

**Ouidad**  
THE CURL EXPERTS®



**Introducing:**

**The New & Improved**

**DEEP TREATMENT**



# Ouidad Deep Treatment

**Deep Treatment is the very first product developed by Ouidad.**

**It has been renewed & reimaged while remaining true to its intentions.**

**Deep Treatment is a professional in-salon only product that provides stylists the ability to deeply hydrate, replenish and repair curls.**

**Meeting the needs of curly haired clients while providing additional service revenue for stylists & salons.**

# Ouidad Deep Treatment

## What it does?

- ✓ Works to replenish lost moisture and nutrients.
- ✓ Helps to Repair and strengthen.
- ✓ Improves curl pattern, definition and elasticity.
- ✓ Helps rebuild internal structure to reduce frizz.
- ✓ Aids in restoring softness and shine.



## Formulation

**Our new & improved formulation creates healthier more conditioned curls using:**

- ✓ 14 essential amino acids
- ✓ Rich Murumuru seed butter
- ✓ Capuacu butter
- ✓ Castor seed oil
- ✓ Jojoba seed oil



# Ouidad Deep Treatment



## Who is it for?

- ✓ **All curl types: Wavy to Coily Curls.**
- ✓ **Color-Treated Curls:**
  - **Safe post-color usage.**
- ✓ **Compromised curls.**
- ✓ **Limp, lifeless curls.**
- ✓ **Dry, frizzy curls.**





# Ouidad Deep Treatment

## What It Is

Protein treatment replaces the proteins, amino acids, and moisture needed for strong, fully nourished, healthy curls. New & Improved? 6+ more essential amino acids and rich butters added for healthier, more conditioned curls.

## What It Does

- ✓ Replenishes lost moisture and nutrients
- ✓ Restores curl pattern, definition and elasticity
- ✓ Strengthens hair to protect against breakage
- ✓ Restores softness and shine
- ✓ Visually and physically transforms each strand
- ✓ Safe to use post Color Service
- ✓ Benefits Lasts 3-4 Weeks (1x per month)

## Good for Curls

**CASTOR OIL** promotes healthy hair growth, strengthens strands, and gives a more full appearance

**VEGETABLE PROTEIN** a complete source of essential amino acids and unique balance of nutrients; anti-aging, reconstructive, antioxidant, volumizing, conditioning and strengthening properties

**SOY BEAN** a powerful antioxidant that's able to preserve hair color, preventing fading due to oxidation, which can come from sun exposure, pollution, heat, and more

Launch June 2022

16.9oz  
\$35.00

13.5 Applications  
Per Bottle  
\$2.60/App

Potential Earning Per Bottle  
\$370 Profit Low End (\$30)  
\$775 Profit on High End (\$60)



# What to look for:

## Assessing hair quality and discovery

### Assessing the needs of Curls

- Assess the cuticle
  - Lifted or damaged cuticle layer
- Assess the quality
  - Visual inspection of pattern & mechanical damage
- Assess elasticity
  - Spring and recoil of curls

### Consultation

- How would you describe the health of your hair?
- Do you experience breakage?
- How does your hair feel post wash?
- What are your styling challenges?
- How would you like your hair to feel?
- Have you had any protein treatments in the last 30 days?





# Curl Quick Fix Treatment: \$30-\$45 Service (EXPRESS)

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**The Protein Your Curls need in Just 10 Minutes  
4 Steps. No Heat Required.**

- **Step 1:** Wash with Shampoo of choice
- **Step 2:** Application of Treatment
  - Apply 2-4 pumps for Wavy / Loose Curls
  - Apply 4-6 pumps for Tight / Coily Curls
  - Evenly distribute roots to ends
    - Wet Brush Pro Treatment Brush (optional)
- **Step 3:** Leave on for up to 8 minutes
- **Step 4:** Rinse and finish with Vital Curl+ conditioning rinse.



# Ultimate Curl Restoration: \$50-\$ 90 Service (FULL SERVICE)

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## 20-Minute Heat & Protein Treatment Ultimate 6 - Steps. Heat Required.

- **Step 1:** Clarify Water Works Clarifying Shampoo
- **Step 2:** Shampoo with Ultra Nourishing Cleansing Oil Shampoo
- **Step 3:** Apply Deep Treatment
  - Apply 2-4 pumps for Wavy / Loose Curls
  - Apply 4-6 pumps for Tight / Coily Curls
  - Evenly distribute roots to ends
    - Wet Brush Pro Treatment Brush (optional)
- **Step 4:** Put under dryer for up to 12 minutes
- **Step 5:** Rinse & finish with Perfect Pairings according to needs of curls. (See page 9)



# PERFECT PAIRINGS

## In-Salon Post Service



**VitalCurl+  
Balancing Rinse**

**Little to no damage**



**Ultra Nourishing  
Intense hydrating Mask**

**Deep hydration & Reparative**



**Coil Infusion  
Triple Treat Deep Conditioner**

**Dry hair needing moisture boost**

## At-Home Support



**Ultra Nourishing  
Intense hydrating Mask**

**Deep hydration & Reparative**



**Coil Infusion  
Triple Treat Deep Conditioner**

**Dry hair needing moisture boost**



**Curl Therapy  
Lightweight Protein Treatment**

**Protein Maintenance**



**Advanced Climate Control  
Frizz-Fighting Hydration Mask**

**Moisture with humidity control**