

# KERATINCOMPLEX®

## Personalized Blow Out™ Same Day Keratin Treatment



## Step-by-step:

Complete steps 1 and 2 for both Styled Finishes and Natural Curl Finish.



### Step 1: Preparation

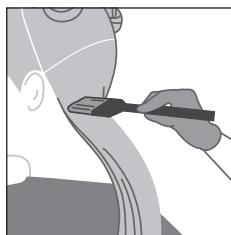
1. Shampoo all hair types twice with Keratin Complex® Clarifying Shampoo. Do not condition or detangle hair.



2. Towel-dry the hair thoroughly.\*

*\*For maximum straightness, blow-dry hair 100% prior to applying treatment.*

\* Some clients who use at-home hair color, direct pigments, changed their hair color, or have colored their hair may experience a shift in color.



### Step 2: Application

1. Divide and clip the hair into 4 sections.
2. Shake bottle well. Pour 1-2 fl. oz./30-60 mL of treatment into a bowl, depending on the length and density of hair.
3. Starting at the nape of the neck, part damp hair into 1-inch/ 2.5-cm sub-sections. Use an application brush to apply treatment, beginning ¼ inch/.6 cm from the scalp through to the ends.
4. Apply treatment to hair and distribute using a fine-tooth comb to prevent oversaturation.

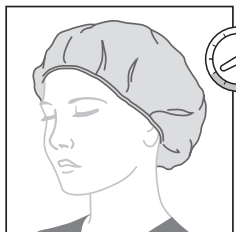
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# Personalized Results

Choose: *Styled Finishes* or *Natural Curl Finish*

## Styled Finishes (Maximum Straightness, Ultimate Smoothness, Frizz Control)

For clients looking to smooth the hair and reduce curl while increasing manageability, personalize the treatment with any of the Styled Finishes.

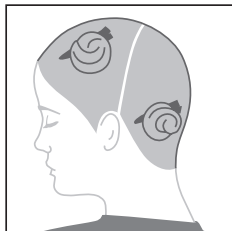


When treatment is completely applied, cap hair. Allow treatment to absorb for 40 minutes.



### Step 5: Rinse

Rinse hair for 5 seconds using medium-cool water, concentrating on the scalp. Do not shampoo.



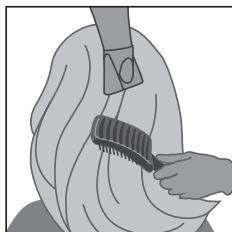
### Step 3: Blow-Dry

1. Divide and clip the hair into 4 sections.



### Step 6: Masque

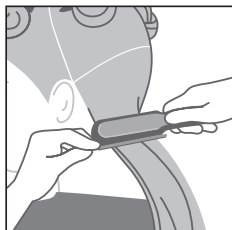
1. Gently towel-dry hair.



2. Blow-dry hair one section at a time using a vent brush until hair is 100% dry. If excess product and moisture are released, lower blow-dry heat and speed.



2. Apply 1-2 oz./30-60 mL of PicturePerfect Hair™ Bond Sealing Masque, concentrating application from mid-length to ends. Massage masque into hair, keeping the hair straight. Allow to saturate for 5-10 minutes.



### Step 4: Flat-Iron

1. Divide and clip hair into 6 sections. Select a flat-iron temperature based on the client's hair type, chemical-processing history and desired results. Refer to the "Flat-Iron Guide" on the next page.



3. Rinse thoroughly for 2-3 minutes, concentrating on the scalp. Do not shampoo. Towel dry.



2. Beginning at the nape of the neck, flat iron ½- to 1-inch/1.25- to 2.5-cm sub-sections.  
3. Allow hair to cool.



### Step 7: Finish

Apply Infusion Keratin Replenisher and desired styling products. Style as desired.

## Flat-Iron Guide

**Maximum Straightness** (up to 4 levels of curl reduction):  
12-16 passes at 430°-450°F (221°-232°C)

**Ultimate Smoothness** (up to 3 levels of curl reduction):  
7-12 passes at 400°-430°F (204°-221°C)

**Frizz Control** (up to 2 levels of curl reduction):  
4-6 passes at 370°-400°F (188°-204°C)

*\*Always use professional judgment when selecting a flat-iron temperature. The temperature should be adjusted based on the client's hair type and chemical-processing history. Adhering to these guidelines will help ensure optimal results. Some clients who use at-home hair color, direct pigments, changed their hair color, or have colored their hair may experience a shift in color. Some clients may notice a faint odor after the first few post-treatment shampoos before the hair is fully dry. Using PicturePerfect Hair Bond Sealing Masque as a conditioner helps minimize the chance of this occurring. Refer to Keratin Complex Training Manual for full instructions.*

## Natural Curl Finish

For clients looking to enhance and define natural curl and increase manageability, personalize the treatment with the Natural Curl Finish.



After Step 1 (Preparation) and Step 2 (Application) are complete, encourage curl formation or finger-wrap the hair before covering with a cap. Allow treatment to absorb for 30 minutes.



2. Apply 1-2 oz./30-60 mL of PicturePerfect Hair™ Bond Sealing Masque, concentrating application from mid-length to ends. Massage masque into hair and encourage curl. Allow to saturate for 5-10 minutes.



### Step 3: Rinse

Rinse hair for 5 seconds using medium-cool water, concentrating on the scalp. Do not shampoo.

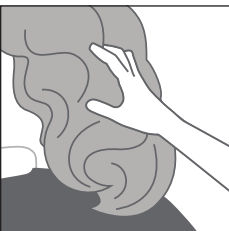


3. Rinse thoroughly for 2-3 minutes, concentrating on the scalp. Do not shampoo. Towel dry.



### Step 4: Masque

1. Gently towel-dry hair.



### Step 5: Finish

1. Apply Infusion Keratin Replenisher and desired curl-enhancing product.  
2. Diffuse or finger-wrap the hair to add shape, define curls and create volume.

# Personalized Blow Out™

## Same Day Keratin Treatment

### What makes our treatment different?

- ✓ Developed by hair-smoothing industry innovators
- ✓ Powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids
- ✓ Customizable treatment has the ability to smooth frizz, straighten the hair or define curls
- ✓ Preserves the hair fibers' mechanical strength
- ✓ Increases manageability
- ✓ Retains moisture and delivers radiant shine
- ✓ Zero downtime
- ✓ Ideal for all hair types
- ✓ Cumulative results
- ✓ No change to curl pattern with the Natural Curl Finish
- ✓ Results last up to 3 months



### See the results for yourself!

#### STYLED FINISH:

##### MAXIMUM STRAIGHTNESS

Client request:  
Straighter hair with the  
ability to add curl as desired.  
Starting curl level: 7 (interior)

Before



After: Next day air-dry



#### STYLED FINISH:

##### ULTIMATE SMOOTHNESS

Client request:  
Smoother hair with slight  
curl reduction, increased  
manageability and less frizz.  
Starting curl level: 4

Before



After



#### STYLED FINISH:

##### FRIZZ CONTROL

Client request:  
A solution for damaged,  
stringy hair and controlling  
frizz.  
Starting curl level: 2

Before



After



#### NATURAL CURL FINISH:

Client request:  
Defined curls, increased  
manageability and  
reduced frizz.

Before



After



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