

APPLICATION PROCESS

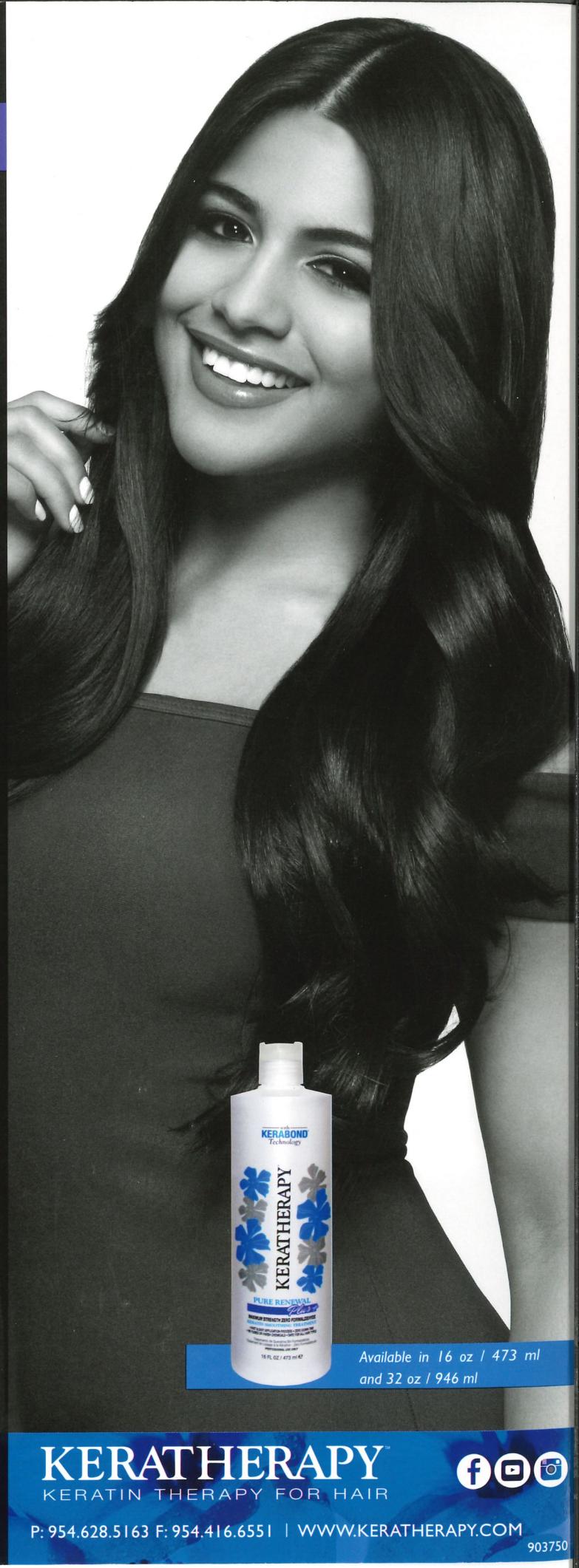
FOR COARSE, RESISTANT, UNRULY, CURLY HAIR TYPES

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 root 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 100% dry.
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 60 minutes. It is not necessary to cover with a plastic cap or to apply heat.
6. Using a comb and blow dryer on medium heat, dry the hair completely straight until 100% dry. If the hair is thick, section the hair and dry small sections each time. The tension from the comb and the heat of the blower will produce the best curl reduction and help the treatment penetrate deep into the hair.
7. After hair has been dried, rinse the hair with water for 10 to 20 seconds to remove the excess treatment. A small amount of the treatment must be left in the hair for best results. Do not shampoo the hair.
8. Using a brush and blow dryer on medium heat, dry the hair completely straight and smooth until 100% dry. The blow dry 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.
9. 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.
10. 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 the entire head of 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)



A large black and white photograph of a woman with long, dark, straight hair. She is smiling and holding a strand of her hair with her right hand. The background is dark and out of focus.

KERATHERAPY
KERATIN THERAPY FOR HAIR

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Available in 16 oz / 473 ml
and 32 oz / 946 ml

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KERATIN THERAPY FOR HAIR

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KERATIN THERAPY FOR HAIR

APPLICATION PROCESS

Begin With a Thorough Consultation With Your Client. Be sure that the hair is healthy enough for a keratin smoothing service.

Blow dry the hair until 75% dry. (If you have clients with coarse,

Process on the application guide for best results.)

RENEWAL PLUS+ very well and pour it to 1.5 ounces of the

bow! if needed as you continue through the application process.

RENEWAL PLUS+ With an applicator brush, dabbing from roots to ends message the treatment into the hair. Compare the section

of hair straighten with a fine-tooth comb, making sure that all hair has been treated. Continue this process until the entire head of

scalp area. Once all of the hair has been treated, let the hair dry until it is completely dry.

on the texture of the hair and the desired end result. It is not necessary to cover with plastic cap or to apply heat.

After desired processing time is complete, rinse the hair with water for 10-30 seconds to remove excess detergent.

amount of the treatment must be left in the hair for best results.

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

to choose the correct iron temperature. This is determined by selecting the correct ironing process (see chart), applying the correct ironing technique, and using the correct iron.

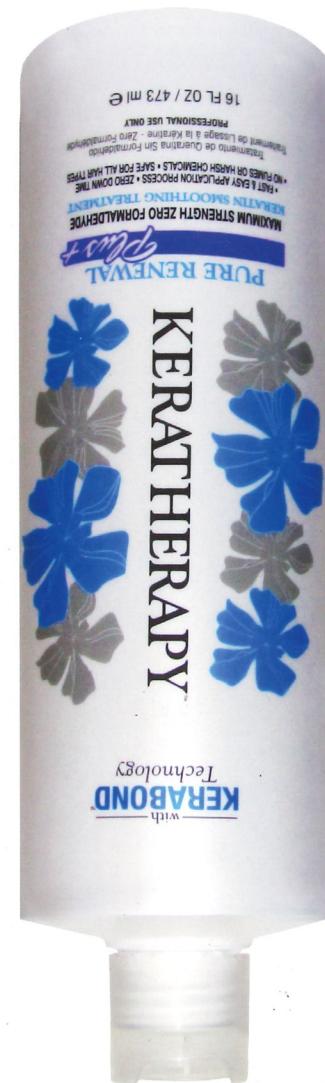
2. Starting at the nape area, take small sections and flat iron slowly

will require multiple passes of the flat iron on each section. Pay particular attention to the resistant root area, "Tip," the iron at

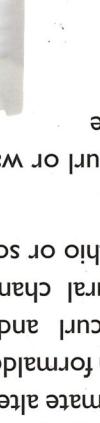
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has been that ironed thoroughgumy, the application process is now complete! Your client can now begin enjoying the benefits of

Hair Type Recommended	Iron Setting	Courses or Resistant Texture, Virgin, Extreme 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)	



**ENRICHED
WITH
COLLAGEN!**

- 
 - 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
 - Reconstructs the hair

USE IT TO:

 - Keratin treatments that contain formaldehyde
 - PLUs+ provides maximum curl and volume
 - Without a permanent structural change
 - Without the use of aldehydes, thio or sodium

ZERO FORMALDEHYDE KERATIN SMOOTHING
SYSTEM THAT DELIVERS PURE SMOOTH RESULTS!

PURE RENEWAL