

S4TEC

smoother
softer
straighter
smarter

KERATIN SMOOTHING TREATMENT

S4Tec is a transformational product line for the client who wants to reduce their curl and wave. It reduces frizz and leaves the hair smoother, softer, straighter, and more manageable for months. Unlike many of the salon keratin treatments, there is NO formaldehyde or other aldehydes.

Like all smoothing treatments, the amount of curl or wave that is reduced depends on the hair type and texture. It is not for clients who do NOT want to reduce any curl or waves. If you are not sure, do the treatment on a small section at the nape of your client's neck to test the results. As with any professional hair product, S4Tec is not for everyone. Hair that is extremely dry, damaged, heavily bleached, very delicate or has extensive split ends should consider appropriate moisturizing treatments and hair trims to bring the hair back to health before using S4Tec or any other professional treatment.

S4Tec offers 4 Formulas — **INFINITY, FLAT IRON FREE, BEYOND & EXTREME** — depending on hair type and texture. Once you determine the formula you will be using, follow the directions that apply to that formula. (The latest addition to our product line is our **FLAT IRON FREE** treatment which provides the client with smoother, softer, more manageable hair that can be done in less than half the time of a traditional keratin treatment and lasts for month. It can be used on virtually any client who wants to reduce frizz and add luster and manageability but who does not want to lose much of their wave or curl. It's a great choice for clients who have delicate or damaged hair since no flat iron is required).

INFINITY & FLAT IRON FREE are for: ALL HAIR TYPES including BLEACHED, HIGHLIGHTED & DAMAGED hair/Slight to Extreme Frizz.

BEYOND is for: Normal Texture/Colored/Curly/Wavy/Medium Frizz (NOT for Bleached, Highlighted, or Heavily Damaged hair).

EXTREME is for: Resistant/Coarse/Virgin/Colored/Curly/Wavy/Kinky/Medium Frizz (NOT for Bleached, Highlighted, or Heavily Damaged hair).



DIRECTIONS

INFINITY & FLAT IRON FREE

(For FLAT IRON FREE formula just skip the flat iron portion of instructions)

Directions for Use — for ALL HAIR TYPES

Follow these simple steps and read the FAQs before you start. Before you begin, see information below on COLOR when using this treatment.

1. S4Tec is applied to clean DAMP hair. Options to consider:

It is not necessary to use clarifying shampoo (any shampoo will do), but you should if the hair is oily, virgin, or uncolored gray, or has product build up (see below).*

OR

If your client is looking to reduce their time in the salon during these challenging days, it is all right for them to wash (and condition (If they wish) their hair at home. Mist hair until DAMP and go directly into the application.

2. Remove all jewelry and put on gloves (gloves are not required, but since the pH is comparable to lemon juice, you may want to wear them as the treatment may irritate abrasions on hands and cuticles if gloves are not worn).

3. Shake the treatment. For fastest and easiest application, squeeze a small amount at a time of the treatment into your gloved hands, rub your hands together, and apply it to DAMP hair with your FINGERS, working it into the hair in the same way you would with shampoo and MASSAGE it into the hair. (You may find it helpful to section hair into 4-6 large damp sections depending on hair thickness, work it into each large section, comb through, and move to the next large section. Continue applying and massaging the treatment into the hair, making sure that the roots and ends are saturated. When finished with the application, comb through a few times with a PLASTIC comb to ensure complete coverage and comb hair back away from the face. It is recommended to clip the hair up if it is long. (NOTE: If you prefer, you may place 1-2 ounces (30-60ml) at a time of treatment into a non-metallic bowl, section hair, and then use an applicator brush to apply treatment, massaging each section as you go along, and comb through at end. Do NOT use metal bowls, clips, or combs.) You will no-

tice a slight odor, but this is normal and will disappear as the client continues to wash their hair. Your client may also notice a slight tingling feeling on their scalp and that is also normal and will disappear (It's a function of the lemonlike pH).

4. SET A TIMER and leave the treatment in your hair (do NOT put on a cap) for:

- **30 MINUTES:** Delicate/Fine/Bleached Blonde/White/Heavily Highlighted/Damaged/Light Frizz
- **40 MINUTES:** Normal Texture/Colored/Curly/Highlighted/Wavy/Ombre/Medium Frizz
- **50 MINUTES:** Resistant Texture/Coarse/Virgin/Colored/Curly/Highlighted/Extreme Frizz (see TIPS below)

5. Before dropping the hair into the bowl, get your water temperature to a warm/comfortable level for your client, using low water pressure. Release the clip if you've used it for long hair and drop the hair into the bowl and rinse just until the water runs clear — do not use shampoo or conditioner, concentrating on the nape and the hair near the scalp. Look at the water. If it is white, sudsy, or bubbly, rinse some more until the water runs clear and stop. TRY NOT TO OVER RINSE, but, instead

TIPS

TIPS for Virgin, Extremely Resistant, Coarse, or Uncolored Gray Hair:

- Do a pre-wash by mixing equal amounts of clarifying shampoo and 20-volume cream developer instead of plain clarifying shampoo to open the cuticle. Leave on hair for 3 minutes and repeat.
- Make sure you massage the treatment into the hair during the application.
- Place the client under a heat lamp or dryer on low to medium heat during the time the treatment is in the hair (loosely clipped with a plastic clip for long hair, and rotate the hair position every 10 minutes). Do not put a cap on the hair.
- Do a professional blow dry, getting the hair smooth and 100% dry.
- Perform a fastidious flat ironing using ½" sections until silky. Increasing the heat on the flat iron may help to get that silky result.



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INFINITY & FLAT IRON FREE

Directions for Use — for ALL HAIR TYPES (continued)

leave just a little bit of residue in hair — just like hair feels from a deep conditioning treatment — a little slippery.

6. Do a smoothing Blow Out. Blow dry using medium heat and high air flow, using your fingers or a vent brush to remove excess water if very wet (*higher heat may be necessary for coarse or difficult hair*). The hair should just feel as if it had a texturizing product added. **If the hair feels gummy or heavy when you start to blow dry, go rinse some more.** Then section hair and use a paddle or round brush to get hair as SMOOTH as possible. Make sure the hair is 100% dry. Doing a fantastic smoothing blow dry will mean less flat ironing to get the hair silky and sealed.

7. Flat iron (OPTIONAL FOR FLAT IRON FREE FORMULA). Using an average flat iron heat setting of 380°-410°F (195°-210°C), take small sections, concentrate at the roots, and carefully flat iron. For hair that is fragile, delicate, bleached blonde, highlighted or is damaged or compromised, start at the lowest heat setting on your flat iron and gradually move the temperature up until the hair gets easily silky. There is no exact number of passes. For example, some delicate hair may get silky at 300°F (150°C) with only 3 passes. Stronger and coarse or resistant hair may require more heat up to 450°F (230°C) and 8 passes. Just use enough heat to get the silky result with the least passes. You DO need enough heat for each hair type and texture to get the SILKY, SHINY and SEALED result that S4Tec delivers. Use your professional judgment for your client's hair type and texture!

YOU MUST USE A FLAT IRON THAT WILL GET UP TO THE RECOMMENDED TEMPERATURE FOR YOUR CLIENT'S HAIR TYPE & TEXTURE TO SEAL IN THE TREATMENT OR YOU RISK REDUCING THE LONGEVITY OF THE RESULTS. MAKE SURE YOU DO THE NECESSARY PASSES WITH YOUR FLAT IRON TO GET THAT SILKY FINISH IN YOUR CLIENT'S HAIR.

8. It is recommended that you give the client a haircut or trim to refresh the ends for that professionally styled look.

9. Client can wash their hair, exercise,

swim, or wear pins, clips, and ponytails immediately. Your client may notice a slight aroma when their hair is wet, but this will go away as they continue to wash their hair. This could be due to the individual client's hair. It could also be the result of leaving a bit too much product in the hair after the rinse or by not getting the hair 100% dry before flat ironing. To minimize this, follow the rinse and blow dry instructions.

10. Make sure your client leaves the salon with S4Tec Sulfate-free Moisturizing Shampoo & Conditioner and Styling Crème to maintain and enhance the treatment.

NOTE: Since this product does not contain formaldehyde or other toxic ingredients, no mask is required for the treatment. You may notice some vapor while blow drying and flat ironing, which is normal and is mostly steam. A large amount of steam means that you left too much product in the hair, or you did not get the hair 100% dry before flat ironing. Color and texture may vary slightly by batch.

COLOR when using S4Tec INFINITY & FLAT IRON FREE Keratin Smoothing Treatment

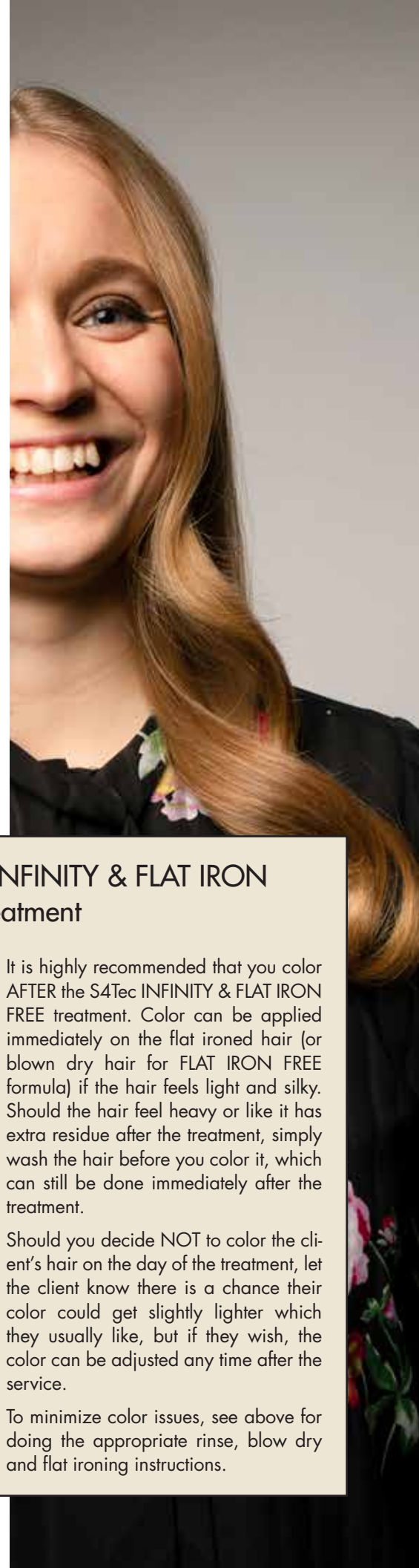
With the S4Tec INFINITY & FLAT IRON FREE formula, you need to decide if you wish to color before or after the treatment. If you color AFTER which is preferred, you eliminate potential issues related to color lifting. Color can be refreshed at any time after service.

When coloring BEFORE the treatment, S4Tec, like all smoothing treatments, could lift a bit of color and make highlights seem brighter. How much color lift that may occur could be a function of your client's hair type, condition, and texture as well as the color that was used. It may be helpful to reduce the blow dryer and flat iron temperature during the treatment as overly high heat can affect color. As with any smoothing treatment, if you color BEFORE, many stylists deepen the color a few levels to account for any lift that may occur.

It is highly recommended that you color AFTER the S4Tec INFINITY & FLAT IRON FREE treatment. Color can be applied immediately on the flat ironed hair (or blown dry hair for FLAT IRON FREE formula) if the hair feels light and silky. Should the hair feel heavy or like it has extra residue after the treatment, simply wash the hair before you color it, which can still be done immediately after the treatment.

Should you decide NOT to color the client's hair on the day of the treatment, let the client know there is a chance their color could get slightly lighter which they usually like, but if they wish, the color can be adjusted any time after the service.

To minimize color issues, see above for doing the appropriate rinse, blow dry and flat ironing instructions.



BEYOND & EXTREME

Directions for Use

These formulations are **NOT** for bleached blonde, highlighted or extremely damaged Hair. Our INFINITY & FLAT IRON FREE formulas have been developed specifically for hair that is bleached, highlighted, or damaged.

Follow these simple steps and read the FAQs before you start. Before you begin, see information below on COLOR when using this treatment.

1. S4Tec is applied to clean DAMP hair. Options to consider:

It is not necessary to use clarifying shampoo (any shampoo will do), but you should if the hair is oily, virgin, or uncolored gray, or has product build up (see below).*

OR

If your client is looking to reduce their time in the salon during these challenging days, it is all right for them to wash (and condition (If they wish) their hair at home. Mist hair until DAMP and go directly into the application.

2. Remove all jewelry and put on gloves.

3. Shake the treatment. For fastest and easiest application, squeeze a small amount at a time of the treatment into your gloved hands, rub your hands together, and apply it to DAMP hair with your FINGERS, working it into the hair in the same way you would with shampoo and MASSAGE it into the hair. (You may find it helpful to section hair into 4-6 large damp sections depending on hair thickness, work it into each large section, comb through, and move to the next large section.) Continue applying and massaging the treatment into the hair, making sure that the roots and ends are saturated. When finished with the application, comb through a few times with a PLASTIC comb to ensure complete coverage and comb hair back away from the face. It is recommended to clip the hair up if it is long. (NOTE: If you prefer, you may place 1-2 ounces (30-60ml) at a time of treatment into a non-metallic bowl, section hair, and then use an applicator brush to apply treatment, massaging each section as you go along, and comb through at end. Do NOT use metal bowls, clips, or

combs.) You will notice a slight odor, but this is normal and will disappear as the client continues to wash their hair. Your client may also notice a slight tingling feeling on their scalp and that is also normal and will disappear (It's a function of the lemonlike pH).

Do NOT put on a cap or use heat. SET YOUR TIMER and leave the treatment in the hair for the recommended time (see below):

30 MINUTES USING **BEYOND:**
Normal Texture/Colored/Curly/Wavy/
Medium Frizz

40 MINUTES USING **EXTREME:**
Resistant/Coarse/Virgin/Colored/
Curly/Wavy/Kinky/Medium Frizz

4. SET YOUR TIMER! Rinse the hair for **AT LEAST 3-5 MINUTES** with warm water. Long, thick, or coarse resistant hair **WILL** need a longer rinse. Do not leave residue in the hair. The hair should be completely rinsed, so rinse as long as you need to.

5. Blow dry until hair is 100% dry (no need to do a "smoothing" blow out).

6. Using flat iron heat setting of 380°F-450°F (195°-230°C), take small sections and meticulously flat iron until hair is silky. Start at 380°F/195°C and gradually move the temperature up until the hair gets easily silky. Concentrate at the roots, taking just enough passes until the hair is SILKY. Recommended flat ironing instructions:

BEYOND

Start at 380°F (195°C) on the flat iron and work up to the temperature that provides a SILKY result with NO MORE than 5 PASSES on each section.

EXTREME

Start at 450°F (230°C) on the flat iron until SILKY result with NO MORE than 8 PASSES on each section.

USE A FLAT IRON THAT WILL GET UP TO THE RECOMMENDED TEMPERATURE FOR THE CLIENT'S HAIR TYPE & TEXTURE TO SEAL IN THE TREATMENT OR THERE IS RISK OF REDUCING THE LONGEVITY OF THE RESULTS. BE SURE TO DO THE NECESSARY PASSES TO GET THAT SILKY FINISH.



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BEYOND & EXTREME

Directions for Use (Continued)

7. It is recommended that you give the client a haircut or trim to refresh the ends for that professional finish.

8. Client can wash hair any time, swim, exercise, or wear pins, clips, and ponytails. Some clients may notice a slight smell when their hair is wet, but this will disappear as your client continues to wash their hair.

9. To ensure proper maintenance, send client home with S4Tec professional Sulfate-free Moisturizing Shampoo, Conditioner, and Styling Crème to enhance and prolong results.

NOTE: Since this product does not contain formaldehyde or other toxic ingredients, no mask is required for the treatment. You may notice some steam while blow drying and flat ironing, which is normal. A large amount of steam means that you probably did not get the hair 100% dry before flat ironing. Color and texture may vary slightly by batch.

IT IS IMPERATIVE THAT YOU FOLLOW THE INSTRUCTIONS CAREFULLY AND DO NOT SKIP ANY STEPS OR MODIFY THE PROCEDURE. FAILURE TO DO SO WILL INCREASE THE AMOUNT OF SCENT LEFT IN THE HAIR AND THE AMOUNT OF TIME IT TAKES TO WASH THE SCENT AWAY. THE CLIENT IS LIKELY TO HAVE SOME RESIDUAL SMELL AFTER DOING THE TREATMENT THROUGH SEVERAL WASHES. THIS WILL DIMINISH AFTER EACH WASH UNTIL IT DISAPPEARS. MOST PEOPLE CAN HARDLY NOTICE THE SMELL AFTER THE HAIR IS DRY. The smell is similar to a perm solution, but this technology is completely different. Perm solutions are extremely alkaline and need to be neutralized. S4 is not alkaline at all and does NOT require neutralizing.

BEYOND AND EXTREME FORMULATIONS ARE NOT FOR BLEACHED BLONDES OR THOSE WITH HIGHLIGHTED HAIR OR EXTREMELY DAMAGED HAIR: We love you, but bleach destroys the protein in hair and needs special attention. Our INFINITY & FLAT IRON FREE formulations are highly effective on all hair types — and are the versions that you should use for those who have bleached or highlighted hair.

NOTE: Some stylists have been getting creative with S4 and are using more than one formula on a client if they have different hair textures. For example, you might use either the Beyond or Extreme formulas on the underneath part of the hair where it's curlier/frizzier and then use the Infinity on the top section of the hair which may be straighter and more damaged or bleached. If you elect to do this, just follow the timing instructions for each of the formulas based on the hair type and texture. Do NOT MIX formulas together — apply each formula separately. If you are using more than one formula on a client's hair and keep the sections separated during processing.

COLOR when using S4Tec BEYOND & EXTREME Keratin Smoothing Treatments

COLOR may be applied immediately AFTER the treatment. We do NOT recommend using this treatment on top of FRESH color as it may result in color lift.

Visit www.s4tec.com and read the FAQs for more information or call our customer service team at 1-888-271-4661

