

S4 TEC

smoother
softer
straighter
smarter

KERATIN SMOOTHING TREATMENT

The S4Tec Keratin Smoothing Treatment brings hair to its ideal, most beautiful condition without damaging the hair or using dangerous chemicals. It is a smarter, safer better choice for salon, client, and stylist.

S4Tec Smoothing Treatment is different. It is a next-generation smoothing system that uses the latest advances in science, along with only the finest ingredients, to create a product that delivers the results clients want from a keratin smoothing treatment, but without dangerous chemicals (like formaldehyde). And, because we work from the inside out in changing the overall look and feel of the hair and shape of the curl, our results last for months. And, unlike traditional salon keratin treatments which use formaldehyde to “embalm” hair with a flat iron, you can wash the hair, swim, exercise, and wear pins, clips, and ponytails immediately after the treatment.

- **DELIVERS RESULTS AND IS SAFER THAN TRADITIONAL TREATMENTS:** S4 is not as good as traditional formaldehyde smoothing treatments — IT'S BETTER — no formaldehyde, no toxic fumes, shorter chair time, and fewer flat iron passes.
- **EASY TO USE AND READY TO WEAR:** Simple process makes application easy and once completed, hair can be curled and washed immediately, which means no rules or restrictions for the client when the treatment is complete. No worrying about getting it wet, not putting it up in a ponytail, or having chemicals that need to “sit” on it for a set amount of time. In other words, clients will leave the salon with gorgeous hair that is healthy looking and more manageable.
- **EASIER AND FASTER STYLING, EVERYDAY:** Better results when blow drying or air drying at home.
- **CUSTOMIZABLE:** More than one S4 formula can be used on a client if they have different hair textures.

S4 creates softer, smoother, straighter, frizz-free hair while restoring natural shine to hair, making it healthier looking and more manageable.



S4 has 4 formulations to allow for all hair types and lasts for months.

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AFTERCARE PRODUCTS

Specially formulated products that promote healthy and manageable hair

The science of S4 does not end with the completion of the smoothing treatment. Our unique line of products are specially formulated to complement our smoothing treatments, as well as continue to improve the overall health and manageability of hair. For people who have naturally smooth hair and don't require an S4 treatment, our products can be used to help keep their hair healthy, manageable and frizz free. These include:

PLUSH SHAMPOO: Renews and restores moisture balance to weak, dull, or processed hair. Sulfate and paraben-free formula gently cleanses and is safe for chemically or color treated hair.

PLUSH CONDITIONER: This luxurious high-quality conditioner replenishes hydration and delivers the softness, bounce, and volume your clients are seeking. It is ideal for hair that has been treated with S4Tec, but also great for those in need of easy detangling, comb-ability and feel. Safe for chemically or color treated hair.

STYLING CRÈME: There is nothing like this multi-faceted nutrition-rich styling crème that works on all hair types and provides a slightly velvet finish leaving the hair smooth, swifty, adds texture and body, increases the volume, and further improves the healthier look of the hair. This addictive crème which is applied to damp hair provides exceptional shine and manageability and is great for an unbelievable blow dry or to enhance and define waves and curl for those who like to air dry their hair. It's a must for impressive results between salon visits, especially with S4 flat Iron Free.

