

PURE RENEWAL *Plus+*

**ZERO FORMALDEHYDE KERATIN SMOOTHING
SYSTEM THAT DELIVERS PURE SMOOTH RESULTS!**

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.

USE IT TO:

- Remove up to 90% of the curl or wave
- Eliminate frizz and add shine
- Drastically improve the manageability
- Smooth and repair
- Enrich with essential nutrients and proteins
- Reconstruct the hair

**ENRICHED
WITH
COLLAGEN!**



APPLICATION PROCESS

**FOR NORMAL, FINE, MEDIUM, COLOR
TREATED OR BLONDE HAIR TYPES**

1. Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.
2. 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.
3. Blow dry the hair until 75% dry. (If you have clients with coarse, resistant or unruly hair types, refer to the alternate application process on the application guide for best results.)
4. Section the hair into 3-4 large parts. Shake the bottle of PURE RENEWAL PLUS+ very well and pour 1 to 1.5 ounces of the treatment into a color bowl. You can add more treatment to the bowl if needed as you continue through the application process.
5. Starting at nape area, take small sections and apply PURE RENEWAL PLUS+ with an applicator brush, dabbing from roots to ends. Massage the treatment into the hair. Comb the section of hair straight with a fine-tooth comb, making sure that all hair has been treated. Continue this process until the entire head of hair has been treated. Be sure to avoid applying treatment to the scalp area. Once all of the hair has been treated, let the treatment process in the hair for 45 to 60 minutes. The timing depends on the texture of the hair and the desired end result. It is not necessary to cover with a plastic cap or to apply heat.
6. 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.
7. Using a brush and blow dryer on medium heat, dry the hair completely straight and smooth until 100% dry. The blow drying is a critical step and must be done properly to achieve the best results. The hair should be very smooth and straight before the flat ironing process begins. It's best to finish the blow dry with a thermal styling brush. Section the hair into 3 to 4 large sections. Begin the flat ironing process. It is extremely important to choose the correct iron temperature. This is determined by the hair type and overall condition of the hair.
9. Starting at the nape area, take small sections and flat iron slowly and 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. "Tap" the iron at the roots to release any hot moisture and to not burn the scalp, and flat iron to the ends. Continue this process until all the hair has been flat ironed thoroughly. The application process is now complete! Your client can now begin enjoying the benefits of frizz-free, shiny, smooth Keratherapy hair!

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 hi-lighted hair	400°F (204°C)

KERATHERAPY™
KERATIN THERAPY FOR HAIR