



**KERATINCOMPLEX®**

Personalized Blow Out™  
training manual





## Our Company

Since the launch of our signature Smoothing Therapy in 2007, Keratin Complex® has become the market leader in the smoothing category and has revolutionized the color industry with Color Therapy™, a complete keratin-enhanced hair color collection. We continue to develop breakthroughs in keratin technology with the expansion of our professional and retail collections, along with new programs and services that build brand partnerships, enhance stylists' knowledge and skills, and boost salon business.

## Our Mission

We strive for product innovation, educational support and superior results to enhance the craft of cosmetology for the benefit of the salon industry, salon professionals and consumers.

## Our Principles

- Offer breakthrough technology for superior results.
- Enhance cosmetologist skills.
- Develop new services that create value to enhance salon business.
- Create an inspirational partnership with salon professionals.
- Assist in elevating the unique culture and business atmosphere of the beauty industry.

## Our Philosophy

At Keratin Complex, it is our goal to elevate the unique culture and business atmosphere of the beauty industry. We go beyond the bottle, offering 360 degrees of support to salons and stylists that includes superior products and services, a unique website experience, strategic marketing materials, valuable business-building tools, and comprehensive education. Through these efforts, Keratin Complex continues to lead the beauty industry in innovation, dedication and excellence.

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# The science of beautiful hair.

## Smoothing Therapy: The Science

### What is keratin?

- A protein made up of amino acids, particularly cysteine
- Major component in hair, skin and nails
- Hair is up to 95% keratin
- External protective protein in cuticle
- Internal structural protein in cortex
- First thing depleted when hair is damaged

### What is Keratin Complex Signature Keratin?

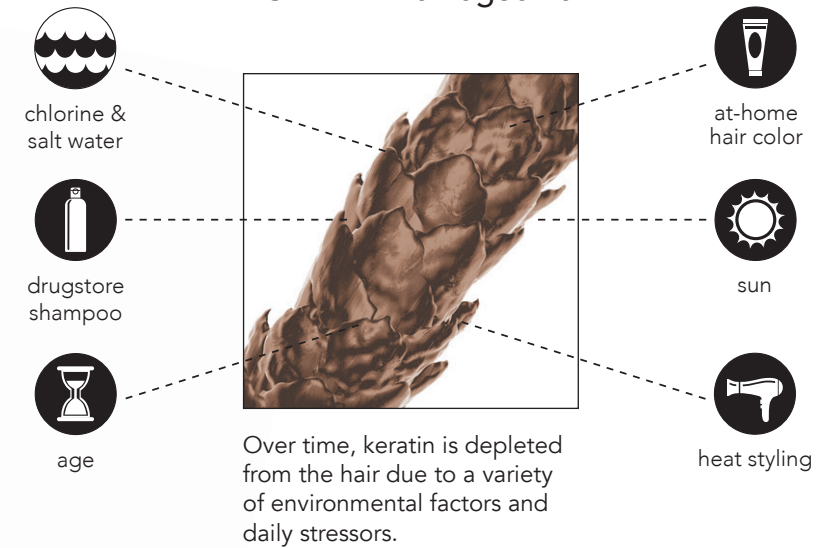
- High-quality keratin
- A crucial ingredient in Keratin Complex formulations
- Gives hair strength and elasticity and a more youthful, healthy look

### What is Keratin Complex Smoothing Therapy?

Keratin Complex Smoothing Therapy treatments target weak spots and reinforce the hair's structure, helping to repair damage, block humidity, reduce frizz, and leave hair soft, silky, shiny and smooth.

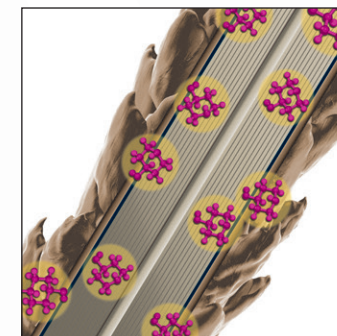
## How does Keratin Complex Smoothing Therapy work?

### PROBLEM: Damaged hair



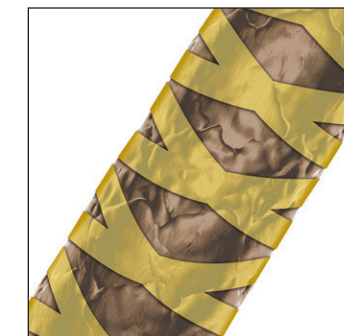
### SOLUTION: Keratin Complex Smoothing Therapy

#### REPAIR



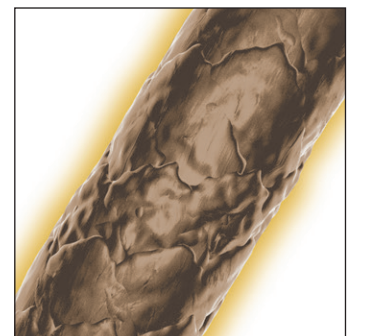
Signature Keratin and a unique blend of ingredients reinforce weak spots in the hair's structure, helping to repair damage, increase strength, and eliminate frizz.

#### SEAL



Keratin is sealed into the cuticle through the heating process to repair damage and block the humidity that causes frizz.

#### REVITALIZE



The hair becomes soft, silky, shiny and smooth. Results are cumulative: The more our treatments are applied, the healthier-looking hair becomes.

# Your hair. your way.

## Personalized Blow Out Introduction

Keratin Complex Personalized Blow Out Same Day Keratin Treatment is a customizable treatment powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids. The treatment has the ability to smooth or straighten the hair or define curl while helping to preserve the hair fibers' mechanical strength and increase manageability, with results that last up to 3 months.

### STYLED FINISHES:

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

#### MAXIMUM STRAIGHTNESS

Client request: Straighter hair with the ability to add curl as desired

Starting level: 7 (interior)

\*Client can leave salon with a straight or wavy finish.



#### ULTIMATE SMOOTHNESS

Client request: Smoother hair with slight curl reduction, increased manageability and less frizz

Starting level: 4



#### FRIZZ CONTROL

Client request: A solution for damaged, stringy hair and controlling frizz

Starting level: 2



### NATURAL CURL FINISH:

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

Client request: Defined curl, increased manageability, and reduced frizz

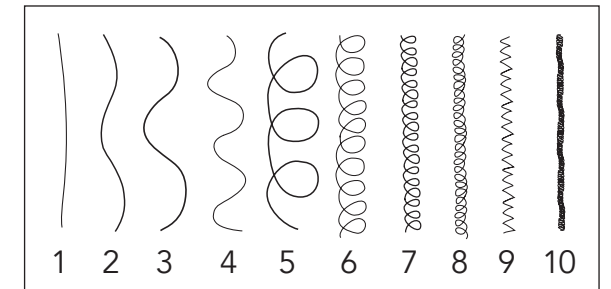


## Client Consultation

A proper client consultation will help in selecting the appropriate treatment for desired results, longevity and aftercare.

1. Assess hair:
  - Texture, porosity and condition
  - Chemical history
  - Client's lifestyle and medical history
2. Evaluate degree of curl and discuss desired curl removal. Refer to the Curl Level Chart to help determine the client's degree of curl and to ensure accurate client expectation. Scale of 1 (straight) to 10 (very curly)
3. Determine which finish the client desires.
4. Review post-treatment and home-maintenance protocol.
5. Quote price based on hair's length, texture and condition.

Curl Level Chart



# Client Prep & Treatment Setup

## Essentials

Application tools Cape, towels, bowl, application brush, heat-resistant fine-tooth tail comb, plastic cap, clips

Clarify step Keratin Complex Clarifying Shampoo



Treatment step Personalized Blow Out Same Day Keratin Treatment



Blow-dry step *Styled Finishes:* Blow-dryer, vent brush, round brush



*Natural Curl Finish:* Blow-dryer with diffuser attachment



Flat iron step *Styled Finishes:* Flat Iron



Masque step PicturePerfect Hair™ Bond Sealing Masque



Finish step *Styled Finishes:* Infusion Keratin Replenisher and desired styling products

*Natural Curl Finish:* Infusion and desired curl-enhancing products





## Combining Personalized Blow Out & Color Services

Personalized Blow Out is compatible with professional hair color.

For deposit color or refresh color services:

- Complete treatment through Masque step (pages 12 & 13).
- Apply color and process according to manufacturer directions.
- Once complete, condition hair with PicturePerfect Hair and continue with Finish step (pages 12 & 13).

For lightening:

- Lighten hair prior to the treatment.
- If lightened hair needs to be toned, refer to instructions above for deposit color.



*IMPORTANT: Personalized Blow Out should not be applied on hair that has been treated with henna or other metallic dyes, as well as many bond-building products, as these can create a coating that prevents our treatments from properly penetrating the hair shaft. For utmost confidence and consistency of results, Personalized Blow Out should be paired only with color, bond rebuilders, care and styling products from the Keratin Complex collection. Clients who use at-home color, direct pigments, or have recently changed their color may experience a color shift.*

# How To: color services & treating damaged hair

## Treating Highly Processed or Chemically Damaged Hair

- Wait two weeks between any chemical services.
- Fragile, compromised hair can be improved with Personalized Blow Out.
- Following the steps below, pre-treat highly processed or chemically damaged hair with PicturePerfect Hair + Vitalshot® to condition at least 48 hours prior to performing Personalized Blow Out. Repeat pre-treatment service as needed based on client's degree of damage.

1. Gently shampoo and towel dry hair.
2. Apply 1 Vitalshot and comb through hair for even distribution.
3. Apply and massage PicturePerfect Hair into the hair.
4. Cover with a plastic cap and allow treatment to absorb for 10 – 15 minutes under a preheated medium heat source. Allow hair to cool.
5. Rinse and finish as desired.



### Flat Iron Guide for Treating Highly Processed or Chemically Damaged Hair

Always begin with the lowest recommended iron temperature and increase only if needed.

**WARNING: DO NOT EXCEED 380°F (193°C).**

Temperature range for treating highly processed or chemically damaged hair: 350°– 380°F (177°– 193°C).

Number of passes: 3 – 6 from base to mid-length, 1 – 3 at the ends.

# Best Practices for Personalized Blow Out

## Treatment Guidelines:

- Patch test should be performed prior to application.
- Personalized Blow Out -should be applied from base to end each time a client has a repeat treatment.
- As with any chemical service, pregnant or nursing women should seek the advice of their physician before use.
- Do not pour product back into the bottle after application is completed. Discard any remaining product.
- Chemical-resistant gloves should be worn during treatment application.
- Use Keratin Complex hot tools and appliances to ensure optimal results.
- Always use professional judgment when selecting a flat iron temperature; the temperature should be adjusted based on the client's hair type and chemical history. Start at the lowest recommended temperature and increase only if needed.
- Always have a heat-resistant comb in front of the iron to provide tension.
- Keep the iron in continuous motion to avoid heat damage.

## Application:

- Always apply and comb treatment away from the face using a fine-tooth comb to ensure the product is evenly distributed and to avoid oversaturation.
- If a sub-section becomes oversaturated, drop the next sub-section without adding more product, then comb sub-sections together.
- To remove excess product, comb thoroughly with a fine-tooth comb, wiping excess onto a towel. Continue until hair combs clean without excess product on the comb.
- When applying the treatment, the first areas of application may appear dry. This means the treatment has sufficiently penetrated the cuticle. It is not necessary to reapply, as this will cause oversaturation.

## Blow-drying & Flat Ironing:

- If excess product and moisture are released, lower blow-dry heat and speed.
- Always consider the hair's condition and chemical history when determining a flat iron temperature.  
WARNING: DO NOT EXCEED 380°F (193°C).
- The more passes and the higher the heat used, the straighter the results will be.
- Fewer passes may be required to seal the ends.
- Clients who use at-home color, direct pigments, or have recently changed their color may experience a color shift.
- For maximum straightness on coarse, highly textured hair (curl level 7 and above), blow-dry hair 100% prior to applying treatment.

## Rinsing:

- During the final rinse, ensure product is completely rinsed from scalp and hair.
- Clients may experience a mild odor if the treatment is not rinsed thoroughly during the final rinsing step.

## Aftercare:

- Regular use of Keratin Complex shampoos, conditioners and styling products will help to maintain the longevity of the treatment and help to ensure optimal results.
- Use Infusion Keratin Replenisher as a blow-dry aid to replenish keratin and help maintain smoothness and shine.
- Use PicturePerfect Hair Bond Sealing Masque 1 – 2 times a week to help hydrate, nourish and preserve the hair fibers' mechanical strength.

# Personalized Blow Out

## Same Day Keratin Treatment

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



## Step-by-step:

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



Maximum Straightness



Ultimate Smoothness



Frizz Control



Natural Curl Finish



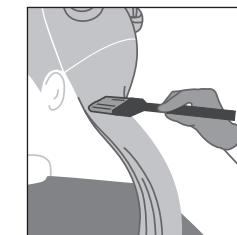
### Step 1: Preparation

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



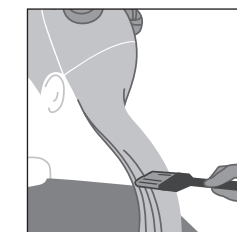
2. Towel-dry the hair thoroughly.\*

*\*For maximum straightness on coarse, highly textured hair (curl level 7 and above), blow-dry hair 100% prior to applying treatment.*



### 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.
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 avoid oversaturation.



# 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 with any of the Styled Finishes.

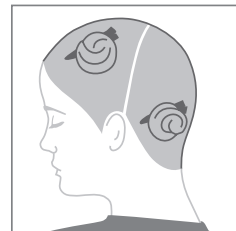


When treatment is completely applied, cap hair. Allow treatment to absorb for 40 minutes.



### Step 5: Rinse

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



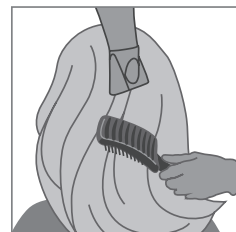
### Step 3: Blow-dry

1. Divide and clip the hair into 4 sections.



### Step 5: Masque

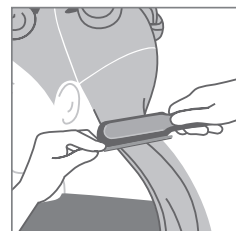
1. Gently towel dry hair.



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 fl. oz. / 30 – 60 mL of PicturePerfect Hair Bond Sealing Masque, concentrating application from mid-length to end. 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 history, and desired results.

*\*Please refer to flat iron guide on page 13.*

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.



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



### Step 5: Finish

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



*Note: Adhering to the guidelines below will help to ensure optimal results.*

## 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)

## Natural Curl Finish

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



When treatment is completely applied, encourage curl formation or finger wrap the hair before covering with a cap. Allow treatment to absorb for 30 minutes.



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



### Step 3: Rinse

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

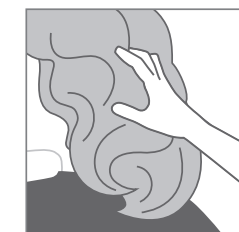


3. Rinse thoroughly for 2 – 3 minutes, concentrating at the scalp. Do not shampoo. Towel dry.



### 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.





**KERATINCOMPLEX**

888.409.4445 | 561.206.6050 | info@keratincomplex.com | www.keratincomplex.com

