO:** Cleanse the client's hair with Keratherapy Clean Start Pre-Treatment Shampoo to remove impurities and open the cuticle. Work shampoo into a lather from roots to ends of the hair, being sure not to massage or scratch the scalp. Rinse and Repeat
NOTE: If using directly after a color or highlighting service, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo.
2. **TOWEL DRY:** Towel dry to remove excess water. If hair dries during application, mist hair with water to achieve a towel-dried effect. Hair should be damp, not wet.
3. **DIVIDE:** Detangle hair with a wide tooth comb and divide damp hair into 3-4 large sections.
4. **MEASURE SOLUTION:** Determine estimated amount of treatment needed based on length/density of hair:
 - Short hair 1/2 oz
 - Medium hair 1/2 to 3/4 oz
 - Long hair 3/4 to 1 oz
5. **APPLICATION:** Wearing gloves and using an applicator brush, take 1/4" to 1/2" sections and begin each section by dabbing the treatment 1/4" from the scalp, then repeating every 1" to 1 1/2" until you reach the ends. Massage the treatment into each section, then comb through with a fine tooth comb away from the face to remove excess. Do not oversaturate the hair and do not apply to the scalp or skin.
DO NOT RINSE.
6. **BLOWOUT:** On medium heat, blow dry the hair up to 75-80% with a Keratherapy Vent Brush. Finish the blowout straight and smooth with a Keratherapy Thermal Brush, using tension until 100% dry using cool or medium heat. Always blow dry away from the face and away from neighboring stylists or clients.
7. **FLAT IRONING:** Start at nape of neck and take 1/4" to 1/2" sections of hair and iron each section thoroughly from roots to ends until smooth and shiny. Adjust iron temperature between 400°F-450°F, or 204°C-230°C using the chart below and depending on the health and/or resistance of the hair. A test strand is recommended. Always iron away from the face. Continue this process until all the hair is thoroughly ironed.
8. **RINSING:** Rinse the hair with water for 1-2 minutes.
DO NOT SHAMPOO.
9. **APPLY MASQUE:** Apply a generous amount of Keratherapy Deep Conditioning Masque. Leave in 1-2 minutes. Rinse the hair with water, then towel dry.

10. **STYLE:** Apply a small amount of Keratherapy Daily Smoothing Cream from roots to ends. Comb through. Begin blow drying with fingers or for a smoother finish, use a paddle or thermal brush. The client is free to shampoo. There are no restrictions, no wait or downtime.

HOME CARE: It is recommended to use Keratin Infused Home Care Products to achieve the longest-lasting results with all Keratherapy treatments. Clients can wash, clip, style, etc. immediately after the treatment.

WARNING: Keratherapy Brazilian Renewal is NOT recommended for ages 12 and under. Do not use this product if you are nursing, pregnant or have respiratory conditions. If product contacts skin, rinse well. If it comes in contact with eyes or is ingested, contact a physician immediately. Keratherapy Brazilian Renewal should only be used in a professional salon and by a licensed stylist. Keep out of reach of children.

TIPS

- Every client is different. Always analyze the hair and conduct a thorough consultation with your client before performing any Keratherapy service.
- For maximum curl reduction, use thinner sections, a higher temperature and more passes during the ironing stage*.
- For minimum curl reduction, use less tension during the blowout and when ironing, take thicker sections, lower the iron temperature and complete less passes*.
- Use in well-ventilated areas and do not oversaturate the hair.
- When ironing, elevate each section at least 90°F from the scalp to minimize flat look. For a sleeker look, do not elevate sections during ironing.

*For best results, always use iron temperature between 400°F-450°F and be sure to iron until hair is shiny and smooth.

For more information please visit KERATHERAPY.COM
Available in 3 oz / 90 ml, 16.9 oz / 500 ml
and 33.8 oz / 1 Liter

HAIR TYPE RECOMMENDED	IRON SETTING
Coarse or resistant texture, virgin, extremely curly	430°F-450°F (221°C- 230°C)
Medium texture or colored hair	410°F-420°F (210°C- 215°C)
Fine texture, double processed or highlighted hair	400°F (204°C)

BRAZILIAN RENEWAL

Ultra Strength Keratin Smoothing Treatment

FAQ

- Q.** What kind of smoothing treatment is the Keratherapy Brazilian Renewal Treatment?
- A.** A keratin treatment which uses Kerabond Technology to smooth the hair and reduce curl up to 95% with significantly fewer fumes. It cuts blow dry time in half, leaving the hair healthy, frizz-free, shiny and manageable up to 3 months.
- Q.** What is Kerabond Technology?
- A.** All Keratherapy products are created with our proprietary Kerabond Technology. Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair. Kerabond significantly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most.
- Q.** Is Keratherapy Brazilian Renewal Treatment permanent?
- A.** No, Brazilian Renewal is not a permanent treatment as it does not break the bonds of the hair. Hair will eventually revert to its natural texture as the treatment eventually leaves the hair.
- Q.** Who is a candidate for a Keratherapy Brazilian Renewal Treatment?
- A.** Clients with course, frizzy and curly hair wanting maximum curl and frizz reduction. However, any client who wants shinier, smoother and healthier hair or wants to dramatically improve the condition and texture of their hair are potential Keratherapy clients.
- Q.** How long does it take for a complete service?
- A.** The length of the service can take anywhere from 2 to 2 1/2 hours depending on the length and thickness of the hair.
- Q.** How long will the treatment last?
- A.** The treatment will last up to 4 months with the recommended Keratherapy aftercare collection.
- Q.** How often can a client receive a Keratherapy Brazilian Renewal Treatment?
- A.** We recommend waiting at least four weeks before having another treatment applied.
- Q.** Can Keratherapy Brazilian Renewal Treatment be applied directly after a color?
- A.** Yes. Brazilian Renewal can be applied immediately after a color service. However, cleanse hair gently with Keratherapy Moisture, Volume, Color Protect or KeratinFixx shampoo instead of Keratherapy Clean Start Pre-treatment Shampoo. If the treatment was applied first, it is recommended to wait at least two weeks before applying color.
- Q.** Can I perform the Keratherapy Brazilian Renewal Treatment on previously chemically treated hair, (ex. Color, highlights, relaxer, Japanese straightening)?
- A.** Yes. Keratherapy Brazilian Renewal Treatment can be applied to any type of hair. Always analyze the hair and conduct a thorough consultation to determine the porosity of the hair and that it can withstand the high heat of the flat iron. If hair is damaged to the point it cannot take the heat of the iron, DO NOT perform the service. You can perform a Keratherapy Deep Conditioning Masque to help reconstruct, repair, hydrate and strengthen the hair in preparation to have one of the Extended or Express treatments.
- Q.** Can I perform the Keratherapy Brazilian Renewal on virgin hair?
- A.** Yes, but for maximum results, clarify the client's hair 3 times and after the application you can place under a medium heat dryer for 10 minutes with a plastic cap.
- Q.** Is Keratherapy Brazilian Renewal Treatment OSHA compliant?
- A.** Yes. Although Keratherapy Brazilian renewal omits a small percentage of formaldehyde gas when heated, we are well below OSHA's permitted guidelines.
- Q.** Can I perform Brazilian Renewal Treatment on any age person?
- A.** We recommend performing the Keratherapy Brazilian Renewal Treatment on ages 12 and older, with parental consent.
- Q.** Can I shampoo my hair after the Keratherapy Brazilian Renewal?
- A.** Yes, that is what makes this treatment so amazing. There is no wait time to shampoo.
- Q.** Can I wear a ponytail or use hair clips immediately after the Keratherapy Brazilian Renewal Treatment?
- A.** Yes, feel free to put your hair up, work out or go swimming the same day as the treatment.
- Q.** What shampoos and conditioners should be used after the Keratherapy Brazilian Renewal Treatment?
- A.** Best results occur when using the Keratherapy Keratin Infused Moisture, Volume, Color Protect or the New KeratinFixx Shampoo and Conditioner. All are sodium chloride and sulfate surfactant free ensuring longevity of the treatment.
- Q.** Should I cut my hair before a Keratherapy Brazilian Renewal Treatment?
- A.** We recommend cutting the hair after the Keratherapy Brazilian Renewal Treatment as the hair will be completely smooth and straight and any split ends can be trimmed more accurately.
- Q.** Which Keratherapy styling aid can I use on my hair after the treatment?
- A.** After the blow dry and flat ironing and the treatments is rinsed out, you can use any of our styling product to help maintain your treatment.
- Q.** Can I receive the Keratherapy Brazilian Renewal treatment if I am pregnant or breastfeeding?
- A.** It is generally NOT recommended to perform services of this type on these clients as no clinical testing has been done to determine any potential hazards. Consult a physician before receiving or applying these treatments.

BRAZILIAN RENEWAL

Ultra Strength Keratin Smoothing Treatment

DO'S AND DONT'S



DO'S

1. You can shampoo your hair at any time.
2. It is your hair, you can pin it up, wear a headband, work out or go swimming.
3. Use the Keratherapy Moisture, Volume or Color Protect or Keratin Fixx Shampoo and Conditioner to wash your hair and to prolong your smoothing treatment.
4. If color is not done the same day as treatment. Wait 2 weeks after the treatment.



DON'TS

1. Do not receive any color or highlighting services for at least one week before or one week after.

EXTREME RENEWAL

CRÈME DE COCOA MAXIMUM STRENGTH KERATIN SMOOTHING

KERATHERAPY EXTREME RENEWAL CRÈME DE COCOA is a maximum strength keratin smoothing treatment that offers superior curl reduction, shine and smoothing for even the most resistant and unruly types of hair.

FEATURES

- Provides medium to maximum curl reduction on extremely coarse, resistant hair
- Slightly better curl reduction and frizz control than Keratherapy Extreme Renewal
- Delivers long-lasting nourishment and protection for up to 12-16 weeks
- Reduces excess volume and frizz
- Improves hair texture and condition
- Safe for color-treated hair
- Adds suppleness and shine
- Replaces damaging relaxer services
- Reduces blow dry, ironing and overall finishing time by 50% or more



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.



ALOE BARBADENSIS LEAF JUICE EXTRACT

Saturated with essential vitamins and minerals that restore moisture



GLYCERIN

Holds and retains moisture



HYDROLYZED COLLAGEN

Increases elasticity, strengthens and promotes growth



SILK AMINO ACIDS

Penetrates and strengthens damaged hair



PROTEIN COMPLEX

(Hydrolyzed Silk, Soy, Rice & Wheat) Strengthens hair and seals cuticle. Improves elasticity and increases shine, eliminates static and improves combability



ORGANIC COMPLEX

(Linseed Oil, Safflower Oil, Shea Butter and Green Tea) antioxidants, moisturize soother and protect hair



application process

(shake well before use)

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a Keratin Smoothing Service.

1. **SHAMPOO:** Cleanse hair with Keratherapy Clean Start Pre-Treatment Shampoo. Work shampoo into a lather from roots to ends, being sure not to massage or scratch the scalp. Rinse and Repeat. **NOTE:** If using directly after a color or highlighting service, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo.
2. **TOWEL DRY:** Towel dry the hair to remove excess moisture. If hair dries during application, mist hair with water to achieve a towel-dried effect. Hair should be damp, not wet.
3. **DIVIDE:** Detangle the hair with a wide tooth comb and divide damp hair into 3-4 large sections.
4. **MEASURE SOLUTION:** Determine estimated amount of treatment needed based on length/density of hair:
 - Short hair 1/2 oz
 - Medium hair 1/2 to 3/4 oz
 - Long hair 3/4 to 1 oz
5. **APPLICATION:** Wearing gloves and using an applicator brush, take 1/4" to 1/2" sections and begin each section by dabbing the treatment 1/4" from the scalp, then repeating every 1" to 1 1/2" until you reach the ends. Massage the treatment into each section, then comb through with a fine tooth comb away from the face to remove excess. Do not oversaturate the hair and do not apply to the scalp or skin.
DO NOT RINSE.
6. **PROCESS:** Cover with a plastic cap and place under medium heat hood dryer for 10-15 minutes before blow drying. This helps to ensure better penetration of the Extreme Renewal Crème De Cocoa formula. If less curl reduction is desired you can skip this step.
7. **BLOWOUT:** On medium heat, blow dry the hair up to 75-80% with a Keratherapy Vent Brush. Finish the blowout straight and smooth with a Keratherapy Thermal Brush, using tension until 100% dry using cool or medium heat. Always blow dry away from the face and away from neighboring stylists or clients.
8. **FLAT IRONING:** Start at nape of neck and take 1/4" to 1/2" sections of hair and iron each section thoroughly from roots to ends until smooth and shiny. Adjust iron temperature between 400°F-450°F, or 204°C-230°C using the chart and depending on the health and/or resistance of the hair. A test strand is recommended. Always iron away from the face. Continue this process until all the hair is thoroughly ironed.

9. **COMPLETION:** For guaranteed results, client should wait 48 hours to shampoo, get hair wet, use bands, clips, etc. If hair becomes wet or crimped during this time client should dry/iron smooth as quickly as possible.

10. **STYLE:** Best results are guaranteed by using Keratherapy Keratin Infused Home Care Products.

WARNING: Keratherapy Extreme Renewal Crème De Cocoa is NOT recommended for ages 12 and under. Do not use this product if you are nursing, pregnant or have respiratory conditions. If product contacts skin, rinse well. If it comes in contact with eyes or is ingested, contact a physician immediately. Keratherapy Extreme Renewal Crème De Cocoa should only be used in a professional salon and by a licensed stylist. Keep out of reach of children.

For more information please visit KERATHERAPY.COM
Available in 3 oz / 90 ml, 16.9 oz / 500 ml and 33.8 oz / 1 Liter

HAIR TYPE RECOMMENDED	IRON SETTING
Coarse or resistant texture, virgin, extremely curly	430°F-450°F (221°C- 230°C)
Medium texture or colored hair	410°F-420°F (210°C- 215°C)
Fine texture, double processed or highlighted hair	400°F (204°C)

EXTREME RENEWAL CRÈME DE COCOA

Maximum Strength Keratin Smoothing Treatment

FAQ

- Q.** *What kind of smoothing Treatment is the Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment?*
- A.** A keratin treatment which uses Kerabond Technology to smooth the hair and reduce curl up to 95% with significantly fewer fumes, leaving the hair healthy, frizz free, shiny and manageable up to 3 months. It will also cut your styling time by 50%.
- Q.** *What is KERABOND Technology?*
- A.** All Keratherapy products are created with our proprietary Kerabond Technology. Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair. Kerabond significantly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most.
- Q.** *Is Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment permanent?*
- A.** No, Extreme Renewal is not a permanent treatment as it does not break the bonds of the hair. Hair will eventually revert to its natural texture as the treatment eventually leaves the hair.
- Q.** *Who is a candidate for a Keratherapy Extreme Renewal or an Extreme Renewal Crème de Cocoa Treatment?*
- A.** Clients with course, frizzy and curly hair wanting maximum curl and frizz reduction. However, any client who wants shinier, smoother and healthier hair or wants to dramatically improve the condition and texture of their hair are potential Keratherapy clients.
- Q.** *How long does it take for a complete service?*
- A.** The length of the service can take anywhere from 1½-2 hours depending on the length and thickness of the hair.
- Q.** *How long will the treatment last?*
- A.** The treatment will last up to 4 months with the recommended Keratherapy aftercare collection.
- Q.** *How often can a client receive a Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment?*
- A.** We recommend waiting at least four weeks before having another treatment applied.
- Q.** *Can Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment be applied directly after a color?*
- A.** Yes. Extreme Renewal can be applied immediately after a color service. However, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo. If the treatment was applied first, it is recommended to wait at least two weeks before applying color.
- Q.** *Can I perform the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment on previously chemically treated hair, (ex. Color, highlights, relaxer, Japanese straightening)?*
- A.** Yes. Keratherapy Extreme Renewal and the Extreme Renewal Crème De Cocoa Treatment can be applied to any type of hair. Always analyze the hair and conduct a thorough consultation to determine the porosity of the hair and that it can withstand the high heat of the flat iron. If hair is damaged to the point, it cannot take the heat of the iron DO NOT perform the service. You can perform a Keratherapy Deep Conditioning Masque to help reconstruct, repair, hydrate and strengthen the hair in preparation to have one of the Extended or Express treatments.
- Q.** *Can I perform the Keratherapy Extreme Renewal or Extreme Renewal crème de Cocoa Treatment on virgin hair?*
- A.** Yes, but for maximum results, the treatment should be put under a medium heat dryer for fifteen minutes with a plastic cap after the application to ensure proper penetration of the cuticle layer.
- Q.** *Is Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment OSHA compliant?*
- A.** Yes. Although Keratherapy Extreme Renewal and Extreme Renewal Crème De Cocoa omits a small percentage of formaldehyde gas when heated, we are well below OSHA's permitted guidelines.
- Q.** *Can I perform the Extreme Renewal or an Extreme Renewal Crème de Cocoa Treatment on any age person?*
- A.** We recommend performing the Keratherapy Extreme Renewal and Extreme Renewal Crème De Cocoa Treatment on ages 12 and older, with parental consent.
- Q.** *Can I wash my hair after the Keratherapy Extreme Renewal or an Extreme Renewal Crème de Cocoa Treatment, and if so when?*
- A.** Yes, after 48 hours hair can be washed and styled as desired.
- Q.** *Can I wear a ponytail or use hair clips immediately after the Keratherapy Extreme Renewal or an Extreme Renewal Crème de Cocoa Treatment?*
- A.** We recommend waiting at least 48 hours and after the first shampoo before wearing a ponytail or using hair clips.
- Q.** *What should I do if my hair gets wet during the first 48 hours?*
- A.** Blow-dry the section of hair immediately and use a flat iron lightly to re-straighten.
- Q.** *Can I go into a swimming pool or the ocean after the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment?*
- A.** The hair must be kept dry during the entire 48 hours waiting period. Salt water and pool water will affect the longevity of the treatment. Apply Keratin Infused Leave-In Conditioner before swimming in the pool or ocean. Rinse hair immediately after swimming and apply more leave-in conditioner if needed.
- Q.** *What shampoos and conditioners should be used after the Keratherapy Extreme Renewal or an Extreme Renewal Crème de Cocoa Treatment?*
- A.** Best results occur when using the Keratherapy Keratin Infused Moisture, Volume or Color Protect Shampoo and Conditioner. Both are sodium chloride and sulfate surfactant free ensuring longevity of the treatment.
- Q.** *Should I cut my hair before a Keratherapy Extreme Renewal or an Extreme Renewal Crème de Cocoa Treatment?*
- A.** We recommend cutting the hair after the Keratherapy Extreme Renewal or an Extreme Renewal Crème De Cocoa Treatment as the hair will be completely smooth and straight and any split ends can be trimmed more accurately.
- Q.** *Can I use any styling products before the 48 hour waiting period?*
- A.** Do not apply any styling products to your hair until after the 48 waiting period. Use a small amount of the Keratherapy Keratin Infused Argan Oil to tame flyaways, or also the Keratherapy Dry Shampoo if needed.
- Q.** *Can I receive the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment if I am pregnant or breastfeeding?*
- A.** It is generally NOT recommended to perform services of this type on these clients as no clinical testing has been done to determine any potential hazards. Consult a physician before receiving or applying these treatments.

EXTREME RENEWAL CRÈME DE COCOA

Maximum Strength Keratin Smoothing Treatment

DO'S AND DONT'S



DO'S

1. Have a color or highlighting service prior to receiving Keratherapy Extreme Renewal Crème DE Cocoa, Extreme Renewal or Intense Renewal Treatment.
2. Wear your hair down at all times
3. Wait 48 hours to shampoo your hair.
4. If hair gets wet during the 48 hour wait period, blow dry and flat iron your hair as soon as possible.
5. After 48 hour wait period, use the Keratherapy Keratin Infused Moisture, Volume or Color Protect Shampoo and Conditioner to help prolong your smoothing treatment.
6. Keratherapy Dry Shampoo can be used during the first 48 hours and any time after.
7. If going into the pool or ocean after the 48 hour wait period, use the Keratherapy Keratin Infused Leave-In Conditioner Spray before going into the water and rinsing hair off upon exiting.



DON'TS

1. Do not shampoo your hair or allow hair to get wet for 48 hours.
2. Do not pin, clip, braid hair or tuck behind the ear.
3. Do not wear your hair in a ponytail.
4. Do not wear a headband.
5. Do not participate in any activities that may cause you to sweat, or go swimming.
6. Do not place glasses above your head.
7. Do not receive any color or highlighting services for two weeks.
8. Do not use any styling products for the first 48 hours.

COLOR LOCK & SMOOTH

KERATIN TREATMENT SPRAY

KERATHERAPY COLOR LOCK & SMOOTH is the hottest new service in professional salons today. This 2-in-1 formula should be used after all color or highlighting services to lock color in and prevent fading, or as a simple in-salon express keratin treatment providing frizz control.

FEATURES

- Works on all hair types for up to 4-6 weeks
- Replenishes natural keratin and collagen proteins that are lost over time
- Reduces frizz and blocks humidity
- Locks in color, extends vibrancy and protects from fading
- Adds shine and softness
- Deeply penetrates the hair while smoothing and sealing the cuticle
- Provides an express keratin treatment service in less than an hour
- Add-on to all chemical services in just 20-25 extra minutes
- Safe for color-treated 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

application process

(shake well before use)

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.

- 1. SHAMPOO:** Gently shampoo the hair once with Keratherapy Clean Start Pre-Treatment Shampoo and rinse. Work shampoo into a lather from roots to ends, being sure not to massage or scratch the scalp. Do not use conditioner. Detangle with a wide tooth comb.
NOTE: If using directly after a color or highlighting service, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo.
- 2. BLOW DRY:** On medium heat, blow dry or towel dry the hair until it is 50% dry to remove excess water.
- 3. DIVIDE:** Section the hair into 3-4 parts.
- 4. APPLICATION:** Beginning at the nape area and holding Keratherapy Color Lock & Smooth 6" from the hair, take 1-inch sections and spray directly 3-4 times per sections, depending on length of hair. Massage through each section and then use a fine tooth comb to remove excess and for even distribution.
- 5. PROCESS:** If your client has resistant hair, let the product sit for 10-15 minutes before blow drying.
NOTE: Gloves are optional for the application process.
- 6. BLOW DRY:** Using a vent brush, continue blow drying hair until it is 100% dry. For smoother results, finish with a Keratherapy Thermal Brush.
- 7. FLAT IRONING:** Section the hair again into 4 parts. Take 1/2" sections and flat iron the hair 2-3 times at 400°F/204°C to seal color in and to keep frizz out. If hair is highlighted, you may need to lower the temperature of the iron slightly. As you flat iron you will start to see the hair become shiny and smooth. This indicates the sealing process has been completed. Continue this throughout the entire head until all the hair has been ironed.
- 8. FINISH:** Wait 24 hours before shampooing at home with any Keratherapy Shampoo and Conditioner.

SMOOTHING TREATMENT

1. Complete your color, highlight, relaxer or other service by following the manufacturer's instructions. If not instructed to do so, follow by shampooing with your favorite Keratherapy Keratin Infused Shampoo (do not use Keratherapy Clean Start Pre-Treatment Shampoo).
2. Proceed with Step #2 and follow all remaining steps

EXPRESS KERATIN SMOOTHING WITH CUT

Follow all steps for the Express Keratin Smoothing Treatment above. During Step 5, you can cut the clients hair during the processing time.

WARNING: Keratherapy Color Lock & Smooth is NOT recommended for ages 12 and under. Do not use this product if you are nursing, pregnant or have respiratory conditions. If product contacts skin, rinse well. If it comes in contact with eyes or is ingested, contact a physician immediately. Keratherapy Color Lock & Smooth should only be used in a professional salon and by a licensed stylist. Keep out of reach of children.

TIPS

1. Every client is different. Always analyze the hair and conduct a thorough consultation with your client before performing any Keratherapy service.
2. Use a Keratherapy Fine Tooth Comb to help distribute product evenly.
3. Be mindful not to oversaturate product on the hair. This should be a really fast application.
4. Always spray away from face and eyes.
5. Client should not use clips, hats, etc. and not let hair get wet for 24 hours. There are no restrictions, no wait or downtime.

For more information please visit KERATHERAPY.COM
Available in 8 oz / 237 ml

COLOR LOCK & SMOOTH

Keratin Smoothing Treatment Spray

FAQ'S

Q. *What is Keratherapy Color Lock & Smooth Keratin Treatment?*

A. A 2-in-1 Treatment with Kerabond Technology that locks in hair color and prevents fading, extending its life and vibrancy; it also acts as an express keratin smoothing treatment that keeps the curl and controls frizz. It coats the hair shaft and penetrates the cuticle, instantly revealing a healthy luster and high impact shine.

Q. *What is KERABOND Technology?*

A. All Keratherapy products are created with our proprietary Kerabond Technology. Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair. Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most.

Q. *How long does it take to apply the Color Lock & Smooth Treatment?*

A. It takes approximately 20 minutes longer than a regular blow dry.

Q. *4. How long does the Color Lock & Smooth Treatment last?*

A. Up to 4 to 6 weeks.

Q. *What type of client should Color Lock & Smooth Treatment be used on?*

A. All clients immediately after a color/highlight service, the client that wants smooth frizz free hair with minimal curl reduction, and also straight hair clients that just need smoothing.

Q. *Can I perform the Color Lock & Smooth Treatment on previously chemically treated hair (ex. Relaxer, Japanese straightening)?*

A. Yes. Color Lock and Smooth Treatment can be applied to any type of hair. Always analyze the hair and conduct a thorough consultation to determine the porosity of the hair and that it can withstand the high heat of the flat iron. If hair is damaged to the point it cannot take the heat of the iron DO NOT perform the service. You can perform a Keratherapy Deep Conditioning Masque to help reconstruct, repair, hydrate and strengthen the hair in preparation to have one of the Extended or Express treatments.

Q. *Will the Color Lock & Smooth Treatment straighten the hair?*

A. It will give you minimal curl reduction.

Q. *When performing a Color Lock & Smooth Treatment as an express treatment, which shampoo should be used before the Treatment?*

A. Keratherapy Clean Start Pre-Treatment Shampoo

Q. *When performing a Color Lock & Smooth Treatment immediately after a color service, which shampoo should be used before the Treatment?*

A. Keratherapy's Keratin Infused Moisture, Volume or Color Protect shampoo instead of the Clean Start Pre-Treatment Shampoo.

Q. *Is there a wait time to wash the hair after a Color Lock & Smooth Treatment?*

A. Yes, wait 24 hours before shampooing at home with Keratherapy Shampoo and Conditioner.

Q. *Which aftercare products should be used to maintain this service?*

A. Any of the Keratherapy Keratin Infused aftercare products: Moisture Shampoo and Conditioner, Leave-In Conditioning Spray, Deep Conditioning Masque, Volume Shampoo & Conditioner, Root Boost & Volumizer, Color Protect Shampoo & Conditioner, Perfect Blowout, Perfect Hold Hairspray, Perfect Finish Hairspray, Rapid Rescue, Daily Smoothing Cream, Argan Oil, Dry Shampoo, Nourishing Styling Foam and Perfect Match.

Q. *Why should a Salon and Stylist want to offer a Color Lock & Smooth Treatment to their clients?*

A. It can dramatically improve the look, longevity, and vibrancy of all hair-color. It is a simple, quick add-on service that can generate significant revenue with an existing client base and is a great introduction to the Smoothing category for clients who have yet to get involved.

Q. *Can I receive the Color Lock & Smooth Treatment if I am pregnant or breastfeeding?*

A. It is NOT recommended to perform services of this type on clients that are pregnant or breastfeeding as no clinical testing has been done to determine any potential hazards. Consult a physician before receiving or applying these treatments.

Q. *What is the minimum age requirement to receive the Color Lock & Smooth Treatment?*

A. We recommend performing the Color Lock & Smooth Treatment on ages 12 and older with parental consent.

Q. *Is Color Lock & Smooth Treatment OSHA compliant?*

A. Yes. Although Keratherapy Color Lock & Smooth Treatment omits a small percentage of formaldehyde gas when heated, we are well below OSHA's permitted guidelines.

Q. *Can I wear a ponytail or use hair clips immediately after the Color Lock & Smooth Treatment?*

A. We recommend waiting at least 24 hours to shampoo and then you can wear a ponytail and us hair clips.

Q. *What should I do if my hair gets wet during the first 24 hours?*

A. Blow-dry the section of hair immediately and use a flat iron lightly to re-straighten.

Q. *Can I go into a swimming pool or the ocean after the Color Lock & Smooth Treatment?*

A. The hair must be kept dry during the entire 24 hour waiting period. Salt water and pool water will affect the longevity of the treatment. Apply Keratin Infused Leave-In Conditioner before swimming in the pool or ocean. Rinse hair immediately after swimming and apply more Leave-In conditioner if needed.

Q. *Should I cut my hair before the Color Lock & Smooth Treatment?*

A. We recommend cutting the hair after the Color Lock & Smooth Treatment as the hair will be completely smooth and straight and any split ends can be trimmed more accurately.

Q. *Can I use any styling products before the 24 hour waiting period?*

A. Do not apply any styling products to your hair for the first 24 hours but you can use these two products, a small amount of the Keratherapy Keratin Infused Argan Oil to tame flyways if needed or the Keratin Infused Dry Shampoo.

COLOR LOCK & SMOOTH

Keratin Smoothing Treatment Spray

DO'S AND DONT'S



DO'S

1. Have a color or highlighting service before receiving Keratherapy Color Lock & Smooth Treatment.
2. Wear hair down for the first 24 hours
3. Wait 24 hours to shampoo your hair.
4. If hair gets wet during the 24 hour wait period, blow dry and flat iron hair as soon as possible.
5. After 24 hour delay time, use the Keratherapy Keratin Infused Moisture, Volume or Color Protect Shampoo and Conditioner to help maintain your treatment
6. Dry Shampoo can be used during your 24 hour wait time.
7. If going into the pool or ocean after the 24 hour wait period, use the Keratherapy Keratin Infused Leave-In Conditioner Spray before going into the water and rinsing hair off upon exiting.



DON'TS

1. Do not shampoo your hair or allow hair to get wet for 24 hours.
2. Do not pin, clip, braid hair or tuck behind the ear.
3. Do not wear hair in a ponytail.
4. Do not wear a headband.
5. Do not participate in any activities that may cause you to sweat, or swimming
6. Do not place glasses above your head.
7. Do not receive any color or highlighting services for two weeks.
8. Do not use any styling products for the first 24 hours



—
Non-Formaldehyde
—

NON FORMALDEHYDE FACT SHEET

Express Renewal PLUS contain Glyoxyloyl Carbocysteine; a combination of Glyoxylic Acid, Cysteine and Acetic Acid

- Glyoxylic Acid forms crosslinks between specific amino acids in disulfide bonds in the hair. A crosslink is a bond that links one polymer chain to another, both synthetic and natural. The most prevalent polymer in the hair is keratin.
- There are literally thousands of these links formed in each strand of hair while this ingredient is absorbed. During the blowout stage and finally through the compression and high heat of the flat iron these links become rigid and locked into place. This now rigid network of crosslinks is like a new secondary bond structure in the hair that prevents curly hair from springing back into its original shape. Over time, these crosslinks dissolve and the original texture will return.
- Cysteine is the same amino acid that forms the disulfide bonds in the hair, which give hair its shape and strength. When additional cysteine is added to the hair under the right pH and temperature we can soften and rearrange the existing cysteine bridges to help re-shape the hair.
- Acetic Acid helps make hair softer and shinier and assists in "locking" the hair into a desired shape.

PURE RENEWAL PLUS+

ZERO FORMALDEHYDE KERATIN SMOOTHING TREATMENT

KERATHERAPY PURE RENEWAL PLUS+ is a truly ground breaking, ZERO formaldehyde keratin smoothing system. This proprietary formula provides salons a legitimate alternative to traditional keratin treatments that contain formaldehyde. Pure Renewal Plus+ provides maximum curl and volume reduction without a permanent structural change to the hair, and without the use of aldehydes, thio or sodium hydroxide.

FEATURES

- For any hair texture
- Results last for up to 12 weeks
- Maximum frizz control and protection from humidity
- Speeds up blow-drying, ironing & overall finishing
- 100% formaldehyde-free
- For faster blow drying and finishing



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.



ALOE BARBADENSIS LEAF JUICE EXTRACT

Saturated with essential vitamins and minerals that restore moisture



GLYCERIN

Holds and retains moisture



HYDROLYZED COLLAGEN

Increases elasticity, strengthens and promotes growth



SILK AMINO ACIDS

Penetrates and strengthens damaged hair



PROTEIN COMPLEX

(Hydrolyzed Silk, Soy, Rice & Wheat) Strengthens hair and seals cuticle.

Improves elasticity and increases shine, eliminates static and improves combability



ORGANIC COMPLEX

(Linseed Oil, Safflower Oil, Shea Butter and Green Tea) anti-oxidants, moisturize soother and protect hair

application process

(shake well before use)

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.

- 1. SHAMPOO:** Gently cleanse the hair with the Keratherapy Clean Start Pre-Treatment Shampoo. Work shampoo into a lather from roots to ends of the hair, being sure not to massage or scratch the scalp. Rinse well, then towel dry and detangle with wide tooth comb.
- 2. BLOW DRY:** Blow dry the hair until 75% dry.
- 3. DIVIDE:** Section the hair into 3-4 large parts.
- 4. MEASURE SOLUTION:** Determine estimated amount of treatment needed based on length/density of hair:
 - Short hair ½ to ¾ oz
 - Medium hair 1 to 1-½ oz
 - Long hair 1 to 2 oz
- 5. APPLICATION:** Wearing gloves and using an applicator brush, take ¼" to ½" sections and begin each section by dabbing the treatment ¼" from the scalp, then repeating every 1" to 1½" until you reach the ends. Massage the treatment into each section, then comb through with a fine tooth comb away from the face to remove excess. Do not oversaturate the hair and do not apply to the scalp or skin.
- 6. PROCESS:** Process treatment for 30 to 45 minutes with no heat or cap. The timing depends on beginning hair texture and desired result. **NOTE:** For resistant, coarse or unruly hair types, process 45-60 minutes then blow dry hair straight with comb until 100% dry prior to Step 7 RINSE.
- 7. RINSE:** After desired processing time is complete, rinse the hair with water for 10 to 20 seconds to remove excess treatment. A small amount of the treatment must be left in the hair for best results. Do not shampoo the hair.
- 8. BOOSTER:** Towel dry to remove excess water and lightly spray Keratin Booster throughout the hair and comb through making sure product is evenly distributed. DO NOT RINSE.
- 9. BLOWOUT:** On medium heat, blow dry the hair up to 75-80% with a Keratherapy Vent Brush. Finish the blowout straight and smooth with a Keratherapy Thermal Brush, using tension until 100% dry using cool or medium heat. Always blow dry away from the face and away from neighboring stylists or clients.
- 10. FLAT IRONING:** Start at nape of neck and take ¼" to ½" sections of hair and iron each section thoroughly from roots to ends until smooth and shiny. Adjust iron temperature between 400°F-450°F, or 204°C-230°C using the chart below and depending on the health and/or resistance of the hair. A test strand is recommended. Always iron away from the face. Continue this process until all the hair is thoroughly ironed.

HOME CARE: Client can shampoo immediately, no down time! Best results are guaranteed by using Keratherapy Keratin Infused Home Care products.

For more information please visit KERATHERAPY.COM
Available in 3 oz / 90 ml, 16.9 oz / 500 ml and 33.8 oz / 1 Liter

HAIR TYPE RECOMMENDED	IRON SETTING
Coarse or resistant texture, virgin, extremely curly	430°F-450°F (221°C- 230°C)
Medium texture or colored hair	410°F-420°F (210°C- 215°C)
Fine texture, double processed or highlighted hair	400°F (204°C)

PURE RENEWAL PLUS+

Maximum Strength Zero Formaldehyde Keratin Smoothing Treatment

FAQ'S

Q. *What is Keratherapy Pure Renewal Plus+ Keratin Treatment?*

A. It is a 100% formaldehyde-free smoothing system with Kerabond technology that will transform your hair, leaving it frizz free, shiny and manageable while giving you medium to maximum curl reduction for up to 12 weeks.

Q. *What is KERABOND Technology?*

A. All Keratherapy products are created with our proprietary Kerabond Technology. Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.

Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most.

Q. *Is Keratherapy Pure Renewal Plus+ Treatment permanent?*

A. No, Keratherapy's Pure Renewal Plus+ is not a permanent treatment as it does not break the bonds of the hair. Hair will eventually revert to its natural texture as the treatment eventually leaves the hair.

Q. *How long does it take for a complete service?*

A. The length of the service can take approximately 1 ½ hours depending on the length and thickness of the hair.

Q. *How long will the treatment last?*

A. The treatment will last up to 12 weeks with the recommended Keratherapy aftercare collection.

Q. *Who would be a good candidate for the Keratherapy Pure Renewal Plus + Treatment?*

A. Any client with curly hair, dull lifeless hair and any client with chemically treated hair regardless of texture that wants to have medium to maximum curl reduction. That delivers amazing shine and dramatically improve manageability and eliminate frizz.

Q. *How much formaldehyde vapor is created or released during a Keratherapy Pure Renewal Plus+ Treatment?*

A. Absolutely zero formaldehyde vapors are released.

Q. *What is the active ingredient in the Keratherapy Pure Renewal Plus+ Treatment?*

A. Glyoxylic Acid, Cysteine and Acetic acid

Q. *When performing a Keratherapy Pure Renewal Plus+ Treatment, which shampoo should be used prior to the Treatment?*

A. Keratherapy Clean Start Pre-Treatment Shampoo

Q. *After shampooing with Keratherapy Clean Start, how dry should the hair be before applying the Pure Renewal Plus+?*

A. Blow dry hair 75% dry to remove excess water. For course or resistant hair, blow dry until 100% dry.

Q. *Is there a processing time for Keratherapy Pure Renewal Plus+?*

A. Yes. Depending on the texture and resistance of hair, there is a 45 to 60 minute processing time, after processing time is over, rinse the hair for 10 to 20 seconds and blow dry 100% and flat iron.

Q. *Can Keratherapy Pure Renewal Plus+ Treatment be applied directly after a color?*

A. We highly recommend waiting one week before or one week after a color service before applying the Pure Renewal Treatment

Q. *Will the Pure Renewal Plus+ Treatment straighten the hair?*

A. It can give you up to medium to maximum reduction.

Q. *Which aftercare products should be used to maintain this service?*

A. Any of the Keratherapy Keratin Infused aftercare products: Moisture Shampoo and Conditioner, Leave In Conditioning Spray, Argan Oil, Daily Smoothing Cream, Deep Conditioning Mask, Volume Shampoo & Conditioner, Root Boost & Volumizer, Perfect Hold Hairspray and Rapid Rescue

Q. *Can I receive the Keratherapy Pure Renewal Plus+ Treatment if I am pregnant or breast feeding?*

A. It is generally NOT recommended to perform services of this type on these clients as no clinical testing has been done to determine any potential hazards. Consult a physician before receiving or applying these treatments.

Q. *What is the minimum age requirement to receive a Keratherapy Pure Renewal Plus+ Treatment?*

A. We recommend performing the Pure Renewal Treatment on ages 12 and older, with parental consent.

Q. *Is Keratherapy Pure Renewal Plus+ Treatment OSHA compliant?*

A. Yes. Pure Renewal is compliant with all worldwide health agencies.

Q. *Can I wear a ponytail or use hair clips immediately after a Keratherapy Pure Renewal Plus+ Treatment?*

A. Yes. There is no wait time to wash the hair.

Q. *Can I go into a swimming pool or the ocean after a Keratherapy Pure Renewal Plus+ Treatment?*

A. Yes, but salt water and pool water will affect the longevity of the treatment. Apply Keratin Infused Leave-In Conditioner prior to swimming in the pool or ocean. Rinse hair immediately after swimming and apply more leave-in conditioner if needed.

Q. *Should I cut my hair before a Keratherapy Pure Renewal Plus+ Treatment?*

A. We recommend cutting the hair after the Pure Renewal Treatment as the hair will be completely smooth and straight and any split ends can be trimmed more accurately.

Q. *Which aftercare products should be used to maintain this service?*

A. Any of the Keratherapy Keratin Infused aftercare products: Moisture Shampoo and Conditioner, Leave In Conditioning Spray, Argan Oil, Daily Smoothing Cream, Deep Conditioning Masque, Volume Shampoo & Conditioner, KeratinFixx Shampoo & Conditioner, Root Boost & Volumizer, Perfect Hold Hairspray and Rapid Rescue.

PURE RENEWAL PLUS+

Maximum Strength Zero Formaldehyde Keratin Smoothing Treatment

DO'S AND DONT'S



DO'S

1. You can shampoo your hair at any time.
2. It is your hair, you can pin it up, wear a headband, work out or go swimming.
3. Use the Keratherapy Moisture, Volume or Color Protect Shampoo and Conditioner to wash your hair and to prolong your smoothing treatment.
4. Keratherapy Dry Shampoo can also be use.
5. If going into the pool or ocean, use the Keratherapy Keratin Infused Leave-In Conditioner Spray before going into the water and rinsing hair off upon exiting.



DON'TS

1. Do not receive any color or highlighting services for at least one week before or one week after.

NEW AND IMPROVED!

More shine, better frizz control and longer lasting results.

EXPRESS RENEWAL PLUS+

ZERO FORMALDEHYDE EXPRESS KERATIN TREATMENT

KERATHERAPY EXPRESS RENEWAL+ is a professional express smoothing treatment that is as easy to use as spraying it on and sealing it in. Express Renewal Plus+ is a fast, safe way to remove frizz, rejuvenate, smoothen and revive the hair.

FEATURES

- Fast, easy spray-on application
- Transforms ordinary, overworked hair into silky, shiny, healthy looking hair for up to 4-6 weeks
- Eliminates frizz, protects from humidity
- Dramatically speeds blow-drying, ironing & overall finishing
- Reduces curl up to 50-60%
- Adds a NEW SERVICE to your Professional menu
- No down time for clients!
- 100% formaldehyde-free, complies with EU, Canada & all worldwide health agencies



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



HELIANTHUS (SUNFLOWER) OIL

Conditions, moisturizes and adds shine



AMINO ACID COMPLEX

(Glutamine, Glycine, Alanine, Etc.) Softens hydrogen bonds to enable short-term reshaping of hair



VACCINIUM MYRTILLUS (BILLBERRY) LEAF EXTRACT

Antioxidant, that moisturizes and protects hair



ORGANIC COMPLEX

(Blend Of Billberry, Sugarcane, Sugar Maple, Ginger, Lemon And Ginger: Macrocystis Pyrifera Extract / Kelp) Rich in vitamins and minerals. Adds shine to the hair and gives hair fullness

application process

(shake well before use)

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.

1. **SHAMPOO:** Cleanse hair with Keratherapy Clean Start Pre-Treatment Shampoo. Work shampoo into a lather from roots to ends, being sure not to massage or scratch the scalp. Rinse and Repeat. **NOTE:** If using directly after a color or highlighting service, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo.
2. **DIVIDE:** Section into 3-4 large parts.
3. **APPLICATION:** Starting at the nape area, take 1" to 1-1/2" sections and generously spray Express Renewal Plus+ onto the hair making sure that all hair has been thoroughly treated. Avoid excessive contact with scalp. Massage treatment into each section with fingertips then comb straight with a fine tooth comb.
4. **PROCESS:** Continue this process over the entire head until completely treated. Let hair process for 20 minutes. It is not necessary to cover with a plastic cap or to apply heat.
5. **RINSE:** After processing time is complete, rinse the hair with water for 10-20 seconds to remove excess; do not shampoo. Towel Dry.
6. **BOOSTER:** For greater treatment longevity or for clients with coarse, resistant hair, towel dry the hair and spray Keratherapy Keratin Booster throughout the hair and comb to evenly distribute.
7. **BLOWOUT:** Using a brush and blow dryer on medium heat, dry the hair completely straight and smooth until 100% dry. **NOTE:** THIS IS A CRITICAL STEP! Hair must be completely dry and smooth before flat ironing.
8. **FLAT IRONING:** Section the hair into 3-4 sections to begin the flat ironing process. It is extremely important to choose the correct iron temperature from the chart below. This is determined by the hair type and overall condition of the hair. Starting at the nape area, take small sections and flat iron thoroughly until the hair becomes shiny and smooth. This will require multiple passes of the flat iron on each section. Pay particular attention to the resistant root area. Continue this process until all the hair has been flat ironed thoroughly.
9. **STYLE:** For longest lasting results, the client should use Keratherapy Keratin Infused Home Care products to maintain the treatment between salon visits. No down time! Client can get hair wet, use clips, bands, etc. immediately after treatment is completed.

TIPS

1. We highly recommend waiting one week after a color service before applying the Express Renewal Plus+ Keratin Treatment.
2. Always begin ironing in back of head. If color begins to lighten, lower temperature of the flat iron and proceed.
3. Add a haircut during processing time for added revenue.
4. If client's hair is extremely damaged or fragile, do not conduct this or any keratin service. We recommend continual use of the Keratherapy Deep Conditioning Masque until the hair has been restored and reconstructed.

For more information please visit KERATHERAPY.COM
Available in 8 oz / 237 ml

HAIR TYPE RECOMMENDED	IRON SETTING
Coarse or resistant texture, virgin, extremely curly	430°F-450°F (221°C- 230°C)
Medium texture or colored hair	410°F-420°F (210°C- 215°C)
Fine texture, double processed or highlighted hair	400°F (204°C)

EXPRESS RENEWAL PLUS+

Zero Formaldehyde Keratin Smoothing Treatment

FAQ'S

Q. *What is Keratherapy Express Renewal Plus+ Treatment?*

A. Express Renewal Plus+ is a quick and easy 100% formaldehyde-free smoothing system with Kerbond technology in a spray form that will transform your hair, leaving it frizz free, shiny and manageable with medium curl reduction.

Q. *What is KERABOND Technology?*

A. All Keratherapy products are created with our proprietary Kerabond Technology. Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.

Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most.

Q. *Is Keratherapy Express Renewal Plus+ Treatment Permanent?*

A. No, Keratherapy Express Renewal Plus+ Treatment is not a permanent treatment as it does not break the bonds of the hair. Hair will eventually revert to its natural texture as the treatment eventually leaves the hair

Q. *How long does it take for complete service?*

A. The length of the service can take approximately 45-60 minutes depending on the length and thickness of the hair.

Q. *How long will the treatment last?*

A. The treatment will last up to 4 to 6 weeks with the recommended Keratherapy aftercare collection.

Q. *Who would be a good candidate for the Keratherapy Express Renewal Plus+?*

A. Any client with curly hair or chemically treated hair regardless of texture that wants medium curl reduction and wants to maintain hair's natural body, dramatically reduce frizz, cut down on styling time, increase shine and suppleness, rebuild and strengthen hair and increase manageability and elasticity. It's great for first time clients, clients who can't afford extended- treatments and client's needing "in between" treatments.

Q. *How much formaldehyde vapor is created or released during a Keratherapy Express Renewal Plus+ Treatment?*

A. Absolutely zero formaldehyde vapors are released.

Q. *What is the active ingredient in Keratherapy Express Renewal Plus+ Treatment?*

A. The combination of Glyoxylic Acid, Cysteine and Acetic Acid.

Q. *When performing a Keratherapy Express Renewal Plus+ Treatment, which shampoo should be used prior to the treatment?*

A. Keratherapy Clean Start Shampoo.

Q. *After shampooing with Keratherapy Clean Start Shampoo, how dry should the hair be before applying the Keratherapy Express Renewal Plus+ Treatment?*

A. Towel dry hair, on coarse resistant hair, or to increase curl reduction blow dry hair 50%.

Q. *Is there a processing time for Keratherapy Express Renewal Plus+ Treatment?*

A. Yes, let the hair process for 20 minutes. After processing rinse the hair for 10-20 seconds. Do not shampoo hair just towel dry, for extra curl and frizz reduction spray in Keratin Booster and comb through and blow dry 100%.

Q. *Should I cut my hair before the Keratherapy Express Renewal Plus+ Treatment?*

A. During the 20 minute processing time, use the Express Renewal Plus as a cutting lotion to perform your haircut. This will save you time.

Q. *Can Express Renewal Treatment be applied directly after a color?*

A. We highly recommend waiting one week before or one week after a color service before applying the Express Renewal Plus+ treatment.

Q. *Can I perform the Keratherapy Express Renewal Plus+ Treatment on previously chemically treated hair?*

A. Yes. Express Renewal Plus treatment can be applied to any type of hair. Always analyze the hair and conduct a thorough consultation to determine the porosity of the hair and that it can withstand the high heat of the flat iron. If hair is damaged to the point, it cannot take the heat of the iron. Do NOT perform the service. You can perform a Keratherapy Deep Conditioning Masque to help reconstruct, repair, hydrate and strengthen the hair in preparation to have one of the Extended or Express treatments

Q. *Will the Keratherapy Express Renewal Plus+ Treatment straighten the hair?*

A. No, it will remove up to 50% of the curl depending on the hair type and the frequency of combing during the processing time.

Q. *Which aftercare products should be used to maintain this service?*

A. Any of the Keratherapy Keratin Infused aftercare products: Moisture Shampoo and Conditioner, Leave-in Conditioning Spray, Argan Oil, Daily Smoothing Cream, Deep Conditioning Mask, Volume Shampoo & Conditioner, Root Boost & Volumizer, Perfect Hold Hairspray and Rapid Rescue.

Q. *Can I receive the Keratherapy Express Renewal Plus+ Treatment if I am pregnant or breastfeeding?*

A. It is generally NOT recommended to perform services of this type on these clients as no clinical testing has been done to determine any potential hazards. Consult a physician before receiving or applying these treatments.

Q. *What is the minimum age requirement to receive the Keratherapy Express Renewal Plus+ Treatment?*

A. We recommend performing the express Renewal Plus treatment on ages 12 and older with parental consent.

Q. *Is Keratherapy Express Renewal Plus+ Treatment OSHA Compliant?*

A. Yes. Express Renewal Plus is compliant with all worldwide health agencies.

Q. *Can I wear a ponytail or use hair clips immediately after the Keratherapy Express Renewal Plus+ Treatment?*

A. Yes, it is your hair. You can wear a ponytail or use clips at any time.

Q. *Can I go into a swimming pool or the ocean after the Keratherapy Express Renewal Plus+ Treatment?*

A. Yes, but remember salt water and pool water will affect the longevity of the treatment. Apply Keratin infused Leave in Spray before swimming in the pool or ocean. Rinse hair immediately after swimming and apply more leave in conditioner if needed.

EXPRESS RENEWAL PLUS+

Zero Formaldehyde Keratin Smoothing Treatment

DO'S AND DONT'S



DO'S

1. You can shampoo your hair at any time.
2. It is your hair, you can pin it up, wear a headband, work out or go swimming.
3. Use the Keratherapy Moisture, Volume or Color Protect Shampoo and Conditioner to wash your hair and to prolong your smoothing treatment.
4. Keratherapy Dry Shampoo can also be use.
5. If going into the pool or ocean, use the Keratherapy Keratin Infused Leave-In Conditioner Spray before going into the water and rinsing hair off upon exiting.



DON'TS

1. Do not receive any color or highlighting services for at least one week before or one week after.

KERATIN BOOSTER

Treatment Amplifying Spray

KERATIN BOOSTER TREATMENT AMPLIFYING SPRAY

Keratin Booster is a unique and powerful boost spray to enhance any Keratherapy formaldehyde-free keratin treatment, resulting in an even distribution of keratin and amino acids throughout the client's hair. This professional use leave-in spray ensures uniform curl and volume reduction, frizz control, shine and condition from roots to ends and helps to extend the longevity of the keratin treatment. Can also be used monthly to refresh and restore any previous keratin treatment service.

INSTRUCTIONS

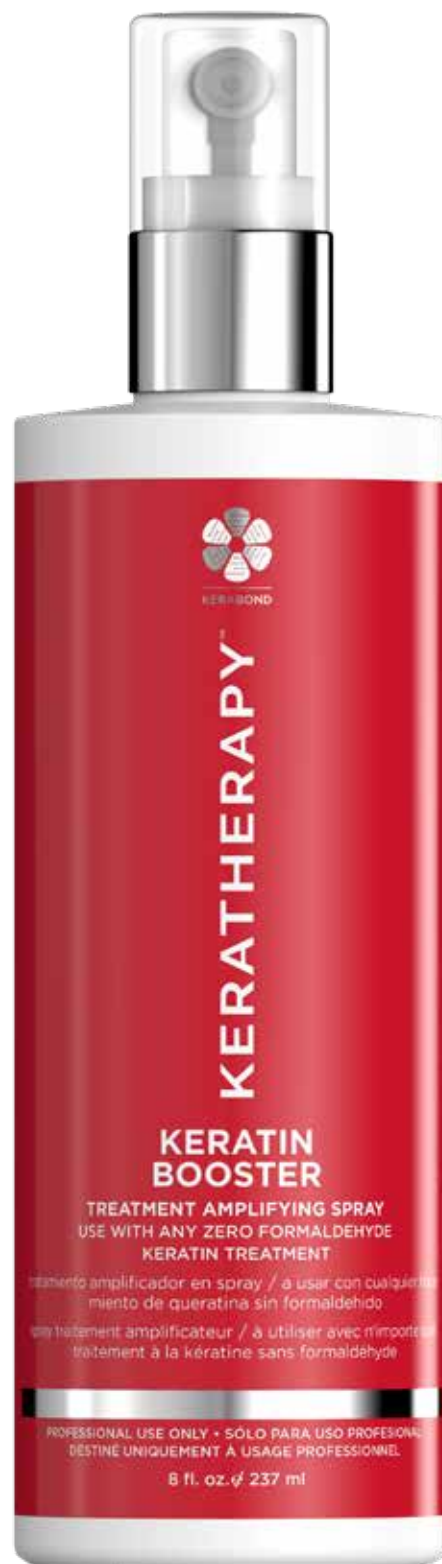
Use with any Keratherapy formaldehyde-free treatment. After processing the keratin treatment, rinse hair as instructed. Towel dry to remove excess water and lightly spray Keratin Booster throughout the hair and comb through making sure product is evenly distributed. Blow dry and iron as instructed in the keratin treatment application guide.

INSTRUCTIONS FOR A MONTHLY SERVICE

Shampoo the hair with Clean Start Pre-Treatment Shampoo. Towel dry hair until 50% dry. Spray Keratin Booster throughout the hair and comb through making sure product is evenly distributed. Let process 10 – 15 minutes. Blow dry and flat iron.
* Do not use immediately after a color service.

FEATURES

- Longer lasting treatment results
- Improved shine, condition, frizz control
- Use monthly to refresh previous keratin treatment service
- Better curl reduction when used with a formaldehyde free treatment



SMOOTHING HOME CARE COLLECTION

All clients want frizz-free, humidity resistant, smooth, shiny hair; and Keratherapy delivers. Whether through our premium Renewal Treatments or our Smoothing Home Care Collections, Keratherapy has something for everyone!

All Keratherapy products are created with our proprietary Kerabond Technology. Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.

Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most.



MOISTURE COLLECTION



STYLE & FINISH COLLECTION



VOLUME COLLECTION



PERFECT MATCH COLLECTION



COLOR PROTECT COLLECTION



KERATINFIXX REPAIR COLLECTION

moisture collection



MOISTURE COLLECTION



KERATIN INFUSED **MOISTURE SHAMPOO**

Sulfate free & Sodium Chloride free

Keratin Infused Moisture Shampoo gently cleanses and hydrates to create soft, smooth and silky hair. This formula is rich in antioxidants, aloe and keratin to help improve and maintain hair's overall appearance, strength and shine. Color safe.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml



KERATIN INFUSED **MOISTURE CONDITIONER**

Keratin Infused Moisture Conditioner quenches even the driest hair. Armed with a cocktail of keratin, panthenol, wheat germ oil and collagen amino acids, it repairs, strengthens and seals in moisture to leave your hair irresistibly soft, shiny and smooth. For best results, use after Keratin Infused Volume Shampoo. Color safe.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml



KERATIN INFUSED **LEAVE-IN CONDITIONER**

Keratin Infused Leave-In Conditioner is a weightless multi-purpose conditioning and detangling spray that nourishes and hydrates hair to give it a healthy, shiny and refreshed look. A blend of wheat germ and jojoba seed oils helps to add shine, improve manageability and control frizz.

Available in: 8.5 oz / 251 ml



KERATIN INFUSED **DEEP CONDITIONING MASQUE**

Keratin Infused Deep Conditioning Masque is an intense, nourishing and hydrating treatment that revives hair that has been dried or damaged by environmental or styling stresses. Jojoba, walnut and chestnut oils, penetrate deeply into the hair, resulting in unparalleled moisture, strength, elasticity and brilliant shine.

Available in: .33 oz / 10 ml foil pack, 8 oz / 237 ml, 16 oz / 473 ml

volume collection



VOLUME COLLECTION



KERATIN INFUSED **VOLUME SHAMPOO**

Sulfate free & Sodium Chloride free

Keratin Infused Volume Shampoo gently cleanses while removing build-up from the hair and scalp. Designed to create the ultimate body, fullness and texture in hair. Natural proteins, vitamins, and botanical extracts nourish and replenish each hair shaft, creating weightless volume and shine. Color safe.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml



KERATIN INFUSED **VOLUME CONDITIONER**

Keratin Infused Volume Conditioner is formulated to detangle, hydrate and illuminate hair while adding incredible body, bounce and volume. Natural proteins, vitamins, and botanical extracts restore elasticity and vitality to thin, limp or lifeless hair. Your hair will look and feel silky smooth and healthy. Perfect for all hair types. For best results, use after Keratin Infused Volume Shampoo. Color safe.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml



KERATIN INFUSED **ROOT BOOST & VOLUMIZER**

Keratin Infused Root Boost & Volumizer is a proprietary formula that performs double duty as a root lifter or as an all over bodifier for all types and textures of hair. It creates noticeable thickness and volume throughout, with no added or unnecessary weight. Hemp seed oil, kelp extracts, hydrolyzed silk and wheat proteins work synergistically to create stronger and healthier hair.

Available in: 8.5 oz / 251 ml

color protect collection



COLOR PROTECT COLLECTION



KERATIN INFUSED **COLOR PROTECT SHAMPOO**

Gluten free, Sulfate free & Sodium Chloride free

Keratin Infused Color Protect Shampoo is uniquely formulated to extend the life of color-treated and highlighted hair by gently removing residue buildup that causes hair to become dull and lifeless. Formulated with cold pressed red raspberry seed oil, a powerful antioxidant rich in omega 3 and 6 essential fatty acids, that helps to preserve hair color and protect against harmful UV rays and other environmental damage.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml



KERATIN INFUSED **COLOR PROTECT CONDITIONER**

Gluten free

Keratin Infused Color Protect Conditioner is uniquely formulated to extend the life of color-treated and highlighted hair while moisturizing, repairing and sealing the cuticle. Formulated with cold pressed red raspberry seed oil, a powerful antioxidant rich in omega 3 and 6 essential fatty acids, that helps to preserve hair color and protect against harmful UV rays and other environmental damage.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml



KERATIN INFUSED **PERFECT BLOWOUT**

No Frizz Blow Dry Spray

Keratin Infused Perfect Blowout No Frizz Blow Dry Spray is a weightless styling spray that dramatically reduces blow dry time and eliminates frizz at the source by sealing the cuticle and creating an invisible barrier against humidity. Shea butter, olive fruit and avocado oils replenish moisture and softness to the hair, resulting in better manageability, shine and smoothness. Also infused with red raspberry seed oil, a natural antioxidant that helps to protect against color loss. Use alone or as a primer with your favorite Keratherapy styling product to add an extra level of protection against frizz. Great for all types and textures of hair.

Available in 4.2oz / 125ml

repair collection



REPAIR COLLECTION



KERATINFIXX 20-in-1 LEAVE-IN

KeratinFIXX Repair 20-in-1 Leave-In Hair Conditioner & Treatment strengthens & deeply nourishes the hair from roots to ends with a blend of natural ingredients, botanicals, Keratin, Caviar Extract and Argan Oil. Provides 20 benefits in 1 easy step while reviving your hair back to life!

Transform your hair with these 20 effects:

- | | |
|------------------------------|----------------------------|
| 1. Softens | 11. Provides UV Protection |
| 2. Smoothes | 12. Seals Cuticle |
| 3. Restores | 13. Improves Manageability |
| 4. Detangles | 14. Extends Color |
| 5. Adds Shine | 15. Promotes Elasticity |
| 6. Increases Body | 16. Prevents Breakage |
| 7. Enhances Moisture Balance | 17. Protects From Heat |
| 8. Evens Porosity | 18. Mends Split Ends |
| 9. Blocks Humidity | 19. Controls Static |
| 10. Eliminates Frizz | 20. Rebuilds Damaged Hair |

Available in: 4.2 oz / 125 ml



KERATINFIXX REPAIR SHAMPOO

KeratinFIXX Repair Shampoo instantly repairs dry, damaged or over-processed hair while protecting against environmental stresses and humidity. Infused with anti-oxidant rich caviar extract and argan oil, this repairing shampoo also helps mend damage from chemical processing and coloring, while restoring the hair's elasticity. With repeated use, hair becomes stronger, hydrated, and more manageable. Color Safe.



KERATINFIXX REPAIR CONDITIONER

KeratinFIXX Repair Conditioner repairs and restores dry, colored, damaged or over processed hair leaving it hydrated, shiny and strong. Infused with anti-oxidant rich caviar extract and argan oil, this repairing conditioner also helps mend the hair and restore elasticity. With repeated use, hair becomes visibly healthier, stronger and more manageable. Color Safe.

style & finish collection



STYLE & FINISH COLLECTION



KERATIN INFUSED **PERFECT FINISH HAIRSPRAY**

Keratin Infused Perfect Finish Session Hairspray features an extra strong formula that provides maximum hold and shine without weighing hair down. Enriched with chamomile, cocoa seed and papaya fruit extract, this fast-drying hairspray is perfect to maintain even the most elaborate styles all day long.

Available in: 10 oz / 283 grams / 335 ml



KERATIN INFUSED **PERFECT HOLD HAIRSPRAY**

Keratin Infused Perfect Hold Hairspray combines the nourishing benefits of chamomile, cocoa seed and papaya fruit extracts to create a versatile hairspray that gives hair a touchable, finished look while adding a weightless layer of protection from humidity. Color safe and great for any hair type, this fast-drying firm hold formula gives hair a glamorous look perfect for any occasion.

Available in: 2 oz / 57 grams / 68 ml and 10 oz / 283 grams / 335 ml



KERATIN INFUSED **DAILY SMOOTHING CREAM**

Keratin Infused Daily Smoothing Cream is a heat activated blow dry treatment that can be utilized in the salon or at home. This signature styling cream seals the cuticle and eradicates frizz, while shielding the hair from damage caused by the environment, chemical processing or heat styling. Also drastically reduces blow dry time.

Available in: .33 oz / 10 ml foil pack, 6.8 oz / 200 ml, and 16 oz / 473 ml



KERATIN INFUSED **NOURISHING STYLING FOAM**

Keratin Infused Nourishing Styling Foam is a lightweight airy mousse that moisturizes, controls frizz and creates volume in all textures and types of hair. This versatile styler can be used in curly hair to define curls with a diffuser or styled with a brush and blow dryer to create texture, long lasting body, fullness and shine without any sticky residue or flakes. Uniquely formulated with olive fruit extract rich in vitamins E and K to help moisturize and protect the hair from environmental damage while providing amazing luster and shine. A blend of keratin protein, linseed and sunflower seed oils works synergistically to reduce frizz, smooth the cuticle, strengthen and protect against color fading. Great for all types and textures of hair.

Available in: 6oz. / 178ml



KERATIN INFUSED **ARGAN OIL**

Keratin Infused Argan Oil penetrates instantly to improve the overall manageability, health and appearance of the hair. This lightweight formula is truly unique as it delivers the healing benefits of moroccan argan oil without any added weight or build up. Great on wet or dry hair for conditioning, styling and finishing. Provides for a faster blow dry and creates an instant humidity barrier.

Available in: 1.7 oz / 50 ml



KERATIN INFUSED **DRY SHAMPOO**

Keratin Infused Dry Shampoo is a must for any active person. This exclusive gluten-free formula leaves hair and scalp refreshed and rejuvenated by gently absorbing excess oil and product residue without using water. Perfect for use after any keratin treatment and for reviving hair when traveling or after exercising. Will not affect hair color and safe for all hair types.

Available in: 5 oz / 142 grams / 238 ml



KERATIN INFUSED **RAPID RESCUE**

Keratin Infused Rapid Rescue instantly transforms dull, dry hair to shiny, smooth and healthy! Coffee bean and macadamia seed oils help mend split ends and prevent moisture loss. Crushed pearl powder, wheat protein and keratin repair damage caused by styling, chemical services or environmental elements. Sunflower seed oil helps protect against color fading.

Available in: 4.2 oz / 125 ml

perfect match collection



PERFECT MATCH COLLECTION



KERATIN INFUSED **PERFECT MATCH**

Gray Root Concealer

Concealer is a temporary color spray that instantly covers your gray roots in between haircolor services. Easy to use application allows you to target only the areas you need covered. Washes out with shampoo.

Available in: 3 oz / 85g / 118 ml

Available in 5 colors Blonde, Light Brown, Med/Dark Brown, Black and Auburn/Red



KERATIN INFUSED **PERFECT MATCH FIBER HAIR THICKENER**

Keratin Infused Perfect Match Fiber Hair Thickener is a temporary thickening spray that instantly eliminates the appearance of balding and thinning hair for both men and women. Blends flawlessly with your existing hair strands to create the characteristics of thicker, fuller hair while concealing the scalp. Easy to use applicator allows you to target only the areas that you need covered.

Available in: .33 oz / 10 ml foil pack, 10.1 oz / 300 ml, and 32 oz / 946 ml

Available in 4 colors Gray, Light Brown, Medium Brown and Dark Brown / Black

KERATHERAPY IN-SALON EDUCATION

Keratherapy offers specialized training/demonstration and Certification programs for our Best-Selling Renewal Treatments. All in-salon workshops will teach Salons & Stylists the difference between "Straight and "Smooth" and how to bring the benefits of "Smooth" to 100% of their clientele.

Keratherapy's workshops are interactive, allowing attendees to learn in an instructional yet hands-on way proper treatment application, drying and ironing techniques that should be used to get the most consistent results.

Each workshop is customized by the Salon's existing level of involvement in the category, or by their interest in specific formulas or ingredients. All classes include at least one model and will primarily focus on one treatment; although all treatments will be discussed in each class.

Classes are currently available for the following treatments

- Extreme/Intense Renewal Demonstration (2 to 2-1/2 hours)
- Pure Renewal Demonstration (2 to 2-1/2 hours)
- Color Lock & Smooth Demonstration (1-1/2 to 2 hours)
- Express Renewal Demonstration (1-1/2 to 2 hours)

Each class will also cover Keratherapy's Keratin-Infused Smoothing retail products, featuring the Moisture, Volume, Color Extend, Dry shampoo & Style/Finish Collections, And also our Perfect Match collection of Gray Root Concealer and Fiber Thickener.

In all of our in-salon demonstrations the models will be the responsibility of the host salon, and must adhere to the following guidelines:

- No double processed or heavily highlighted hair
- Hair length not past shoulders
- Dry, frizzy, curly, wavy will best demonstrate the treatments results
- Over 18 years old
- Not pregnant
- No hair breakage or seriously chemically damaged hair

Getting ready for your class

- Confirm class date, time and location with salon
- Confirm length of the class and number of attendees
- Confirm model for class with salon, no over damaged hair, medium length hair,
- Confirm with the sale consultant what promotion they will be offering
- Confirm with the sales consultant the objectives of the class

DRESS CODE: Professional

Day of class: Arrive at least 20 minutes before class begins to introduce yourself and to set up products.

What you need for classes

- products
- tools
- model release forms
- sign in sheet
- evaluation sheet
- Marketing Material you will need for the class. (profit sheet, step by steps sheets, distributor deal sheets)
- Ensure there is adequate ventilation

Set up in a clean and uncluttered area where you will have room to work.

KERATHERAPY IN-SALON EDUCATION

PRODUCT LIST

Treatments

- 1 Extreme Renewal Crème De Cocoa
- 1 Brazilian Renewal
- 1 Extreme Renewal
- 1 Intense Renewal
- 1 Pure Renewal Plus+
- 1 Express Renewal Plus+
- 1 Color Lock & Smooth
- 1 Daily Smoothing Cream
- 1 Clean Start

Retail

- Moisture Shampoo and Conditioner
- Leave in Conditioner
- Deep Conditioning Masque
- Volume Shampoo and Conditioner
- KeratinFixx Shampoo and Conditioner
- Root boost & Volumizer
- Color Protect Shampoo and Conditioner
- Perfect Blowout

Style & Finish Collection

- Perfect Hold Hairspray
- Rapid Rescue
- Nourishing Styling Foam
- Dry Shampoo
- Argan oil
- Daily Smoothing Cream
- Perfect Match Collection
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Tools and supplies

- Blow dryer
- Gloves
- Flat iron
- Processing caps
- Vent brush
- Bowls
- Round brushes
- Application brushes
- Clips
- Wide tooth comb
- Fine tooth

BRAZILIAN RENEWAL TREATMENT WORKSHOP

Welcome/Introduction to Keratherapy **2 minutes** **(Handout Product Guide)**

- Introduce yourself and why you became an educator for Keratherapy
- What the objectives are for the class
- Founded in 2010
- In more than 50 countries worldwide
- Full range of treatments and aftercare products
- Hand out sign in sheet

Redefining the category- Market Potential (handout) **5 minutes**

- Not just about straight, but about smooth; appeals to all clients
- Multiple entry points into the category; Extended, Express, Daily
- Earn additional \$10,000+/year for each level

Model Consultation and Treatment Selection **5 minutes**

- Determine the client's desired result.
- Are they taking any type of medication?
- Are they pregnant?
- Do they have any allergies?
- What is the client's hair color history?
- Has the client had previous keratin treatments or relaxers?
- What is the client's hair texture?
- What is the overall condition of the hair?
- Select Treatment and handout appropriate application guide

Safety **5 minutes**

- Follow Instructions exactly and precisely
- Do not over-use product
- Do not perform service on any hair that is breaking
- Ensure adequate ventilation
- Do not use on clients with history of respiratory or skin sensitivities/allergies

Application/Processing of Treatment **90 minutes**

- During treatment, discuss differences with other brands using Comparison Guide (handout)
- Invite attendees to come up-close to show lack of fumes during application, blow dry and iron
- Explain what the client can expect, discuss aftercare throughout this segment
- Follow accompanying application instructions exactly as written, including proper application, blow drying and ironing procedures

Keratherapy Keratin Infused Smoothing Products for Home Use **15 minutes** (This segment can be done during the 15 to 20 minute processing time)

Moisture Collection

- Moisture Shampoo
- Moisture Conditioner
- Leave-In Conditioning Spray
- Deep Conditioning Masque

Volume Collection

- Volume Shampoo
- Volume Conditioner
- Root Boost & Volumizer

Color Extend Collection

- Color Protect Shampoo
- Color Protect Conditioner
- Perfect Blowout

Repair Collection

- KeratinFixx Repair Shampoo
- KeratinFixx Repair Conditioner
- KeratinFixx 20 in 1 Leave in

Style/Finish Collection

- Argan Oil
- Daily Smoothing Cream
- Perfect Hold Hairspray
- Perfect Finish Hairspray
- Rapid Rescue
- Dry Shampoo
- Nourishing Styling Foam
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Conclusion of Class

- Ask for questions
- Get sign in sheet
- Hand out evaluation sheets

Thank them for coming to the class

EXTREME RENEWAL TREATMENT WORKSHOP

Welcome/Introduction to Keratherapy 2 minutes **(Handout Product Guide)**

- Introduce yourself and why you became an educator for Keratherapy
- What the objectives are for the class
- Founded in 2010
- In more than 50 countries worldwide
- Full range of treatments and aftercare products
- Hand out sign in sheet

Redefining the category- **Market Potential (handout)** 5 minutes

- Not just about straight, but about smooth; appeals to all clients
- Multiple entry points into the category; Extended, Express, Daily
- Earn additional \$10,000+/year for each level

Model Consultation and Treatment Selection 5 minutes

- Determine the client's desired result.
- Are they taking any type of medication?
- Are they pregnant?
- Do they have any allergies?
- What is the client's hair color history?
- Has the client had previous keratin treatments or relaxers?
- What is the client's hair texture?
- What is the overall condition of the hair?
- Select Treatment and handout appropriate application guide

Safety 5 minutes

- Follow Instructions exactly and precisely
- Do not over-use product
- Do not perform service on any hair that is breaking
- Ensure adequate ventilation
- Do not use on clients with history of respiratory or skin sensitivities/allergies

Application/Processing of Treatment 90 minutes

- During treatment, discuss differences with other brands using Comparison Guide (handout)
- Invite attendees to come up-close to show lack of fumes during application, blow dry and iron
- Explain what the client can expect, discuss aftercare throughout this segment
- Follow accompanying application instructions exactly as written, including proper application, blow drying and ironing procedures

Keratherapy Keratin Infused **Smoothing Products for Home Use** 15 minutes (This segment can be done during the 15 to 20 minute processing time)

Moisture Collection

- Moisture Shampoo
- Moisture Conditioner
- Leave-In Conditioning Spray
- Deep Conditioning Masque

Volume Collection

- Volume Shampoo
- Volume Conditioner
- Root Boost & Volumizer

Color Extend Collection

- Color Protect Shampoo
- Color Protect Conditioner
- Perfect Blowout

Repair Collection

- KeratinFixx Repair Shampoo
- KeratinFixx Repair Conditioner
- KeratinFixx 20 in 1 Leave in

Style/Finish Collection

- Argan Oil
- Daily Smoothing Cream
- Perfect Hold Hairspray
- Perfect Finish Hairspray
- Rapid Rescue
- Dry Shampoo
- Nourishing Styling Foam
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Conclusion of Class

- Ask for questions
- Get sign in sheet
- Hand out evaluation sheets

Thank them for coming to the class

COLOR LOCK & SMOOTH TREATMENT WORKSHOP

Welcome/Introduction to Keratherapy 2 minutes **(Handout Product Guide)**

- Introduce yourself and why you became an educator for Keratherapy
- What the objectives are for the class
- Founded in 2010
- In more than 50 countries worldwide
- Full range of treatments and aftercare products
- Hand out sign in sheet

Redefining the category- **Market Potential (handout)** 5 minutes

- Not just about straight, but about smooth; appeals to all clients
- Multiple entry points into the category; Extended, Express, Daily
- Earn additional \$10,000+/year for each level

Why Keratherapy? **(Can be done during treatment segment)** 5 minutes

- KERABOND Technology - Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair. Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most, leading to superior smoothing, superior frizz control, superior shine and superior conditioning.
- Put more money in your pocket; significantly less expensive than leading treatments
- Generate more revenue by making Smoothing available to all clients

Why Color Lock & Smooth?

- Brings more clients into the category at a lower level of price/time commitment
- Great add-on revenue (\$20-\$30/service) to color services
- Great express treatment (\$75-\$125/each) for clients who want frizz control without curl reduction
- Many more clients can afford \$75 than can afford \$250 & up
- Can generate more than \$11,000/year in additional revenue (3 treatments/week @ \$75 each) in addition to add-on service revenue to color services

What is Color Lock & Smooth, how does it work? 5 minutes

- Zero – minimal curl reduction
- Eliminates frizz, repels humidity, speeds blow-dry & ironing
- Dramatically enhances and extends color
- Lasts 4 to 6 weeks
- Less than 1% methylene glycol
- No bond-breaking

Safety 5 minutes

- Follow Instructions exactly and precisely
- Do not over-use product
- Do not perform service on any hair that is extremely damaged
- Ensure adequate ventilation
- Do not use on clients with history of respiratory or skin sensitivities/allergies

Model Consultation and Treatment Selection 5 minutes

- Are they taking any type of medication?
- Are they pregnant?
- Do they have any allergies?
- What is the client's hair color history?
- What is the porosity of client's hair?
- What is the client's hair texture?
- What is the overall condition of the hair?

Application/Processing of Treatment 60 minutes

- Explain what client can expect, discuss aftercare throughout this segment
- Follow accompanying application instructions exactly as written, including proper application, blow dry and ironing procedures

After the Treatment 5 minutes

- 24 hour wait time for shampooing
- Proper aftercare, avoid sodium chloride, sulfates

Keratherapy Keratin Infused Smoothing **Products for Home Use** 15 minutes (This segment can be done during the 15 minute processing time if there is not processing time then you can do this segment after model is done or why you are flat ironing.)

Moisture Collection

- Moisture Shampoo
- Moisture Conditioner
- Leave-In Conditioning Spray
- Deep Conditioning Masque

Volume Collection

- Volume Shampoo
- Volume Conditioner
- Root Boost & Volumizer

Color Extend Collection

- Color Protect Shampoo
- Color Protect Conditioner
- Perfect Blowout

Repair Collection

- KeratinFixx Repair Shampoo
- KeratinFixx Repair Conditioner
- KeratinFixx 20 in 1 Leave in

Style/Finish Collection

- Argan Oil
- Daily Smoothing Cream
- Perfect Hold Hairspray
- Perfect Finish Hairspray
- Rapid Rescue
- Dry Shampoo
- Nourishing Styling Foam
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Conclusion of Class

- Ask for questions
- Get sign in sheet
- Hand out evaluation sheets

Thank them for coming to the class

KERATHERAPY™

PURE RENWAL PLUS+ TREATMENT WORKSHOP

Welcome/Introduction to Keratherapy **2 minutes** **(Handout Product Guide)**

- Introduce yourself and why you became an educator for Keratherapy
- What the objectives are for the class
- Founded in 2010
- In more than 50 countries worldwide
- Full range of treatments and aftercare products
- Hand out sign in sheet

Redefining the category- **Market Potential (handout)** **5 minutes**

- Not just about straight, but about smooth; appeals to all clients
- Multiple entry points into the category; Extended, Express, Daily
- Earn additional \$10,000+/year for each level

Why Keratherapy? **(Can be done during treatment segment)** **5 minutes**

- KERABOND Technology - Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair. Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most, leading to superior smoothing, superior frizz control, superior shine and superior conditioning.
- Put more money in your pocket; significantly less expensive than leading treatments
- Generate more revenue by bringing more clients into the category at different price levels.

Why Pure Renewal Plus+? **5 minutes**

- Unique formulation with Glyoxylic Acid, Cysteine and Acetic acid
- Maximum frizz control
- Medium to Maximum curl reduction
- Speeds up blow dry, ironing and overall finishing time by average 50%
- Average 90 minute service time
- Lasts up to 12 weeks
- 100% formaldehyde free
- Generate a minimum of \$10,000 per year in service revenue (1 per week @ \$200 each = \$10,400/year)

Safety **5 minutes**

- Follow Instructions exactly and precisely
- Do not over-use product
- Do not perform service on any hair that is breaking
- Do not use on clients with history of skin sensitivities

Model Consultation and Treatment Selection **5 minutes**

- Determine the client's desired result.
- Are they taking any type of medication?
- Are they pregnant?
- Do they have any allergies?
- What is the client's hair color history?
- Has the client had previous keratin treatments or relaxers?
- What is the client's hair texture?
- What is the overall condition of the hair?
- Handout application guide

Application/Processing of Treatment **90 minutes**

- During treatment, discuss differences with other brands using Comparison Guide (handout)
- Invite attendees to come up-close to show lack of fumes during application, blow dry and iron

- Explain what the client can expect, discuss aftercare throughout this segment
- Follow accompanying application instructions exactly as written, including proper application, blow drying and ironing procedures

After the Treatment **5 minutes**

- NO WAIT TIME for shampooing!
- Proper aftercare, avoid sodium chloride, sulfates

Keratin Treatment Boost

- When and Why to use it.

Keratherapy Keratin Infused Smoothing Products for Home Use **15 minutes** (This segment can be done during the 45 to 60 minute processing time)

Moisture Collection

- Moisture Shampoo
- Moisture Conditioner
- Leave-In Conditioning Spray
- Deep Conditioning Masque

Volume Collection

- Volume Shampoo
- Volume Conditioner
- Root Boost & Volumizer

Color Extend Collection

- Color Protect Shampoo
- Color Protect Conditioner
- Perfect Blowout

Repair Collection

- KeratinFixx Repair Shampoo
- KeratinFixx Repair Conditioner
- KeratinFixx 20 in 1 Leave in

Style/Finish Collection

- Argan Oil
- Daily Smoothing Cream
- Perfect Hold Hairspray
- Perfect Finish Hairspray
- Rapid Rescue
- Dry Shampoo
- Nourishing Styling Foam
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Conclusion of Class

- Ask for questions
- Get sign in sheet
- Hand out evaluation sheets

Thank them for coming to the class

EXPRESS RENWAL PLUS+ TREATMENT WORKSHOP

Welcome/Introduction to Keratherapy **2 minutes** **(Handout Product Guide)**

- Introduce yourself and why you became an educator for Keratherapy
- What the objectives are for the class
- Founded in 2010
- In more than 50 countries worldwide
- Full range of treatments and aftercare products
- Hand out sign in sheet

Redefining the category- **Market Potential (handout)** **5 minutes**

- Not just about straight, but about smooth; appeals to all clients
- Multiple entry points into the category; Extended, Express, Daily
- Earn additional \$10,000+/year for each level

Why Keratherapy? **(Can be done during treatment segment)** **5 minutes**

- KERABOND Technology - Kerabond is the process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair. Kerabond greatly improves the strength and elasticity of the hair and ensures the highest level of smoothing and repair immediately where it's needed most, leading to superior smoothing, superior frizz control, superior shine and superior conditioning.
- Put more money in your pocket; significantly less expensive than leading treatments
- Generate more revenue by bringing more clients into the category at different price levels.

Why Express Renewal Plus+? **5 minutes**

- Unique formulation with Glyoxylic Acid, Cysteine and Acetic acid
- Maximum frizz control and humidity protection
- Medium curl reduction
- Speeds up blow dry, ironing and overall finishing time by average 50%
- Average of 45 to 60 minute service time
- Lasts up to 6 weeks
- 100% formaldehyde free
- Generate a minimum of \$10,000 per year in service revenue (1 per week @ \$75 each = \$7,800/year)

Safety **5 minutes**

- Follow Instructions exactly and precisely
- Do not over-use product
- Do not perform service on any hair that is breaking
- Do not use on clients with history of skin sensitivities

Model Consultation and Treatment Selection **5 minutes**

- Determine the client's desired result.
- Are they taking any type of medication?
- Are they pregnant?
- Do they have any allergies?
- What is the client's hair color history?
- Has the client had previous keratin treatments or relaxers?
- What is the client's hair texture?
- What is the overall condition of the hair?
- Handout application guide

Application/Processing of Treatment **90 minutes**

- During treatment, discuss differences with other brands using Comparison Guide (handout)
- Invite attendees to come up-close to show lack of fumes during application, blow dry and iron

- Explain what the client can expect, discuss aftercare throughout this segment
- Follow accompanying application instructions exactly as written, including proper application, blow drying and ironing procedures

After the Treatment **5 minutes**

- NO WAIT TIME for shampooing!
- Proper aftercare, avoid sodium chloride, sulfates

Keratin Treatment Boost

- When and Why to use it.

Keratherapy Keratin Infused **Smoothing Products for Home Use** **15 minutes** (This segment can be done during the 45 to 60 minute processing time)

Moisture Collection

- Moisture Shampoo
- Moisture Conditioner
- Leave-In Conditioning Spray
- Deep Conditioning Masque

Volume Collection

- Volume Shampoo
- Volume Conditioner
- Root Boost & Volumizer

Color Extend Collection

- Color Protect Shampoo
- Color Protect Conditioner
- Perfect Blowout

Repair Collection

- KeratinFixx Shampoo
- KeratinFixx Conditioner
- KeratinFixx 20 in 1 Leave in

Style/Finish Collection

- Argan Oil
- Daily Smoothing Cream
- Perfect Hold Hairspray
- Perfect Finish Hairspray
- Rapid Rescue
- Dry Shampoo
- Nourishing Styling Foam
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Conclusion of Class

- Ask for questions
- Get sign in sheet
- Hand out evaluation sheets

Thank them for coming to the class

ADVANCED PRODUCT KNOWLEDGE WORKSHOP

Welcome/Introduction to Keratherapy (Handout Salon Guide)

5 minutes

- Pass around sign in sheet
- Introduce yourself and why you became an educator for Keratherapy
- Company Mission and Objective for the class
- Company History and Founder
- Full range of treatments and aftercare products

Redefining the category (Market Potential Sheet)

10 minutes

- Not just about straight, but about smooth; appeals to all clients
- Multiple levels/entry points into the category; Extended, Express, Daily
- Every salon and stylist must be involved in smoothing
- Earn additional \$10,000+/year for each level

Introduction into the Advanced Retail Product Knowledge

10 minutes

- What makes Keratherapy different than the other brands?
- Where are most beauty products purchased Salon –OTC
- Building Clientele and Selling Retail

Retail Products

30 minutes

(Hold and pass around each product so everyone can see it and feel it)

Moisture Collection

- Moisture Shampoo
- Moisture Conditioner
- Leave-In Conditioning Spray
- Deep Conditioning Masque

Volume Collection

- Volume Shampoo
- Volume Conditioner
- Root Boost & Volumizer

Color Extend Collection

- Color Protect Shampoo
- Color Protect Conditioner
- Perfect Blowout

Repair Collection

- KeratinFixx Shampoo
- KeratinFixx Conditioner
- KeratinFixx 20 in 1 Leave in

Style/Finish Collection

- Argan Oil
- Daily Smoothing Cream
- Perfect Hold Hairspray
- Perfect Finish Hairspray
- Rapid Rescue
- Dry Shampoo
- Nourishing Styling Foam
- Perfect Match Gray Root Concealer
- Perfect Match Fiber Hair Thickener

Conclusion of Class

- Ask for questions
- Get sign in sheet
- Hand out evaluation sheets

Thank them for coming to the class

KERATHERAPY SALON SIGN IN SHEET

CLASS AND EVENT SIGN-IN SHEET **PLEASE PRINT**

FIRST NAME _____ LAST NAME _____

SALON _____ EMAIL _____

FIRST NAME _____ LAST NAME _____

SALON _____ EMAIL _____

FIRST NAME _____ LAST NAME _____

SALON _____ EMAIL _____

FIRST NAME _____ LAST NAME _____

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FIRST NAME _____ LAST NAME _____

SALON _____ EMAIL _____

KERATHERAPY MODEL RELEASE FORM

All show & class models must sign this form prior to any hair services being performed by KERATHERAPY Staff.

I HEREBY WAIVE ALL CLAIMS AGAINST **KERATHERAPY/DIORA PROFESSIONNEL LLC** AND ITS COORDINATORS, CORPORATE TRAINERS AND ANYONE CONNECTED WITH THE PRODUCTION OF THE EVENT, FROM ANY AND ALL LIABILITY, INCLUDING THE UNINTENTIONAL INJURY AND/OR ALTERATION OF APPEARANCE TO ME, DUE TO THE APPLICATION OF ANY **KERATHERAPY** PRODUCTS ON MY HAIR.

FOR Good and Valuable consideration herein acknowledgement as received, and by signing this release I hereby give the photographer/Filmmaker and assign my permission to license the images and to use the images in any media, internet, text and graphics, and cropped, altered or modified.

I hereby forever waive all rights to the images/Videos, and all rights to the images / Video belong to the photographer/Filmmaker and assigns. I acknowledge and agree that I have no further right to additional consideration or accounting, and that I will make no further claim for any reason to photographer/Filmmaker and/or Assigns. I acknowledge that this release is binding upon my heirs and assigns. I agree that this release is irrevocable, worldwide and perpetual, and will be governed by the laws of the State of Florida.

I represent and warrant that I am at least 18 years and have full legal capacity to execute this release.

Print Full Name Date Phone Number

Signature of Model E-mail Address

Address Date of Birth

Definitions:

“Model” means and includes my appearance, likeness and form. “Media” means all media including digital, internet, electronic, print, television, film and other media now known or to be invented. “Photographer/Filmmaker” means photographer, illustrator, filmmaker or cinematographer, or any other person or entity photographing or recording me. “Assigns” means a person or any company to whom photographer/Filmmaker has assigned or licensed rights under this release as well as the licensees of any such person or company. “Images” means all photographs, film or recording taken of me as part of the shoot. “Consideration” means something of value I have received in exchange for the rights granted by me in this release. “Shoot” means the photographer or film session described in this form.

_____ I HAVE READ AND UNDERSTAND THIS MODEL RELEASE FORM
Initials

DIORA PROFESSIONNEL LLC
1037 NW 3rd Street, Hallandale Beach, FL 33009
Official Documentation

KERATHERAPY™

KERATHERAPY CLASS EVALUATION FORM

Educator _____

Date _____

Please read each statement carefully and select the letter which best represents your response.

	A	B	C	D	E
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

1. The objective and content of the course were clearly defined.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

2. Educator was prepared and presented in an organized manner.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

3. Educator demonstrated thorough knowledge of the products.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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4. Educator encouraged questions and class participation.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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5. Class time was used efficiently.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

6. I have all the information I need to begin using all Keratherapy products.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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7. What changes should be made to improve this class?

8. How much did you know about keratin treatments before the Keratherapy Class? Was this class helpful?

9. Was the class enjoyable?

10. After this class, how likely are you to use Keratherapy products?

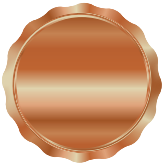
11. Please list any additional comments:

KERATHERAPY EDUCATOR LEVELS



ADVOCATE

Has been through training but not ready to teach in the field



BRONZE

Has been through 1 corporate training and has done 10 classes or less



SILVER

Has done 11 or more classes, has been trained and is proficient with all smoothing treatments



GOLD

Minimum 1 year experience teaching all Keratherapy products and has done at least 10 classes, been through cutting and up style training



CORPORATE TEAM

Invited by Keratherapy based on technical and presentation skills, experience and proficiency/ understanding of the Market Potential Sheet in all treatments

BRAZILIAN RENEWAL CERTIFICATION QUIZ

- 1) Which shampoo do you use to start a Brazilian Renewal treatment?
 - A. Moisture Shampoo
 - B. Volume Shampoo
 - C. Clean Start Shampoo
- 2) After clarifying the client's hair, what is the next step?
 - A. Blow dry 100% then section and apply product
 - B. Blow dry 50% then section and apply product
 - C. Towel dry then section and apply product
- 3) How much product should you measure out on medium length hair?
 - A. ½ oz
 - B. ½ oz to ¾ oz
 - C. ¾ oz to 1 oz
- 4) Do you have to wear gloves to apply a Brazilian Renewal treatment?
 - A. Yes
 - B. No
- 5) How big should the sections be when applying a Brazilian Renewal treatment?
 - A. 1 inch section
 - B. 2 inch section
 - C. ¼ to ½ inch section
- 6) What is the processing time for a Brazilian Renewal treatment?
 - A. 30 min
 - B. 15 min
 - C. No processing time
- 7) How dry should the client's hair be before you start the flat ironing?
 - A. 100% dry
 - B. 50% dry
 - C. 75% dry
- 8) What temperature is recommended on fine texture and double-processed or highlighted hair?
 - A. 450 degrees
 - B. 350 degrees
 - C. 400 degrees
- 9) After you flat iron the client's hair, what is the next step?
 - A. Recommend after care
 - B. Rinse for 10 to 20 seconds and re-blow dry to the desired style
 - C. Rinse for 1 to 2 minutes and re-blow dry to the desired
- 10) What product do you apply to the client's hair after you rinse?
 - A. KeratinFIXX 20-in-1 Leave-In
 - B. Keratherapy Daily Smoothing Cream
 - C. Keratherapy Deep Conditioning Masque
- 11) After you rinse out the Masque, what can be applied to the hair?
 - A. Keratherapy Daily Smoothing Cream
 - B. Keratherapy Argan Oil
 - C. KeratinFIXX 20-in-1 Leave-In
 - D. Keratherapy Rapid Rescue
 - E. All of the above
- 12) Before the client leaves the salon, what products should be recommended for after care?

EXTREME RENEWAL / CRÈME DE COCOA CERTIFICATION QUIZ

- 1) What kind of smoothing Treatment is the Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment?
 - A. An express/mini keratin treatment
 - B. A 100% formaldehyde free keratin treatment
 - C. A keratin treatment with Kerabond Technology that smoothes the hair and reduces curl with significantly less fumes, leaving the hair healthy, frizz free, shiny and manageable for up to 3-5 months
 - D. A keratin infused shampoo and conditioner that smoothes the hair.
- 2) What is Kerabond Technology?
 - A. An another name for Keratin treatment.
 - B. The process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.
 - C. A proprietary balance of pure keratin infused with tropical plant and fruit extracts guaranteed to drastically restore overall hair health and manageability.
 - D. Keratherapy After care line.
- 3) What result will the Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment provide?
 - A. No curl reduction, some elimination of frizz
 - B. Maximum curl reduction maximum frizz control
 - C. Some curl reduction, maximum frizz control
 - D. 50% curl reduction, medium frizz control
- 4) Who would be an ideal candidate for the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment?
 - A. A client with curly or resistant hair wanting to be frizz-free and smooth with maximum curl reduction
 - B. A client with wavy hair wanting to be frizz-free but keep the body
 - C. A client with curly hair wanting to stay curly but speed up blow dry time
 - D. A client with straight hair who wants it curly
- 5) How long does the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment results last?
 - A. 1-3 months
 - B. 2-5 months
 - C. 3-5 months
 - D. This is a permanent treatment
- 6) You have to be certified by Keratherapy and a licensed Cosmetologist to perform this service.
 - A. Yes
 - B. No
 - C. License is required. Certification is not required but recommended.
 - D. Only certification is required
- 7) You must attend a class to be certified to perform this service.
 - A. True
 - B. False, you may attend a class, view the Instructional DVD or application video at www.keratherapy.com, read the Application Instructions and FAQ's and pass this quiz to become certified with this service.
- 8) Which Keratherapy cleansing product would you use to prep the hair before a Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment?
 - A. Keratherapy Moisture Shampoo
 - B. Activate/Step 1
 - C. Keratherapy Clean Start Shampoo
 - D. None of the above
- 9) Does the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment permanently straighten the hair?
 - A. Yes
 - B. No
- 10) During the application process, when would you blow dry the hair?
 - A. Before applying the Keratherapy Extreme Renewal Treatment or Crème de Cocoa
 - B. After applying the Keratherapy Intense or Extreme Renewal Treatment
 - C. After cleansing and towel drying the hair
 - D. After the processing time is complete
- 11) Should you condition the hair after using Keratherapy Clean Start Shampoo?
 - A. Yes
 - B. No
- 12) Where would you start applying the product and how large should the sections be?
 - A. At the front of the head with ¼ - ½ inch sections
 - B. On the side of the head with ¼ - ½ inch sections
 - C. At the nape of the neck with ¼ - ½ inch sections
 - D. At the nape of the neck with 1-1 ½ inch sections
- 13) The Keratherapy Extreme Renewal, Extreme and Renewal Crème de Cocoa Treatments are applied directly to the scalp.
 - A. True
 - B. False

CERTIFICATION QUIZ (CONT.)

- 14) How long after the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment is done can a chemical service be performed?
- A. Immediately after
 - B. 2 weeks after
 - C. 1 week after
 - D. 1 month
- 15) What is the minimum age recommended to receive an Extreme Renewal Treatment Extreme Renewal Crème de Cocoa?
- A. 21 years old
 - B. 12 years old
 - C. 18 years old
 - D. 10 years old
- 18) When is the earliest a client can shampoo their hair after a Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment is performed?
- A. Immediately after
 - B. 48 hours after
 - C. 24 hours after
 - D. 72 hours after
- 19) The temperature of your iron for the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment should be between which temperatures?
- A. 400°F - 450 °F (204°C - 232°C)
 - B. 400 °F - 430 °F (204°C - 226°C)
 - C. 350 °F - 400 °F (176°C - 204°C)
 - D. 380 °F - 415 °F (193°C - 212°C)
- 20) How many times per section should you iron the hair to finish the treatment?
- A. 5 passes
 - B. 10 passes
 - C. Iron until the hair appears shiny and smooth
 - D. 7 passes
- 21) Can the Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatments be performed on previously chemically treated hair?
- A. Yes
 - B. No
- 22) A client can receive a color service and an Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment on the same day.
- A. False
 - B. True
- 23) Which Keratherapy Treatment would be used for coarse and resistant hair?
- A. Keratherapy Extreme Renewal Crème de Cocoa
 - B. Keratherapy Intense Renewal
 - C. Keratherapy Extreme Renewal
 - D. Keratherapy Color Lock and Smooth
- E. Depends on the desired end result.
- 24) Why would a plastic cap and hooded dryer be used when using Keratherapy Extreme Renewal or Extreme Renewal Crème de Cocoa Treatment?
- A. To condition the hair
 - B. To ensure better penetration of the product to the hair.
 - C. To help dry the hair
 - D. None of the above
- 25) What type of flat iron is used to ensure proper sealing of the Keratherapy Extreme Renewal and Extreme Renewal Crème de Cocoa Treatment?
- A. No iron is needed just a blow dry
 - B. A titanium flat iron
 - C. A ceramic flat iron
 - D. A curling iron

COLOR LOCK & SMOOTH CERTIFICATION QUIZ

- 1) What is Keratherapy Color Lock & Smooth Keratin Treatment?
 - A. A 2-in-1 Treatment that locks-in hair color, extending its life and vibrancy; also acts as an express keratin smoothing treatment that keeps your hair-frizz free, healthy, shiny and ultra-conditioned.
 - B. An original keratin smoothing system
 - C. A 100% formaldehyde-free keratin treatment
- 2) What is Kerabond Technology?
 - A. Another name for Keratin treatment.
 - B. The process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.
 - C. A resin system that seals the cuticle with keratin.
 - D. Keratherapy After care line.
- 3) Why should a Salon and Stylist want to offer a Keratherapy Color Lock & Smooth Keratin Treatment to their clients?
 - A. It can dramatically improve the look, longevity and vibrancy of all hair-color
 - B. It is a simple, quick add-on service that can generate significant revenue with an existing client base
 - C. It is a great introduction to the Smoothing category for clients who have yet to get involved.
 - D. All the above
- 4) How long does it take to complete a Keratherapy Color Lock & Smooth Keratin Treatment?
 - A. 90 minutes
 - B. 45 to 60 minutes
 - C. Approximately 20 minutes longer than a normal blow-dry
 - D. B and C
- 5) What type of client should a Keratherapy Color Lock & Smooth Keratin Treatment be used on?
 - A. All color clients immediately after the color service
 - B. All clients wanting to improve the look, feel and condition of their hair
 - C. Clients wishing to eliminate frizz and make their hair more manageable
 - D. All the above
- 6) Will Keratherapy Color Lock & Smooth Keratin Treatment straighten hair?
 - A. Yes
 - B. No
- 7) When performing a Keratherapy Color Lock & Smooth Keratin Treatment immediately after a color service, which shampoo should be used before the Treatment?
 - A. Step 1/Activate
 - B. Keratherapy Clean Start
 - C. Keratherapy Moisture, Volume or Color Protect Shampoo
 - D. None is needed for this service
- 8) When performing a Keratherapy Color Lock & Smooth Keratin Treatment as a stand-alone treatment, which shampoo should be used before the Treatment?
 - A. Keratherapy Clean Start Shampoo
 - B. Keratherapy Moisture Shampoo, Volume Shampoo or Color Protect Shampoo
 - D. A & B
- 9) How long does the Keratherapy Color Lock & Smooth Keratin Treatment last in the hair?
 - A. 1 week
 - B. 4 shampoos
 - C. 4 to 6 weeks
 - D. 3 months
- 10) Is there a waiting period to wash the hair after the Keratherapy Color Lock & Smooth Keratin Treatment?
 - A. Yes, 72 hours
 - B. Yes, 24 hours
 - C. No, there is no wait time
 - D. Yes, 48 hours
- 11) What temperature setting does the Keratherapy Titanium flat iron have to be to perform this service?
 - A. Up to 430 °F
 - B. Up to 400 °F
 - C. Up to 350 °F
 - D. Up to 375 °F
- 12) How many flat iron passes are necessary to run through the hair?
 - A. A flat iron is not necessary, only a blow dry
 - B. 2-3 times or until you see the shine in the hair
 - C. 3-5 times
- 13) Keratherapy Color Lock & Smooth Keratin Treatment is OSHA compliant.
 - A. True
 - B. False

COLOR LOCK & SMOOTH CERTIFICATION QUIZ

- 14) You have to be certified by Keratherapy to perform this service.
- A. True
 - B. False
 - C. License is required. Certification is not required but recommended.
- 15) Can I wear my hair in a ponytail or use any styling products right after this service?
- A. No, you must wait the 24 hour period to shampoo the hair first
 - B. Yes
- 16) You must attend a class to be certified to perform this service.
- A. True
 - B. False, you may attend a class, view the Instructional DVD or application video at www.keratherapy.com, or the Application Instructions and FAQ's, then pass this quiz to become certified with this service.

PURE RENEWAL PLUS+ TREATMENT CERTIFICATION QUIZ

- 1) Who would be a good candidate for the Keratherapy Pure Renewal Plus+ Treatment?
 - A. Any client with curly hair
 - B. Any client with dull lifeless hair regardless of texture
 - C. Any client with chemically treated hair regardless of texture
 - D. All of the above
- 2) How would you explain the Keratherapy Pure Renewal Plus+ Treatment to your client?
 - A. It is a 100% formaldehyde-free smoothing system that will transform your hair, leaving it frizz free, shiny and manageable with medium to maximum curl reduction for up to 12 weeks.
 - B. It is a permanent relaxer that lasts 3-5 months.
 - C. It is a 100% formaldehyde free smoothing system that straightens hair for 3 months.
 - D. It is a traditional keratin treatment that contains a small amount of formaldehyde.
- 3) What is the active ingredient in the Keratherapy Pure Renewal Plus+ Treatment?
 - A. Glycolic Acid
 - B. Combination of Glyoxylic Acid, Cysteine & Acetic Acid
 - C. Formaldehyde
 - D. None of the above
- 4) How much formaldehyde vapor is created or released during a Pure Renewal Plus+ Treatment?
 - A. Less than 1%
 - B. Between .01 and .05 ppm
 - C. Below OSHA air exposure limits
 - D. Absolutely zero
- 5) What is Kerabond Technology?
 - A. Another name for a Keratin treatment.
 - B. The process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.
 - C. A resin system that seals the cuticle with keratin.
 - D. Keratherapy aftercare line.
- 6) Can any pre-treatment shampoo be used with the Keratherapy Pure Renewal Plus+ Treatment?
 - A. No, Keratherapy's Clean Start must always be used prior to the Keratherapy Pure Renewal Plus+ Treatment
 - B. Yes, all shampoos are the same as long as the hair is clean and free of residue.
- 7) Will the Keratherapy Pure Renewal Plus+ Treatment straighten the hair?
 - A. Yes, the hair will be left completely straight for up to 3 months.
 - B. No, it will be medium to maximum of the curl reduction depending on the hair type and the amount of time the product is left on the hair.
- 8) How many times should hair be shampooed before the Keratherapy Pure Renewal Plus+ Treatment?
 - A. none
 - B. 1
 - C. 2
 - D. 3
- 9) After shampooing with Clean Start, how dry should the hair be before applying the Keratherapy Pure Renewal Plus+ Treatment?
 - A. 100%
 - B. Don't dry, hair should be damp
 - C. 75% dry; coarse resistant hair 100% dry
- 10) You have to be certified by Keratherapy, and a licensed cosmetologist to perform this service?
 - A. Yes
 - B. No
 - C. A license is required, Certification is not required but is recommended
- 11) You must attend a class to be certified to perform this service.
 - A. True
 - B. False, you may attend a class, view the Instructional DVD or application video at www.keratherapy.com, or read the Application Instructions and FAQ's, then pass this quiz to become certified on this service.
- 12) What is the processing time of Keratherapy Pure Renewal Plus+ Treatment?
 - A. 45-60 minutes.
 - B. 15 minutes
 - C. no processing needed, once applied simply blow dry, then iron
- 13) After processing Keratherapy Pure Renewal Plus+ Treatment on Coarse, Resistant, Unruly curly hair what would be your next step?
 - A. Rinse completely out of hair
 - B. Use a comb and blow dryer on medium heat until dry then rinse hair for 10 to 20 seconds
 - C. Blow dry 50% and rinse out product

PURE RENEWAL PLUS+ TREATMENT CERTIFICATION QUIZ

- 14) After processing Keratherapy Pure Renewal Plus+ Treatment, what is the next step for Normal to fine medium color treated or blonde hair types?
- A. Rinse 10 to 20 seconds
 - B. Immediately dry product into the hair
 - C. Rinse for 3-5 minutes or until water runs clear
- 15) The temperature of your iron for coarse hair should not exceed:
- A. 450°F – 232°C
 - B. 410°F – 215°C
 - C. 430°F – 221°C
- 16) The temperature of your iron for fine, double processed or hi-lighted hair should not exceed:
- A. 450°F – 232°C
 - B. 400°F – 204°C
 - C. 430°F – 221°C
- 17) How many times per section should you iron the hair to finish the treatment?
- A. 5 passes
 - B. 10 passes
 - C. Iron until the hair appears shiny and smooth
 - D. 7 passes
- 18) How long is the wait time for a client to wash their hair?
- A. 24 hours
 - B. 48 hours
 - C. 72 hours
 - D. There is no wait period to wash the hair.
- 19) A client can receive a color service and a Keratherapy Pure Renewal Plus+ Treatment on the same day.
- A. True
 - B. False
- 20) It is important to use a titanium flat iron for all Keratherapy Smoothing Systems!
- A. True
 - B. False
- 21) What product can you apply before you start your Keratherapy Pure Renewal Plus+ Treatment blow dry?
- A. Keratherapy Daily Smoothing Cream
 - B. Keratherapy Keratin Treatment Booster
 - C. Keratherapy Leave-in Conditioner
 - D. Keratherapy Deep Conditioning Masque

EXPRESS RENEWAL PLUS+ TREATMENT CERTIFICATION QUIZ

- 1) Who would be a good candidate for the Keratherapy Express Renewal Plus+ Treatment?
 - A. Any client with curly hair
 - B. Any client with dull lifeless hair regardless of texture
 - C. Any client with chemically treated hair regardless of texture
 - D. All of the above
- 2) How would you explain the Keratherapy Express Renewal Plus+ Treatment to your client?
 - A. It is a 100% formaldehyde-free smoothing system that will transform your hair, leaving it frizz free, shiny and manageable, with medium curl reduction and will last up to 4 to 6 weeks.
 - B. It is a permanent relaxer that lasts 3-5 months.
 - C. It is a 100% formaldehyde free smoothing system that straightens hair for 3 months.
 - D. It is a traditional keratin treatment that contains a small amount of formaldehyde.
- 3) What is the active ingredient in the Keratherapy Express Renewal Plus+ Treatment?
 - A. Glycolic Acid
 - B. Glyoxylic Acid
 - C. Combination of Glyoxylic Acid, Cysteine and Acetic Acid
 - D. None of the above
- 4) How much formaldehyde vapor is created or released during a Keratherapy Express Renewal Plus+ Treatment?
 - A. Less than 1%
 - B. Between .01 and .05 ppm
 - C. below OSHA air exposure limits
 - D. Absolutely zero
- 5) What is Kerabond Technology?
 - A. Another name for Keratin treatment.
 - B. The process by which pure keratin is refined and enhanced, enabling it to go beyond the cuticle and penetrate deeper into the hair shaft where it bonds to the most damaged parts of the hair.
 - C. A resin system that seals the cuticle with keratin.
 - D. the Keratherapy After care line.
- 6) Can any pre-treatment shampoo be used with the Keratherapy Express Renewal Plus+ Treatment?
 - A. No, Keratherapy's Clean Start must always be used prior to a Keratherapy Express Renewal Plus+ Treatment.
 - B. No, Keratherapy's Amino Cleanse must be used prior to an Express Renewal Treatment.
 - C. Yes, all shampoos are the same as long as the hair is clean and free of residue.
- 7) Will the Keratherapy Express Renewal Plus+ Treatment straighten the hair?
 - A. Yes, the hair will be left completely straight for up to 3 months.
 - B. No, it will remove up to 50% of the curl depending on the hair type and the frequency of combing during the processing time.
 - C. No, it will give you medium curl reduction.
- 8) How many times should hair be shampooed prior to a Keratherapy Express Renewal Plus+ Treatment?
 - A. none
 - B. 1
 - C. 2
 - D. 3
- 9) After shampooing with Keratherapy Clean Start Shampoo, how should the hair be before applying the Keratherapy Express Renewal Plus+ Treatment?
 - A. 100%
 - B. Don't dry, hair should be damp, towel-dry only
 - C. Don't dry hair just towel dry unless client has coarse, resistant hair or increase curl reduction then dry 50%
- 10) You have to be certified by Keratherapy, and a licensed cosmetologist to perform this service.
 - A. Yes
 - B. No
 - C. A license is required; Certification is not required but is recommended
- 11) You must attend a class to be certified to perform this service.
 - A. True
 - B. False, you may attend a class, or view the Instructional DVD or application video at www.keratherapy.com, read the Application Instructions and FAQ's and pass this quiz to become certified with this service.
- 12) What is the processing time of Keratherapy Express Renewal Plus+ Treatment?
 - A. 20 minutes.
 - B. 15 minutes
 - C. no processing needed, once applied simply blow dry, then iron
- 13) After processing Keratherapy Express Renewal Plus+ Treatment, what is the next step?
 - A. Rinse 10-20 seconds do not shampoo
 - B. Immediately dry product into the hair
 - C. Rinse for 3-5 minutes or until water runs clear

EXPRESS RENEWAL PLUS+ TREATMENT CERTIFICATION QUIZ

- 14) When can you shampoo your hair after a Keratherapy Express Renewal Plus+ Treatment?
- A. 24 hours after the treatment
 - B. 48 hours after the treatment
 - C. Any time
- 15) How long must you wait to have a Keratherapy Express Renewal Plus+ Treatment after a Color?
- A. 2 weeks
 - B. 1 weeks
 - C. Can be done the same day
- 16) The temperature of your iron for coarse hair should not exceed:
- A. 450°F – 232°C
 - B. 410°F – 215°C
 - C. 440°F – 226°C
- 17) The temperature of your iron for fine, double processed or hi-lighted hair should not exceed:
- A. 450°F – 232°C
 - B. 400°F – 204°C
 - C. 430°F – 221°C
- 18) How many times per section should you iron the hair to finish the treatment?
- A. 5 passes
 - B. 10 passes
 - C. Iron until the hair appears shiny and smooth
 - D. 7 passes
- 19) It is important to use a titanium flat iron for all Keratherapy Smoothing treatments!
- A. True
 - B. False
- 20) Can you do a haircut during the processing time?
- A. Yes
 - B. No

