



**KERATIN PURE DETOX
CLARIFYING SHAMPOO**

A gentle shampoo that deeply cleans and purifies hair without stripping strands. Removes dulling, damaging residue and neutralizes hard water effects with an effective deep cleansing formula.



**KERATIN RESTORATIVE
SMOOTHING TREATMENT**

An exclusive system developed to promote hair straightening, smoothing and relaxing waves while repairing damage caused from other chemical processes. Because of its ability to penetrate the hair fibre, Liquid Keratin Professional Restorative Smoothing Treatment, provides more shine, conditioning, strength and resistance to hair fibers damaged by other chemical processes.



**KERATIN INFUSING HEALTHY
HAIR DE-FRIZZ SHAMPOO**

Keratin Infusing Healthy Hair De-Frizz Shampoo gently cleans hair while drenching it with keratin proteins for improved strength, shine and manageability. Enriched with aloe for added strength and shine.



**KERATIN INFUSING DEEP
DE-FRIZZ CONDITIONER**

Keratin Infusing Deep De-Frizz Conditioner hydrates and conditions hair while it replenishes keratin protein, restoring strength, shine and softness.

INSTRUCTIONS ORIGINAL SERVICE



STEP 1 Prepare Hair

Wash hair with Liquid Keratin Professional Pure Detox Clarifying Shampoo, rinse, repeat, and rinse thoroughly.

**For virgin or resistant hair, you may achieve better results by mixing equal parts clarifying shampoo with 20 vol developer for average hair types or 30 vol for thicker coarser hair types for the second clarifying shampoo. Lather and allow to sit for 5 to 10 minutes, then rinse thoroughly.*

Towel or blow dry hair to the desired moisture level (85% - 95% dry) - the wetter the hair, the more texture will be retained. Dryer hair will produce straighter results.



STEP 2 Apply Treatment

Shake treatment bottle and pour a small amount (approx. 1 - 1.5oz) into a color bowl.

Apply product with a dye brush from root to end in 1/2" to 1" sections.

Apply to all four quadrants and then return to first section and comb through. Apply just enough product to coat the hair. Do not over-saturate.



STEP 3 Allow Treatment to Penetrate

Leave product on hair for 20 - 40 minutes:

Hair Type & Texture	Timing
Porous/Fine/Damaged/Bleached/Highlighted/Light Colored	20 Minutes
Chemically Treated/Colored	20 - 25 Minutes
Coarse/Virgin/Resistant	20 - 40 Minutes



STEP 4 Seal

Hand dry hair using a blow dryer (nozzle off) until it is completely dry.

**Use a synthetic (not boar) bristle brush to smooth and ensure hair is 100% dry.*



Run 3 - 7 passes (depending on condition of hair) with a ceramic flat iron at high heat. Always start at 360°F to 380°F, and bump up heat to recommended temperature (per chart) once the color molecule is stable.

Hair Type & Texture	Iron Temp
Porous/Fine/Damaged/Bleached/Highlighted/Light Colored	360°F to 410°F
Chemically Treated/Colored	400°F to 425°F
Coarse/Virgin/Resistant	425°F to 450°F



STEP 5 Set

Cool hair with cold shot from the blow dryer to allow the cuticle to close.



STEP 6 Wash

Shampoo hair thoroughly with Liquid Keratin Healthy Hair De-Frizz Shampoo. Rinse well and repeat.

Apply Liquid Keratin Deep De-Frizz Conditioner. Leave on for 3 - 5 minutes. Rinse and towel dry and style as desired.

INSTRUCTIONS COLD TREATMENT

This modified treatment is for clients who want to maintain 100% of their curly hair texture. It will de-frizz, define curl, add shine, manageability, condition and repair hair. *Results will last for 2 - 4 weeks.*

Follow **STEP 1** as above



STEP 2 Apply Treatment

Shake treatment bottle and pour a small amount (approx. 1 - 1.5 oz) into a color bowl.

Starting at nape of neck, apply product with a dye brush from root to end in 1" sections. Comb through and scrunch to see natural texture.

Apply just enough product to coat the hair; do not over-saturate



Step 3 Allow Treatment to Penetrate

Leave product on hair for 20 - 40 minutes



STEP 4 Seal

Diffuse hair or place client under a hood dryer on high heat until hair is 100% dry.

Follow **STEPS 5 & 6** as above

INSTRUCTIONS 24/7 BLOWOUT

Offer your regular blowout clients a blowout that will last them all day and night. Through humid and harsh weather, party atmospheres, and other hair raising events, their hair will remain shiny, smooth and frizz free!

Liquid Keratin's 24/7 Blowout improves manageability, conditions and repairs hair, while maintaining 100% of hair texture. Results will last until hair is washed.



STEP 1 Prepare Hair

Wash hair well with Liquid Keratin Professional Pure Detox Clarifying Shampoo, rinse, repeat and rinse thoroughly.

Towel dry hair



STEP 2 Apply Treatment

Shake treatment bottle and dispense a pea sized amount into a palm of your hand. Work product through the hair with hands. Comb through with a wide tooth comb to ensure product is distributed evenly throughout the hair



STEP 3 Style Hair

Blow-dry and Style hair as desired by client.